Examining the components of sustainable tourism and sustainable marketing

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Abstract

The purpose of presenting this research is to examine the components of sustainable tourism and sustainable marketing, which includes the independent variables of social stability, political stability, service quality, environmental sustainability, cultural sustainability, sustainable marketing, tourist satisfaction, tourist trust, and tourist loyalty on the dependent variable of sustainable tourism. . To test the hypotheses, a questionnaire with a rating of 0-100 and 30 questions was designed and distributed among the statistical population of 384 tourists, managers and experts of tourism organizations and marketing experts. The method used in this research is a descriptive-survey method. Path analysis method was used to test hypotheses and AMOS software was used for statistical analysis of data. The results of the research show a positive relationship and a significant level, among which the variable of tourist loyalty has the most influence and the variable of environmental sustainability has the least influence on the variable of sustainable tourism.

Keywords: sustainable tourism, sustainable marketing, conceptual model of tourism, tourism organization.

Introduction

Considering that tourism is an industry, it requires a strong marketing system. Today, despite the progress that has taken place in the countries of the world, the old marketing methods for attracting tourists can no longer be effective, because tourists (customers) easily respond to the advertisements provided by organizations and local governments in They do not trust the relationship with the tourist areas of their respective countries. In today's world, advances such as mass media, internet, communication through social networks such as Facebook, Twitter, YouTube, etc. It has caused people all over the world to get closer to each other and in this way get most of the information they need. However, it is expected that a sustainable marketing system should be established in order to have a sustainable tourism industry. Tourism includes all the activities that tourists do while traveling and is related to them, and this can include travel planning, moving between origin and destination, accommodation, and so on. Tourism marketing is identifying and predicting the needs of tourists and providing facilities to meet their needs and informing them and motivating them to visit (Amin Bidakhti and Nazaro, 2018, 51). The main idea of sustainable tourism is the sustainability of the development of the tourism environment, prosperity from tourism benefits and justice from tourism

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opportunities (Ken and Hanging, 1977, 2011)[1]. Wall (1998)[2]) argues that macro marketing structure, including capability (marketing objectives), tourism marketing institutions (those involved) and goods (what we market) are examined in tourism marketing (Jamrozi, 2007, 119)[3] Tang et al. (2010) investigated and studied the sustainable development of the tourism industry in China under the low carbon economy. According to the researches mentioned above and other researches that exist in the field of tourism, sustainable tourism and tourism marketing, it can be seen that each of these researches has one, two or at most three dimensions of influencing factors. have studied the tourism industry. It should be noted that none of the conducted researches have investigated and studied the impact of sustainable marketing, which is the most important factor in today's world to achieve a sustainable industry, on tourism. The statistical population in this research is made up of experts in the tourism industry and professors and students of management and marketing fields, who in turn are experts in management and marketing. The use of experts makes this research have a strong implementation capability. The reason for the existence of such a problem is that even though Iran has many attractions in terms of tourism, it has not been able to allocate a high percentage of the share of this industry in the world. Many reasons are involved in this, including political factors, cultural and social factors, environmental factors and economic factors

He pointed out that each of the above-mentioned factors in turn have subcategories that will be examined in the next chapters. The model that we use in this research considers the effect of all the factors mentioned above and shows how much each of them affects having a sustainable tourism. It also measures the impact of sustainable marketing that results from the above factors, especially on sustainable tourism. In recent decades, the growth and development of the tourism industry and its adoption as one of the major economic activities by developed and developing countries, and the competition of major tourist destinations in order to attract tourists, have prompted planners to increase the income from Tourism activities should pay attention to two important categories: firstly, increasing the satisfaction of tourists and improving the pleasure and quality of the tourism experience, secondly, trying to protect the interests of the host communities (Shabina Ford et al., 2018, 48). ion[4]et al. (2001) development of the tourism industry as an effective way to revive the economy of a certain part, both urban and rural. However, tourism is highly dependent on the goodwill of local residents as their support is necessary for successful development operations, especially for the sustainability of an area. Pardo's[5] et al. (1990) and Yoon et al. (2001) in which the attitude of local residents towards the development of the tourism industry and the factors affecting them are essential in obtaining the support of the host community for the development of the tourism industry. Okazaki[6](2008) In addition, the intensity of community participation for local residents has been advocated as an integral part of sustainable tourism development (Foshan and Chun Chen, 2012, 526)[7] Jones (1999),[8] Lin and Yokel (2004)[9] Considering its economic, social and psychological benefits, creating a comfortable yet exciting shopping area in order to make customers want to visit

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[1]Can & hongbing

[2]Val

[3]Jamrozy

[4]Yun

[5]Perodos

[6]Oukazaki

[7]Ching-fu chen & pei-chun chen

[8]Jonz

[9]Lin &Yuksel

and extend their stay has become an important concern for tourism authorities (Yokel, 2007, 58)[10] Considering the importance of tourists and the tourism industry, which can create a life cycle in any country, the design of the tourism system for each country is essential and attention and necessary measures should be taken. and be introduced. In this research, the influential variables in sustainable tourism are identified.

background research

Dadurkhani and Nik Siret (1389) in a research developed a suitable strategy for the development of nature tourism. The results show that environmental, economic, social and cultural factors have a positive effect on the development of nature tourism.

Eftekhari (2006) by using the SWOT model for the development of rural tourism in Lavasanat Kuchak village, proved that the threshold of vulnerability of rural areas due to tourism is very high and needs to be revised and provide appropriate policies in order to remove the limitations and use the advantages. Relatives are available.

Yavari and Taghiani (2004), investigated the obstacles and problems of the tourism industry in Iran, which also includes the situation of tourism in rural areas, they pointed out the inadequacies of the transportation industry as the most important infrastructure of tourism andThey believe that its shortcomings are especially effective in the quality of supply. It should also be noted that the country's tourism cannot compete with advanced countries in the field of tourism due to weaknesses in the service sector and numerous cultural barriers.

Madhoshi and Naserpour (2012) presented a research and came to the conclusion that between the number of decision-making centers and the lack of development of the tourism industry, the weakness of marketing and lack of development, the lack of infrastructure facilities and tourism services and lack of development, and finally the lack of a culture of accepting tourists and There is a direct and meaningful relationship with the underdevelopment of the tourism industry.

Rezvani (2012), in a research in the north of Tehran, came to the conclusion that the expansion of tourism was spontaneous and lacked supervision and planning.Therefore, adverse consequences such as migration along with permanent population reduction in villages, conflict and social duality between the host and guest communities, change of use of agricultural lands and gardens to second homes, stagnation of agricultural and animal husbandry activities, water pollution of Jajrud and Sedlatyan rivers. It has resulted in littering and draining sewage.

Melki (2008), in a study with the aim of sociological investigation of factors affecting tourist satisfaction, came to this conclusion, among demographic factors, economic factors, tourist awareness, tourist experiences, advertising, Iran's political situation, tourist attractions, nationality There is a positive and significant relationship between religion and tourist satisfaction.Sinaii (1380), in an article titled; Inefficiency, stagnation and crisis in Iran's tourism, he has investigated the factors affecting the crisis of Iran's tourism, he considered one of the factors affecting the weakness of Iran's tourism to be propaganda in the field of insecurity in Iran.

Zahedi (1377), in his research, stated that it is possible to prevent excessive density and invasion of specific tourist spots by adopting policies for the distribution of tourist facilities at the level of the country in such a way as to create various attractions for tourists. Also, centralized planning at the national level regarding tourism cannot work efficiently and effectively, and it is better to use a decentralized systemZahrer (2009),[11]In their researches, they concluded that there is a significant relationship between policy-making dimensions and marketing dimensions. Also, the main problems

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[10]Yuksel

[11]Zehrer

and obstacles of the country's tourism industry are structural and organizational obstacles, existence of parallel organizations, lack of coordination between the organizations involved in tourism in the country. Slay and Boy (2009),[12]In a research about the possibility of serious impact of natural disasters or human factors on the tourism industry, they have warned that these studies indicate the need for security and safety in the society for tourists. Natural disasters such as earthquakes and floods, as well as human hazards such as; Political unrest, rebellion, terrorism, insurgency, crime, and war have a negative effect on consumer behavior, especially when portrayed in the mass mediaYuzama (2008)[13]By presenting a research, he showed that the development of tourism includes attention to the dimensions of development at all individual levels, the direction of capital, the direction of technological progress and structural and institutional changes that are compatible with the current and future needs of touristsHall (2008),[14]Also, in an article, he examined the state of tourism in the third world countries and some of the most important problems of tourism in these countries, including the lack of mental and physical security, and the need for the attention of the third world governments to eliminate these problems by creating a tourism police. has confirmed .Williams (2006),[15]In a research, he reached the conclusion that the condition of historical places and ancient monuments, accommodation facilities and the creation of marketing and information offices are effective factors in the development of the tourism industry.Sharpley and Wasp (2006)[16]In the research they conducted in North East of England about the problems of diversification of agricultural activities, they stated that some people who expressed their opposition to diversification were because of the advantages that they have in continuing farm and farm activities. There was And finally, they suggest that the development of agricultural tourism jobs should be practical and consider the role of public agencies important in supporting agricultural tourism.Steiner (2006),[17]In an article, he points out the state of tourism in Arab countries, including Egypt, which, despite the many tourist attractions, could not generate income in an optimal way. It has also investigated the main causes of this inefficiency and considered one of the most important reasons for the lack of income generation to be the lack of security, social and psychological threats, and the lack of optimal service delivery. In this research, in order to improve tourism, it is necessary to pay attention to the safety of tourists .Gilmore (2002),[18]In a research, he reached these results that preservation, maintenance, restoration, paying more attention to tourist attractions, emphasizing the use of traditional architecture in the construction of tourist places and creating suitable infrastructures can lead to an increase in the arrival of tourists and the development of the tourism industry. to be.

Research Methodology

This research is applied in terms of purpose and descriptive-survey in terms of data type. The statistical population is tourists, managers and experts of tourism organizations and marketing experts. The sample size is obtained using Cochran's formula, and for that, first, an initial random sample with a size of 30 is selected and the sample size is estimated based on the variance and average of that sample. The data collection tool is a questionnaire and spss software was used for analysis.

Discussion

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[12]Asli & Boy

[13]Uzama

[14]Hall

[15]Williams

[16]Sharpleya**&**vassb

[17]Steiner

[18]Gilmore

This section is divided into two sub-sections, descriptive and inferential statistics, which will be discussed further

Descriptive Statistics

Descriptive charts are related to demographic characteristics. In this section, the demographic characteristics of the statistical sample are described. The features taken into consideration are: the status of respondents in terms of gender, level of education, type of position of the respondent.

The gender of the research respondents
Table (1) gender status of the respondents

Frequency	absolute frequency	Abundance / gender
39.32	151	Female
60.68	233	Man
1	384	total

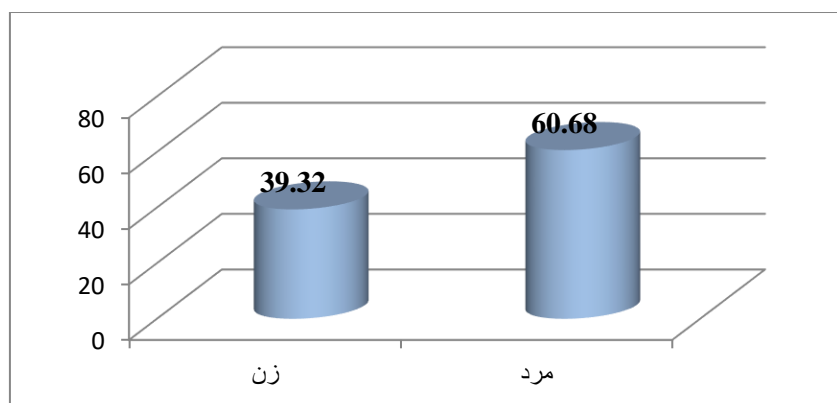**Chart (1) gender status of the respondents**

Education of the research respondents

Table (2) education status of the respondents

Frequency	absolute frequency	Abundance / education
0.52	2	Sub-diploma and diploma

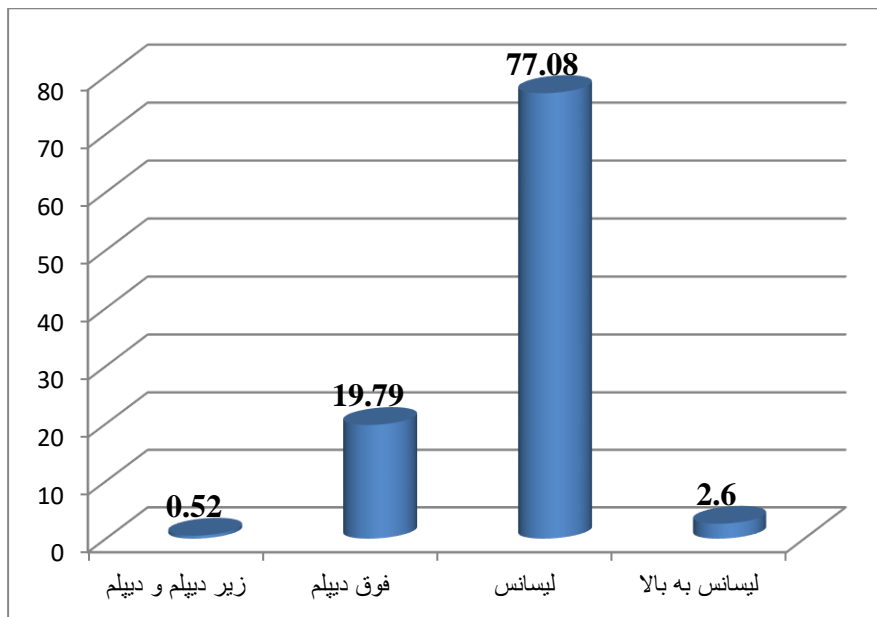| 19.79	76	**Associate Degree**
77.08	296	**Bachelor's degree**
2.60	10	**Bachelor's degree or higher**
1	384	**total**

Chart (2) education status of the respondents

The side of the research respondents

Table (4) side of the respondents

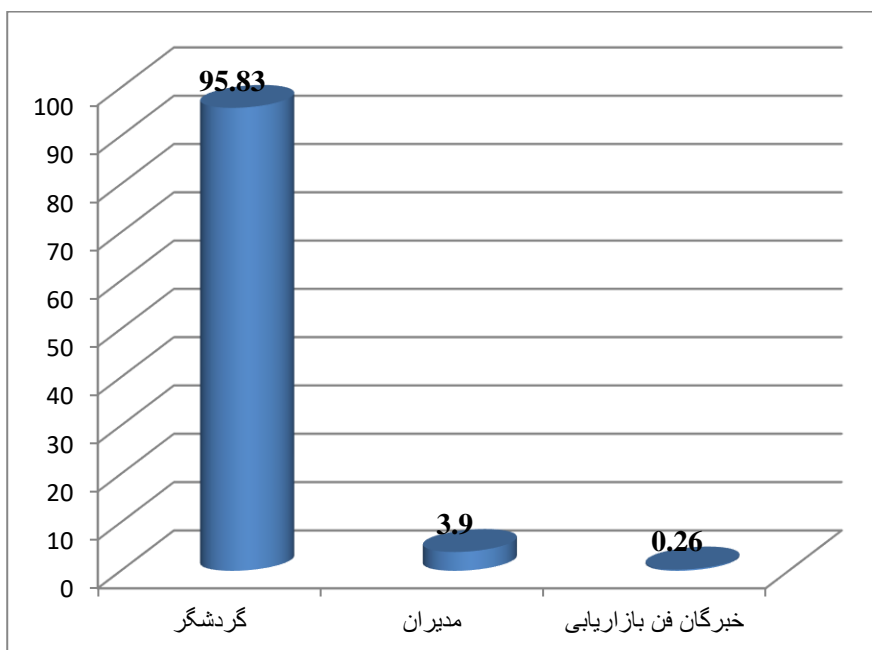| Frequency	absolute frequency	Abundance / Side
۹۵٫۸۳	۳۶۸	tourist
۳٫۹۰	۱۵	**Managers and experts**
۰٫۲۶	۱	**Marketing experts**
۱	۳۸۴	total

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Diagram (4) of the respondents

Kolmogorov Smirnov test

To use path analysis and regression methods, errors must have a normal distribution. Kolmogorov-Smirnov test is used to investigate this issue. Below we examine this test for each of the variables.

Table (4) Kolmogorov-Smirnov test

	خطا
Sample size	384
Kolmogorov-Smirnov	.516
Probability value (2-sided)	.069

In the above table, the number is equal to 384 and the value of the Kolmogorov-Smirnov statistic is equal to 0.516. The p_value shown in the last line is equal to 0.069 because it is greater than the significance level of 0.05, so the assumption of normality is accepted

Table 5: Correlation coefficient between sustainable marketing variable and tourist satisfaction variable

Tourist satisfaction	Sustainable marketing	
۰٫۸۴۲ ۰٫۰۱۹ ۳۸۴	۱ ۳۸۴	Pearson correlation coefficient of sustainable marketing p_value Number
۱ ۳۸۴	۰٫۸۴۲ ۰٫۰۱۹ ۳۸۴	Pearson correlation coefficient of tourist satisfaction p_value Number

According to the above table, the correlation coefficient between sustainable marketing variable and tourist satisfaction is equal to 0.842. Because the p_value is equal to 0.019 and is less than 0.05, then the variable of sustainable marketing is related to the variable of tourist satisfaction.

Table 6: Correlation coefficient between tourist satisfaction variable and tourist trust variable

Tourist trust	Tourist satisfaction	
0.645 0.042 384	1 384	Pearson correlation coefficient of tourist satisfaction p_value Number
1 384	0.645 0.042 384	Pearson correlation coefficient of tourist trust p_value Number

According to the above table, the correlation coefficient between tourist satisfaction variable and tourist trust is equal to 0.645. Because the p_value is equal to 0.042 and is less than 0.05, then the variable of tourist satisfaction is related to the variable of tourist trust

Table 7: Correlation coefficient between tourist satisfaction variable and sustainable tourism variable

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Sustainable Tourism	Tourist satisfaction	
0.568 0.033 384	1 384	**Pearson correlation coefficient of tourist satisfaction** **p_value** **Number**
1 384	0.568 0.033 384	**Pearson correlation coefficient of sustainable tourism** **p_value** **Number**

According to the above table, the correlation coefficient between tourist satisfaction variable and sustainable tourism is equal to 0.568. Because the p_value is equal to 0.033 and is less than 0.05, then the variable of tourist satisfaction is related to the variable of sustainable tourism.

Table 8: Correlation coefficient between tourist trust variable and tourist loyalty variable

وفاداری گردشگر	اعتماد گردشگر	
۰.۷۹۳ ۰.۰۲۰	۱	**Pearson correlation coefficient of tourist trust** **p_value**
۳۸۴	۳۸۴	**Number**
۱ ۳۸۴	۰.۷۹۳ ۰.۰۲۰ ۳۸۴	**Pearson correlation coefficient of tourist loyalty** **p_value** **Number**

According to the above table, the correlation coefficient between tourist trust variable and tourist loyalty is equal to 0.793. Because the p_value is equal to 0.020 and is less than 0.05, then the variable of tourist trust is related to the variable of tourist loyalty.

Table 9: Correlation coefficient between tourist trust variable and sustainable tourism variable

گردشگری پایدار	اعتماد گردشگر	
۰,۷۹۵ ۰,۰۴۳ ۳۸۴	۱ ۳۸۴	ضریب همبستگی پیرسون اعتماد گردشگر p_value تعداد
۱ ۳۸۴	۰,۷۹۵ ۰,۰۴۳ ۳۸۴	ضریب همبستگی پیرسون گردشگری پایدار p_value تعداد

According to the above table, the correlation coefficient between tourist trust variable and sustainable tourism is equal to 0.795. Because the p_value is equal to 0.043 and is less than 0.05, then the variable of tourist trust is related to the variable of sustainable tourism.

Table 10: Correlation coefficient between tourist loyalty variable and sustainable tourism variable

Sustainable Tourism	Tourist loyalty	
0.525 0.005 384	1 384	**Pearson correlation coefficient of tourist loyalty** **value** **Number**

1 384	0.525 0.005 384	Pearson correlation coefficient of security p_value Number

According to the above table, the correlation coefficient between the variable of tourist loyalty and sustainable tourism is equal to 0.525. Because the p_value is equal to 0.005 and is less than 0.05, then the variable of tourist loyalty is related to the variable of sustainable tourism

Conclusion

This section contains the results or findings of the research. which provides a brief verbal description of what has been achieved. Also, parts of statistics have been used to analyze and interpret the results. Statistical information is also reported as necessary. At first, according to the contents stated in the previous chapters, the research findings are summarized according to the hypotheses.

Research results

1- The results of the gender status of the respondents indicate that 39.32% of the studied subjects are women and 60.68% are men.

2- The results of the educational status indicate that 0.52% have a diploma or diploma, 19.79 have a post-diploma, 77.08% have a bachelor's degree, and 2.60% have a bachelor's degree or higher.

3- The results of the respondents indicate that 95.83% were tourists, 3.90% were managers and experts, and 0.26% were marketing experts

In the following part, p_value and regression coefficients are evaluated, which results in rejecting or accepting the hypotheses of this research:

First hypothesis: There is a positive and significant relationship between sustainable marketing and tourist satisfaction.

According to the obtained results, there is a positive and significant relationship between sustainable marketing and tourist satisfaction at a significance level of .001 and with a regression coefficient of .70. Therefore, it can be acknowledged that there is a strong relationship between sustainable marketing and tourist satisfaction, and the regression coefficients between the two mentioned variables are direct (positive); As a result, it can be said that sustainable marketing affects tourist satisfaction, and from the respondents' point of view, as the results of sustainable marketing are improved, tourist satisfaction goes to the positive side. Therefore, the hypothesis is confirmed

Second hypothesis: There is a positive and significant relationship between tourist satisfaction and tourist trust.

According to the obtained results, there is a positive and significant relationship between tourist satisfaction and tourist trust at a significance level of .019 and with a regression coefficient of .79. Therefore, it can be acknowledged that there is a strong relationship between tourist satisfaction and tourist trust, and the regression coefficients between the two mentioned variables are direct (positive); As a result, it can be said that tourist satisfaction affects tourist trust, and from the respondents' point of view, as the results of tourist satisfaction improve, tourist trust goes to the positive side. Therefore, the hypothesis is confirmed

Third hypothesis: There is a positive and significant relationship between tourist satisfaction and sustainable tourism

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According to the obtained results, there is a positive and significant relationship between tourist satisfaction and sustainable tourism at a significance level of .007 and with a regression coefficient of .68. Therefore, it can be acknowledged that there is a strong relationship between tourist satisfaction and sustainable tourism, and the regression coefficients between the two mentioned variables are direct (positive); As a result, it can be said that tourist satisfaction affects sustainable tourism, and from the respondents' point of view, as the results of tourist satisfaction improve, sustainable tourism moves in a positive direction. Therefore, the hypothesis is confirmed.

Fourth hypothesis: There is a positive and significant relationship between tourist trust and tourist loyalty

According to the obtained results, there is a positive and significant relationship between tourist trust and tourist loyalty at a significance level of .005 and with a regression coefficient of .81. Therefore, it can be acknowledged that there is a strong relationship between tourist trust and tourist loyalty, and the regression coefficients between the two mentioned variables are direct (positive); As a result, it can be said that tourist's trust affects tourist's loyalty, and from the respondents' point of view, as the results of tourist's trust are improved, tourist's loyalty goes to the positive side. Therefore, the hypothesis is confirmed

Fifth hypothesis: There is a positive and significant relationship between tourist trust and sustainable tourism

According to the obtained results, there is a positive and significant relationship between tourist trust and sustainable tourism at a significance level of .000 and with a regression coefficient of .77. Therefore, it can be acknowledged that there is a strong relationship between tourist trust and sustainable tourism, and the regression coefficients between the two mentioned variables are direct (positive); As a result, it can be said that tourist trust affects sustainable tourism, and from the respondents' point of view, as the results of tourist trust improve, sustainable tourism moves in a positive direction. Therefore, the hypothesis is confirmed.

Sixth hypothesis: There is a positive and significant relationship between tourist loyalty and sustainable tourism

According to the obtained results, there is a positive and significant relationship between tourist loyalty and sustainable tourism at a significance level of .000 and with a regression coefficient of .85. Therefore, it can be acknowledged that there is a strong relationship between tourist loyalty and sustainable tourism, and the regression coefficients between the two mentioned variables are direct (positive); As a result, it can be said that tourist loyalty affects sustainable tourism, and from the respondents' point of view, as the results of tourist loyalty improve, sustainable tourism moves in a positive direction. Therefore, the hypothesis is confirmed

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