

Sociological Survey of Factors Influencing Tourism Satisfaction (Case study: Foreign Tourists in Kish Island)

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Received 15 October 2016; Accepted 20 January 2017

Abstract

The purpose of this study is to do a sociological survey of the factors affecting tourism satisfaction. This study is carried out with sample group of 250 foreign tourists in Kish Island, by the survey method and the data is collected by an English questionnaire. The study uses Maslow's Need Hierarchy Theory, Homans' Exchange Theory, and Morton's Instrument and Goal Theory to explain the tourism satisfaction. The findings of this survey showed that there are meaningful and positive relationships between the factors of population, economy, tourism knowledge, tourism experiences, tourism attractions, propaganda, Iran's political situation, nationality, religion, and tourism satisfaction. The results of the multivariable analysis show that the variables of market attraction, tourists' rights, historical attractions, and the age are the parameters that are most effective. The factors are entered into the regression equation in the field of tourism satisfaction and they could explain more than half of the changes of the dependent variable. The study model explains more than half of the variance of the dependent variable (tourism satisfaction). Regarding this, it seems that the theoretical model of the study, which is derived from the theories of Maslow, Homans and Morton, is a proper and efficient model to evaluate the tourism satisfaction.

Keywords: Sociological, Tourism, Tourism Satisfaction, Satisfaction, Foreign Tourists, Kish Island.

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1. Introduction

There is no doubt that the tourism industry is the most peaceful activity created by human being. It has a direct effect in the growth and development of the knowledge, culture, and economy of countries, and it can play its role as the most effective factor to make mutual-understanding among nations and to assure the principles of the global peace.

Today, the tourism industry is a modern phenomenon in international social and economic relations which show quick growth and progress, and it has become one of the world's largest industries with a global economic contribution.

From the point of view of the economists, the tourism industry is one of the fastest ways of capital returning, and it has the highest coefficient of the capital stack. This could be observed through the influx of tourists with foreign currency. In other words, tourism has two coefficients of development: one is the increased coefficient of tourism industry and the other is the increase in foreign exchange.

So, according to the explanation given, it is obvious that the tourism industry is one of the most significant social, cultural and economic activities of the world. And due to its activities and the services provided, the travelling and touring have become comfortable and enjoyable.

Although, in the previous decades, higher class people or people with relatively high incomes, usually travelled and visited the tourist places in foreign countries, but fortunately, this situation has been changed.

Development of the export of goods, generally, and the tourism, specially, is envisaged to many developing countries in recent decades. These countries try to assign a part of the large incomes gained from the tourism industry, which is according to the possibilities for themselves (Baimtoph, 1997: 92-391).

2. Tourism definition

Tourism is derived from the word "Tour" which means trip, and its Greek root is "Touronois". The word went to Spain, France, and finally reached to Britain. Its meanings in the Oxford dictionary are:

1. A short journey out and home again during which several or many places are visited.
2. Brief visit to or through.
3. It means travelling; and great amounts of money from this industry, with the foreign currency which tourists bring with them, goes to some countries. Coltman defines the word "Tourism" as: "A short term journey which starts from one point and

finally ends there. And during the journey, several or many places are visited according to the program, and great amounts of foreign currency which tourists pay, go to the host country”(Coltman, 1989: 3).

Tourism consists series of activities which are accomplished in leisure times, not in order to the job and its relative affairs, but in order to rest and retiring, recovering the lost energy, increasing the recognition and perceptions and knowledge, increasing the human liaisons and bonds, etc. This set of activities should result in journey and dwell in points except the habitual and own home (Getty and Meslow, 1996: 8). These set of activities should result in a journey and stay in a place other than the habitual and own home (Getty and Meslow, 1996: 8).

3. Tourism sociology

Due to its nature, tourism affects all sidelong and lateral points of life, directly or indirectly. Sociology is the science which principally studies and surveys the progress and development and the structure of mutual effects and the collective behaviors of humane organized groups (Jafari, 1981: 21).

In the past, no attention was given to the sociology; but in the recent years, this situation has been changed remarkably and also the views of the people have altered. Scientists and politicians found that implications of sociological theories can be of more important and effective help to understand and study the accurate and complicated phases of mutual understanding between tourists and the host.

Since the guest and the host have different needs and desires and behavioral patterns, it is very important and memorable to see to the sociological aspect; or they may be hidden in sociological standards. We can discover the recent point just by an accurate study (ibid: 20).

The case of contact and meeting of two host countries and its sociological and cultural impacts are of special importance in tourism sociology. According to its nature, tourism gets out people for definite aims. At the first occasion, this activity subsumes two groups of people:

1. Tourists or guests;
2. Native people or residents of the host country.

But the contact and meeting includes other members and elements during the progress. Another example of the players includes tourism personnel and the host government. Thus, unlike the public belief, these contacts and meeting are not only confined to the guest and the host, but also they encompass functions, members' roles, and other elements. And the most important is that the tourism is a cultural and sociological phenomenon, and so, for the sake of the tourism, the cultures which come

near to each other should be identified (ibid.: 19). Here, we mention three kinds of cultures, which contact and meet each other due to the tourism.

4. Tourism Culture

Tourism culture is a culture with the routine tourism type. All tourists alternatively follow these cultures less or more. They don't account these as parts of their cultures, and so, they want to live in the host country according to their desires and their lives way of living (Jafari, 1992: 45).

5. Host Culture

It is necessary to accurately study the host's culture to achieve the following points. It should be studied thoroughly to find out that which parts or points of the culture are ready to be presented to the tourists for observing; and which parts of culture and community are not to be shown and not to be presented to the tourists.

It is because the host has a set of socio-cultural needs and desires. This case is always as a point for attention and notation for the group of sociocultural studies and surveys of the country. It is still one of the considerable problems and points of the tourism (ibid: 45).

6. Imported Cultures

Probably, the cultural aspects of the guest nations are not proper and suitable for the host culture; and so, the host attracts some of others' cultural factors and the elements, desirable or undesirable. This is the culture that is resulting from the tourism and it is sometimes entering from a certain countries to the host country. There are countries which are the host of one or more certain countries and there may be many cultural similarities among them.

Thus, gradually, positive or negative cultural differences are set into the host culture. It is clear that the negative imported culture will have ill and bad effects and social unorganized and inelegant impacts on the host culture which some of them are very dangerous and will cause anarchy and social confusions and chaos (ibid: 46).

During several past decades, tourism industry could find a remarkable place in cultural and economic exchanges. And today, it is going to become one of the main industries in the most countries. Social, cultural, and economic effects and producing various occupations are the most significant main goals of the development of tourism in the world. Its role in the complete development and growth of a country is very considerable in a realistic theory.

It is because of the non-solidarity of research and executive centers and also because of the existent gap for the special diplomacy of the industry. Developments of intellectual and credential oppositions and individual elegancies in executive affairs are the main embargo of reaching to a unique and single executive system in this field.

Always, this case produces serious problems for undertakers. Kish Island, as one of the main centers for absorbing tourists, has special geographic, economic, and continental situations and especially it has juridical simplicities which made tourism as the main and the most sustainable program.

Unsnarling cultural, juridical, and executive ambiguities and endeavor to eliminate obstacles of the industry in the country are some of its duties.

Inevitably, this region can gain its program's short- and long-term goals, during the progression and development of the industry. We want in this survey to study the existent attractions of the Kish Island as well as to study the factors influencing the satisfaction of foreign tourists.

Therefore, we want to suggest eliminating their non-satisfactions and to remove the obstacles for prospering the tourism, and so, we may gait a small pace and stalk to develop this industry in Kish Island.

Therefore, it seems necessary to answer the following questions:

1. Why the tourism industry has no prosperity in Kish Island?
2. What are the sociocultural obstacles and embargoes of non-satisfaction of tourists?
3. What is the tourists' opinion about the attractions and satisfaction in the island?
4. How much the governmental executive politics are effective in the development or non-development of the industry in Kish Island?
5. What do the tourism simplicities mean from the view of tourists?
6. What does the tourism satisfaction mean from the view of tourists?

The goal of this survey is to study the factors affecting tourism satisfaction in Kish Island in the view of foreign tourists. By recognizing the tourists' view about the tourism satisfaction and the reasons for their non-satisfaction in Kish Island, first we want to achieve a scientific recognition. And then we want to present strategies to upgrade and promote the tourists' satisfaction and to produce a proper base for development and prosperity of the industry.

We are pursuing the following goals during the study:

1. To achieve a scientific recognition
2. To recognize the reasons and causes influencing the level of tourists' satisfaction
3. To propose suggestions in order to promote tourists' satisfaction level

4. To propose proper strategies in order to the best presentation of simplicities and services to the tourists

5. To reflect and report the tourists' views and needs and wishes to the responsible authorities. These are bases for the Kish Island tourism industry development

6. To propose strategies in order to produce a proper bed for the development and prosperity of the Kish Island tourism industry.

7. Research background

In this order, the domestic and foreign studies related to the subject have been studied. Their titles will come below. The mention is necessary that in the original text of the survey, which this article is a brief summary of that, all of these researches have been studied separately.

7.1. Domestic researches

1. Tourism and occupation (Rahnamaei, 1991);
2. Tourists' view in journey to Iran (Mohsenian Rad, 1992);
3. Surveying obstacles and problems of managing hotels and ways of tourism development from the viewpoints of hotels' managers (Khoshnevis, 1992);
4. Studying tourism social and cultural capabilities in Zanjan city (Rostamkhani, 1993);
5. Studying obstacles of the development of tourism industry in Hamedan city (Moradi, 1994);
6. Studying the cultural, moral, social, economic and political dimensions of tourism (Afjeh, 1996);
7. Studying the cultural, social and intellectual obstacles of tourism development in Iran, from the sociological viewpoint (Salimi, 1996);
8. Insufficiencies and problems of the tourism in Iran (Baizaei, 1996).

7.2. Foreign researches

1. Role of tourism in development (Poorjatafa, 1991);
2. Social and economic impacts of tourism on two islands of Greece (Tzartas, 1991);
3. Tourism and renovation in Switzerland (Harrison, 1990);
4. Recognizing the social impacts of tourism in coastal regions, relying upon values, cost views, cost expectancy models in Oregon coasts (Lenderberg, 1995);

5. Understanding the social network structure from behaviors of young and old Korean tourists (Sopark, 1996);

6. The social capacity of tourism programs in various aspects of tourism, huddle, satisfaction and behavior (Lea, 1996);

7. Developing beach resorts, opportunities for development of coastal recreations and tourism in Taiwan (Leo Huey, 1997).

Studying and reviewing the implemented surveys we may come to the conclusion that in domestic researches and studies, tourism is surveyed from various aspects, except the sociological aspect – except one or two descriptive cases. There is no research like this, generally in Iran, and especially in Kish Island

7.3. Theoretical framework of the research

A theory is a set of related concepts, descriptions and predicates which present an organized view of phenomena, via denoting relations between variables, in order to explain and predict phenomena (Kerlinger, 1998: 30-31). Regarding the importance of theory in performing a scientific research, the theories used in this study include:

7.3.1. Need hierarchy theory

According to Maslow, all men have innate needs which set in a hierarchy from the strongest to the weakest, and they should be satisfied and ingratiated. The lower needs should be ingratiated before the top needs. According to Maslow's need hierarchy, a tourist's needs should be satisfied in the host country he travels to.

If the host country can satisfy the tourist's needs, he reaches to the satisfaction; otherwise, his satisfaction level comes down. The first need of a tourist is water, food, and other services etc., which should be satisfied in the host community. His second need is the security and safety in his tourism and travelling activity.

The third need is the social need which the tourist should be accepted in the environment of the host community, and his activities should be acceptable by the host community. The next need is respectability, and a tourist needs to be respected by the host community.

Therefore, we must try to implement better and higher the tourist's needs, the higher satisfaction he enjoys. And if the host community does not ingratiate tourist's needs, his satisfactory threshold comes down; and the tourist will not be satisfied with stay in the country.

7.3.2. Homans' exchange theory

Homans, one of the leaders of the exchange theory, has bright and clear thoughts about exchange theory. He argues and reasons that by reverting to small numbers of predicates we can evolve certain cases for explanation; and it is just as: we can just explain some aspects, like social discipline and social change (Skidmore, 1994: 91).

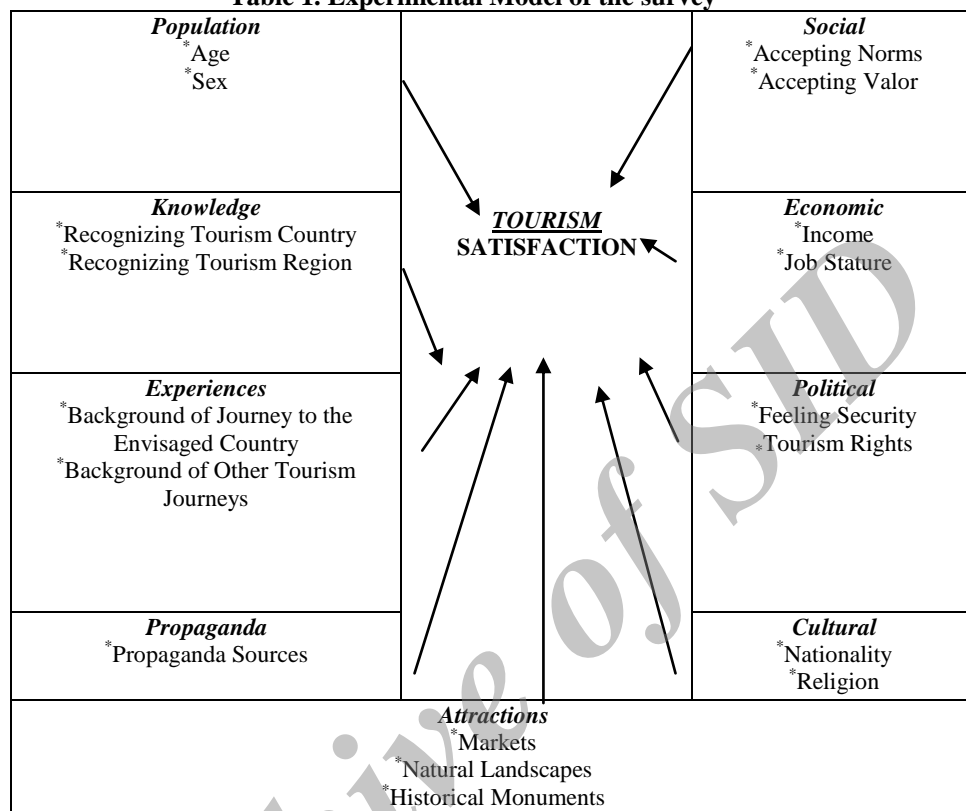
This predicate introduces a new theoretical word, and that is "Expectancy", which says: Expectancy should be satisfied, otherwise, it will bring non-satisfaction with itself. This case is simple enough, but says as well: If the reward is lesser than the expectancy, "aggression" will be its result; and such an aggression is satisfactory. Perhaps, the method of Homans to express a thought is justified with the hidden thought inside the main predicate of distributive equanimity.

7.3.3. Morton's instrument and goal theory

One of the other branches of the tourism satisfaction theory is to satisfy expectancies which is on the basis of Morton's instrument and goal theory. Morton construes the social structure as the social expectancy and as acceptable instruments to achieve goals. Among various elements of cultural and social structure, two items are more important. These two elements are severable in the analyses, but they are mixed together in the real situation. The first element includes goals, purposes and an interest specified and described by the culture of the community, and it is legal for all society members or parts of them. Goals are some deal correlated.

The amount of this correlation is different practically in various cases. In general, they are classified in a value hierarchy. Common goals have different importance and sensitivity amounts and include idealistic frameworks; in other words, the affairs valuable for endeavoring. These are fundamental constitutive components, and Linton called them the designs for gregarious living.

Therefore, the continuous satisfaction is a balance between instruments and possibilities of achieving goals. Composing the above theories, the theoretical framework for the study for the tourism satisfaction and the analytic model has been codified which presents below.

Table 1. Experimental Model of the survey

In the above study model, in order to express the political and social factors (emphasizing to the security and rights), Maslow's need hierarchy has been used. To express the factors such as tourist's acquaintances, tourist's experiences and propaganda, the Homans' exchange theory has been used. And to express the tourism structural factors, in other words, tourism attractions and possibilities, the Morton's instrument and goal theory have been used in the research hypotheses.

Regarding the discussed subjects, the following hypotheses are studying in this research:

8. Research hypotheses

1. It seems that there is a relationship between gender and tourism satisfaction.
2. It seems that there is a relationship between age and tourism satisfaction.
3. It seems that there is a relationship between income and tourism satisfaction.
4. It seems that there is a relationship between job stature and tourism satisfaction.

5. It seems that there is a relationship between acceptance of valor and tourism satisfaction.

6. It seems that there is a relationship between acceptance of norms and tourism satisfaction.

7. It seems that there is a relationship between feeling security and tourism satisfaction.

8. It seems that there is a relationship between evaluation of observing the tourism rights and tourism satisfaction.

9. It seems that there is a relationship between recognizing Iran and tourism satisfaction.

10. It seems that there is a relationship between recognizing the Kish Island and tourism satisfaction;

11. It seems that there is a relationship between propaganda sources and tourism satisfaction.

12. It seems that there is a relationship between the background of travelling to Iran and tourism satisfaction.

13. It seems that there is a relationship between the background of other journeys and tourism satisfaction.

14. It seems that there is a relationship between attraction of monuments and tourism satisfaction.

15. It seems that there is a relationship between attraction of natural landscapes and tourism satisfaction.

16. It seems that there is a relationship between attraction of markets and tourism satisfaction.

17. It seems that there is a relationship between nationality and tourism satisfaction.

18. It seems that there is a relationship between religion and tourism satisfaction.

9. Research methodology

In this research, we studied the subject by the Survey method. Questionnaire survey is the main method for collecting data. The method of this study is Questionnaire Survey and composed of open and closed sentences. Statistical community of the survey is all foreign tourists who travelled to and visited the Kish Island during the tourism season (Aban (Nov.) to Esfand (Mar.)). The property of small statistical samples which have no sample volume is that the statistical community itself will be the sample; and by using this, we studied all Kish Island foreign tourists

during the tourism season (total=250 persons). Data and information have been collected using the English Questionnaire, which has been adjusted on the basis of Likret Spectrum.

10. Data analysis

In this research, after gathering data and information, we analyzed data by SPSS software, and found the following results:

Sum of the hypotheses and theories in this survey did not confirm the relationship between gender and tourism satisfaction, and also religion and tourism satisfaction.

In other words, there is no meaningful statistical difference between gender and tourism satisfaction, and religion and tourism satisfaction, although generally, men's tourism satisfaction was higher than women's.

Studying the second hypothesis determined that there is a relationship between age and tourism satisfaction, and showed that the higher age, the higher satisfaction. And generally, old people had more tourism satisfaction versus young.

The third hypothesis showed that there is a meaningful relationship between income and tourism satisfaction; In other words, the higher incomes, the higher tourism satisfaction.

Results of the fourth hypothesis showed that the relationship between job stature and tourism satisfaction is meaningful at the level of 95%, which means the higher job stature, the higher tourism satisfaction. Fifth hypothesis determined that there is a relationship between the acceptance of valor and tourism satisfaction; and this relation is meaningful at the minimum confidence level of 95%.

Surveying the sixth hypothesis determined that there is a relationship between the acceptance of norms and tourism satisfaction; and this relation is meaningful at the minimum confidence level of 95%. Seventh hypothesis showed that there is a relationship between feeling security and tourism satisfaction; and this relation is meaningful at the minimum confidence level of 95%.

Eighth hypothesis – evaluation of observing tourism rights and tourism satisfaction determined that there is a relationship between the two variables at the minimum confidence level of 95%. Ninth hypothesis - recognizing Iran and tourism satisfaction determined that there is a relationship between the two variables; and this relation is statistically meaningful at the minimum confidence level of 95%.

Tenth hypothesis determined that there is a relationship between recognizing the Kish Island and tourism satisfaction; and this relation is meaningful at the minimum confidence level of 95%.

After analyzing data, the eleventh hypothesis determined that there is a relationship between the background of journey to Iran and tourism satisfaction; and this relation is meaningful at the minimum confidence level of 95%. In other words, by increasing tourists' background of journey to Iran, their tourism satisfaction goes up.

The thirteenth hypothesis shows the relationship between tourist's journey and tourism satisfaction. This relationship is meaningful statistically at the minimum confidence level of 95% which means the higher amount of individual's experiences about tourism activity, the higher tourism satisfaction.

The fourteenth hypothesis is confirmed; attraction of monuments and tourism satisfaction are meaningful at the minimum confidence level of 95%. Fifteenth hypothesis – the relationship between attraction of natural landscapes and tourism satisfaction – had been confirmed and was meaningful at the minimum confidence level of 95%. There was a meaningful relationship between market attraction and tourism satisfaction at the sixteenth hypothesis, at the minimum confidence level of 95%.

The seventeenth hypothesis showed a meaningful relationship between nationality and tourism satisfaction at the minimum confidence level of 95%. The eighteenth hypothesis determined that there is no meaningful statistical difference between religion and tourism satisfaction; and this hypothesis has no meaning at the minimum level of 95%, and this hypothesis is rejected.

10.1. Multivariable analysis

Multivariable Regression Method has been used for the multivariable analysis. Multivariable regression analysis is a method for studying impacts and the amount of affection of more than one independent variable on one dependent variable, using correlation and regression elements. In another word, we want to predict the dependent variable from information related to amounts of two or more independent variables (Kerlinger, 1997: 331-338).

In this study, the Stepwise Regression Method has been used to analyze the relative share of independent variables in the dependent variable.

In the stepwise method, first we intern the variable that expresses the highest amount of variance of dependent variable into the equation. It is clear that this higher variable will have the correlation coefficient with the dependent variable.

Then we introduce other variables to the equation, one by one. In this method, when a new variable enters to the equation, all the existent variables in the equation will be surveyed, and if each of them has losing its meaningful level, this variable will

be omitted from the equation, before a new variable enters. At the end of the operation, there will be no variable having the meaning level less than the determined level of the equation (Khorasanizadeh, 1996: 319-321).

10.2. Evaluation of the equation of prediction of tourism satisfaction by the stepwise method

In this part, we describe and interpret the equation of prediction of tourism satisfaction by the stepwise method. Studying the results existing in the table 7-58 expresses that our equation of prediction has four steps. According to the mentioned table, attraction of market, at the first step, has $R=0.595$ and has the determiner coefficient or $R^2=0.354$ which lonely expresses and describes 0.35 of the dependent variable.

At the second step, after interning the tourism rights, $R=0.696$, and R^2 lonely describes 0.13 of the dependent variable. This, totally with the market attraction (the previous variable), has described 0.485 of the dependent variable. At the third step, after interning historical attraction, $R=0.725$, and the determiner coefficient or R^2 lonely describes 0.04 of the dependent variable, and totally with the sum of the two previous variables – market attraction and tourism rights – describes 0.526 of the dependent variable.

At the fourth step, after interning the age, the multivariable correlation coefficient of R equals to 0.743, and the determiner coefficient of R^2 , totally with the four variables within the equation – market attraction, tourism rights, historical attraction, and age – can predict and describe 0.55 of the variance of the variable related to the tourism satisfaction.

The resulted R^2 in all four steps is meaningful at the minimum confidence level of 95%. Regarding that 0.55 of the variance of tourism satisfaction is determined and described using these four variables, 0.45 (1-0.55) of the variance of the dependent variable, has not been analyzed by our variables. Generally, the resulted R^2 shows that our equation does not have enough prediction power and predicts more than half of the variance of the dependent variable.

Table 2. Main elements of multivariable analysis by the stepwise method from the first to fourth steps in order to predict the dependent variable

Step	Entered Variable	R	R ²	Amount Added to R ²	Standard Error
First	Market Attraction	0.595	0.354	–	3.34
Second	Tourism Rights	0.696	0.485	0.131	2.99
Third	Historical Attraction	0.725	0.526	0.041	2.88
Fourth	Age	0.743	0.552	0.026	2.81

Other statistical indicators of variables within the equation, such as “B” regression coefficient for raw scores and “Beta” for standardized scores and also the “T” test can be regarded in the table 7-59. The “T” test shows that the “B” coefficient is statistically meaningful at the minimum confidence level of 95% for all four variables.

Table 3. Elements of the variables within the equation in order to predict tourism satisfaction in the fourth step

Variable Name	B	Beta	T	Sig T
Tourism Rights	0.644	0.313	5.70	0.0000
Historical Attraction	0.312	0.212	3.80	0.0002
Market Attraction	1.05	0.466	8.08	0.0000
Age	0.063	0.469	2.99	0.0032
R=0.743		F=47.88		a= - 0.75
R ² =0.552		Sig=0.0000		

Table 7-60 shows the statistical indicators of the variables out of the equation in the fourth step. And the T-test for the partial correlation of the variables out of the equation with the dependent variable indicates that none of these variables could add a remarkable amount to the R². In other words, the amount added by these variables to R² has no meaning at the confidence level of 95%, and none of these variables could enter to the equation, and thus, the multivariable regression analysis by the stepwise method ends here.

Table 4. Elements of variables out of the equation in the fourth step

Variable Name	Partial Correlation	T	Sig T
Income	0.089	1.11	0.268
Job stature	0.102	1.25	0.213
Acceptance of valor	0.031	0.391	0.696
Acceptance of norms	0.099	1.24	0.215
Feeling security	- 0.048	- 0.602	0.548
Recognition of Iran	0.039	0.496	0.620
Recognition of kish	0.111	1.39	0.165
Background of journey to Iran	0.026	- 0.334	0.738
Background of other journeys	0.017	- 0.215	0.830
Natural attraction	0.080	1.004	0.316

According to the data from the tables 7-59 and 7-60 for prediction of tourism satisfaction, the general form of the resulted four - variable regression equation is:

$$y = a + b_1(X_1) + b_2(X_2) + b_3(X_3) + b_4(X_4)$$

The equation's elements are:

y= score of prediction of the dependent variable;

a= coefficient of computing the multivariable regression equation (width from the start);

b= coefficient of regression for raw scores;

x= independent variable interned the equation.

Thus, the final form of the equation is:

$$y = -0.75 + (0.644)(X_1) + (0.312)(X_2) + (1.05)(X_3) + (0.063)(X_4)$$

11. Conclusions

After studying the statistical results, it is needed to discuss the results and to briefly analyze the results, theoretically and logically.

In our era, tourism becomes a really social fact and generally is seen from the view of cultural balance or development.

Tourism is an answer to the human explorer's need, detection of mysteries of old men's life, acquaintance with the culture of other nations and escaping from the steadiness of common life and job environments.

Thus, tourism is a cultural activity which is related to the man and his motives, wishes, needs and desires which are derived from the culture of the society, in so far as it can be said that the main stimulus of tourism is the difference between cultures.

This stimulus is a proper instrument to orient and direct thoughts of people in their opportunities.

Especially today, of which the opportunities have found more values and more important places in people's lives, requests for specialized, subtle, and professional

services in the context of schematization in order to optimize usage of these opportunities.

If we can transform this potential endowment to powerful capacities for generating financial and foreign currency incomes, then we can expect socioeconomic sustainable development for our country.

The main resource of providing the foreign currency income of the government is the raw oil. But uncontrollable fluctuation of oil price, especially in recent years on one side, and problems related to scrimmage of modern universal discipline of economic boycott and prohibition from buying Iranian oil, on the other hand, have caused an unsustainable economic status in the country. And they have confined the possibility of national long-time scheduling.

Therefore, it is cleared that we should release ourselves from the binds of imposed mono-crop economy with the oil incomes.

But releasing from oil is impossible for our country in the shade of increasing exports of industrial goods of agricultural products and relying upon exports of other non-petroleum goods.

Studies about the industrial structure of the country show that this part does not have a deep development.

The agriculture portion also showed a confined developmental capacity and could not provide the early needs of the country, neither during the years it was the developmental axis nor after that.

Regarding tourism potential power for making occupations, optimizing and developing of infrastructural installations, more proper distribution of wealth, balanced development of proscribed regions, intercultural acknowledgements, broadcasting the Islamic culture, stabilizing peace, developing international and intercultural mutual-understanding and being needless from technology and modern plants, it seems that the tourism industry can be the country's cultural, social and economic developmental axis.

Or at least, it can be presented in cultural and social and economic programming fields of the country more seriously.

Recognition of tourism embargoes may also vary due to its developmental orientation from the viewpoints of sociology, management, geographic, psychology and economy.

As one of good-climatic islands of Iran, the Kish Island puts the tourism as one of its programs of sustainable development, and as mentioned above, it has high potential power for growing and developing tourism.

In this study, we sociologically surveyed tourism industry and the rate of tourism satisfaction in Kish Island.

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