Tourism Conditions in Iran with an Emphasis on the Role of Advertising Publications for Attracting Tourists in "Constant Ecotourism"

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Abstract: The approach to ecotourism as a strategic attractive paradigm has been expanded widely today. In twenty first century, the ecotourism is going to have a significant role in such growing industry besides other strategic efficiency of publications and geography. This is where through advertising and economics also tourism causes potentiality for advertising companies, economy of societies, job opportunities and income. This research is analytical, descriptive and through survey. The statistical society of this research is comprised of the foreigner tourists, who have visited important Iranian cities such as Tehran, Mashhad, Shiraz and Isfahan; according to the statistics published by Tourism and Heritage Bureau of Iran, foreigner tourists in 2009 have been 1000, where 381 of them have been chosen as a sample mass by using Kokran method in this research. The desired data have been collected by questionnaires and by using SWOT method weak and strong points, opportunities and threats have been determined and strategies for developing tourism by an emphasis on the role of advertising publications in attracting tourists have been specified. The achieved results by analyzing the hypothesis of the research shows that there is a statistical meaningful relation in the level of prospect of 0.5 per cent between the attractions of important Iranian cities and attracting tourism; and also among the shortages of the results of the research it was concluded that according to the importance of tourism industry in the modern world and the wondering role of advertising through publications for attracting tourists, it can be converted to a potential and growing strategy for attracting tourists.

Key words: Advertising Publications • Tourism • Constant Ecotourism • Influential Media

INTRODUCTION

Day-to-day increasing expansion and development of the cities and the unsteady raise of their population have been caused the appearance of number of communicative and ecosystem problems and have made the citizens of big cities of the present era to confront different mental and psychic problems. Since in the present condition - in different regional, area, national and international level - diversifying the structures of advertising publications and the issue of attracting tourists causes the enhancement of the indexes of human development, deduction of problems due to industrialization and excessive air pollution of the cities, job opportunities, interaction of cultures, preservation of ecosystem and finally constant development, are of the main troubles that courtiers face where tourism, particularly for developing countries is a significant advertising, cultural and economical advantage, thus they would be able to accelerate their national development through such procedure. Ecotourism as a tourism and advertising paradigm in the nature can have many positive effects in such areas. Such tourism paradigm that its aim is developing the tourism industry without damaging the ecosystem, gains such an importance in the twenty first century that the United Nations entitles the 2002 as the year of international ecotourism and the present century as the century of ecotourism. Therefore in ecotourism it must be tried that by adopting administrative programs, negative effects on the ecosystem reaches its minimum and the right of each generation in enjoying the very same amount of natural asset which have been possessed by other generations to be recognized officially and the usage of natural assets to the limit of their exploitation - not its main causes the devastation of natural assets - to be taken as permissible. On the other hand the present era which is the era of
communication and media, in case if it is formed properly and fundamentally with the scientific mechanism in the attractive publications' advertisements will have a high influence on introducing beautiful ecosystem places and attracting foreigner tourists in countries; and also the role of influential and advertising publications get disciplined and is boomed.

**Hypothesis Basics:** By reviewing thoughts fundamentals of development and operative hypothesis in the recent decades and their effects and the results in different epochs of life through media-related, cultural, economical, social, psychological and etcetera point of view, we can witness the structured life of human being and his wandering and pliancy in the world of machines and cities. Therefore we see the need of the human for scheduling, organizing and optimized usage of his leisure time in the path for a demand for evolution and potentiality for human instinct and the tendency of the today human for tourism commonly and natural tourism selectively, has an answer to the internal and instinctive needs and pertaining to time necessities. Integrating such needs and interaction of desirous and desirable and the effects that such activities have on the attractive places regarding income and job opportunity, has caused that the interaction and participation of the tourist and tourism arranger to have an absolute necessity. Ecotourism has faced a considerable chance in recent decades and it is expected that in next decade the eco-tourists who comprise seven per cent of the total travelers in the world will be more than twenty per cent. Ecotourism is a kind of globetrotting that has a growing trend and attracts those who have become desperate by living in cities. Since ecotourism is a branch of tourism, that has a vital and persistent need, it requires direct and good collaboration by media owners particularly advertising publications and public participation, substantial component in policy making and scheduling in field of communications - media - and globetrotting in the ground of people's role and the interested parties concerning participation in ecotourism which has four stages: 1 - exchange of information 2 - consultation 3 - decision making 4 - practical attempt. In the first stage of collaboration, merely the exchange of information is sufficient. In the second stage, not only they are participated in information, but they are consulted in the procedure of scheduling about fundamental subjects. In the third stage, people and interested parties are participated in making decision concerning ecotourism projects and are presented as the equal partners and in the fourth stage, people and interested parties hold the initiative and are present at the beginning of the procedure of scheduling and appeal for the ecotourism plans effectively.

**Infrastructure Principles in Constant Ecotourism Through Advertising Media Point of View:** Essential fundamentals that help the constancy of ecotourism at the present can be satisfying the intrinsic needs of human, responsibility to the adventurous mood and demand for evolution of social necessities, advertising and economical effects and results, rational exploitation, cultural interaction, cultural and political mutual benefits. What all the experts of tourism subject believe in common is that for continuous tourism development as a strategic strategy, it is required that in the procedure, attention be paid to the significations of the role of advertising publications and social and ecological significations and the natural resources be protected and preserved [1]. In this communication, constant ecotourism by being inspired from by the definition of constant development, should be scheduled and administrated in such a way that would not have a negative effect on the ecosystem, economics and culture of the hosting society [2]. Therefore in constant ecotourism, the main enthusiasm for taking a trip to the nature and the visit of the natural attractions of an area, includes physical and local culture characteristics and the eco-tourist after the watching the attractions, without damaging them should leave the place and creates the possibility of usage for others who are interested. In fact, in constant ecotourism, continuity of long-term benefits is important, regarding which, increase in the participation of local people - the hosting society - ensuring unity, cultural coherency, social interrelationship, respecting the local culture, consistency to the constant tourism schemes with other local, regional and national schemes have also been recommended as other characteristics and aims of constant tourism.

It is completely obvious that in this ground, the role of strategic management of media and the owners of advertising and tourism programs can be an appropriate answer for the proper use of the natural and human resources and constant tourism is not an anti-growing approach. Societies should be directed towards realization of constancy and move towards constant tourism in a continuum manner and should be based on protection in advance and subsequent protection and this option is the most reasonable option for the realization of the principle of constancy in tourism [3] and regarding it, the global tourism organization emphasize on the importance of the role of participation of the authorities particularly
the owners of publications media in constant development of tourism of a country and on the other hand takes the role of the governments in constant development of tourism as to be very valuable [4-6] and finally aid to preserve the important natural regions and amending the ecosystem related quality because tourists are interested in visiting attractive, clean and less-polluted places. Nevertheless nature-excursion is a tool for protecting ecosystem and a perpetual development. Advertising media administration can gain all the parts and elements involved in the tourism by making-objective and precise organizing with the media and advertising and program them systematically in such a way that all the parts and elements of the system - media, tourist, tourist receiver - be positioned in a logical and substantive interactions and regional potencies cause the satisfaction of the needs of different strata of people and more participation and interaction, protecting the potencies of the tourism biological territory. Precise administration of ecotourism can also be effective in the realization of aims for increasing publication, economical, social and ecosystem activities (Fig. 1).

Analyzing Method of the Data: Analyzing the data of this research has been done in two scales of descriptive statistics and perceptive statistics. In the scale of descriptive statistics, statistical indexes such as frequency, percentage and mean were used and for analyzing the data and statistical tests of hypotheses, X2 test single variant, Louvin and T-Test were used.

Research Discoveries

Descriptive Data: In the present study from all the statistical samples that were above 384 individuals, 271 individuals or 69.49 per cent were male, 119 individuals or 30.52 per cent were female and 52 individuals or 13.59 per cent were under eighteen, 159 individuals or 40.7 percent between 20 - 29, 64 individuals or 16.4 per cent between 30 - 39, 72 individuals or 18.4 per cent between 40 - 49, 39 individuals or 10 per cent were above 50 and from such quantity 39 per cent did not have diploma certificate, 50 individuals or 12.82 per cent had diploma certificate, 65 individuals or 16.67 per cent had junior diploma certificate, 145 individuals or 37.18 percent had bachelor certificate, 88 individuals or 22.57 per cent had master certificate or higher and 347 individuals or 88.98 per cent had occupation and 43 individuals or 11.03 per cent did not have occupation 218 individuals or 55.09 per cent for the first time, 133 or 34.11 per cent for the second time, 9 individuals or 2.31 per cent for the third time, 14 individuals or 3.51 per cent for the fourth time and 16 individuals or 4.11 per cent for the fifth time have travelled to Iran.
Perceptive Statistics: In this section, after the identification of the main variants of the research they were analyzed to depict which of the independent variants or the dependent variant possess a meaningful relationship. Thus, once again we consider the discussed hypothesis; regarding whether there is a meaningful relation between media and publications' attractions and tourism?

According to chart 2, all the indexes related to publications' attractions have meaningful through statistical point of view by different quantities in Iran and therefore have had influence on the variant of attracting tourist. Therefore it can be concluded that tourism area's landscape - with the average of 4.36 - area's weather - with the average of 4.31 - greenbelt(with the average of 3.75 - people's attitude - with the average of 4.39 - Roads' conditions - with the average of 4.17 - and the existence of security and advertisements on behalf of the media - with the average of 4.52 - influence on attracting tourists.

In addition to the level of separation of indexes and their meaningfulness, the above indexes were evaluated in another level and then x2 test was used on account of certifying of rejecting them and we see the achieved results in chart 3.

According to chart 3, the amount of x2 is equal to 747.026 and the Degree of Freedom is equal to 3.5 and the Level of Meaningfulness is equal to 0.000, therefore attention to the amount of x2 and its Level of Meaningfulness, it can be concluded that the below relation: there is a meaningful relation concerning it among tourism attractions of Iran's cities and attracting tourist through publications' commendations and attracting tourist through advertising efficiency and media's commendations.

Analyses of Defiance and Opportunities for Developing Iran's Tourism by Emphasizing on the Role of Publications' Advertisements: According to the presented statistical analyses and by using the comparative analyses technique of SWOT, analyses of tourism and media-related potencies are considered.

SWOT model is one of the strategic tools of corresponding the inner system's weak and strong points with the outer system's opportunities and threats. This model presents a systematic analyses for identifying such factors and strategic choose that creates the best corresponding among them. And the most common function of it is providing a logical framework for directing organizing of system's debates, different strategies and finally choosing the strategy. Basically SWOT model - weak points, strong points, opportunities and threatens - is a strategic tool which is used for consideration of inner organization's weak and strong points; there is corresponding consideration of standards related to advertisements through publications and beauty of attractive areas and in an overall meaning, it is an exploiting tool in the preliminary stages of decisions making and as a overture in the strategic scheduling affair in its functional type and in fact it is a tool for collocating discoveries, analyses of strong points, weaknesses, opportunities and threatens which requires the identification of weak and strong points in relation to publications, tourism, opportunities and threatens which has been presented on the basis of expected area procedures. Therefore using this model we are after correct analyses of Iran's potencies and weaknesses according to national dimensions and also the influential role of publications' advertisements.
Char 4: Evolution analyses system of tourism indexes of Iran's important cities on the basis of SWOT model by observing Iran's publications

### Analyses Subjects

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<td>Area's suitable weather for atmospheric effusion</td>
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<td>Lack of enough parking space</td>
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<td>Merely ecosystemic glance to the area &amp; its surroundings</td>
<td>Lack of enough training to people in return for tourists for protecting national heritage</td>
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<td>Lack of proper road</td>
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<td>Lack of enough washrooms</td>
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<td>Leaving garbage in the area</td>
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<td>Lack of transport for cruising tourists particularly at weekend - Friday</td>
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<td>Lack of tourist exclusive advertising publications means</td>
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### CONCLUSION

Today the wondering role of advertising media and tourism industry as the widest servicing industry in the world enjoys a particular position. Therefore many countries in an intense and close competition are after increasing more and more of their benefits and profits through such international activity. Iran with a historical antiquity of thousand years and high and rich resources and tourist attracting, that according to the present statistics it can be one of the most top countries through tourism attraction point of view. Certain examples of such attractions are natural attractions that by administration and scheduling on the basis of the principles of constant development, an acceptable position can be achieved through tourist attracting point of view in the world and as far as nature is considered, Iran by enjoying plentiful attractions can enjoy a significant share in tourist attracting. In the final summing up, it can be said that according to the mentioned strong points, weak points, opportunities and threatens in SWOT model, it can be concluded that concerning this matter it is necessary that the government or the private sector apply for the obviating the deficiencies by a proper study according to the publications and advertisements potentials and by taking the infrastructure principles of constant development thus in addition to obviating the tourist attracting issues by large circulation of tourist exclusive advertising publications and by proper exploitation of such national heritage for the present and future generations.

### Suggestions and Solutions:

- Since the lack of familiarity with the role of publications and advertising media is the first reason of decreasing tourists in developing countries, therefore development and growth in such countries must be implemented with the aim of enhancing the role of tourist exclusive advertising publications firstly.
- Tourism strategic scheduling and organizing according to necessary needs and usages
- Observing aesthetic, art and technical principles in regional designing of tourism areas
- Providing comprehensive and detailed plan and for regional directing of the tourism area and drawing the future spectacle.
- Generating resting places in the area for tourist who have the intention to stay at night
- Generating parking space in the area for parking of tourists' vehicles.
- Culturing and giving training people by mass media, for protecting natural areas by the idea of caring for the nature, on account of prevent destruction of the nature
- Generating rooms equipped with oven in proper places for tourists to cook and preventing setting fire inside the tourism areas.
- Attention to areas capacities and scheduling for optimized usage
- Recruiting and attracting experts for publications, advertisements and ecotourism affairs on account of protecting national heritage in Iran, for the usage of the generation of today and tomorrow.
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