Social Security of Tourism in Kerman Southern Regions

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One of the key strategies in developing southern part of Kerman province is the optimum usage of the tourism industry potential. Widespread dimensions of elegant and sophisticated tourism industry intertwined as coils has relationship in national, regional and international levels and any security risk and violence in various levels can make serious and irreparable damage to this industry. In this paper, the level of tourist security feeling has been evaluated by variables of security role, advertising in the country, and feeling of security on tourists’ attraction. Using a survey strategy, a sample of 343 has been selected randomly from 2450 foreign tourists visited southern area of Kerman province during first six months in 1392. A questionnaire has been used to collect all data. SPSS software has been used to analyze the data and the results show that there is a meaningful relationship between the role of security force and social security feeling in host community. Advertising and media have positive effects on tourist safety feeling. There is a meaningful relationship between tourist security feeling and tourist attractions and the relationship between these three variables is positive and significant.

INTRODUCTION

Tourism industry as the third-leading economic activity leads to universal economic development which leads to increase the income of many countries of the world after oil and automotive industries, even in countries own little resources. Creating employment, generating income for the host community, increasing local tax revenues from economic activity related to tourism, regional balance, wealth balance, changing and shifting income from urban to rural areas and eventually preventing the villagers decampment is an example of tourism benefits. Tourism industry with more than 760 million tourists and about 622 billion $ in 2004 and more than 700 billion $ in 2006, allocates about 10 percent of the world’s gross capacity. So that this industry during the years 2006-1950 with an annual growth rate of 5/6 percent, 25 million international tourists in 1950 has been increased by approximately 846 million people in 2006 [2]. During last years, the tourism industry has witnessed growth, So in 2007 it was able to account for 10.3 percent of world GDP And predicts that by 2010 the number of tourists will reach one billion people in the world and income is more than 1550 billion dollars But the global financial crisis in 2008 which has affected all global sections also had a negative impact on tourism industry. World Tourism Organization has predicted that by 2020, travelling will reach nearly 1.6 billion, from this number in 2020, 1.2 billion would be inside the country and 387 million are outside (exterritorial) [1]. Iran is among the top ten countries in terms of tourist attractions and among the top five countries in terms of tourism diversification and it is among the top three countries in the world by varieties of crafts [23]. However it has a small proportion in attracting tourists, while the reports provided by the WTO in 2004 and 2005 indicate that the best period has been during last 20 years for international tourism, Resolving this issue has been overlooked by tourism stakeholders [19]. Domestic political instability in countries such as Pakistan, Iraq, Afghanistan and Diseases such as SARS and avian flu and swine in China and some countries and Natural disasters such as tsunami in Indian Ocean Reef and September 11 terrorist attacks on the twin towers in America and Earthquake of Bam and Persian Gulf War caused recession, declining in tourism industry, undermining the security, and bankruptcy of many companies. In this paper, Factors influencing security of tourists travelling has been surveyed and security of Kerman southern regions and tourists has been also studied.

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2. Research Objectives:
1- The impact of police performance on tourist attraction in Kerman southern regions.
2- Influence of Western media propaganda about the safety of Iran on tourists' attraction.
3- Visual assessment of security environment from the perspective of the tourists because of the security impact on tourism attraction.

3. Review of the literature:

Security is, one of the most important components of sustainable development tourism. There is no travelling when there is no security and undoubtedly the tourist satisfaction causes to revisit the places. The satisfied tourists encourage more than 20 people to visit that location and tourism and the unsatisfactory ones discourage more than 40 to visit the same place. This is one of the most anti-propaganda slogans [13].

Tourism is an important industry in various human societies. It is possible to organize the spaces under specific management [3]. Management in the field of security and its impact on tourism has a great effect so that it can be claimed that the tourism industry and security are closely together. Security in a broad sense is one of the most important issues that affect the level of domestic demand and foreign tourists. Thus, national and interior security is the most significant factors in the development of each country that needs to reconcile with profiles of the leading countries in tourism [5].

Security is a major factor in the development of tourism because first of all, tourists look for a quiet place to spend their holidays. Statistics from around the world show that insecurity will reduce travels. Insecurity is clearly very effective in making tourists travel. According to international studies, there is a relationship defined between tourism industry and development of security so that the development of tourism infrastructure, cultural organizations collaboration, appropriate advertising and extensive participation of the security organizations will bring development of national security. The insecurity and lack of security in the development of the tourism industry is a deterrent. In many countries large numbers of tourists in the world are threatened by terrorism and violence has spread in many countries [21]. The incidents of violence can be a barrier to tourism because of the travel and tourism as a means of social media is used for comfort and peace. Tourism development in any country where the stability of the country's national security and national security as well as the development of the tourism industry is growing [11].

Propaganda in the area of security or insecurity serves tourists. Propaganda against the countries and false portrayal of a host country or host-country campaign is to attract tourists and to have a clear illustration of social issues and political issues related to public information and if it is not done properly, the tourists will receive incomplete or exaggerated information and it would be deeper and more dangerous than any other means. On the other hand, order is a law practice or a pattern of behavior.

4. Literature:

Since the role of the police is to provide security for tourists, some studies have been done on security which some of them are given briefly. Steiner in an article on the state of tourism in Arabic countries, including Egypt, points out that despite many tourist attractions, they have not revenue up. It also examines the main causes of this inefficiency is discussed. He was one of the main reasons for the lack of income security and social and psychological threats and lack of services has been improved. In this research, in order to promote tourism, attention to the security of tourists has been necessary [22]. Hall noted a paper to review the status of tourism in third world countries and some of the most important tourism issues including lack of psychological security and physical is paid. And his attention on Third World governments to eliminate this problem through the creation of tourist police is being insisted [8]. Daee and colleagues (1388) in his paper entitled "Analysis of the security of the city of Isfahan's tourism and cultural dimensions" to the performance of police forces in securing the deal. In their view, the amount of the security forces for peace in tourist locations is essential, and they have concluded that the tourists of Isfahan city have been faced with problems such as poor quality of some residential centers, poor quality of information and and they also consider Isfahan as a secure one. Maliki, a study aimed at investigating the sociological factors on tourist satisfaction and concluded that there is a significant and positive relationship among demographic factors; economic, tourist information, tourist experiences, advertising, political position of Iran, tourism attractions, nationality, religion and tourist satisfaction [12]. Zarei also has a study on the impact of psychological safety on the development of tourism in the provinces of Fars, Bushehr and has discussed the effective factors on psychological safety of tourists and determining the level of their security [24].

5. Assumptions:
1- There is a significant relationship between the performance of police and the security feeling of foreign tourists
2- There is a significant relationship between the media roles and the safety feeling of foreign tourists.
3- There is a significant relationship between the safety feelings of the foreign tourists and tourists' attraction.
6. Survey method:

The population of this study are all foreign tourists in the first six months of 1392 visited southern areas of Kerman province that are over 2450 people and were present in tourist, amusement and recreation places. According to the population concerned, the sample size of 343 person is estimated. Random sampling is used due to the lack of a list of names and time of entry and exit in the country. The Cochrane method has been used to estimate the sample size. Spss software has been used for data analysis and Kendall and Spearman correlation coefficients have been calculated. In this study, a questionnaire has been used for collecting data. Questionnaire has 21 questions that have been prepared in English. To evaluate the validity and reliability of the questionnaire, Shahid Bahonar University professors and experts specializing in tourism consulted about it. Also, in order to evaluate the reliability, the questionnaire has been distributed among 15 respondents. After modifications, the final questionnaire has been approved.

Although it can be paid directly to assess the safety feeling of foreign tourists but according to Pyzam Abraham (1982) and Eric Cohen (1985) studies in the area of safety feeling of foreign tourists, the indexes can be classified to investigate this issue.

Table A: Security Index by tourists.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Dimension</th>
<th>Concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feeling of security</td>
<td>Hardware aspect (Security objective)</td>
<td>The security situation in tourism routes Congruity having advertising media with The actual amount of security</td>
</tr>
<tr>
<td>Feeling of security</td>
<td>Software aspect (Mental security – Psycho)</td>
<td>Feeling of security at arrival feeding of security rate in tourist sites</td>
</tr>
</tbody>
</table>

Table B: Role of Police index.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Dimension</th>
<th>Concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Role of police</td>
<td>Physical Aspect</td>
<td>Quick action in any disturbance Police presence Services, particularly in the case of missing documents</td>
</tr>
<tr>
<td>Role of police</td>
<td>Aspect Social</td>
<td>The ability to give comfort and assistance to tourists Help Center Police on time response</td>
</tr>
</tbody>
</table>

Table c: Advertising and Media Index.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Dimension</th>
<th>Concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Propaganda</td>
<td>Operational Aspect</td>
<td>Notification by brochures and announcements Awareness through the media and Internet sites</td>
</tr>
</tbody>
</table>

7. Results:

In this section, the most hypothesis arising from the above-mentioned fundamental questions have been presented and then the results have been analyzed.

1 - It seems that there is a relationship between the performance of police and the safety feeling of foreign tourists
2 - It seems that there is a significant relationship between the media roles with the safety feeling of foreign tourists
3 - It seems that there is a significant relationship between the safety feeling of foreign tourists and tourists' attraction.

Actuarial assumptions:

H₀: There is no significant relationship between the performance of police and the safety feeling of foreign tourists

H₁: There is a significant relationship between the performance of police and the safety feeling of foreign tourists

Table 1: The statistic for testing the relationship between the Performance of police and the safety feeling of foreign tourists.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Dimension</th>
<th>Concept</th>
<th>Pro</th>
<th>Relationship</th>
<th>Type of Relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistics correlation</td>
<td>The correlation coefficient</td>
<td>Kendall</td>
<td>0.416</td>
<td>0.000</td>
<td>Yes</td>
</tr>
<tr>
<td>Spearman</td>
<td>0.559</td>
<td>0.000</td>
<td>Yes</td>
<td>Direct</td>
<td></td>
</tr>
</tbody>
</table>

Table 2: The statistic for testing the relationship between the Performance of police and the safety feeling of foreign tourists.
According to the values in table above, we have found that there is a significant relationship between the performance of police and the safety feeling of foreign tourists. The p value is equal to zero and it is less than significant level, thus rejects the null hypothesis and the opposite hypothesis will be approved. This relationship is a direct relationship (positive correlation coefficient); this means that if the performance of police is better, the safety feeling of foreign tourists is also more.

Actuarial hypotheses:

$H_0$: There is no significant relationship between the media plays with the safety feeling of foreign tourists

$H_1$: There is a significant relationship between the media plays with the safety feeling of foreign tourists feel safe.

Table 2: The statistic for testing the relationship between the media plays with the safety feeling of foreign tourists.

<table>
<thead>
<tr>
<th>Media plays</th>
<th>The safety feeling of Foreign tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kendall</td>
<td>The correlation coefficient</td>
</tr>
<tr>
<td></td>
<td>0.372</td>
</tr>
<tr>
<td>Spearman</td>
<td>0.493</td>
</tr>
</tbody>
</table>

According to the values in the table above, we find that there is a significant relationship between the media plays with the safety feeling of foreign tourists. The p value is equal to zero and less than significant level, thus it rejects the null hypothesis and the opposite hypothesis will be approved. This relationship is a direct relationship (positive correlation coefficient); this means that if the media plays is better, the safety feeling of foreign tourists is also more.

Actuarial hypotheses:

$H_0$: There is no significant relationship between the safety feeling of foreign tourists and tourists' attraction.

$H_1$: There is a significant relationship between the safety feeling of foreign tourists and tourists' attraction.

Table 3: The statistic for testing the relationship between the safety feeling of foreign tourists and tourists' attraction.

<table>
<thead>
<tr>
<th>Foreign tourists feel safe</th>
<th>Toursits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistics correlation</td>
<td>The correlation coefficient</td>
</tr>
<tr>
<td>Kendall</td>
<td>0.197</td>
</tr>
<tr>
<td>Spearman</td>
<td>0.251</td>
</tr>
</tbody>
</table>

According to the values in the table above, we have found that there is a significant relationship between the safety feeling of foreign tourists and tourists' attraction. The p value is less than significant level, thus rejects the null hypothesis and the opposite hypothesis will be approved. This relationship is a direct relationship (positive correlation coefficient); this means that if the safety feeling of foreign tourists is better, tourists' attraction is also more.

8. Conclusion:

The results show that foreign tourists are satisfied with the security situation in the province and is suitable for resorts and recreation centers. A major factor in the lack of security for foreign tourists is not having real advertisements in the host country in which the monitoring is a hardware job in structure management area and in tourism management ways in countries.

1- The first hypothesis indicates that there is a significant relationship between the performance of police and the safety feeling of foreign tourists, the results in table 1 show that probably 95% can be said that the relationship between the performance of police and the safety feeling of foreign tourists is positive and statistically significant. When the performance of police is better, the safety feeling of foreign tourists is also more and more tourists are attracted.

2- The second hypothesis indicates that there is a relationship between the media plays with the safety feeling of foreign tourists. Results in Table (2) show that probably 95% can safely be said that the relationship between the media plays with the safety feeling of foreign tourists is positive and statistically significant. It can be concluded that the better media plays, the more safety feeling of foreign tourists. Local media should try to introduce tourism attractions and demonstrate real security and t show fake global foreign media.

3- The third hypothesis indicates that there is relationship between the safety feeling of foreign tourists and attracting them: The results in table 3 show that probably 95% can be said that the relationship between the
safety feeling of foreign tourists and their attraction is positive (direct) and statistically significant. Thus, we can conclude that if the safety feeling of foreign tourists is more, their attraction is also more. One of the scientific theories that predict and explain the relationship between the security problem and tourism by exploring some of the factors affecting insecure (such as crime, terrorism, war and chaos in the streets) was introduced by Bailey in 1982.

According to Bailey, negative advertising has a very important effect on lack of interest for visiting tourist places. Also, the increased number of uniformed police in tourist destinations which is for the safety of tourists, make tourists reduce revisiting. Because being lots of police at a certain place means insecurity.

9. Suggestions:
Based on the roles of organizations in providing good order and management performance of organizations like cultural inheritance organization in the society and their direct and indirect interactions with native and foreigner tourists and providing a suitable place for people's employment and increasing country economic progress and preventing of publishing western media ideas to destroy tourists' thoughts, we can have strategies to remove the wrong interpretation of security and the lack of suitable place for tourists so that Islamic Iran can have better situation to attract more tourists and to develop handicrafts in a dynamic way, so these suggestions will be given:
1. Having training workshops for security guards to teach how to treat arrogant and violent people in order to prevent the violence.
2. Setting security guards especially from cultural inheritance organization with special uniforms to secure people.
3. Training people familiar to foreign languages to guide tourists.
4. Advertising in international Medias to show a real security in Iran to confront with anti-Iran propaganda.
5. Making continuous interaction between tourism tours and police for the security.
6. Establishing and teaching tourism police.
7. Supervising and accurate controlling of police on the performance of hotels, transportations, personal, social and psychological conditions of tourists and respecting them.
8. Holding international exhibitions to give potentials, investment opportunities and historical and natural attractions of our country.
9. Coordinating and cooperating of organizations such as police and cultural inheritance organization and Kerman tourism and handicrafts organizations.
10. Providing security for tourists in quiet times and not crowded places in historical places.

REFERENCES