

## **Studying Social Security of Tourism by presenting a model in order to increase Social security in southern Iran A case study about Kish Island**

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### **Abstract**

*Tourism is one of the most important income resources of countries in the World and is considered as the second important industry of the World. If the factors affecting the level of tourism security are identified and classified well, according to the social aspect we can benefit from numerous and positive effects of tourism. In this case, social security, as one of the most sensitive and most important kinds of security, is of the fundamental elements of human lives .the main purpose of this study; is prioritizing the condition of social security of tourism indicators in Kish Island based on the indicators, so while defining the group of social security indicators which need more attention, they are recognized for policy and planning. This study is descriptive in terms of nature, and practical in terms of purpose. To reach this purpose, 10 indicators affecting social security of tourism were defined by searching books and articles and the opinion of experts. The results of the Koprass method showed that among the studied indicators ,the indicator of environmental management was first weighting 100, the indicator of management and planning was second weighting 97.82, and the indicator of social responsibility was third weighting 92.66 among social security of tourism indicators, and in other words, these indicators have the most impact on social security of tourism in Kish Island according to experts' opinion, using the Koprass method. The results of the Saw method, also, shows that the indicator of environmental management with the amount of (0.797) is first, the indicator of management and planning with the amount of (0.769) is second, and the indicator of social responsibility with the amount of (0.735) is placed third. In other words, these indicators are on top of the factors that provide social security of tourism in Kish Island.*

**Keywords:** *social security, tourism, the Koprass method, the Saw method, southern Iran, Kish Island.*

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### **Introduction**

The phenomenon of tourism that refers to the biggest mobility and movement in times of peace, is proposed as a social phenomenon. Tourism industry that is the greatest industry in the world, has an outstanding situation in global economy, is based on real capacities and sections, especially service section, which is suitable for long-term growth. Development of tourism, especially in less developed countries, is an effective factor to fight poverty and leads to increase in the income of different people, decrease in unemployment, economical boom, and as a result improvement in the quality of people's lives and increase in social welfare.

Today's new and rapidly changing tourism world, needs continuous researches in order to innovate and introduce improved competitive strategies in correspondence with changes in demand in this industry (Millan Angel,2004:25). According to the statistics of World Tourism Organization, about 920 million people have traveled in 2008,while similarly in 1995, this number was reported 534 million and in 2000, 702 million (Hezarjaribi,2011:123). Based on the statistics by World Tourism Organization, there has been 890 Dollars direct and computable economical income for each tourist, and the indirect income of investment in tourism is estimated 2500 dollars for each person which means 1750 billion dollars in total. The growth of this great industry in 90s has been estimated as 70 percent (Maltlous,2002:169). In 2011, the number of the tourists reached 983 million people and its income was more than 1030 billion dollars (740 billion Euros). World Tourism Organization has prognosticated the number of tourists as 1561 people for 2020 (Tourism 2020 version:9). The phenomenon of tourism that is considered as the greatest mobility and movement of all time is itself proposed as a social phenomenon. Security and tourism are the parameters of an equation which are in direct relation with each other. In fact one of the important factors of

development of tourism is security: first there will be no traveling until there is security and speaking of tourism will be in vain.

Constant development in every tourism destination is evaluated from different economical, social, and environmental aspects. At first environmental interests had attracted the most attention but nowadays all three aspects are of same value. Constant tourism management can be successful if the relation among these three aspects is well recognized. This study tries to discuss social security of tourism in Kish Island. The purpose of this discussion is recognizing the indicators of social security of tourism and prioritizing them in order to achieve constant tourism in Kish Island.

The important point is that reaching desired tourism purposes, especially in marginal and problematic regions, needs supplying and setting an important element and factor called security. The fact is that without security any effort to develop tourism will face failure. Basically as long as security is not established, there will be no travelling and speaking of tourism will be in vain. According to what was said, whenever security is provided in society people travel and following that, tourism related activities blossom and if tourists feel insecure about a destination, they never travel to that place (Manouchehri et.al, 2015:99). Social insecurity includes threatening against the values existing in a society. When a society is incapable of providing minimum security for a peaceful life and the members of that society are threatened by criminals, the society is in fact insecure and lacks social security (Aghae, 2011:10).

Security is a social concept and its use makes sense in relation with city and society and security means staying away from danger and living healthy and has a mainly individual use (Mousazadeh et.al, 2016:4), on the one hand we can say that social insecurity affects the decrease of constant development of tourism industry, and following this, the negative consequences for failure to blossom of tourism and hospitality can be observed (Nunkoo & Ramkissoon, 2011:9). The purpose of this research is to study the condition of social security of tourism indicators in Kish Island and to prioritize them in comparison to each other based on the opinion of elites using multi-criteria decision making Koprass and Saw methods. For this purpose this paper tries to present solutions to improve and develop tourism by

recognizing and ranking the components affecting social security of tourism for the advancement of tourism industry.

### **Theoretical Bases**

The word "tourism" is made up of two parts. "Tour" means travelling, trip, and journey, and "ism" is a suffix that refers to a philosophical, religious, political, literary, etc. school or thought. Therefore, tourism means a school the intellectual base of which is travelling and tourist. The word "tourist", that stems from "tour" meaning travelling and taking a trip, is a visitor who spends at least one night in a place other than his or her own usual living place (Masenter, 2009:3).

Social security generally studies the relationships of the minorities and groups in a society or a country and is separated from other forms of security such as human security that refer to general conditions of people's lives (Teil, 2007:18). In another definition, social security is used for the cultural respect and calmness and peace in a society that people live and grow in (Pourahmad et.al, 2011:5). Thus it can be said that social security is a condition that people feel safe and sound in society and continue their routine way of life; in fact public relief of threats, which is only especial to economical, job, environmental, and moral security (Khoshfar et.al, 2013:186). Lexical definitions of security in dictionaries are: being safe, peace and calmness, protection against danger, the feeling of freedom from fear, the feeling of safety and relief from threat. Security in the meaning of freedom from fear and danger and the feeling of being away from any kind of threat, has been one of the fundamental and basic needs of human beings since the beginning of life. Security in this meaning has a deep connection with economical, social, and cultural structures of the society. From the perspective of sociology, the feeling of security is in fact a social production; it means that all social institutions have a role in its formation. From this perspective, naturally, all the pillars of society such as people, sovereignty, police etc. have a key role in its production and advancement. Studying and explaining the aspects and angles of social security of tourism finds undeniable necessity. Islam discusses social security in all of its aspects, so that social security is based on protecting the property and honor of the people of the society and if any of these axis is distorted and human dignity and self-respect

and personality is damaged, social security becomes unstable and its bases will be frail.

Security is a general concept that includes the health and peace and welfare condition of individuals and stability of the society and is in fact preservation from being damaged by other people. In general social security is a space that includes two objective and subjective aspects. In objective aspect, social security means secure condition and situation and preserving and spreading it for society members against external factors. The subjective aspect of social security means feeling safe and peaceful (Hezarjaribi, 2012:128). Variation in social structure and roles, decrease of social inequality and contribution to preservation of cultural heritage can also be some of the social and cultural roles of the tourist (UNWTO, 2005:59). It is natural that safety and security concerns, causes different dangers for tourists (Asli & Boylu, 2009:21). Security is related to those privacy territories of people and social tourism groups that form in interaction with each other and in association with society. Security comes to existence continuously in the daily life of society members in different areas and domains, and affects life.

Development of tourism has different kinds of effects that can generally be divided into economical, environmental, social-cultural effects and consequences which can be positive or negative depending on the conditions of the society (Cascaent 2008:17)

### **Research history**

About research history we should say that despite the compilation of numerous books and articles in tourism field especially in recent years, authors have not provided a study that has specifically investigated social security of tourism, by searching theses, books, and articles inside the country. Many subjects and articles have been presented about tourism some of which have briefly studied this aspect along with studying tourism evaluation subjects. In search of the relationship with external sources, there are studies such as Mr.Kuoe 's model that while evaluating sustainable tourism development, has studied the social aspect as one of the eight aspects. Authors have used this study and other studies at the stage of designing the social indicators of the study. For the purpose of discussing social security of tourism in Kish Island, the indicators

effective for social security of tourism have prioritized the indicators according to the intended criteria. Some studies are referred to; Rahnama et.al (2016) has comparatively studied the feeling of security in parks of Mashhad using Promethee method. The results of the study show that, Basij Park is in best condition in terms of feeling of security indicators and Behesht Park is in inappropriate condition in terms of feeling of security indicators and Aram, Aramesh, Nehzat, Sadeqiye, and Sarv parks are in average condition in terms of feeling of security indicators.

Bokharayi et.al (2014) has studied this case in an article with the title of: social security, a necessity in the advancement of tourism industry (case study: Mashhad metropolis). The analysis of the findings expresses that: with the increase of social security in public places, social security among visitors increases too. Efficient and timely performance of police in time of danger increases the social security level of the tourists. Training expert human forces to guide tourists, will increase social security level of the tourists. In addition, there is a meaningful relationship between media advertisements and social security level of the tourists.

Khoshfar et.al (2013) has provided an article with the title: studying the role of social security in the development of tourism. The results of Pearson correlation indicated that the findings of data analysis show that there is a meaningful relation between tourists' satisfaction with the role of police and feeling of social security and following that, there is a meaningful relation between the social security feeling of the tourists visiting tourism and promenade destinations of Southern Khorasan province and the tendency to travel to this province again.

Zarabi and Zanganeh (2011) in a research with the title, the position of social security in the development of tourism industry with an emphasis on Iran, indicates that one of the big barriers to tourism industry in Iran, is the negative perspective of some foreign tourists toward security situation and the necessity of providing security for tourists in Iran.

Yu Shang Wang (2009) noticed that any effect on internal and international security has a negative effect on tourism demand. The effect of financial crisis on tourism demand is less significant.

Assurance about the security and health of the tourist is a key to preserve demand for international tourism to the country.

Olsen and Hawden (2007) in a research with the title, social security: meanings, borders, and its difficulties, have expressed that social security is related to fields such as security, compatibility with development of the environment, human security and management of accidents and criminal acts.

### **Research Methodology**

The present research is based on analytic-descriptive methods and the dominant approach in the research is practical. For gathering information documentary and library ways have been used and the methods used in this research are Saw and Koprass methods, also for data analysis the statistics application Excel has been used. In this direction, the research has discussed and prioritized the social security of tourism indicators in Kish Island and has tried to help economical planners and investors in order to target the plans.

The statistics of this research of tourism experts has been studied in social area. Needed information to run the study has been gathered in different way such as library study and questionnaire. In this research, content validity has been used to determine the validity of the questionnaire; for this purpose, after studying the literature and related researches, the questionnaire was designed. Also, the designed questionnaire was distributed among ten professors who were experts in research and a number of outstanding students, at the pre-exam stage and its problems were solved. The reliability of the research content has been confirmed by expert professors. To determine the permanence of the exam Cronbach's alpha method has been used. Cronbach's alpha coefficient is an amount between zero and one, which is actually data correlation coefficient in different times. One shows maximum correlation and zero shows minimum correlation. The obtained Cronbach's alpha is 0.82. The process of measurement needs a clear scale in order to compare a factor with another. Distance scale in form of systematic scale was expressed as: very little, little, average, much, very much. Determining the social security of tourism indicators in Kish Island; the list of the social security of tourism indicators was presented to tourism experts based on written studies and resources and indigenous based on especial features of Kish

Island with the purpose of prioritizing the related indicators in social security of tourism and determining superior priorities. Data analysis was performed using Excel application and Kopras and Saw methods.

### **Indicators**

The strategy to move toward stability must be based on sufficient information and data and good knowledge. Therefore, considering information along with economical and social-environmental elements is needed. Better and more exact acquaintance with the situation of geographical places on different backgrounds depends on having access to complete and processed information of the intended places (Hekmatniya & Mousavi, 2007: 201). For this purpose, a number of indicators are used. Indicators are signs that make the processes of collection, classification, and analysis of the information logical and in general determine the direction of the activities and in terms of concept provide an appropriate framework for targeting, editing, planning and evaluating the activities. In fact indicators express great and qualitative purposes that make orientation toward intended aims and policies possible (Rezvani, 2005:154). In this research 10 indicators were selected for the purpose of prioritizing the indicators effective on social security of tourism as expressed here: social responsibility, moral security, environmental impacts, life protection, the quality of goods and services, social identity, environmental management, management and planning, tourism security, and biodiversity (Ardekani et.al, 2013:10) (Nabavi et.al, 2013:82).

### **Shannon Entropy**

To obtain the weight of the indicators Shannon Entropy method has been used. Entropy in information theory, is an uncertainty criteria that is indicated by the distribution of Pi probability (Mahboub & Qashqayi, 2010: 41). Performing Shannon Entropy needs going through four minor stages as following:

1- At first stage, Pij has been presented using relation (1):

$$p_{ij} = \frac{r_{ij}}{\sum_{i=1}^m r_{ij}} \quad ; \quad j = 1, \dots, n \quad \forall i$$

2-Second stage: the amount of Ej entropy (certainty amount) has been calculated using relation (2):



$$K = \frac{1}{L_{nm}}$$

3-Third stage: the amount of  $D_j$  (uncertainty amount) has been calculated using relation (3):

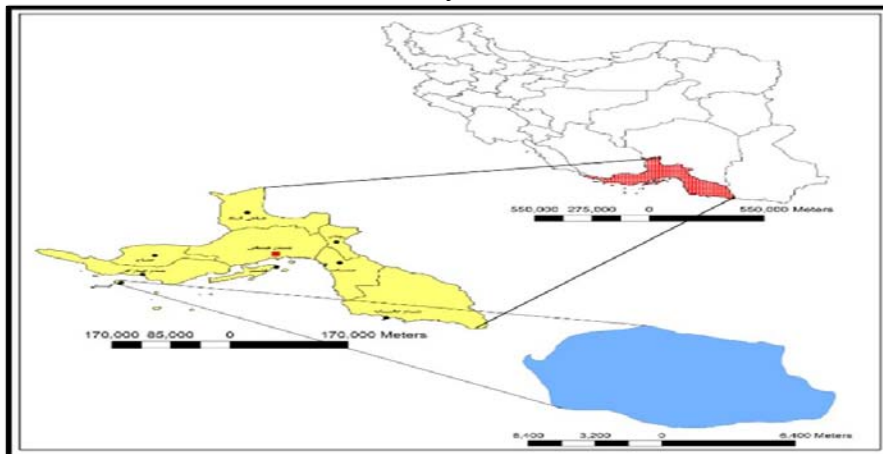
$$d_j = 1 - E_j, \quad \forall_j$$

4-Fourth stage: the amount of  $W_j$  has been calculated using relation (4) (Momeni, 2013:16):

$$W_j = \frac{d_j}{\sum_{j=1}^n d_j}, \quad \forall_j$$

### The study area

This island is located in the Persian Gulf, 18 Kilometers away from the main land and with Chabahar Port and Qeshm Island are of the free locations of Iran. Kish Island is the most important and most precedent tourism center among Iranian islands of the Persian Gulf. Most of the residential and commercial buildings are established in Saf and Safeyn. Kish has the potential to be a new and interesting destination for tourists who want to discover their own country; it can be a gate to the main land of Iran to provide a constant pattern of touring, protection, and transition of education, knowledge, and skill. In the general destination pattern of Kish Island forecasted for the year 2026, 2.52 million tourists will enter the island and the average of their residence time will be five days.



**Research findings**

According to the studied indicators for evaluating social security of tourism and the average of the collected questionnaires, the intended specifications and indicators show some features in table (1).

**Table 1: characteristics and components of the review**

|                                   |                 |                       |             |                       |  |
|-----------------------------------|-----------------|-----------------------|-------------|-----------------------|--|
| little                            | a lot           | little                | little      | Little                | The repulsion wastage and reuse and recycle                                  |
| Very little                       | average         | Very little           | A lot       | little                | Doing environmental inception  |
| little                            | little          | little                | little      | Very much             | Congestion and crowd of traffic  |
| Very little                       | Very little     | little                | average     | A lot                 | Disservice to perspective and producing rubbish and loses                    |
| little                            | little          | little                | average     | A lot                 | General health of the host society   |
| little                            | little          | little                | Very little | average               | Government rules   |
| little                            | little          | Very little           | little      | average               | Change the public structure like a change into family's structure            |
| little                            | average         | little                | average     | Very much             | Increasing the tourism equipment's   |
| A lot                             | average         | Very little           | little      | A lot                 | Society's and native access to tourism equipment's                           |
| average                           | A lot           | little                | Very little | average               | The commercialization of culture, religion and art of indigenous community   |
| Very little                       | little          | little                | A lot       | average               | widespread crime (drugs, alcohol, prostitution and diseases)                 |
| average                           | average         | A lot                 | average     | A lot                 | Compare the deprivation through the income gap (unequal income distribution) |
| average                           | A lot           | Very much             | little      | A lot                 | Stress or social conflicts   |
| The quality of goods and services | Life protection | environmental effects | Morality    | Public responsibility | Parameters   |

|              |                  |                         |                          |                 |
|--------------|------------------|-------------------------|--------------------------|-----------------|
| A little     | average          | Very much               | average                  | A lot           |
| Very little  | little           | average                 | little                   | A lot           |
| little       | Very little      | A lot                   | average                  | average         |
| little       | A lot            | average                 | little                   | average         |
| A lot        | Average          | A lot                   | average                  | A lot           |
| average      | A little         | A lot                   | average                  | A lot           |
| little       | A lot            | A lot                   | average                  | A lot           |
| Very little  | little           | average                 | average                  | Very much       |
| little       | average          | little                  | Very little              | average         |
| A lot        | average          | average                 | Very much                | A lot           |
| little       | Very little      | Very much               | A lot                    | average         |
| average      | A lot            | average                 | A lot                    | A lot           |
| average      | A lot            | average                 | average                  | A lot           |
| Biodiversity | Tourism Security | Management and Planning | Environmental Management | social Identity |

Source: Authors

All 13 criteria are qualitative criteria. Qualitative criteria are considered as: very little, little, average, much, very much. We, the, use distance bipolar scale to convert qualitative indicators to quantitative indicators and place them in evaluation and decision matrix, as shown below:

**Table 2: Valuation scale dipole distance**

|   |   |             |   |        |   |   |       |   |           |
|---|---|-------------|---|--------|---|---|-------|---|-----------|
| 9 | 8 | 7           | 6 | 5      | 4 | 3 | 2     | 1 | 0         |
|   |   | Very little |   | little |   |   | A lot |   | Very much |

Source: Research findings

Base on this scale, the qualitative measurement criteria was concerted to quantitative criteria,  
 First step: forming current situation matrix.

**Table 3: Matrix evaluation and decision-making little**

|   |                               |                                 |   |                                    |                  |   |                                    |  |  |  |  |                            |                                   |
|---|-------------------------------|---------------------------------|---|------------------------------------|------------------|---|------------------------------------|--|--|--|--|----------------------------|-----------------------------------|
| The repulsion wastage and reuse and recycle | Doing environmental inception | Congestion and crowd of traffic | Disservice to perspective and producing rubbish and loses | General health of the host society | Government rules | Change the public structure like a change into family's structure | Increasing the tourism equipment's | Society's and native access to tourism equipment's | The commercialization of culture, religion and art of indigenous community | widespread crime (drugs, alcohol, prostitution and diseases) | Compare the deprivation through the income gap (unequal income distribution) | Stress or social conflicts | Parameters                        |
| 3   | 3                             | 9                               | 7   | 7                                  | 5                | 5   | 9                                  | 7  | 5  | 5  | 7  | 7                          | Public responsibility             |
| 3   | 7                             | 3                               | 5   | 5                                  | 1                | 3   | 5                                  | 3  | 1  | 7  | 5  | 3                          | Morality                          |
| 3   | 1                             | 3                               | 3   | 3                                  | 3                | 1   | 3                                  | 1  | 3  | 3  | 7  | 9                          | environmental effects             |
| 7   | 5                             | 3                               | 1   | 3                                  | 3                | 3   | 5                                  | 5  | 7  | 3  | 5  | 7                          | Life protection                   |
| 3   | 1                             | 3                               | 1   | 3                                  | 3                | 3   | 3                                  | 7  | 5  | 1  | 5  | 5                          | The quality of goods and services |
| 7   | 7                             | 5                               | 5   | 7                                  | 7                | 7   | 9                                  | 5  | 7  | 5  | 7  | 7                          | social Identity                   |
| 5   | 3                             | 5                               | 3   | 5                                  | 5                | 5   | 5                                  | 1  | 9  | 7  | 7  | 5                          | Environmental Management          |
| 9   | 5                             | 7                               | 5   | 7                                  | 7                | 9   | 5                                  | 3  | 5  | 9  | 5  | 5                          | Management and planning           |
| 5   | 3                             | 1                               | 7   | 5                                  | 3                | 7   | 3                                  | 5  | 5  | 1  | 3  | 7                          | Tourism Security                  |
| 3   | 1                             | 3                               | 3   | 7                                  | 5                | 3   | 1                                  | 3  | 3  | 3  | 3  | 5                          | Biodiversity                      |

Source: Research findings

Second step: calculating the weight of each criterion based on Shannon Entropy weighting method.

**Table 4: The weight of each index using the Shannon entropy**

|    |                            |  |  |  |  |                                    |   |                  |                                    |   |                                 |                               |   |
|----|----------------------------|--|--|--|--|------------------------------------|---|------------------|------------------------------------|---|---------------------------------|-------------------------------|---|
|    | Stress or social conflicts | Compare the deprivation through the income gap (unequal income distribution) | widespread crime (drugs, alcohol, prostitution and diseases) | The commercialization of culture, religion and art of indigenous community | Society's and native access to tourism equipment's | Increasing the tourism equipment's | Change the public structure like a change into family's structure | Government rules | General health of the host society | Disservice to perspective and producing rubbish and loses | Congestion and crowd of traffic | Doing environmental inception | The repulsion wastage and reuse and recycle |
| Ej | 0/98379                    | 0/982304   | 0/922922   | 0/953736   | 0/93681  | 0/942703                           | 0/942438  | 0/955597         | 0/976746                           | 0/93681   | 0/941097                        | 0/914215                      | 0/961115                                    |
| Dj | 0/01621                    | 0/017696   | 0/077078   | 0/046264   | 0/06319  | 0/057297                           | 0/057562  | 0/044403         | 0/023254                           | 0/06319   | 0/058903                        | 0/085785                      | 0/038885                                    |
| Wj | 0/02495                    | 0/027237   | 0/118633   | 0/071206   | 0/097258   | 0/088188                           | 0/088595  | 0/068341         | 0/035791                           | 0/097258  | 0/090659                        | 0/132035                      | 0/059849                                    |

Source: Research Findings

Third step: normalizing the decision matrix using relation (5)

$$d_{ij} = \frac{q_i}{\sum_{j=1}^n x_{ij}} x_{ij}$$

Here  $q_i$  is the weight of indicator  $i$ ,  $x_{ij}$  is the amount of  $i$  in  $j$  indicator, and  $\sum x_{ij}$  is the total of  $j$  indicators for  $i$ .

**Table 5: Indicators normalized values**

|                                   |          |          |          |          |          |          |          |          |          |          |          |          |          |
|-----------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Public responsibility             | 0/02166  | 0/023645 | 0/144184 | 0/086542 | 0/084433 | 0/059546 | 0/107677 | 0/083061 | 0/031071 | 0/084433 | 0/061214 | 0/267455 | 0/121234 |
| Morality                          | 0/032627 | 0/021371 | 0/066487 | 0/279345 | 0/127184 | 0/069194 | 0/115855 | 0/268108 | 0/028082 | 0/07631  | 0/118554 | 0/073997 | 0/078265 |
| environmental effects             | 0/00917  | 0/01287  | 0/1308   | 0/078509 | 0/3217   | 0/097233 | 0/293046 | 0/075351 | 0/039462 | 0/107233 | 0/099957 | 0/43673  | 0/065988 |
| Life protection                   | 0/015628 | 0/023885 | 0/173386 | 0/044601 | 0/085288 | 0/077334 | 0/129485 | 0/099883 | 0/05231  | 0/426439 | 0/132502 | 0/115784 | 0/037488 |
| The quality of goods and services | 0/016505 | 0/018018 | 0/392401 | 0/047105 | 0/045957 | 0/097233 | 0/097682 | 0/075351 | 0/039462 | 0/3217   | 0/099957 | 0/43673  | 0/065988 |
| social Identity                   | 0/023305 | 0/025441 | 0/155135 | 0/066511 | 0/127184 | 0/064068 | 0/082754 | 0/063835 | 0/033431 | 0/127184 | 0/118554 | 0/123329 | 0/055903 |
| Environmental Management          | 0/02495  | 0/019455 | 0/084738 | 0/039559 | 0/48629  | 0/088188 | 0/088595 | 0/068341 | 0/035791 | 0/162097 | 0/090659 | 0/220058 | 0/059849 |
| Management and planning           | 0/031091 | 0/033942 | 0/08213  | 0/088733 | 0/201997 | 0/109896 | 0/061335 | 0/060831 | 0/031858 | 0/121198 | 0/080696 | 0/164536 | 0/041434 |
| Tourism Security                  | 0/015079 | 0/038411 | 0/501908 | 0/060251 | 0/082295 | 0/124368 | 0/053547 | 0/096379 | 0/030285 | 0/058782 | 0/383557 | 0/186203 | 0/050642 |
| Biodiversity                      | 0/016505 | 0/030031 | 0/1308   | 0/078509 | 0/107233 | 0/291699 | 0/097682 | 0/04521  | 0/016912 | 0/107233 | 0/099957 | 0/43673  | 0/065988 |

Source: Research findings

Fourth step: fourth step is to calculate the total weight of the normalized criteria in which, the total of the normalized weight criteria describes the alternatives, means the calculated  $J_s$ . The

alternatives that are calculated by positive criteria are called s+j and the alternatives calculated by negative criteria are called s-j. The total of sj+ and sj- are calculated according to relations (6) and (7).

$$sj+ = \sum zi = +dij$$

$$sj- = \sum zi = -dij$$

Fifth step: this step is comparatively ranking the alternatives which is calculated based on positive (+) and negative (-) criteria. The relative importance Qi of each Aj alternative is calculated according to relation (8):

$$Q_j = s_j^+ + \frac{s_{min} \sum_j^n = 1 s_j^-}{s_j^- \sum_j^n = 1 \frac{s_{min}}{s_j^-}} = s_j^+ + \frac{\sum_j^n = 1 s_j^-}{s_j^- \sum_j^n = 1 \frac{1}{s_j^-}} + \dots$$

Sixth step: calculating Qi

Prioritizing the alternatives is done based on the amount of Qi which is calculated on this stage. The more the amount of Qi is, the higher rank the alternative has in prioritization. Here, the ideal alternative or the alternative with the best possible situation, always has the highest amount (KomarDey et.al; 2011, 571).

Seventh step: the final stage is determining the alternative that has the best situation among the criteria. With increasing or decreasing the rank of each alternative, the importance level of that alternative increases or decreases. The alternatives that have the best situation in terms of criteria, are specified by the highest importance rank Nj. Nj equals 100 percent. The general amount of the importance level of each criteria differs from 0 to 100 and the best and worst alternatives are determined in this range. The importance level of each Nj of Aj alternative is calculated according to relation (9).

$$N_j = \frac{Q_j}{Q_{max}} * 100$$

Qj is the importance level of each alternative and Qmax is the highest amount that an ideal alternative has had.

**Table 6: results of model evaluation Kopras**

| Rank | Nij      | Qi       | sij+     | sij-     | Parameters                        |
|------|----------|----------|----------|----------|-----------------------------------|
| 3    | 92/66785 | 0/984203 | 0/646799 | 0/529356 | Public responsibility             |
| 7    | 69/01986 | 0/733043 | 0/64483  | 0/710548 | Morality                          |
| 6    | 70/38557 | 0/747548 | 1/036463 | 0/731585 | environmental effects             |
| 8    | 50/67604 | 0/538218 | 0/468088 | 0/945926 | Life protection                   |
| 9    | 50/09951 | 0/532095 | 0/760721 | 0/993369 | The quality of goods and services |
| 5    | 80/03846 | 0/850069 | 0/467751 | 0/598883 | social Identity                   |
| 1    | 100      | 1/062076 | 0/958518 | 0/510052 | Environmental Management          |
| 2    | 97/82577 | 1/038984 | 0/610552 | 0/499126 | Management and planning           |
| 10   | 43/70053 | 0/464133 | 0/570171 | 1/111536 | Tourism Security                  |
| 4    | 91/02286 | 0/966732 | 0/963773 | 0/560717 | Biodiversity                      |

Source: Research findings

The results of the research showed that among the studied indicators, the indicator of environmental management weighting 100 is first, the indicator of management and planning weighting 97.82 is second, the indicator of social responsibility weighting 92.66 is third among other social security of tourism indicators. In other words, these indicators have the most effect on social security of tourism in Kish Island according to experts using Kopras decision method. The indicator of life protection weighting 50.67 is eighth, the quality of goods and services weighting 50.09 is ninth, and the indicator of tourism security weighting 43.70 has the least importance among social security of tourism indicators.

**Ranking by Saw method**

This method is one of the multi-criteria decision methods that was used for the first time in World War years with the purpose of operational optimization. From then until now this method is extensively being used in different fields of science especially social science, because of simplicity and less error rate (Rahnamayi et.al, 2012: 228). It should be considered that Saw method is appropriate for cases in which the exchange rate among indicators is stable and the units are equal (Nojavan et.al, 2012:291). To use the mentioned method, executing the following stages is necessary.

First stage: forming decision matrix and scaling data; in Saw method in order for the columns of the matrix to have similar units, so that they can be compared easily, linear scaling is used (relation 11). The results of this method are presented in table (1). And the results are presented in table (7).

$$n_{ij} = \frac{a_{ij}}{\max a_{ij}}$$

**Table 7: Matrix decided without Scale**

|                 |                                   |                 |                       |          |                       |            |  |
|-----------------|-----------------------------------|-----------------|-----------------------|----------|-----------------------|------------|--|
| 0/777778        | 0/333333                          | 0/777778        | 0/333333              | 0/333333 | 0/333333              | 0/333333   | The repulsion wastage and reuse and recycle                                  |
| 1               | 0/142857                          | 0/714286        | 1                     | 0/428571 | 0/333333              | 0/428571   | Doing environmental inception  |
| 0/555556        | 0/333333                          | 0/333333        | 0/333333              | 0/333333 | 0/333333              | 1          | Congestion and crowd of traffic  |
| 0/714286        | 0/142857                          | 0/142857        | 0/428571              | 0/428571 | 0/714286              | 1          | Disservice to perspective and producing rubbish and loses                    |
| 1               | 0/428571                          | 0/428571        | 0/428571              | 0/428571 | 0/714286              | 1          | General health of the host society   |
| 1               | 0/428571                          | 0/428571        | 0/428571              | 0/428571 | 0/142857              | 0/714286   | Government rules   |
| 0/777778        | 0/333333                          | 0/333333        | 0/333333              | 0/111111 | 0/333333              | 0/555556   | Change the public structure like a change into family's structure            |
| 1               | 0/333333                          | 0/555556        | 0/333333              | 0/333333 | 0/555556              | 1          | Increasing the tourism equipment's   |
| 0/714286        | 1                                 | 0/714286        | 0/428571              | 0/428571 | 0/428571              | 1          | Society's and native access to tourism equipment's                           |
| 0/777778        | 0/555556                          | 0/777778        | 0/333333              | 0/333333 | 0/111111              | 0/555556   | The commercialization of culture, religion and art of indigenous community   |
| 0/555556        | 0/111111                          | 0/333333        | 0/333333              | 0/333333 | 0/777778              | 0/555556   | widespread crime (drugs, alcohol, prostitution and diseases)                 |
| 1               | 0/714286                          | 0/714286        | 1                     | 0/714286 | 0/714286              | 1          | Compare the deprivation through the income gap (unequal income distribution) |
| 0/777778        | 0/555556                          | 0/777778        | 1                     | 0/333333 | 0/777778              | 0/777778   | Stress or social conflicts   |
| social Identity | The quality of goods and services | Life protection | environmental effects | Morality | Public responsibility | Parameters |  |



|              |                  |                         |                          |
|--------------|------------------|-------------------------|--------------------------|
| 0/333333     | 0/555556         | 1                       | 0/555556                 |
| 0/142857     | 0/428571         | 0/714286                | 0/428571                 |
| 0/333333     | 0/111111         | 0/777778                | 0/555556                 |
| 0/428571     | 1                | 0/714286                | 0/428571                 |
| 1            | 0/714286         | 1                       | 0/714286                 |
| 0/714286     | 0/428571         | 1                       | 0/714286                 |
| 0/333333     | 0/777778         | 1                       | 0/555556                 |
| 0/111111     | 0/333333         | 0/555556                | 0/555556                 |
| 0/428571     | 0/714286         | 0/428571                | 0/142857                 |
| 0/333333     | 0/555556         | 0/555556                | 1                        |
| 0/333333     | 0/111111         | 1                       | 0/777778                 |
| 0/428571     | 0/428571         | 0/714286                | 1                        |
| 0/555556     | 0/777778         | 0/555556                | 0/555556                 |
| Biodiversity | Tourism Security | Management and planning | Environmental Management |

Source: Research findings

Third stage: determining the weight of the indicators; the determination of the weight of the indicator is done by Shannon Entropy. The results are presented in table (4).

The last stage, ranking and selecting the best option, has been done through relation (12). According to relation (12) in Saw method, the option is selected that has the most total of weight scaling amount. According to the aforementioned relation, the amounts of the scaled decision matrix (1) multiplied by the weight amounts of indicators, and the result fluctuates between 1 (the best option) and 0 (the worst option) (Momeni, 2013:21).

$$A = \left\{ A_i \mid \max \sum_{j=1}^n n_{ij} W_j \right\}$$

Table 8: Results techniques Saw

|   |
|---|
| Parameters  |
| Stress or social conflicts  |
| Compare the deprivation through the income gap (unequal income distribution |
| widespread crime (drugs, alcohol, prostitution and diseases)                |
| The commercialization of culture, religion and art of indigenous community  |
| Society's and native access to tourism equipment's                          |
| Increasing the tourism equipment's  |
| Change the public structure like a change into family's structure           |
| Government rules  |
| General health of the host society  |
| Disservice to perspective and producing rubbish and losses                  |
| Congestion and crowd of traffic   |
| Doing environmental inception   |
| The repulsion wastage and reuse and recycle                                 |
| Total   |
| Rank  |

| Biodiversity | Tourism Security | Management and planning | Environmental Management | social Identity | The quality of goods and services | Life protection | environmental effects | Morality | Public responsibility |
|--------------|------------------|-------------------------|--------------------------|-----------------|-----------------------------------|-----------------|-----------------------|----------|-----------------------|
| 0/013861     | 0/019405         | 0/013861                | 0/013861                 | 0/019405        | 0/013861                          | 0/019405        | 0/02495               | 0/008317 | 0/019405              |
| 0/011673     | 0/011673         | 0/019455                | 0/027237                 | 0/027237        | 0/019455                          | 0/019455        | 0/027237              | 0/019455 | 0/027237              |
| 0/039544     | 0/013181         | 0/118633                | 0/09227                  | 0/065907        | 0/013181                          | 0/039544        | 0/039544              | 0/09227  | 0/065907              |
| 0/023735     | 0/039559         | 0/039559                | 0/071206                 | 0/055382        | 0/039559                          | 0/055382        | 0/023735              | 0/007912 | 0/039559              |
| 0/041682     | 0/06947          | 0/041682                | 0/013894                 | 0/06947         | 0/097258                          | 0/06947         | 0/013894              | 0/041682 | 0/097258              |
| 0/009799     | 0/029396         | 0/048993                | 0/048993                 | 0/088188        | 0/029396                          | 0/048993        | 0/029396              | 0/048993 | 0/088188              |
| 0/029532     | 0/068907         | 0/088595                | 0/04922                  | 0/068907        | 0/029532                          | 0/029532        | 0/009844              | 0/029532 | 0/04922               |
| 0/048815     | 0/029289         | 0/068341                | 0/048815                 | 0/068341        | 0/029289                          | 0/029289        | 0/029289              | 0/009763 | 0/048815              |
| 0/035791     | 0/025565         | 0/035791                | 0/025565                 | 0/035791        | 0/015339                          | 0/015339        | 0/015339              | 0/025565 | 0/035791              |
| 0/041682     | 0/097258         | 0/06947                 | 0/041682                 | 0/06947         | 0/013894                          | 0/013894        | 0/041682              | 0/06947  | 0/097258              |
| 0/03022      | 0/010073         | 0/070513                | 0/050366                 | 0/050366        | 0/03022                           | 0/03022         | 0/03022               | 0/03022  | 0/090659              |
| 0/018862     | 0/056586         | 0/09431                 | 0/056586                 | 0/132035        | 0/018862                          | 0/09431         | 0/018862              | 0/132035 | 0/056586              |
| 0/01995      | 0/03325          | 0/059849                | 0/03325                  | 0/04655         | 0/01995                           | 0/04655         | 0/01995               | 0/01995  | 0/01995               |
| 0/365146     | 0/503613         | 0/769053                | 0/572945                 | 0/79705         | 0/369796                          | 0/511384        | 0/323942              | 0/535163 | 0/735833              |
| 9            | 7                | 2                       | 4                        | 1               | 8                                 | 6               | 10                    | 5        | 3                     |

Source: Research findings

According to the information shown in figure (2), the indicator of environmental management with the amount of (0.797) was in first place, the indicator of management and planning with the amount of (0.769) in second place, the indicator of social responsibility with the amount of (0.735) in third place, the indicator of social identity with the amount of (0.572) in fourth place, the indicator of the quality of goods and services with (0.369) in eighth place, biodiversity with

(0.365) in ninth place, the indicator of environmental impacts with (0.323) was in last place. The results of using Kopras and Saw multi-criteria decision methods showed that among these factors, environmental management, management and planning, social responsibility, and social identity are on top of the effective indicators for social security of tourism.

This issue expresses that the culture of reaction and contact toward tourists, is a case with planning and improving which, the social security of tourism in Kish Island can be increased. However, the indicators that are placed in lower ranks in terms of importance, are not necessarily unimportant. Culture building and providing preparations for receiving tourists in public belief and training experts in tourism field are some of the ways that will lead to improvement in service quality in tourism industry and as a result promotion of social security of tourists.

Therefore according to the ranking of Saw method, the indicators of environmental management and environmental impacts are respectively of the most and the least priority on affecting the social security of tourism in Kish Island.

### **Conclusion and scientific achievements of the research**

One of the basic fundamentals in development of tourism is having confidence, feeling of security, and cooperation of society members and in such conditions if a society has higher social security of tourism, the level of confidence, satisfaction, and security of tourism will be high in that country, and these factors all together are highly effective on the tendency of the tourist to travel there again. Tourism places, as long as bringing social security of tourism to people, can have an effective role in developing the quality level of the lives of the citizens.

In this research prioritizing the social security of tourism indicators in Kish Island were studied. In order for the purpose of the study to come true, first the concept of social security of tourism was defined. At next level, the suggested indicators effective on social security of tourism were extracted based on written articles and books and were presented to experts for ranking. As a result of the analysis of the results, the list of the social security of tourism indicators in Kish Island was determined.

On one hand, since designing the questionnaires and determining the stability level needed defining the scale of the indicators, based on the indicators obtained in the previous stage, the questionnaire was designed and distributed with the purpose of studying social security of tourism. This method is highly necessary for determining the conditions of the tourism destination in terms of social security of tourism in Kish Island, collecting the upcoming scenarios, and specifying tourism benefits for profiteers such as governmental and private sections.

Social security of tourism is a complex concept which is influenced by different factors, so to examine it in Kish Island, along with considering the weight and importance of each indicator in comparison to other indicators, all the studied indicators should come together to determine the situation of the location, so that we can achieve a relatively total picture of social security of tourism conditions and this action expresses the necessity of using new decision methods that are considered in this research. According to the information obtained from Koprass and Saw decision methods, the final result of Doll research on the effect of the research indicators on social security of tourism in Kish Island was obtained.

### **Suggestions**

Participation of citizens and people in charge of every country can contribute to social security of tourism and development of tourism industry in protection of global environment, cultural heritage, and nature.

In order to create harmony in setting projects related to development, tourism resources must establish the needed harmonies among ministries, organizations, offices, and constitutions, the activities of which are somehow effective for this industry.

Collecting operational plans in order to perform the plans and long-term policies and creating executive guarantee.

We expressed in this study, that the indicators of management and planning, social responsibility, and social identity cause promotion in social security of tourism. According to the article of Zarabi and Zangane (2010) that state the existence of social security in tourism field is necessary, the findings of this research also indicate that the necessity of providing social security of tourism is one of the most

important plans of the people in charge. The type of the indicators used in this research is in harmony with that of Zerabi et al (2010). In this research the indicators of social security have a great effect on social security of tourism which are in harmony with the research of Bokharayi et al (2014).

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