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**AN INVESTIGATION INTO MARKETING MIXED MODEL IN TOURISM
ATTRACTION (CASE STUDY OF TEHRAN)**

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ABSTRACT

Tourism industry is known as one of the clean and currency making and countries with historical, cultural and natural attractions have begun a closed competition in order to attract the tourists, internationally. Among them, Iran with a historical antiquity of more than several thousand years and due to tourism and pilgrimage attractions is one of the most important centers of tourism in world. However, Iran has many attractions such as cultural, natural and historical; it isn't still able to find its position as an international tourists attracting country in world market of tourism and hence the currency incomes obtained from tourism have a negligible share of the country's currency incomes. Among the factors improving the tourism share in Iran one can outline the application of effective marketing tools and parameters. So, using tools such as questionnaires and interviewing with managers of tourism and urban services agencies in Tehran as well as making use of field and library researches, mixed important marketing factors in tourism industry of Tehran were detected. The findings of this research imply that the situation of pilgrimage centers of historical places and ancient works, residential facilities, people's and authorities' behavior, establishment of marketing offices and informing overseas and amount of expertise of travelling agencies workers or facilities through establishment of websites, are the most important factors in Tehran tourists' view. Also there are suggestions in order to pay more attention to aforementioned factors among which one can mention the security advertisements, necessary investment in tourism, participation in different global exhibition and fairs on tourism, establishment of websites, improvement of residential facilities quality, establishment of representative offices for tourism abroad as the most important issues.

Keywords: Marketing, Mixed Marketing, Tourism

INTRODUCTION

In tourism industry the tourism capitals of every country are tourism attraction which is able to play the role of a substantial parameter of development of industry of tourism and as a motivating factor for tourism. In this regard, Iran is not also an exception. Iranian cultural tourism attraction such as historical buildings and works and museums and religious places, pilgrimage places and traditions such as national festivals and art and hand crafts etc. are very important factors in attraction of tourists to Iran. Marketing in principle is to manage the exchange process between supplier and customer. From this viewpoint, it is better for marketer to be aware of the previous situation of the market and what is common as traditional tourism in that location, since; otherwise, he/she would not be able to capture the new markets. Customer's behavior and demand patterns and levels of competition are continually changing; we have to distinguish between tourism marketing as a set of guiding fundamentals and principles of which provide us with some policies and marketing itself as a set of actions flowing in frameworks of organizational system. Tourism services firm should detect the position of the market so that can apply more effective and efficient marketing. In past, many of tourism organizations supplied goods or

provided people with incoming situations and opportunities and this is replaced with marketing policies and in some markets it is considered social marketing policies in accordance with which in order to achieve successful in selling markets it is emphasized on customers' satisfaction and they spend their powers in line with meeting the needs and demands (Naqi Zadeh Ansari, H. 2004). Communities increasingly have found the fact that they have to innovate for their economic situation improvement and attempt to find new paths; however, in different world regions the situations are different, the tourism industry is an economic development factor. Also, this is able to cause some changes in economic and social conditions. Tourism through affecting the national income and employment and change of prices as well as balance of national trading influences the economy in countries (Lindbergh, D. 2004). In this research we are studying to find a new way to attract tourism. So, this question is raised that what are involved strategies in this issue and to which extent they are effective on country's social, economic, cultural and political objectives and what is the most effective factor? Therefore the main research question is that is there any significant relationship between marketing mixed model and tourism and as a result the

attraction of tourism? With help of which suitable model, marketers are able to act in line with tourism attraction in Iran (Tehran)?

Theoretical framework

Definition of marketing

It is possible to distinguish between the definitions of marketing from management and social viewpoints. The marketing definition in social view is that marketing is a social process by which individuals and communities can capture what they need through accessing the supply and exchange of products and services. The definition of marketing in management view is: "the art of selling products." But Peter Draker, one of the primary theorists in management area states: the purpose of marketing is to overstatement about sail. The purpose of marketing is to identify the customer, understand him/her so that can supply suitable goods and services. It is desirable for marketing to result in customer's satisfaction, i.e. the person ready to purchase (Katler, F. 2005).

Mixed marketing

Using different devices and tools, marketers attempt to identify the target markets' reactions. These tools create a marketing integrity in sum. Marketing includes a set of tools for marketing which are used by an organization in target markets to achieve its marketing goals. McCarty divided these

tools in 4 classes and called them 4 marketing; i.e. product, price, place and advancement. Decision making in marketing integrity must be in way that influence the end consumers and trading channels. Principally, a firm can change the price, sails forces number and cost of advertisement in short-term. But establishment of distribution channels or supplying new goods and products in long-terms is achievable. Hence, firms in short-term change a little their marketing process in comparison with different decisions marketers faced with in their views. Robert Looter believes that there are 4 Cs from customers against 4 Ps from marketing side (Katler, F. 2005).

Importance of marketing mix

Threats and opportunities due to environmental changes affect the organization's activities directly and indirectly. Marketing researches are tools to recognize these factors. There 2 attitudes toward the environment and its changes in marketing. First, marketers' traditional view which explains that every organization in order to achieve the organizational goals attempts to conform with environment and satisfaction of recognized needs in markets in a more relevant and efficient form. In this view, marketing strategies are based on a set of conformity responses to environment. Based on this, the marketing mix is the tool

of marketers' control transference. Second, the new view of marketing which strategies of marketing must be developed by organizations and implement them which is used not only for organization's conformity with environment but also is used for the variables affecting the environment. In this view, in addition to the marketing mix as marketer's controllable tool, there are strategies for organizational environment management. But, what is important is that marketing mix is considered as a controllable tool in both views in hands of marketers in order to respond the environmental changing needs.

R→STP→MM→I→C

Efficient marketing begins with research which is helpful in revealing the sectors consisting of the customers groups with different needs (Khaki, Q. 2004). Firms must target the only sectors in which the activity power is in the highest and best levels of service. In each of target markets the firm must set their suggestions and supply them in such a way that customers distinguish between their suggestions and others clearly; therefore, this is institutionalized that market sectioning, target market selection imply the strategic ideas for organization. Then, the firm can exploit the techniques combined with marketing mix and combines the factors related to this issue (product, price,

distribution, promotion), optimally. Next step is implementation of decisions made related to market management. The last step is also controlling and the firm must investigate and evaluate the results obtained in each step considering the selected criteria and then improvement of strategies and implementing techniques should be performed.

Concepts and fundamentals of tourism

Arthur and Bremen (1931) defined tourism as: tourism is consisting of a set of travelling for resting, entertainment and trading or other job activities or it is in order to participate in a particular ceremony and the tourist's absence in his permanent residential location during this travel is transient. It is evident that individuals who travel for their occupation regularly between their home and workplace are not included in this definition. In marketers' view, tourism is a set of activities occurring during a tourist's trip. This process includes all activities such as trip planning, traveling to the destination, residence and return or even remembering its memories. Also the activities the tourist performs as different parts of hi/her travel includes buying different products and interaction between guest and host. Generally, one can define every kind of activities and actions and reaction during a tourist's trip as tourism. Tourist also is called to a person whose trip

time period is more than 24 hours and less than 12 month and the spatial distance must be more than 70 km and his/her trip must be accompanied with one of entertaining, resting, cultural, visiting the ancient works or historical places, visiting natural landscapes motivations or something like them.

Tourist or visitor

In 1937, the UN defined the foreign tourist as a visitor from a foreign land for a period of time more than 24 hours. This definition was accepted in 1933 by UN statistics commission based on the recommendation of tourism world organization. Visitor is a term is generally used for tourism statistics and includes all types of tourists. The main purpose of them generally is to perform activities other than the visited location's profitability; while there are visitors who travel with commercial or cultural purposes.

Key factors in attraction of tourists

Factors which are effective on attraction of tourists are in different classes. Among them there are permanent elements included in capabilities of a zone in attraction of tourists. There may be zones with the capabilities would be mentioned later, but never being successful in attraction of tourists relative to their capabilities. They include cultural sources and culture, natural resources and climate.

Marketing mix in tourism

When the target is determined using marketing strategies and tourism management, marketing mix should be developed. Using this once can approach the target markets competitively and provide suitable solution for consumers' demands and needs. Marketing mix in target zone depending on the targets, type of target markets and in general the whole issue of outdoor environment. A successful tourism organization must recognize the consumers' demands and needs and supply the marketing mix consistent with the market's demands. The components of this mix have to coordinated with potential customers' demands and needs and make the organization achieve its goals, on the other hand. The marketing mix is defined as follow: "combination of marketing controllable variables the firm makes use of them to achieve its sails level." (Dimitrios B. 2000). The components of the marketing mix include:

- A. Price: this component points to the value of the goods and services provided by firm and includes strategies of discount, positioning against rivals and pricing the products of tourism.
- B. Product: this component points to a unique combination of goods and products provided for consumers by tourism firms. Tourism products

include tangible and intangible products, quality, and diversity and supplied products by the firm.

- C. Distribution: this component points to the way by which goods and services of tourism are delivered in which the tourism mediators are used.
- D. Promotion: this component points to the methods used for communication with different markets and customers. The promotion mix includes advertisement, personal sale, promotion of sale level and commercials. These are instruments for communication of messages to consumers (Robert D. et.al. 2001).

METHODOLOGY

Considering the fact that present article puts its effort on investigate the variables of marketing mix model in attraction of tourists (case study of Tehran) without manipulation of mentioned variables, so the most common methodology is descriptive used in this research; because in this research only the variables are investigated and evaluated and on the other hand, the relations are investigated using correlation tests. Also, taking this issue into consideration that the theories, regulations, principles and techniques are used to solve the problems of implementation in attraction of tourists this research is considered an applicable article (Khaki Q. 2004).

Information collection instrument

In this research in order to define the variables operationally and indexing them, the library method is used for polling and information collection is performed using field methods of study related to the tourism organization experts and foreign tourists residing in Tehran hotels and tourism institutions and agencies. In information collection instrument used in this research there are questions about gender, education, experiences, used. The elements of the researcher-organized questionnaires are as follow: Advertisement strategies, pricing strategies, goods development strategies, place development strategies. For each of these elements, there are some items and questions in the questionnaire and the consequence of obtained from the questions related to variable elements were determined and one can calculate the general model of marketing mix for tourism.

Reliability and validity of information collection instrument

In order to measure the validity and reliability of the research instruments the symbol method is used in which the questions related to the topic in form of questionnaire are collected and given to 3 management professors and experienced managers after which and making use of their ideas related to the quality and quantity of questions based on research theoretical

framework finally the questionnaires were given to participants according with idea of supervisor professor and consultant. Also in order to measure the reliability of the instruments the internal stability method is used in which one of the common approaches is Cronbach's alpha. The more this value is closed to 1, more reliable the internal credit. In order to do so, questionnaires prepared distributed among 30 experts of tourism experts and foreign tourists residing in Tehran hotels and tourism institutions and agencies and after completion, the Cronbach's alpha coefficient was extracted in SPSS. The value obtained is $\alpha=0.836$ and after determination of the stability of research questions through this alpha, the questionnaire distribution was implemented.

Data analysis method

Data analysis in this research in performed in 2 different stages: i) descriptive stage in which using descriptive statistic such as frequency the percent of each items of the questionnaire was discussed; and ii) inferential stage in which using the Pearson's correlation coefficient test is used for analysis of data. The population in this research includes all experts in tourism organization and foreign tourists residing in Tehran hotels and agencies and tourism institutions. Based on Cochran's sample determination formula the sample limited to

269 participants who were provided with some additional questionnaires and adding 9 participants made the sample size 278 participants. The number of 269 obtained to which 9 participants are added (sample for infinite populations in Morgan table). For selection of the unit studied the clustering sampling method was used.

Hypotheses

1. There is a significant relationship between model of marketing mix and tourism industry.
2. There is a significant relationship between advertisement strategy (correctly introducing the Iran to other countries and tourism in spite of bad advertisement against Iran) and attraction of tourist.
3. There is a significant relationship between pricing strategy (competitive pricing and considering the dimensions of price, quality and etc.) and attraction of tourist.
4. There is a significant relationship between products development (promotion of quality of tourism services such as hoteling and transportation etc.) and attraction of tourist.
5. There is a significant relationship between place development (establishment of tourism offices ad informing centers in international organizations and etc.) and attraction of tourist.

RESULTS

H1. There is a significant relationship between model of marketing mix and tourism industry.

The first hypothesis in present research investigates the significant relationship between model of marketing mix and tourism industry. In order to test this hypothesis the Pearson's correlation coefficient test is used. Data in **Table 1** show that the correlation coefficient equals 0.051 and the credibility level obtained is more than 0.05. Therefore it can be concluded that the relationship between 2 mentioned variables is not confirmed in this hypothesis and in other word, there is no significant relationship between model of marketing mix and tourism industry.

H2. There is a significant relationship between advertisement strategy (correctly introducing the Iran to other countries and tourism in spite of bad advertisement against Iran) and attraction of tourist.

The second hypothesis in present research investigates the significant relationship between advertisement strategy and tourism industry. In order to test this hypothesis the Pearson's correlation coefficient test is used. Data in **Table 2** show that the correlation coefficient equals 0.081 and the credibility level obtained of 0.177 is more than 0.05. Therefore it can be concluded that the relationship between 2 mentioned variables is not confirmed in this hypothesis and in

other word, there is no significant relationship between advertisement strategy and tourism industry.

H3. There is a significant relationship between pricing strategy (competitive pricing and considering the dimensions of price, quality and etc.) and attraction of tourist.

Third hypothesis in present research investigates the significant relationship between pricing strategy and tourism industry. In order to test this hypothesis the Pearson's correlation coefficient test is used. Data in **Table 3** show that the correlation coefficient equals 0.055 and the credibility level obtained of 0.358 is more than 0.05. Therefore it can be concluded that the relationship between 2 mentioned variables is not confirmed in this hypothesis and in other word, there is no significant relationship between pricing strategy and tourism industry.

H4. There is a significant relationship between products development (promotion of quality of tourism services such as hoteling and transportation etc.) and attraction of tourist.

Fourth hypothesis in present research investigates the significant relationship between products development and tourism industry. In order to test this hypothesis the Pearson's correlation coefficient test is used. Data in **Table 4** show that the correlation

coefficient equals 0.146 and the credibility level obtained of 0.015 is lower than 0.05. Therefore it can be concluded that the relationship between 2 mentioned variables is confirmed in this hypothesis and in other word, there is significant relationship between products development (promotion of quality of tourism services such as hoteling and transportation etc.) and tourism industry.

H5. There is a significant relationship between place development (establishment of tourism offices ad informing centers in international organizations and etc.) and attraction of tourist.

Fifth hypothesis in present research investigates the significant relationship between place development and tourism industry. In order to test this hypothesis the Pearson's correlation coefficient test is used. Data in **Table 5** show that the correlation coefficient equals 0.081 and the credibility level obtained of 0.179 is more than 0.05. Therefore it can be concluded that the relationship between 2 mentioned variables is confirmed in this hypothesis and in other word, there is significant relationship between place development (establishment of tourism offices ad informing centers in international organizations and etc.) and tourism industry.

Table1: Descriptive data about Pearson's correlation coefficient related to the relationship between model of marketing mix and tourism industry

Variable description	Mean	SD	Correlation coefficient	Credibility level
Tourism industry	10.2	3.1	0.051	0.398
Marketing mix model	73.3	13.8	0.051	0.398

Table 2: Descriptive data about Pearson's correlation coefficient related to the relationship between advertisement strategy and tourism industry

Variable description	Mean	SD	Correlation coefficient	Credibility level
Tourism industry	10.2	3.1	0.081	0.177
Advertisement strategy	21.7	4.7	0.081	0.177

Table 3: Descriptive data about Pearson's correlation coefficient related to the relationship between pricing strategy and tourism industry

Variable description	Mean	SD	Correlation coefficient	Credibility level
Tourism industry	10.2	3.1	0.055	0.358
pricing strategy	18.0	3.5	0.055	0.358

Table 4: Descriptive data about Pearson's correlation coefficient related to the relationship between products development and tourism industry

Variable description	Mean	SD	Correlation coefficient	Credibility level
Tourism industry	10.2	3.1	0.146	0.015
Products development	22.7	5.1	0.146	0.015

Table 5: Descriptive data about Pearson's correlation coefficient related to the relationship between place development and tourism industry

Variable description	Mean	SD	Correlation coefficient	Credibility level
Tourism industry	10.2	3.1	0.081	0.179
Place development	10.8	2.9	0.081	0.179

CONCLUSION

There isn't any significant relationship between model of marketing mix and tourism industry.

There isn't any significant relationship between advertisement strategy (correctly introducing the Iran to other countries and tourism in spite of bad advertisement against Iran) and attraction of tourist.

There isn't any significant relationship between pricing strategy (competitive pricing and considering the dimensions of price, quality and etc.) and attraction of tourist.

There is a significant relationship between products development (promotion of quality of tourism services such as hoteling and transportation etc.) and attraction of tourist.

There isn't any significant relationship between place development (establishment of tourism offices and informing centers in international organizations and etc.) and attraction of tourist.

Future directions

It is suggested that some revisions performed in applied advertisement methods and other procedures be used in order to attract the tourists.

It is suggested that, promoting the tourism goods quality, some revisions be performed in products pricing strategy, since the results

obtained show that the quality is more important for tourists than the tourism costs.

The results obtained from present research show that there is substantial problems in attracting the tourists to Iran, so it is recommended to establish a powerful committee for investigation and strengthening the influential factors on tourist attraction.

It is suggested to make use of all potential capabilities of tourism in Iran such as tourism therapy and etc.

Limitations

Considering the fact that in this research we made use of closed questionnaires in order to collect data and information, there was not possible to predict and measure other variables related to awareness and innovation cultures.

Due to largeness of population and expansion and dispersion of the sample, it was not possible to easily access the participants.

Unwillingness of some of participants in responding the questionnaires was another limitation.

Temporal limitations considering the research typology, population expansion, sample dispersion and data collection tool caused the fact that data collection necessary for research becomes time consuming.

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