



Analysis and Evaluation of the Role of Mass Media on Urban Branding in Tourism

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Abstract

One of the Provinces competitiveness components in attracting tourists is the urban tourism branding and one of the most influential factors in this field is advertising and informing through the mass media which was a key point and the main goal in this research. This is of applied type in terms of purpose and research and describes the correlation between variables and is a survey way in terms of research method. The statistical sample of this study was 371 people who were selected by stratified random sampling. Finally, the data were analyzed by SPSS software and the variables were evaluated by AHP and ANP methods. The results of the pair comparison of the criteria indicated that the media advertising with the coefficient of 0.3352 has priority over other criteria for urban tourism development based on urban branding. Interpretation of the results of the standardized regression coefficients, namely beta (Beta), showed that the representation of tourism places in the form of tangible facts with beta of 289.0 had the greatest impact on the variable of tourism development and the establishment of urban branding. Therefore, a standard deviation in the representation variable increased the development rate of tourism by a standard deviation of 289.0, on the contrary.

Keywords: Urban Tourism; Branding; Communication Media; Ardebil Province; AHP Model and ANP.

1. Introduction

Awareness of a destination is essential to the success of tourism and places strive to draw favorable attention to them in an intensely competitive marketplace [16]. Competitiveness is one of the most important concerns of today's business and activity in a dynamic and competitive environment. In recent years, competition has become an economic concept that influences the sustainable development of the travel and tourism industry [1]. The intense competition between cities as a tourist destination has led cities to find ways to differentiate themselves from the other cities and destinations. Studies have shown that cultural industries and creations grow faster than other sectors of the economy [2]. These industries and related networks are effective in competitiveness, sustainable development, innovation, integrity and local development and they will lead to the branding of the city in the discussed area. Today, the brand is defined as the perception and the tourist's image from the destination, the proper service, and in some way the identity, function, and identity of the tourism destination [3]. Tourism and its brand depend heavily on the relations between the stakeholders and the establishment and the development of communication between them is the key for success. Hanksinson outlined these interactions in four main categories: primary communication services, infrastructure communications, consumer

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communications and media communications [4]. In this context, media communication and its impact on urban branding are explored.

As mentioned above, one of the most important tools for the development of the tourism industry is modern media, and in particular TV. Tourism is the newest industry in the world, which due to its special property is characterized as a dynamic industry with a bright future. Therefore, investment in this industry cause increasing in all countries with tourist attractions. Today, attracting tourists has become a growing competition among the organizations involved in the tourism industry, as this industry not only contributes to the national economy and foreign exchange inflows, but also it is clean, non-polluting, and at the same time creating new jobs, and can become the most important source of foreign exchange earnings for potential countries in this field, provided that proper and comprehensive planning with the futuristic is arranged for it. The tourism industry has become widespread in the world, and many countries have been able to improve their situation and reduce the problems of unemployment, low per capita income and lower foreign exchange earnings. Today, the tourism industry in the economic and social development of count is so important that economists call it invisible exports. Industry, which can be said to be directly, related to the media capacities of countries. And these are the media that take time to develop the industry.

Nowadays, all countries of the world are trying to use all their tourism capacity as the world's most modern industry for comprehensive development. Tourism in its various dimensions is one of the issues that have attracted a lot of attention. Perhaps, one of the reasons to deal with tourism is expansion of communication and increasing the demand for tourism and curiosity and exploration in other cultures, on the one hand, and economic, social, cultural and political effects, especially in some areas of tourism, are, on the other. So that income from tourism plays a basic role in economic and cultural growth of societies; according to the data from World Tourism Organization, in 2003, more than 694 million international tourists have invested in tourism and generated more than \$ 600 billion in revenue, in 2007, the figure of tourists has been upgraded to 903 million, which is projected to reach 1 billion 300 million by 2010 (Madrid Conference, 2004) [5].

The cultural exchange of societies promotes the development of theories and ideas, the awareness of people about other cultures, and the influence and impact of this exchange on the development of societies can be considered by the experts in their various topics of tourism. Today, in the Communication era with the invention of the mass media development of tourism industry has been influenced by mass media meanwhile TV as the magic box and the second-best media outlet among the inhabitants of the planet has featured a great deal. Undoubtedly, the growth and development of the role of media in our modern society has been so high that almost no activity without the use of it will have the impression of development. In this area, the media, and in particular the TV can be the main factor and actor for the development of the tourism industry. Mass media, and in particular television, can play an irreplaceable role in the tourism industry through its capabilities and functions such as information, education, entertainment, persuasion, promotion, public mobilization and culture. Harold Laswell regards the role of mass media as communicating, monitoring, guidance and education, and later the role of entertainment was added to this set by Charles Wright [6].

Mass media, covering a wide variety of diverse audiences in large geographic collections can be an ideal means of promoting innovation and informing audiences with a high degree of speed, accuracy and capacity, and this has led developers and researchers in various difficult dimensions to follow such devices to accelerate the development process. Our country also has special potentials for development and investment in the field of tourism. Meanwhile, Ardebil province has very favorable conditions. Especially, in Ardebil province, the Serein city despite hot springs, which is also called water therapy, includes natural, historical and cultural attractions, favorable weather, hotels etc. as well as the border of Ardebil province with the Republic of Azerbaijan has provided an opportunity to turn Ardebil and Serein into one of the most important tourist hubs in the country and the region. In the meantime, based on the approaches in the modern world regarding the role of the media, and in particular TV in tourism development, we decided to conduct this study taking into account the tourism capacity of the province of Ardabil, and in particular the city of serein, as well as the importance of the media In developing of this industry, the role that Ardebil TV network (Sabalan Network), as the most important local media, can play an important role in the development of this industry and at the end of the course, in addition to identifying the most important capacities of the Sabalan network some media approaches will be offered for development of tourism industry. Here the question is that what is the role of the provincial television network in improving tourism in the province of Ardabil? The deep influence of power and the impact of mass media on the various aspects of human life make understanding the media and evaluation of their influence increasingly clear. The general objective of this research was to investigate the role of mass media in creating urban branding about tourism at Ardebil province.

2. Research Methodology

2.1. Methodology

This is of applied type in terms of purpose and research and describes the correlation between variables and is a survey method in terms of research method. In this method, some of the required data are collected in form of examining the facts, and some others in the form of studying the ideas of respondents. This is a correlation study terms of the

relationship between variables, evaluation of the type and correlation intensity in which correlation relationships between independent and dependent variables will be evaluated. The statistical population of the present study is, in general, 18 years old people and older people in Ardebil and the cities of Ardebil and Sarein and tourists who will be stratified in random sampling. In this research, each person is selected as a unit of analysis and will be studied. The sample size used in this study is 353 people. To eliminate the effects of missing, incomplete and unanswered questionnaires on the results of the research, the sample size has been increased from 353 to 371 persons. Finally, the data were analyzed in the form of SPSS software and the variables were evaluated by AHP and ANP.

2.2. Main Contents

2.2.1. Theoretical and Practical Definitions of Research

Concept of Tourism

The term "tourism" came first in 1811 in the English magazine "Sporting Bahrein". At that time, it meant traveling to watch historical monuments and visit natural landscapes for enjoyment (7). Tourism is a kind of trip by a tourist between the source and destination on condition of non-employment and longer stay. It is not six months or less than one day (8). According to MacIntag and Gouldner (1986), tourism is a collection of phenomena and relationships arising from the interactions of tourists, business suppliers, governments and host communities in the process of absorption and hosts tourists and tourists. All variables involved in the research are shown in Table 1 below:

Table 1. Titles of research variables and related definitions

Variable	Practical definition
Television or Video Media	TV or Tele-vision (in French: Television) is a communication system for broadcasting and receiving motion pictures and sounds from distance (23).
Motivation	Potential internal readiness or tendency to respond to a particular external stimulus or position, from the various situations and stimuli can be called motivation. The motive refers to a state in which the state of preparedness is applied for the start or continuation of a given chain of behavior (9), (10)
Representation	This concept is closely related to the efforts made in the media to draw reality. Representation is defined as the production of meaning through the conceptual framework and language. The continuous flow of media representation from the real world strongly affects the perceptions and actions of the audience, since it is assumed that these representations are the same fact (11).
Advertising	The word "advertising" in the word means advertising, commercials and reputation and, in general, it is "act of attracting people's attention to a product or business, and idiomatically it is a form of a non-personal connection which is formed by a sponsor, for payment by the mass media to impress the audience (12), (14), (21).
Media performance	Is a type of media activity in dealing with a specific subject which in this research Sabalan network activities are considered for the development of tourism in the city of Sarine. Social media are primarily communication systems that allow their social actors to communicate (22), often using relatively informal and organic narratives that exist separate to formal spaces of marketingstrategies (lund and et al, 2017)
Satelliteization of the media	Is the advantage of broad coverage of the television network in order to reach more audience?

2.2.2. Branding and Competitiveness of Urban Tourism

In today, globalized world, cities, region sand nations compete ever more intensely in attracting visitors [17-18]. This type of competition has grown in importance since Nations and regions have images, or "brands" that stakeholders often attempt to manage or at least influence [19]. Place branding deals with the application of branding principles to places and the adjustment of such principles to the specific condition under which places undertake their branding [20]. Travel and tourism marketers have long been interested in brand loyalty, because loyalty to the brand is a measure of the attachment of a customer to a brand [13]. Brand loyalty brings many benefits, including buying and replicating and recommending the brand to friends and relatives, to the Tourism Company as well as important tourist sites [14]. The World Economic Forum and World Travel and Tourism Council have made efforts to understand and measure the tourism competitiveness of the countries of the world. The definition given by the World Economic Organization on the tourism competition is: the factors and policies that make a country attractive to the development of travel and tourism [15]. In the past, the focus was more on the economic dimensions of the destination strengths. Although economic efficiency is one of the important dimensions of tourism competition, this is only one dimension. Because of the unique

nature of tourism, the ability of a destination to compete with depends also on social, cultural, political, technological and environmental strengths. However, with an emphasis on all areas, the communities will be able to be the huge destination of domestic tourists and Foreigners that have been successful in the field of media advertising for tourist destinations.

3. Results and Discussions

3.1. Descriptive Findings

Investigating the demographic factors of the participants showed that out of 371 subjects, 252 (67.9%) were male and 119 (32.1%) were female. Most of the respondents aged 18-35 were 51.8% of the total respondents. The results from studying respondents' education indicated that only 36 (9.7%) had an under-diploma degree, 105 (28.3%) had a diploma, and 188 (50.7%) were bachelor and 42 (11.3%) held masters and PhD degrees.

Table 2. Demographic information of respondents

Demographic information		Frequency	Percentage	Total	
				Frequency	Percentage
Gender	male	252.	67.9.	371.	100.
	female	119.	32.1.		
Marital Status	Single	94.	25.3.	371.	100.
	Married	275.	74.1.		
	Widow	2.	0.5.		
Education	Under-diploma	36.	9.7.	371.	100.
	Diploma	105.	28.3.		
	Bachelor's degree	188.	50.7.		
	Master's degree and higher	42.	11.3.		
Age	18-35.	192.	51.5.	371.	100.
	36-55.	162.	44.7.		
	Higher than 56	14.	3.8.		
Job	Employee	142.	38.3.	371.	100.
	Shopkeeper	55.	14.8.		
	Worker	11.	3.		
	Self-employed	64.	17.3.		
	University student	43.	11.6.		
	Unemployed	8.	2.2.		
	Others	48.	12.9.		

3.2. Satisfaction with the Performance of Media Advertising

According to respondents' opinions about satisfaction rate of quality of provincial media performance of Sabalan network in advertising of tourist places in the form of coded programs, 16.4% are very weak, 28.3% are weak, 29.6% average, 21.6% good and 4 Percent are very good. With a deep look in respondents' opinions, we conclude that more than 75% of respondents have assessed the media performance of the province in the medium-to-low level of tourism promotion, which should be seriously addressed in the policy of provincial executives for advancing tourism goals in

line with the development of the province.

Table 3. Satisfaction status of media performance from the viewpoint of respondents

Value	Frequency	Percentage
Very Weak	61.	4/16.
Weak	105.	3/28.
Average	110.	6/29.
Good	80.	6/21.
Very good	15.	00/4.
Total	371.	100.

3.3. The Success Rate of the Provincial Media in the Field of Urban Tourism Branding

According to Table 4, the results of the survey on the success rate of Provincial media in providing tourism information in the province in the form of diverse national and provincial programs indicate that 17.5 percent of the media's success in tourism is very low, 28 percent low , 33.2% moderate, 16.7% high and 4.6% highly.

Table 4. The Success Rate of Media Performance in the Field of Urban Branding from the Viewpoint of Respondents

value	Frequency	Percentage
Very low	65.	5/17.
low	104.	0/28.
Average	123.	2/33.
High	62.	7/16.
Very high	17.	6/4.
Total	371.	100.

3.4. Variables Evaluation by AHP and ANP Methods

A couple comparative tables of comparison tables is prepared according to above hierarchical structure. Couple comparison is done using a scale that has been designed from the same preference to the infrequent reference. Due to the avoidance of the word-length, the results of the pair comparison of the criteria are shown in Table 2. According to Table 5, media advertising with the rate of 0.352 has the first place and satellitization of the media with the coefficient of 1098/0 is in the second place and the representation option with a total of 0.0550 ranked third in terms of impact on tourism development based on urban branding.

Table 5. Results from the ranking of options by the AHP method

Alternatives	Total	Normal	Ideal	Ranking
Advertising	0.3352.	0.6704.	1.0000.	1.
Representation of reality	0.0550.	0.1099.	0.1640.	3.
Satelliteization of the media	0.1098.	0.2196.	0.3276.	2.

In order to compare the results of the AHP and ANP method in prioritizing, the ranking of options is evident in Tables 5 and 6, both of which are in the weighted state in determining the most suitable option had the same results.

Table 6. Results from the ranking of options by the AHP method

Alternatives	Total	Normal	Ideal	Ranking
Advertising	0.3392.	0.6783.	1.0000.	1.
Representation of reality	0.0568.	0.1137.	0.1676.	3.
Satelliteization of the media	0.1040.	0.2080.	0.3067.	2.

3.5. Testing of Research Questions

How are evaluated the impact levels of research variables on urban tourism development and branding based on the AHP model? The results of the evaluation of the research variables based on the pair comparison models indicated that the advertising criteria ranked one and the satellitization ranked second and the representation of the realities and

capabilities and capacities in the province are the third highest ranking.

How effective is promotional activities in the development of the tourism industry in Ardebil province? The information presented in Table 7 to answer the research question indicates that 22.1% of respondents evaluated very low, 29.1% low, 26.7% moderate, 16.4% high and 5.7% answered very high which with a careful observation it is seen that more than 78 percent of respondents reported moderate and downward success of media promotional activities in the province in development of the tourism industry, and more willingly to a lesser extent.

Table 7. The success rate of promotional activities in the development of tourism industry

Value	Frequency	Percentage
Very low	82.	1/22.
Low	108.	1/29.
Average	99.	7/26.
High	61.	4/16.
Very high	21.	7/5.
Total	371.	100.

What is the relationship between independent variables of research with the dependent variable of tourism development and urban branding?

To interpret the results of Table 8, we used the standardized regression coefficients, namely beta (beta). Thus, the representation of tourism places in the form of tangible facts with a beta of 289/0 has the greatest impact on the variable of tourism development and the establishment of urban branding. Based on this result, a standard deviation in the representation variable will increase the development tourism by a standard deviation of 289.0; on the contrary, reducing a standard deviation in the representation variable to the future will reduce the standard deviation of 289.0 in the tourism development variable. As for the impact of other variables, we can also judge in the same way. Also, as the table shows the variable of acculturation, satelliteization of media, advertising, representativeness and total performance of media have a significant effect on the variable of tourism development and the creation of urban branding. While regarding destination selection and coherence, there is no significant difference with the development of tourism and urban branding based on the findings of the research.

Table 8. Correlation between tourism development and independent research variables

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Integrity	039.	098.	021.	395.	693
Culture Development	186.	047.	020.	3.927.	008
Satelliteization	249.	072.	213.	3.486.	010
Advertising	231.	063.	223.	3.680.	000
Representation	423.	083.	289.	5.121.	000
Destination selection	174.	119.	099.	-1.459.	145
Total performance	096.	054.	117.	1.773.	011

4. Conclusion

One of the components of the competitiveness of the provinces in attracting tourists is the urban tourism branding which with more focus on it, it can be considered as one of the most attractive places for tourists, both domestic and foreign. So, advertising in this area can be of great help. It is also one of the most influential factors in the development of tourism, advertising and information through mass media. The media plays a decisive role in the culture, education, information and social participation in the development of the tourism industry and the creation of urban branding in the field of tourism, the media are responsible for much of the observations and experiences through which we arrange our understanding of the world around us and how it functions. In fact, a large part of our worldview is rooted in pre-made media messages. They have a direct impact on the values and norms of society due to having a wide range of influence. Media, at the same time, plays a significant role in changing the knowledge and attitudes of the community. The most important task of the media is to visualize and create mental images of facts and even non-realities. The media play an important role in providing real and unrealistic images of the regions, due to their broad potential for attracting mass audience and the ability to shape public opinion. As the imagination of places and different countries and the shaping of geographic imagery is of great importance to people. The imagination that the people of the world have about

a particular region or country can be shaped through popular forms of media such as films, television, literary compositions. In this research, which was descriptive-analytic, a significant relationship between tourism development and urban branding with independent variables derived from theoretical foundations of the research was analyzed and the results indicated that according to the experimental model, the satellite networking of the provincial network, advertising and culture development are as the middle variables (inputs) and the variables of integrity, destination selection, total performance, and representation as external variables. The coefficient of correlation between variables showed that there was a correlation between these variables. By using this method and calculating the coefficient of correlation between external variables, we can say that the selection of variables is not mosaic, but there was an interaction between them and the variables have been selected according to the theoretical model. The coefficients of each correlations in the regression model indicate that the variables chosen for this research were highly correlated with each other and have a theoretical basis and the increase and decrease in each of these variables is associated with increasing or decreasing in the compared variable. In terms of weighting the criteria based on the AHP and ANP models, the results indicate that the media advertising option with the coefficient of 0.3352 ranked in the first place and the satellitization of the media with a coefficient of 1098/0 ranked in the second position and the option of representation with the total rate of 0.0550% had the third place in terms of impact on urban tourism development based on urban branding. So, perhaps some areas have high rankings at the national and regional levels in tourist attraction but if, in terms of advertising methods, it is unable to represent tangible tourism realities and potential capacities of tourism in the region, naturally, it will fail in attracting tourists despite the extraordinary capacity of the region, which this in turn will result in various consequences, including the economic downturn of the region and the resulting deprivation for the province and region.

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