

Priority Classification Strategies to Strengthen Tourism Cluster Project in Qazvin City

Arkia Entezarian

Department of Management and Accounting, Qazvin Branch, Islamic Azad University,
Qazvin, Iran

Masoumeh Sadat Abtahi

Department of Humanities, Zanjan branch, Islamic Azad University, Zanjan, Iran
Email: m_almasi2020@yahoo.com

Mahmoud Modiri

Department of Management and Accounting, South of Tehran Branch, Islamic Azad
University, Tehran, Iran

To Link this Article: <http://dx.doi.org/10.6007/IJAREMS/v2-i5/257> DOI:10.6007/IJAREMS/v2-i5/257

Published Online: September, 2013

Abstract

Tourism cluster model is employing the most effective ways to organize small and medium enterprises . As a result of this organization , small businesses have been able to raise their competitiveness and business environment to provide a creative and dynamic . Beside above point , flexible and innovative cluster development as models of endogenous development are discussed .

The purpose of this research tourism cluster , tourism empowerment strategies for prioritizing projects in the city of Qazvin . The population of Qazvin's crafts staff comprises 100 persons . Cochran formula based on 79 employees was selected as samples .

The method in this research is descriptive and co relational field data collection – a library of software for data analysis and DEMATEL and TOPSIS was used in this method . The research showed a significant effect of the factors affecting tourism strategies and to improve service capability to verify the tourism industry.

At the end the result proposal in order to improve innovation business and also promotion of productivity of human resources in this way has been presented.

Keywords : Business Innovation , Clusters , Tourism Empowerment .

Introduction

Rapid development of the tourism industry in recent years is related with the development and improvement of communication equipment and facilities which were provided in many different ways to travel around the world , has led to increasing number of tourists every day (Michopoulou and Buhalis,2013) . Everyone , according to the financial and social situation

try his taste for leisure and a holiday necessity of life (Larson and Ostergren, 2011) .that is , travel arrangements and intends to travel an explore (Buhalis and Darcy) . All countries are trying various means such as: landscapes , history , sports , recreation , sea , sun , summer , art , culture and other characteristics of the different ways which people identify themselves (Buhalis and Law ,2008) .Their celebrations , conferences , Seminars , sports and art competitions , camps , fairs ... in order to attract tourists to bring more people together to promote and provide information in addition to the economic aspects of the beneficial (Buhalis and Michopoulou,2011) .

Tourism is one of the areas of national and an international trade matter which over the past 50 years has been very impressive (Buhalis,Darcy,2011). So that , in 2007 equivalent to 10.3% and in 2009 about 10.9% of GDP, comprises the world (Lee and. Agrawal and kim,2012). Small and medium-sized firms are major players in the global industry (Small and Darcy and Packer, 2012).”Michael Porter” for the first time in 1990 has published a theory of “ clusters” , in this theory , he owes the success of small and medium enterprises is how to organize and manage them as the main reason for the lack of competitiveness of nations “lack of strong clusters” in this country knows (Timmerman and Lytle,2007) .

Today in most of the countries of the world , small industries and the average of the different aspects of economic , social , industrial production and services are a role are in a way that the most economical in some countries less than developed more than 90 percent units and institutions-manufacturing services developed countries to small institutions(Anderson,201).

In the united states 99.7% of manufacturing establishments for small and medium units that make up a 40% share of economic activity , can provide over 50% of employment in developing countries , small and medium industries operating strategy for economic development , job creation and competitiveness of industry and the industry’s leading suppliers of new employment , community development and innovation and pioneering new technologies are developed (Anderson and Juma,2011) . Expansion of small and medium industries in the economy countries will increase their impact on the economic indicators in the year the recent and has been the industries with considerable exports played an effective in the development of their countries played a (Anderson and Juaneda and Saster,2009).

- Brown(2009) , in research presented with a model for attracting foreign tourists by relying on elements mixed with marketing , as thesis , with the use of mixed elements marketing to these results found :
- Mixed elements of marketing goods and services in different importance of tourism section and are elements in this section a lot of importance and are tourists from them in decision making and their tourism assessment a country are used in the form of 3 key element that the attraction , promotion and promotion services classification group and the entrance works increasing the number of tourists to Iran with the use of the key elements for strengthening of the strengths and the weaknesses presented .
- Marino (2008) , in a study titled “ strategic plan to create a tourism cluster in the north of Tehran “, the Islamic Azad University Central Tehran Branch , MS did the SWOT matrix using fuzzy TOPSIS techniques and QSPM , to prioritize strategies for creating a tourist cluster in northern Tehran payment .
- Myers (2007) in a research work on the Internet role for competitive advantage for travel agencies and Tourism in Tehran City , with the use of WILKOXON test to the conclusion that the use of internet value chain in offices travel services city of Tehran in the field entrance net of Germany and France and gaining competitive advantage through 3

strategy (cheap wholesale , concentration and distinction) , The relation between positive and meaningful there , at the end also discuss strategies for gaining competitive advantage by using the internet to present offices .

- Okazaki (2008) , as most other cluster studies , there has traditionally been a strong focus on the manufacturing industry . This dominance still exist , despite the growth of the service sector and its great future potential .Tourism and travel , an important part of the service economy is according to the World Tourism Organization (WTO) , the worlds largest industry and it is predicted to be one of a few industries that will continue to generate job opportunities in the future . Hence it is an important vehicle for regional and national development . To many countries and regions it already today constitutes a very important source of income and employment . Still , the tourism and travel industry is one of the least researched in the world economy . A cluster-based approach to this industry is interesting , not only because the service sector in general has been overseen for a long period , but because the tourism and travel industry inhabits some rather unique features . The boundaries of the tourism and travel industry are fairly diffuse and therefore its extent is hard to measure . It combines segments from other industries consisting of a wide variety of products and services , which are demanded while traveling away from home . There is probably no other industry with such diversity in terms of the sectors it embraces , such as restaurants , hotels , airlines , travel agencies , shops and so on . This has often raised the question of whether tourism and travel should even be classified as an industry by itself , strengthened by the fact that no homogeneous product is being produced and that different technologies are used in the production process . In this regard , tourism and travel is not considered an industry in the traditional sense of manufacturing or trade . The way the tourist himself takes part in the production process and becomes a component of the end product is a rather unique feature to this industry and a few other service-producing ones . In the manufacturing industry there is usually an opportunity for leading companies to control the quality of the end product before delivery and make sure that other actors in the value-chain have done a satisfying job . As a majority of tourism products are being produced and delivered at the same time , this is not possible in the tourism and travel industry (Silvera,2007) . Silvera (2008,a) , states that host of linkage among cluster members result in a whole greater than the sum of its parts . In a typical tourism cluster , for example , the quality of a visitors experience depend not only on the appeal of the primary attraction but also on the quality and efficiency of complementary businesses such as hotels , restaurant , shopping outlets and transportation facilities . because members of the cluster are mutually dependent , good performance by one can boost the success of the others . this means that operators in the tourism and travel industry can increase their collective markets and capacities by working together . It can benefit all parties involved in terms of increased opportunities and revenues . By identifying gaps in the tourism cluster and creating integration across businesses and sectors to achieve synergy , new products and services can be created and an innovative and competitive environment achieved . Moreover , working together in an integrated system supports the development of economies of scale , which may be critical to competitiveness (Silvera,2008,b) .

- **The framework consist of a cluster**

Formation of economic clusters are based on a few principals :

1. Existence of other businesses in width and length .

2. Terms of facilitated communication .
3. Local institutions and donor relation coordinator (Silvera,2008,c) .

Methodology to establish or expand Clusters

Although in this study , the codification of cluster of the people strategy to be discussed and not specifically create a cluster with this method a look at knowledge about creating or cluster development are necessary .

Many attempts have been made to replicate successful clusters around the world , such as Silicon Valley and the districts of northern Italy , only to find that this is basically impossible . First of all it is important to acknowledge that clusters can not be created , particularly by government . Industry clustering is a dynamic process that must be cultivated over a long period . Cluster generally develop according to a bottom-up perspective and can not be created by policy alone . A critical mass of enterprises and skills are needed to form the foundation . In addition , finding the vital factors that have led to success in one area is not enough . there is much more to it than what can be seen on the surface , such as the history of the region , the traditions and the structures – in general , conditions that are exclusive for that particular geographical area . Then there is also a great abundance of chance and fortunate coincidences . Hence different clusters must developed and implement their own strategies . Any interventions and government framework need to be tailored to local circumstances . Cluster development is not automatic , although clusters often arise spontaneously . Supporting structures and efforts to promote clusters may constitute the differences between success and failure . Clusters development is based on a fundamental approach , a set of economic , social and industrial based on two basic 'empowerment' and reliability' is . We want to empower the capacities and talents are clustered objects . The grounds and facilities should be provided . This is a point that needs to be considered , the following should be done in such a way that the long-term beneficiaries to be able to lead without intervention from the outside , manage their . The need of educate and engage stakeholders in the development of clusters and cluster stakeholders to track the action . At this point we can be sure of the reliability of processes and structures formed .

Research purposes :

- Identifying indicators of effective tourism strategies
- Creating synergy between tourism enterprises in the city centre of Qazvin

Research question

Cooperation between actors in a cluster is selected by the tourism boom that will work ?

- The Data Collection

In this study , in order to collect information on the research literature of library methods that are used to reading books , articles and other research scholars and search the internet , the information can be obtained . Since this research is descriptive of the kind of track that therefore the method the method the same question letter and interview okay information to be gathered in the test hypothesis are used and in the end as in the level study Qazvin city will be done so the study will be managed , opportunities and treats I see the field of study in this field to study . The study population consisted of 100 senior managers and the organization is Qazvin Cultural Heritage , Handicrafts and Tourism . And the final sample using Cochran formula , 79 senior managers and professionals make up the organization . Of the 79

questionnaires distributed (questionnaires number one) , 74 questionnaires were returned . The return rate of questionnaires number one was 93.6 percent .

- **Data Analysis :**

Question (Q) of Research :

It is a question of ' whether in the form of clusters stimulate tourism cooperation among the selected participants will work ' ? To answer this question , the following hypothesis is formulated and tested .

H0: Tourism cooperation between actors in the selected clusters and a thriving business and there is no significant relationship .

H1: Tourism cooperation between actors in the selected clusters and a thriving business , there is a significant relationship .

Table1:

Selected test results between tourism cooperation among actors in a cluster and thriving business .

| Correlation | | Selected tourism cooperation among activists | Results |
|---------------|-----------------------|--|--|
| Business Boom | Pearson correlation | 0/307 | Relationship (rejecting the null hypothesis) |
| | Level of significance | 0/008 | |

As seen in the above table , the Sig. Pearson correlation test for cooperation between actors in the selected clusters and a boom in the tourism business , 0.008 (less than the significance level of 0.05) is supposed H1 that's confirmed by the results . The choice between cooperation among actors in a cluster and thriving tourism business relationship exists . The positive correlation between the amount of 0.307 is . This means that the level of cooperation between selected activists tourism in the form of a cluster increases , also increases the amount of businesses prosperity .

Simple linear regression analysis between cluster and a boom in tourism in selected advocates cooperation between business

As seen in table 2 , the ANOVA (Sig.) less than 0.50 indicates that there is linear relationship between the selected tourism cooperation among actors in a cluster actors and business is booming . R Square value equal to 0.094 , which indicated that 9.4% of business prosperity , under the influence of tourism cooperation among actors in a cluster is selected . The regression line equation can be written as follows:

$$RO = 2/755 + 0/266 * CO$$

Table2 :

Result of simple linear regression between the activists cooperation of selected clusters and a boom in tourism business .

| Coefficients | | ANOVA(Sig.) | R Square | Dependent variable | Independent variable |
|--------------|-------|-------------|----------|--------------------------|--|
| Model | B | | | | |
| Constant | 2/755 | 0/000 | 0/094 | Business prosperity (RO) | Selected tourism cooperation between activists in a cluster (CO) |
| CO | 0/266 | | | | |

Discussion and Conclusions :

Question (Q) of Research :

“ I Elected tourism cooperation among activists in a cluster will stimulate them “?

Statistical analysis of the data , the observed value of Sig. Pearson correlation test for cooperation among activists in the selected clusters and a boom in the tourism business , 0.008 (less than the significance level of 0.05) and the H1 hypothesis is confirmed . As a result , the probability of error 0.05 the result is the choice of tourism cooperation among activists in a cluster , and there is a thriving business . The positive correlation between the amount of 0.307 is . This means that the level of cooperation between elected activists tourism in the form of a cluster increases , also increases the amount of business prosperity . Munt (1992) also has the ability to receive a tourist area , which has a high potential of tourism information is collected and processed , an accurate prediction of the changing needs of the tourists . The tourism cluster can change , rapid and appropriate response and will have higher performance than competitors . Empowering activists featured in tourist factor that helps to create higher value for their customers in the long term (Srikatanyoo and Gnoth ,2002) .Efforts to attract tourists create an organizational culture that is supportive customer orientation . All information related to current and future customer needs , collects and provides coordination between units through strategies of empowerment , accountability to customers that (Thame,2007) .

The motivation of this research is to gain a comprehensive understanding of the factors associated with the identification and prioritization of the tourism empowerment strategies for the design of the tourism cluster group decision-making using a model of indicators . Understanding success factors enabling tourism in IRAN , poles , poles enable increased productivity and the value of tourism in the country is because of these factors and their alignment with strategic objectives can be considered a potential to increase the performance of the cultural heritage . As the materials presented in this research suggest is so far a coherent framework of knowledge , comprehensive and integrated on this function in active tourism poles country report has been pointed out and most of the different experts to a scattered and one-dimensional . Enabling researchers to look at the mind to focus on a comprehensive tourism strategy , consolidate the scattered field study and data collection and data analysis approaches in their regard may be of this study expressed .

Corresponding Author

Arkia Entezarian

Department of Management and accounting , Qazvin Branch , Islamic Azad University , Qazvin , Iran

References:

- Anderson, W., Juaneda, C. and Sastre, F. (2009), "Influences of pro all-inclusive travel decisions", *Tourism Review*, Vol. 64 No. 2, pp. 4-18.
- Anderson, W. (2010), *Marketing of Domestic Tourism in Tanzania*, Dar es Salaam University Press, Dar es Salaam, Tanzania.
- Anderson, W. (2011), "Enclave tourism and its socio-economic impact in emerging destinations", *Anatolia*, Vol. 22 No. 3, pp. 361-77.
- Capability Scotland, 2002. An open or shut case? How Scotland meets the needs of disabled tourists. www.capabilityscotland.org.uk/advice_info/reports/mystery_shopper/index.
- D. Buhalis, S. Darcy, *Accessible Tourism Issues: Inclusion, Disability, Ageing Population and Tourism*, Channel View Publications, Bristol, 2011.
- D. Buhalis, R. Law, *Progress in information technology and tourism management: 20 years on and 10 years after the internet—the state of e-Tourism research*, *Tourism Management* 29 (4), 2008, pp. 609–623.
- D. Buhalis, E. Michopoulou, *Information-enabled tourism destination marketing: addressing the accessibility market*, *Current Issues in Tourism* 14 (2), 2011, pp. 145–168.
- D. Buhalis, S. Darcy, I. Ambrose, *Best Practice in Accessible Tourism: Inclusion, Disability, Ageing Population and Tourism*, Channel View Publications, Bristol, 2012.
- D. Buhalis, *e-Airlines: strategic and tactical use of ICTs in the airline industry*, *Information & Management* 41 (7), 2004, pp. 805–825.
- J. Borg, S. Larsson, P. Ostergren, *The right to assistive technology: for whom, for what, and by whom?* *Disability & Society* 26 (2), 2011, pp. 151–167.
- J.J. Burnett, H.B. Baker, *Assessing the travel-related behaviours of the mobility disabled consumer*, *Journal of Travel Research* 40 (1), 2001, pp. 4–11.
- Michopoulou, E and Buhalis, D (2013), *Information provision for challenging markets: The case of the accessibility requiring market in the context of tourism*, *Journal of Information & Management*, 50 : 229–239.
- Munt, I. (1992), "A great escape?", *Town and Country Planning*, July/August, pp. 212-4.
- Silvera, J. (2007), "Spring breakers shun Jamaica", *Jamaica Gleaner*, February 25, available at: www.jamaica-gleaner.com/gleaner/20070225/lead/lead1.html (accessed November 2008).
- Silvera, J. (2008a), "Tourism-ad blitz: JTB pulling out all the stops to combat decline in North American, tourist arrivals", *The Sunday Gleaner*, Vol. 69 No. 50, pp. A1-A3.
- Silvera, J. (2008b), "Sandals lays off 650", *The Saturday Gleaner*, Vol. 174 No. 298, pp. A1-A3.
- Silvera, J. (2008c), "Jamaica Tourist Board execs quit – Another government board loses its directors", *Jamaica Gleaner*, November 18, available at: www.jamaica-gleaner.com/gleaner/20081118/lead/lead1.html (accessed 14 January 2009).
- Thame, C. (2007), "What are they promising?", *Jamaica Observer*, August 15, available at: www.jamaicaobserver.com/magazines/Business/html/20070814T220000-0500_126279_OBS_WHAT_ARE_-THEY_PROMISING_.asp (accessed 10 January 2009).
- Timmerman, G.E and Lytle, R.S (2007), *Exercises in tourism empowerment practice*, *Tourism and Hospitality Research*, 1(4), 273-280.
- Williams, D.A. (2007), "Competitiveness of small enterprises: insights from a developing economy", *The Round Table*, Vol. 96 No. 390, pp. 347-63.
- Williams, D.A. and Deslandes, D. (2008), "Motivation for service sector foreign direct investments in emerging economies: insights from the tourism industry in Jamaica", *Round Table*, Vol. 97 No. 396, pp. 419-37.