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THE STUDY OF PROBLEMS AND PROSPECTS OF TOURISM BEHAVIOR AND ITS INFLUENCE ON CULTURAL DESTINATION AND SATISFACTION: A CASE STUDY OF IRAN

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ABSTRACT
This research project aims to investigate the existed connection between cultural destination attributes as well as to know how much the tourists are satisfied of the visited cultural destination. The differences in the level of tourist's contentment are analyzed based on the demographic and travel behavior traits. The main concern of the previous studies related to cultural tourism was to distinguish the traits, development, and management of the cultural heritage tourism and the demographic and travel behavior traits of tourists who visited cultural destinations. It is conveyed from the earlier studies that the identification of tourist' traits and a study on the relationship between tourists' characteristics and satisfaction are essential. Tourism practitioners and planners get more essential help to comprehend the cultural tourism and to create better strategy and planning regarding cultural tourism by focusing on this study.

Keywords: Tourism, Heritage Destinations, Strategy, Customer Satisfaction, Consumer Behaviour, Iran

INTRODUCTION
Cultures of the traditions are in the main focus of the people. This is a reason that cultural tourism has special consideration towards this need and most traders and marketers tend to extend their business strategies and enhance their knowledge about this issue. The primary column of the aborning tourism strategy of different kinds of countries is cultural tourism. To be a primary developed area is the common trait between cultural tourism strategies of many countries. So it is possible to enhance local culture, and the seasonal and geographical spread of tourism will be possible (Richards ,1995). In 2012, around one billion international tourists have travelled. But this number is being grown up to 1.8 billion in 2030. In fact most countries look for new or extended strategies to catch the tourists' attentions as much as possible (Begum 2013). In recent decades, annually \$5.7 trillion are made by the tourism as the world's largest industry. The fasted developing part of the tourism industry is cultural tourism and travelers tend to make their travel as specialize as possible.

Study Hypotheses
In the following, we have presented four main null hypotheses to achieve the goals of the study:
- H1: There is no relationship between the factors which have been chosen by the tourist to travel to the cultural places and his\her own satisfactory attitudes.
- H2a: There is no diversion between other related factors to tourist's satisfaction such as sex, age, place of living, educational status, and the amount of salary.
- H2b: there is no difference between the tourist's travel experiences in the past, the chosen time for travelling, how long to stay, individual or group travelling, and how far to travel as the tourist's travel traits.
- H3a: The whole tourist's satisfaction is not related to the tourist's sex, age, place of living, educational status and amount of salary.
- H3b: the whole tourist's satisfaction is not related to the tourist's travel experience in the past, the chosen time for travelling, how long to stay, individual or group travelling, and how far to travel the tourist's travel traits.

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- H4: There is a relationship between the characteristics of the place that the tourist has chosen and his\her all satisfactory attitudes for monitoring the chosen demographic factors such as gender and the manner of the tourist's travel traits such as having travel experience and time of travelling.

Literature Review

Heritage has got different meanings in tourism industry including landscapes, natural history, buildings, artifacts, cultural traditions and something that literally or metaphorically transmitted from one generation to the other. However, tourism products must be enhanced among them. Based on the sorts of heritage, the heritage places should be distinguished such as built, natural, and cultural heritage (Zeppel, 1992; Patterson, 1993; Peleggi, 1996). Markets are always segmented on the basis of age, life cycle, income, social class, psychographic, behavioral, geographical, demography, gender etc and to get achievement in destination marketing, tourist contentment is essential (Kalaskar 2013). This fact has an effect on the choice of destination, the use of products and services, and how much the tourist intends to visit that place again or recommend it to others. To find out the relationships between characteristics' and tourists' satisfaction have been emphasized by some studies. The cultural destination traits, the attributes of tourists, and the relationship between cultural destination attributes and tourists' contentment and relationship between cultural destinations attributes and tourist's satisfaction have been focused by previous studies (Kozark 2000; Bowen 2001). The attributes of the study were decided according to the previous studies (Glasson 1994; Light 1996; Waitt 2000). Labagh identified the hope and expectancy-disconfirmation paradigm into lodging research (Crompton 1995). A goodness of fit correlation between tourists' expectations about their destination, and tourists' satisfaction has been stated by Chon and Olsen (Crompton 1995). It is worth to know that when the tourists have received the travel service and products, they will be happy of their travel experience if the appraisal of their experience of the travel product is better than their expectations (Chon 1991). Marketing scholars emphasize the influence of customer satisfaction on loyalty (Eze and Ugwuanyi 2012). Kozak and Remington mentioned the results of a study to specify destination attributes critical to the overall satisfaction levels of tourists (Kozark 2000). As Pizam, Neumann, and Rachel identified the whole destination satisfaction will be affected by the dissatisfaction of the consumer with one of the attributes. So the consumer must be satisfied with each attribute of the destination(Pizam 1978). Tourists' dissatisfaction happens according to the estimating various positive and negative experiences. So the importance of each attribute to the whole impression should be studies as Rust, Zahorik, and Keininghan stated (Glasson 1994).

MATERIALS AND METHODS

Research Methodology

One of the most important developments in the field of quality improvement approaches in the last decade of the twentieth century was measurement of customer satisfaction (Kazemi, 2013) .To monitor the tourist's demographic and the traits of the tourists' travel manner and to find out the destination traits and tourists' whole satisfaction, this study has been conducted to find the relationships between the destination attributes and tourists' whole satisfaction to analyze the differences between them. In the review of the literature the whole traits have been discussed. Since the chosen traits sound important due to their effects on tourists' satisfaction, in the literature review we talked about them. According to the conducted related research projects, tourists' demographic, travel behavior traits, and destination attributes have been selected in this study to identify the differences in the tourists' satisfaction contribution. The collected data have been analyzed by Statistical Package for Social Science (Farahmand 2009). At first we have managed to sort out the questionnaires which were invalid. According to the purpose of the research project, we have conducted statistical analyses. They are named frequencies, descriptive, factor analysis, correlation analysis, multiple regression, Multivariate Analysis of Variance (MANOVA), Analysis of Variance (ANOVA), and Multivariate Analysis of Covariance (MANCOVA). Factor analysis has been conducted to state a smaller set of traits or characteristics which explain the variances between attributes and to generate correlated variable driven from the primary 25 attributes.

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In subsequent regression statistical process, the driven factor scores have been conducted. To retain the factors in this research, they must be greater than or equal to 1.0 of eigen value and a factor loading must be greater than 0.4. The whole levels of the tourists' satisfaction of the cultural heritage destination have been revealed and evaluated by utilizing multiple regression analysis. The whole tourists' satisfactory level of the cultural heritage destination is considered as the dependent variable and the cultural heritage dimensions are independent variables. The former has been regressed against the latter.

Hypotheses Testing

Hypothesis 1

H1. There is no relationship between the factors which have been chosen by the tourist to travel to the cultural places and his\her own satisfactory attitudes.

Two variables, the overall satisfaction of the tourists and four factors such as general tour attraction, heritage attraction, maintenance factor and cultural attraction, have been measured by correlation coefficient analysis. The relationship between them was mentioned as follows. At 0.01 levels, it is analyzed that the correlation between two above mentioned variables was positively significant (2-tailed). In other words, for factor 1, the correlation was found 0.277 between overall satisfaction and General Tour Attraction (P= 0.002). In factor 2, it was 0.300, for overall satisfaction and heritage attraction (P= 0.001). Overall satisfaction and maintenance factor which are factor 3 have been found the correlation 0.266 (P=0.003). Overall satisfaction and cultural attraction are ones in factor 4 in which their correlation has been analyzed 0.0.282 (p=0.001) (table 1). Factor 4 which has got the overall satisfaction and cultural attraction has the higher correlation than the correlation between overall satisfaction and General Tour Attraction or Maintenance Factor. Base on the findings there is a moderate correlation between overall satisfaction and the selected cultural attributes. That is the reason the hypothesis 1 has been supported.

Table 1: Correlation between Overall Satisfaction and Four Factors

		Factor 1 (General Tour Attraction)	Factor 2 (Heritage Attraction)	Factor 3 (Maintenance Factor)	Factor 4 (Culture Attraction)
Overall Satisfaction	Pearson Correlation	0.277**	0.300**	0.266**	0.282**
	Sig. (2-tailed)	0.002	0.001	0.003	0.001
	N	126	126	126	126
Note: ** p ≤0.01					

As we mentioned above, the first hypothesis has been supported by the collected data. To get more support, multi regression analysis has been conducted to state the most precise inter predations for independent variables. According to beta coefficients, the four independent variables have been elaborated. And the most significant factors on beta coefficient have been mentioned in the regression equation respectively. On a 7-point Likert type scale, the tourists' overall level of satisfaction was analyzed and it was considered as a surrogate indicator of tourist perception evaluation in Shiraz. The following equation explains the overall level of satisfaction for tourists.

$Y_s = \beta_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4$

Where,

Y_s = tourists' overall level of satisfaction with Shiraz City

β_0 = constant (coefficient of intercept)

X_1 = General Tour Attraction

X_2 = Heritage Attraction

X_3 = Maintenance Factor

X_4 = Culture Attraction

$B_1…B_4$ = regression coefficient of Factor1 to Factor 4.

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In table 2, multiple correlation coefficient (R), Coefficient of determination (R2) and F ratio have been analyzed to estimate the goodness of fit in regression model. In this study, R is 0.563 which explained the positive and high overall satisfaction levels of tourists. R which stands for multiple correlation coefficients is for independent variables on dependent variable in this study. 30% of the variation of tourist overall satisfaction has been found according to R2 which is 0.317. The four factors elaborated more than 30% of the variation of tourist overall satisfaction. Ratio was 14.024 (P=0.00) and it was significant. In this study, the ratio meant to be the predictor of the regression model happened by chance. Base on the above mentioned R, R2, and Ratio, the four factors are significant to estimate the tourist overall level of satisfaction in Shiraz. Beta coefficients are significant to show the significant of four dimensions which are independent variables. These independent variables help to find out the overall satisfaction of the tourists which is dependent variable. As far as the relative importance of the four cultural dimensions' is concerned, Factor 2 (Heritage Attraction, B2 =0.300, P=0.000) carried the heaviest weight for tourists' overall satisfaction, followed by Factor 4 (Culture Attraction, B 4 =0.282, p=0.000), Factor 1 (General Tour Attraction, B1 =0.277, P=0.000), and Factor 3 (Maintenance Factors, B3 =0.279, P=0.001). As the level of satisfaction in Heritage Attraction is increased in one-unit, the overall level of satisfaction for tourists in Shiraz is increased for a 0.300 unit. Therefore, all underlying dimensions are important. So the hypothesis 1 has been rejected according to the multiple regression results. In this issue, no relationship has been found between the selected cultural destination characteristics and the tourists' overall satisfaction.

Table 2: Regression Results of Tourists' Overall Satisfaction Level Based on the Dimensions (N=126)

Dependent variable: Tourist's overall satisfaction with the Shiraz
Independent variable: Four factors
Model summary

R	R^2	Adjusted R^2	SE
0.563	0.317	0.294	0.8802

Analysis of variance

	Sum of square	df	Mean square	F	p
Regression	43.461	4	10.865	14.024	0.000
Residual	93.746	121	0.775		
Total	137.206	125			

Regression Analysis

Independent variables	B	SE	Beta	t	p
(constant)	5.365	0.78	68.419		0.000
Factor 2	0.314	0.079	0.300	3.988	0.000*
Factor 4	0.296	0.079	0.282	3.755	0.000*
Factor 1	0.290	0.079	0.277	3.684	0.000*
Factor 3	0.279	0.079	0.266	3.539	0.001*

*Note: * $p < 0.05$*

Hypothesis 2a and 2b

H2.a There is no diversion between other related factors to tourist's satisfaction such as sex, age, place of living, educational status, and the amount of salary.

H2b. there is no difference between the tourist's travel experiences in the past, the chosen time for travelling, how long to stay, individual or group travelling, and how far to travel as the tourist's travel traits (one way).

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Table 3 has shown the Multivariate Analysis of Variance (MANOVA) to analyze hypothesis 2a and 2b. MANOVA has been conducted to find out the differences among derived factors which are demographic factors and travel behavior traits. MANOVA has been used to analyze the dimension of tourists' perceptions by total household income variation (Wilkes' Lambda F=1.694, P=0.045). The respondents; mean scores have been shown by MANOVA results. General Tour Attraction (F = 2.613, P = 0.038), Factor 1, has been effected by total household incomes based on ANOVA results. The lowest mean score (M=0.047) has been shown for the group who provided 12 to 15 M Rials. However, the highest mean score (M=0.233) has been shown for the group who made more than 20 M Rials. The dimensions of tourists' perceptions are completely different based on the length of stay (Wilkes' Lambda F=1.993, P=0.022). It is elaborated according to the results of MANOVA. The length of stay is just different on maintenance factor, Factor 3(F=2.977, P=0.034). This fact has been indicated by ANOVA. The lowest mean score (M=0.177) has been revealed for the group who accommodated for one day. But, the highest mean score (M=0.104) has been revealed for the group who stayed for 5 to 7 days. So there must be a positive relationship between the level of tourists' satisfaction and the length of stay. A difference in derived factors in terms of only total household incomes among the demographic variables and in terms of only the length of stay has been shown by Multivariate Analysis of Variance (MANOVA).

Table 3: MANOVA and ANOVA on Tourists' Perceptions for Demographic Variable

Income in Million Rials (N=251)	N	Factor 1	Factor 2	Factor 3	Factor 4
10 or below	10	0.231	0.308	0.120	0.445
10- 11,999	27	0.115	0.096	0.020	0.080
12-14.999	46	-0.047	0.087	-0.054	0.057
15-19.999	44	0.124	0.140	0.014	0.134
20 or above	108	0.233	0.181	0.056	0.177
Total	251	0.144	0.154	0.035	0.146
Univariate (F)		2.613	2.244	1.328	1.955
p		0.038*	0.067	0.262	0.104
Multivariate (F=1.694)					
Wilkes' Lambda = 0.45					
MANOVA and ANOVA on Tourists' Perceptions for Travel Behavior Variables					
Length of Stay (N=251)	N	Factor 1	Factor 2	Factor 3	Factor 4
1	33	-0.043	0.028	-0.177	0.032
2-4	137	0.133	0.136	0.060	0.118
5-7	55	0.241	0.267	0.104	0.284
8+	10	0.386	0.292	-0.037	0.140
Total	251	0.144	0.150	0.035	0.146
Univariate(F)		0.817	0.711	2.977	1.648
p		0.487	0.547	0.034*	0.181
Multivariate (F=1.993)					
Wilkes' Lambda = 0.024					

Note: value is mean scores * p < 0.05

Hypothesis 3a and 3b

H3a. The whole tourist's satisfaction is not related to the tourist's sex, age, place of living, educational status and amount of salary.

H3b. the whole tourist's satisfaction is not related to the tourist's travel experience in the past, the chosen time for travelling, how long to stay, individual or group travelling, and how far to travel the tourist's travel traits.

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Hypothesis 3a has been rejected because gender has an effect on the overall satisfaction of the tourists (t=54.491, P<0.05). In this study women were happier of Shiraz than men. Other factors such as age, state, education level, and total household income have no effects on the overall satisfaction of tourists. In table 4, two-tailed independent t-test and one way ANOVA results have been explained. The length of stay, membership in a group, and the distance of travel have no effect on overall satisfaction of tourists. These results have been revealed by two-tailed independent t-test and analysis of variance (ANOVA). Hypothesis 3b has been rejected since the past experience (t=54.140, P<0.05) and decision time to travel (F=3.213) have determined significant differences between overall satisfactory level of tourists who travelled to cultural sites and who didn't. It also mentioned the different satisfactory level between respondents who planned to Travel to Shiraz for more than 6 months and who didn't. The former groups were more satisfied then the latter.

Table 4: Two-tailed Independent t-test and One-way ANOVA Results of the Mean Difference of Overall Satisfaction by Demographic Characteristics of the Respondents

Variable	Frequency	Mean
Gender (t=54.491*)		
Male	122	5.303
Female	129	5.597
Age (years) (F=1.436)		
18-27	25	5.240
28-37	49	5.449
38-47	94	5.394
48-57	56	5.500
58-67	18	6.056
67+	9	5.222
States (F=0.060)		
Tehran	64	5.469
Other States	173	5.457
Abroad	14	5.357
Education levels (F=0.394)		
Primary & Secondary school	40	5.425
College	130	5.408
Graduate school	81	5.543
Total household income (Million Rials) (F=0.300)		
10 or less	12	5.250
10- 11.999	28	5.321
12-14,999	51	5.549
15-19.999	46	5.457
20 or above	114	5.465

Note: Overall satisfaction mean ranges from 1 (extremely dissatisfied) to 7 (extremely satisfied) * p < 0.05

Hypothesis 4

H4. There is a relationship between the characteristics of the place that the tourist has chosen and his\her all satisfactory attitudes for monitoring the chosen demographic factors such as gender and the manner of the tourist's travel traits such as having travel experience and time of travelling.

Multivariate Analysis of Covariance (MANCOVA) has been conducted to determine the relationship between cultural destination characteristics and overall satisfaction with these traits. The very important variables such as gender, past experience, and the decision time to travel have been considered in this study. According to the analyzed data, one factor, past experience, controlled the relationship between

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tourist overall satisfaction and other mentioned factors (Wilkes' Lambda, F=3.209, P=0.014). It is concluded that gender (Wilkes' Lambda, F=0.964, P=0.087) and decision time to travel (Wilkes' Lambda, F=0.985, P=0.485) have no effect on the relationship between derived factors and the overall satisfaction of the tourists as shown in table 5.

Table 5: Multivariate Analysis of Covariance

Factor 1 (F. p)		Factor 2 (F. p)	Factor 3 (F. p)	Factor 4 (F. p)	Wilkes' Lambda
Gender	0.164(0.686)	3.858(0.05)*	0.022(0.883)	0.078(0.781)	2.062(0.087)
Past experience	0.003(0.955)	1.972(0.162)	8.141(0.005)*	0.491(0.219)	3.209(0.014)
Decision Time	0.002(0.966)	0.260(0.611)	0.970(0.326)	1.130(0.289)	0.867(0.485)
Note: * p < 0.05					

Findings of Hypotheses Testing
Total household income (Wilkes' Lambda F = 1.694, P = 0.045) and the length of stay (Wilkes' Lambda F = 1.993, P=0.022) play significant roles to reveal variation for dimensions of cultural / heritage factors. In this procedure, MANOVA has been conducted and it showed the mean scores for respondents. According to the ANOVA and two-tailed independent t-test, gender is significant to diverse the overall satisfaction with cultural / heritage destination attributes (t=54.491, P<0.05) in both males and females. Past experience (t=54.140, P<0.05), and decision time to travel (F=3.213, P<0.05) revealed a difference among groups of tourists in overall level of satisfaction with the cultural / heritage destination attributes. Past experience as a control variable controlled the relationship between the overall satisfaction of the tourist and derived factors (Wilkes' Lambda, F=3.209, P=0.014) based on MANCOVA. Gender (Wilkes' Lambda, F=0.964, P=0.087) and decision time to travel (Wilkes' Lambda, F=0.985, P=0.485) have no effects on the relationship between the derived factors and the overall satisfaction of tourists.

CONCLUSION
The marketing can function effectively only when the commitment from the management and people in the organization comes (Trivedi 2013). Different kinds of traits such as gender, past experience and decision travel time have been studies in this study to analyze the whole tourists' satisfaction. It was worth to do this study to find out the best strategies for tourism marketers to develop their business as much as possible. For instance, based on the collected data from family vacation, women make plans for visiting cultural destinations. It is very important for tourism marketers to stick in mind that female tourists are happier of travel than male as this study identified. So it is crucial for tourism businessmen to develop special products and services for their market base on this fact. The respondents of the given questionnaires who experienced the heritage destinations were more satisfied than the people who did have experience with heritage destination. As it was obvious in this research about 75% of respondents experienced the heritage destinations before. To make the tourists return and revisit, tourism planners should pay attention to this fact and make and develop special products and offer unique services to create important attributes for repeat and first time visitors. Sending and offering promotional packages to repeat tourists and travelers make them to keep their interest to revisit and return to the destination again and again. This may attract them to cultural destinations. In tourist marketing and business, knowing much about the tourists who visit the cultural places plays a significant role to make and generate the best marketing process and strategies. This study has been conducted in Shiraz. Through this study the relationship between characteristics of the cultural places and the tourists' satisfactory level have been revealed. Different kinds of tourists' satisfactory levels have been assessed by their demographic factors and their travel behavior. In this study we haven't mentioned the relationship between tourists' satisfaction and their revisiting of the same place. So it could be possible to do the further research on this significant issue. By utilizing the same research method, it could be possible to do the further research on the other cultural destinations.

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