The Role of Presenting the Iranian-Islamic Tourism Model in the Economic and Cultural Prosperity of the Country

Abstract

Tourism, one of the sources of economic nourishment in different societies and can play an imperative role in development and income. The growth of the tourism industry is of great position for developing countries, which face complications such as high unemployment, limited foreign exchange resources and the monopoly economy. This study includes two communities, the first of which is the statistical community in order to identify the components that affect the competitiveness of tourism companies. The second statistical population includes an unlimited group of domestic and foreign tourists who have used the services of tourism companies at least one time. Data collection method was based on a 31-item researcher-made questionnaire. The reliability of the questionnaire was calculated using Cronbach's alpha method, the value of which was higher than 0.7 for all variables. Data analysis was performed from the implementation of questionnaires through SPSS and Smart Pls2 software in two descriptive and inferential sections (structural equation modeling). The results show that the seven factors of the model (strategy, image, service quality, value, customer satisfaction, customer loyalty and financial performance) had a significant effect on the competitiveness of tourism companies in the country.

Research aims:

1. Recognizing the effective components in the Iranian-Islamic tourism model

2. Designing and explaining the Iranian-Islamic tourism model with the aim of creating economic and cultural prosperity in the country.

Research questions:

1. What are the components of the Iranian-Islamic tourism model?

2. What model can lead to tourism dynamism in Iran and economic prosperity?

Keywords: Iranian-Islamic tourism, competitiveness indicators, structural interpretive modeling, economic prosperity.

Introduction

One of the most significant reasons for governments and planners focus on tourism is for its economic consequences for any country or region; hence, today tourism is an vital factor for economic development. This industry is one of the most important and most capable fields of wealth creation and increasing income, along with improving economic standards. Tourism has been recognized as a human activity and one of the fastest growing industries in the last five decades. This commerce has its own supply and demand side and its own products, using economic resources, has positive or negative socio-economic effects at national or international levels. In recent years, competition has emerged as an economic concept that affects the sustainable development of the travel and tourism industry. Some governments, and often the private sector, have little or no experience in how to develop tourism properly. In countries where tourism is not very prosperous, planning can provide the necessary guidance for its development. Given the significant position of the tourism industry, this industry should have a strong marketing system that is compatible with the market environment. The stronger and more appropriate their marketing management system is, the more successful they will be. Tourism marketing is an interactive process between suppliers and consumers (tourists) in which tourism goods and services are exchanged in an environment specific to the industry. Due to the rapid expansion of tourism and increasing competition between companies and the emergence of new companies, it is necessary for a company to increase its competitiveness against other tourism companies. A study of research by various experts and researchers in the tourism sector shows that each researcher has named different factors as factors affecting the competitiveness of a particular tourism destination. Iranian society with Islamic culture and its requirements needs to achieve a suitable model in the tourism industry that is in line with the cultural atmosphere and economic structures within in it.

Regarding the background of the present research, it should be said that no independent work has been written on this subject so far. Bagheri et al. (2016) believe that the priority of the tourism industry for the government is the key indicator to increase the competitiveness of the tourism industry in Fars province and Iran's low position in terms of this index in the latest ranking of the World Economic Forum indicates the need for increasing government attention. To the development of the tourism industry (Bagheri et al., 2016). prioritized the factors affecting Iran's competitiveness in halal tourism. Priority of these factors are, respectively, Iran's situational factors in halal tourism, destination management for halal tourism, cultural, historical, Iranian-Islamic resources, demand conditions for halal tourism in Iran, support resources in halal tourism, natural resources preferred by Muslims and resources man-made were based on halal tourism (Kashi, 2016). Nowruzi et al. (2015) The results showed that the competitiveness of urban tourism in the metropolis of Tehran only in the field of amusement infrastructure and residential complexes requires a strong need for development in this field (Nowruzi et al., 2015). As it is clear, the purpose of this research is to present a model of tourism competitiveness in Iran. This model is based on the tourism competitiveness indicators of the World Economic Forum and Sustainable Development, which has not been presented in the country so far. This study intends to provide a local framework for assessing Iran's tourism competitiveness by using the model designed by Compan Serro et al. (2017) and the Tourism Competitiveness Indicators of the World Economic

Forum in 2015. This study aims to provide a comprehensive and efficient model in this field by identifying and examining the indicators of competitive advantage of tourism in Iran.

The general framework of the research method is based on the descriptive method. In addition, in terms of the purpose of this study, it will be included in the category of evaluation studies, because answering the questions of this study can be considered as a step for tourism organizations and other activists and stakeholders to understand current issues in the tourism industry. A questionnaire will be used to collect data. Field and survey methods were used to collect data. In these methods, questionnaires and other tools were used to collect information. In the research stages, the components affecting the competitiveness of tourism companies were first identified using the Delphi technique. Then data analysis by descriptive statistics (frequency, cumulative frequency, percentage of cumulative frequency and bar chart) and then inferential statistics using structural equation modeling and confirmatory factor analysis, indicators of model fit with software PLS were reviewed. The statistical population of this study includes two societies. The first statistical population in order to identify the components affecting the competitiveness of tourism companies, 20 people as experts in the tourism industry who have at least 15 years of experience in this industry and at least a degree; hence that beheld a Masters degree were selected. Due to the limited first population of the study, the statistical sample was considered as a census and the whole population. The second statistical population includes an unlimited community of domestic and foreign tourists who have used the services of tourism companies at least once. The statistical sample of this population was selected based on Morgan table of 384 people. In the present study, to determine the validity of the questionnaire, the opinions of experts in the field of tourism have been used. This questionnaire was provided to professors and experts on this subject. To calculate the reliability, various methods are used that in this research, Cronbach's alpha coefficient method has been used. In this order 384 questionnaires were distributed to the statistical population, and considering that the minimum required reliability coefficient is recommended 0.7, in this study, Cronbach's alpha coefficient, which was calculated through SPSS software, was 0.872, which indicates that the trust is high in the questionnaire. Therefore, it can be concluded that the questionnaire has good reliability. Cronbach's alpha coefficient for all questions and variables is also calculated in Table 2:

Variables	Components Cronbach's alpha coefficient for each variable
Strategy	.870
Image	.875
Quality of service	.884
Value	.883
Customer Satisfaction	.875
Customer Loyalty	.865
Financial Performance	.855

Table 2 Cronbach's alpha coefficient for each question and variable

Conclusion

The purpose of explaining the model mentioned in this study was to identify the components that affect the competitiveness of tourism companies. Undertaking no matter what, including traveling, is a function of the motivations that come from travelers' dreams and desires. Although these desires and dreams directly affect the tourist's decision to travel and destination, they can themselves be influenced by tourism companies such as service quality, values, company image, staff attitudes or internal variables. Company such as financial performance, customer satisfaction, customer loyalty and other variables of this type. Now, depending on the different conditions of origin and destination and the type of trip that requires the connection between the origin and destination, as well as the conditions when the trip takes place, the impact of these variables on the process of choosing a tourism company may change; hence they may be reduced or increased. In the research, the researchers whose names were mentioned in the research background have further studied the effect of tourism destination factors on tourism motivations and tourism typology; In other words, in their research, they have examined only the effect of factors related to the destination points and the demands and expectations of tourists from the tourist destination. In the present study, a suitable model for the competitiveness of tourism companies in Tehran was presented. By reviewing the theoretical literature as well as the research background, it was sought to express comprehensive and various information about the aforementioned research structures. The results of the research indicate that out of 19 factors identified in the present study included in the questionnaire, only the effect of 7 factors (strategy, image, service quality, value, customer satisfaction, customer loyalty and financial performance) was confirmed. Thus, 31 sub-factors are the competitiveness of tourism companies in Tehran and should be dwelled upon more in order to improve the tourism situation in the country. Hence, the study and application of this model has an imperative role in the efficiency of tourism in the economy of Islamic societies such as Iran.

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