

Case Report

Evaluation of effectiveness of marketing in acquisition of tourist with an emphasis on role of internet advertising in Iran (case study: Tehran)

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ABSTRACT

Nowadays, tourism industry has turned to one of the most active economic areas of the man. With regard to significance of this industry, advertisement has been regarded as one of the most common tools for transfer of tourists' information on quantity and quality of tourism attractions. Internet can be one of the most important modern advertising instruments regarding the substantial access to it. The present research has intended to examine effect of internet advertising on effectiveness of marketing in acquisition of tourist in Iran. Analytical-descriptive method has been used as the research method. The statistical population consists of all the tourists in Tehran at summer 2015 and the sample group consists of 384 tourists among the statistical population. After analyzing data via software SPSS and model AHP, three research hypotheses were confirmed with the results as follows: 1-there is a direct relationship between the extent to which the tourists are familiar with internet and the extent to which they use internet in tourism advertising. 2- there is a significant difference between tourists' education level and the extent to which they use facilities of internet at tourism advertising, deduced that the individuals with higher education status use more internet advertising to select tourism destination. 3-there is a significant difference between gender of tourists and the extent to which they use internet at tourism advertising, deduced that use of internet is more among men than women.

Key words- tourism, marketing, internet advertising

INTRODUCTION

Tourism industry has been regarded as one of the most important industries and services to which a particular attention has been paid at the area of advertising. Nowadays, tourism industry has turned to one of the most active economic areas of the man. This industry due to its performance nature has raised extensive change and development at various economic, cultural, social, environmental areas. Tourism industry to developing countries especially single-product countries has been regarded as a strategy to create job and pave the way to reduce unemployment and social challenges. With regard to significance of this industry, advertising has been regarded as one of the most common means to transfer information and inform tourists from quantity and quality of tourism attractions. Since advertisement has

been proposed as one of the means for success in individuals' life, it should be examined from various scientific, cultural, social and communication aspects and used with a more scientific outlook, because success in advertisement has grounded on proper understanding from advertisement and its values. Professional advertising can be a winning tool to achieve goals both inside and outside the country. Lack of use of advertisement in a professional way will have no result except for waste of time and capital. Nowadays, people should believe that activity in tourism industry is not a cost but is a fundamental investment to achieve organizational and national goals that can be followed by valuable achievements under proper and systematic implementation. In today's

world, advertising and marketing efforts are more important than production and sale. At recent decades, tourism industry has provided a huge earning for some of countries. Therefore, countries seek to acquire tourists to increase their earnings. It is obvious that tourism industry has gained a rare success and prestige at 21th century; from point of view of tourism advertising experts, information technology, remote communication and tourism have been regarded as three fundamental economic pillars in future world (Mohammadian, 1998, p. 28). Therefore, it can gain more contribution of tourism by planning and policymaking on one hand and effective advertisement on the other hand. Tourism industry propagandists should detect negative and positive features and aspects of this industry so as to advertise about it, because tourism has been regarded as a vulnerable industry so that improper advertisement reduces the tourism rate in a country. Common patterns in the world to prepare advertising program which have resulted in authentic advertising patterns in rest of countries has remained unknown in our country; advertising at this area can be taken into account by organizations, private sector and investors to acquire more tourists and gain economic development. Therefore, a particular attention should be paid to the advertisement and barriers to advertisement should be resolved and taken into account in agenda of planners, researchers and experts at communication and sociology sciences and economists. Therefore, it can assist for increase of tourist acquisition and improvement of tourism industry and ultimately development of tourism industry by proper advertising planning and design. Necessity of advertisement in tourism industry the same as other industries is felt properly. Advertisement using various media provides the man's motivation for the change in living environment. Advertisement paves the way to notify the tourists about tourism destinations, attractions and features of various nations, existing services and persuasion to travel for the tourists (Rostami, 1998, p. 396). Tourism advertisement has targeted in developing tourism marketing, so that any inattention and lack of proper use of

these means have not just followed by lack of success but also have caused backwardness from the tourism competition arena, resulting in bankruptcy in national and international dimensions (Mohammadian, 1998, pp. 23-25). Radio, television, newspapers, internet, satellite channels and so forth are considered as the important advertising media and tools, but satellite networks and global notification such as internet have had a significant impact on tourism. These technologies have caused people to get familiar with other countries and their customs and traditions immediately. Proper use of these means (internet) regarding features of internet (accessibility, the possibility of transferring large amounts of information and so forth) and World Coordinate can be effective in tourism advertisement. Therefore, the present research intends to evaluate effectiveness of marketing in acquisition of tourist with an emphasis on role of internet advertising in Iran. According to UNESCO announcement, Iran has been considered among one of the first ten countries of the world in terms of tourism capacities due to diverse climate conditions, ancient history and civilization, ancient monuments, beautiful landscapes, original art and hundreds of other attractions. However Iran has not still gained proper position in tourism industry, so that the results from experiences of countries known in the industry indicate that one of the reasons can be improper advertisement and notification at tourism arena. Therefore, the present research intends to examine status of acquisition of tourist and effectiveness of advertisement at this area and propose the approaches for acquisition of tourist and improvement of tourism industry with an emphasis on role of internet advertising as an independent variable and tourism marketing as a dependent variable, because if internet is used at tourism advertising area properly, it can play a major role in development of tourism industry in Iran. other researchers have conducted a variety of research at this area as follows:

Domestic research

Mr Reza Akbari in this master thesis entitled "effect of advertisement on acquisition of international tourism to Isfahan from point of

view of tourists” has deduced that none of the used advertising means has affected the tourists. The tourists under study have gained most of their information from friends and claimed that advertising content should put emphasis on advertisements by notifier deduced that none of the used media had no effect, but mean of responses indicates that effect of website has been huge, found as one of the effective means. Study on advertising role in acquisition of foreign tourist in Iran is a study conducted by Majid Mirzakhani under supervision by Dr Seid Vahid Aghili and Dr Rasouli in 2006 in Islamic Azad University, Science and Research Branch, Tehran.

This research examines and analyzes advertisements and detects weaknesses and strengths of tourism advertising and various advertising techniques especially media advertising and interpersonal advertising as well as role of advertising in acquisition of tourism and tourism development. The researcher has proposed a variety of suggestions and techniques using modern and effective advertising techniques with communication approach for more acquisition of tourists.

Foreign research

“Modeling effects of tourism advertising” refers to a study by Yoong(2005) published in journal of tourism research. This study examines extent of advertising effects in tourism industry. The researcher believes that tourism advertising of various channels plays a major role in selection of tourist’s destination. Doctor Mariana Syagala(2007) has conducted a study entitled “WEB 2.0 in the tourism industry:

A new tourism generation and new e-business models” in Juice University in Greece. Dr Syagala believes that today’s world requires electronic management and commerce and this comes true in tourism industry. Information is considered as blood vessel in this industry. Hence, use of modern communication technologies at the supply and demand area in the tourism is inevitable.

Research method

The present research is a descriptive-analytical research in sake of data collection. In this research, questionnaire has been used to give

response to the research questions and hypotheses, that the statistical population consists of tourists in Iran and the sample group has been selected of Tehran. In addition, to extract theoretical background, information in this context was collected by referral to few sources about features of tourism industry. In this research, software SPSS and model AHP have been used to analyze data from questionnaire.

Research hypotheses

1-there is a direct relationship between the extent to which the tourists are familiar with internet and the extent to which they use internet in tourism advertising

2- There is a significant difference between tourists’ education level and the extent to which they use facilities of internet at tourism advertising, deduced that the individuals with higher education status use more internet advertising to select tourism destination

3-there is a significant difference between gender of tourists and the extent to which they use internet at tourism advertising, deduced that use of internet is more among men than women

Research questions

1-whether a significant relationship exists between the extent to which the tourists are familiar with internet and the extent to which they use internet in tourism advertising?

2-whether tourists’ education level as a variable plays a major role on how to use internet technology in the context of advertising?

3-whether a significant difference exists between gender of tourists and the extent to which they use internet at tourism advertising, deduced that use of internet is more among men than women?

Theoretical concepts

Definition for marketing

Tourism marketing refers to a technical management process including forecasting needs and satisfying current and future tourists, so that it has raised competition between travel agencies and suppliers. According to Kotler, marketing implies a social process and technical management in which the individuals meet their needs through exchange of goods and services with each other. All the affairs related to tourism

development should come with integrative marketing, because marketing is a managerial process (Kotler 1994, pender 1999).

Goals of marketing in tourism

The purpose of marketing can be determined in overview and implementation of a marketing strategy and detection of marketing sectors that must be acquired. Marketing standard can be summarized in conducting production development, determined plans and programs for all activities of public relations and sale promotion (Doswell, 2006, p. 302).

Goals of marketing are as follows:

- Close collaboration with all neighborhood countries
- Development of market sectors as much as possible
- Persuade arrival of tourists throughout the year
- Attract some sectors of the market which cause longer residence to gain a desirable outcome of the marketing costs

Advertising

In general, it can know advertising with conveying the message to others through making communication in order to make changes in knowledge, attitudes or behavior of the addressees, grounded on three elements of addressee, media and message content. Conveying the message has not been considered as the main aim but persuasion to achieve a specific aim has been also taken into account. Advertising is called to a series of administration of various activities, made in various forms and degrees to pragmatize commercial goals of managers, companies and owners of factories. Advertising implies conveying message to others or making an action bad or good (Farhang Amouzegar, p. 182).

Advertising means in tourism

It is obvious that advertising messages in tourism industry should be introduced through specific channels or means. Selection of a specific channel at this area should be of great importance to achieve goals of tourism development. Each of advertising means used for acquisition of foreign tourist is introduced as follows:

- Major advertising means
- public relations

- World Countries book
- the brochure for tourist map and notification
- Posters and billboards
- Video will include the country's attractions, tourism CDs and Database
- Tourism notification Email and site
- Mass media means
- Tourism newsletter
- Direct mail

Secondary advertising and tourism marketing means

- Familiarization trips for foreign journalists
- Familiarization trips for travel agency owners at countries of destination
- Familiarization trips for foreign authors
- involvement in tourism exhibitions of countries of destination
- establishment of cultural and tourism festivals of countries of destination
- having information centers and offices at countries of destination
- use of collaboration of cultural centers for Iranians abroad (Tale Masolueh, 2004)

Internet advertising in tourism

Internet plays a major role in the context of tourism communication, notification to tourists and information on status of tourism destinations and awareness from status of tourism market. In the meantime, globalization facilitates internet advertising in tourism by providing the possibility for free transfer of information. Hence, the entanglement of tourism and information and communications technologies develop and facilitate travel at current age, raised numerous changes at both dimensions of tourism supply and demand. Nowadays, tourists use information and communication technologies to have information on tourism destinations and their status in demand dimension and use electronic tourism under the framework of their motivations. Travel agencies tend to tourism marketing at various destinations using internet at various tourism plans and the framework under detection of holiday occasions (Kako, 2003, p. 192). Internet has caused the tourists pay a particular attention to their time and money. This media not just provides the

information on tourism production but also provides a wide range of additional information on historical, social and cultural structure of destinations (Buhalis, 2006, p. 160). Nowadays, travel and tourism have been regarded as the products with most fans for internet purchase at electronic market. Internet caused providing required services well suited to tourists' needs, mentioned as follows:

Website

Internet website has been regarded as one of the most effective information means for tourism ability of a country. Websites due to huge notification value at internet area with one billion literate users are a suitable opportunity to introduce abilities of tourism in a country. The websites relating to tourism notification of a country are of great importance among official websites. Official sites are the spokesman for the country across the Internet. The stronger, more updated and multilingual these databases, more addressees will join them. Internet databases have a dynamic nature paved the way for change and displacement of images and texts without any new cost; further increasing number of internet users and high capacity and power of internet databases for influence on societies

cause increasing marketing in tourism industry(article.mihanblog.com).

System RSS

This system allows the tourist to get information on weblogs, news or other required information; therefore, the person is not required to study a specific website and gain new information because RSS raises these conditions for the user. RSS readers will enable to gain necessary information from internet users and gain their required message. RSS system saves the information for them by holding the required time of users and such information is distributed for use of all the users in internet. Most of free RSSs are available on internet such as Myyahoo.

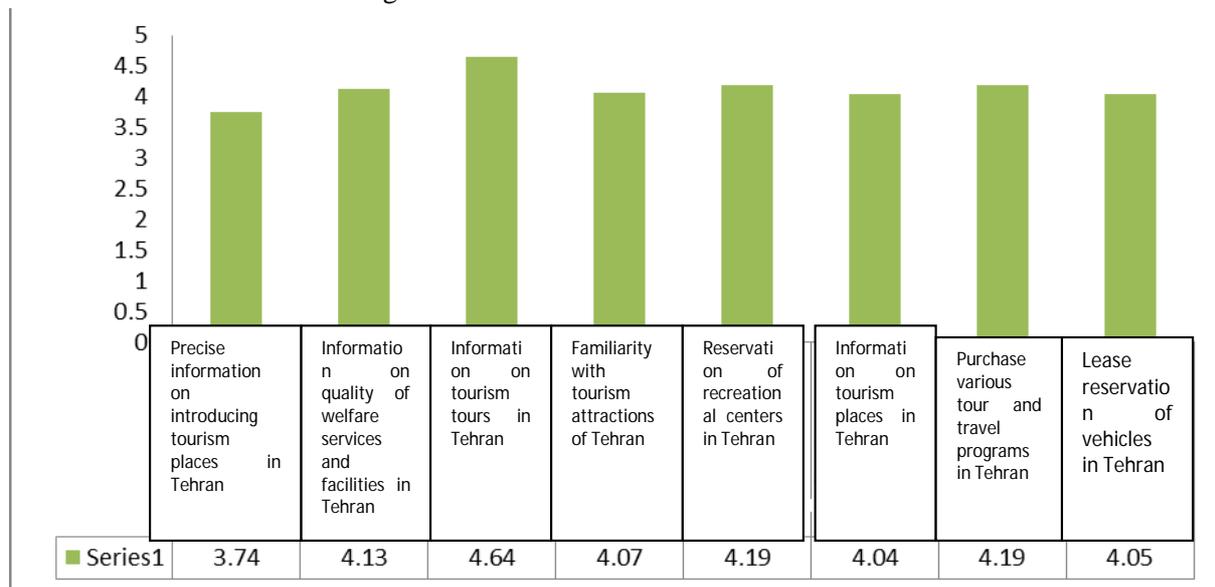
Weblog

Weblogs refer to very important information sources for international tourism with the purpose of receiving the required suggestions for their travel. In addition, when you read travel experiences of a person through weblog, tending to the same travel and visiting that place will raise for you. Contents of weblogs are classified based on making enthusiasm for curious users, increasing the person's interest to visit destinations of tourism, fostering activity and talents (www.It-article.mihanblog.com).

Analytical findings

The first hypothesis

The relationship between tourists' familiarity with internet and the extent to which they use these means at the area of tourism advertising across Tehran



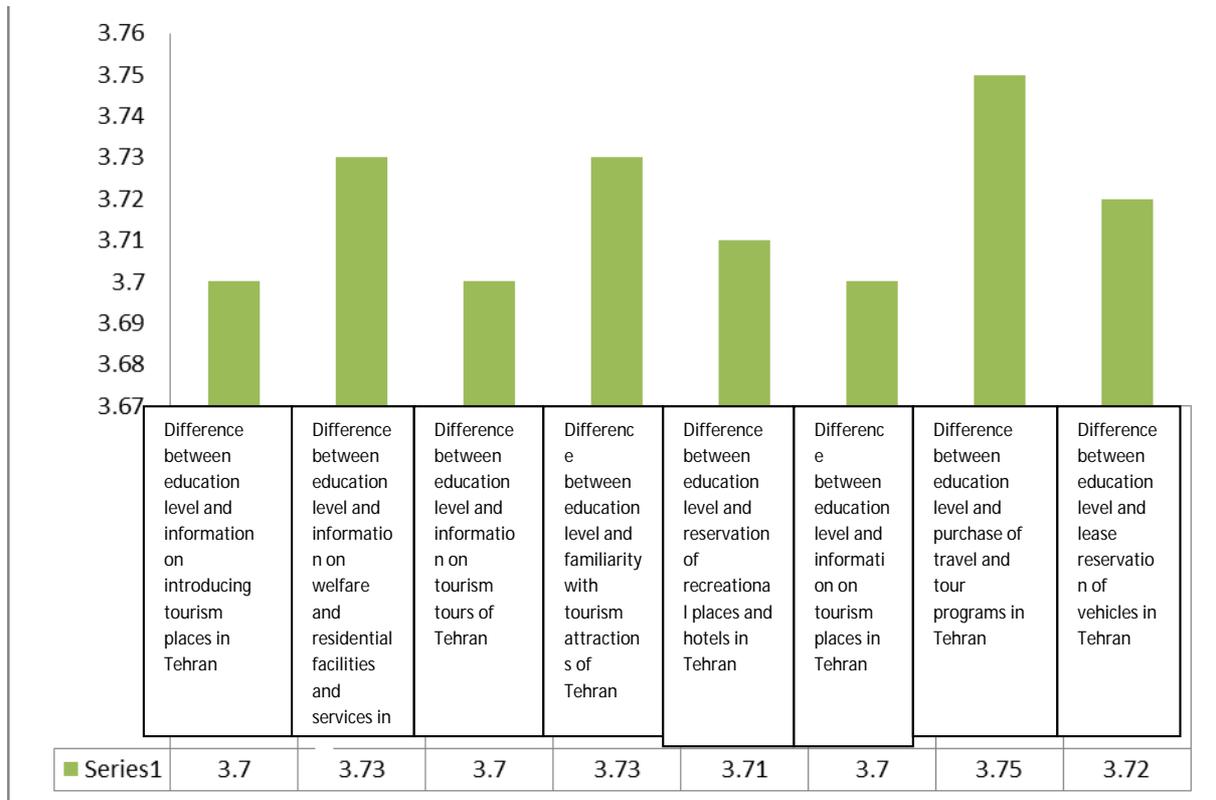
The first hypothesis testing

The relationship between tourists’ familiarity with internet and the extent to which they use these means at the area of tourism advertising across Tehran

To examine and analyze the first hypothesis, the relationship between tourists’ familiarity with internet and the extent to which they use these means at the area of tourism advertising across Tehran was examined via software SPSS and Spearman correlation test. results from analysis indicate a significant relationship between tourists’ familiarity with internet and the extent to which they use these means at the area of tourism advertising across Tehran, i.e. the more tourists’ familiarity with internet, their use from internet in the context of tourism advertising across Tehran will increase. These two variables are cause and effect of each other.

The second hypothesis

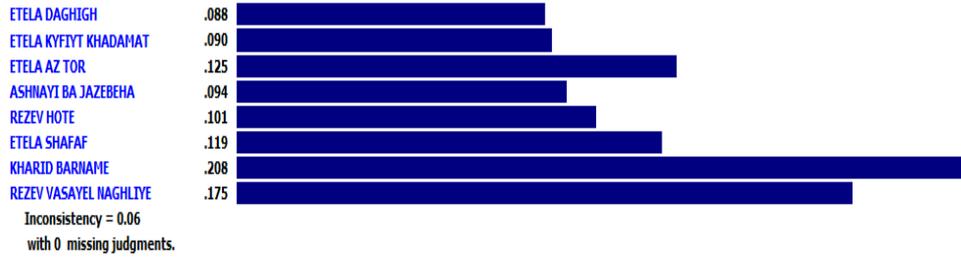
Difference between tourists’ education level and the extent to which they use facilities of internet in the context of tourism advertisements



The second hypothesis testing

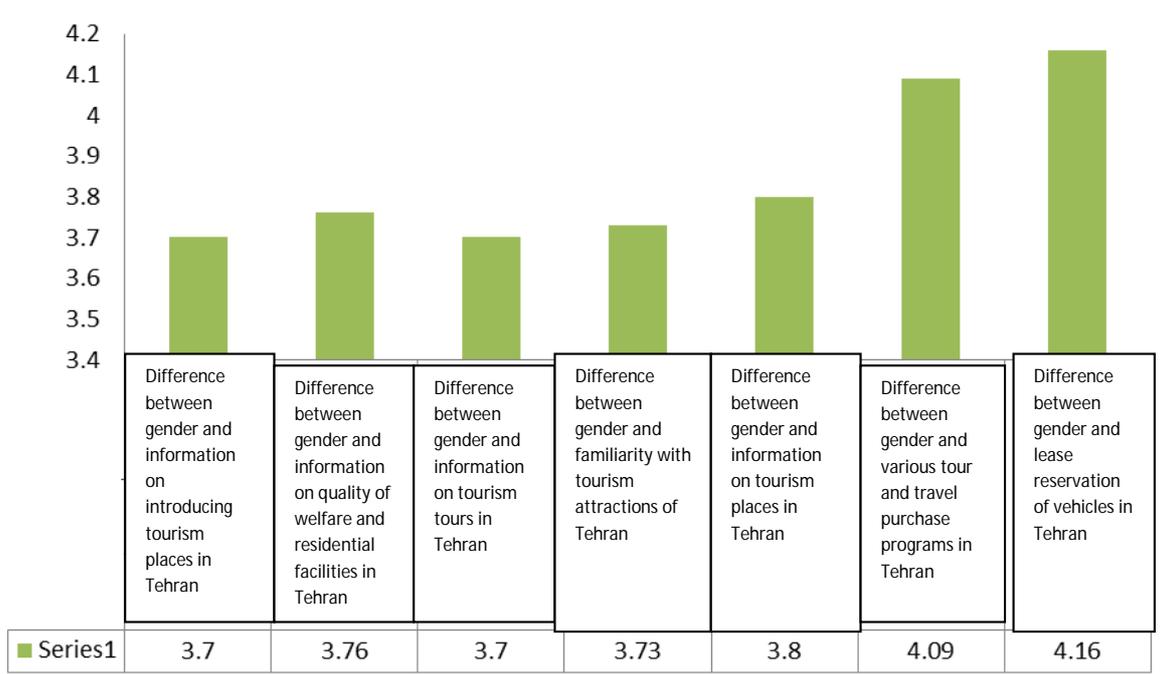
Firstly model AHP and software Expert Choice are used to rank indices. In this study, decision maker groups consist of experts and specialized individuals to status of tourists’ education level and the extent to which they use internet facilities in the context of tourism advertising. After developing hierarchical structure to determine weight of each decision making element, pairwise comparison of elements was made. Among the proposed items, the highest and lowest priority was given to PhD and under diploma.

	ETELA DAGHIGH	ETELA KYFIYAT KHADAMAT	ETELA AZ TOR	ASHNAYI BA JAZEBEHA	REZEV HOTE	ETELA SHAFAF	KHARID BARNAME	REZEV VASAYEL NAGHLYE
ETELA DAGHIGH		1.0	1.0	2.0	1.0	1.0	2.0	2.0
ETELA KYFIYAT KHADAMAT			2.0	2.0	2.0	2.0	2.0	2.0
ETELA AZ TOR				2.0	2.0	2.0	2.0	2.0
ASHNAYI BA JAZEBEHA					2.0	2.0	2.0	2.0
REZEV HOTE						2.0	2.0	2.0
ETELA SHAFAF							2.0	2.0
KHARID BARNAME								2.0
REZEV VASAYEL NAGHLYE	Incon: 0.06							



The third hypothesis

Difference between tourists' gender and the extent to which they used internet in the context of tourism advertisements across Tehran



The third hypothesis testing

In all the proposed indices, the obtained sig equals to 0.000, indicating a significant difference between tourists' gender and the extent to which they used internet in the context of tourism advertising in Tehran. With regard to Mean Rank in table above, it is specified that the extent to which internet has been used is more among male tourists than female tourists. Indeed, it can say that type of gender differs in the extent to which internet is used in tourism advertising across Tehran.

CONCLUSION

Advertising as one of the scientific, cultural, social and communication areas puts a major effect on daily life of individuals in today's world, that however this effect comes to realize like growth of a plant, it is inevitable. Yet the organizations and society are at threshold of arrival to information society by beginning the third millennium. On the other hand, tourism industry has had an increasing growth in the fifty past years, kept moving to future currently. This huge displacement by tourism on the earth is considered as one of the important earning

source of the world. Further tourism as the most extensive service industry worldwide has a special place. In addition to these factors, marketing and advertising are the major indices in growth and expansion of tourism. Today's advertising has influenced all the aspects of human life. Indeed, it can say that advertisement is an important precondition in the context of economy and business competitions. The necessity for advertising in tourism industry is felt like other industries. In the first hypothesis, the results of mean among the proposed indices indicate that the highest and lowest rank has

been given to information on tourism tours in Tehran with mean(4.64) and information on introducing tourism places across Tehran with mean(3.74). in the second hypothesis, the highest and lowest rank has been given to PhD with mean(0.445) and under diploma with mean(0.047). among the proposed indices, the highest and lowest rank with mean 3.75 and 3.70 have been given to difference between education level and purchase of travel and tour programs of Tehran and difference between education level and information on introducing tourism places in Tehran. In the third hypothesis, the priority has been given to the indices of difference between gender and lease reservation of vehicles in Tehran, difference between gender and purchase of tour and travel programs of Tehran, difference between gender and information on tourism place of Tehran, difference between gender and information on welfare and residential services and facilities of Tehran, difference between gender and familiarity with tourism attractions of Tehran, difference between gender and reservation of recreational hotels and centers, difference between gender and information on tourism tours of Tehran, difference between gender and information on introducing tourism places of Tehran. According to the findings from hypotheses testing, the obtained sig equals to 0.000 in the first hypothesis which the analysis results indicate a significant relationship between the extent of tourists' familiarity with internet and the extent to which they use these means in the tourism advertising in Tehran, i.e. the more tourists' familiarity with internet, the more they use internet in the tourism advertising of Tehran. In the second hypothesis, AHP model has been used regarding comparison of tourists' education level in use of internet at the area of tourism advertisement in Tehran. At first, the criteria related to this hypothesis were ranked, that the results from the analysis of this model indicated that the priority has been given to difference between education level and purchase of travel and tour programs in Tehran and difference between education level and information on introducing tourism places of Tehran. In the third hypothesis, software SPSS

has been used to examine and compare two groups in use of internet in the context of tourism advertising across Tehran. Results from this test indicate that a significant difference exists between tourists' gender and the extent to which they used internet at the area of tourism advertising across Tehran. Indeed, it can say that type of gender differs in the extent to which they use internet in tourism advertising across Tehran.

Suggestions

- tourists' recognition and information on destinations of tourism with extensive advertising through internet means
- use of extensive satellite networks and internet in customs and traditions advertising
- accessibility and transfer of large amount of data of internet in the context of tourism advertising
- use of internet for tourists' familiarity with tourism capacities at tourism destination places
- use of internet in the advertising for tourists' familiarity with diverse climate conditions, ancient history and civilization and beautiful landscapes of destination place
- make changes in supply of services and notification in the context of tourism places of Iran
- make travel motivation for tourists through various advertising media and means
- clear notification in the context of tourists' destination place for tourists' familiarity with destination place.

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