

Examine the role of Social Police and Advertising in Attract Foreign Tourists (A Case Study of Bam, Iran)

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Abstract

Important and Complex large-scale tourism industry has a comprehensive communication at the national, regional and international levels and any incidence of unsafe and use of violence at different levels will enter serious and irreparable harm to this industry. The present study has been aimed to investigate the role of social police and advertising in attract Foreign Tourists. In this regard, A Sample of 210 people has been selected from 1120 foreign tourists visited from Bam in the First six month of 2013. Using standard questionnaire has been prepared a systematic process for the collection of information. The reliability of the questionnaire is assessed from Cronbach's alpha, 82%. In order to analyze of data collected, descriptive and inferential statistics were used. At descriptive statistics, statistical parameters were used such as mean, standard deviation and frequency and at inferential statistics, kendall and spearman tests were used. The results show that, there is a significant relationship between the role of social police and Sense of security Mental - Psycho in the host community. Also, advertising have a direct effect on the sense of security tourists and there is a significant relationship between Sense of security Mental - Psycho and attract foreign tourists.

Keywords: *social police, Feeling of security Mental - Psycho, attract foreign tourists*