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### The role of good governance in increasing tourism in Taleghan city

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#### Abstract

Today, tourism as a source of income and job creation at the local level can be an approach to economic development and has a potential role in the local economy. Attracting tourists and developing tourism in a place leads to currency exchange, increasing income and developing employment in that place. On the other hand, good urban governance and its indicators such as security and participation that were examined in this study have a significant role in providing the possibility of increasing tourism in this region and city. Therefore, the purpose of this study is to investigate the role of good governance in increasing tourism in Taleghan city. The research is descriptive and analytical and has been done in a library and field method using books, articles and questionnaires. Finally, it has been used by SPSS statistical analytical software and descriptive statistical indicators such as frequency, mean, standard deviation, correlation, regression, etc. The statistical population of the study was 384 people who were selected through random sampling. The results show that attracting tourists in a region separate from the existence of tourist attractions and potentials requires the existence of facilities for tourists. Because tourists, due to the nature of tourism and apart from it, are looking for fun and leisure with pleasure. An issue that good urban governance can address well. On the other hand, environmental security and its increase as well as public participation have a great contribution in increasing and attracting tourists to Taleghan city as a tourist destination.

**Keywords:** Tourism, Urban Governance, Tourism Destination, Environmental Security, Participation.

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## Extended Abstract

### Introduction:

The world today faces challenges that stem from the changes resulting from the advancement of science and technology and the emergence of new organizational and social needs. In today's changing world, governments and city managers alone will not be able to meet the new needs of their citizens. Use to maximize the production and delivery of public services. In the modern urban management system, several models have been presented to solve these problems and challenges in urban life, one of which is the dominant model in urban management, the model of urban governance. Governance is an issue that focuses on how governments and other social organizations interact with each other, how to communicate with citizens, and how to make decisions in a complex world, and is the process by which communities and organizations make and determine their decisions. Who is involved in this process and how to perform their duties. The urban environment is a complex, dynamic and diverse space and requires a high management capacity that good urban governance can provide. On the other hand, tourism has become one of the most important resources in the economy of countries, which has grown more than other economic sectors, and not only economically has created employment and income, etc., but also caused familiarity with cultures, increased The welfare of society, the fight against unemployment, social corruption and many other positive items. However, the flow of urban tourism can not be summarized only in the presence of natural, man-made and man-made attractions. So that tourism as a product of the entanglement of various factors, each of which has a significant impact on tourism. In addition, knowledge of tourism is also important in the field of urban tourism. Cities with high potentials play a role as the engine of economic and social development by creating jobs and coming up with ideas. Accordingly, in the present study, the role of indicators of good urban governance in increasing tourism in tourism destination cities will be investigated and evaluated.

### Methodology:

The research method is descriptive-analytical in nature and survey research in terms of data collection. To collect the research, two methods of interviewing experts and a questionnaire were used. At first, in order to identify the governance indicators for the development of tourism in the studied city, by researching various sources and also interviewing some experts in the regional offices, some important indicators for the development of tourism in the region and the studied city were identified and collected. Then, in the second stage, the indicators were analyzed and evaluated in the framework of the questionnaire. The statistical population of the study was experts in regional offices and tourists entering the city. 384 people were randomly selected as the statistical population through a sampling and a questionnaire was distributed among them. Data were analyzed using statistical tests in SPSS software.

### Results and discussion:

The significance level of research variables is more than 0.05, so the null statistical assumption that the desired distribution is normal is confirmed and all research variables have a normal distribution. The results of Pearson correlation coefficient test between variables indicate that among the 384 respondents studied, the correlation coefficient is 0.0206 with a significance level of 99%, since the significance level Obtained (Sig), less than 0.01. We have enough evidence to reject our statistical null hypothesis. As a result, the statistical null hypothesis is rejected and the main hypothesis is confirmed. Therefore, there is a significant correlation between research variables (improving environmental security and increasing tourism destination selection). The coefficient of determination is equal to 0.0042, ie the amount of variability in the dependent variable that can be explained by regression is equal to 0.0042 units. Also, the standardized beta coefficient is equal to 0.0206, ie the market of one unit of change in the independent variable (environmental security improvement), changes of the dependent variable (increase of tourist destination selection) is equal to 0.0206 units, which due to the smaller level Significance (Sig) from 0.01. This effect is significant, therefore: improving environmental security has a positive and significant effect on increasing the choice of tourist destinations. The results obtained from Pearson correlation coefficient test between variables indicate that among the 384 respondents studied, the correlation coefficient is 0.258 with a significance level of 99%, since the significance level obtained (Sig) is less than 0.01. We have enough

evidence to reject our statistical null hypothesis. As a result, the statistical null hypothesis is rejected and the main hypothesis is confirmed. Therefore, there is a significant correlation between research variables (attracting public participation and increasing tourism destination selection). The coefficient of determination is equal to  $0.167$ , ie the amount of variability in the dependent variable that can be explained by regression is equal to  $0.167$  units. Also, the standardized beta coefficient is equal to  $0.258$ , ie the market of a unit of change in the independent variable (attracting public participation), changes in the dependent variable (increasing the choice of tourist destination) Is equal to 0.258 units which is due to the fact that the significance level is smaller (Sig) than 0.01. This effect is significant, therefore: attracting public participation has a positive and significant effect on increasing the choice of tourist destination.

### Conclusion:

Today, tourism as an industry has been able to be one of the sources of income and job creation at the local level and an approach to economic development and has a potential role in the local economy. Attracting tourists and developing tourism in one place leads to currency exchange, increasing income and developing employment in that place, and especially when the profits of other economic sectors are declining, it is a good alternative for them. Tourism development and tourist attraction, in addition to economic aspects, also includes social and cultural aspects and is considered as a guide for rural development on the one hand, and new strategies for revitalization of rural areas through the creation of complementary activities or Transforming these areas according to their human and natural resources and also increases income and thus the well-being of the residents of these areas. On the other hand, it helps to rebuild rural areas because sustainable development calls for long-term growth in tourism without detrimental effects on natural ecosystems. Taleghan city has also shown a successful performance so far by benefiting from nature and many attractions in attracting tourists. On the other hand, good urban governance and its indicators such as security and participation that were examined in this study have a significant role in providing the possibility of increasing tourism in this region and city. In today's competitive tourism markets, trying to attract tourists by different destinations is considered as a strategic goal and one of the ways to attract tourists to the destination is to improve the quality of the environment. Because of the nature of tourism and apart from it, tourists are also looking for fun and leisure with fun, an issue that good urban governance can provide well.