

Explanation of the Relationship between Social, Cultural & Economic Literacies and Strategic Development of Tourism Marketing (Case Study: Incoming Tourists to Kashan, Iran)

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Abstract

Today, tourism is most diverse industry in the world. And it is the third most dynamic economic and developing phenomena after petroleum and the car industry. According to growth of industry, it is essential to pay attention to consumers' needs of this industry and understand the basic strategies in order to attract more tourists. Marketing management is one of the capable science in understanding and paying attention to the needs of consumers. The active organizations in the tourism industry will be able to rely on these efficient tool to achieve their goals. The success factor to help the tourism development, is social, cultural & economic literacies for tourism activists. Therefore, in this study, the Explanation of the relationship between this 3 literacies and Strategic development of tourism marketing, is examined. This study follows a descriptive-correlation approach and applied objective, in terms of variable is qualitative and in terms of time is sectional. The population of the study are tourism activists and tourists who have come Kashan and its surrounding villages. According to the population which size is unlimited, 384 questionnaires were distributed and completed. First the exploratory factor analysis is used in SPSS software to test the hypothesis to determine the relationship between variables and the confirmatory factor analysis and the techniques of structural equation are used in Lisrel software for analyzing the data. The results also showed that there is a significant relationship between this 3 literacies; social, cultural and economic with strategic development of tourism marketing.

Keywords: tourism, marketing, strategic development, literacy

Introduction

International tourism is often considered the world's largest industry with close to one billion tourists and revenues exceeding one trillion US\$, accounting for 5% of world domestic product and one in twelve jobs in the world (WTO, 2012). International tourism has developed rapidly on the global scale since the late 1970s. According to the United Nations World Tourism Organization (UNWTO), total international tourist arrivals increased from 25 million in 1950 to 277 million in 1980, 439 million in 1990, 684 million in 2000, and 922 million in 2008 (UNWTO, 2009).

Rapid development of international tourism has attracted the interest of scholars since the early 1980s, and a number of studies have tried to quantify the impact of tourism on the economy for various countries. (Akkemik, K.A., 2012)

Cultural heritage is a strong reason why people travel for their holiday. In many places the involvement of local people is crucial in creating a memorable tourism experience (Zamani-Farahani & Musa, 2008). An interest in experiencing and learning about different cultures has grown and become prevalent among tourists today (Boyd, 2002; Hager, 2003; Richards, 2007). Cultural tourism “involves tourists experiencing and having contact with a host population and its cultural expressions, experiencing the uniqueness of culture, heritage and the characters of its place and people” (Wall & Mathieson, 2006, p. 261).

Tourism is the third largest economy in the world (ICOM and WFFM/FMAM, 2007). This industry is economically important due to its generating activities and, hence, increased direct and indirect employment opportunities (Coccosis, 2008; Constantin and Mitrut, 2008).

The study has confirmed that tourism plays an important role in the development of a country. (Frida-Tolonen, F., 2014). Tourism is an important economic, sociocultural, and environmental phenomenon in today's world (Inskip, 1991). Tourism, which is of increasing importance day by day to the national economy, has been gaining importance culturally and socially. (Özer Sari, 2012)

Tourism is a powerful force of change in the economy in both the developed and in the least developed countries (Gumus, 2007). The economic significance of tourism is appreciated within the government and seen as a means of diversification, reducing the heavy dependence on the oil industry. Tourism is the responsibility of Iran's Cultural Heritage, Handicraft and Tourism Organization (ICHTO) formed in 2004. A target has been set of 20 million tourists by 2025 (Faghri, 2007)

It would seem therefore that tourism cannot be seen in Iran as a key driver of growth for rural

economies and an economic activity approved by resident populations; rather, it is a supplementary source of income which assists in development while arousing strong criticism. So it is important to consider the ways. In this study, because of the importance of tourism development in Kashan, we decided to consider the presence or absence of relationship between social, cultural & economic literacies with the development of tourism marketing strategic.

Tourism

Tourism can be defined as the science, art and business of attracting visitors, transporting them, accommodation and kindly catering to their requirements. The concept of tourism is mostly defined as the movement of people from one place to another. According to the World Tourism Organization (WTO) tourists can therefore be described as people who travel and stay in a place outside of their usual environment for a period of longer than 24 hours. (Varhela, A., 2013)

In the future, tourism will become an important industry in the global economy. Tourism is a kind of activity that is needed for the individual or group for recreation, leisure and business. Tourism is a significant business since the past two or three decades. Nowadays it is booming. For any business, marketing is a key factor of success. If any business is not marketed well, then it could be difficult for that business to survive. Tourism is that kind of a business that is mainly dependent on its marketing. (Amin, K., 2014).

Tourists come from different parts of the world. They belong to different income groups. Their socio economic background also differs. The perception of tourists may also differ from one person to another. (Gayathri, T. 2013)

Therefore, tourism integrated into the functional unit of the economy (Simoni & Mihai, 2012).

Tourism is an economic sector able to offer a significant contribution to the economic growth of a region and to the labor market, and creates occupation opportunities directly and indirectly through the supply of goods and the necessary services for tourist activities. Culturally, tourism is considered as an element of community enrichment; this is attributed to the meeting of different cultures. Also, tourism can positively contribute to the maintenance of natural environment by protecting, creating or maintaining national parks or other protected areas. (Esmaeil Zaei, 2013)

Iran and tourist attractions

Iran is located in southwestern Asia and covers the land area of more than 1,648,000km². The country possesses one of the world's oldest continuous major civilizations, with historical and urban settlements date back to more than 5000 BCE. It is rich with the history of humanity and has a high concentration of archaeological sites (Zendeh Deh, 2001). Throughout history Iran has been of geostrategic importance owing to its central location in Eurasia. It is in the juncture of cultural, intellectual, and political manifestations of both the East and the West. Despite this, the land adamantly preserves its unique identity. There are thousands of historical places in Iran and many are yet to be discovered. Today eight historical sites are listed under the World Heritage list, while 53 more sites are tentatively listed. Thus, beyond reasonable doubt heritage tourism is an important contribution to the Iranian tourism industry (UNESCO, 2007). According to O'Gorman (2007), Iran's archaeology, cultural heritage, traditions, and natural characteristics are among the main factors which attract inbound tourists to Iran. However, the lack of information and advertising, the country remained obscure to the outside world.

Officials state that Iran has in recent years earned about US\$1bn a year from tourism. Iran currently ranks 68th in tourism revenues worldwide. Iran with attractive natural and historical sites is rated among the "10 most touristic countries" in the world. Area considered for further expansion in the tourism sector in Iran are eco tourism, coastlines, restoration of historical relics, handicraft townships, and health tourism (e.g. water therapy). (https://en.wikipedia.org/wiki/Industry_of_Iran#Tourism_industry)

The most popular tourist destinations are Isfahan, Mashhad and Shiraz. In the early 2000s the industry faced serious limitations in infrastructure, communications, industry standards and personnel training. The majority of the 300,000 tourist visas granted in 2003 were obtained by Asian Muslims, who presumably intended to visit important pilgrimage sites in Mashhad and Qom. Several organized tours from Germany, France and other European countries come to Iran annually to visit archaeological sites and monuments. In 2003 Iran ranked 68th in tourism revenues worldwide. According to UNESCO and the deputy head of research for Iran Travel and Tourism Organization (ITTO), Iran is rated among the "10 most touristic countries in the world". Domestic tourism in Iran is one of the largest in the world. Weak advertising, unstable regional conditions, a poor public image in some parts of the world, and absence of efficient planning schemes in the tourism sector have all hindered the growth of tourism. (<http://en.wikipedia.org/wiki/Iran#Tourism>)

Iran has thousands of years of history behind and there are so many tourism and sightseeing attractions in this country. Therefore, Iran is one of important tourism centers in the world. (Taleghani et al., 2014)

Iran is one of the largest nations in the Middle East with a land area of around 1.65 million square kilometers and a population in excess of 70 million. Known as Persia until 1935, the country has a history dating

back over 7000 years. A rich heritage is revealed by the inclusion of 13 cultural sites in UNESCO's World Heritage list (UNESCO, 2012a) and nine examples in a World Intangible Heritage compendium (UNESCO, 2012b). The ancient Zoroastrian religion originated in Iran and there are also places of religious significance to Shia Muslims which have become centers of pilgrimage (Zamani-Farahani & Henderson, 2011).

Iran was known as Persia till 1935, and is at a crossroads between the East and the West. The country is the second largest in the Middle East (1.65 million square kilometers) and inhabited by over 70 million people (SCI, 2007). According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), Iran is ranked as one of the world's top countries in terms of the number of ancient and historical sites. To date, 13 historical sites have been listed under the World Heritage list and fifty-nine sites are tentatively listed (UNESCO, 2011a). Iran has also seven World Intangible Cultural Heritages (NowRuz, the Radif of Iranian music, the music of the Bakhshis of Khorasan, the Pahlevani and Zoorkhanei rituals, the ritual dramatic art of Ta'ziye and traditional skills of carpet weaving in Fars and Kashan regions) (UNESCO, 2011b). Despite these attractions, political orientation may have limited the country's tourism growth. Furthermore, the lack of information and advertising renders the country remaining relatively less explored by the outside world.(Zamani-Farahani & Musa, 2012)

Social literacy

Social literacy, from the perspective of the social-cultural theory, is more than the ability to read and write, and more than mastering literacy skills. Children can learn literacy through social interaction between themselves and children and/or adults in or outside school. Adults can use books, games, toys, conversations, field trips, and stories to develop the literacy practices through fun. (Wikipedia, 2015)

According to Hops (1983) social skill is the style of behavior in a social situation. Dowrick (1986:5) defines it as "skill of behaving in a useful and appropriate way for self, others and social norms in a certain situation". Gresham and Eliot (1990), defines it as "one's acceptable behaviors learnt socially that provide interaction with others by abstaining from socially unacceptable behaviors" (cited by Yüksel, 2004).

Cultural literacy

Tourism is at the coalface of inter- and intra-cultural exchange and cultural literacy provides an innovative tool to operationalize world making and address the complexities of an increasingly cosmopolitanized world. These ideas constitute an ontological shift in thinking about tourism and its many contexts. (Johnson P.C., 2014)

Cultural literacy takes account of an individual's cognitive (thoughtfulness, ideology, beliefs), behavioral (actions) and affective (feelings, emotions) dimensions to characterize cosmopolitan orientation. This tool provides insight into manifestations of culture shock and the problems thereof when tourism worlds collide. Culture shock is disorientation of the physical (i.e. personal and environment), orientation (i.e. spatial, temporal, geographic) and cultural (i.e. rules, norms, language) (Pearce, 2005).

Cultural literacy is a useful tool to analyze the manifestation, and to treat the condition as cultural shock involves cognitive, behavioral and affective dimensions in adapting to, and being accepting of, difference. (Johnson P.C., 2014). Cultural literacy is an embodied idea because it provides the facility to account for behavior, responses, and mannerisms—how one walks the walk. But also, how one talks the talk as literacy traditionally assumes language proficiency. (Johnson P.C., 2014)

Language may be an important element of cultural literacy as it allows one to converse and think outside one's cultural context, but other elements also come into play. Cultural literacy (through language and cultural conversancy) forms cosmopolitan capital regardless of mobility. (Johnson P.C., 2014)

Cultural literacy takes into account agency, affectation, embodiment, and the performance of producing and co-producing cosmopolitanisms. It is not about either-or, but about both and: the sum of cultural and positional orientations as cosmopolitan compensability. One could argue that cultural literacy flags an ontological shift in positioning (actually existing) cosmopolitanisms in tourism research. (Johnson P.C., 2014). Socio-cultural impacts constitute a great number of observed impacts, resulting from tourism as perceived by residents (Crompton & Ap,1994).

Economic literacy

Existing studies in the economics literature provide evidence that individuals are willing and able to self-identify their sub-optimal behavioral traits and provide meaningful responses which explain economic outcomes.(Gathergood J., 2012)

Recent studies have shown that lack of financial literacy leads to a range of other sub-optimal financial outcomes including under-saving and suboptimal portfolio allocations (Lusardi and Mitchell, 2007; Lusardi and Tufano,2009; van Rooij et al., 2011a,b).

Economic literacy is the ability to identify economic problems, alternatives, costs, and benefits; analyze the incentives at work in economic situations; examine the consequences of changes in economic

conditions and public policies; collect and organize economic evidence; and weigh costs against benefits.” (Stambler L.G., 2013). Tourism has been a main economic activity in Kashan with many benefits for the local community. Residents appreciated tourism for increasing job opportunities, development of recreational facilities and spaces, creating a positive feeling about area among tourists, and enhancing social relationships between tourists and residents. (Jafari & Alinaghi pour, 2014). Respondents appreciated tourism for increasing job opportunities and the availability of recreational facilities and spaces. It shows that decision makers should consider tourism as a powerful tool for bringing together different ethnic groups and strengthening cultural relationships between them, an issue that is very important and crucial in multi-ethnic societies like Iran. (Jafari & Alinaghi pour, 2014)

Allen et al. (1993), found that positive tourism development is perceived as primarily economic and not quality of life by local populations and discussed correlations between community economic activity and tourism development which influence residents’ attitudes toward tourism development in rural areas. They concluded that communities with low tourism development and low economic activity as well as communities with high tourism development and high economic activity are most favor-able toward tourism development.

Liu, Sheldon and Var (1987) noted that tourism development is usually justified on the basis of economic benefits and challenged on the grounds of social, cultural, or environmental destruction.

Tourism is now a global industry involving hundreds of millions of people in international as well as domestic travel each year (Mason, 2003, p.3).

Tourism development is generally viewed as an important set of economic activities for improving local economies (Wan Ko & Stewart, 2002), and many nations promote nature-based tourism to promote and sustain both environment and economics (Hearne & Salinas, 2002). Over recent decades, travel and tourism have been large contributors to the world economy. International tourism has been growing at a slightly faster pace than the world economy and this seems likely to continue in the long-term despite the current recession (OECD, 2010). Tourists are a chief source of income and employment for the population of the hosting region (Batyk and Ski,2009).

Tourism Marketing

Every marketing effort should begin with a plan, and tourism marketing is no different. The marketing plan is your road map and details the attractions in your area. It forces you to set a budget on your promotional spending. At the end of each tourism season, you can use your marketing plan to set goals and make changes for next year. For example, if revenue at one attraction did not meet expectations, perhaps it needs product development -- some upgrades to make it more appealing to visitors -- or better advertising. (Karen S. Johnson, 2015)

Strategic development

All organizations are perfectly designed for the results they are now getting. The quality of the future depends on the excellence of process we use to get there. Strategic development is about change. How management handles the new realities in technology, information flow, global competition and political accountability is key to success. Effective leaders understand these dynamics and work to control change within the organization. Strategic development has 4 components: **Awareness, Planning, Development, Results** . Organizations are necessarily focused on day-to-day operations. Managers in this environment believe they just don’t have the time for controlled planning and development. Yet this is exactly the environment where the benefits are truly significant. In order to meet the realities of today’s complex business world, smart leaders understand that their highest payoff activity is to develop a culture where people want to be and want to do their best. What Matters Most. Organizations that manage by a strategic plan, develop their staff potential and develop a results oriented culture outperform their competition significantly. Successful leaders insist on a continuous process of planning and development. (Website of LMG, 2015)

Strategic development of tourism marketing; includes 3 main item:

Various marketing: Increase the number of tourists, increase of service quality, increase of tourists diversity,

Adaptive marketing: Increase of tourism market’s share, efficient use of tourism attractions, Identifying the opportunities & weakness

Vision marketing: Identifying strengths & weaknesses, increase the revenue, increase the jobs

Tourism development in Iran

Tourism plays an extremely important role in the economic and social development of most countries in the world. It is the largest generator of employment and its services range from travel, accommodation, catering and maintenance of culture and traditions especially the handicraft industry and to preservation of eco-system. (Esmaeil Zaei, 2013)

Nowadays tourism or the act of traveling with the aim of recreation is one of the big industries and

economic sectors in the world and one of the employment sectors in most of the countries and the most important sources of foreign exchange. On the other hand, most of the governments consider tourism as a guideline for development of the country, because of the multiplier effect of tourism income, in which foreign exchange provided by tourists will commence expending for local products and services. Tourism industry as one of the important and global pillars of the economy becomes more important day by day. So, most of the governments consider it as a suitable way to alleviate today's economic crisis. Iran, as one of the developing countries, has a big share of tourism industry and has the potential to become a top destination. Development and enhancing tourism without guiding framework and pre-determined strategies for achieving development goals and in ad hoc manner is impossible (Hall, 1998).

Surveys show that cultural tourism is one of the most powerful forms of tourism in Iran and can be the first choice for domestic and foreign tourists. Results show that for development of this industry, hold and maintain strategies are the first priority; in addition, considering lots of strengths of the industry, market penetration and development of products are also suggested among other aggressive strategies.(Asadi, 2011)

Methodology

The research was applied, and it was a survey research, research data were collected using questionnaires and library technique. In this research, Likert scale was used to measure each of the variables of the corresponding items.

SPSS & LISREL statistical soft wares were used to adjust and analyze data in the extraction phase. The area of study was Kashan-Esfahan. The population was also all incoming tourists of the Kashan. 384 questionnaires including 21 questions were evaluated using Bartlett test and were distributed randomly between tourists.

Questionnaire

The questionnaire which was developed by the authors consists of two sections. In the first section, there were 12 exploratory items of these three literacies; social, cultural & economic literacies. And there were 9 questions about strategic development of tourism marketing. The questionnaire was distributed between 384 incoming tourists in Kashan (located in Iran). Social literacy includes 6 questions considering legal positivism, social participation, protection of social values and communication skills components. Cultural literacy includes 3 questions considering learning lifestyle, respecting to cultural values & economic literacy includes 3 questions considering entrepreneurship and economic justice components.

The area of study

Kashan is unique in terms of historical places that may ultimately be used in attracting tourists.

Conceptual framework

The conceptual framework of this research is presented in Fig. 1.

The independent variable of this study is social, cultural & economic literacies.

The dependent variable is strategic development of tourism marketing. The three research propositions are:

P1: social literacy has significant relationship with strategic development of tourism marketing. P2: cultural literacy has significant relationship with strategic development of tourism marketing. P3: economic literacy has significant relationship with strategic development of tourism marketing.

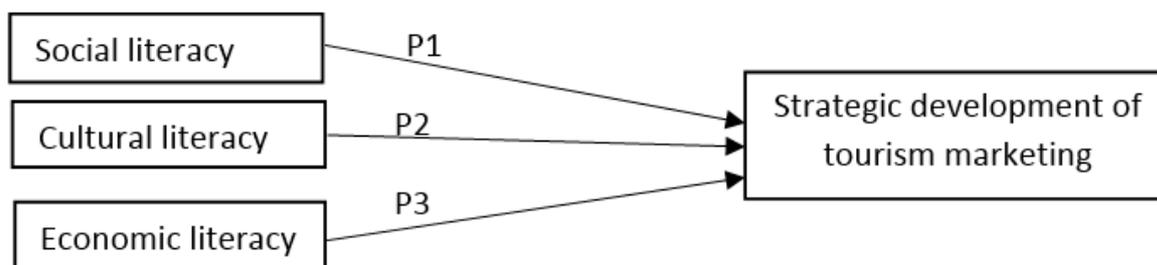


Fig. 1. Conceptual framework of social, cultural & economic literacies with strategic development of tourism marketing. P: research proposition.

Validity and reliability

Cronbach's alpha of social literacy's questions is 0.863, Cronbach's alpha of cultural literacy's questions is 0.798, Cronbach's alpha of economic literacy's questions is 0.822. So results show that there is suitable validity & reliability in questions of the questionnaire.

Analyzing the results

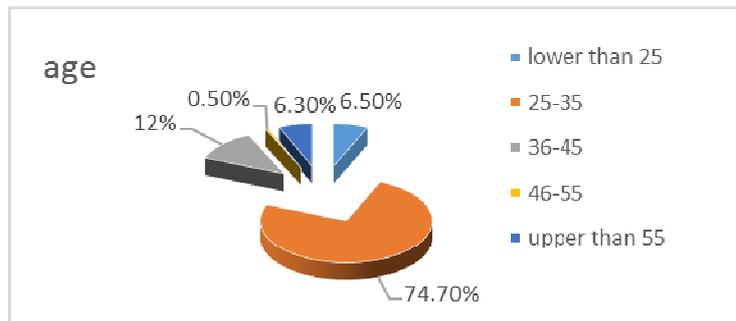
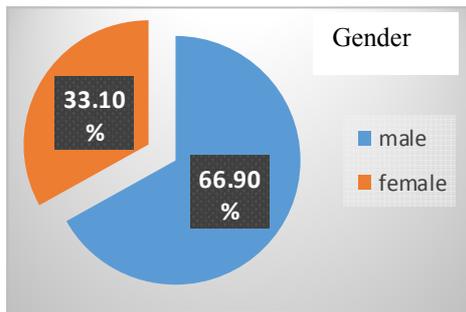


Fig. 2. Sexual percentage of incoming tourists.

Fig. 3. Sexual age of incoming tourists.

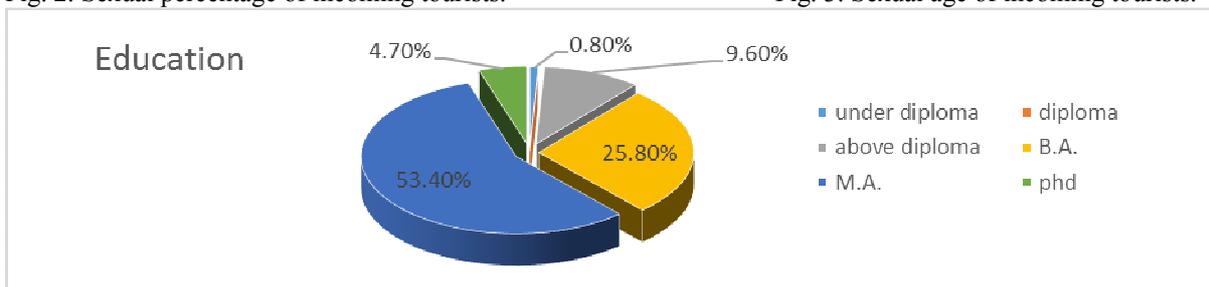


Fig. 4. Sexual education of incoming tourists.

33.10% of respondents were women, and 66.90 of them were men. 74.70% were 25-35. 0.80% of respondents had under diploma education ad diploma, 9,60% had above diploma, 25.80 had B.A., 53.40 had M.A. and 4.70% had Ph.D.

Hypothesis

- 1- There is a significant relationship between social literacy & strategic development of tourism marketing.
- 2- There is a significant relationship between cultural literacy & strategic development of tourism marketing.
- 3- There is a significant relationship between economic literacy & strategic development of tourism marketing.

Exploratory factor analysis for these three literacies

For considering the presence or absence of significant correlation between variables, it is necessary to get KMO. So it was used SPSS software for exploratory factor analysis. The value of KMO should be greater than 0.5 if the sample is adequate.

Social literacy:

Table 1: KMO and Bartlett's test

KMO and Bartlett's test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.(KMO)		0.641
Bartlett's Test of Sphericity	Approx. Chi-Square	7759.759
	Df	105
	Sig.	0/000

Cultural literacy:

Table 2: KMO and Bartlett's test

KMO and Bartlett's test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.(KMO)		0.812
Bartlett's Test of Sphericity	Approx. Chi-Square	6173.877
	Df	66
	Sig.	0/000

Economic literacy:

Table 3: KMO and Bartlett's test

KMO and Bartlett's test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.(KMO)		0.858
Bartlett's Test of Sphericity	Approx. Chi-Square	3563.217
	Df	66
	Sig.	0/000

All of these KMO of social, cultural and economic literacies are higher than 0/50. So there is significant correlation between these three literacies and strategic development of tourism marketing.

Confirmatory factor analysis:

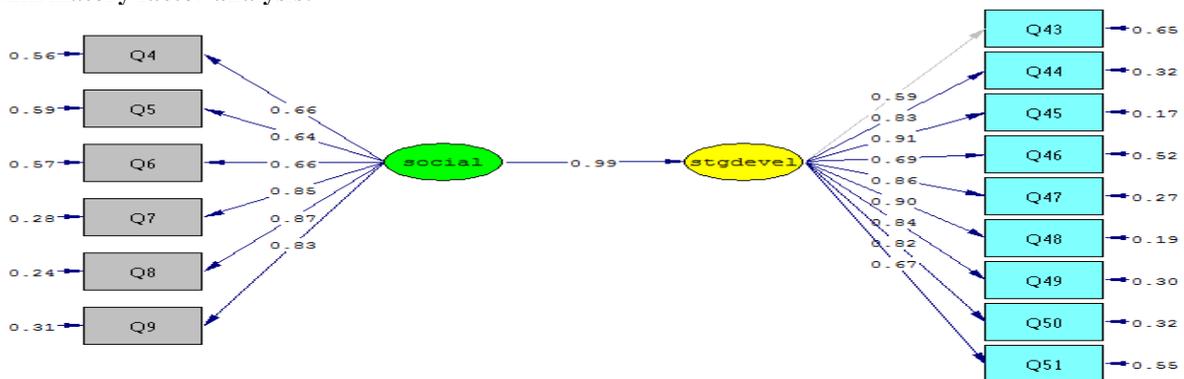


Fig2: Standardized regression coefficient model for social literacy & strategic development of tourism marketing.

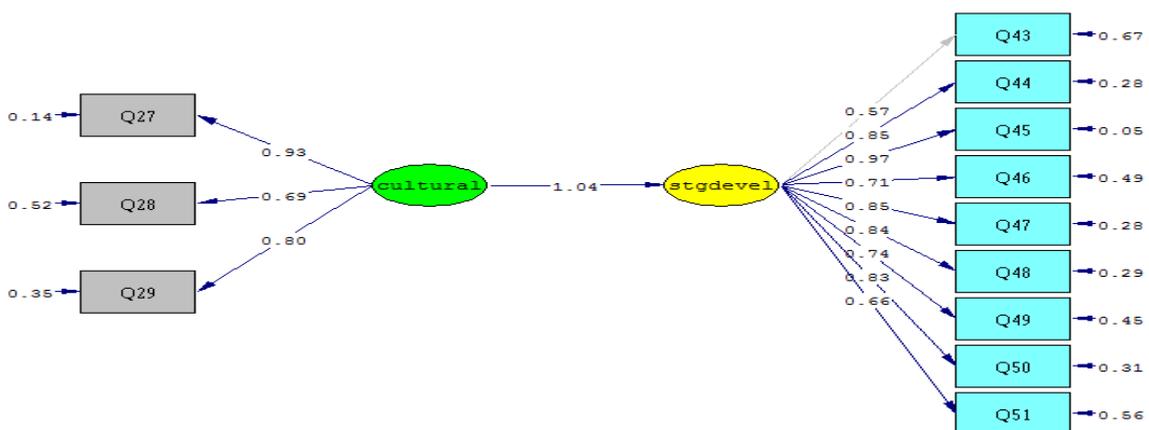


Fig3: Standardized regression coefficient model for cultural literacy & strategic development of tourism marketing.

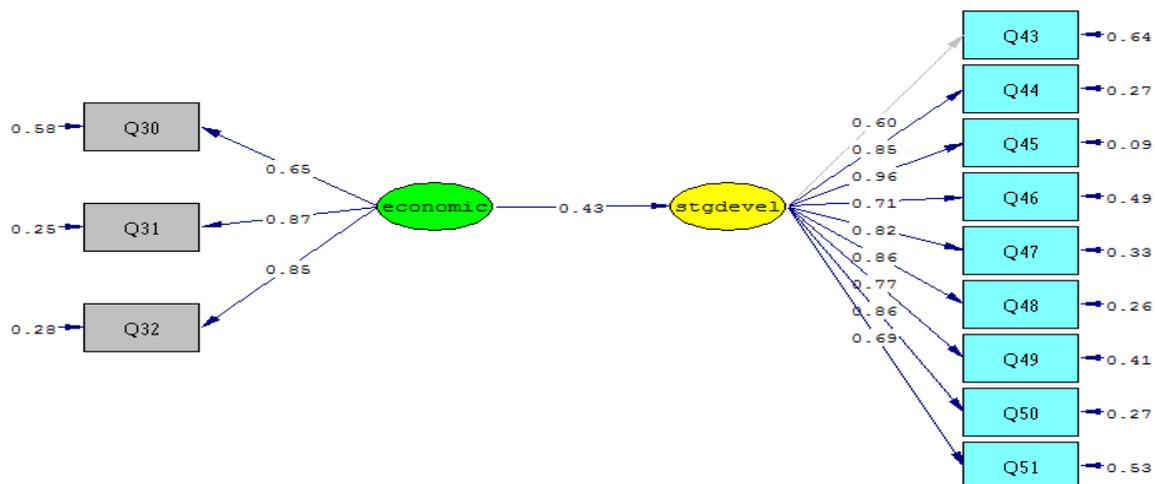


Fig4: the model of Standardized regression coefficient for economic literacy & strategic development of tourism marketing.

In this study, it is used lisrel software for confirmatory factor analysis. So hypothesis of this study were accepted. Finally we conclude that:

- 1- There is significant relationship between social literacy and strategic development of tourism marketing.
- 2- There is significant relationship between cultural literacy and strategic development of tourism marketing.
- 3- There is significant relationship between economic literacy and strategic development of tourism marketing.

Results of analyzing the questions

Social literacy is considered by 6 questions;

1. 85,7% of respondents agree that if there is a queue somewhere, local people have priority to tourists. It means they have the legal positivism component of social literacy.
2. 88% of respondents agree that if a tourist wants to visit a place and visiting time is expired, can have an exception for him/her. It means they have the legal positivism component of social literacy.
3. 83,9% of respondents agree that they prefer to travel with the tour than to travel on their own. It means they have the social participation component of social literacy.
4. 88,8% of respondents agree that religious bigotry should be faded out in small towns. It means they have the protection of social values' component of social literacy.
5. 88% of respondents agree that some local customs are not desirable and there is an opportunity to change them with incoming the tourists there. It means they have the protection of social values' component of social literacy.
6. 95,8% of respondents agree that when traveling to a region, they like to speak with local people. It means they have the communication skills' component of social literacy.

Cultural literacy is considered by 3 questions;

7. 90.1% of respondents agree that in the field of tourism, they understand getting to know the lifestyle (customs and way of life & etc.) of other cities and countries and they care for it. It means they have the learning lifestyle's component of cultural literacy.
8. 87,8% of respondents agree that in the field of tourism, they understand respecting to the cultural values of other cities and countries and they care for it. It means they have the respecting to cultural values' component of cultural literacy.
9. 88,8% of respondents agree that when traveling they modeled from culture (customs, dress, behavior, etc.) of the people of that area. It means they have the respecting to cultural values' component of cultural literacy.

Economic literacy is considered by 3 questions;

10. 83,9% of respondents agree that when they travel to the desired destination, they buy handicrafts and food from local people to encourage them continuing their work. It means they have the entrepreneurship component of economic literacy.
11. 44% of respondents agree that during the trip in destination, for personal transportation they use private

cars than taxis and public transport, to help them earn money. It means they have the economic justice component of economic literacy.

12. 41,4% of respondents agree that if sometimes I see something that is not necessary, but I feel that person who is providing will benefit, I will buy the goods. It means they have the economic justice component of economic literacy.

Conclusion

The literature review also highlighted the gaps in knowledge. Nowadays tourism is one of the dynamic economic activities in creating socio - economic changes across the world which has been increasingly important. Since, in the world present circumstances, diversifying the economy, enhancing human development indicators, reduce the problems of industrialization and pollution excessive cities, employment, cultural exchanges, environmental protection and ultimately sustainable development including the challenges facing the country are considered, importance of desired topic is completely clear. For many developing countries tourism is one of fundamental pillars of their development process because it is one of the dominant activities in the economy, while for others, particularly by islands and some small economies, it is the only source of foreign currency and employment, and therefore constitutes the platform for their economic development. (Esmaeil Zaei, 2013).

Directing tourism growth toward local needs, interests, and limits can greatly enhance tourism's value to the community and help create a sustainable industry. Many small communities have the skills and resources for successful tourism development. Creating a local tourism industry is not a daunting task, but making tourism really "fit" the community requires work. Creating a successful and sustainable tourism industry is like creating any successful and sustainable economic activity. (Kreag, 2001).

Tourism development, particularly for developing countries to get away from problems such as high unemployment, limited foreign exchange and single-product economy is very important. Iran's economy which is highly dependent on the incomes obtained from oil exchange, its macro-economic variables are affected to strong fluctuations over time, in order to diversify sources of economic growth and foreign exchange earnings as well as creating new job opportunities in the country, tourism development is highly important in. (Tayebi et al., 2007).

Tourism means different things to different people, because it is an abstraction of a wide range of consumption activities which demands products and services from a wide range of industries in the economy. Culturally, tourism is said to be an element of community enrichment, thanks to the meeting of different cultures. (Esmaeil Zaei, 2013). The researches performed by World Tourism Organization and other ones show that marketing is essential for developing this industry in any country or region' how- ever, people must be known the tourism potentials of that specific region to attract tourists to a region (Naserpour, 2003). However, the point is that the majority of tourists attractions in Iran are not only are not well known not only in Iran, but in abroad. Therefore, it seems that marketing weaknesses and lack of appropriate advertising with tourist's needs and tourism markets and also lack of designing tourists' behavioral patterns is one of the factors that can be associated with Iran's underdevelopment tourism industry. (Heydari, 2008). Recent efforts dedicated to the further development of tourism have significantly increased awareness and boasted the economic growth of Iran. (Mokhtarshahi Sani & Mahasti, 2012)

Nowadays, tourism industry is an important source of income which influences on cultural exchanges among countries. (Taleghani et al., 2014). Tourism markets can be flourished primarily through identifying behavioral patterns and attracts the potential tourists to purposes intended. On the other hand, the needs and demands of tourist can be identified well with a customer-focused marketing and marketers will be consciously make a plan for attracting tourists and there-fore the level of tourist's satisfaction will be increased.(Ebrahimzadeh & Yari, 2013).

And the conclusion suggested that residents should appreciate tourism for increasing job opportunities in order to develop this industry in Iran to profit from this industry. And also tourism development lead to share culture among the residents and tourist that it helps to improve their awareness about different cultures around the world. Also tourists should learn social, cultural and economic literacy. So government, universities and schools should teach these literacy to the people via television, internet, articles, book and so on. Finally the tourists & residents help to progress tourism industry.

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