

# The Analysis of the Isfahan Guesthouses Conditions Aiming at Attracting Internal and External Investment on Tourism Permanent Development

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**Abstract.** Today, the competition market has undergone rapid and great changes regarding the provision of various, qualified products that are due to the increase of the customers' needs. According to this fact, to properly satisfy the abundant and various needs of the customers, the organizations and specially the service centers try to achieve their goals through using quality management system. This matter has direct relationship with the permanent development because what leads to the optimum use of each product is its quality and the quality results in the creation of background for permanent development. Moreover, the performance of the personnel should also be supervised since in the service occupations like hotel management the behavior of personnel has a significant effect on the evaluation of quality and the ignorance of such an important matter will cause important problems. The present research aimed at determining the role of guesthouses in attracting foreign tourists focusing on the efficiency of their management. The method of the research is descriptive-analytic in which the major instrument was a questionnaire distributed among the foreign tourists. The statistical analysis of the findings obtained from the questionnaires revealed that at first hand, the managers should be justified and then should perform the standards of the quality management regarding the tourism permanent development.

**Key words:** permanent development, quality management, the competition advantage

## 1. Introduction

At the beginning of the 21th century, the tourism industry has become one of the most prolific industries of the world and there exists a great competition among many of the world countries for the attraction of tourists. According to predictions by the tourism industry, in 2020 about one milliard and five hundred and sixty million persons would turn to tourism. (Unwto, 2007). This industry would help the developing countries to solve problems such as poverty and unemployment (Holjevac, 2003).

The tourism industry is a combination of various activities such as the relations created as the result of interaction among tourists, suppliers, the sellers of tourism products, governments and host societies in the process of attraction and reception of tourists. (McIntosh, 1995). The effect of policies of tourism industry development for the progress of underdeveloped countries has often been encouraged as a miracle. (Guharian, 2009, p. 237).

## 2. Statement of the Problem

Because of having unique cultural, historical, artistic and even human sources, Isfahan province is regarded as one of the most important provinces for the attraction of internal and external investments for the development of tourism economy. One of the most important parts of the tourism industry is the residence of the tourists in places such as hotels, guest-houses and residential centers. The guest-houses due to their low costs are attended and welcomed by people, however, regarding to what extent the quality is taken into consideration in such places, is to some extent controversial. If the guest-houses can obtain such a degree of quality that tourists have more inclination to resident in them and if, in fact, are placed in a competition round, it would be possible to attract internal and external capitals and consequently develop the tourism

economy in the province. However to what extent the province has been successful in the attraction of capitals is also an important point that should be taken into consideration. The investment position in Isfahan province has steel a long distance to the ideal level. The unpromising behavior with the present capitalists and consequently the lack of real protection from them and even some insular behaviors have caused the investment and the attraction of internal and external capitals to be faced with a kind of half-active strategy or the move-stop strategy while in the permanent development, the human being is regarded as the axis of development and deserves sanitary, safety, culture, education, knowledge and the development of information and communication.( Gann zir, Airen, 2008).

### **3. Methodology**

This research is functional/ practical regarding aim and is descriptive-survey from the point of view of essence. The statistical population of this research was the tourists who were resident in the Isfahan guest-houses. The sampling was done randomly and based on the Cochran model, the sample including 100 persons was determined. Moreover 10 managers of the guest-houses were selected for the evaluation of the degree of knowledge and inclination for performing the quality management. To gather data, in this research the library method has been used. To analyze the data, the SPSS and Minitab software were used. The descriptive statistics was used to summarize and describe the data, and the inferential statistics was used to analyze and determine the influential factors in comprehensive quality management system in Isfahan guest-houses.

### **4. Discussion**

The tourism industry is considered as one of the influential service industries in the process of economical development of underdeveloped countries. It is evident that cooperation in each type of economical activity requires various and suitable background that the most important of them is the encouragement of private capitalists (Saber, 1388).

The tourism industry is like a remote engine which has the ability of efficiently stimulating the economy of a country with low prices. (Holjevac, 2003). This industry is considered as an activity that in today's world has proved the ability of affecting the process of balanced development all over the world. (Ebrahim zadeh, , 2001). The aim of permanent development of tourism is the improvement of life quality of host population, the provision of quantitative experiments for tourists, and preservation of the quality of the environment (Vatan parast & Naghedi mehr, 2009).

One of the important factors of tourist attraction is the existence of infrastructures and specially hotels that are the first organizations which should be constructed in a place with beautiful, interesting view (Gharenejad, 2007). The quality and its increase in the residential centers is a point that should not be ignored. The matter of quality would be different especially in the residential areas such as the guest-houses. The majority of those who become resident in the guest-houses, look for the minimum amount of facilities and costs. However if the quality of such centers is at an appropriate level, this will lead to the satisfaction of customers, permanent development, appropriate use of the sources and a healthy competition round.

Following theoretical discussion of the matter, the degree of familiarity and importance considered for the increase of quality from the managers' point of view that is an important part of the executive manner in the process of quality development of guest-houses will be evaluated.

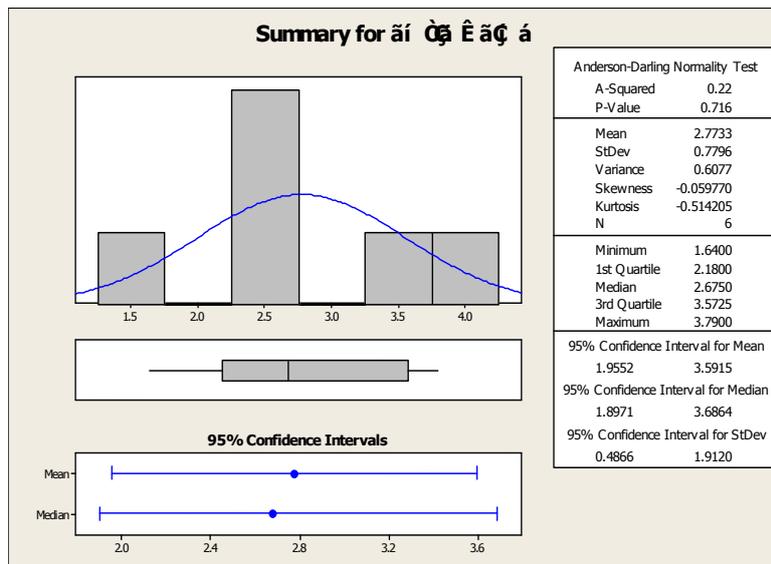


Fig 1. Investigating the amount of managers' knowledge regarding quality management

As it is observed, the mean of the knowledge and information of the managers is 3.3 (the maximum amount of knowledge is considered to be 5). The median is equal to 3. With the confidence interval of 0/95, the mean of the knowledge and information of the managers can be considered in the range of (2.25 & 4.41). Mode in this questionnaire is 3 that show the amount of knowledge to be intermediate. Unfortunately, in this relation, the knowledge, awareness and instruction is very low. Moreover, these managers neither have experienced theoretical instruction about the increase of qualities and their consequences, nor have had any researches or studies in this regard. Actually, it can be said that through experiment, they had come to the conclusion that it would be better to use a new method instead of the old ones that this matter has, in fact, been the test and error method which its results have not been to some extent generalizable.

After the explanation and discussion of quality promotion, permanent development and relative justification of the managers about these matters, the degree of their tendency was evaluated.

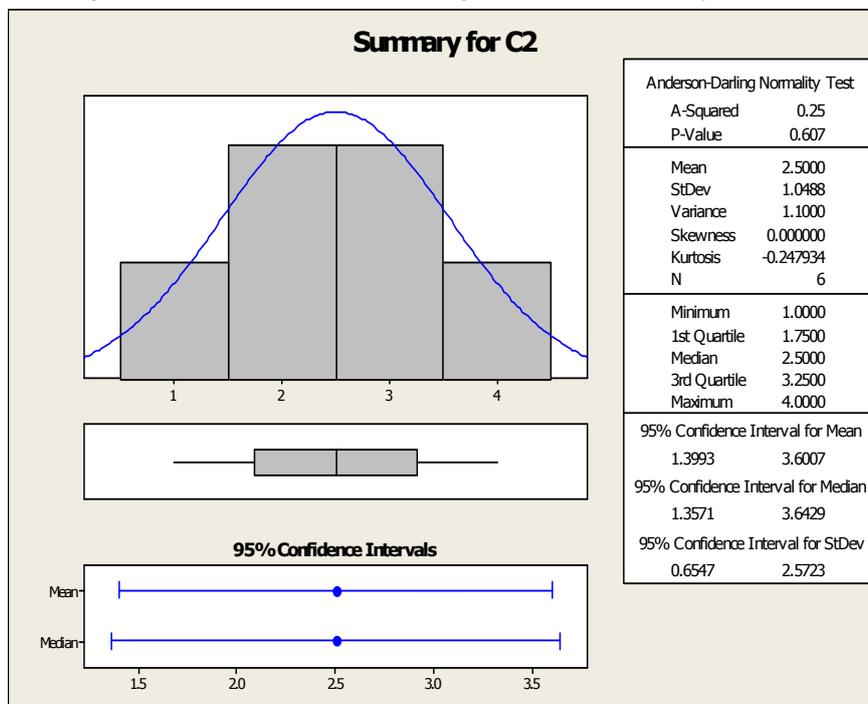


Fig 2. The tendency of managers after awareness of comprehensive quality management

This figure shows the tendency of managers for the performance of comprehensive quality management. However, this matter has been taken into consideration after the managers' justification about the

comprehensive quality management. The mean for this question is 2.5 that is lower than the normal/ medial level which is 3. The asymmetry of the above figure shows that the performance of the comprehensive quality management has been useful that itself is an indication of the fact that the opinion of the managers of the guest-houses has been normal. The performance of standards in any place and position will certainly lead to the decrease of negative effects and the increase of positive ones. However, we can not expect the managers who do not have correct information regarding this view to be successful in its performance, while when they are informed even in a restricted way, they became eager to perform the comprehensive quality management.

Another factor considered in this study has been the identification of the interests of the customers who were resident in these guest-houses and the record of their interest in the performance of quality management.

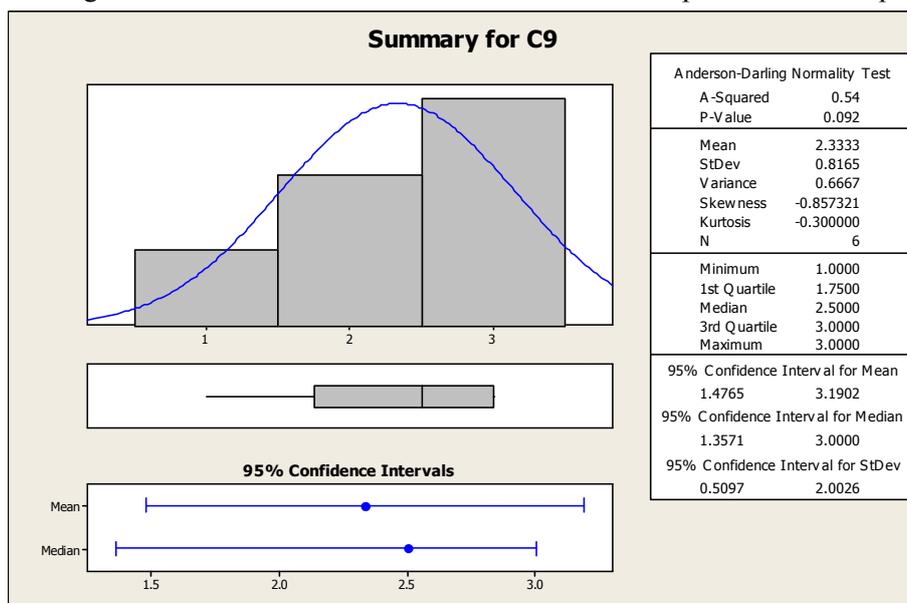


Fig 3. The identification of customers' interests and it's record

The data gathered in column c9 is related to the interests and tastes of the customers. Considering importance for the viewpoints, opinions and the interests of the customers has been shown in the following table with the mean of 2.33 which is very lower than the normal level. Therefore, the schematization and awareness of the managers of guest-houses is required in this regard because a great number of these people believe that recording the interest of the customers is of no use and the creation of such kind of relations has no effect on the further reference of the customers to their guest-houses. In fact, the managers believe that the record of the statistical data would not be useful as it is expected; consequently they usually do not do it.

## 5. Results and Suggestions

It is of no doubt that the managers do not have enough information regarding their occupation activities and if such manner continues, it will cause them to face with problems in the future. The managers of the guest-houses had tendency for receiving such instructions but not with high costs. The fact we observe is that all the decisions and schematizations of the managers in such places is done based on their information that is itself the result of their own experiences and unfortunately in the management as the result of lack of enough information there is the possibility of creation of loss and problems that can not be sometimes compensated.

Therefore, the empty place and gap of instruction for both the personnel and the managers is completely observable. Regarding the instruction of the personnel and managers, it is offered that scientific and academic instruction be done generally and in two or three simultaneous turns each week by the cultural heritage or technical and professional organizations so that in this way both the appearance of problems in the guest-houses is prevented and the schematization and decision making of the managers is done with the minimum amount of risk.

Considering the fact that at the present time the manager who tries to use oral instruction to his personnel and while they are doing their daily activities calls them and reminds them of some matters, the called personnel considers this speech as criticism and reproach and finally this matter causes the same problem to occur again in near future. Moreover, the awareness of the world's happenings causes the motivation of progress to be created in the personnel. Such classes, because of their generality, cause the personnel and managers from other close and distant guest-houses to be beside each other and the relationship that is probably created among them can be useful for their future, either regarding competition or cooperation. However, regarding investment, by evaluating the problems and hindrances on the way of present investors, the reasons of exit of the capitals from the country, the process of investment in Isfahan province and the probable methods for improvement of investment in province can be identified.

Now that decentralization is one of the government's important policies, this matter is considered as an important opportunity. If the policy of decentralization and distribution of political and economical affairs of the government is based on the potentials of each area, the method and type of investment in each area such as Isfahan would be better than before. Finally, it is suggested that through performing the quality management and improvement of quality, today's capital will be used in the most appropriate way and through instruction, the background for a large number of progresses is created.

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