

A Survey of Fundamental Barriers in Development of Tourism in Shiraz

*Mahdi Salehi¹, Farah Jamshidi²

¹Ferdowsi University of Mashhad, Iran.

²M.A in Business Management, Gheshem Branch, Islamic Azad University, Gheshem, Iran.

*mahdi_salehi54@yahoo.com

Abstract

The main objective of the study is identifying the major barriers of tourism development in Shiraz, Iran. The results of the study reveal that there is a great gap between the expected facilities and actual facilities from the view points of tourist in Iran. The authors came to conclusion that in order to absorbing more tourists in Iran, the government should provide more facilities which these facilities meet the tourist expectation.

Key words: Tourist, Shiraz, Expectation, Iran

1. Introduction

Governments in the 21st century can not be indifferent to the importance of continued economic expansion of the global tourism industry and to increased competition in the international tourism market. However, competition in tourism is different from other industries as the production cannot be exported and tourists are forced to move to the destination as consumers. So, too much attention is given to tourism and composes one of the elements of planning and provision of national income of some of the countries in the world. Nowadays, tourism industry is one of earning part of many countries which according to statistics, income of this industry distributes between countries, as the 50% percent of income of this industry is belong to America, England, France, Italy and Germany and the other countries suffice it 5%.

Also, land of Iran with special geographical characteristics in Middle East and also having the natural characteristics and cultural and historical monuments, these prominence and charter is so great that UNESCO puts Iran as an ancient landmark among the 9 countries which are the best because Iran has one of the most original of historical culture of background but in the international tourism's market, it has not a good position. Now, Iran is among of 200 guest countries in the world which with regard to tourists, its rating is 70th and with regard to the income of tourism, its ranking is 89th.

Among them, province of Fars with the range of 70km which composes about 7.5% space of Iran and it is located in south of center region of Iran; with having natural and unique geographical position, religious holy sites and wonder of the livelihood practices and natural attraction make this area (Fars) as a tourism excellence. More than 1347 historical heritage and 2 historical heritages these are; Takht-e- Jamshid and Pasargad and 400 natural attractions of province of Fars.

We can claim that the most unique and the most luxurious historical monuments are exist in this city and because of this potential, it is one of most important city in attracting tourist in all over the country. In spite of all the capacities and abilities, this city is still unknown for most of tourists. With the existence of these unique capacities, during the third plan share of current earning of tourism in all over the country, the share of province of Fars was 4.5% and the income of it was about 200 million dollars.

Whereas the tourism industry is an umbrella, this characteristic is one of critical point of tourism industry because the short coming in presenting each of mentioned goods and services make limitation in demanding for the rest of goods and services in this industry. For

example, suitable accommodation services are not given to tourists, so, efficient transportation system capacity and food services, local facilities and the other abilities of the rest services will be useless. This is like a hole in an umbrella which makes it useless. Whereas tourism is on serviceable activity and for providing the needs, tourists expects the services and the most important expectations are preventing the services in planning for both time and destination of journey, movement and storing the in residential unit of destination, preparing and providing suitable instruments and secure transportation. In order for presenting these services, institutional tourists are activating in this activity.

In this present research; existing infrastructure of Shiraz city and the effect of these factors and dependant factors to that will be the subject of investigation and with remembering of existing capacities and facilities in attracting tourists, button necks and existing limitations are pared attention, and at last the suggestions for improving the statue of tourism in Shiraz city are given.

1.1 Research problem

Tourism industry is one of the most important, the most diverse, and the most lucrative industry is presented in 21st century. Which according to declaration of world tourism organization (WTO), this industry with average growth of 14 annually, could catch the rating, that is, 3rd, competes with great industries like, oil, petrochemical, automotive, electronic in all over the world.

Research and study in background and foundation of infrastructures, is one of the most important of existing factors in suitable planning. The intention of these infrastructures are relationship between preliminary facilities of journey and resident existence of capacities and great and unique potential, make Shiraz city as a center of tourism in Iran and in all over the world. Shiraz city was concentrated by travel writes of Moslem tourists and western scientists make us aware that this region has a great geographical attraction and historical monuments and it is become one of the attracting places for tourists but a question arises now, that is; whether all of the capacities and potentials of the area are used?

It seems that with regard to this section, we can have a good economical condition, more engagement and more income and at last development of the Shiraz city. Being achieved of these purposes, also without attention of governors and creating tourism facilities and presenting historical and ancient monument and attraction, and also cultural and natural attraction is impossible. So by recognizing these facilities, shortcomings, expectation of tourists and suitable programming and planning, we could attract more tourists in Shiraz.

Investment in tourism industry due to the great potential of the province is a good and suitable choice which needs the development of economical infrastructure, providing the social condition and improving the political statue with the countries.

Lack of recognition, lack of studies of feasibility and cost benefit analysis in tourism planning, lack of using the human resources, negative thoughts about secure condition, failure of improper advertising site, limitation of transportation, unsuitable airport services, are the most important problems in this industry. Continuing in tourism requires planning which is the most important and the main stage and on the other words, with providing the primary needs (infrastructures), planning will be begun.

So, tourism industry is so important that we cannot relegate it and paying attention to it can make a great change in economical statue of Iran (Aref et al., 2009); of course, it will be done, if all the organization help to this industry and make the situation and selvage and all the factors in attracting tourists in a matched group and permanent relationship and

connection with these factors with each other because another factor weakening the strength of a factor and will have little impact.

2. Review of literature

Tourism is a complex industry. It provides employment opportunities and tax revenues and supports economic diversity (Aref, 2011a, b). It has very different impacts, both positive and negative, or even mixed ones. However, from a national, regional or local planning point of view, tourism should support the development of the quality of life of residents too.

Hunt, (2005) reviews an uptake of the notion 'community capacity building' in local communities. Her paper strongly expresses that any community capacity building activity in local communities must acknowledge and address the many barriers to that community capacity building.

Hunt (2005) outlines in broad terms such as constraints to include the following:

- A lack of community participation in development policy
- A lack of knowledge and awareness
- Power imbalances between governments and local communities
- Segmented and complex institutional arrangements
- Lack of financial resource.

The results of a survey of Not for Profit Services, undertaken in 2004 by the Social Policy Unit of the Western Australian Government have shown the barriers to community capacity building. The barriers include knowledge, skills, funding limits, abilities of individuals and groups to participate and lack of skilled tourism development practitioners (Unit, 2004). According to McGinty, (2003), Taylor, (2003), Cronin, (2003) and Hunt, (2005), there are following barriers in community capacity building in local communities:

- Lack of power as a component of community development.
- Inadequate focus on human resource development at the community level.
- Lack of information to facilitate informed decisions.
- Lack of authority for communities to control important matters.
- Lack of effective and strong governance institutions.
- Dependency on government and bureaucracy to meet needs.
- Lack of capacity to solve problems (Cronin, 2003).

Atkisson, et al, (2003) believed development of Tourism industry at the community level has a number of limitations such as lack of resources, inadequate communication among local stakeholders, and inadequate planning. Steven and Jennifer, (2002) also outlined the following barriers in community capacity in term of tourism:

- Lack of community resources.
- Lack of understanding of the policy process.
- Lack of access to information.
- Absence of community representation in the tourism decision-making process.

Relationship between government and local communities: The relationship between local communities and government is strained by the community perception that governments do not understand community issues and impose policies and programs that negatively affect local communities (Doern and Phidd, 1988).

2.1 Purpose of the study

Determining the relationship between the development of suitable rest positions, the development and good equipment of promenades, improvement in fundamental needs of transportation, improvement in public services, suitable rules and provisions and

development of human resources on increasing of tourists will be the case of study in Shiraz city. In order for using of this opportunity, it is necessary to provide and present the conditions because, Iran can become a center of attracting the tourists and change himself as among top ten of countries during the several years in future.

Also, tourism industry of Shiraz city has a significant role in improving in engagement and tourism services in Iran and with respect to this issue, the relationship between basic needs and improving tourists is the subject of investigation in Shiraz city.

2.2 Research questions

1. Is there any difference of respondents' view between the existing situation and expected situation in residential units?
2. Is there any difference of respondents view between the existing situation and expected situation about roads, transportation?
3. Is there any difference of respondents' view between the existing situation and expected situation about suitable rules and provisions and increasing the security?
4. Is there any mean difference of respondents' view between the existing situation and expected situation about the development of human resources?
5. Is there any difference of respondents' view between the existing situation and expected situation about IT industry, and proper using of information technology?
6. Is there any difference of respondents view between the existing situation and expected situation about infrastructure services?
7. Is there any difference of respondents view between existing situation and expected situation about improving quality and satisfaction of tourists?

2.3 Research hypotheses

1. There is a difference of respondents' view between the existing situation and expected situation about residential unit.
2. There is a different of respondents' view between existing situation and expected situation about roads and transportation.
3. There is a difference of respondents' view between the existing situation and expected situation about suitable rules and provisions and increasing of security.
4. There is a difference of respondents' view between the existing situation and expected situation about the development of human resources.
5. There is a difference of respondents' view between the existing situation and expected situation about IT industry and proper using of information technology.
6. There is a difference of respondents' view between the existing situation and expected situation about infrastructure services.
7. There is a difference of respondents' view between the existing situation and expected situation about improving tourists' quality of satisfaction.

2.4 Research variables

Independent and dependent variables of this study are:

1. Independent variable: is the development of infrastructure of tourism.
2. Dependent variable: is the increasing tourists in Shiraz and parameters are:
 - 2.1. Development of residential and tourism units.
 - 2.2. Development of roads and transportation means.
 - 2.3. Development of rules and provisions and increasing the security.
 - 2.4. Development of human resources (English language).
 - 2.5. Development of IT industry and proper using of information technology.
 - 2.6. Development of infrastructure services.

2.7. Development of improving quality and satisfaction of tourists.

3. Research Methodology

In order to gathering usable data a questionnaire designed and developed in two languages namely, Persian and English. Persian questionnaire employed in order to gathering data from Iranian expert members active in tourism and English one for foreign tourist, Cronbach's alpha is used for ascertaining from validity of the questionnaire that questionnaire with current status with confidence 0.74 and questionnaire of expected status with confidence 0.73 were calculated and was accepted.

Statistical society:

The statistical society includes experts of cultural heritage organization, handicraft, and touring of Farce province and foreign tourists who had visited Shiraz city. Because we have two statistical societies in this research, in the first statistical society all experts of handicraft and cultural heritage organization of Shiraz city were selected as sample and in the second society tourists who had visited the attractive places from 1-6-2010 to 30-6-2010 were selected as sample randomly.

3.1 Results of the study

Table 1 shows the general frequency distribution of different age groups in cultural heritage experts and foreign tourists in Iran. As Table 1 shows the experts of cultural heritage organization are 67 participants and foreign tourist are 87 members respectively. As below table shows the majority of experts of cultural heritage organization are female (68.70%) with B.S degree (62.70%) respectively; about the tourists, majority of participants holding M.A degree (64.10%) followed by PhD holder (26.90%). Further, majority of them are female (56.40%) and having more than 41 years old.

Table 1. Bio data of the participants

Variable	Expert		Tourist	
	Number	Percentage	Number	percentage
Age				
Below 30 years	16	23.90	25	32.10
30-40 years	42	62.70	25	32.10
More than 41	9	13.40	28	35.90
Gender	21	31.30	34	43.60
Male				
Female	46	68.70	44	56.40
Educational Background	5	7.50	0	0.000
Diploma				
B.S	42	62.70	7	9.00
M.A	14	20.90	50	64.10
PhD	6	9.00	21	26.90

At the current stage all participants are assumed in one group and it is try to know is any difference between existing situations and expected one? In order to testing of the hypotheses at this stage Wilcaxon non-parametric test is employed.

H₁: There is a difference of respondents' view between the existing situation and expected situation about residential unit.

Table 2. Results of the first hypothesis

situation	Median	Scope	W	Ties	Significant level
current	15	16	7.51	19	0.0018
expect	12	16			

Regarding to the above table it is considered that there is a significant difference between current and expected statues so the research hypothesis is accepted and null hypothesis is rejected.

H₂: There is a different of respondents' view between existing situation and expected situation about roads and transportation.

Table 3. Results of the second hypothesis

situation	Median	Scope	W	Ties	Significant level
current	12	16	7.56	32	0.0000
expect	9	16			

Table 3 shows the results of testing of second hypothesis. According to above mentioned table there is a different of respondents' view between existing situation and expected situation about roads and transportation; so it can be conclude that H₂ is accepted and null hypothesis is rejected.

H₃: There is a difference of respondents' view between the existing situation and expected situation about suitable rules and provisions and increasing of security.

The results of the study in Table 4 that the research hypothesis is accepted and null hypothesis is rejected, in other word, there is a difference of respondents' view between the existing situation and expected situation about suitable rules and provisions and increasing of security.

Table 4. Results of the third hypothesis

situation	Median	Scope	W	Ties	Significant level
current	12	18	7.81	15	0.0001
expect	9	14			

H₄: There is a difference of respondents' view between the existing situation and expected situation about the development of human resources.

Table 5. Results of the fourth hypothesis

situation	Median	Scope	W	Ties	Significant level
current	13	18	7.39	25	0.0004
expect	9	13			

Regarding to above table it is considered that there is significant difference between current and expected situations.

H₅: There is a difference of respondents' view between the existing situation and expected situation about IT industry and proper using of information technology.

Table 6. Results of the fifth hypothesis

situation	Median	Scope	W	Ties	Significant level
current	32	42	8.95	11	0.0002
expect	20	26			

Regarding to above table it is considered that there is significant difference between current and expected situations in the level 0.0002, (Z=8.95).

H₆: There is a difference of respondents' view between the existing situation and expected situation about infrastructure services.

Table 7. Results of the sixth hypothesis

situation	Median	Scope	W	Ties	Significant level
current	18	22	7.51	24	0.0004
expect	14	21			

As Table 7 shows it is considered that there is significant difference between current and expected situations in the level 0.0004, (Z=7.51).

H₇: There is a difference of respondents' view between the existing situation and expected situation about improving tourists' quality of satisfaction.

Table 8. Results of the seventh hypothesis

situation	Median	Scope	W	Ties	Significant level
current	12	14	7.31	22	0.0003
expect	8	11			

Regarding to above table it is considered that there is significant difference between current and expected situations in the level 0.0003, (Z=7.13).

In this stage the question may arise that is there any difference between the experts of handicraft and cultural heritage organization and tourist view points.

So, the following sub-hypotheses will be tested.

The first sub-hypothesis: There is a difference between point of views of cultural heritage experts and tourisms about improving tourism industry of Shiraz city.

In order to obtain this difference, regarding to independency of these two groups Mann-Whitney non-parametric Test is employed.

Table 9. Results of the first sub-hypothesis hypothesis

Components	group	number	U	Sig.
Development of residential units of current condition	expert	67	2530	0.74
	tourist	78		
Development of residential units of expected condition	expert	67	2019	0.02
	tourist	78		
Ways and transportation development Current condition	expert	67	2542.50	0.78
	tourist	78		
Ways and transportation development expected condition	expert	67	2079.50	0.03
	tourist	78		
Laws development Current condition	expert	67	2315.50	0.24
	tourist	78		
Laws development Expected condition	expert	67	1749	0.001
	tourist	78		
Human resources development Current condition	expert	67	2089.50	0.04
	tourist	78		
Human resources development expected condition	expert	67	2302	0.21
	tourist	78		
Information technology development current condition	expert	67	2365	0.32
	tourist	78		
Information technology development expected condition	expert	67	2303	0.22
	tourist	78		
Service substructures development Current condition	expert	67	2289	0.20
	tourist	78		
Service substructures development expected condition	expert	67	2438.50	0.49
	tourist	78		
Quality improvement development Current condition	expert	67	250.50	0.68
	tourist	78		
Quality improvement development expected condition	expert	67	2475	0.58
	tourist	78		

It is considered that:

There is a significant difference between experts and foreign tourists in the component of Development of residential units of expected condition in the level of 0.02, ($P=0.02$,

U=2019). In the component of ways and transportation development in the expected condition, there is significant difference between experts and foreign tourists in the level 0.03 ($p=0.03$, $U=2079.50$). In the component of suitable laws and rules in the expected condition there is significant difference between experts and foreign tourists in the level 0.001($p=0.001$, $U=1749$). In the component of human resources development in the current condition, there is significant difference between experts and foreign tourists in the level 0.04($p=0.42$, $U=2089.50$). And there isn't any significant difference between experts and foreign tourists in the light of importance who placed on other components.

Second hub-hypothesis: There is difference between perspectives of women and men (expert and Tourist) in improving tourism industry of Shiraz city.

Table 10. Results of the second sub-hypothesis hypothesis

Components	Group	number	U	Sig.
Development of residential units of current condition	Woman	55	2407.50	0.78
	Man	90		
Development of residential units of expected condition	Woman	55	2404.50	0.77
	Man	90		
Ways and transportation development Current condition	Woman	55	2472.50	0.99
	Man	90		
Ways and transportation development expected condition	Woman	55	2440	0.89
	Man	90		
Laws development Current condition	Woman	55	2062.50	0.09
	Man	90		
Laws development Expected condition	Woman	55	2257	0.37
	Man	90		
Human resources development Current condition	Woman	55	2467.50	0.97
	Man	90		
Human resources development expected condition	Woman	55	2070	0.10
	Man	90		
Information technology development current condition	Woman	55	2070.50	0.10
	Man	90		
Information technology development expected condition	Woman	55	2360	0.64
	Man	90		
Service substructures development Current condition	Woman	55	2237	0.33
	Man	90		
Service substructures development expected condition	Woman	55	2144	0.17
	Man	90		
Quality improvement development Current condition	Woman	55	2216	0.29
	Man	90		
Quality improvement development expected condition	Woman	55	2443	0.89
	Man	90		

It is considered that there isn't any significant difference between men and women in the light of importance who placed on different components.

4. Conclusion

The results of the current study illustrated that there is a difference between the existing situations and expected one in tourism industry in Iran from the both Iranian member as well the foreign tourist. According to the finding the authors highly recommended that: Eliminating public places and guest-houses in order to use private places around the city. Education, tourism industry practitioners, officials of consulate events up to airplane servants, custom officials, land and sea transportation responsible, hotels workers, responsible of tourism services centers, tourism guiders, and even residential of tourism regions and .Creating notification centers in countries that have potential tourism of Iran and sending informed educated bodies to those centers for meeting and introducing Iran to organizations, institutions, and centers related to tourism. Creating the free tourism services offices such as guide maps, financial and money services and reservation and like that by trained and competence bodies such as responsible of tours in messenger terminals and aerodrome.

5. Discussion

Tourism facilities, accommodation, transportation and travel retail infrastructure need to be developed in order to meet the demands of Iran national tourism promotion plan.

However, tourism facilities in Iran are not the only factor responsible for the existing gap between potential and market realities, because the capacity of existing facilities is not properly used by the tourism industry currently. The overall hotel occupancy rates in the country for example stand at a feeble 39%. However, this average does not represent all the seasons and demand often exceeds supply in some parts of the country at certain times of the year. The most important dilemma facing the travel market of Iran though is the large number of travel agencies that have appeared around the country during the past few years.

Though the existence of a travel agency itself is to help the travel industry, the rapid growth of the number of travel agencies in Iran has a different scenario.

In each perspective that Research about Iran tourism industry is freshness because in two recent decades that basal changes were done in global tourism industry and political, cultural and social structure of Iran ,few research and activity were done in Iran in this case, Therefore researchers who are interested in study and research in this study light can identify multiple problems of this industry in Iran and also in Shiraz with a little investigation and present solutions and suitable patterns. So the subjects that during this research and after that were considered that help other researchers to collecting general politics and remove problems are:

- 1- To study the role of human resource in the tourism industry development and present pattern for optimum employment in tourism industry.
- 2- To design management pattern for growing tourism industry in Iran by using comprehensive quality management
- 3- To study the positive and negative effects of cultural reaction between host society and international tourists in the static tourism
- 4- To study the effect of services on the satisfaction of tourists from presented services in tourism places of Shiraz
- 5- To study effect of private part(NGO) on the increasing rate of tourists in Shiraz

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