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Sociological Analysis of Factors Influencing the Sense of Social Safety of Tourists (Case Study: Babolsar Tourists)

**Mostafa Bagherian Jelodar³
Seyed Mohammad Shobeiri⁴
Faezeh Nopour⁵**

Extended Abstract

Today, tourism is closely linked to the security issue. Security: It means freeing from any threat - an invasion of the legitimate and legitimate rights and freedoms of citizens and consists of two layers that are: personal and social security. The sense of security in tourists has important personal and social functions that, in the event of disruption of these functions, feel insecurity in the walkways. In urban areas, walkways have a special position, so that the higher the quality and quantity of these socio-cultural spaces, the citizens will have more opportunities to spend their leisure and recreation. The main goal of the walkways is to provide citizens with a peaceful and enjoyable holiday with pleasure and relaxation. The existence of security in the public parks and parks of the city, such as parks, has various personal and social functions.

It should be noted that there are many barriers to the provision of personal and social needs of citizens, which have greatly reduced the sense of security and comfort of citizens, especially tourists. In turn, this phenomenon has fueled the expansion of the spirit of dissatisfaction, insecurity, loneliness, sadness, fear, social tension, separation from nature, and distrust and social injustice. The harassing behaviors of some people often affect all those who use or tend to use these spaces. (Maybe tourists) are reluctant to go and use these places because

³ Instructor of Social Science Department of Payame Noor University (bagheriyanmostafa@yahoo.com)

⁴ Professor of Education and Environment at Payame Noor University

⁵ Instructor of Social Science Department of Payame Noor University

they are afraid of being abused. Parks in all seasons are welcomed by different classes, such as children, adolescents and the elderly, and tourists and travelers. Therefore, security debate is one of the most important topics for tourists, which requires the participation of the police and the municipality and related organizations (Police Command of Golestan Province, 2010: 7) Also, the role of citizens and people in security is important because security is not isolated from people; therefore, everyone should be responsible for their contribution to the realization of security; hence, damaging the image of parks and walkways is an effective step towards healthy living space. The people of the city are moving towards the enrichment of the leisure time of the citizens. This research seeks to achieve and identify the sense of individual security and social security in Babolsar with an emphasis on empirical research among tourists; therefore, the main question of the research is to what extent do tourists benefit from the sense of individual security and the sense of social security? Security and tourism, as the parameters of an equation, are directly connected to each other. In fact, as security is one of the main causes of the development of tourism, the tourism boom in the region and the movement of tourists within a destination, create security. Increase in the number of tourists stimulates business and raise income of corporations and institutions that are active in this field. Tourism development, especially in less developed countries, is an effective way to cope with poverty and to increase people's income, reduce unemployment and economic and social prosperity. The aim of this study is to identify the factors affecting social security of tourists at the Babolsar city, Mazandarn province

Materials and Methods

Statistical population, sample size and sampling method is a survey research method in which the correlation of independent variables with dependent variables is measured. The statistical population of the study includes all tourists (including domestic and foreign tourists) who were in different recreational destinations in 1395 , Science and sports enter the city of Babolsar. According to the current statistics of 1394, about 2600,000 tourists arrived in Iran. The emotional trust that an individual or people have about an affirmative one is actually a positive attitude toward the individual or something external, which reflects the extent of the assessment of the phenomenon we face (Abbas Zadeh,2004, quoted by Moeed Far 1388: 125). Trust is to have good suspicion of others in the relationship between the three types: 1. Interpersonal trust 2. Social trust (generalized) 3. Institutional trust (Pathnam, 292-137-29)

In order to measure the level of social trust of people, three types of trust were first separated, and then, using these three types, the social trust variables were measured using the Likert scale. These three types of trust are: 1. Interpersonal trust includes trust in family members, relatives, friends and colleagues, also known as personal trust. 2) social trust (generalized), trust in aliens or less familiar members of the community 3) Institutional trust, trust in organizations, institutions and groups in the field of government (Mousavi Khamenei, 2004:10)

Research Findings

This is an applied research done through a descriptive-analytic method. Library and field methods were used for data collection. The population of the study is all of the tourists of Babolsar city in 2015 from which, 384 people were selected as sample using the formula of unlimited population. Based on the results, there was significant relationship between the sense of security, consisting individual and social sense of security, and total trust, personal trust, social trust and media consumption, at 95% confidence level. Also, age and education level were significantly related with a sense of security. The results of regression analysis showed that regression coefficient was significant at $\alpha=0.000$ level with $R=0.482$ indicating with a change in standard deviation of social trust, the police, media consumption and education would made predicable personal and social sense of security in order to 0.125, 0.227, 0.205 and 0.305, respectively.

According to the results of Pearson's correlation between social and individual security. The components of income age of social trust and the meaning of the media consumption police have been observed positively and significantly. It can be seen that what is presented by tourists and as a "sense of security" is related to the sense of individual and social security. It can be said that the feeling of security is a kind of mentality and positive psychological orientation of the citizens about the inability to influence the occurrence and events of events. Urban sprawl has the greatest relationship with people and places of recreation and walking, and as a result, it is important for tourists to be identified and provided a sense of tranquility and security. Many obstacles have arisen to meet the individual and social needs of tourists, which has led to a sharp decline in the sense of security and tranquility of tourists. In turn, this phenomenon has fueled the spread of dissatisfaction, insecurity, loneliness, sadness, fear, social tension, separation from nature. The availability of facilities is one of the important factors that bring the tourist to the harbor, and the presence of tourists and citizens in their recreational places increases security. Criminals often take quiet and silent places for their actions. We now refer to the indicators and components of the sense of security:1, Access to facilities (education, health,welfare and freedom); 2. Lack of crime and delinquency in tourist places; and 3. Reduced barriers to personal and social safety.

Conclusion

In the present study, it has been determined that the existence of variables related to social capital (such as the trust of tourists to Iranians, the sense of security, is an important aspect of human relations and will lead to widespread international participation and cooperation. In general, it can be said that the circles of life Social is based on the basis of trust and cooperation and the importance of trust and cooperation in social relationships and connections is such that they can be considered as an essential element of social life in the international arena in the modern world that extends the field of interaction in different dimensions. By contrast, reducing each aspect of social capital causes the people of the

community to feel insecure in the first step and withdraw from cooperation and expansion of interactions in different aspects of society due to fears and concerns. And in this case, the social relations in and out of the country will decrease exponentially. Therefore, the tourism industry is also challenged in terms of social status (the acceptance of tourism by the people).

In summary, the most important suggestions of this research are:

- Development of tourist police in historical and tourist places;
- Strengthen native culture through schools and universities and ... to work with domestic and foreign tourists;
- Development of tourism culture through the development of scientific tourism centers;
- Promotion through traditional media and new electronic media such as satellite and Internet;
- Organizing free tourism courses for the general public and marketers;
- Development of catering and accommodation services;
- Implementation of special traffic plans for tourists around historic works, especially the city center;
- Development of transport fleet for tourists
- Provides guidance for specialist tours in the city
- Use of other countries experiences in tourism

Keywords: tourism, tourism development, tourism, Babolsar, tourist

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