

Analyzing the Utility of Traditional Quarters of Kashan and their Relation to the Tourists' Satisfaction

Sedigheh Kiani Salmi¹

Assistant Professor, Department of Geography and Ecotourism, University of Kashan, Kashan, Iran

Mohsen Shaterian

Professor, Department of Geography and Ecotourism, University of Kashan, Kashan, Iran

Fatemeh Sheikh Zadeh

PhD Candidate in Geography and Urban Planning, University of Shahid Beheshti, Tehran, Iran

Received: 19 December 2018

Accepted: 10 November 2019

Extended Abstract

1. Introduction

In line with his quest to achieve purposes such as becoming familiar with the historical realities of the past, utilizing natural resources, and escaping from life routines, modern man regards tourism as a proper tool that transforms humans' way of life whilst playing a significant role in employment as one of the most profitable industries. Regardless of travelers' intention or destination, they need a place to stay and rest; consequently, hotels are important, effective parts of the tourism industry in a variety of forms in terms of building structure such as hotels, apartment hotels, motels, inns, villas, local houses, camps, etc. These services are considered as the secondary needs in the tourism sector required by any tourist city or place. Proper designs can be considered as tourist attractions which, in turn, plays significant role in increasing tourists' duration of stay. Because of the diverse financial and diversity of tourists, the city needs a variety of hotels in varying degrees, which can play a major role in satisfying tourists with principled investment. The city of Kashan has unique geographic and historical conditions, rituals and special occasions, such as rosewater extraction industry and hundreds of other attractions. In recent years, renovations, restoration and conversion of them to traditional residences

have been carried out in the private sector in the field of tourism development, responding to the needs of residents of tourists. Given the fact that traditional residences have a significant number of tourist resorts in Kashan City, the need for an assessment of the desirability and quality of this type of residence is essential. In this research, it has been attempted to study the utility of old houses for changing the use of traditional residences from economic, socio-cultural, managerial-service, physical, functional aspects, access and infrastructure, facilities and equipment. In the following, the effect of the desirability of traditional residences on the satisfaction of tourists has been evaluated.

2. Review of Literature

The following are the most important studies conducted on examining the relation between the extent of the utility of accommodations and tourists' level of satisfaction:

In his study of the role of old houses in tourism development of Tabriz city, Sharifi (2012) argues that in case the old houses of Tabriz are renovated via suitable operations along with a proper change of use, then it would lead to tourism development in the city. Sarlak and Mehdizadeh (2014) compared the sense of place between modern hotels and inns located in historical sites. The survey conducted between Amir

1. Corresponding Author- Email: s.kiani@kashanu.ac.ir

Kabir five-star hotel of Arak and traditional inns of Arg Gogad located in Golpayegan showed the interest to return to the traditional location in more than 55% of travelers. In his evaluation and analysis of the quality of services in traditional hotels using importance-performance analysis tools through the views of domestic tourists in Yazd traditional hotels, Assaadi, Azar, and Naghavi (2015) identified 7 effective factors on the quality of services in traditional hotels: physical facilities, sports and recreation facilities, traditional food and drinks, staff behavior, health, traditional inner spaces, response system, and service provision.

Foreign researchers have also studied the problem of tourist accommodations; Chou et al. (2008) investigated the multi-criteria fuzzy decision-making model for choosing a location for international hotels. In this study, 21 criteria were employed to identify a location for an international tourism hotel in Taiwan in order to demonstrate the calculation procedure and the effect of fuzzy multi-criteria decision-making system proposed in the paper. Mohajerani and Miremadi (2012) examined customer satisfaction model in the hotel industry in the case of Kish Island, Iran. The results demonstrated a significant correlation between mental image, customer expectations, quality of services, perceived value, and customer faithfulness.

According to the results of both domestic and foreign studies, it is apparent that researchers have examined and analyzed the subject through a variety of different approaches. However, there has been no studies on the area of quality analysis and explanation of the utility of traditional accommodations in Kashan and its role on tourist satisfaction. Following the examination of the related literature, the present study seeks to conduct such a study for the first time in Kashan using as systematic approach whilst taking into account the mechanism of the effect of tourists' satisfaction over such services.

3. Method

The purpose of this study was to investigate the desirability of traditional residences in Kashan and its impact on the satisfaction of urban tourists. The collected data were analyzed using a questionnaire using SPSS software and were presented as a model using Amos software. The number of questionnaires (sample size) was calculated using the Cochran formula of 310 people and were distributed randomly among the tourists who stayed in or visited the traditional residences of Kashan. The research instrument was a researcher-made questionnaire. The first part of the questionnaire identifies respondents with 13 general categories of descriptive information. The second part is designed to define the operational variables of the research. The independent variable of the research includes the desirability of traditional residences in Kashan City, which has been evaluated using 47 items. The dependent variable is the satisfaction of the tourists, which is evaluated with 4 items. To ensure the validity of the research tool, the questionnaires were provided to university faculties, tourism experts and hotel directors and tourism agencies. To determine the reliability of the questionnaire, Cronbach's alpha coefficient was used. The alpha coefficient in this research is calculated to be 0.906.

4. Results and Discussion

Research results show that 57% of male participants and 43% are women. More particularly, 68% were married and 32% were single. Answers about how to get acquainted with Kashan's residences show that 59% of tourists were recommend by friends, 21% via the Internet, 8% by their purchased tour packages in Kashan. The structural equation modeling capabilities were used to identify the factors explaining the desirability of traditional Kashan residences. The six indicators that affect the utility of residences include facilities and access infrastructure, managerial services,

physical, functional, socio-cultural and economic perspectives. The index of facilities and equipment in traditional residences with a factor of 0.99 is the most effective factor in explaining the desirability of traditional residences. Finally, the research model shows that the desirable effect of traditional residences on the satisfaction of tourists with factor load is 0.64 and the significance level of zero is confirmed. It can be stated that there is a direct and significant direct relationship between the independent variables of the desirability of traditional residences and the satisfaction of tourists. Therefore, the tourist satisfaction increases as the desirability of traditional residences increases.

5. Conclusion

This research was conducted to identify the desirable dimensions of traditional residences and its effect on the satisfaction of tourists. Factor load of 0.99 for equipment indicators indicates that the factor has the highest impact on the satisfaction of tourists using traditional residences. Subsequently, indices including access, infrastructure, and management-services had significant effects on explaining the utility of traditional accommodations. As the final significant index, the economic latent variable index set had the lowest correlation with the utility of traditional accommodations; the quality of services and equipment was more important

to the tourists. The results of the study by Feyz et al. (2013) showed that the price factor was less important compared to other effective factors. The significant factor of the presence of narrow alleyways with a regression weigh value of 0.37 suggest that as opposed to the locals who regard the index as a factor that reduces the local population in the old urban texture, it has not been the case according to the tourists. Furthermore the utility of traditional accommodations are enforced by factors such as the sense of identity, higher levels of interaction with the locals and sense of security, interest in experiencing traditional life, local cousins, use of handmade crafts to decorate accommodations and the affordability of service prices. The obtained significant roles of the entire examined factors in tourist satisfaction are in line with the results of studies by Sohrabi et al. (2013) and Assaadi et al. (2017) in terms of explaining cost and price criteria, facilities, and services. The significance of the effect of traditional accommodations' utility on tourist satisfaction was confirmed with a value of 0.64 and significance level of zero. This also complies with the results of the study by Sahrifi (2012) on the role of old houses in Tabriz in tourism development.

Keywords: Traditional Quarters, Old House, Satisfaction, Kashan, Structural Equation Modeling

References (In Persian)

1. Abdollahzadeh, Gh., Qiaymi Rad, A., Mohammadi, Gh., & Mohammadian, H. (2015). بررسی رضایتمندی گردشگران ورزشی از زیرساختهای اقامتی (هتلها) در شهر تبریز [The survey of satisfaction of sports tourists from residential infrastructure (hotels) in Tabriz]. *Journal of Geospatial Research*, 15(52), 267-283.
2. Akbari, M., & Hashemzadeh, J. (2016). عوامل موثر بر رضایتمندی گردشگران عرب شهرستان کلاردشت [Factors affecting the satisfaction of Arab tourists in Kelardasht county]. *Heritage and Tourism Quarterly*, 1(2), 58-77.
3. Aladdini, P., & Chini. A. S. (2012). کیفیت خدمات و رضایتمندی گردشگران (مطالعه موردی: مشتریان خارجی [Quality of service and tourism satisfaction (Case study: Foreign customers of four and five star hotels in Iran)]. *Journal of Social and Cultural Strategy*, 1(4), 87-101.

4. Amanpour, S., Nozari, A., & Badri, R. (2014). سنجش میزان رضایتمندی گردشگران نوروزی از تسهیلات [Estimation of satisfaction rate of tourists from Nowruz of facilities and services for welfare, recreation and tourism of Shoushtar City]. *Urban Management Studies*, 6(19), 72-83.
5. Asadi, M., Azar, A., & Naghavi, S. A. (2017). سنجش و تحلیل کیفیت خدمات هتل های سنتی با استفاده از عملکرد از دیدگاه گردشگران داخلی (مطالعه موردی: هتل های منتخب استان یزد) [Measurement and analysis of the quality of traditional hotel services using the tool of importance analysis-performance from the viewpoint of domestic tourists (Case study: Traditional hotels selected in Yazd province)]. *Journal of Tourism Management Studies*, 12(39), 1-26.
6. Boshagh, M. (2015). مدل‌سازی معادلات ساختاری در علوم انسانی. [Structural equation modeling in the humanities]. Tehran, Iran: Jameshenasan.
7. Farbod, A. (2014). مدل‌سازی معادلات ساختاری در داده های پرسشنامه ای به کمک ایموس [Structural equation modeling in a questionnaire data using Amos 22]. Tehran, Iran: Mehregan Kalm.
8. Feiz, D., Taherian, H., & Zarei, A. S. (2011). کیفیت خدمات و رضایت مشتریان در صنعت هتلداری (مورد مطالعه: هتل های شهر مشهد) [Quality of service and customer satisfaction in hotel industry (Case study: Hotels in Mashhad)]. *Research Branch, Business Management Exploration*, 3(6), 123-149.
9. Ghasemi, F., Ziari, K., & Sadeghi, M. (2014). تحلیل کیفی و مکانی مراکز اقامتی شیراز جهت توسعه گردشگری (با تأکید بر هتل ها) [Qualitative and spatial analysis of Shiraz Residential Centers for tourism development with emphasis on hotels]. *Geography and Urban and Regional Development*, 4(11), 1-13.
10. Hadadian, A., Kazemi, A., & Feyz Mohammadi, Sh. (2016). بررسی اثر هویت یابی مشتری با برند بر وفاداری بواسطه کیفیت خدمات، اعتماد و ارزش اراک شده (مورد مطالعه: هتل پنج ستاره همای مشهد) [Investigating the effect of customer identification with brand on loyalty due to the quality of services, trust and perceived value (Case study: Homay Hotel, Mashhad)]. *Journal of Research in New Marketing Research*, 6(21), 75-92.
11. Heidari SoreShajani, R. (2017). مدل‌سازی ساختاری عوامل مؤثر بر جذب گردشگران به پدیده های گردشگری (مورد مطالعه پارک و دریاچه چیتگر تهران) [Structural modeling of factors affecting the attraction of tourists to artificial tourism phenomena (Case study of Chitgar Park and Lake of Tehran)]. *Journal of Tourism and Development*, 6(11), 19-168.
12. Heydari, T., Rashidi, A., Hesari, A., & Tavallayi, S. (2013). ارزیابی قابلیت های گردشگری شهر زنجان و راهبردهای تقویت جذب گردشگر [Evaluation of tourism capabilities in Zanjan City and strategies for enhancing tourism recruitment]. *Journal of Tourism Management Studies*, 8(21), 29-57.
13. Isfahan Management and Planning Organization. (2016). [Isfahan سالنامه آماری شهرستان اصفهان province's statistical yearbook]. Isfahan, Iran: Isfahan Management and Planning Organization.
14. Karimpour Reihan, M., & Ghasemnia, N. (2016). نقش اقامتگاههای گردشگری در توسعه گردشگری (مطالعه موردی: مشهد) [The role of tourism residences in tourism development (Case study: Mashhad City)]. *Quarterly of New Attitudes in Human Geography*, 8(2), 1140-1153.

15. Karroubi, M., & Fayyazi, M. (2016). تأثیر محیط فیزیکی بر ادراک مشتریان از کیفیت خدمات در صنعت هتلداری (مورد مطالعه هتل‌های استقلال، انقلاب و کوثر تهران [Effect of physical environment on customer perception of service quality in hotel industry (Case study of Esteghlal, Enghelab and Kowsar hotels in Tehran)]. *Hospitality and Hosting Studies*, 1(1), 1-20.
16. Kashan Management and Planning Organization. (2011). *سالنامه آماری شهرستان کاشان* [Statistical Yearbook of Kashan]. Kashan, Iran: Kashan Management and Planning Organization.
17. Khadem Al-Husseini, A., Qa'darhmati, S., & Banaiyan, Z. (2012). امکان سنجی مدارس شهر اصفهان [Feasibility study of the schools of Isfahan as the temporary residence of Nowruz tourists]. *Geographic Perspective (Human Studies)*, 7(21), 101-111.
18. Mahbobfar, M. R., Shafaghi, S., & Zangi Abadi, A. (2011). توان سنجی و برنامه ریزی گردشگری شهر کاشان [Capability and tourism planning in Kashan]. *Journal of Spatial Planning*, 1(2), 109-132.
19. Masihi Bidgoli, F. R., & Yaghobbi Niaser, M. (2016). *سالنامه آماری شهر کاشان* [Statistical yearbook of Kashan. Kashan]. Kashan, Iran: Deputy of Planning and Coordination of Kashan Municipality.
20. Mohammadi, M., Bidram, R., & Nasserif Isfahani, E. (2014). ارزیابی اثر بخشی مشوق های محرک [Evaluating the effectiveness of incentives for preservation of historically valuable houses (Case study: Historical buildings of Isfahan City)]. *Quarterly Journal of Urban Economics and Management*, 2(6), 1-18.
21. Moli Hashtjin, N., & Ebrahimi, H. (2014). برنامه ریزی راهبردی گردشگری بر اساس مدل ارزیابی متوازن و تأثیر آن بر جذب گردشگر و توسعه شهرستان املش [Strategic tourism planning based on balanced Scorecard model and its impact on tourism attraction and development of Amlash City]. *Geography (International Journal of Geographical Society of Iran)*, 12(41), 136-160.
22. Moradi, Z., & Salehi, A. S. (2008). احیای مناسبترین راه برای حفظ بناهای تاریخی (نمونه موردی: کاروانسرای قلی خراسان شمالی) [Restoration is the most appropriate way to preserve historical monuments (Case study: Ghollik Caravanserai, North Khorasan)]. *International Road and Building Monthly*, 6(54), 36-43.
23. Mostofi al-Mamaleki, R., & Farmani, S. (2009). ارزیابی کیفیت خدمات جهانگردی در واحدهای اقامتی هتل های شهر شیراز [Evaluation of the quality of tourism services in hotel accommodation units of Shiraz]. *Journal of Geography and Environmental Studies*, 1(2), 35-44.
24. Movahhed, A. S. (2009). توزیع فضایی مراکز اقامتگاهی در شهرهای تاریخی (مطالعه موردی: شهر اصفهان) [Spatial distribution of residential centers in historic towns (Case study: Isfahan City)]. *Human Geography Research*, 65, 105-116.
25. Phanni, Z., Barghmadi, M., Eskandar, M., & Soleimani, M. (2012). سنجش میزان رضایتمندی [Measuring the satisfaction of tourists in Gorgan]. *Journal of Tourism Management Studies*, 7(20), 31-48.
26. Pour Faraj, A., Tajzadeh Namin, A., & Ali Pourianzadeh, R. (2013). بررسی ارزش ویژه مشتری و رضایتمندی گردشگران داخلی از هتل های پنج ستاره شهر تهران [Investigation of customers' value and satisfaction of internal travelers from five star hotels in Tehran]. *Journal of Tourism Management Studies*, 8(2), 89-106.

27. Rajabi, A., & Khergheh Poosh, F. (2015). نقش خانه های قدیمی شهر سازی در جذب گردشگر. [The role of the old houses of Sari in attracting tourists, geography]. *Journal of Research and International Association of Geographical Society of Iran*, 13(43), 230 - 245.
28. Rokn al-Din Eftekhari, A., Imani Khoshkhou, M., Poortaheri, M., & Pourmand, A. (2013). تحلیل بعد اجتماعی مدیریت کارآفرینی پایدار در صنعت هتلداری: مورد مطالعه: هتل های ۴ و ۵ ستاره شهر تهران. [Analysis of the social dimension of sustainable entrepreneurship management in hotel industry (Case study: 4 and 5 star hotels in Tehran)]. *Social Tourism Studies*, 3(6), 139-163.
29. Sadeghi, M., Ghaffari Cherati, M., Dadkhah, R., Yaghoobi Bijar Baneh, B., Jafari, M., & Shahbazi, B. (2013). ارزیابی تأثیر کیفیت کارکردی، کیفیت فنی و تصویر ذهنی بر رضایتمندی مشتریان در هتل های ۳، ۴ و ۵ ستاره سطح شهر مشهد [Evaluation of the impact of quality, technical quality and mental image on customer satisfaction at hotels 3, 4 and 5 stars in Mashhad]. *Management Quarterly*, 10(2), 29-46.
30. Sa'ida Ardakani, S., Mirghafouri, S. H., & Barghi, Sh. (2010). شناسایی و اولویت بندی مؤلفه های موثر بر سطح رضایت گردشگران خارجی در شیراز با استفاده از تکنیک های تحلیل عاملی و تصمیم گیری چند شاخصه [Identification and prioritization of effective components on satisfaction of foreign tourists in Shiraz using factor analysis and multi-attribute decision making techniques]. *Journal of Tourism Studies*, 5(13), 1-23.
31. Salehi, R., Nemat, M., & Amanpour, S. (2014). بررسی ساز و کار تأثیرگذاری شاخص های سرمایه اجتماعی در حکمروایی مطلوب شهری با استفاده از ایموس مطالعه موردی: شهر نسیم شهر [A survey on the mechanism of influence of social capital indicators in urban desire using Amos (Case study: Nasim Shahr City)]. *Journal of Spatial Planning*, 4(12), 1-24.
32. Sarlak, Sh., & Mehdizadeh Seraj, F. (2013, February). قیاس تطبیقی حس مکان در هتل های مدرن و اقامتگاه های مستقر در ابنیه تاریخی (نمونه موردی: هتل امیر کبیر اراک و هتل تاریخی ارگ گوگد گلپایگان [Comparative comparison of the sense of location in modern hotels and residences based on historic buildings (Case study: Arak Amir Kabir Hotel and Historic Hotel of the Golpaygan Gogad Arg)]. Paper presented at the First National Conference on Geography, Urban Development and Sustainable Development, Koomesh Environmental Society, University of Technology by Air, Tehran, Iran.
33. Sharifi, M. (2011). نقش خانه های قدیمی در توسعه فعالیت های گردشگری شهر تبریز [The role of old houses in the development of tourism activities in Tabriz City (Unpublished master's thesis)]. Islamic Azad University, Tabriz, Iran.
34. Sohrabi, B., Tahmasebi Pour, K., Reiyasi, A., & Fazeli, P. (2012). شناسایی معیارها و تبیین مجموعه های فازی انتخاب هتل از دیدگاه گردشگران مقیم تهران [Identification of criteria and explanation of fuzzy sets of hotel selection from the viewpoint of tourists residing in Tehran]. *Human Geographic Research*, 44(79), 55-74.
35. Vafaei, Z. (2011). عوامل مؤثر بر جذب سرمایه های داخلی جهت سرمایه گذاری در بخش اقامتگاه های صنعت گردشگری در ایران [Factors affecting the attraction of domestic capital to invest in Tourism Resorts' Resorts in Iran (Unpublished master's thesis)]. Allameh Tabatabai University, Tehran, Iran.
36. Varesi, H., & Rezaei, M. (2012). تحلیل فضایی و مکان یابی مراکز اقامتی در شهرهای تاریخی مطالعه موردی: شهر شیراز [Spatial analysis and locating residential centers in historical cities (Case study: Shiraz City)]. *Quarterly Journal of Environmental Studies*, 5(19), 1-26.

37. Vosughi, L., & Shamsi Marbini, N. (2015). [Evaluation of the effective factors on the success of green resorts]. *Journal of Tourism Management Studies*, 10(32), 67-87.
38. Zangi Abadi, A., & Abolhasani, F. (2008). تحلیل فضایی، سطح بندی و برنامه ریزی مراکز اقامتی با استفاده از شاخص های توسعه گردشگری TDI از شهر اسفهان [Spatial analysis, leveling and planning of residential centers using tourism development index (TDI) (Case study: Isfahan City)]. *Tourism Management Studies*, 3(9), 25-42.

References (In English)

1. Barsky, J. D. (1992). Customer satisfaction in the hotel industry: Meaning and measurement. *Hospitality Research Journal*, 16(1), 51-73.
2. Chou, T. Y., Hsu, C. L., & Chen, M. C. (2008). A fuzzy multi-criteria decision model for international tourist hotels location selection. *International Journal of Hospitality Management*, 27, 293- 301.
3. Gandolfo, D., & Guzzo, R. (2010). Customer satisfaction in the hotel industry: A case study from Sicily. *International Journal of Marketing Studies*, 2(2), 3-12.
4. Ismagilova, G., Safiullin, L., & Gafurov, I. (2015). Using historical heritage as a factor in tourism development, *Procedia - Social and Behavioral Sciences*, 188, 157-162.
5. Ivanka Avelini, H., Marković, S., Sanja, R. (2011). Customer satisfaction measurement in hotel industry: Content analysis study. *Journal of Services Marketing*, 25, 1-10.
6. Koskela, H. (2002). *Customer satisfaction and loyalty in after sales service*. Espo, Finland: Helsinki University of Technology.
7. Lee, N. (210). service quality and customer satisfaction in the hotel industry, master of science in management, economics and industrial engineering. (Unpublished master's thesis). University of Politecnico Di Milano, Milan, Italy.
8. McQuitty, S., Finn, A., & Wiley, J. B. (2000). Systematically varying consumer satisfaction and its implications for product choice. *Academy of Marketing Science Review*, 10(1), 231-254.
9. Mohajerani, P., & Miremadi, A. (2012). Customer satisfaction modeling in hotel industry: A case study of Kish Island in Iran. *International Journal of Marketing Studies* 4(3), 134-152.
10. Oh, H. & Parks, S. (1997). Customer satisfaction and service quality: a critical review of the literature and research implications for the hospitality industry. *Hospitality Research Journal*, 20(3), 35-64.
11. Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the customer*. New York, NY: McGraw-Hill.
12. Oliver, R.L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.
13. Olorunniwo, F., Hsu, M. K. & Udo, G.J. (2006). Service quality, customer satisfaction and behavioural intentions in the service factory. *Journal of Services Marketing*, 20(1), 59-72.

How to cite this article:

Kiani Salmi, S., Shaterian, M., & Sheikh Zadeh, F. (2019). Analyzing the utility of traditional quarters of Kashan and their relation to the tourists' satisfaction. *Journal of Geography and Urban Space Development*, 6(1), 165-184.

URL <http://jgusd.um.ac.ir/index.php/gud/article/view/72612>

ISSN: 2538-3531