Designing a favorable tourism marketing policy model using Corbin-Strauss theory

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Abstract

In this article, in order to identify the factors affecting the development of tourism in Iran, different approaches and models have been proposed and studied. In this research, a research methodology based on the approach of Grounded Theory has been used. The coding has been done in three stages: open coding, axial coding and selective coding, and through in-depth interviews with experts in this field. In order to evaluate this research, the criterion of acceptability was used instead of the validity and reliability criteria that more appropriate to qualitative research. Research findings, qualitative findings show that the causal conditions of the model include product, price, location and promotion, and the underlying factors include characteristics and mentality, intervening conditions include elements of policy, security, physical evidence and individuals; Strategies also include elements of planning, sustainability, processes and participation, research and training, and budgeting. Data collection was done through questionnaires and interviews with three groups of managers, experts and specialists in the industry. The results of this study show that there is a significant relationship between policy dimensions and marketing dimensions based on the proposed (conceptual) model

Keywords: Tourism, Policy Making, Tourism Marketing, Corbin-Strauss

1. Introduction

In recent years, the development of tourism, especially international tourism, as one of the most important sources of income in the field of world trade and a major component in the economic improvement of regions and countries has been raised and has accelerated. Tourism is the most extensive service industry that will certainly expand more rapidly in the future than past and today (Chuck Wai, 2003, 42). One of the advantages of this lucrative and valuable industry is that tourism is an important source for the prosperity of the economies of developing countries and balances the international economy of rich and poor countries, and social life by creating various jobs and raising the income level of the classes. A large number of people in tourist-sending and tourist-receiving countries are changing (Fallahi, 2013: 7). International tourism, with revenues and profits of more than $ 3.4 billion, a share of 10.1 percent of the world's gross domestic product for more than 204 million people, or one in nine people in the world, has created jobs and shares. It has more than $ 654 million in tax revenues (World Tourism Organization, 2015). It should be noted that international tourism is in fact a collection of industries. Importantly, many of these competing global industries require large investments and local infrastructure development, and are increasingly relying on strategic alliances and centralized cooperation. These kinds of complexities, together with the increasingly globalized world economy, often create conditions that do not lead to the interdependence of the so-called Third World host cultures and the exploitation of First World businesses and guests. The view that international tourism is the main tool for the development of the Third World is a view that is gaining ground every day. At its most optimistic, tourism can be attributed to economic growth, improving human living standards, increasing intercultural understanding, and fostering world peace. Such cases seem to be implicit assumptions of marketing and consumer research that focus almost exclusively on the beneficial aspects of tourism and how to add to its benefits .In view of the above, the main focus of research is tourism marketing; But it should be borne in mind that tourism policies play a decisive role in shaping the dimensions of marketing. In this article, while showing the effective policy factors in marketing the Iranian tourism industry, we want to measure its effects on the dimensions of marketing (market finding, market creating and market

management in the form of a model and in the end, make suggestions to improve the current situation.

2. Literature review

Ramezannezhad (2017) In an article entitled Tourism Policy- Making Pattern for Realizing Resistance Economy. Resistance economy in the tourism sector requires the development of coherent and consistent policies in line with resistance policies. The purpose of this research is to study the policies of the resistance economy as well as the macro policies of the tourism sector. By studying the macro policies of the tourism sector, weaknesses identified for the realization of the resistance economy were identified and a model for tourism policy was presented. Given the pattern, the government needs to adopt geographic, entrepreneurial and job creation policies, investment and marketing for tourism development, so that the tourism sector can move in the direction of development. Baeidi Mofradnia et al. (2018) in an article entitled developing a Modern Policy Model of Cross-Border Trade Surveillance Using Grounded Theory. Based on the findings, more than 298 identification concepts were created through open coding, which, after eliminating duplicates, eventually created 257 saturated concepts, which were categorized in axial coding in 28 categories. Finally, in the selective coding stage, the axis of choice was chosen and other categories were assigned to this core topic and the policy model for surveillance cross-border trade was developed. Ziaee et al. (2021) in an article entitled" Designing a Model for Nomadic Tourism Development Management using a Structural-Interpretive Modeling Approach". The results showed that empowerment of nomadic community as the key two-way variable is one of the most important drivers of nomadic tourism development and its strengthening and development should be a priority in policy and planning for nomadic tourism development. On the other hand, social capital, government activism, structural-institutional factors were identified as strategic variables affecting the development of nomadic tourism. Bazzazan et al. (2020) in an article entitled "Measuring the Impact of Foreign Tourism on Sectoral output in Iran's Economy – Social Accounting Matrix". This study measures the impact of foreign tourism revenue on sectoral output growth and

identifying its channels of economic impacts. For this purpose output multipliers and structural path analysis approaches in the social accounting matrix framework are employed. The most advantage of the structural path analysis is that provides a detailed technique of decomposing output multipliers and identifying a full network of path of economic influence from the origin sector to its ultimate destination. For this purpose main data bases are: the 2011 SAM of Parliament Research Center of Iran and the foreign inbound tourism revenue in 2017 in the absence of tourism satellite accounts in Iran.

3. Research Method

In this research, a research methodology based on the approach of Grounded Theory has been used. The coding has been done in three stages: open coding, axial coding and selective coding, and through in-depth interviews with experts in this field. In this research, the statistical population of the experts in the field of oversight of Tourism, including managers, specialists and customs experts, was considered as the most important organization in the surveillance environment of the transnational trading, which was interviewed with theoretical sampling.. In order to evaluate this research, the criterion of acceptability was used instead of the validity and reliability criteria that more appropriate to qualitative research. Theoretical framework of research Corbin and Strauss Theory Corbin and Strauss theory is an inductive and exploratory research method that allows the researcher in various subject areas to formulate theories and propositions instead of relying on existing and pre-formulated theories. These theories and propositions are formulated in a systematic way and based on real data. The term ground in this case indicates that every theory and proposition that is formulated based on this method is based on a documented context of real data. In 1967, Glaser and Strauss first articulated this implementation strategy of qualitative research in their book: "The main theme of our book is the discovery of theory based on the systematic collection of data in social science research. Each chapter of this book deals with the steps that we have taken in the process of producing a theory. The main motivation for introducing this theory is to reach a stage of cognition about the subject under study, which enables us to strengthen the theory we have constructed

based on real data "(Creswell, 2011). In a similar definition in 1994, Strauss and Corbin explained the data foundation theory as follows: Corbin and Strauss's theorizing theory is a theory derived from data that has been systematically collected and analyzed during the research process. In this strategy, data collection and analysis and the theory that is ultimately deduced from the data are closely related. Instead of beginning his study with a preconceived theory, the researcher begins with a specific field of study and allows the theory to emerge from the heart of the data. Corbin and Strauss's theory is more likely to represent reality than a theory that is the result of a series of concepts based on experience or mere reflection, and since Corbin and Strauss' theories are inferred, through proving deeper insight and perception can be considered as more reliable guidelines for action (ibid.). This situation emphasizes Corbin and Strauss's theorizing as a process, that is, it sees it as a continuously evolving phenomenon instead of a finished product. Generalizability is not important here; the goal is to understand the phenomenon, not to control it. And its purpose is to understand the situation in a particular environment and in the same way it exists, not to predict what might happen in similar environments. Such research aims to explain why people behave. Glaser and Strauss (1967) also attribute features to the fundamental theory method. The topics and subtopics that emerge in the first interviews indicate the variability between the data. Paying attention to these topics and concepts gained in previous interviews will enhance the effectiveness of the conversations in subsequent interviews. Because data collection processes lead to an increasing amount of information for comparison and analysis, the coding process was proposed by Corbin and Strauss (1998). Also, when participants understand the meaning of events and experiences, their ability to recognize interconnected, important, and empirical processes improves (Glaser and Strauss, 2008).

4. Results
- Conceptual model designing
Based on theoretical studies, concepts, dimensions and components related to policy and marketing in the tourism industry were identified and the conceptual (theoretical) model of policy was formed. In this

model, the dimensions of policy-making are: power structure, type of tourism, governing bureaucracy, governing values and statistical and information system; also, tourism industry marketing was divided into three categories: market finding, market creating and market management and were presented with related operational definitions. According to the above issues, the model can be considered with these features; 1. Paying attention to the concept of marketing in the form of process 2. Paying attention to the combination of policy and marketing concepts, and 3. Assessing the effects of policy dimensions on marketing dimensions. In the following, the conceptual model of research is presented in the form of Figure 1.
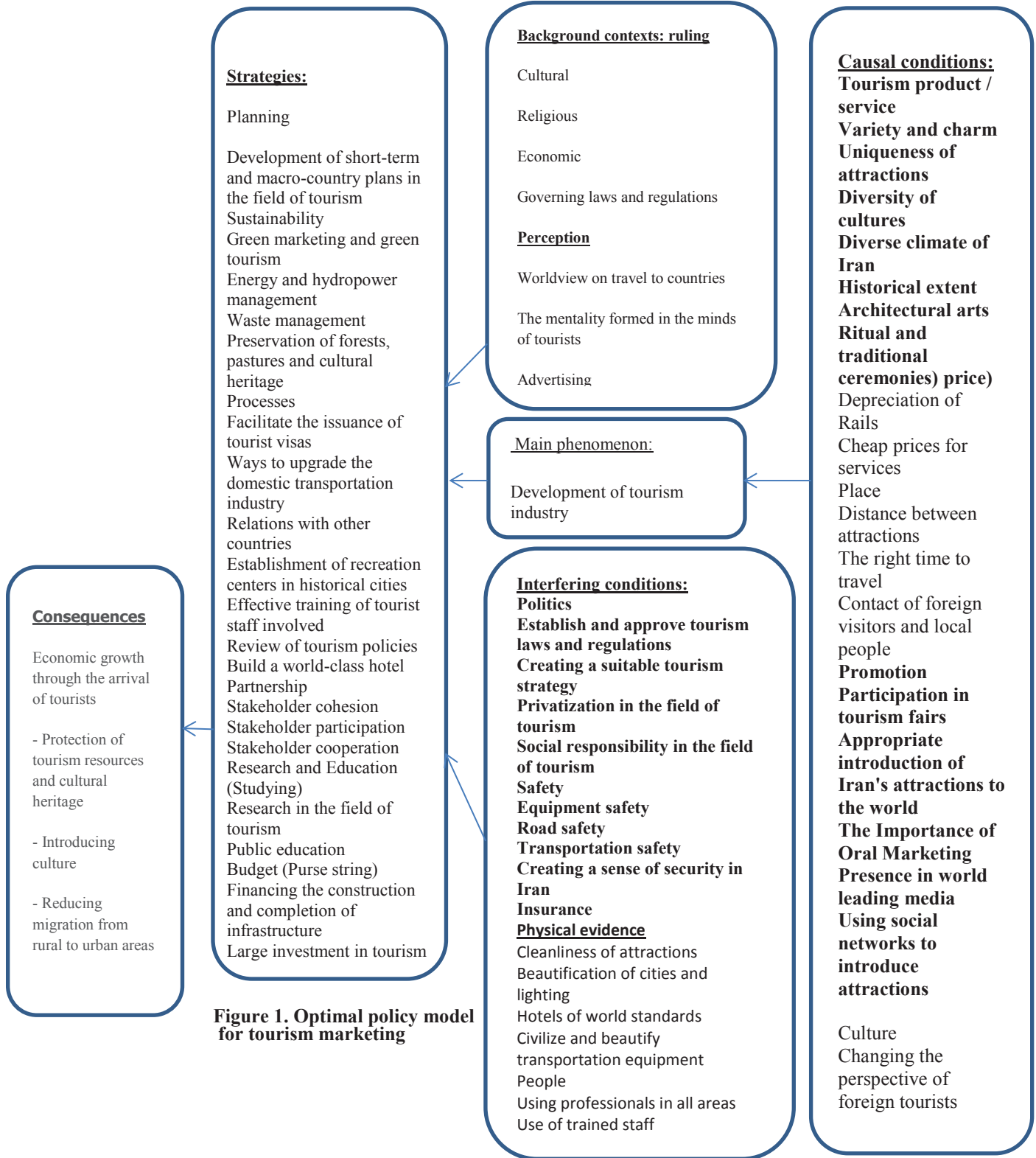
Background contexts: ruling

Cultural

Religious

Economic

Governing laws and regulations

Perception

Worldview on travel to countries

The mentality formed in the minds of tourists

Advertising

Causal conditions:
Tourism product / service
Variety and charm
Uniqueness of attractions
Diversity of cultures
Diverse climate of Iran
Historical extent
Architectural arts
Ritual and traditional ceremonies) price)
Depreciation of Rails
Cheap prices for services
Place
Distance between attractions
The right time to travel
Contact of foreign visitors and local people
Promotion
Participation in tourism fairs
Appropriate introduction of Iran's attractions to the world
The Importance of Oral Marketing
Presence in world leading media
Using social networks to introduce attractions

Culture
Changing the perspective of foreign tourists

Strategies:

Planning

Development of short-term and macro-country plans in the field of tourism
Sustainability
Green marketing and green tourism
Energy and hydropower management
Waste management
Preservation of forests, pastures and cultural heritage
Processes
Facilitate the issuance of tourist visas
Ways to upgrade the domestic transportation industry
Relations with other countries
Establishment of recreation centers in historical cities
Effective training of tourist staff involved
Review of tourism policies
Build a world-class hotel
Partnership
Stakeholder cohesion
Stakeholder participation
Stakeholder cooperation
Research and Education (Studying)
Research in the field of tourism
Public education
Budget (Purse string)
Financing the construction and completion of infrastructure
Large investment in tourism

Main phenomenon:

Development of tourism industry

Interfering conditions:
Politics
Establish and approve tourism laws and regulations
Creating a suitable tourism strategy
Privatization in the field of tourism
Social responsibility in the field of tourism
Safety
Equipment safety
Road safety
Transportation safety
Creating a sense of security in Iran
Insurance
Physical evidence
Cleanliness of attractions
Beautification of cities and lighting
Hotels of world standards
Civilize and beautify transportation equipment
People
Using professionals in all areas
Use of trained staff

Consequences

Economic growth through the arrival of tourists

- Protection of tourism resources and cultural heritage

- Introducing culture

- Reducing migration from rural to urban areas

Figure 1. Optimal policy model for tourism marketing

5. Discussions and Conclusion

According to the methodological process, first, the relevant codes were identified from the initial data, and then, by continuous comparison, a concept was extracted from several codes, and in the same way, the other codes became concepts until finally 331 concepts were obtained. In the next stage, the concepts became one and finally reached 80 concepts; then, in this study, for topical coding, the category obtained from the open coding stage was compared, combined, reduced and summarized. In other words, in this stage of the research, first the coding concepts were reviewed, then by reviewing the themes of the family and their final ordering, the final understanding of the relationships between the concepts and categories of the family and their final composition was done. Finally, efforts were made to reduce the totality of the meanings in a few large families.

Unique category of tourist attractions: According to one participant: "Tourist attractions in Iran are very special that sometimes you cannot find similar to them anywhere in the world. For example, Naghsh Jahan Square in Isfahan is very unique with its construction and mosques, architectural arts and mosque domes. "Therefore, no tourist can easily replace Iran with another country."

The category of cultural diversity: According to one participant: "Iran is a multicultural country with many linguistic and racial groups, and officially the majority are Shiites. Many Iranians speak Persian, Turkish, Kurdish, Lori, Baluchi, Mazandarani, Gilaki, Talshi, Achmi and Arabic. "Iran, as a nation and a land, is one of the most historic countries in the world."

The category of architectural and tiling arts: According to one of the participants: "Iranian architecture has features that are of special value compared to the architecture of other countries in the world; Features such as proper design, accurate calculations, correct form of covering, observance of technical and scientific issues in the building, high porches, tall columns and the most important factor of luxurious decorations and tiles, each of which at the same time simply represents the glory of Iranian architecture. The Category of special rituals and traditional ceremonies. According to one of the

participants: "Ancient countries have many festivals and rituals due to their history and civilization, each of which is a tourist attraction." Cheap service category. According to one of the participants: "Obviously, the tourism industry is a service industry and will react to the price, and the appropriate price of services in a country is one of the influential factors in the tourism industry; For example, the price of taxis in Iran is lower than in many other countries and sometimes surprises new tourists to Iran. "It is very attractive for a tourist to be able to travel around the city for about one or more dollars." The category of distance between tourism destinations. According to one of the participants: "Most of Iran's tourist attractions do not have proper access routes and these routes are far from international standards. "Flight delays and plane crashes occur at almost every airport in the country on a daily basis." The right time to travel to different cities. According to one participant: "Given the seasonality of some of the attractions, choosing the right time to travel is important in the satisfaction and development of the industry; For example, the city of Shiraz in spring, southern Iran in winter and summer areas in summer are more attractive to visitors. Of course, this is not specific to the climate; in many seasons of the year, Isfahan's Zayandehrood does not have water, which reduces the beauty of this city, or visiting the desert is generally suitable for warmer seasons, which is also very attractive for foreign tourists.

Category Culture: According to one of the participants: "It is necessary to create a culture regarding the reception of tourists, the way they are treated and that the entry of a tourist is effective in the development of that place, and it is this culture that a hospitable country is the next destination for tourists." Research category in the field of tourism. According to one of the participants: "Another obstacle to Iran's tourism industry is educational and research barriers, some of which are: lack of continuous and intermittent training courses to train technical, executive and educational staff and the lack of an effective and efficient research system to identify strategic needs of the tourism industry sector." The category of development of remote areas. According to one of the participants: "Most of Iran's tourist attractions are in Iranian cities and villages; Therefore, if tourism develops, due to the creation of industry and job creation,

villagers will no longer have to migrate to cities to have better jobs and lives, and on the other hand, the government will decide to help attract tourists by investing in these areas. "It makes progress in the most remote areas." The category of introducing culture. According to one of the participants: "When tourists enter any country, the first thing that happens is that they are interested in knowing the culture there and it gives them an interesting new culture with new customs, thoughts and norms; "So they start to define this culture on social media and word of mouth, and after a while others become interested in traveling to see this culture, and this is how the culture of a country is introduced to the world. Category of cultural richness of the host country. According to one participant: "According to the World Bank, tourism development can be an effective way to guide people towards charity. Many tourists are more sympathetic to the problems of poor people when they get to know them better. "On the other hand, some people also contribute to tourism in areas in need through voluntary charitable activities." In the last stage of analysis in this study, selective coding was performed. Of course, selective coding is not a separate mechanical stage at the end, but during open and axial coding, it produces results and the researcher gradually conceptualizes and categorizes them, especially by forming clusters of categories and especially by discovering the phenomenon, gradually completing the chapters of a theory and through completing data collectively and evolutionarily, represents the relationship of these joints, rises to the level of theorizing, and finally develops the necessary data saturation and creativity, theories about the situation under study; Therefore, in this stage of tourism industry development, the central category was selected and the proposed research model based on the systematic model of Corbin -Strauss theory is presented in Figure 1.

In this study, the views of experts on the categories of tourism were examined using the qualitative research method of Corbin and Strauss theory. The purpose of this study was to identify the views of experts and technicians on the categories that affect tourism. These categories were qualitatively analyzed from the perspective of tourism experts. The elements of this model were taken from research data that were collected based on the method of Corbin and Strauss theory and through interviews. In this method, no predetermined concepts and

hypotheses were imposed on the data. An attempt was made to build a paradigm process model based on data, and with frequent and continuous exchanges between created categories and data, and to modify categories and search for new information, the constructed approaches became real. Collecting field information in the form of interviews with tourism experts, including officials in the field of tourism as well as university professors, was one of the most important data collection tools and had the advantage of allowing the researcher to get acquainted with the subject. According to the methodological process described, during the two stages of open coding and axial coding, codes and concepts are extracted from the initial information. Accordingly, in the present study, 16 marketing elements were extracted as 12 first level elements; These 16 elements include product, price, location, promotion, features, mentality, policy, security, physical evidence, people, planning, sustainability, processes, participation, research and training, and budget. Finally, a paradigm model was extracted from the qualitative method, which examined the relationships and interactions of marketing elements in a model that had not been done before. These 16 elements identified with proper management can be effective in the development of the tourism industry. Also, the marketing elements of the characteristics (including cultural, economic and social characteristics), mentality in the role of contextual factors, were identified. Elements of policy (including creating the right legal environment for tourism, creating the right tourism strategy, privatization in the field of tourism, social responsibility in the field of tourism), security, physical evidence and individuals (including the use of professionals and trained people) are also interventionist conditions. Important tools for the development of this industry were also introduced in the form of mixed elements of marketing planning, sustainable development, elements of participation, processes, training and research and appropriate budgeting. The consequences of the development of the tourism industry were also extracted in the form of positive and negative consequences, which include: economic progress through the arrival of tourists, attracting more tourists, creating employment at different levels of society, reducing migration from rural to urban areas, developing remote areas, entrepreneurship and creating employment,

introducing the culture of countries to the world, increasing welfare in the host country, protection of tourism resources, protection of cultural heritage, cultural richness of the host country, creating a sense of patriotism, community dynamism and negative consequences including: cultural change, negative effects on norms of the host society and causing environmental hazards.

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