

## Analyzing the role of security in developing Iran's foreign tourism

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### Abstract

Security and tourism are the parameters of an equation which have a direct relationship and a close connection. In fact, there is no trip unless there is no security, there for considering the tourism would be useless. This research aimed at measuring the feeling of being safe among the foreign tourists in Iran. This research is the practical type and the research method, is the descriptive-analytic. Data collecting method is both library and field (observation, questionnaire, and interview). Sampling method was random and samples were of 150 people, calculated using Corcoran method. Data analytic method was quantitative Results of the research indicated that the tourists did not know about Iran's tourism security situation correctly, before entering Iran and 55 percepts of those tourists, considered Iran's security situation to be bad. In this pessimism and misrecognition, the role of western media and their negative propaganda was proved. After entering Iran and confronting realities, 80 percent of them considered Iran's security situation to be good and they were satisfied with it. Tourists believed that the presence of police officers in tourist site results in enhancing security. But, the large number of police officers may have a reverse result so tourist would fell no secure mentally since they feel a police and security atmosphere. There was a meaningful relationship between a high financial and life security and re traveling to Iran. It means that tourist who felt more secure would like to revisit Iran more. Also, whereas tourist is a mutual relationship, its role in propagating Iran's realities in worldwide level was proved.

**Keywords:** Tourism, security, media, Iran

### Introduction

Today's tourism has become worldwide that is resulted from development of technological innovations and capitalism in this recent age (Paply Yazdi& Saghahi,2004:p3).And during the recent 60 years has grown continuously and permanently. As it has turned into one of the economical parts which is speeding highly during the years 1950-2005, international tourism increased from 25 million tourist in 1950 to 806 million people in 2005 with the annual rate of 65 percent (Tayebi, 2008, p.67). Today, tourism is turning into one of the main elements of commercial economy of the world and most planners and experts consider the tourism industry as the main element of economic development. In fact, in many countries of the world tourism is one of the most complex humans affairs and occupations and as a multi-dimensional case , it has various positive effects and performance , (Zahedi,2006:p35 ) , including creating job, attaining income , attracting foreign exchange and promoting social cultural foundations (kazemi,1387:p1) According to published statistics from global tourism organization this industry is now the second source of income in more than 49 countries in the world (Ghareh Nezhad,2009,p.24) . And, the number of tourist around the world will reach to almost 1,560,000,000 people until the year 2020 which it include 10 percent of global income (Unwto,2007) .

Tourism is actually of the most important today's human activities which totally change the political, economic, cultural situation and also the life style of human being in accompany with

creating immense changes in the earth appearance (Mahalati, 2001:p130). And, it turns into an effective and impressive factor in spatial transforming of being visited sites and has changed the appearance of these sites (Haji Nezahd, 2009, p.92).

Development and security complete each other (Khosravi, 2009, p.45) it is obvious that constant security is indebted to the constant development and constant development guarantees the national security. Today, everything that lacks a scientific definition and logical rules would fail or might stagnate. This case is also true about tourism industry and the following security. For example, to provide security in transformation units' residences hotels and attraction, tourist and organizations and tour makers need to coordinate efficiently in order to develop tourism (Seidaii& Hedayati Moghadam, 2010, p.100).

There are many factors that affect tourism development in which security is the most prominent factor (Soboti,2007, p.55).Peace comfort and security are among very significant matters which attract tourist toward different places of world. Along with developing this industry in decent era its organic relation with some cases like national and domestic security, transportation industries, services, social media, education and etc., has paved a way into a new phase (Asli&Yasin,2010, p.27). Experts believe that there is a defined relationship between tourism and developing preserving the security. Since developing tourism substructures and also cooperation of culture centers, suitable propaganda and wide corporation of information and security organizations done at the same time as developing security, would lead to developing the national security. In addition, the role and effect of tourism industry in national security development is so great that a lot of developed country which have enormous amount of income and economical source, prefer to focus on tourism industry(Tajik,2002, p.86). The direct presence of visitors and tourist in a country not only develops its economy and its cultural exchange but also introduces that country to the world as the secure tourism spot so strongly that it reveals security in its wide concept , would be among the most important matter which is really effective in the demand rate of foreign tourist to travel every country. Nowadays, tourism experts believe that the relationship between national security and tourism should be taken into account so that it is necessary to give a new definition about national security , while foreign tourism are visiting a country and also knowing and recognizing domestic realities and transferring them to abroad . All in all , internal and national security are the most significant factors in developing tourism in every country that is going to adopt itself info features of leading countries in tourism industry(Reza Poor,2005, p.46).You can create a suitable circumstance in attracting tourist by the policy of removing tension in foreign relations.

Organizations relating to tourism development and their experts believe that economic growth and development is completely a security based phenomenon and one of economical units which would be strongly harmed is the tourism industry (Rabani et al, 2011:p12). Developing the tourism industry in each country indicates the countries national security constancy, and tourism will brisk up if only its governments pay much attention in providing security for tourist.

Tourist destinations are spread out in all parts of world. If these places are more secure, national security of that country will enhance. In addition to that case, when foreign tourist entered a country, it not only does not threaten its national security, but also helps to its strengthening. (Asadi et al, 2010, p.32).

### **Methods and materials**

This research is the applied and expanding type and the research method is descriptive and analectic. Data collection methods are the two types: library studies and field research.

In library methods, the data is collected by using books, articles, research plans and the archived information of relating offices and organizations. In field study method, the needed

information was collected by observation, interview, and questionnaire. This researches statistic samples is the entire foreign tourist who entered Iran during the fall and winter in 2012-2013. Sampling method is random and sample numbers are 300 people who were measured by the use of Corcoran method. The validity and reliability of the questionnaire was measured by content and according to the expert's opinions. After identifying the influential items and factors in evaluating the research aspects the questionnaire was designed. And, the questionnaire was corrected and its final version was fixed according to experts opinions. In social science , validity means that as we revalidate a being measured concept with the same measuring devise and under the same circumstance, How much those conducted results would conformed of how much they would be exact and reliable or how much the measuring device would have repeatability and recyclability features . To measure the validity there are various techniques whose everyone has its own efficiencies and deficiencies. One of the most common ways of measuring the validity is to count the Cronbach co efficient. This coefficient is known as a high quality coefficient, confidence interval is from 0-1. The co efficient upper that 0.7 indicates that internal correlation among the element s is a lot (Afshari sistani, 2008, p.83). The Cronbach Alpha of the questionnaire is almost 0.79. Since it is higher than .07, so the questionnaire is reliable. Data analysis method is quantitative and done by using statistical models in SPSS software.

#### Discussion and conclusion

During the last few decades, a bad image has been formed in the world's public thoughts about Iran's security situation. They miss consider Iran's security like war worn and non-secure countries of Iraq and Afghanistan. The results of questionnaire analysis indicate that 50 percent of tourist had a bad and wrong image about Iran's security situation before entering Iran. And. 5 percent of them had a very bad imaginations and well afraid of entering Iran and about 10 percent considered its security situation to be average and only 35 percent of them had a right and fair imagination about Iran's security . The result of one sample t-test is shown in table 1. According to the t-observed and meaningful level of 0.000, the test is meaningful. It means that the tourist had a bad imagination about security situation in a meaningful level.

**Table1. Independent t-test for tourists feels safe before traveling to Iran**

Test Value = 2.5					
t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
32.225	149	.000	2.747	2.58	2.92

As the results of questionnaire revealed , foreign tourist did not have a good feeling and imagination about tourist safety situation but the results of the study shows that their attitudes toward Iran and its security totally changed after entering Iran and confronting the realities and that negative imagination was removed . 80% of tourists were feeling highly secure financially and lively and only 20% of them felt a low and average security. But, for the case of law and personal freedom, 60 % of tourist did not feel safe and believed that they are confined because of covering and way of behavior and it bothers them. But, all in all and in different aspects, 70 percent of tourist had a good feeling of being safe and it indicate a good safety for tourist. The result of one-sample t-test is shown in table 2 to count the above mentioned item that is also shows the significance of this item.

**Table 2 . Independent t-test of tourists feel safe in Iran**

Test Value = 0					
t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
21.084	149	.000	2.253	2.04	2.46

According to Kendall’s tau-b statistic test and Pearson’s coefficient, there is a meaningful relationship between negative propaganda of western media and Iran’s enemies and tourist safety feeling toward Iran. Measured Tau-b weight of 0.592 with significance level of 0.000 shows that the test is significant (table3). It means that, unfortunately, negative propaganda and analysis from western media against Iran, has had its effect on tourists and had made them syndical toward Iran.

**Table 3 . Correlation coefficient between the negative propaganda of the Western media and tourists feel safe in Iran**

	Symmetric Measures	Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.592	.043	12.419	.000
	Spearman Correlation	.688	.047	10.300	.000 <sup>c</sup>
Interval by Interval	Pearson's R	.670	.040	9.804	.000 <sup>c</sup>
N of Valid Cases		150			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

To measure the relationship between the presence of tourist safety special police, in tourism sites and enhancing tourist safety, two variables were also used from statistics tau-b test. In SPSS software for the sake of being qualitative, ordinal and coordinative. Measured Kandalls tau-b value of 0.608 and significance level of 0.0000 indicated that this model is meaningful. It means that the presence of tourist safety special police in tourism sites, leads to feeling secure among tourist.

**Table 4. Correlation coefficient between the presence of security special police tourist in tourist sites and increasing the safety of tourists**

	Symmetric Measures	Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.608	.040	14.375	.000
	Spearman Correlation	.721	.041	11.294	.000 <sup>c</sup>
Interval by Interval	Pearson's R	.732	.037	11.661	.000 <sup>c</sup>
N of Valid Cases		150			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

Iranian are hospitable people and have been always behaving well with foreigners who visiting based on analysis of foreign tourists questionnaires, 85 percent of foreign tourist, were

satisfied with Iranians behavior and made a positive and good communication with every Iranian whom they had. The result of statistical test is shown in table 5 that confirms this fact.

**Table 5. Independent sample t-test behavior of Iranian foreign tourists**

One-Sample Test						
	Test Value = 2.5					
t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference		
				Lower	Upper	
25.942	149	.000	3.080	2.85	3.31	

To measure the relationship between financial and life safety and tourist motivation to travel to Iran again ,Tau-b statistic test in SPSS software is used because of two variables which were qualitative, ordinal and qualitative. The results of test indicate the significant and the meaningful relationship between these two variables. Value and coefficient of Kendall’s tau-b and Pearson’s and spearman are shown in table 6. As the measured significance level of the model is 0.000 and it is smaller than 0.05 in the Kendall’s tau-b value of 0.705, the significance of relationship between life and financial safety of foreign contraries and their motivation for travelling to Iran can be confirmed and it is concluded that the more the safety is and the more willingness and motivation they will have to travel to Iran.

**Table 6. Correlation coefficient between financial and physical safety of foreign tourists and incentive further travel to Iran**

	Symmetric Measures	Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.705	.043	14.866	.000
	Spearman Correlation	.783	.043	13.686	.000 <sup>c</sup>
Interval by Interval	Pearson's R	.772	.037	13.204	.000 <sup>c</sup>
N of Valid Cases		150			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

**Table 7. Correlation coefficient between the physical presence of security forces in tourism places and Feeling of psychological security of foreign tourists**

Symmetric Measures					
		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.308	.071	4.290	.000
	Kendall's tau-c	.268	.062	4.290	.000
	Spearman Correlation	.345	.078	4.375	.000 <sup>c</sup>
Interval by Interval	Pearson's R	.318	.080	3.990	.000 <sup>c</sup>
N of Valid Cases		150			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

To measure the relationship between much physical presence of security and disciplinary officers in tourism sites and the degree of feeling emotional safety among foreign tourism, Kendall tau-b was also used. The research assumed that there is a significant and meaningful relationship between much physical presence of security and disciplinary officers and lack of feeling secure in tourism sites .it also confirmed the result of the assumption test . It reveals that large number of security officers , makes a security atmosphere, and although it enhances life and financial safety , but it has a reverse effect on mental and emotional feelings

Tourism is a mutual relation and correlation. As it was proved in previous test, tourist felt non-secure before entering Iran. But this non-secure feeling turns into a safety feeling after visiting Iran and confronting the realities. According to the surveys and tourist belief, tourism and developing such relations, can introduce Iran to the world and shows its real identity. Because the tourist who visit Iran and return to their countries and like ambassadors who are going to retell Iran’s realities. The reliability of this claim is statistically confirmed in table 8.

**Table 8. Correlation coefficient between tourism and reflecting the true face of Iran**

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
	25.524	149	.000	1.597	1.47	1.72

The result of study indicates that tourist did not have an acute and right knowledge of security situation of Iran and 55 percent of them considered it to be bad and very bad. In this pessimism and misunderstanding the Iran security situation, the role of western media and its meaningful and significant relationship in pretending that non-security was approved. During the last 3 decades western media have portrayed a very bad imagination in the world public thoughts. Tourist had a bad perceiving about Iran’s security situation before entering Iran but 80 percent of them considered it to be good after they visited Iran and they were satisfied but for the sake of law and individual freedom, 60 percent of them were feeling non secure and were not satisfied because they had to wear in a special way and not to do some special actions. But, they were generally satisfied for being safe financially and lifely. Tourist believed that presence of tourists special police officers in tourism sites causes improving the security but the large number of them would have a reverse effect and tourist feel no secure emotionally since they fell that the atmosphere is security and disciplinary . There was a significant and meaningful relationship between the high life and financial security and motivation to travel to Iran again. The results of the research shows that there is a good and positive relation between foreign tourist and people behaved tourist kindly. Tourism is a mutual relation and correlation. As the results of the research showed, tourist felt non-secure before entering Iran, but this feeling turned into security feeling after they visited Iran a confronted Iran’s realities. According to some surveys and foreign tourists belief, developing such relation can introduce Iran to the world and show its real identity because the tourist who visited Iran, and then return to their own countries are like ambassadors who are going to retell Iran’s realities.

According to the positive role of western media in pretending Iran as a non-secure country, it is necessary that major and important works should be done on an international texture and Iran’s reality must be portrayed to the world by the use of internet and satellite channels and they should trust and confidence in this important case

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