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## Identification and Prioritization of Tourism Attraction of Genaveh Port and its Impact on the Economy of the City. Irans Aspect

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### Abstract

Tourism is a major force in any economy and large and fasting industries in the world. It is increasingly important source of income, employment and wealth in many countries. This paper looks identification and prioritization tourist attractions and its impact on the economy. The population of this study contains 2000 of tourism, cultural heritage and economic expert which sample estimated 323 based on Morgan table. The Cronbach's Alfa of questionnaire was 0.84. Kolomograph Smirinoph and Friedman test were used respectively to normal and ranking identified factors. The result showed that purchasing power, economic situation of people were important than the others factors identified.

Keyword: Tourism, economy, prioritization tourist, cultural heritage

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## 1. Introduction

Tourism is an environmentally dependent activity. At the broadest level, the natural environments and heritages belong to people of each country and even some of them belong to all people of world. (Faraji Rad, 2010). Importance of tourism for the economic and employment is so that it can be considered as the driving force of any country. Tourism has many advantages and it is an important source for employment. Tourism apart from the advantage of economy and employment has social and cultural impacts. Tourism development can increase the living standard of local people. (Hezarjaribia et al, 2011) Typically, tourism can be thought of as a bundle of goods and services combined together with a fixed proportion (Ardahaey, 2011). Tourism is not limited only to activities in the accommodation and hospitality sector, transportation sector and entertainment sector with visitor attractions, such as, theme parks, amusement parks, sports facilities, museums etc., but tourism and its management are closely connected to all major functions, processes and procedures that are practiced in various areas related to tourism as a system. Also, tourism industry involves the functions of planning, organizing, coordinating, training and monitoring evaluating at all levels. Therefore, tourism integrated into the functional unit of the economy (Zaei, 2013). To investigate the impact of tourism on local communities, it was decided that examination of how a specific global phenomenon can affect a specific community would provide useful insights and help to assess the support of community residents for sustainable tourism development (Herrera at 2013). Today tourism concept totally different from the past and it has found to be regarded as economic issue. So that after the oil and automobile industries is a profitable industry.

Tourism come in many shapes and forms such as social, cultural, economic and environmental. Tourism has been a source of social-economic change in many developing countries. (Aref, 2011) Tourism can have very positive effects according to the way activities are managed. Managed well, tourism can play a positive role in the socio, cultural, economic, and environmental of the destination and as such represents a significant development opportunity for many countries and communities.

The purpose of this paper is to determine tourist attraction and economic development in Genaveh Port.

## 2. Review of literature

Wallace at al (2015) in their study indicated there were four major forces shaping the global tourism market. There was one positive force for New Zealand countered by three tough challenges. The strawman growth framework comprised five separate yet inter-connected "cycle of growth" themes. These themes are relatively consistent with global national tourism plans that were studied. Used intelligently and in harmony, with the industry fully understanding the inter-relationships and inter-dependencies within the "cycle of growth", the key themes enable the tourism industry to successfully come to grips with the challenges and opportunities ahead.

Chang at all (2014) the results indicated that on-site tourism experience was the most influential antecedent of revisit intention to creative tourism sites in terms of the magnitude of the standardized coefficient. The unique variances of motivation factors and perceived value were too small to be statistically significant to explain revisit intentions. The present study contributes to the ever-increasing tendency for creative industries in Taiwan to develop creative tourism products and services that encompass authentic local culture and art in enhancing tourist experience.

Spencer (2014) in his research "Tourism and technology in the global economy: challenges for small island states, he work shows that technology diffusion and adoption has become an important area of research globally. For countries that are heavily dependent on inbound travel from regions of the world with high technology penetration and a clientele which is increasingly expecting cutting edge technology to be part and parcel of their travel plans, this type of research and application of new technologies to the travel package are critical to survival and growth.

Croes (2013) found that Small islands experienced stronger basic patterns of growth than many developed countries, especially where economies of scale are not an issue. The findings further suggest that tourism specialization is not harmful to growth, and, in lieu of technological gaps and resource limitations, tourism specialization is a sound option. Size, a lack of complete sovereignty or independence and export orientation do not seem to affect the variance in the real per capita GDP at a greater degree. Finally, small islands may leverage returns to scale in global markets.

Meng at al (2012) showed based on the extensive review and discussion of the related literature, this study proposes that tourist shopping intention and actual purchase behavior are influenced by various indicators, including planned behavior, impulsive behavior, and experiential consumption factors. In other words, tourist shopping behavior is a mixture of planned, impulsive, and experiential consumption behavior.

Lorant (2011), showed that Sustainable and responsible rural tourism development is unachievable without the application of ecological thinking. Consequently, tourism ecology naturally helps develop the tourism of rural areas based on local natural, social and cultural resources. Nevertheless, it is also an expectation that actors of the system, i.e. tourists must continue an active and responsibly sustainable practice.

### 3. Research question

**3.1-What is the impact on the economy Genaveh city's tourism development?**

**3.2-What are the affecting factors on tourism sector development in Genave city?**

### 4. Methodology

This study addresses tourist attraction and economic development in Genaveh Port. This is surveying research. The population of this research, tourism and cultural heritage experts in Bushehr port experts, economists, businessmen and merchants and travelers are Bushehr Province. (N=2000) The sample estimated 322 based on Morgan table. Morgan table. The data was collected through questionnaire its reliability determined based on coefficient alfa test 0.84.

To analyze the data t-test and Freidman test were be used.

### 5. Findings

**Table 1: t-test , tourism development and economic growth**

xH	xL	Mean'sdifferences	Sig	df	t
3.71	3.51	3.66	0.000	320	3.71

According the table 1, the Sig level is less than 0.05 and t value is 3.71, therefore there is a significant relation between development tourism and economic growth.

**Table 2: t-test, tourism and affecting factors**

Affecting factors	xH	xL	Mean's differences	Sig	df	T
Economic improvement	3.94	3.80	3.76	0.000	320	3.87
Job creation	3.73	3.54	3.58	0.030	320	3.61
Urban space improvement	3.45	3.28	3.31	0.000	320	3.36
Craft development	3.32	3.07	3.45	0.000	320	3.24

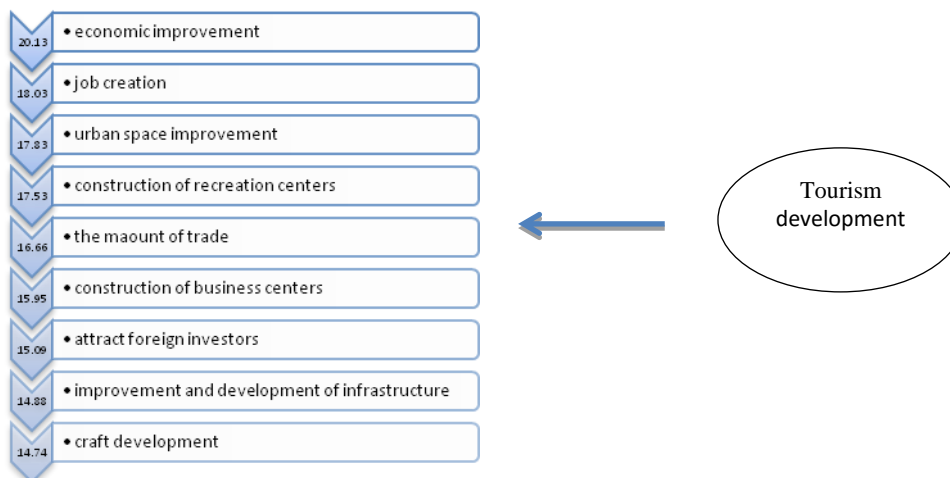
Construction of recreation center	3.74	3.58	3.64	0.000	320	3.69
Construction of business centers	3.57	3.31	3.45	0.000	320	3.24
Attract foreign investors	3.56	3.41	3.48	0.020	320	3.51
Improvement and development of infrastructure	3.30	3.07	3.15	0.000	320	3.24
The amount of trade	3.42	3.17	3.28	0.000	320	3.32

As shown in the above, a significant level is lower than 0.05, hence the H1 would be accepted. And t value indicates there is a significant between tourism development and affecting factors.

**Table 3: Freidman test**

Factors	Value
Economic improvement	20.13
Job creation	18.03
Urban space improvement	17.83
Construction of recreation centers	17.53
The amount of trade	16.66
Construction of business centers	15.95
Attract foreign investors	15.09
Improvement and development of infrastructure	14.88
Craft development	14.74

After identifying the impact of tourism in Genaveh City, by using Freidman test researcher determine the ranking of tourism on which factor is more effective.



## 6. Conclusion

One of the more notable aspects of the current economic recovery has been the strength of tourism and related industries. Tourism is one of the world's fastest growing industry and one of the global engines of development. It is an increasingly important source of income, employment and wealth in many countries. However, its rapid expansion has also had detrimental environmental (and socio-cultural) impact in many regions. The tourism industry generates substantial economic benefits.

One of the primary motivations for a region to promote itself as a tourism destination is the expected economic improvement.

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