

STUDY OF OBSTACLES TO DEVELOPMENT OF TOURISM STUDIED: REGIONS OF KASHAN'S TOURIST

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Abstract

This research aimed to identify obstacles to development of tourism done. Research method was descriptive and survey. The Statistical Society of all the tourists in the tourist areas of Kashan to the approximate number of (N=100,000) people that formed between the random method of proportional to size of the total (n=383) people using formula sampling Cochran as the statistical sample was calculated and selected. Tools for researching tourism development Questionnaire had obstacles. Reliability is a tool based on the coefficient of cronbach's alpha 0.087 was estimated. For descriptive analysis at the level of the average and standard deviation and inferential level of test and factor analysis Friedman test were used. The findings showed that the political obstacles such as the next political sanctions by the country's superpower and tourism policies conflict with global developments; Social and cultural barriers in the later conflict because modern tourism with some religious elements in today's society, environmental threat in behavior by tourists; And in the economic dimension include the lack of supervision of the tourism facilities and services rates, inability to implement global standards with the tourism industry indicators and the lack of an ability to attract resources from other organizations at the level of (P < 0.01) of the most important obstacles to the development of tourism were considered.

Key words: *Tourism, Economic Barriers, Political Barriers, socio cultural Barriers*

1- Introduction

Today tourism is one of the most developed countries resources revenue is exchanged. The importance of tourism in economic, political and social spheres of cultural tourism and the surrounding issues; it is one of the research topics that many researchers made converter to attract them.

Regardless of the benefits of tourism, for developing countries as a question of pause, the obstacles in the way of the development of tourism, particularly for areas that got the frequency for the benefit of tourism interests in different areas of the city.

According to this article now is beginning to question its necessity and importance and plan officials and with questions regarding the obstacles to the economic, political, cultural and social development of tourism to identify.

2- Expression of Problem

Tourism to be one of the most important means of cultural exchange for continues which is not just a personal experience of what remains from the past but also of life and brings to the present society among the most important tools in the tourism dialogue between cultural [1].

Today an economic and cultural activity is known as tourism in different communities. Some pundits believe that tourism in the economic development of countries regarded as stimulus resources [2].

Tourism means the short-term and temporary movement of people going out with the intention of a place or a place that is permanent and it normally for life and they work [3] In terms of the concept of human activity and tourism or tourism includes travel from origin to destination, which is for the purpose of recreational or trade for deeply. Iran despite rich resources and attractions attract tourists, in the face of this phenomenon from the 1st to the 21st century and it is taken without a doubt, in the manner and with the component-poor progressively gains from tourism is adequate. In front of the group from developing countries which often have significant socio-economic benefits of tourism are sewn eyes, look forward and in some cases with a tourism development principles ignore this industry brought it on the way to achieve development and deal with the complex challenges have their economic.

The importance of tourism due to its unique power in the social distribution of income and the ability to attract people from the Center to the periphery is. Tourism is not merely an economic activity, but in General, the cultural practice consists of the elements of the host culture is cultural meaning that guests may come to accept that the cultural and. Available in a variety of different ancient Iranian culture and civilization can be for our country in terms of tourism, with proper planning and management into a valuable asset and will appeal because of the cultural tourism is a high capacity [5].

Today, this industry is one of the largest sources of national income and at the same time of cultural exchanges between the countries ' risk factors has been converted [6].

Tourism is one of the major industries and commercial activities in the world in the past 10 years up to 25% growth and despite the international traveler in 760 million a year 2004 that more than 622 billion had revenue (World Tourism Organization, 2005).

Increasing the number of tourists will get the business boom and increasing the income of companies and organizations concerned in this field is that they work. Development of tourism, especially in less developed countries, is an effective agent for dealing with poverty and increase the income of the various strata, reducing economic and social prosperity and to maintain [7].

This investment boom caused the creation of industry and of the Klan in some infrastructure that will improve people's living conditions and upgrade may help. In addition, the complexity of their specific communities and an important resource for tourism as are considered [8].

Tourism, which in recent years for some of the other countries of the world in the production of income sources is located in the apex of the Decree of the potential conditions in our country, has been very useful. But in terms of some of the de facto enjoyment of economic considerations is not status [9] this is always investigated by the researchers is that despite the cultural, economic, social benefits that tourism to the country, whether in the domestic or external dimension, because there is still a serious growth in tourism? Obstacles to development of tourism in the next internal and external mean?

The research question accordingly shifted to examine the obstacles to the development of tourism is the city of Kashan, an issue that could be a response to the lack of development of tourism and provide know-how in this field.

With the operation of tourist features of each area can be used for the development of that area will provide the background necessary to carry out field activities to identify obstacles to

tourism in the first step and plan to meet those buildup; hence the reviews the obstacles and provide guidelines for tourism development in the region meet those special needs care. Several issues about the impact of tourism on the strengthening or weakening of activity there is a tourism location culture. Iran as a broad cultural and geographical areas the rich civilization with a history of high availability for cultural tourism [1] The importance and necessity of the research can be used in addition to the above the following dimensions will consider:

- 1-The process of globalization of the necessity of paying attention to the obstacles to attract foreign tourists to new economic resources as the priority.
- 2-There are barriers to the optimal use of the tourist capital of the historical and cultural heritage and natural with the constraints encountered.
- 3-pay attention to the possibility of tourism obstacles for urban planning and management in order to facilitate the development of tourism for this add-on

4- Aim of Research

Identifying and ranking the obstacles to the development of tourism in the political, economic, and cultural dimensions-social

5- Research Question

- 1- Which is Obstacles to the development of tourism in the city of Kashan?
- 2- How much is Rate the importance of each of obstacles to development of tourism in the city of Kashan?

6- Research Methodology

This was a study of the status since the deal in the territory was menaced by research and evaluation of barriers to the development of tourism since it to research the collection is of type. Accordingly the research of thus research was descriptive and survey. The Statistical Society of all the tourists in the tourist areas of Kashan to the approximate number of 100,000 people that formed between the random method of proportional to the size of the total 383 people using formula sampling Cochran as the statistical sample was selected and calculated. Tools for researching tourism development researcher had obstacles. Sustainability is a tool based on the coefficient of cronbach's alpha was estimated to total.

7- Findings of Research

Table 1- represent was coefficient factor average standard deviation as well as social and cultural factors for Friedman test development of tourism.

Table 1- average standard deviation and social and cultural obstacles to tourism development, Friedman test

Component	No	Sub component	Communality of Component	Mean	Std. Deviation	Mean Rank
Cultural obstacles	1	The conflict between traditional culture and foreign tourism with the category of elements	.809	2.8464	1.23312	6.53
	2	Non-identifying the cultural potential to attract tourists	.774	2.6993	1.35300	6.12
	3	The fear of cultural dissemination of the alien culture	.669	3.1013	1.26732	7.28
	4	Media neglect to tourist attractions	.676	3.0980	1.14098	7.41
	5	Fade the hub attraction of tourism (duplicate) and neglect creativity in cultural tourism	.700	3.2582	1.04113	7.82
	6	Citizens ' cultural intelligence	.693	3.0850	1.09513	7.27

	being down				
7	Perverted counter-revolution tourism advertising and labels	.602	3.1471	1.08096	7.40
8	The lack of respect for the traditions and laws of tourism location	.631	3.2549	.97193	7.83
9	Cultural tourism areas fade historical authenticity	.582	3.1928	.96432	7.57
10	Lack of a sense of security for tourists	.515	3.2190	1.00218	7.76
11	Modern tourism in conflict with some religious elements in today's society	.659	3.3072	.99032	8.07
12	Do environmental threat in behavior by tourists	.604	3.2810	.99149	7.91
13	The tourist areas of health problems	.665	3.2876	1.07535	8.01
14	The lack of proper welfare and recreational spaces for tourists	.648	3.3170	1.03108	8.01
			Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	KMO and Bartlett's Test	Friedman Test
			0.577137	N	306
Bartlett's Test of Sphericity			Approx. Chi-Square	Chi-square	84.866
			df	df	13
			Sig.	Sig.	.000

As the findings of table 1- shows the component, 11, 13 and 14 highest average rating in the table are across all components. Factorial coefficients also suggest that all the components are in the acceptable limit. The level of meaningful statistics , coefficient and Kaiser-Meyer-Olkin Measure of Sampling Adequacy as well as whom also represents the adequacy of the number of test samples of Friedman for this part.

Table-2 represents is average standard deviation and Friedman test as well as political factors in the development of tourism.

Table-2 average standard deviation and test of Friedman of political obstacles to tourism development

Component	No	Sub component	Communality of Component	Mean	Std. Deviation	Mean Rank
<i>Political obstacles</i>	1	Political sanctions by the superpower country	.498	3.6449	.91377	4.65
	2	The lack of ability to use appropriate information systems	.523	3.4841	1.02889	4.61
	3	Lack of familiarity with	.535	3.5391	1.05340	4.67

	Enterprise officials in tourism management and planning techniques				
4	Optimum performance being unsatisfactory in terms of monitoring the organization responsible for tourism	.542	3.4174	1.04255	4.40
5	Neglect of the political system to the tourism industry as an industry high-foreign income in later	.542	3.4203	.91508	4.32
6	Obligations of the authorities towards the action chanted, associated with tourism	.439	3.5855	.97308	4.75
7	Failure to align the policies of tourism industry with global developments	.687	3.4725	.90218	4.48
8	A taste of the action in the field of tourism managers	.464	3.3333	.98634	4.11
			Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	KMO and Bartlett's Test	Friedman Test
			.515	N	345
	Bartlett's Test of Sphericity	Approx. Chi-Square	165.179	Chi-square	22.049
		df	28	df	7
		Sig.	.000	Sig.	.000

As the findings of table 1- shows the component, 1, 3 and 6 highest average rating in the table are across all components. Factorial coefficients also suggest that all the components are in the acceptable limit. The level of meaningful statistics, coefficient and Kaiser-Meyer-Olkin Measure of Sampling Adequacy as well as whom also represents the adequacy of the number of test samples of Friedman for this part.

Table 3 represents average standard deviation and Friedman as well as the economic development factor test is tourism.

Table 3- average standard deviation and Friedman test of economic barriers to the development of tourism

Component	No	Sub component	Communality of Component	Mean	Std. Deviation	Mean Rank
<i>Economic barriers</i>	1	The lack of proper investment in the tourism industry as an income generating	.549	3.4110	.93767	5.76
	2	Weakness in the presence of the private sector in tourism industry	.643	3.3851	.97230	5.51
	3	The lack of an ability to attract	.614	3.5210	.99204	5.96

	resources from other organizations				
4	The inability to implement global standards with the tourism industry indicators	.399	3.4660	.96513	5.84
5	The lack of supervision of the tourism facilities and services rates	.614	3.5243	1.00819	5.97
6	Neglect to observe the economic indicators in the manufacture and supply of crafts	.472	3.4239	.95255	5.69
7	Low quality materials used for tourists (food and accommodation; etc.)	.478	3.2524	.84958	5.13
8	Gross price differences of origin and destination of consumer goods for domestic tourists	.663	3.2913	.87123	5.29
9	Weakness in the economy, culture, tourism industry management	.527	3.1521	.93949	4.94
10	Lack of local economic contribution of tourism.	.365	3.0324	1.15331	4.91
			Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	KMO and Bartlett's Test	Friedman Test
			.555	N	309
	Bartlett's Test of Sphericity	Approx. Chi-Square	142.438	Chi-square	60.085
		df	45	df	9
		Sig.	.000	Sig.	.000

As the findings of table 1- shows the component, 3, 4 and 5 highest average rating in the table are across all components. Factorial coefficients also suggest that all the components are in the acceptable limit. The level of meaningful statistics, coefficient and Kaiser-Meyer-Olkin Measure of Sampling Adequacy as well as whom also represents the adequacy of the number of test samples of Friedman for this part.

8- Discussion and conclusions

The findings of this research show, issues because not using the proper strategy in the region, preserving the environment, optimum performance being unsatisfactory in terms of monitoring the organization responsible for tourism in the region, a lack of ability is in the use of appropriate information systems, lack of familiarity with Enterprise officials in tourism management and planning techniques, disability prevention and prediction of its problems, inappropriate macroeconomic policies, particularly in the design of tourism for the province, the authorities act on chanted Liable for the liabilities associated with tourism, the tourism industry to the neglect of the political system as an industry full of foreign revenue in Iran the political sanctions after the country concerned officials of incompetence a superpower in the region's tourism industry, the tourism policy coordination goals and disappointed in the province with a taste of the potential of tourism, action in the field of tourism executives and to align the policy

with global developments, including the tourism industry are factors as obstacles to the development of tourism Have been identified.

Macro-management talk the most important component of the success of the tourism industry in this emerging industry is that due to being short and superficial management in the tourism industry will not be responsive to the industry's profitability will stage public management and therefore kills the position of government systems meet the needs of the industry was not.

In creating the necessary infrastructure to tourism industry along the short planning and long-term development of the industry could sell to government management, and because of their responsibilities, and short of being the life of the management changes at all levels of the enterprise, the implementation of long term planning is not possible as well as the successive changes of managers, implementation of the short term plans disrupted, and most importantly did not feel the competition among government administrators Makes up the development of their tourism industry and negative economic effects in addition to causing the destruction of historical monuments, art and the environment and nature are together. In the country, the tourism industry is State-owned and operated entity.

Decisions and the implementation of all decisions by the Government, the more the forces applied in the industry generally in terms of non-academic related to the tourism industry and in this industry without regard to the characteristics of the industry and trading with a vision only acts have been entered. The increased costs and negative effects of tourism development in our country and it is not.

The main problem seems to be the lack of development of tourism on culture and the subject is how to treat of the tourists is just defining and if this idea is deemed not to modify the cultural obstacles to tourism development and resolved will not find.

The main obstacle is that the issue of tourism attitude because you don't know cultural tourism of tourist foreign exchange earnings and employment, such as the axioms of talking rather than creating national unity and security, strengthen their monopolization of cultural, stamina, de-stress and that each area we have is an abundance of historical and cultural advantage that could play a role in the development of the share and, therefore, talk of cultural tourism, but the concept of cultural tourism is not clear.

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