

## Analyze Factors Influencing Tourism Competitiveness (Case Study: Sarein City)

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### EXTENDED ABSTRACT

#### Introduction

Today, the tourism industry has been the focus of many countries as an economic sector stimulating the development of a destination. On the other hand, in recent years, with the unilateral boycotts of the Western countries against our country, which has made oil exports difficult, there is more to come to find a replacement for oil. But the experience of recent years in the management of the country's tourism industry, according to international associations, has shown that the only desire to lead the development of this industry is not. Especially in times when the international tourism market is highly competitive and countless worldwide destinations are struggling to gain part of this market. The same competitiveness of the tourism market has made the topic of competitiveness more attractive to tourists. One of the issues that has been discussed a lot is the issue of tourism competitiveness. At present, competitiveness is a central issue in the world and is considered as a means to achieve favorable economic growth and sustainable development. But the reason for increasing attention to the issue of competitiveness in the tourism and other businesses is that the competitiveness index can represent many other important indicators.

#### Methodology

The purpose of this study is to provide a fundamental-development research whose results can be applied. In this research, after collecting the data and determining the average, the value of each option is determined and prioritized by factor analysis of factors in the competitiveness of the region's tourism. The statistical society of the research is determined by the community of the hosts (both Sarbanes and local people) As well as tourists there. Using the Cochran formula, a total of 3241 questionnaires were collected from 2241 households and businesses, as a statistical sample. The content validity method was used to assess the validity of the questionnaire, which resulted in a high validity of the questionnaire. Also, Cronbach's alpha method was used to estimate the reliability of the questionnaire and the result was 0.81 which indicates a high reliability of the questionnaire.

#### Results and Discussion

In the present study, the questionnaire was categorized into factors using the exploratory factor analysis tool. For this purpose, KMO and Bartlett tests were used to investigate the adequacy of the data to perform exploratory factor analysis.

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Table 2. KMO and Bartlett Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.899
Bartlett's Test of Sphericity	Approx. Chi-Square	231/4038
	df	1128
	Sig.	0/000

According to Table 2, the KMO number is equal to (0/899) and the Sig Bartlett test is equal to (0,000). Therefore, the data have the required qualifications for exploratory factor analysis.

**Confirmatory Factor Analysis:** This section focuses on the confirmatory factor analysis that is part of the measurement model.

**First-factor factor analysis of independent variables:** In this section, questions that were identified through exploratory factor analysis with factor load greater than 0/30 were mapped to 6 variables and 48 items as independent variables model.

**Path analysis of research model:** The amount of factor load is 75% axial attraction, destination management 74%, 71% reinforcement, policy planning and destination development, 68%, tourist satisfaction 52%, and supporting factors and resources 51%, all at an acceptable level. Are located.

**Path analysis of research model:** The amount of factor load is 75% axial attraction, destination management 74%, 71% reinforcement, policy planning and destination development, 68%, tourist satisfaction 52%, and supporting factors and resources 51%, all at an acceptable level. Are located. Regarding the above, it can be concluded that the general indices show a good fit of the pattern by the data. In fact, collected data will well support the pattern.

### Conclusion

The results of factor load factors of effective variables on the competitive advantage of Sarein tourism destination in the research route analysis indicate that the factor load varies in order of priority, 75% axial attraction, destination management 74%, 71% reinforcement factors, line planning Destination development and development is 68%, the tourists' satisfaction is 52% and the supporting factors and resources are 51%, all at an acceptable level. Undoubtedly, attention and investment in all cases can be effective in increasing the competitive advantage and development of tourism in the Sarein area, but due to some restrictions in the area of planning and investment, tourist satisfaction and policy planning and development of the destination according to the results. Obtained on the quality and importance of each of the indicators, these factors are more in need of more investment in priority. This region is one of the tourism destinations in Iran, with its high potential in tourism. The presence of warm mineral water and favorable climate and easy access to the Heeran and Astara and the Caspian Sea have made this region a desirable destination for tourism. Obviously, those factors that are in a moderate and relatively unfavorable situation in the region. Factors such as entertainment and amusement centers (amusement and theme parks, cinema, theater, etc.), communications of the Sarein area with the main areas of tourism, special events (festivals, conferences and conferences, competitions, etc.), culture And history of the region (historical and heritage traditions, customs, traditional arts, etc.), tourism programs for visitors in the Sarein area, crisis management, joint cooperation and participation among businesses related to the tourism industry in the region Sarein, political determination of authorities to promote tourism in the region, educational and research institutions in the region, general awareness and general awareness of Sarein area, positioning / branding The goal of tourism is to create a brand and place in the field of tourism), Internet access, previous visits to this destination, positive impact on re-entry, which requires more attention and investment, and the improvement of each of the competitive factors in this destination can lead to Increase its competitive advantage compared to other tourism destinations in the country.

**Key words:** competitiveness, tourism destination, tourism, Sarein City, factor analysis