

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

By

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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

1. Introduction

The tourism industry has an important impact on human communities it is possible to organize the spaces under management (Azani et al, 2006). Managements in the field of security and the impact of their roles on the Tourism conditions are so effective that it can be argued that there is a close relationship between the tourism industry and security issue (Rezvani, 2006).

Unstable political currents inside the countries such as Pakistan, Iraq, Afghanistan, diseases such as SARS and avian flu and swine in china and Some countries, natural disasters like Tsunami in the littoral states of the Indian Ocean, the terrorist attacks of the eleventh September to the twin towers of America, Bam earthquake and Persian Gulf war, Caused the recession and reduced travel and undermine the security of the tourism and led to the bankruptcy of many companies have invested.

Employment, income for host communities, Increase in tax revenues of the location of economic activities related to tourism regional balance, equilibrium of wealth, changing and shifting income from urban areas to rural (villages) and finally, to avoid from outmigration of villagers are considered as a great samples of benefits of tourism (Azani et al, 2006).

Tourism with more than 860 million tourists is approximately allocated about 722 billion dollars in 2007 and more than 800 billion dollars in 2009, and totally 10% of the world's gross capacity is allocated to it (Hossein Zadeh et al, 2009). World Tourism Organization has predicted that the number of trips till 2020 reach nearly to 1/6 billion pieces. Of this total extensive travel in 2020, one billion will be occurred within the boundaries and 387 million of these trips will be occurred as young trips (exterritorial) (Aqasi, 2008).

In this paper has been tried to study on those security agents (which) influenced upon tourist's opinion on a trip to a city and the tourist's security of the Bam is also studied. In other words, the present study has been aimed to investigate the role of social police and advertising in attract Foreign.

This article tries to examine the role of the social police, considered as one of the indicators of national security and has the inextricably linked with it, by measuring of Feeling of security Mental - Psycho for foreign tourists as one of the tourist attraction's areas, Bam.

2. Literature Review

Security is a major factor in the development of the tourism industry. Because in the first place Tourists looking for a quiet place to spend their time. Statistics from around the world shows that insecurity is much reduced visits and excursions. Visit insecurity dramatically affect the decisions of tourist to visit different places. the study was approved by the world represent that there is a defined relationship between tourism and stability and security development because development of tourism infrastructure will also bring the cooperation of the cultural apparatus and proper advertising , and the broad participation of the security and intelligence apparatus along with tourism development and national security development.

Tourism development in any country demonstrate the stability of the country's national security and national security development cause the growth of the tourism industry (khodayi, 2010).

Based on Don's statement (1997) tourists can be classified into two categories; Rebellious and selfish. Great or selfish tourism further emphasis on the social value of the travel credit and security is an essential element for them. These bunch of tourists stimulate the tourism industry. Therefore, both of safety and Tourism has a reciprocal relationship with each other. In other words, a safe country will have an active tourism industry and With investments in tourism sector can provide the employment for many people through investments in tourism sector.

Tourism through its potential and the rate of increase in employment and also increase of economic efficiency can play an effective role in the economic development of the country. In Iran, We observe the decreased sense of security among foreign tourists for two reasons: The first element of perceived insecurity because of adverse publicity, rumor, and unreal atmosphere of the security situation in the country and the second element is considered as a malicious activities and unconscious competence management, In fact, the raw material of the second element is used to produce the first element, is the adverse publicity. Therefore, To maintain its basis, we are looking for ideas to create psychological safety thought in tourist. That will occurred through the social police, because it can also precludes the element of advertising (Samadiyan, 2009).

Security is carrying the meanings of confidence, absence of fear, being safe and non-scared. Namely, the sense of security (mental state and status) to the safety and external assurance (objective and external situations) lies in this word (Moazzen, 2008).

Security has both objective and subjective dimensions. Generally, objective security defined security in terms of threats which is considered as an objective matter but we must add; when we feel there is no threat, A Security must be placed and it is the mental security (Kazemi, 2008).

Many researchers have warned about the potential serious impact of natural disasters or human factor on the tourism industry, these studies suggest that Security and safety are needed for tourists.

Steiner in an article on the state of tourism in Arabic countries; including Egypt, points out that they have failed to generate income in the appropriate manner; despite their many tourism attraction. He has also examined the main causes of this inefficiency and he introduced one of the most reason of lack of income as lack of security, mental and social threats, and non-optimal services. In this study, To promote tourism; Attention has been necessary for the safety of tourists (Steiner, 2006).

Sinai in an article as; inefficiency, stagnation and crisis in Iran tourism, has tried to investigate factors influencing crisis, he introduced one of the factors affecting the weakness of the Iranian Tourism as advertise on insecurity in Iran (Sinai, 2002).

Zarei has also studied on understanding the factors affecting the psychological security of tourists and determine the degree of importance of each of them as in a study on the impact of psychological safety on the development of tourism in the province of Fars and Booshehr (Zarie, 2008).

From Billy's point of view , negative propaganda has an important impact on the lack of interest of tourists from tourism places, also increased the number of uniformed policemen in the tourism destination is provided for the tourists, security, and will be decreased the number of re-tourists that visit the region. As police in large numbers in a given location will be assumed as insecurity of that place (Pizam and Mansfield, 1982).

Overall Today, security is considered as the most important and the most fundamental principle to the tourism development strategy in the world. 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. This is necessary to remedy the problems and restore order and stability in these areas should be considered. In this regard, the present study has been aimed to investigate the role of social police and advertising in attract Foreign.

3. Methodology

The population of this study are consisting of all foreign tourists which have arrived in Bam in the first six months of 2013, there are over 1120 people so they have been there at welfare, recreation and tourism places. According to the considered population , It has been estimated the volume of sample as 210 people.

Due to the absence of a list of names and the absence of an exact time of arrival and departure and also lack of facilities , Random sampling is used. To estimate the required sample size, Cochran's method is used.

In this study, collecting the required data was done by using a questionnaire. Questionnaire included 27 questions (which is) provided in English. In this study after preparing the questionnaire, we consulted on the validity and reliability of this study by the martyr Bahonar university's professors and the specialist in tourism and ultimately After some reformation, the final questionnaire was approved . Moreover, in order to calculate reliable estimates of the distribution of questionnaire, we distribute it between 15 participants. The reliability of the questionnaire is provided from the 0/82 Cronbach's alpha. In order to analyze the collected data, Descriptive and inferential statistics were used. For descriptive statistics, statistical indicators were used such as mean, standard deviation, frequency and for inferential statistics, kendall and spearman tests were used.

Research Hypotheses

- There is a significant relationship between role of social police and Sense of security Mental - Psycho of foreign tourists.
- There is a significant relationship between Tourism advertising and Sense of security Mental - Psycho of foreign tourists.
- There is a significant relationship between Sense of security Mental - Psycho of foreign tourists and attract tourists.

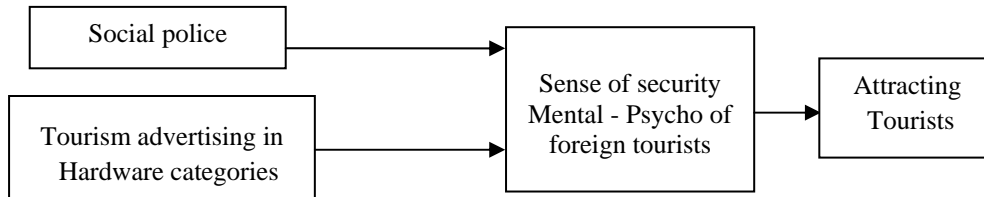


Figure-1: Conceptual Model

Although it can be paid directly to assess the security of tourists, but based on Abraham pizam (1982) and Areik kohn (1985) studies on the subject of tourists, security , the following indicators can be used to investigate this matter.

Table-1: security Index by tourists

Variable	Dimension	Concepts
Sense of security	Hardware dimension (objective security)	Security at tourist Routh-Having compatible media publicity about security, especially knowing the reality of the level of safety in Bam
Sense of security	Software dimension (psychological- mental security)	Having a sense of security on arrival at Bam level of security at tourism sites

Table-2: the role of the police

Variable	Dimension	Concepts
The role of the police	Physical dimension	Quick physical action in the face of any nuisance Police's attendance Intensive care about missing documents
The role of the police	Social dimension	The ability to bring peace and to help tourists The establishment of the online help. Police must respond in a timely manner

Table-3: The index of advertising and media

Variable	Dimension	Concepts
Advertising	Operational dimension	Warning operations through brochures and announcements To exchange knowledge about norms and values awareness through the media and Internet sites.

Testing Hypotheses

The first hypothesis test

H₀: There is not any significant relationship between role of social police and Sense of security Mental - Psycho of foreign tourists.

H₁: There is a significant relationship between role of social police and Sense of security Mental - Psycho of foreign tourists.

Table-4: Test values for the relationship between the social police and the security of tourists

Role of social police and Sense of security Mental - Psycho of foreign tourists				
Pearson Correlation	The correlation coefficient	P-value	relationship	Type of relationship
kendall	0/253	0/000	is	direct
spearman	0/396	0/000	is	direct

According to values in the above table, we find that there is a significant relationship between role of social police and Sense of security Mental - Psycho of foreign tourists (P- is considered as equivalent by zero and is less than the significant level. Consequently, we reject the null hypothesis and confirm the against presumption). This relation is a direct one (Positive correlation coefficient);which means much better the role of the social police , the more security of tourists.

The second hypothesis test

H₀: There is not any significant relationship between Tourism advertising and Sense of security Mental - Psycho of foreign tourists.

H₁: There is a significant relationship between Tourism advertising and Sense of security Mental - Psycho of foreign tourists.

Table-5: Test values for the relationship between Tourism advertising and the security of tourists

Tourism advertising and Sense of security Mental - Psycho of foreign tourists				
Pearson Correlation	The correlation coefficient	P-value	relationship	Type of relationship
kendall	[0/451	0/000	is	direct
spearman	0/617	0/000	is	direct

According to values in the above table, we find that there is a significant relationship between Tourism advertising and Sense of security Mental - Psycho of foreign tourists (P- is considered as equivalent by zero and is less than the significant level. Consequently, we reject the null hypothesis and confirm the against presumption). This relation is a direct one (Positive correlation coefficient);which means much better Tourism advertising, the more security of tourists.

The third hypothesis test

H0: There isn't any relationship between Sense of security Mental - Psycho of foreign tourists and attract tourists.

H1: There is a significant relationship between Sense of security Mental - Psycho of foreign tourists and attract tourists.

Table-6: Test values for the relationship between the security of tourists and attract tourists

Sense of security Mental - Psycho of foreign tourists and attract tourists				
Pearson Correlation	The correlation coefficient	P-value	Relationship	Type of relationship
kendall	0/374	0/000	is	direct
spearman	0/423	0/000	is	direct

According to values in the above table, we find that there is a significant relationship between Sense of security Mental - Psycho of foreign tourists and attract tourists (P-value in both thesis and confirm the against presumption).

This relation is a direct one. (Positive correlation coefficient), which means much more the security of tourists, the more tourists attraction.

5. Conclusion

Through the study of social theories, It become apparent that establishing mutual interaction between tourists and the host community can have a great impact on transferring customs, traditions, and the values of the rate society and also influence on increasing the number of tourists and removal of bad publicity about some of the host countries. Hence, evaluation of the effective factors is formed the core of the present study including security by the social police, Tourism advertising and Sense of security Mental - Psycho of foreign tourists on Attract Foreign Tourists. The results show that foreign tourists, Satisfaction have been favorable in the course of security situation in Bam and recreational centers and resorts. This situation can be a huge success for the security forces in Bam. The present study has been aimed to investigate the role of social police, Tourism advertising and Sense of security Mental - Psycho of foreign tourists on Attract tourists in Bam. The first hypothesis represents that there is a significant relationship between role of social police and Sense of security Mental - Psycho of foreign tourists so the result in table (4) indicate that “ Despite the 95% confidence , we can claim that there is a positive (direct) and meaningful relationship between role of social police and Sense of security Mental - Psycho of foreign tourists. Therefore, As the performance of these security forces is much better, tourists security is much more so more tourists are attracted. The second hypothesis represents that there is a great relationship between Tourism advertising and Sense of security Mental - Psycho of foreign tourists so the results in Table (5) indicate that “ Despite the 95% confidence, we can claim that there is a positive (direct) and meaningful relationship between Tourism advertising and Sense of security Mental - Psycho of foreign tourists. So it can be concluded; that the more the advertising performance, the more the security of tourists. Hence local media try to identify whatever the media is and also try to show the real security of society globally, It also determines that all the foreign media is unrealistic and illusive. The third hypothesis represents that there is a great relationship between Sense of security Mental - Psycho of foreign tourists and attract tourists, So the results in table (6) indicate that” Despite the 95% confidence, we can claim that there is a positive

(direct) and meaning full relationship between Sense of security Mental - Psycho of foreign tourists and attract tourists. So it can be concluded; that the more the tourists` security, the more their attraction. To summarize 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 in Bam.

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