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Prioritizing the Effective Factors on Selection of a Resort

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ABSTRACT: In line with prioritizing the effective factors on selection of a resort in Sepidan County, different approaches as well as models were investigated, and subsequently, these approaches were used to present solutions for developing resorts (recreational areas) in Iran at the national level. The descriptive (survey) methodology was implemented where questionnaires designed by the author were used for collecting the required information from the members of the statistical population. The reliability and stability of these questionnaires had been tested prior to their implementation. The SPSS statistical software was used to analyze the results of this descriptive study. The obtained results showed that due to the frequency observed by the population, there was a relation between various factors (human, promotional, physical, etc.) and selection of a resort in Sepidan County. Since the calculated contingency coefficient (C=0.49) was between 0 and 50% and very close to 50%, we can conclude that there is a relatively favorable relation between the collective factors (human, promotional, physical, etc.) and selection of a resort in Sepidan.
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INTRODUCTION

A review of annual tourism statistics reveals that, after oil and car manufacturing industries, hospitality (hotel) and tourism industries are considered by various states as high revenue industries in the new millennium [1]; and it is predicted that they will soon be promoted to the top-ranking industries in the world. Ranking in the hotel industry represents the facilities, quality, and manner of providing services to customers and must not be confused with classification [2, 3].

Thus, various factors have influenced the development of the hotel management and tourism industries including rare inventions in the communication field, innovations in the transportation industry, technological advances, political and economic developments, demographic changes, and specific factors such as increased leisure time (sometimes termed the Leisure Civilization). Leisure is defined as the voluntary activities a person involves in after having performed her/his daily vocational, family, and social commitments, aimed at mental/psychological refection, having fun, relaxation, and personality development in such a way as to promote the person's talents, creativity, and free participation [4].

Iran's cultural heritage and tourist attractions rank this country among the top 10 in the world, and Iran is among the top 5 potentially powerful countries in the field of tourism [1]. However, due to various problems including political ups and downs, devaluation of Iran's monetary unit, decline of the culture of hospitality among affluent and semi-affluent urban classes, non-existence of qualitative and quantitative accommodation facilities, and non-standard hotel facilities, Iran has lost the special position it once held as one of the leading tourist attractions in the world. The following facts can better explain the significance of this problem:

At present, the hotel and tourism industries, enjoying a 9% annual growth, are the biggest global industries in terms of promoting occupation and trade. Today, travel has turned into a fundamental pillar of people's lives [5]. Tourism industry research comprises logical, objective, and regular studies conducted on travel and tourism [6, 7].

Thus, due to certain subjective operations in the management of the hotel and tourism industries in the country, Iran's contribution in the global economy has dropped drastically. As a result, Iran now ranks 80 among the tourist attracting countries in the world. Iranian provinces are among attractive tourist areas in the world, and include 9 out of the 11 known global climates. According to documentary statistics, Iran is a young country and any research activity that can create jobs for young people must receive particular attention by the authorities. The introduction of important cultural-tourist attractions in Iran are summarized as charts of Islamic-era buildings, squares, and fortifications, and the international locations are briefly discussed in the form of access road analysis and transportation infrastructure [8, 9].

Now, we may ask the following question: "How can the customers choose their favorite resort, and what is the basis of their judgment/decisions in this regard?" In this study, in line with prioritizing the effective factors on selecting a resort, various approaches and models are studied. Then, based on these approaches, the author presents solutions for developing resorts in Sepidan County. In this way, the present research can meet the

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demands of today's society regarding provision and utilization of information in this field which may be found valuable theoretically.

MATERIAL AND METHODS

The descriptive-observational methodology was used. The statistical population consisted of tourists who visit Sepidan County resorts. The sample population was selected from among members of this population. The sample size was based on the number of tourists in the statistical population. Three hundred and eighty four persons were chosen as members of the research sample. Four hundred and forty two questionnaires were distributed among these persons (questionnaire error probability=15%), and consequently, the required information was obtained, based on the Cochran modified formlla, from 340 persons. The simple random sampling method was used. The measuring tool was designed by the author based on the attitude measurement method in the form of a questionnaire with 41 questions. The reliability and validity of this questionnaire were subsequently verified.

Table 1. Reliability

Cronbach test	**Number of test items**	**Cronbach's Coefficient**	**0.90**
Number of valid cases	442		
Number of excluded cases	122	Number of items	41
	340		

Calculation of Cronbach's Alpha

The Cronbach alpha for the 41 items in the questionnaire was calculated as 0.90.

The library and field method and the following tools were used for collecting the required data:

1. Searching the Internet

2. Searching books and journals

3. Questionnaire (for collecting the information on the role of effective factors on resource selection in Sepidan)

4. The relevant documents available at the studied organizations

RESULTS

Secondary Hypothesis 1: Human factors are effective on selecting a resort in Sepidan County.

Table 2. Determination of Groups Independence

Option	**Observed**	**Expected**	**Deviation**	**Chi-square Result**	
*	*	*	*	Chi-square value	101.18
Totally disagrr	*	*	*		
Disagree	70	113.3	-33.3	FD	2
Agree	106.7	113.3	86.7		
Totally agree	-63.3	11.3	-53.3	Probability of Error (asyp.sing)	0.000
Sum		340			
Human factors role intensity			$C=(x^2\alpha,df/\ x^2\alpha,df+n)^{(1/2)}$		0.49

Since the calculated error is less than 0.05, the H0 hypothesis is rejected. Thus, it can be stated with a reliability of 0.95 that, from the sample population's perspective, there is a relation between human factors and selection of a resort in Sepidan. As the contingency coefficient (C=0.49) is between 0 and 50% and very close to 50%, then it can be inferred that there is a rather favorable relation between human factors and selection of a resort in Sepidan.

Second Secondary Hypothesis Test: Promotional factors are effective on selecting a resort in Sepidan Coutnty.

Since the calculated error is less than 0.05, the H0 hypothesis is rejected. Thus, it can be stated with a reliability of 0.95 that, from the sample population's perspective, there is a relation between human factors and selection of a resort in Sepidan. As the contingency coefficient (C=0.56) is between 0 and 50% and close to 60%, then it can be inferred that there is a rather favorable relation between human factors and selection of a resort in Sepidan.

Since the calculated error is less than 0.05, the H0 hypothesis is rejected. Thus, it can be stated with a reliability of 0.95 that, from the sample population's perspective, there is a relation between physical factors and selection of a resort in Sepidan. As the contingency coefficient (C=0.49) is between 0 and 50% and very close to 50%, then it can be inferred that there is a rather favorable relation between human factors and selection of a resort in Sepidan.

Fourth Secondary Hypothesis Test: Price Factors are Effective on Selecting a Resort in Sepidan County.

Table 3. Effect of promotional factors on selection of a resort in Sepidan

Option	Observed	Expected	Deviation	Chi-square Result	
*	*	*	*	Chi-square value	152.36
Totally disagrr	*	*	*		
Disagree	70	113.3	-43.3	Freedom (d)	2
Agree	220	113.3	106.7		
Totally agree	50	113.3	-63.3	Probability of	0.000
Sum		340		Error (asyp.sing)	
Promotional factors role intensity			C=($x^2\alpha$,df/ $x^2\alpha$,df+n)^(1/2)		0.56

Third Secondary Hypothesis Test: Physical factors are effective on the selection of a resort in Sepidan County.

Table 4. Effect of physical factors on selection of a resort in Sepidan

Option	Observed	Expected	Deviation	Chi-square Result	
*	*	*	*	Chi-square value	101.8
Totally disagrr	80	113.3	-33.3		
Disagree	60	113.3	-53.3	FD	2
Agree	200	113.3	86.7		
Totally agree	*	*	*	Probability of	0.000
Sum		340		Error (asyp.sing)	
Physical factors role intensity			C=($x^2\alpha$,df/ $x^2\alpha$,df+n)^(1/2)		0.49

Table 5. Effect of price factors on selection of a resort in Sepidan

Option	Observed	Expected	Deviation	Chi-square Result	
*	*	*	*	Chi-square value	150.59
Totally disagrr	*	*	*		
Disagree	60	113.3	-53.3	FD	2
Agree	220	113.3	160.7		
Totally agree	60	113.3	-53.3	Probability of	0
Sum		340		Error (asyp.sing)	
Price factors role intensity			C=($x^2\alpha$,df/ $x^2\alpha$,df+n)^(1/2)		0.56

Since the calculated error is less than 0.05, the H0 hypothesis is rejected. Thus, it can be stated with a reliability of 0.95 that, from the sample population's perspective, there is a relation between price factors and selection of a resort in Sepidan. As the contingency coefficient (C=0.56) is between 0 and 50% and close to 60%, then it can be inferred that there is a rather favorable relation between price factors and selection of a resort in Sepidan.

Fifth Secondary Hypothesis Test: Availability Distribution Factors are Effective on Selection of a Resort in Sepidan County.

Since the calculated error is less than 0.05, the H0 hypothesis is rejected. Thus, it can be stated with a reliability of 0.95 that, from the sample population's perspective, there is a relation between availability distribution factors and selection of a resort in Sepidan. As the contingency coefficient (C=0.40) is between 0 and 50% and very distant from 50%, then it can be inferred that there is a weak relation between availability distribution factors and selection of a resort in Sepidan.

Sixth Secondary Hypothesis Test: Commodity Factors are Effective on Selection of a Resort in Sepidan County.

Table 6. Effect of availability distribution factors on selection of a resort in Sepidan

Option	Observed	Expected	Deviation	Chi-square Result	
*	*	*	*	Chi-square value	57.65
Totally disagrr	*	*	*		
Disagree	*	*	*	Freedom (d)	
Agree	240	170	70		
Totally agree	100	170	-70	Probability of Error (asyp.sing)	0.000
Sum		340			
Distribution availability factors role intensity			C=($x^2\alpha$,df/ $x^2\alpha$,df+n)^(1/2)		0.40

Since the calculated error is less than 0.05, the H0 hypothesis is rejected. Thus, it can be stated with a reliability of 0.95 that, from the sample population's perspective, there is a relation between commodity factors and selection of a resort in Sepidan. As the contingency coefficient (C=0.33) is between 0 and 50% and relatively distant from 50%, then it can be inferred that there is a rather weak relation between commodity factors and selection of a resort in Sepidan.

Table 7. Effect of commodity factors on selection of a resort in Sepidan

Option	Observed	Expected	Deviation	Chi-square Result	
*	*	*	*	Chi-square value	42.35
Totally disagrr	*	*	*		
Disagree	230	170	60	Freedom (d)	2
Agree	110	170	-60		
Totally agree	*	*	*	Probability of Error (asyp.sing)	0.000
Sum		340			
Commodity factors role intensity				$C=(x^2\alpha,df/\ x^2\alpha,df+n)^{(1/2)}$	0.33

Seventh Secondary Hypothesis Test: The Process of Providing of Effective Services is Effective on Selection of a Resort in Sepidan County.

Table 8. Effect of provision of effective services on selection of a resort in Sepidan

Option	Observed	Expected	Deviation	Chi-square Result	
*	*	*	*	Chi-square value	90.59
Totally disagrr	60	85	-25		
Disagree	70	85	-15	Freedom (d)	3
Agree	160	85	75		
Totally agree	50	85	-35	Probability of Error (asyp.sing)	0.000
Sum		340			
Effective service provision role intensity				$C=(x^2\alpha,df/\ x^2\alpha,df+n)^{(1/2)}$	0.47

Since the calculated error is less than 0.05, the H0 hypothesis is rejected. Thus, it can be stated with a reliability of 0.95 that, from the sample population's perspective, there is a relation between provision of effective services and selection of a resort in Sepidan. As the contingency coefficient (C=0.47) is between 0 and 50% and very close to 50%, then it can be inferred that there is a favorable relation between the process of effective service provision and selection of a resort in Sepidan.

Test of the Main Hypothesis: Collective (Human, Physical, etc.) Factors are Effective on Selection of a Resort in Sepidan County.

Table 9. Effect of Collective factors (e.g. human factors) on selection of a resort in Sepidan

Option	Observed	Expected	Deviation	Chi-square Result	
*	*	*	*	Chi-square value	101.21
Totally disagrr	*	*	*		
Disagree	80	113.3	-33.3	Freedom (d)	4
Agree	200	113.3	86.7		
Totally agree	60	113.3	-53.3	Probability of Error (asyp.sing)	0.000
Sum		340			
Factors (human, promotion, physical, etc.) role intensity				$C=(x^2\alpha,df/\ x^2\alpha,df+n)^{(1/2)}$	0.49

Since the calculated error is less than 0.05, the H0 hypothesis is rejected. Thus, it can be stated with a reliability of 0.95 that, from the sample population's perspective, there is a relation between collective factors (human, promotional, physical, etc.) and selection of a resort in Sepidan. As the contingency coefficient (C=0.49) is between 0 and 50% and very close to 50%, then it can be inferred that there is a rather favorable relation between collective factors (human, promotional, physical, etc.) and selection of a resort in Sepidan.

DISCUSSION

In this study, 41 items were used to evaluate the views expressed on the effective factors on resort selection in Sepidan by the members of the studied population sample. Based on the obtained results, the effective factors on selection of a resort in Sepidan can be prioritized as follows: promotional (C=0.56), price factors (C=0.56), human factors (C=0.49), physical factors (C=0.49), process of providing effective services (C=0.47), availability distribution factors(C=0.40), and effective commodity factors(C=0.33).

Due to the favorable relation that exists between price factors and selection of a resort in Sepidan, providing more facilities by the Tourism Organization for tourism cooperative companies can somehow reduce costs. In other words, the recreational centers and tourist centers can cooperate as a single tourism cooperative company. Also, based on the favorable relation found between the process of providing effective services and selection of a resort in Sepidan, the persons-in-charge of recreational and tourist centers, the interested members of the public, and even the local cultural heritage organization, universities, and other educational institutes can cooperate in providing the required strategies, financing solutions, as well as legal advice to strengthen tourist centers infrastructure.

Recommendations: The authorities should act to develop Internet promotional material as well as domestic and foreign marketing. To this end, various centers and even cooperative, advertising, and marketing companies acting through the Internet must reach agreements with persons-in-charge of various resorts/recreational facilities to advertise these facilities through the Internet for attracting tourists. Special legislation outside The Trade Law is required for various zones proportional to the type of activity and services the tourist centers located in these zones can provide. Moreover, through setting forth official regulations, the regional tourist centers must cooperate with the Cultural Heritage Organization, the Tourist Organization, and even the Handicraft Organization to improve the quality of their services, religious and cultural services in particular.

Research Limitations

1. Prioritizing of the effective factors in this study was based on selecting onlt one resort (recreational center) in Sepidann County. It is proposed that similar studies be conducted on other tourist areas in the future.

2. This study used the descriptive (survey) method for prioritizing the effective factors on selection of a resort in Sepidan County. It is proposed that further research be conducted using alternative methods including semi-empirical (causative-comparative) methods be implemented for obtaining completely applicable and tangible results.

3. It is proposed that management vulnerabilities in the resorts be studied in the future studies.

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