

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

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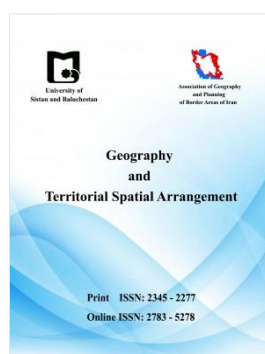


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ABSTRACT

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.



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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 Zarrivar 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.

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