

Tourists satisfaction of rural tourism destinations (Case study: villages of Foman County)

Mehdi Hesam*

Assistant professor, Dep. of Management, University of Guilan, Iran

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Extended Abstract

Introduction

Today, under the conditions of the twentieth century, rural development continues to face a number of challenges, as past strategies for rural development have not been successful. One of these strategies, which has recently been implemented with greater emphasis in most countries, is the development of tourism in rural areas. Rural areas are attracted to tourists taking into account the geographical location and type of attractions, their own tourists, tourists from the second homes, daily, nature-based tourism, adventure and agriculture. The tourism sector also plays a major role in diversifying the local economy. In particular, in areas where the migrant is sent and the workforce is evacuated, if it has the potential of tourism and with the creation of facilities for tourists, it can, in addition to creating employment and income, by attracting private and public sector funds, attracting facilities, developing infrastructure, And services and ultimately the improvement of the lives of the inhabitants of these areas and the Comprehensive Development. of these regions. The characteristics of rural areas provide vast resources and facilities for the development of various types of tourism activities. But the availability of these resources and substrates alone is not enough and it is necessary to supply these resources and substitutes with the demand of the market, and in order for these resources to be available to tourists and visitors, these resources should become a product of tourism, through which they Can be ingested. The development of tourism attractions and resources requires planning, investment and infrastructure preparation. High quality services and customer satisfaction guaranteeing are one of the most important determinants of tourism success. Quality service and satisfaction of tourists and loyalty to a destination are closely interrelated. Therefore, the satisfaction of tourists from tourist destinations is considered as an important factor in the development of destinations. Therefore, in this research, we evaluated the satisfaction of tourists from rural tourism destinations in Foman County.

Methodology

The present study is a descriptive-analytic type that has been surveyed. The research has two parts: documentary and quantitative. The documents were collected through a library study to collect the literature of the research. In the quantitative part which includes field scanning, the data gathering tool is a questionnaire. In order to determine the number of research samples due to the uncertainty in the number of population, and according to the error value of 0.055, the number of samples required was 380 questionnaires. The Kano's Classification Requirement Tool is the Kano Questionnaire. The questions of this questionnaire are designed as dual questions for each feature. By collecting the answers to two questions in the evaluation table, the characteristics of the product or service can be classified.

* Corresponding Author:

Email: mhesam@guilan.ac.ir

Results and discussion

Based on the findings, the factors of services and cultural facilities, architecture, arts and crafts, local food, restaurants and food supply, markets and shopping centers, inland transportation systems and traffic and crowding are in the One-dimensional requirement group. And entertainment services and facilities, historical sites and ancient monuments, traditions and local customs, friendliness and hospitality of the host community, residential facilities, availability, destination, destination cleanliness, safety and security are the Basic Factors group. Also, in the Attractive requirement group, the diversity of activities (the range and diversity of tourism experiences and opportunities), physiographic (landscapes, vegetation and animals, etc), gardens and green spaces, the vitality and prosperity of the destination, nightlife, communication systems (Internet, telephone, Etc), tourist information centers and guidance signs (signs, guides, maps, brochures, etc). The familiarity factor of residents in foreign languages was also indifferent.

Conclusion

The tourism sector has a great potential for development in rural areas, as it is becoming one of the most important components of rural economic development. In order to succeed in this regard, in addition to having tourism destinations, we should seek to plan for attracting tourists and introduce ourselves better to our tourism markets. Assessing the satisfaction of tourists from the services and facilities of the host community can contribute to the sustainability of tourism and the loyalty of tourists. Measuring the satisfaction of tourists is an important task for tourism marketers to do better things related to the satisfaction of tourists and to visit and revisit them. Also, sustainable tourism needs to satisfy and maintain the visitor by providing high quality services and memorable experiences. The results of the study showed that tourists' satisfaction with the Kano model in the study area showed that the security of tourists with the coefficient of 0.743 was the most Basic Factors, local food with a satisfaction coefficient of 0.774, the most One-dimensional requirement and diversity of activities with a satisfaction index of 0.762 The most important Attractive Requirement Tourists. According to the findings of the research, there are suggestions that are:

- Culture, education and information in order to promote the behavior of the host society with tourists in order to attract more tourists;
- Strengthening and development of advertising, marketing, informing and guiding tourists;
- The quantitative and qualitative enhancement of the main infrastructure of tourism, including accommodation, transportation and so on;
- Creating incentives for private sector investment in the tourism sector.

Keywords: Satisfaction, tourism, rural tourism, Foman Town ship