

Typologies of Inbound Tourists Who Visited Isfahan

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Abstract: Growth of every tourism destination depends on its development plan and one of the factors which determine the quality and success of a plan is its logicity. A tourism development plan should prepare with emphasis on its target market; who are they and what are their needs and wants? The purpose of this study is to identify inbound tourists' motivations for tourists who visited Isfahan. Exploratory factor analysis was used to identify the items which explain the motivation of each similar group. The results of exploratory factor analysis identify six main motives for traveling to Isfahan. These motives are coercion, cultural, shopping, leisure, adventure and hygiene. The relation between demographic variables and tourists' motivations also has been examined. As a result a significant relation was found between tourists' nationality and their motivational level for hygiene. Sex, also was a variable which had significant relation with motivational level of tourists who visited Isfahan. Finally useful suggestions is presented for tourism planners and marketing professionals.

Key words: tourism typology, traveling motives, exploratory factor analysis, Isfahan.

INTRODUCTION

Today's tourism industry is one of the most important and developing industries of the world's economy. It gained the fourth place with respect to export value among the important industries (Coccossis, 2006). That is why it has been characterized as an "important industry". Tourism as an industry has an important basic characteristic that it has been differentiated from other industries, and that is points of production and consumption coincide spatially. According to the report of World Tourism Organization (2011) despite new challenges emerging since the beginning of the year 2011 international tourist arrivals increased by 4.5% between January and April 2011, compared to the same period of the 2010. Growth was positive in all regions, with exception of Middle East. Some sub-region achieved double-digit growth: South America (17%), South Asia (14%) and South East Asia (10%). Europe which was the main tourist receiving mainland since 1950 will continue to be in the first and exceeded the expectation (6%) and posted the highest growth rate in the first four months of 2011. (WTO, 2011) Tourism is a world-wide socio-economic phenomenon resulted from the human need for leisure, adventure, contact with nature and the desire to visit new humans, places and cultures. The growth of tourism is depended on many elements such as rising standards of living, perfect weather, improvements in transport, the growth of income and free time, the "industrialization" of tourism, identifying and satisfying tourists needs and wants and desire and etc. Its growth requires the contribution of many factors such as environmental, cultural, economic, political and social factors. The growth of tourist industry need for planning. According to Getz (2002) tourism planning constitutes a process based on the study and appraisal of resources that are available in the area and the alternative solutions, in order to optimize tourism's contribution to human prosperity and environmental quality. This planning should perform based on important criteria such as tourist typologies.

Tourism Typologies:

Tourism constitutes an activity which is developed in different ways in each region basically because of the diversity of characteristics of each place. (Coccossis, 2006) also each place attracts different type of tourists because of the differences identified between the motives and the characteristics of the journey (Mansfeld, 1992). This diversification requires a various way of tourism management in tourism destinations. Tourism typologies are aiming at a more effective and comprehensive formulation of tourism policy. Tourism is developed in different patterns in space, depending on the specific characteristics of destinations. Typology constitutes a very important tool for tourism planning as it supports the recognition of its spatial effects, demonstrates the way, the extent and the intensity of growth, contributes in the process of rational planning and in the adoption of effective tourism policy. Thus it contributes in all of tourism planning stages, in the analysis of the existing situation, the recognition effects of tourism in the place of reception, in the creation and selection of alternative scenarios for tourism growth and in the specialization of policy per type of tourism growth.

Research Methodology:

This paper seeks to recognize travel motives of Isfahan inbound tourists. After reviewing the literature of tourism typology a questionnaire developed with 23 items, including 6 questions about tourist's demographic characteristics (Nationality, age, sexuality, previous traveling to Iran, Educational level and Occupation) and 17 questions about tourists' motives for travelling to Iran. A sample of 200 tourists who visited Isfahan during the first fourth month of 2011 were incidentally selected and questionnaires were indicated with them. In order to analyze the data, exploratory factor analysis has been used to identifying travel motives. Test of fit goodness for exploratory factor Analysis has been used to examining whether sample size is significant for exploratory factor analysis and whether this Motives has selected correctly or not. Finally one factor variance analysis has been used to examining relationship between demographic variables and tourist's motivation.

Table 2: Sample demographics.

Measure	Item	Frequency	Percentage (%)	Measure	Item	Frequency	Percentage (%)
Gender	male	106	53%	Occupation	employed	125	62.5%
	female	94	47%		self-employment	40	20%
Age	20-25	20	10%		retired	9	4.5%
	25-35	34	17%		other	23	11.5%
	35-45	23	11.5%	Education level	secondary	58	29%
	45-55	37	18.5%		university	102	51%
	55-95	86	43%		Post graduate	70	35%
Material Status	single	78	39%	Previously travel to Iran	No	133	66.5%
	married	122	61%		1-4	53	26.5%
					4-7	7	3.5%
					7-10	7	3.5%

Exploratory Factor Analysis:

Factor analysis attempts to bring inter-correlated variables together under more general, underlying variables. In other word, the goal of factor analysis is to reduce "the dimensionality of the original space and to give an interpretation to the new space, spanned by a reduced number of new dimensions which are supposed to underlie the old ones (Rietveld and Van Hout 1993), or to explain the variance in the observed variables in terms of underlying latent factors (Habing, 2003) Thus, factor analysis offers not only the possibility of gaining a clear view of the data, but also the possibility of using the output in subsequent analyses (Field 2000, Rietveld and Van Hout 1993). Exploratory factor analysis is technique used for explore dimensions of the phenomena and used for decrease the items of Questionnaires. In order to recognize tourist's motives for traveling to Iran and to nominating exploratory dimensions, we use the factor analysis technique. so about 200 tourists' answers to this Questionnaires has been examined. After applying the principal components analysis technique and Equamax Rotation Technique, six principal motives for traveling to Iran has been recognized. It is should remembered that for higher accuracy, the elements bar that was above than 0/5 has been eliminated and percent of explained variance and α coefficient was calculated for each item.

Table 2: cultural motive.

NO	QUESTIONS	FACTOR SCORE	Factor extracted	α coefficient
Q7	I came here to improve my personal knowledge	0/569	%61/45	0/831
Q9	I came here to visit ancient places	0/568		
Q10	I came here to visit the museums	0/775		
Q14	I came here to visit historical and cultural attraction	0/628		
Q18	I like to learn more about new places	0/510		

As has been shown in table 2 based on results of exploratory factor analysis, five items including, improve personal knowledge, visiting ancient place, visiting museums, visiting historical and cultural attraction and learning about new places are placed in one group and since they are about cultural activity, it has been named as cultural motive. These items have explained 61/45% variance of new factor.

Table 3: Coercion Motive.

NO	QUESTIONS	FACTOR SCORE	Factor extracted	α coefficient
Q12	I came here due to my friends persistence	0/854	%75/5	0/84
Q15	I came here due to professional purposes	0/775		
Q17	I came here due to inexpensive costs	0/519		

Table 3, shows that, items 12, 15 and 17 which are for professional purposes, friend's persistence and inexpensive costs are placed in one group and based on their content it has been named as coercion motive. These three items have explained 75/7% variance of new factor.

Table 4: Hygiene Motive.

NO	QUESTIONS	FACTOR SCORE	Factor extracted	α coefficient
Q21	I chose this city based on cleanness standard	0/701	60/7%	0/67
Q23	I came here due to perfect weather	0/63		

Two items that have been shown in table 4 are about cleanness standard and perfect weather. These items have explained 60/7% of variance of the dimension which is named as hygiene Motive.

Table 5: shopping Motive.

NO	QUESTIONS	FACTOR SCORE	Factor extracted	α coefficient
Q20	I choose this city for shopping	0/89	%84/1	0/82
Q22	I choose this city due to its handicraft	0/85		

The questions shown in table 5 are about shopping and handicraft and grouped in one dimension and have explained 84/1% variance of the dimension which is named as shopping motive.

Table 6: Leisure Motive.

NO	QUESTIONS	FACTOR SCORE	Factor extracted	α coefficient
Q8	I came here for rest and to having a good time	0/84	%61/1	0/66
Q16	I came here to change my regular life.	0/63		

The two questions which are shown in table 6 items were placed in one group and have explained 61/1% variance of the dimension which is named as Leisure Motive.

Table 7: Adventure Motive.

NO	QUESTIONS	FACTOR SCORE	Factor extracted	α coefficient
Q19	I came here for physical activity	0/51	%58/9	0/701
Q13	I came here to take advantage of nature beauty	0/683		
Q11	I came here to find new experience	0/759		

As shown in table 6 the three items that are, physical activity, nature beauty and finding new experience are placed in one group and named as adventure motive. These three items have explained 58/9% variance of new factor.

Test of Fit Goodness For Exploratory Factor Analysis:

Applying Xi Bartlett statistic as goodness of fit test, examine the quality of grouping the items and extracted factors. The values of Bartlett's chi-square, significant and morality rates KiasarOlkin presented in table 8. The KiasarOlkin value should pass over 0/5 and Bartlett's chi-square with specified degree of free indicate fit goodness of factor Analysis and exploit of respective factor. In the table 8, results Test of fit goodness for each exploited factor has been shown. Since the KiasarOlkin value for each factor passes 0/5, this shows that samples size (200) is good enough for factor analysis. Also the significant values that all exploited factors have goodness fit in factor structure.

Table 8: KMO and Bartlett's Test for each motive.

Motive	Description				
	KMO Measure of Sampling Adequacy.	Approx. Chi-Square	Bartlett's Test of Sphericity	df	sig
Cultural Motive	0/767	373/873		4	0/00
Coercion Motive	0/693	214/356		3	0/00
Hygiene Motive	0/500	52/106		1	0/00
Shopping Motive	0/500	12/480		1	0/00
Adventure Motive	0/526	31/155		3	0/00

Demographic Variables and Tourists Motivations:

In order to examine the relation of demographic variables with tourists' motivations, one factor variance analysis has been used. Results of the analysis (sig: 0/238) indicate that no significant relationship exists between nationality and attention level which tourists pay for cultural, coercion, shopping and adventure motives. But the relation between tourists' nationality and the level of attention which they pay for hygiene motive was significant (sig: 0/02). In other word tourist with different nationality pay different level of attention to hygiene and minimum average was for Japan, Colombia and Korea and maximum average was for Turkey and Irish. Also the results show that, the level of coercion, leisure, cultural and adventure motives is different for males and females. Females with average 5/98 have stronger cultural motive versus males with average 5/01 and females travel to visiting cultural attractions more than males. Also the level of coercion, adventure, and leisure motives are stronger for females than males.

Results also indicated that There is significant relationship between material status and cultural, coercion, and leisure. Single tourists with an average 5/73 have stronger motive to visiting cultural attraction than married tourists with an average of 5/31. Coercion motive with an average of 2.56 for married tourists is stronger than for singles with an average of 2/0. Also average of leisure motive for married tourists was more than singles. Moreover, there is no significant relationship between material status of tourists and their shopping and adventure motives. Also no significant relation was found between tourists' education levels and their coercion, leisure, shopping and adventure motives. But the average of cultural motive was more for tourists with university education than tourist with lower educational level.

In order to examine the relation of duration of stay in destination with tourists' traveling motives, we divide the duration into four groups: 3-7, 7-14, 14-28 and more than 28 day. Results indicate that there is no significant relationship (sig: 0/055) exists between duration of stay and cultural motive. Also tourists who had 3 to 7 days stay at Iran had more leisure motives than other groups. Tourists who had 3 to 7 days of stay at Iran had more shopping motive than other groups. Also tourists who stay at Iran for more than 28 day had more adventure motives than other groups. Finally, the results indicate that 77/5% of respondents for cultural motive, more than 40% of respondents for hygiene motive and 15/5% of them for coercion motive visited Isfahan. Also 40% of respondents said that they traveling for shopping motive and 41% of them for adventure motive had visited Isfahan.

Conclusion and Recommendations:

In this article the motives of inbound tourist for traveling to Isfahan has been examined. The results of exploratory factor analysis identified six main motives for traveling to Isfahan which include coercion, cultural, shopping, leisure, adventure and hygiene. Also the relationship between demographic variables and traveling motives has been examined and results indicated that there is significant relationship between these variables and tourists motives. Tourism planner and manager can utilize this typology in order to categorize tourism market and serve them receptive services. Based on the results of the study, it is believe that the Isfahan tourism planners and managers must recognize their target market and plan according to their needs. As explained before, six motives were recognized for traveling to Isfahan as coercion, cultural, shopping, leisure, adventure and hygiene. now that we know that tourists who select Isfahan as their travel destination usually has a motive from what extracted from the study, the planner and tourism managers should try to improve their services in order to make them more attractable for different tourists segments. The decision makers should realize when tourists select a destination by leisure motive have every right to enjoy and benefit from his/hers trip according to what had been promised to them. So, tourism managers should advertise in a way to position their destination and form tourists' expectation and also try to make their visit as enjoyable and comfortable as possible. It is believed that service quality improvement can increase tourists' satisfaction level and would make them to repeat their trip and also would be a kind of promotion for tourist destination by word of mouth communication. One important action which enriches tourists' experiences is communicating proper information about and different attraction such as cultural and historical attractions and museum. These can accomplish by disseminating proper information by handouts and brochures about destination attractions and assigning expert and experienced leaders who communicate proper information to tourists.

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