An Examination of the Role of Mass media's Social factor on Tourism
(A case study: City of Ilam)

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Abstract

In the accelerated global pathway, media and communicational technologies has progressed with an unimaginable speed and dominated all of human activity levels. Successful media productions can have a significant effect in introducing less known tourism attractions in the regions with high level of tourism potential. Tourism places can observe direct effect of media in developing activities related to this sector. Present research intends to examine the role of social factor of mass media on tourism in city of Ilam. Research method of this research is a descriptive survey way, in which data was gathered through library and questionnaire ways. Content reliability and validity of applied questionnaire during this study was confirmed by experts and professors with Alpha Cronbach 0.83. Population of study consisted all of resident people in Ilam who have traveled inside and outside of the province and the country, among whom 384 individuals were selected with Cochran's method and cluster sampling method. In order to analyze data and by respecting non-normality of data, success likelihood test was applied. Obtained results indicated that social factor of mass media (television, radio, newspaper and journals, internet, mobile telephone) have a significant effect on tourism. Also, social factor of mass media have a significant effect in introducing tourism places and attractions, forming general tourist’s insight on introducing target places and tourists' interest in tourism.

Keywords: tourism, tourist, mass media, types of tourism, advertisements.
Introduction

Tourism refers to those activities occurred during the time of tourists' travel, which encompasses everything such as travel planning, traveling to considered places, staying there, returning, and reviewing travel's memories. Also it includes activities done by traveler as a part of travel like shopping and interactions between host and guest. Tourism refers to all of activities and effects took place for the tourist during the travel.

Emerging modern media and technologies during present century such as airlines, computers, internet, and satellite communications have changed the way of life, work, and recreation of people. At one side, mass communication media have provided a suitable field for introducing societies and nations together through some tools such as satellite, television, internet, etc and on the other side developing transportation tools and increasing movement speed in the different regions has made possible traveling to various places during a short time. Nowadays the most important task of media is to make ideas and mental images from realities and even non-realities. Media plays a significant role in presenting real and non-real images from places due to diverse capabilities in attracting mass audience and forming general mindset as they are significant in making images of places and different nations and forming geographical imagination. Those images that people have in mind from a special region or country could have been formed through images of general culture in media such as films, television, and literary combination of that country. Respecting tourism as one of man's important activities and needs and on the other hand regarding linking tourism and media as one of major and important issues during this century, it has a close relation with social, economic, and cultural development and also by considering this point that media plays a crucial role in imagination of places and tourism attractions as a cultural tool, examining the field of media and tourism seems necessary and significant.

Many studies have been done upon the effect of social factor of mass media (television, radio, newspaper, magazine, internet, mobile phone) on tourism and attracting tourist therefore it is intended during this study to examine the role of social factor of mass media on tourism and attracting tourists in city of Ilam. Now regarding what has been explained, the main issue of present study is; is the effect of social factor of mass media significant on tourism? Based on this, the following questions are raised:

Major questions
1. Does social factor of mass media (television, radio, magazines, newspaper, internet, mobile phone) have a significant effect on tourism?

Secondary questions:
1. Does social factor of mass media have as significant effect on tourists' tendency towards tourism?
2. Does social factor of mass media have as significant effect in introducing tourism places and attractions?
3. Does social factor mass media have as significant effect in forming general perception of tourists upon introducing target places?

Literature review of study

1. In a study entitled "evaluation of effective factors in developing tourism industry in the Chabahar region through applying analysis of network process (ANP)" Saeedeh Zarabadi et al (2014) concluded that in spite of having the potential of changing into a tourism area, it has major obstacles on its way towards tourism development including lack of infrastructures and weakness of advertisement. In addition, job opportunities, sport- recreational attractions and having natural attractions as weaknesses and attractive beside infrastructural investment are regarded as most important approaches for developing tourism in this area.

2. Kazemzadeh et al (2013) in a study entitled "the role of modern tools of mass communications in developing tourism purpose" concluded that lack of a strategic plan for tourism industry and tourist, lack of incentive in private sector, inconsistency between service organizations and lack of appropriate organizing within tourism advertisement sector through modern mass communication tools are regarded as tourism defects in the developing countries namely our country.

3. Javid et al (2012) in a study entitled "the role of internet and modern media in tourism marketing" concluded that the most significant role of internet in modern media and tourism marketing is to apply different information resources more appropriately and quickly and introducing attractions to sport tourists through advertising tourism attractions.

4. in an article entitled "cinema, television, and tourism" Zarei (2010) concluded that high percentage of tourism development and prosperity relies on presenting in a good way and also being seen in a good way. A beautiful picture or a suitable poster of a historical work tries to lure and attract viewer visually to visit the real area as soon as possible. Increase and strengthening communication bridge of cinema and tourism can bring about suitable results for both sides.

5. Karoubi (2010) in a study entitled "examining the role of human relations in developing tourism industry" concluded that most of tourism traveling Iran are men in terms of sex, hence the most effect is done by movements of head. Hands, face, and eyes among non-verbal relations and in order to apply advertisement in developing tourism industry, the most effect is done by face-to face advertising.

6. Delshakib (2010) in an article entitled" the role of media in tourism" stated that media in tourism makes step towards mass utilization from benefits and reducing losses. Media has changed any threats on the way towards growing tourism in the third world countries into an opportunity accompanied with stable development and reducing environmental damages.

7. Golizadeh (2010) in a study entitled "An overview on the impacts of media on tourism" concluded that images, signs, symbols, imaginations, and obtained concepts from mass culture have a significant role in making feelings and perceptions in different people towards some areas in the world. In other words, the forms of mass culture in media would create a mythical and imaginative world, which not exist in the real world however it can be re-created or re-experienced through visiting that area.
Concept of tourism

The concept tourist was first applied in 1670 referred to "grand tour". Grand tour was considered as a crucial part of English and European aristocratic upbringing. Over the years, grand tour changed from training into a kind of entertainment. Based on definition by world tourism organization, tourism refers all of activities done by people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Tourism is a travel for knowing different areas in the world, for recreation. It is a kind of travel to staying in a destination and then returning back to hometown.

Murphy (1985) has defined tourism as travel of non-resident people to destination places, of course as long as their staying at a destination is no too long to be considered as residents. Tourism is a combination of recreation and commerce.

Types of tourism

In spite of variation of tourism, types of tourism in the world are categorized as Sports tourism, urban tourism, ethnic and tribal tourism, virtual tourism, rural tourism, ecotourism, medical tourism, mass or recreational tourism, cultural tourism, adventure tourism, religious tourism, nostalgic tourism,

Impacts of media on tourism behavior

Conceptual framework for studying the impacts of media on tourism was suggested by Richard Butler. Butler proposed tourists categorization through their media preferences. He discusses that literary and visual sources(brochures, poster, etc) contribute to forming tourists general insight about destination area. Traveling agencies play a middle role in linking consumers' preferences to special places or destination countries. According to Butler, traveling agencies have less effect in determining destination places, searching experiences and general samples of selected areas compared to other social factors such as peer groups or parents while media as an important variable is regarded as significant in imposing effect on the type of searched experience by tourists.

Butler considers higher effectiveness for different media as he offers a model of the relation between type of media and choosing places for spending recreational times. According to him, literary, visual, and verbal characteristics that media offers to tourism results in their interest for traveling to special places. ...... media has less audiences than visual media. They tend to present foreign places and countries as tendency of literary media is towards...... audiences. Visual media are used for all tourists especially at outreached and foreign places. This model is significant in tourism literature and in making link between media and tourism behavior. Also he regards the impact of media through typology model of tourists and choosing destinations and states how possible is to regard media as a tool in choosing tourism place by tourists.
The subject of text effect in different media is discussable and it is hard to explain the way of its formation. For example, the language applied in radio texts about painted images is the way in which listeners can see as the same time they listen. Television texts convey feelings and perceptions within a narrative framework and rarely indicate those images which are able to narrate the story. Fast development of modern information technologies may depend on Butler's data upon determining limitations of media types. Nowadays, concept of multimedia communications is referred to combining audio and visual media and even literary in one media. Technology lets media fields to be crossover, so that newspaper can be read, radio can be listened, and television can be watched through your PC. Verbal communications or interpersonal are applied in internet marketing techniques as marketers would identify and discover people to offer new products through e-mail.

**Role of media in tourism**

Tourism is a field of offering technology and innovations and applying latest technologies including human and physical technologies for obtaining visitors' satisfaction from heritage of the past, reviewing technologies of past and present cultures and also creative futures. Media takes steps towards mass utilization of benefits and reducing losses in tourism. Media changes threats as obstacles on the way of tourism growth into an opportunity bringing about sustainable development and reducing environmental damages especially in the third world countries. Today, big challenge in developing countries is to protect environment beside tourism development and ecotourism and if it is done without considerations together with proficiency, tourism places would change into giant dustbins that the possibility of their revival and reconstruction of negative perceptions would take longer time than required time for developing tourism purposefully and reasonably within the society. Without doubt, as we hear about informing and institutionalizing tourism culture and implementing innovative plans, all of us would point out to broadcasting organization, newspapers, and sometimes magazines. All of us expect media to solve mass culture in all of interested fields, while according to obtained evidences; face to face communications is more effective than personal and interpersonal relations within Iran's community and would involve special features in the tourism area. With more advanced and interactive characteristics, modern media such as internet, mobile phone, and satellite play the role of interpersonal relations more strongly and quickly. However we must keep in mind that modern media can't be replaced with previous media. Interpersonal relations won't be replaced by anything. It is the types of communications that would be improved along with technology development and its dimensions would be wider. Anyway, the way of communication and media matter, which would be realized by every individual in the community. Obviously, it is not possible to plan and implement tourism programs without presence of local people and they would be failed. Resistance and sabotage by local people prevent implementing routine plans. One of important factors in developing tourism is to make culture for optimal utilization of historical, natural, and cultural potentials. Introducing tourism potentials and attractions, reflecting potentials and economic capabilities in tourism are regarded from important tasks of media for tourism.

Theory of needs
One of simplest incentive theories is the theory of needs, in which need of individual motivates him and makes him to move towards his purpose for satisfy his need. Based on this theory, incentive is to feel a need, which is oriented and makes person to move towards the purpose. Need is a kind of feeling but incentive involves action and power caused by need. Based on need that is felt, person is stressed and behaves affected by that stress and need. For example, a person who is tired would intend to travel to a place with good weather. Tourism is a suitable solution for man's secondary needs. In fact, industrial civilization requires passing a period of time for achieving peace, which can be applied by tourism.

Advertising by playing a crucial role can orient needs. Improving qualitative and quantitative levels of tourism activities and more attraction could be searched in advertising. Proper advertising makes potential tourists informed about the places to offer and tries to encourage them to visit the places. Since tourism advertising is regarded as one of effective factors in attracting tourists, it must be involved planning. For other programs, diverse studies are required to be done in different levels and aspects. Advertising plays a middle role between developing tourism and national development, so that special advertising techniques must be utilized such as regarding commercial regulations, traditions, customs, aesthetics, and being informed about attractions and by considering advertising and training at the same time as two major pillar of communications, it can play its role in developing tourism. In an integrative and comprehensive planning for tourists, advertising purposes should be in relation with type and number of tourists to be attracted. Advertising purposes and policies would be determined based on markets, in which they are going to be attracted, therefore after determining target market, advertising tries to encourage audiences.

**Research hypothesis**

**Major hypothesis**
- Social factor of mass media (television, radio, newspaper, magazines, internet, and mobile phone) has a significant effect on tourism.

**Secondary hypotheses**
- Social factor of mass media has a significant effect in introducing tourism places and attractions.
- Social factor of mass media has a significant effect in forming tourists' general perception for introducing destination places.
- Social factor of mass media has a significant effect in tourist tendency towards tourism.

**Research methodology**

Research method applied during present study is a descriptive survey in terms of data gathering and in order to collect data, questionnaire was used. Population of study consists of all 172,213 resident people in Ilam traveling inside and outside of the country. Since gathering a complete list of elements composing population is not feasible or impossible, sampling method during this study is a multi-stage cluster sampling way. This way is a multi-stage sampling, in which first natural groups of clusters are sampled and then another sampling is done among number of selected group. In order to calculate sample size, Cochran's method is applied as follows;
Scope of study
During Sasanian and Islamic eras, Ilam was a part of Masebzan states. This region was known as "Dehbala" prior to emerging HusseinGholikhan Vaally that was named Husseinabad by the time of Hussein Gholikhan Aboughadareh governance. By approval of culture academy in 19120, it was named Ilam due to its historical background.

City of Ilam is regarded as the center of Ilam province. In terms of climate, it is located in Iran's hot regions, but its heights play a significant role in adjusting climatic state and local temperature. Rock walls and the slopes of Manesht, Gavareh, Shallam, Gachan, Saikhkooh encompass this city and its surrounding as a wide stronghold.

Findings
In order to examine and test hypotheses, first Kolmogorov and Smirnov Test was done to distinguish data normality or non-normality. Since significant level in this test for all data was 0.000 and less than the value of 0.05 of test error and statistic value of z was (2.07), hence data have non-normal distribution and this test was regarded for analyzing hypotheses towards success.

Major hypothesis: social factor of mass media has a significant effect on tourism.

<table>
<thead>
<tr>
<th>Significance level</th>
<th>Test ratio</th>
<th>Observed ratios</th>
<th>number</th>
<th>Groups definition</th>
<th>Major hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>0/000</td>
<td>0/6</td>
<td>0/4</td>
<td>140</td>
<td>&lt;=3</td>
<td>Group 1</td>
</tr>
<tr>
<td></td>
<td>0/6</td>
<td>244</td>
<td>&gt;3</td>
<td></td>
<td>Group 2</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>384</td>
<td></td>
<td></td>
<td>Total</td>
</tr>
</tbody>
</table>

Respecting table 1, since significance level is 0.000 and less than 0.05 of error, hence hypothesis H0 is rejected. On one side, the mean of opinion of 244 subjects responding this hypothesis is greater than 3 (considered mean of test), hence H1 is accepted. It means that with probability of 60% social factor of mass media has a significant effect on tourism.

Secondary hypothesis 1: social factor of mass media has a significant effect in introducing places and tourism attractions.
Table 2: The relation between media's social factor and introducing tourism places and attraction

<table>
<thead>
<tr>
<th>Significance level</th>
<th>Test ratio</th>
<th>Observed ratios</th>
<th>number</th>
<th>Groups definition</th>
<th>secondary hypothesis1</th>
</tr>
</thead>
<tbody>
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</tr>
<tr>
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<td>0/6</td>
<td>240</td>
<td>&gt;3</td>
<td></td>
<td>Group 2</td>
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<td></td>
<td>1</td>
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<td></td>
</tr>
</tbody>
</table>

Respecting table 2 since significance level is 0.000 and less than 0.05 of error, hence hypothesis H0 is rejected. On one side, the mean of opinion of 240 subjects responding this hypothesis is greater than 3 (considered mean of test), hence H1 is accepted. It means that with probability of 60% social factor of mass media has a significant effect in introducing tourism places and attractions.

Secondary hypothesis 2: Social factor of mass media has a significant effect in forming tourists' general perception about introducing target places.

Table 3: The relation between media's social factor and Tourists' general perception in introducing target place

<table>
<thead>
<tr>
<th>Significance level</th>
<th>Test ratio</th>
<th>Observed ratios</th>
<th>number</th>
<th>Groups definition</th>
<th>secondary hypothesis2</th>
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<tr>
<td></td>
<td>0/5</td>
<td>192</td>
<td>&gt;3</td>
<td></td>
<td>Group 2</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>384</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Respecting table 3, since significance level is 0.000 and less than 0.05 of error, hence hypothesis H0 is rejected. On one side, the mean of subjects' opinion responding this hypothesis has an equal ratio, hence H1 is accepted. It means that with probability of 50% social factor of mass media has a significant effect in forming tourist's general perception in introducing tourism destinations.

Secondary hypothesis 3: Social factor of mass media has a significant effect in tourist tendency towards tourism.

Table 4: The relation between media’s social factor and tourist’s tendency towards tourism

<table>
<thead>
<tr>
<th>Significance level</th>
<th>Test ratio</th>
<th>Observed ratios</th>
<th>number</th>
<th>Groups definition</th>
<th>secondary hypothesis3</th>
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<tbody>
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</tr>
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<td></td>
<td>0/6</td>
<td>212</td>
<td>&gt;3</td>
<td></td>
<td>Group 2</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>384</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Respecting table 4, since significance level is 0.000 and less than 0.05 of error, hence hypothesis H0 is rejected. On one side, the mean of opinion of 212 subjects responding this hypothesis is greater than 3 (considered mean of test), hence H1 is accepted. It means that with probability of 60% social factor of mass media has a significant effect on tourists' tendency towards tourism.
Conclusions
One of very important factors in developing tourism is to advertising and informing through mass media. By playing some roles such as making culture, training, informing, and making social cooperation, media have a determining role in developing tourism industry. Media are in charge of a great portion of observations and experiences, through which we get our perception of the world and organize the way of their performance. In fact, a crucial part our insight towards world is rooted in media pre-constituted messages. In terms of having wide penetration domain, they have a direct effect on society's values and norms. Media plays a role in changing society's perceptions and awareness.

Mass media are regarded a major player in developing tourism and identifying and introducing tourism attractions, so that they can provide a suitable field for implementing and completing tourism plans.

During present study, one major hypothesis and three secondary hypotheses were stated that all of them were approved, so that based on respondents' opinion; mass media has a significant effect on tourism. Also, social factor of mass media has a significant effect in introducing tourism places and attractions and forming general perceptions of tourists towards tourism. Hence, regarding obtaining results, the following suggestions are offered to strengthen mass media for tourism purposes:

1- To plan and explain comprehensive websites for marketing those attractions with tourism potentials.
2- To build exclusive tourism television networks for marketing and advertising events and tourism potentials.
3- To train and promote tourism using training plans through media
4- Regarding easy and cheap access to radio, offering some plans for making cultures in radio and for developing tourism seems feasible.
5- To make and provide some massations, newspapers, magazines, catalogues, and special brochures of tourism and introducing related attraction and place of tourism.
6- To apply internet and modern media and television as medias with the capability of advertising at international level and representing security at tourism targets.
7- Since television is most important media in making culture and incentive for participating in tourism, therefore producing and broadcasting some programs encouraging sense of hospitality and respecting citizenship conventions towards tourists and offering some samples to make culture and incentive in citizens is possible.
8- To broadcast programs for more introduction to local customs and traditions and related festivals.
9- To produce and broadcast programs using natural capacities and biological varieties related to tourism
10- Using television capabilities for planning and providing policies for developing tourism industry and encouraging private sector for cooperating in this industry.
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