

ARTICLE

THE IMPACT RATIO OF PRINT MEDIA IN TOURISM DEVELOPMENT AND MARKETING (CASE STUDY: HAMEDAN PROVINCE)

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ABSTRACT

In spite of Iran's capabilities in the field of tourism, unfortunately it could not achieve competent position in this industry yet. Among the factors that can develop and improve the country's tourism industry is to implement effective informing tools and parameters through media and marketing. This study intends to describe the thinking of exploitation of print media and marketing tool as the philosophical foundation of tourism development. In this study, three kinds of questionnaire with 230 questions were designed that were distributed among new agencies, travel agencies, and travelers. In order to collect data from the region under study, we performed a field operation (questionnaire), and to analyze the data SPSS software has been used, and to confirm or reject research hypotheses, Chi-square statistical test (X^2) has been applied as well. Regarding the field surveys (questionnaire) distributed among tourists in 2015, we require to plan basically and rapidly to develop and improve tourism in the region under study. Basically planning with accurate and correct goals can provide high incomes from valuable monuments of this city. Based on the research results, it was proved that publishing reports and topics about tourism in print media can be one of the driving factors for trip. There is also a relationship between professional publications of the tourism area and tourism development, and there is a significant relationship between tourism special occasion letters and brochures, promotional maps and tourist attraction.

INTRODUCTION

In the tourism section of the horizon of 2025 outlook document, Iran will be changed to the world's one of the important poles of tourism, and to realize it, the number of tourists entering Iran should reach about 20 million people. Getting 36 billion dollars foreign exchange and realization of about four million job creations are among the important plans of Iran's tourism industry in the horizon of 2025 outlook document. Attracting six million and 700 thousand foreign tourists to the country till 2020, and attracting 20 million foreign tourists have also been predicted in the 2025 outlook. According to the compiled plan, 10 percent of foreign tourist attraction of country, equal to 670 thousand people, till the end of 2020 is the share of Hamedan province, and in the outlook document the share of Hamedan to attract foreign tourist is 15 percent (Unit of Research and Statistics of Cultural Heritage, Handicrafts, and Tourism of Hamedan). The realization of this statistics indicates that a path full of prowling is drawn for Hamedan province in respect of tourist attraction, and in this regard advertisements and introducing tourism capacities needs compiled planning.

Problem Statement

Introducing tourism potentialities and capacities principally and accurately in print media has basic role in tourist attraction, and this principle has been confirmed following numerous studies in the present era. However, these media not only in global arena but in national and regional arenas could not be planned for making people familiarized with cultural, tourism, and historical attractions. In spite of Iran's capabilities in tourism area, according to the existing statistics, unfortunately it could not achieve competent position in tourism industry yet. Among the factors that can develop Iran's tourism is to implement tools such as media, effective parameters of informing and advertisements and hence to perform marketing through press. This study intends to describe the impact ratio of print media on tourism development and marketing, and bring about the important studies about the role of print media in the tourism development.

In fact, what is the relationship between print publications and the development of tourism of Hamedan Province? What is the role of print media in tourism development and marketing for tourist attraction as a sign and symbol of social, economic, and cultural developments?

Research Questions

- Can publication of reports and topics about tourism in print media be one of the driving factors for trip?
- Is there any relationship between professional publications of tourism area and tourism development?
- Can print media be appropriate capacity for marketing and advertising in tourism area?

Importance and necessity of research

Tourism industry is among important industries with rapid growth in the world's economic development that by creating the highest ratio of added value can directly and indirectly impact on other economic and cultural activities. Hamedan province in recent decades could make income through various ways such as

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agriculture, industry, and manufacturing by providing and creating specific possibilities and resources, but according to the studies of experts and existing documents in recent decade in public organizations such as Hamedan Governor, the major pivot of province tourism development has been drawn. Probably, many developed countries and even developing countries have increased their national income through tourism; hence this principle would be realized for Hamedan province, if a compiled plan is acted in respect of introducing tourism capacities.

Research hypothesis

- It seems that publishing reports and topics about tourism in print media is one of the driving factors for trip.
- It seems that there is a relationship between professional publications of tourism area and tourism development.
- It seems that there is a significant relationship between tourism special occasion letters and brochures, promotional maps for marketing and tourist attraction.

Research goals

- Compiling appropriate strategy for province tourism development based on marketing and media advertisements,
- Offering appropriate solutions in order to develop tourism by planning for media advertisements,
- Studying the role and the impacting ratio of print media in tourism development and marketing of Hamedan province.

Concepts and key words

Tourism

Since tourism produces product and services and is related to workforce, capital, and added values, it can be regarded as industry. The services offered in this industry in some cases such as the ratio of tourists' satisfaction and their experiences are intangible, and thus cannot be compared with other industries. [1]

Development

Michael Todaro, the famous western sociologist: "Development should be known as multidimensional flow that requires basic changes in social structure, public attitude and national institutions and also accelerating economic growth, reducing inequality, and eradicating absolute poverty of the people. [2]

Marketing

One of the components of tourism development framework is marketing. With regard to the existing competition among tourism destinations, the issue of marketing has high importance. [3]

Advertisements

Advertisements and informing are regarded as very important topics in the economics. Nowadays informing and advertisements is performed by different methods in the world to attract tourists, and it has had the highest impact on tourist attraction. Being updated in informing has been among the effective cases in tourism development.[4]

Media

Actually the information related to the events and social problems has created horizontal relationship among people, and mass media such as press by reflecting the news has made them aware of the issues of each other. This application is particularly useful to the extent that in decision makings, corresponding with life programs for people or audiences can be interpreted as social lifeblood.[5]

Research history

Y. Kim (1988) in his dissertation tries to evaluate tourism from the spatial structure dimension and its impacts on tourism trips model. This dissertation by using "Pull Model" offers spatial heterogeneities of tourism trips and the evaluation and process obtained from it.

J. Lee (1992) in his dissertation has investigated and analyzed the approaches of various tourism groups to evaluate economic impacts of tourism and leisure times on various tours. This research has been formed by using various viewpoints of visitors of tourism regions.

Sh. Zahede (2004) in this article by giving importance to the nature and tourism considering it tries to deal with the relationship and impacts that these two have on each other. The result of this article indicates that mankind damages the natural environment with the speed more than what nature can tolerate.

Mankind's behavior often ignores sustainability principles, and at the end he recommends some programs and solutions.

Dinari (2006) in an article entitled as religion and tourism has investigated the tourism position in Islam religion and concluded that one of the most important motivations of tourism in the world is religious and pilgrimage trips, particularly if that geographical region has beautiful and natural perspectives, so it can have more impacts for attracting tourists.

Mahdizadeh (2007) in bases and solutions of tourism development in Iran has investigated the tourism industry and has offered solutions such as the development of activities of municipalities and other organizations, and has concluded that all issues related to Iran's tourism would be removed by the cooperation of related organizations.

Pelag described the relationship between growth and decline of tourism destinations with regard to the tourists' features in 1973, and declared that tourism destinations move along with a range related to various market segments in various development stages (Maktabi, 2005: 20).

Mass media such as press has created horizontal relationship among people, and mass media such as press by reflecting the news has made them aware of the issues of each other. This application is particularly useful to the extent that in decision makings corresponding with life programs for people or audiences can be interpreted as social lifeblood. Therefore, press as a sensitive and delicate cultural tool deals with people's thoughts and mentality (Atarzadeh, 1999: 36). Generally, the mass media, and particularly press are like double-edged blade that can take steps for stabilization and can harm as well; can promise development, and can spread the seed of anti-development ideology in the community atmosphere (Walker, 1991: 15).

Nuclear deal, an opportunity for planned advertisements in tourism

Iran's tourism market due to the sanctions had become stagnant for several years, and it was revived after agreement, and this event should be an opportunity for Hamedan province too. Simultaneous with the great historical deal plan of Iran and 5+1 countries, a new wave of expressing interest of American and European countries for travelling to Iran has been emerged, and this wave is tangible under consideration of media. Professional tourism media of Hamedan should try to put Hamedan in the path of foreign tourists' trip by making relationship with foreign media.[6]

CNN: "Iran will change your imaginations"; the number of Iran's tourists is increasing, and the authorities of this country predict that the number of tourists reaches 20 million people till 2025.

Euro news: "Regions to travel in 2016"; one of the signs of events occurring in Iran is the opening of Akor Chain Hotels in Tehran International Airport. Rotana Chain Hotels has also planned to open 4 hotels in Iran in 2018 [7].

National geographic: "Blooming of desert flowers"; some years before, the future of tourism in this country seemed dark, but by the removal of sanctions, it seems that the desert flower blooms.

Journal of trip and leisure times: "Returning to global arena" (According to Table1) ;With the recent agreement of Iran with the United Nations Security Council and the 5 + 1 group, one of the greatest civilizations of world is returning to the global tourism arena[8]

Table 1: A Look at Approach Change of Foreign Media for Introducing Iran

No.	Date of Release	Newspaper Name	Country	Released Report/ News
1	August 2014	La Repubblica	Italy	In this newspaper travelling to Kish has been raised and Iran's Kish has been assimilated to Iran's Hawaii
2	October 2014	Daily Telegraph	England	Advertising a 12 days tour to Iran with 3150 pounds; in this report for the first time in England, travelling to Iran has been mentioned, and performing the tour in 2016 has been predicted.
3	November 2013	Le Figaro	France	The introduction of Iranian gardens in the cities of Shiraz, Tehran, Isfahan and botanical garden of Mashhad by two French journalists in Iran; the prediction of this newspaper is that from March 2013 to March 2014 Iran will host 4 million and 500 thousand tourists.
4	May 2014	Los Angeles Times	America	(Iran is the best country for foreign tourists) Janet Morse Tourism Agency and Horizon in this report have declared that they sell two times tourists to Iran in 2016 compared with 2014.
5	January 2012	Financial Times	London	The newspaper is one of the oldest newspapers of political economy newspapers and it is printed concurrently in dozens of important world cities including London, Frankfurt, Milan, Madrid, Los Angeles, San Francisco, Washington, Hong Kong, and etc. This newspaper predicted that in 2014 Iran is the first option in the list of tourism destinations.

6	December 2013	The Times newspaper	London	It recommended English tourists to travel to Iran in 2016.
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Hamedan Press

- Although press grew in Hamedan later than the cities of Tehran, Rasht, and Tabriz, the interest and enthusiasm among Hamadani Libertarians and Constitutionals has caused this city to be regarded among the pioneers of this cultural movement.
- Simultaneous with the signing of The Constitution by Mozaffareddin Shah, the work of preparing newspaper and journal was formed and developed in Hamedan. The first newspaper in Hamedan was AdlMozafar Newspaper held by Alikhan Zahirodolle (the Governor of Hamedan) in 1324 AH (corresponding with 1906 AD). In one statistics from 1324 to 1329 AH (1906 to 1911 AD), in The Constitution Covenant by expansion and intensification of press, 2.7 percent of publications were published in the West of country, namely Hamedan, Kermanshah and Borojerd. But exact information shows that the number of publications of Hamedan is higher than mentioned score. In this date, 8 journals including the AdlMozafar Newspaper as the first journal of Hamedan, were published in Hamedan that in summary they can be introduced as such[9]
- Currently in addition to 44 print weekly and journals, two newspapers of Hamedan Payam and Hegmataneh are printed regularly.
 - The only newspaper of Hamedan Payam in the west of country with a special page on tourism in respect of introducing and informing in this area has published 1260 pages of tourism and 35 special issues with cultural, tourism, and handicrafts content concurrent with offering an informing website since 2011.
 - Although currently news websites and informing bases of Hamedan province do not have special page on tourism, they are activating in a sensitive competition in respect of covering news and offering reports in this area (According to Table 2).

Table 2: Print media Hamedan Province

Newspaper	Weekly	Fortnightly	Monthly
Hegmataneh Hamedan Payam	Mehrab Future Image Morning of Hope Voice of Alvand Voice of Malayer Hamedan in 1400 Your Call Sepehr of West Parsi Media Hi Hamedan Culture of Malayer Dawn of Hope Hamedan, Blooming Season	Voice of Alvand Publication of Bouzar Thought Green Culture Sun of West Hadith of Mehr With the People of Hamedan Prospect of Hamedan Hope of Vine Children's Song Moshkan Heaven Scent Hamedan Citizen Sarang	Purification

Data collection method

The required data for performing this research has been investigated and collected by the two following forms:

- Document and Library Information:** that has been collected by referring to the books, articles, sites, archives of related institutions and the press.
- Field Method:** that the required information has been collected by using questionnaire tool with regard to the basic goals and questions of research. In some cases interview has been used as well.

Data collection tool

This research contains three series of questionnaires. The questionnaire related to media including explanatory and multiple choices questions. The questions of travel agencies and travelers are all multiple choices. Having performed field researches and data collection, the obtained data was evaluated by SPSS software.

Data analysis method

In this research, the reliability of questionnaires was assessed by Cronbach's alpha and SPSS software, and the validity of questionnaire of this research was assessed through confirmation of experts, in a way that the questionnaire validity has been confirmed by the supervisor. In order to prove the hypotheses Chi-Square 2 test has been used. In this research, since it has been designed for three groups of community related to tourism, the obtained data for each questionnaire has been used to confirm each hypothesis. Then, by implementing SWOT technique, marketing strategy determination and data analysis has been performed by this method.

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MATERIALS AND METHODS

The method of this research is descriptive-analytical in respect of the nature, subject, and the goals predicted for it, and it is among the applied researches. Since the questionnaire and interview tools have been used for collecting required data in this research, hence from another angle it can be regarded as a survey (field) research.

Statistical Population

The statistical population in this research includes all managers of travel agency offices, the number of whom is 40, and all managing director of print media of Hamedan province the number of whom is 30, and all tours entering 5 travel agency offices that are 160 people chosen during 1 monthselectively.

Data related to media questionnaire

In order to confirm the hypothesis “It seems that there is a significant relationship between tourism special occasion letters and brochures, promotional maps for tourist attraction” the data extracted from this questionnaire was used,whether in print or multiple choice. In this group of questionnaire, both explanatory questions and multiple choice questions were used. The answers of explanatory questions will be investigated and evaluated in the next chapter. The sample explanatory questions are:
Describe the professional tourism journals published in Hamedan.

How can the choice of tourism destinations influence through print media?

How do you describe the mission of journals towards the accurate introduction of attractions in order to attract tourist?

State your opinion about the presence of experts in the field of tourism for the preparation and arrangement of tourism specialized publications.

State your opinion about the presence of experts in the field of tourism marketing and advertising in the preparation and arrangement of tourism specialized publications (According to Table 3).

Table 3: Frequency of the Options of Each Question

Questions	Very Good	Good	Medium	Weak	Very Weak
1	3	4	5	9	8
2	4	5	7	6	6
3	3	8	7	7	4
4	3	3	5	10	7
5	3	3	8	10	5
6	3	5	6	11	4
7	4	4	12	5	4

Investigating the Data of Multiple Choice Questions by Chi-Square 2 Test

In this section we have two hypotheses:

H0: The relationship between two nominal variables is not significant.

H1: The relationship between two nominal variables is significant.

According to the output table of software, (Table 3.1) the significant value in Chi-square2 test is as follows:

Table 3.1: Symmetric Measures Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.809a	24	.046
Likelihood Ratio	37.006	24	.044
Linear-by-Linear Association	1.979	1	.160
N of Valid Cases	96		

a. 28 cells (80.0%) have expected count less than 5. The minimum expected count is.27.

The P-value for Chi-square 2 is equal to 0.046; hence H1 is accepted with 5 percent error level. In other word, the relationship between two nominal variables is significant.

P-VALUE = 0,046 ≤ α= 0.05 → acc H1

Now, that the relationship is significant, we evaluate the Cramer's V value. The closer its value is to zero, the relationship between two nominal variables is lower; and the closer it is to one, the relationship is more. (According to Table 3.2):

Table 3.2: Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.619	.046
	Cramer's V	.310	.046
N of Valid Cases		96	

TheCramer's V value is 0.310; it means that its value is closer to zero; hence the relationship between two variables in this hypothesis is relatively low (fig.1).

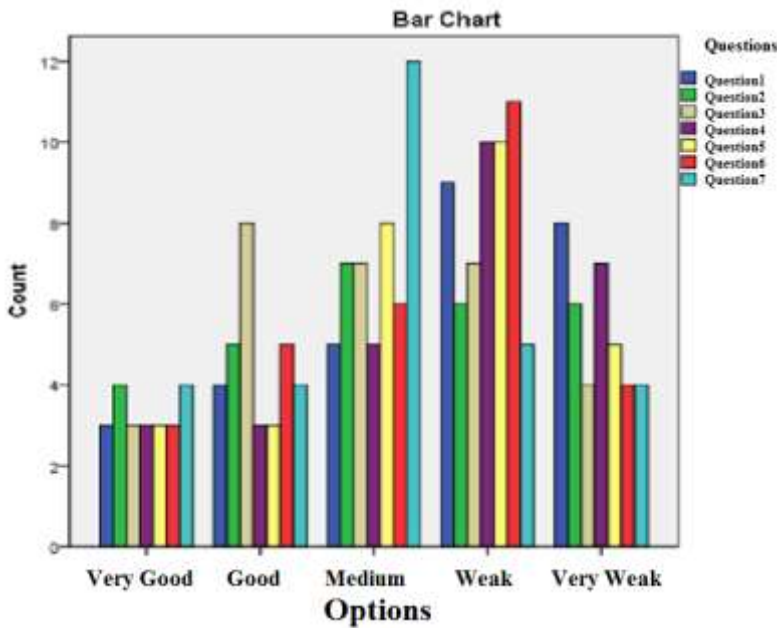


Fig. 1: Bar Chart of the Frequency of Options in Each Question (Source: Author)

The Data Related to the Questionnaire of Providers ofService to the Travelers (Travel Agencies)
In this section, considering the questions asked from people offering services and the obtained data, we intend to confirm the hypothesis "It seems that there is a relationship between professional publications of tourism area and tourism development" by using Chi-square 2 test (According to Table 3.3) (fig.1).

Table 3.3: Frequency of Options in Each Question

Questions	Very Good	Good	Medium	Weak	Very Weak
1	4	10	10	9	6
2	5	11	12	8	4
3	4	13	13	5	4
4	4	5	16	8	7
5	5	12	12	7	4
6	4	6	18	8	4
7	4	9	10	9	6
8	5	9	15	5	5
9	5	14	8	8	4
10	4	9	12	11	4

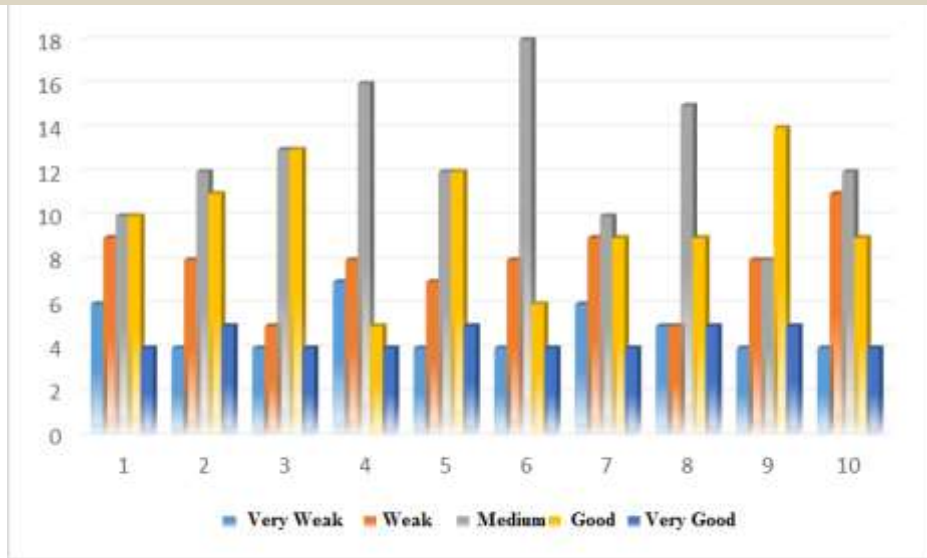


Fig. 2: Frequency of Options in Each Question

Table 3.4: Questionnaire Reliability Case Processing Summary

Cases	N		%
	Valid	5	100.0
Excluded ^a	0	.0	
Total	5	100.0	

a. Listwise deletion based on all variables in the procedure.

According to the result obtained from the output of SPSS software, the Cronbach's alpha value is 0.954, and since the range of Cronbach's alpha change is from 0 to 1, the Cronbach's alpha value of this research is 0.954, and due to proximity to the score 1, it has very appropriate reliability (According to Table 3.5).

Table 3.5: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.954	.965	10

Investigating Questions by Chi-Square 2 test

In this section we have two hypotheses (According to Table 3.6):

- H0: The relationship between two nominal variables is not significant.
- H1: The relationship between two nominal variables is significant.

Table 3.6: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.582a	36	.008
Likelihood Ratio	66.622	36	.001
Linear-by-Linear Association	.321	1	.571
N of Valid Cases	205		

a. 29 cells (58.0%) have expected count less than 5. The minimum expected count is .70.

(According to Table 3.7), the significant value in Chi-square 2 test is as follows:

The P-value for Chi-square 2 is equal to 0.008; hence H1 is accepted with 5 percent error level. In other word, the relationship between two nominal variables is significant.

P-VALUE = 0,008 ≤ α= 0.05 → acc H₁

✓ Now, that the relationship is significant, we evaluate the Cramer's V value. The closer its value is to zero, the relationship between two nominal variables is lower, and the closer it is to one, the relationship is more. (According to Table 3.7):

Table 3.7: Symmetric Measures

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.539	.008
	Cramer's V	.270	.008
N of Valid Cases		205	

The Cramer's V value is 0.270, meaning that its value is closer to zero. Thus, the relationship between two variables in this hypothesis is relatively low.

Data Related to the Questionnaire of Travelers

In this section, it should be mentioned that in the demographic information part, a series of questionnaires did not have information; hence the people's statistics do not correspond with the number of questionnaires (According to Table 3.8) (Fig. 3).

Respondents' Demographic Information

❖ **Respondents' Gender**

Table 3.8: Frequency of Respondents' Gender

Gender	
Female	Male
67	69

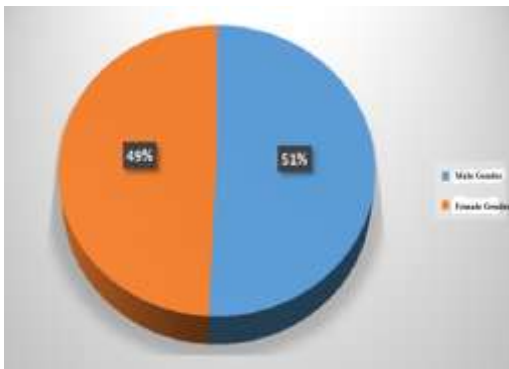


Fig. 3: Respondents' Gender

❖ **Respondents' Education** (According to Table 3.9) (Fig. 4).

Table 3.9: Frequency of Respondents' Education

Education		
Under Diploma	Diploma to Bachelor	Higher than Bachelor
40	52	42

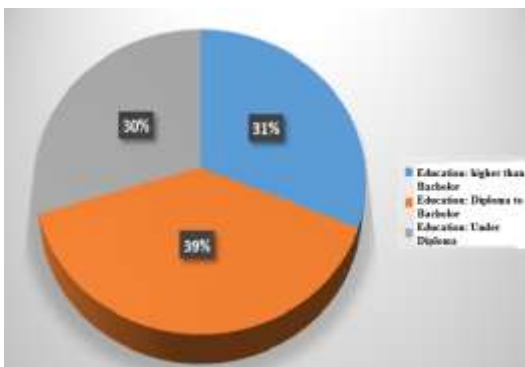


Fig. 4: Respondents' Education

- ❖ Respondents' Original City (According to Table 3.10) (Fig 5).
- ❖

Table 3.10: Frequency of the Origin of Destination Cities

Original Cities	Ilam	Zanjan	Khuzestan	Gilan	Isfahan	Kermanshah	Bojnourd	Kerman	Kurdistan	Cities of Hamedan province	Shiraz	Ahvaz	Tehran
Frequency	9	9	9	10	9	9	9	9	9	9	9	6	14

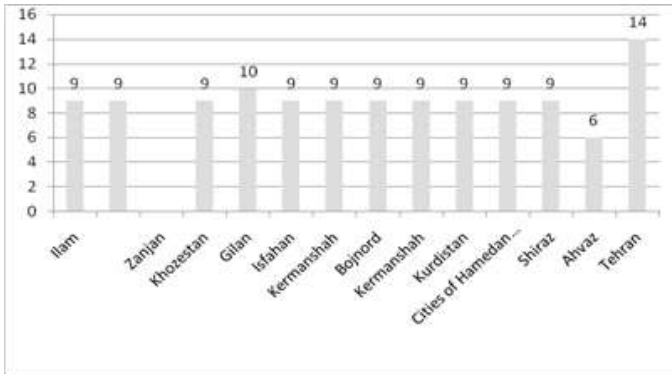


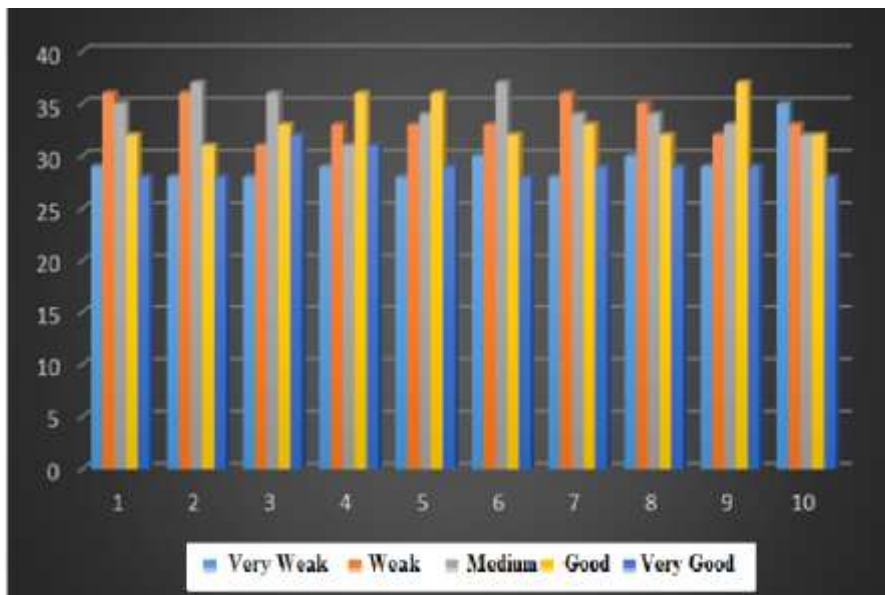
Fig.5: Frequency of Travelers Entering the City of Hamedan, Responding the Questionnaire

Data related to the questionnaires

In this section considering the questionnaire data, it will be tried to investigate the hypothesis: "It seems that publishing reports and topics about tourism in print media is one of the driving factors for trip" by Chi-square 2 test (According to Table 3. 11).

Table 3.11 : Frequency of the Options in Each Question

Questions	Very Good	Good	Medium	Weak	Very Weak
1	28	32	35	36	29
2	28	31	37	36	28
3	32	33	36	31	28
4	31	36	31	33	29
5	29	36	34	33	28
6	28	32	37	33	30
7	29	33	34	36	28
8	29	32	34	35	30
9	29	37	33	32	29
10	28	32	32	33	35



❖ Questionnaire Reliability:

Table 3.12: Frequency of the Options in Each Question

Case Processing Summary			
		N	%
Cases	Valid	5	100.0
	Excluded ^a	0	.0
	Total	5	100.0
a. Listwise deletion based on all variables in the procedure.			

According to the result obtained from the output of SPSS software (Table 3.12), the Cronbach's alpha value is 0.929., and since the range of Cronbach's alpha change is from 0 to 1, the Cronbach's alpha value of this research is 0.929, and due to proximity to the score 1, it has very appropriate reliability (Table 3.13).

Table 3.13: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.929	.924	10

❖ Investigating Questions by Chi-Square 2 Test

In this section we have two hypotheses:

HO: The relationship between two nominal variables is not significant.

H1: The relationship between two nominal variables is significant.

According to the output table of software, the significant value in Chi-square 2 test is as follows (Table 3.14):

Table 3.14: Investigating Questions

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58.064 ^a	36	.011
Likelihood Ratio	57.594	36	.013
Linear-by-Linear Association	.292	1	.589
N of Valid Cases	204		
a. 20 cells (40.0%) have expected count less than 5. The minimum expected count is 1.37.			

The P-value for Chi-square 2 is equal to 0.011; hence H1 is accepted with 5 percent error level. In other word, the relationship between two nominal variables is significant.

P-VALUE = 0,011 ≤ α= 0.05 → acc H1

Now, that the relationship is significant, we evaluate the Cramer's V value. The closer its value is to zero, the relationship between two nominal variables is lower, and the closer it is to one, the relationship is more (According to Table 3.15):

Table 3.15: Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.534	.011
	Cramer's V	.267	.011
N of Valid Cases		204	

The Cramer's V value is 0.267; it means that its value is closer to zero; hence the relationship between two variables in this hypothesis is relatively low.

Hypotheses test

The present research is based on the following three hypotheses:

- It seems that publishing reports and topics about tourism in print media is one of the driving factors for trip.
- It seems that there is a relationship between professional publications of tourism area and tourism development.
- It seems that there is a significant relationship between tourism special occasion letters and brochures, promotional maps for marketing and tourist attraction.

First hypothesis:

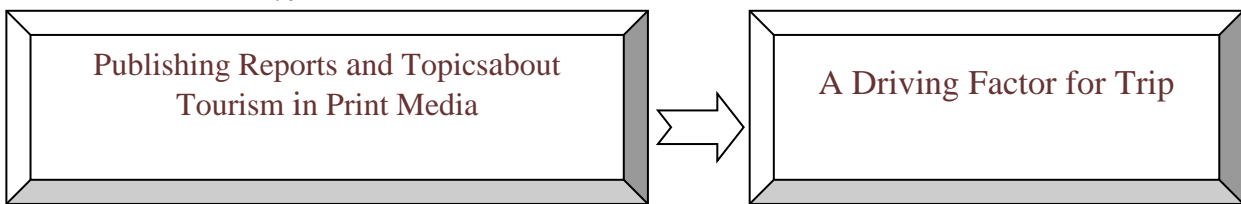
- It seems that publishing reports and topics about tourism in print media is one of the driving factors for trip.
- H0: Publishing reports and subjects about tourism in print media is not one of the driving factors for trip.
- H1: Publishing reports and subjects about tourism in print media is one of the driving factors for trip.

Table 4: Table of questions of the questionnaire of publications asked to confirm or reject first hypothesis.

Questions	Very Good	Good	Medium	Weak	Very Weak
1	10%	12%	17%	30%	31%
2	15%	18%	25%	21%	21%
3	10%	28%	24%	24%	14%
4	10%	10%	20%	35%	25%
5	10%	10%	28%	34%	18%
6	10%	18%	20%	38%	14%
7	14%	14%	40%	18%	14%

According to output table of software the test value is equal to 0.046; hence H1 is accepted with 5 percent error level. In other word, the relationship between two nominal variables is significant. Thus, with regard to the above points, the first hypothesis is confirmed (Table 4).

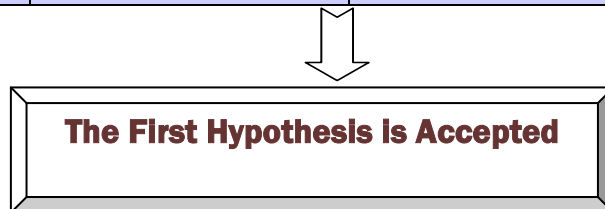
First hypothesis



According to output table of software the test value is equal to 0.046; hence H1 is accepted with 5 percent error level. In other word, the relationship between two nominal variables is significant. Thus, with regard to the above points, the first hypothesis is confirmed(According to Table 4.1).

Table 4.1:First hypothesis

Independent Variable	Dependent Variable	Chi-Square 2	Significance Level
Publishing reports and topics about tourism in print media	A driving factor for trip	0.046m	**0.000



Second Hypothesis

It seems that there is a relationship between professional publications of tourism area and tourism development and marketing.

In this section we have two variables of professional publications of tourism area and tourism development:

- { H0: There is not a relationship between professional publications of tourism area and tourism development.
- { H1: There is a relationship between professional publications of tourism area and tourism development.

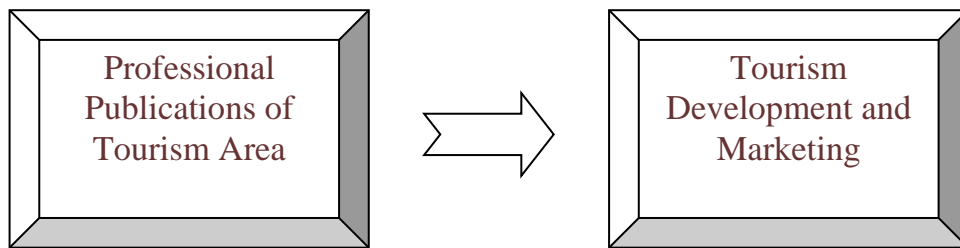
Table 4.2 : Questions of the Questionnaire of Publications Asked to Confirm or Reject Second Hypothesis

Questions	Very Good	Good	Medium	Weak	Very Weak
1	12%	25%	25%	23%	15%
2	14%	20%	32%	22%	12%
3	10%	33%	33%	14%	10%
4	10%	12%	40%	20%	18%
5	12%	30%	30%	18%	10%
6	10%	15%	45%	20%	10%
7	10%	24%	27%	24%	15%
8	12%	22%	42%	12%	12%
9	15%	35%	20%	20%	10%
10	12%	24%	32%	20%	12%

According to output table of software (Table 4.2), the P-value for Chi-square 2 is equal to 0.008; hence H1 is accepted with 5 percent error level. In other word, the relationship between two nominal variables is significant.

Thus, with regard to the above points, the second hypothesis is confirmed.

Second hypothesis



According to output table of software, the P-value for Chi-square 2 is equal to 0.008; hence H1 is accepted with 5 percent error level. In other word, the relationship between two nominal variables is significant.

Thus, with regard to the above points, the second hypothesis is confirmed (According to Table 4.3).

Table 4.3 : Second hypothesis

Independent Variable	Dependent Variable	Chi-Square 2	Significance Level
Professional publications of tourism area	Tourism development and marketing	0.008	**0.000

Third Hypothesis

It seems that there is a significant relationship between tourism special occasion letters and brochures, promotional maps for marketing and tourist attraction.

In this section we have two variables of tourism special occasion letters and brochures, promotional maps and marketing and tourist attraction.

- HO: there is not a relationship between tourism special occasion letters and brochures, promotional maps and marketing and tourist attraction.
- H1: there is a relationship between tourism special occasion letters and brochures, promotional maps and marketing and tourist attraction.

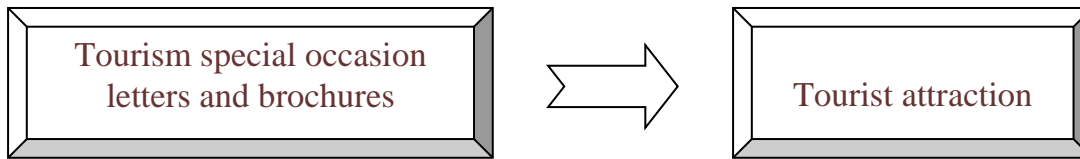
Table 4.4 : Table of questions of the questionnaire asked to confirm or reject third hypothesis.

Questions	Very Good	Good	Medium	Weak	Very Weak
1	17%	21%	22%	22%	18%
2	20%	20%	15%	25%	20%
3	20%	21%	23%	19%	17%
4	19%	23%	19%	21%	18%
5	18%	23%	21%	21%	17%
6	17%	20%	23%	21%	19%
7	18%	21%	21%	22%	18%
8	18%	20%	21%	22%	19%
9	18%	23%	21%	20%	18%
10	18%	20%	20%	20%	22%

According to output table of software (Table 4.4), the P-value for Chi-square 2 is equal to 0.011; hence H1 is accepted with 5 percent error level. In other word, the relationship between two nominal variables is significant.

Thus, with regard to the above points, the third hypothesis is confirmed.

Third hypothesis

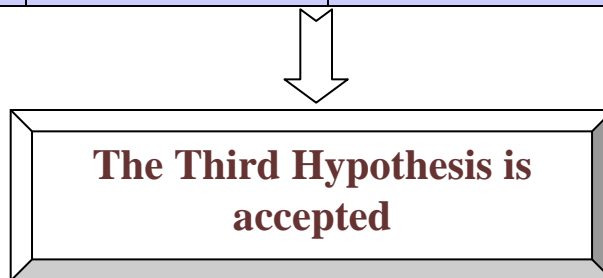


According to output table of software (Table 4.5), the P-value for Chi-square 2 is equal to 0.011; hence H1 is accepted with 5 percent error level. In other word, the relationship between two nominal variables is significant.

Thus, with regard to the above points, the third hypothesis is confirmed.

Table 4.5: Third hypothesis

Independent Variable	Dependent Variable	Chi-Square 2	Significance Level
Tourism special occasion letters and brochures	Tourism attraction	0.011	**0.000



RESULTS

Hamedan province has high capabilities in respect of tourism activities, in a way that it is one of the unique regions in the country in respect of cultural and natural attractions.

But, unfortunately no accurate planning, as it should be, proportionate with tourism principles has been performed in it, and we witness many shortages and problems in all tourism regions in respect of infrastructure and superstructure services and facilities, and tourists' entering to them is only based on their varied attractions; and the mass media and advertisements whether at provincial level or at country level had the least consideration to it. This province lacks considerable and distinguished professional publications in tourism area, and the existing publications are not responsive to the province's requirement either. It seems that such an issue causes a great gap in this important and pivotal area in the province. Lack of infrastructures and superior thinking in the management area, and corresponding with global indicators in the tourism domain is a common factor that has exhausted the media activists in this sector.

In order to develop and improve tourism in the region under study we have an urgent and basic need for planning. Basic planning with correct and accurate goals can provide high income from valuable monuments of this city.

CONCLUSION

- Vacancy of publishing professional publications exclusively in the tourism area in the province is tangible; this publication with a range of national and international distribution is the need of province.
- Utilizing experts and professionals in the tourism area for introducing attractions in the print media should be taken seriously.
- Using advertisements and marketing to find the appropriate position of publications of province in national and international arena should be planned.
- Preparing brochures to be compiled sustainably according to the international standards.
- Using creativity in respect of attracting tourists by activating informing tourism websites should be taken seriously.
- Hamedan is unknown in virtual world, by publishing print media pages in informing websites, we should institutionalize the culture of using press.
- Forming the committee of advertisement and informing for investigating the publication of peer reviewed reports and an advertisement should be taken seriously.
- To register images of tourism regions of Hamedan, the skillful news photographers along with journalists and stylish authors should be called to the province.

CONFLICT OF INTEREST

There is no conflict of interest.

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None.

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