

A qualitative Analysis of the Development of Event-Oriented Tourism Based on the International Street Theater Festival of Marivan City

Soran Manoochehri¹, Saadi Mohammadi^{2✉}, Hamid Eskandari³

1. Ph.D. student. in Geography and Rural Planning, University of Esfahan, Esfahan, Iran.
E-mail: zrivar@yahoo.com
2. Associate professor of Geography and Rural Planning, Payame Noor university, Tehran, Iran.
✉E-mail: Saadi@pnu.ac.ir
3. Ph.D. in Geography and Urban Planning, General Department of Cultural Heritage, Tourism and Handicrafts of Kurdistan Province. Sanandaj, Iran.
E-mail: askandari@gmail.com

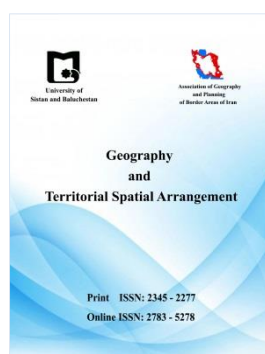


How to Cite: Manoochehri, S; Mohammadi, S & Eskandari, H. (2023). A qualitative Analysis of the Development of Event-Oriented Tourism Based on the International Street Theater Festival of Marivan City. *Geography and Territorial Spatial Arrangement*, 13 (46), 1-6.

DOI: <http://dx.doi.org/10.22111/GAIJ.2022.41197.2997>

Article type:
Research Article

Received:
08/04/2022
Received in revised form:
25/06/2022
Accepted:
26/08/2022
Publisher online:
11/03/2022



Keywords:

systemic tourism; Supply and Demand; Event Tourism; Marivan International Street Theater Festival.

ABSTRACT

The current research seeks to develop tourism and its benefits as the result of holding the international street theater festival as a symbol of event-oriented tourism in Marivan city as the tourism hub of Kurdistan province. This festival has been organized with proper quality and credibility and has turned Marivan into the capital of street theater in the country. This is an opportunity that, if you take advantage of it, you can steal the lead from your competitors in today's competitive tourism market and marathon. This research has been done with a descriptive-analytical method, in a qualitative and in-depth manner, and with a comprehensive and systemic view and a collaborative approach that is the specialty of tourism activities studies and management. The required data have been collected, using semi-structured interviews, among several groups of stakeholders and influencers on the artistic accreditation and tourism development of the festival, and finally, the data collected using the fundamental theory technique were analyzed and used during three stages of open, central and selective coding. In this regard challenges and obstacles to benefit from the benefits and development of the festival, tourism was identified at three levels. The first level, which is also the most common and general level related to the weaknesses and challenges of tourism development in general at the level of Marivan city, the second level is related to the development of event-oriented tourism in Marivan city level and finally, the third level is related to the weaknesses and challenges of turning the international street theater festival into an event with tourism efficiency. These findings showed that there is a need to benefit and develop the tourism benefits of the festival, the integrated and systematic management of tourism, training, and professionalization of activists and beneficiaries, and revision in the way of attracting and marketing the tourism sector should be considered along with highlighting and strengthening the artistic sector.



© the Author(s).

Publisher: University of Sistan and Baluchestan

Extended Abstract

Introduction

Kurdistan province has a lot of potential in the development of event-oriented tourism, considering its ancient civilization history and cultural diversity and differences, along with natural, agricultural and commercial attractions. In recent years, many festivals are being held in the province, the most important of which is the Marivan International Street Theater Festival. The issue that is addressed in the current research; this is why despite the international nature of this festival and the holding of four courses of it, which was accompanied by spending a lot of money; Marivan city has not been able to take advantage of this unique opportunity in the path of tourism development by expanding and supporting this event and still; this type of tourism (event based on street theater festival) has not been able to become a sustainable and organized form at the level of Marivan city and even Kurdistan province. Actually; Why the capacities of Marivan International Street Theater Festival remain abandoned and unknown in order to turn it into an effective advantage in the direction of the sustainable development of tourism in this city and the expansion of the tourism benefits of this festival, should be considered as the main issue and concern of the present research; be studied and investigated. Based on this, the main research question was raised as follows: - What are the most important obstacles and problems facing the effective use of tourism development benefits of Marivan International Street Theater Festival as an artistic event?

Study Area

The city of Marivan in the west of Kurdistan province and adjacent to the country's border is famous as the capital of street theater in the country. festival in this city; Both quantitatively and qualitatively, it has reached a satisfactory state and qualitative maturity so that it can be assured from the point of view of tourism and benefit from it, and it can be said that this festival can attract tourists as a cultural event. and act as a tourist attraction of the city. Of course, Marivan city is considered one of the top tourism destinations in Kurdistan province due to the presence of Zarivar Lake, proximity to the border, shopping tourism, and pristine nature, and tourism is considered one of the brands of this city.

Material and Methods

In terms of the method, the present applied research is descriptive-analytical and due to the need to comprehensively understand and analyze the current situation of the unknown current situation, it has a qualitative approach that has been carried out with the fundamental theory method. The method of selecting samples in the target statistical communities was considered as a targeted non-random method. The selection and introduction of interviewees was done using the snowball sampling method. The end of the interviews based on reaching the principle of theoretical saturation, that is; Hearing repeated answers. The groups related to statistical communities and considered criteria include art groups, local experts and scientific experts of the city, tour guides and tourism agencies, incoming tourists. Reaching theoretical saturation in order to identify the obstacles and problems facing the optimal use of the benefits of tourism development of the festival was achieved in semi-structured interviews with 31 members of the mentioned groups, but in order to increase confidence, the interviews were 38 continued.

Result and Discussion

After three stages of coding based on the fundamental theory technique, the findings show; Challenges and obstacles to optimal tourism benefit from this festival were identified on three levels:

First level; Problems related to tourism development in Marivan city:

problems and obstacles identified in the first level; It is related to the supply environment of the tourism system of Marivan city as a city with a tourism brand in Kurdistan province. Obstacles and problems that exist and continue to launch, develop and continue to develop and benefit from tourism activities in general (mass tourism) and in the next place, specialized and leading types of this activity, such as; Event tourism will face many butts and ifs. In fact, according to the identified problems that include all the main elements that make up the supply dimension; It can be seen that the tourism system of the region is operating in a disorderly manner.

Second level; Problems related to the development of event tourism in Marivan city:

In the continuation of the pathological stage; Other problems and dilemmas were identified in a more special way and in connection with event tourism as effective obstacles for Marivan city to benefit from the benefits of event tourism development, and their analysis shows that these problems and obstacles are the most Understanding the power of tourism and the benefits of events both at the city level and at the level of

development management and especially provincial tourism are emphasized. Actually; It can be said that there is no belief and plans for the development of event-based tourism, and this has prevented the creation of event-based tourism.

Third level; Problems related to tourism benefits from holding the international street theater festival in Marivan city:

In the following; Obstacles and problems affecting the benefit of tourism benefits from holding the international street theater festival of Marivan city were identified in a special and specialized way for this event. Findings show; There are obstacles and problems identified in both the artistic and tourism parts of the festival. First; It should be noted that the inadequacies and problems related to the artistic part of the festival are weaknesses that, if they are not addressed, the use and benefit of tourism from this festival will face challenges and doubts. In other words, should first; From the artistic point of view, the festival will reach a more favorable position and at the level of sustainable attraction of tourism demand, so that in the future, it can be planned on how to benefit from its tourism benefits.

Conclusion

The results of the research show that in order to develop tourism and benefit from its economic benefits in holding this cultural event, there are obstacles and problems in the first three levels, based on the weaknesses and challenges of tourism development in general at the level of Marivan city. second level; related to the development of event-oriented tourism and days in Marivan city level and finally; the third level, related to the weaknesses and challenges ahead of turning the street theater festival into an event with tourism efficiency; Were identified. The Obstacles and problems that remind the adoption of a systematic and planned management approach for the development of tourism in destinations, especially in more specialized areas such as event-oriented tourism. These obstacles and problems clearly answered the concerns and hopes of those involved in the development of the city and the organizers of this festival based on the inability to attract tourists and benefit from the tourism benefits of this festival. both in the field of art and in the tourism field of the festival and at the city level and even; Provincial management is in both the fields of art and tourism.

Key words: systemic tourism; Supply and Demand; Event Tourism; Marivan International Street Theater Festival.

References (Persian)

Abdulahi, Mavloud. (2013). The effect of local people's attitudes and affiliations on the support and development of event tourism (Case: Ardahal carpet ritual event), Master's thesis in the field of tourism management, under the guidance of Dr Mohammad Zahedi, Semnan University.

<https://elmnet.ir/article/10555488-18802/%D8%AA%>

Bastam rokh, Baharah. (2016). Investigating the socio-cultural impact of tourism events on supporting the development of tourism through the mediation of satisfaction (case study: Zarkhak ritual event in Qurtan village in 2016, Master's thesis in the field of tourism management under the guidance of Dr. Mostafa Emadzadeh, Sheikh Bahai University.

<https://elmnet.ir/author/%D8%A8%D9%87%DE>

Danaei Fard, Hassan. (2005). Theorizing using the inductive approach: the conceptualization strategy of fundamental theory, bimonthly scientific research journal of Shahed university , twelfth volume, number 11, pp. 57-70.

http://cs.shahed.ac.ir/article_1938.html

Fartukzadeh, Hamidreza; Waziri, Javad. (2009). the merit of acquiring the defense system; A data-based theory, Science and Technology Policy Quarterly, second volume, number 2, pp. 77-96.

<https://www.noormags.ir/view/fa/articlepage/852455/%D8%B4%D8>

Jalilian, Negar. (2015). Feasibility of event tourism development and its impact on the seasonal adjustment of tourist destinations (Case: Hamedan city), master's thesis in the field of tourism management, under the guidance of Dr. Mehdi Karroubi, Allameh Tabatabai University.

https://d-lib.atu.ac.ir/faces/search/bibliographic/biblioFullView.jspx?_afPfm=-rldpnwtbd

Kazemi, Mehdi. (2011). Tourism management, second edition, Tehran: Samt Publications.

<https://samt.ac.ir/fa/book/1162/%D9%85%D8%AF%DB%>

Koshe Bast, Farzaneh. (2013). Development of sustainable tourism with an emphasis on cultural events (case: Qain saffron festival), master's thesis in the field of tourism management, , under the guidance of Dr. Mehdi Saqaei, Maziar Institute of Higher Education

<https://elmnet.ir/article/10629010-71911/%D8%AA%D9>

Manochehri, Soran. (2014). Identification and analysis of factors affecting the development of rural tourism in order to achieve sustainable rural development (Study area: Khavomirabad section of Marivan county), Master's thesis in the field of geography and rural planning, under the guidance: Dr Hossein Farahani, Zanjan University.

http://library.znu.ac.ir/simorghportal/tabid/41/Default.aspx?_RQ

Mirzaei Rouzbeh; Rezaei, Nafisa. (2016). Analysis of motivational factors affecting the attendance of visitors in local community-based events (Case: Gholghaltan Festival, Amirabad district), Rural Research Quarterly, 7th Volume, No. 1, pp. 139-166.

https://jrur.ut.ac.ir/article_58389_1ced47f644eb62f537f1e17805cf6d32.pdf

Nazari, Mohsen; Ghadri, Zahid; Fazlavi, Sayedeh Fruzandeh. (2015). Investigating the impact of effective factors on the successful implementation of cultural events from the point of view of tourists, Government Management Journal, 7th Volume, No. 4, pp: 699-730

<https://www.sid.ir/paper/139872/fa>

Ranjbarian, Bahram; Zahedi, Mohammad. (2004). Diversity tourism events and management, Tourism Studies Quarterly, second volume, number 5, pp. 27-51.

<http://ensani.ir/fa/article/62602/%D8%B1%D9%88>

Saqai, Mehdi; Khoshe Bast, Farzaneh (2018). Strategic analysis of event tourism in Iran (case study: Red Gold Festival of Qaenat city), Quarterly Journal of Geography and Urban-Regional Studies, Volume 8, Number 27, pp. 75-94.

https://gajj.usb.ac.ir/article_4091_5f1314e00db248e661028923e7f56931.pdf

Yavari, Hossein. (2010). Understanding tourism and tourism industry, first edition: Simaeh Danesh Publishing, Tehran.

<https://www.gisoom.com/book/11247947/%DA%A9%D8%AA%D8%A7%D8%A8->

References (English)

Ahman Sya ,N., & Emilkamayana, J .H. P.(2022).Modeling environmental regulations in regional green economy efficiency of Halimun Salak: Empirical Evidence from National Park, Asian Journal of Conservation Biology. 11(1), 12–25.

https://www.ajcb.in/journals/full_papers

Aris Anuar, A. N., Ahmad, H., Jusoh, H., & Yusof Hussain, M.(2012).The Roles of Tourism System towards Development of Tourist Friendly Destination Concept. Asian Social Science.10(2),146-156.

<https://pdfs.semanticscholar.org/4654/7cc333f0fe5c047cd>

Bazzanella, F., Peters, M., & Schnitzer, M.(2019). The perceptions of stakeholders in small-scale sporting events. Journal of Convention & Event Tourism. 20(4), 261-286.

<https://en.x-mol.com/paper/article/1358320095079215104>

Cudny, W., & Rouba, R.(2011).Theatre and multicultural festivals in Lodz as a free time management factor among the inhabitants and tourists in the post-industrial city. Acta Geographica Universitatis Comenianae. 55(3),3–22.

<file:///C:/Users/M/Downloads/FFF01101246201220Cundy20-20OK.pdf>

Culha, O. (2020). The effect of food festival quality on place attachment and destination recommendation intention through festival experience and satisfaction: The case of the Didim International Olive Festival. *Journal of Convention & Event Tourism*. 21(5), 387-416.

<https://www.tandfonline.com/doi/abs/10.1080/15470148.2020.1775743>

Chun Tie, Y., Birks M., & Francis K. (2019). Grounded theory research: A design framework for novice researchers. *SAGE Open Med*. 7(1), 1-8.

<https://eprints.utas.edu.au/30436/>

Getz, D. (2010). The nature and scope of festival studies. *International Journal of Event Maent Research*. 5(1), 1-47.

<https://www.semanticscholar.org/paper/The-nature-and-scope-of-festival-studies-Getz/f96a0bf5654a1ccf85f636604a8c230460a43109>

Getz, D. (2008). Progress in Tourism Management Event tourism: Definition, evolution, and research, *Tourism Management*. 29(4), 403-428.

<https://asset-pdf.scinapse.io/prod/2025739588/2025739588.pdf>

Heung, Vincent C. S., Kucukusta, D., & Song, H. (2010). A Conceptual Model of Medical Tourism: Implications for Future Research. *Journal of Travel & Tourism Marketing*. 27(3), 236-251.

<https://research.polyu.edu.hk/en/publications/a-conceptual-model-of-medical-tourism-implications-for-future-res>

Ielenicz, M., & Simoni, S. (2013). The tourism system – main directions in evaluating its operation, *Rev. Roum. Géogr./Rom. Journ. Geogr.* 51(5), 25-31.

http://www.rjgeo.ro/issues/revue%20roumaine%2057_1/ielenicz,%20simoni.pdf

Kim, W, Wonyoung, H., Walker, M., & Drane, D. (2015). Evaluating the perceived social impacts of hosting large-scale sport tourism events: Scale development and validation, *Tourism Management*. 48(3), 21-32.

<https://ideas.repec.org/a/eee/touman/v48y2015icp21-32.html>

Medina-Muñoz, D. R., Medina-Muñoz, R., & Sánchez-Medina, A. J. (2016). Renovation strategies for accommodation at mature destinations: A tourist demand-based approach. *International Journal of Hospitality Management*. 54(8), 127-138.

<https://daneshyari.com/article/preview/1009161.pdf>

Lemmi, E., Sacco, P. L., Crociata, A., & Agovino, Ma. (2018). The Lucca Comics and Games Festival as a platform for transformational cultural tourism: Evidence from the perceptions of residents. *Tourism Management Perspectives*. 27(2), 162-173.

<https://www.econbiz.de/Record/the-lucca-comics-and-games>

Ling, M., & Lew A.A. (2012). Historical and Geographical Context in Festival Tourism Development. *Journal of Heritage Tourism*. 7(1), 13-31.

<https://experts.nau.edu/en/publications/historical-and-geographical>

Liu, L., Ting, F., & Souta, Ge. (2021). Experiences, post-trip destination image, satisfaction and loyalty: A study in an ecotourism context, *Journal of Destination Marketing & Management*. 19(2), 35-25.

<https://research-repository.uwa.edu.au/en/publications>

Lyck, L., Long, P., & Grige, A. X. (2012). *Tourism, festivals and cultural events in times of crisis* (Eds.). Copenhagen: Copenhagen Business School Publications.

https://www.encatc.org/media/287-tourism_festivals

Pegg, S., & Patterson, I. (2010). Rethinking Music Festivals as a Staged Event: Gaining Insights from Understanding Visitor Motivations and the Experiences They Seek. 11(1), 85-99.

<https://www.semanticscholar.org/paper/Rethinking-Music-Festivals>

Pulla, V. (2016). International Journal of Social Work and Human Services Practice. 4(4):75-81.

<https://www.hrpub.org/download/20160930/IJRH1-19290430.pdf>

Riquelme, C., Oyarzún, C., & Peña, K. (2010). Caracterización de la demanda turística en un destino de intereses especiales: Caso Caleta Tortel (Chile). Revista Lider. 16(2), 173–193.

<https://revistaliderchile.com/index.php/liderchile/article/view/166/178>

Seraphin, H. (2021). COVID-19: an opportunity to review existing grounded theories in event studies. Journal of Convention & Event Tourism. 22(2), 3-35.

<https://www.semanticscholar.org/paper/COVID-19%3A-an-opportunity->

Tsai, L. (2020). Factors affecting intention to revisit an environmental event: The moderating role of enduring involvement. Journal of Convention & Event Tourism. 21(2), 61-90.

<https://en.x-mol.com/paper/article/1358259085978939392>

Zhou, Y. (2010). Resident Perceptions Toward the Impacts of the Macao Grand Prix. Journal of Convention & Event Tourism. 11(2), 138-153.

file:///C:/Users/M/Downloads/RT&D-13-14_Vol3_pp933-934.pdf

Zotic V., Alexandru D. E., & Dezsai, Ş. (2014). Debate on Tourism in Postmodernism and Beyond, Proceedings of the 2nd Belgrade International Tourism Conference, Serbia, pp. 79 – 98.

https://www.academia.edu/48828047/Debate_on_tourism_in_postmodernism_and_beyond