



FULL LENGTH ARTICLE

Sociological Survey of Factors Affect on Tourism Satisfaction (A case study of the Kish Island foreign tourists)

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ABSTRACT

The goal of this study is to sociologically survey factors affect on tourism satisfaction. The study is carried out by the Survey Method; and the data are collected by the English Questionnaire, from a sample of 250 foreign tourists of the Kish Island. The study uses Meslow's Need Hierarchy Theory, Homans' Exchange Theory, and Morton's Instrument and Goal Theory, in order to explain the tourism satisfaction. The results of this survey show that there are meaningful and positive relationships between the factors of population, economy, tourism knowledge, tourism experiences, propaganda, Iran's political situation, tourism attractions, nationality, religion, and tourism satisfaction. The results of the multivariable analysis show that the variables of market attraction, tourists' rights, historical attractions, and age are the parameters that have the most effects. They are entered into the regression equation in the field of tourism satisfaction, and they could explain more than half of the changes of the dependent variable. The study model explains more than half of the variance of the dependent variable (tourism satisfaction). Regarding this, it seems that the theoretical model of the study, which is derived from the theories of Meslow, Homans and Morton, is a proper and efficient model to evaluate the tourism satisfaction.

Key Words: Tourism, Tourism Satisfaction, Satisfaction, Foreign Tourists, Kish Island.

INTRODUCTION

There is no doubt that the tourism industry is the most peaceful movement of the human being. It has a direct effect in the growth and development of the knowledge, culture, and economy of communities, and it can play its role as the most effective factor to make mutual-understanding between nations and to firm the principles of the global peace. Today, the tourism industry is a modern phenomenon in international exchanges, which has a quick growth and progress, and it could assign a great bulk of international exchanges to itself. From the standpoint of the economists, the tourism industry is one of the fastest ways of capital returning, and it has the highest coefficient of the capital stack; because the tourism capital enters to the country from the foreign currency. In other words, tourism has two coefficients to increase the capital: one is the increased coefficient of industry and the other is the increased coefficient of engagement. So, according to the explanation, it is clear that this industry is one of the most significant social, cultural and economic activities of the current world. And due to the appearance of comfortable and quick implements, journey has been developed remarkably. Although, in the previous decades, higher class people or people with relatively high incomes, usually intended to visit the tourism attractions of other countries, but fortunately, this status has been changed. Now, the growth of the middle class people is helping to flourish and prosperity of the tourism industry, remarkably. Development of the export of services, generally, and the tourism, specially, is envisaged to many developing countries in recent decades. These countries try to assign a part of the great incomes resulting from the tourism industry, which is according to the possibilities, to themselves (Baimtoph,1376: 92-391).

Tourism Definition:

Tourism is derived from "Tour" which means trip, and its Greek root is "Touronois". The word went to Spain, France, and finally reached to Britain. Its meanings in the Oxford dictionary are:

- 1.A short journey out and home again during which several or many places are visited.
- 2.Brief visit to or through.

3. It means travelling; and great amounts of money from this industry, with the foreign currency which tourists bring with them, goes to some countries. Coltman defines the word "Tourism" as: "A short term journey, which starts from one point and finally ends there. And during the journey, several or many places are visited according to the program, and great amounts of foreign currency which tourists pay, go to the host country." (Coltman, 1989: 3).

Tourism consists series of activities, which are accomplished in leisure times, not in order to the job and its relative affairs, but in order to rest and retiring, recovering the lost energy, increasing the recognition and perceptions and knowledge, increasing the human liaisons and bonds, and etc. This set of activities should result in journey and dwell in points except the habitual and own home (Getty and Meslow, 1937: 8).

The definition of the "International Transport and Tourism Conference" of the Tourism is: "The Tourist is who journeys out of his own country to another country, in order to recreation, treatment, visiting sight-worthy places, sport, or pilgrimage; providing that this dwelling period neither be lesser than 24 hours nor more than 6 months." (Iouoto, 1969: 8-9).

Tourism Sociology:

Due to its nature, tourism affects on all sidelong and lateral points of life, directly or indirectly. Sociology field is the science, which principally studies and surveys the progress and development and the structure of mutual effects and the collective behaviors of humane organized groups (Ja'fari, 1981: 21).

In the past, there was no enough attention to this science; but during the recent years, this status has remarkably changed and also the public view has changed. Scientists and politicians found that implications of sociological theories can be important and effective help to understand and study the accurate and complicated phases of mutual actions between tourists and the host. Since the guest and the host have different values and desires and behavioral patterns, it is very important and memorable to attend to the sociological dimension; or they may be hidden in sociological norms. We can discover the recent point just by an accurate study (ibid.: 20).

The case of contact and osculate of two host countries and its sociological and cultural impacts, have a special importance in tourism sociology. According to its nature, tourism gets out people for definite aims. At the first occasion, this action subsumes two groups of people:

1. Tourists or guests;

2. Native people or residents of the host country.

But the contact and osculate includes other players and elements during the progress. Another example of the players includes tourism personnel and the host government. Thus, unlike the public belief, these contacts and osculates are not only confined to the guest and the host, but also they encompass functions, roles of players, and other elements. And the most important is that the tourism is a cultural and sociological phenomenon, and so, for the reason of the tourism, the cultures which come near to each other, should be identified (ibid.: 19).

Here, we mention three kinds of cultures, which contact and osculate each other due to the tourism: Tourism culture is a culture with the routine tourism type, and tourists does not act to the special methods of legalities of the host country; they are lawbreakers, and they are in rest. All tourists alternatively follow these cultures, lesser or more. They don't account these as parts of their cultures, and so, they want to live in the host community according to their desires and their lives (Ja'fari, 1992: 45).

Host's Culture is necessary to accurately study the host's culture to achieve the following case. It should be studied accurately to find out that which parts or points of the culture is ready to be presented to the tourists for watching; and which are the parts that members of that culture and community do not want to show and present to the tourists. It is because the host has a set of socio cultural values and desires. This case is always as a point for attention and notation for the group of socio cultural studies and surveys of the country. It is still one of the considerable problems and points of the tourism (ibid.: 45-4).

Imported Cultures (Remainder Cultures): Probably, the cultural aspects of the guest nations are not proper and suitable for the host culture; and so, the host attracts some of others' cultural factors and elements, desirably or undesirably. This is the culture that is resulting from the tourism, and it is sometimes entering from a certain country to the host country. As well, there are countries, which are the host of one or more certain countries, and there may be many cultural similarities between them. Thus, gradually, positive or negative cultural differences set into the host culture and mix with it. It is clear that the negative imported culture will have ill and bad effects and social unorganized and inelegant impacts on the host culture, which some are very dangerous and will cause anarchy and social confusions and chaos (ibid.: 46).

During several past decades, tourism industry could find a remarkable place in cultural and economic exchanges. And today, it is going to become one of the main industries in most countries. Social, cultural, and economic effects, and producing various occupations, are the most significant main goals of the

development of tourism in the world. Its role in the complete development and growth of a country is very considerable in a realistic theory. For Iran has an ancient civilization and rich historic monuments, continental and cultural varieties, and the proper and relevant geographical extension, it is one of the ten most important countries of the tourism industry in the world. Iran has a potential power and potency to apply this industry and to impart from it. But always, one of the significant subjects of the cultural, economic and research rings and executive sessions is losing in tourists absorbing. On the other hand, variety of theories and views in the industry developmental reflectance in social, economic and cultural affairs of our country, is one of the main arguments which today creates serious preventive embargoes in the tourism growth and development of Iran. It is because of the non-solidarity of research and executive centers and also because of the existent gap for the special diplomacy of the industry. Development of intellectual and credential oppositions and individual elegancies in executive affairs, is the main embargo of reaching to a unique and single executive system in this field. Always, this case produces serious problems for undertakers. Kish Island, as one of the main centers for absorbing tourists, while it has special geographic, economic, and continental situations, and especially for it has juridical simplicities, has made the tourism as its main and the most sustainable program. Unsnarling cultural, juridical, and executive ambiguities and endeavor to eliminate obstacles of the industry in the country is one of its duties. Inevitably, this region can gain its program's short- and long-term goals, during the progression and development of the industry. We want in this survey to study the existent attractions of the Kish Island as well as to study the factors affect on the satisfaction of foreign tourists. Therefore, we want to suggest propositions to eliminate their non-satisfactions and to remove the obstacles for prospering the tourism, and so, we may gait a small pace and stalk to develop this industry in Kish Island. Therefore, it seems necessary to answer the following questions:

1. Why the tourism industry has no prosperity in Kish Island?
2. What are the socio cultural obstacles and embargoes of non-satisfaction of tourists?
3. What is the tourists' opinion about the attractions and satisfaction in the island?
4. How much the governmental executive politics are effective in the development or non-development of the industry in Kish Island?
5. What do the tourism simplicities mean from the view of tourists?
6. What does the tourism satisfaction mean from the view of tourists?

The goal of this survey is to study the factors affect on tourism satisfaction in Kish Island in the view of foreign tourists. By recognizing the tourists' view about the tourism satisfaction and the reasons for their non-satisfaction in Kish Island, first we want to achieve a scientific recognition. And then we want to present strategies to upgrade and promote the tourists' satisfaction level and to produce a proper bed for development and prosperity of the industry and propose it to the responsible authorities.

We are pursuing the following goals during the study:

1. To achieve to a scientific recognition;
2. To recognize the reasons and causes affect on the level of tourists' satisfaction;
3. To propose needed suggestions in order to promote tourists' satisfaction level;
4. To propose proper strategies in order to the best presentation of simplicities and services to the tourists;
5. To reflect and report the tourists' views and needs and wishes to the responsible authorities. These are bases for the Kish Island tourism industry development;
6. To propose strategies in order to produce a proper bed for the development and prosperity of the Kish Island tourism industry.

Theoretical Framework of the Research:

A theory, is a set of related concepts, descriptions and predicates which present an organized view of phenomena, via denoting relations between variables, in order to explain and forecast phenomena (Kerlinger, 1377: 30-31).

Regarding the importance of theory in performing a scientific research, the theories used in this study include:

1. Need Hierarchy Theory:

According to Meslow, all men have joint and innate needs, which set in a hierarchy from the strongest to the weakest, and they should be satisfied and ingratiated. The lower needs should be ingratiated before the top needs. According to Meslow's Need Hierarchy, a tourist's needs should be satisfied in the host community he travels to. If the host community can satisfy the tourist's needs, he reaches to the satisfaction; otherwise, his satisfaction level comes down. The first need of a tourist is water, food, and etc., which should be satisfied in the host community. His second need is the security and safety in his tourism activity. The host community should support a tourist, from financial and security aspects. The tourist does his functions and activities through this security. The third need is the social need, which the

tourist should be accepted in the environment of the host community, and his action should be as an accepted action for the host community. The next need is respectability, and a tourist needs to be respected in the host community, and his social rights should be regarded in that community. He needs to find proper behaviors and reactions in the host community. And the last need is the self-esteem. If all of his needs have taken place, he reaches to the self-esteem; and he will do all his actions with a higher self-esteem. Therefore, we can find out that the better and higher the tourist's needs be ingratiated, the higher satisfaction he has. And if the host community does not ingratiate his needs, his satisfactory threshold comes down; and the tourist will not be satisfied doing his tourism action.

2. Homans' Exchange Theory:

Homans, one of the leaders of the exchange theory, has bright and clear thoughts about exchange theory. He argues and reasons that by reverting to small numbers of predicates we can evolve certain cases for explanation; and it is just as: we can just explain some aspects, like social discipline and social change (Skidmore, 1373: 91).

Homans divides the distributive equanimity predicate into two divisions, in the second edition of the social behavior, and puts this term aside, but he saves its contents. These two predicates are expressed in a language as like as other predicates. The new predicates are called "Aggression-Confirmation Predicates". He writes in the first part: When our personal action does not receive the expected reward, or when its action results in an unexpected punishment, it will be angry, and more presumably, it will show an aggressive behavior. And the result of this behavior is more valuable for it (Ritzer, 1374: 430).

This predicate introduces a new theoretical word, and that is "Expectancy", which says: Expectancy should be satisfied, otherwise, it will bring non-satisfaction with itself. This case is simple enough, but says as well: If the reward is lesser than the expectancy, "aggression" will be its result; and such an aggression is satisfactory. Perhaps, the method of Homans to express a thought is justified with the hidden thought inside the main predicate of distributive equanimity. The second part of the aggression-confirmation predicate, expresses the same thoughts in an exigent form: When the act of someone receives the expected reward, specially if it is more than his expectancy, or when his act does not result in the expected punishment, he will be satisfied, and more presumably, he will show confirming behaviors. And the result of such a behavior is more valuable for him (ibid.: 413).

We can deduce from Homans' aggression-confirmation predicate that the most important action in the field of tourists' satisfaction or non-satisfaction from the host country or the tourism activity relates to the level of tourists' expectancies. Tourists' assessments from the possibilities of the host country and the kind of presenting its services play an important role in this field. If tourists judge that the host couldn't present proper services, regarding its existent possibilities, then they will feel non-satisfaction, and inversely (ibid.: 431).

3. Morton's Instrument and Goal Theory:

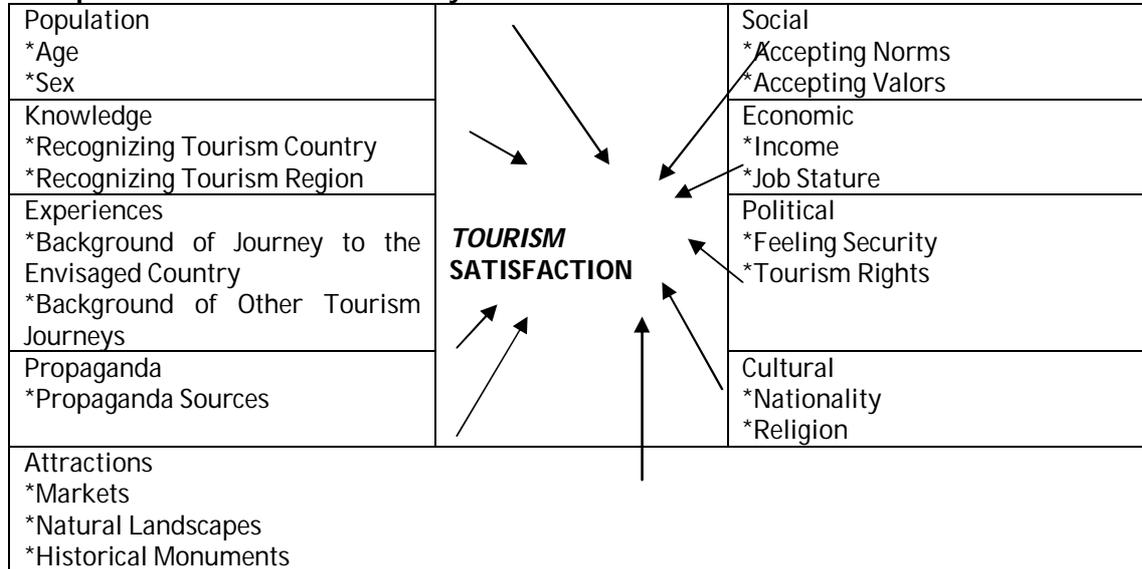
One of the other branches of the tourism satisfaction theory is to satisfy expectancies, which is on the basis of Morton's instrument and goal theory. Morton construes the social structure as the social expectancy and as acceptable instruments to achieve goals. Among various elements of cultural and social structure, two items are more important. These two elements are severable in analyses, but they are mixed together in the real situation. The first element includes goals, purposes and interests specified and described by the culture of the community, and it is legal for all society members or parts of them. Goals are somewhat correlated. The amount of this correlation is different practically in various cases. In general, they are classified in a value hierarchy. Common goals have different importance and sensitivity amounts and include idealistic frameworks; in other words, the affairs valuable for endeavoring. These are fundamental constitutive components, and Linton called them the designs for gregarious living. Although they are not the bases of gregarious living, though just some of these goals are cultural, not all of them. All of them directly relate to biological backgrounds, but that doesn't determine them (Koser & Rosenberg, 1378: 432).

The second element of socio cultural structure, determines, adjusts, and controls the ways of achieving goals. Each group indispensably should register its cultural goals by the percepts and laws; and this originates from the system of ethical traditions or inclinations. Thus, society determines instruments to achieve goals due to the satisfaction results from the conformity of the two cultural aspects of individuals; in other words, in harmony with the satisfaction results from achieving goals and also the satisfaction results from applying methods and instruments to achieve goals. And so, an efficient balance will be created between the two structures, and activities are to be measured according this. Therefore, the continuous satisfaction is a balance between instruments and possibilities of achieving goals. Applying Morton's theory is in this manner that a tourist who travels to a community as the host community to do a tourism activity, expects that the instruments be ready to achieve his goal – the tourism activity.

Whatever the host community presents better instruments and possibilities for performing tourism activity, the tourist may better achieve his goal – tourism activity –, and thus, his satisfaction will be promoted, and inversely (ibid.: 434).

Composing the above theories, the theoretical framework for the study for the tourism satisfaction and the analytic model has been codified, which presents below.

“ Experimental Model of the Survey ”



In the above study model, in order to express the political and social factors (emphasizing to the security and rights), Maslow's need hierarchy has been used. To express the factors such as tourist's acquaintances, tourist's experiences and propaganda – each are expressive that the tourism activity is a conscious activity – the Homans' exchange theory has been used. And to express the tourism structural factors, in other words, tourism attractions and possibilities, the Morton's instrument and goal theory has been used in our research hypotheses.

Regarding the discussed subjects, the following hypotheses are studying in this research:

Research Hypotheses:

1. It seems that there is a relationship between gender and tourism satisfaction;
2. It seems that there is a relationship between age and tourism satisfaction;
3. It seems that there is a relationship between income and tourism satisfaction;
4. It seems that there is a relationship between job stature and tourism satisfaction;
5. It seems that there is a relationship between acceptance of valors and tourism satisfaction;
6. It seems that there is a relationship between acceptance of norms and tourism satisfaction;
7. It seems that there is a relationship between feeling security and tourism satisfaction;
8. It seems that there is a relationship between evaluation of observing the tourism rights and tourism satisfaction;
9. It seems that there is a relationship between recognizing Iran and tourism satisfaction;
10. It seems that there is a relationship between recognizing the Kish Island and tourism satisfaction;
11. It seems that there is a relationship between propaganda sources and tourism satisfaction;
12. It seems that there is a relationship between the background of travelling to Iran and tourism satisfaction;
13. It seems that there is a relationship between the background of other journeys and tourism satisfaction;
14. It seems that there is a relationship between attraction of monuments and tourism satisfaction;
15. It seems that there is a relationship between attraction of natural landscapes and tourism satisfaction;
16. It seems that there is a relationship between attraction of markets and tourism satisfaction;

17. It seems that there is a relationship between nationality and tourism satisfaction;
18. It seems that there is a relationship between religion and tourism satisfaction.

The Study Method Framework:

In this research, we studied the subject by the Survey method. Questionnaire survey is the main method for collecting data. The method of this study is Questionnaire Survey and composed of open and closed sentences.

Statistical community of the survey is all foreign tourists who travelled to and visited the Kish Island during the tourism season (Aban (Nov.) to Esfand (Mar.)). The property of small statistical samples which have no sample volume is that the statistical community itself will be the sample; and by using this, we studied all Kish Island foreign tourists during the tourism season (total = 250 persons).

Data and information have been collected using the English Questionnaire, which has been adjusted on the basis of Likert Spectrum and has been pretested.

In this research, after gathering data and information, we analyzed data by SPSS software, and found the following results:

Sum of the hypotheses and theories in this survey did not confirm the relationship between gender and tourism satisfaction, and also religion and tourism satisfaction. In other words, there is no meaningful statistical difference between gender and tourism satisfaction, and religion and tourism satisfaction, although generally, men's tourism satisfaction was higher than women's. Studying the second hypothesis determined that there is a relationship between age and tourism satisfaction, and showed that the higher age, the higher satisfaction. And generally, old people had more tourism satisfaction versus young. The third hypothesis showed that there is a meaningful relationship between income and tourism satisfaction; In other words, the higher incomes, the higher tourism satisfaction. Results of the fourth hypothesis showed that the relationship between job stature and tourism satisfaction is meaningful at the level of 95%, which means the higher job stature, the higher tourism satisfaction. Fifth hypothesis determined that there is a relationship between the acceptance of values and tourism satisfaction; and this relation is meaningful at the minimum confidence level of 95%.

Surveying the sixth hypothesis determined that there is a relationship between the acceptance of norms and tourism satisfaction; and this relation is meaningful at the minimum confidence level of 95%. Seventh hypothesis showed that there is a relationship between feeling security and tourism satisfaction; and this relation is meaningful at the minimum confidence level of 95%. Eighth hypothesis – evaluation of observing tourism rights and tourism satisfaction – determined that there is a relationship between the two variables at the minimum confidence level of 95%. Ninth hypothesis - recognizing Iran and tourism satisfaction – determined that there is a relationship between the two variables; and this relation is statistically meaningful at the minimum confidence level of 95%. Tenth hypothesis determined that there is a relationship between recognizing the Kish Island and tourism satisfaction; and this relation is meaningful at the minimum confidence level of 95%.

After analyzing data, the eleventh hypothesis determined that there is a relationship between the background of journey to Iran and tourism satisfaction; and this relation is meaningful at the minimum confidence level of 95%. In other words, by increasing tourists' background of journey to Iran, their tourism satisfaction goes up. The thirteenth hypothesis shows the relationship between other journeys of a tourist and tourism satisfaction. This relationship is meaningful statistically at the minimum confidence level of 95%, which means the higher amount of individual's experiences about tourism activity, the higher tourism satisfaction. Confirmed that the fourteenth hypothesis – attraction of monuments and tourism satisfaction – is meaningful at the minimum confidence level of 95%. Fifteenth hypothesis – the relationship between attraction of natural landscapes and tourism satisfaction – has been confirmed and was meaningful at the minimum confidence level of 95%. There was a meaningful relationship between market attraction and tourism satisfaction at the sixteenth hypothesis, at the minimum confidence level of 95%. The seventeenth hypothesis showed a meaningful relationship between nationality and tourism satisfaction at the minimum confidence level of 95%. The eighteenth hypothesis determined that there is no meaningful statistical difference between religion and tourism satisfaction; and this hypothesis has no meaning at the minimum level of 95%, and this hypothesis is reprobated.

Multivariable Analysis:

Multivariable Regression Method has been used for the multivariable analysis. Multivariable regression analysis is a method for studying impacts and the amount of affection of more than one independent variable on one dependent variable, using correlation and regression elements. In another word, we want to predict the dependent variable from information related to amounts of two or more independent variables (Kerlinger, 1376: 331-338).

In this study, the Stepwise Regression Method has been used to analyze the relative share of independent variables in the dependent variable. In the stepwise method, first we intern the variable that expresses the highest amount of variance of dependent variable into the equation. It is clear that this higher variable will have the correlation coefficient with the dependent variable. Then we introduce other variables to the equation, one by one. In this method, when a new variable enters to the equation, all the existent variables in the equation will be surveyed, and if each of them has losing its meaningful level, this variable will be omitted from the equation, before a new variable enters. At the end of the operation, there will be no variable having the meaning level less than the determined level of the equation (Khorasani Zadeh, 1375: 319-321).

Evaluation of the Equation of Prediction of Tourism Satisfaction by the Stepwise Method:

In this part, we describe and interpret the equation of prediction of tourism satisfaction by the stepwise method. Studying the results existing in the table 7-58, expresses that our equation of prediction has four steps. According to the mentioned table, attraction of market at the first step has a $R=0.595$ and has a determiner coefficient or $R^2=0.354$ which lonely expresses and describes 0.35 of the dependent variable. At the second step, after interning the tourism rights, $R=0.696$, and R^2 lonely describes 0.13 of the dependent variable. This, totally with the market attraction (the previous variable) has described 0.485 of the dependent variable. At the third step, after interning historical attraction, $R=0.725$, and the determiner coefficient or R^2 lonely describes 0.04 of the dependent variable, and totally with the sum of the two previous variables – market attraction and tourism rights – describes 0.526 of the dependent variable. At the fourth step, after interning the age, the multivariable correlation coefficient of R equals to 0.743, and the determiner coefficient of R^2 , totally with the four variables within the equation – market attraction, tourism rights, historical attraction, and age – can predict and describe 0.55 of the variance of the variable related to the tourism satisfaction.

The resulted R^2 in all four steps is meaningful at the minimum confidence level of 95%. Regarding that 0.55 of the variance of tourism satisfaction is determined and described using these four variables, 0.45 (1-0.55) of the variance of the dependent variable, has not been analyzed by our variables. Generally, the resulted R^2 shows that our equation does not have enough prediction power, and predicts more than half of the variance of the dependent variable.

Table of main elements of multivariable analysis by the stepwise method from the first to fourth steps in order to predict the dependent variable (tourism satisfaction):

Step	Entered Variable	R	R ²	Amount Added to R ²	Standard Error
First	Market Attraction	0.595	0.354	-	3.34
Second	Tourism Rights	0.696	0.485	0.131	2.99
Third	Historical Attraction	0.725	0.526	0.041	2.88
Fourth	Age	0.743	0.552	0.026	2.81

Other statistical indicators of variables within the equation, such as “B” regression coefficient for raw scores and “Beta” for standardized scores and also the “T” test can be regarded in the table 7-59. The “T” test shows that the “B” coefficient is statistically meaningful at the minimum confidence level of 95% for all four variables.

Table of elements of the variables within the equation in order to predict tourism satisfaction in the fourth step:

Variable Name	B	Beta	T	Sig T
Tourism Rights	0.644	0.313	5.70	0.0000
Historical Attraction	0.312	0.212	3.80	0.0002
Market Attraction	1.05	0.466	8.08	0.0000
Age	0.063	0.469	2.99	0.0032
R=0.743		F=47.88		a= - 0.75
R ² =0.552		Sig=0.0000		

Table 7-60 shows the statistical indicators of the variables out of the equation in the fourth step. And the T-test for the partial correlation of the variables out of the equation with the dependent variable indicates that none of these variables could add a remarkable amount to the R^2 . In other words, the amount added

by these variables to R² has no meaning at the confidence level of 95%, and none of these variables could enter to the equation, and thus, the multivariable regression analysis by the stepwise method ends here. Of course, the mention is necessary that non-intering of the variables out of the equation does not mean that they have little importance, but the case is because of the existence of the correlation between the variables out of the equation with the variables within the equation.

Table of elements of variables out of the equation in the fourth step:

Variable Name	Partial Correlation	T	Sig T
Income	0.089	1.11	0.268
Job Stature	0.102	1.25	0.213
Acceptance of Valors	0.031	0.391	0.696
Acceptance of Norms	0.099	1.24	0.215
Feeling Security	- 0.048	- 0.602	0.548
Recognition of Iran	0.039	0.496	0.620
Recognition of Kish	0.111	1.39	0.165
Background of Journey to Iran	0.026	- 0.334	0.738
Background of Other Journeys	0.017	- 0.215	0.830
Natural Attraction	0.080	1.004	0.316

According to the data from the tables 7-59 and 7-60 for prediction of tourism satisfaction, the general form of the regression equation resulted

$$y = a + b_1(X_1) + b_2(X_2) + b_3(X_3) + b_4(X_4)$$

four-variable regression equation is:

The equation's elements are:

y= score of prediction of the dependent variable;

a= coefficient of computing the multivariable regression equation (width from the start);

b= coefficient of regression for raw scores;

x= independent variable interned the equation.

Thus, the final form of the equation is:

$$y = -0.75 + (0.644)(X_1) + (0.312)(X_2) + (1.05)(X_3) + (0.063)(X_4)$$

CONCLUSIONS

After studying the statistical results, it is needed to discuss the results and to briefly analyze the results, theoretically and logically.

In our era, tourism becomes a real social fact and generally is seen from the view of cultural balance or development. Tourism is an answer to the human explorer mould need, detection of mysteries of old men's life, acquaintance with the culture of other nations, and escaping from the steadiness of common life and job environments. Thus, tourism is a cultural activity which is related to the man and his motives, wishes, needs, and desires which are derived from the culture of the society, in so far as it can be said that the main stimulus of tourism is the difference between cultures. This stimulus is a proper instrument to orient and direct thoughts of people in their opportunities. Specially today, which the opportunities have found more values and more important places in people lives, requests for specialized, subtle, and professional services in the context of schematization in order to optimize usage of these opportunities, have found more importance. On the other hand, tourism and cultural authorities of countries in order to answer their population's needs and wishes, know well that tourism satisfaction from the country's social management acquired in opportunities than working times, for many people.

It should be confessed that tourism is a kind of servicing activity. Because tourists expect services against their needs. Their most important expectations are that they provided by services related to schematization for the time and the destination of journey, moving, and reserving a residency at the destination, providing safe and desirable tools for transporting, and other necessary services after arriving. Adversary services and companies are acting to present the services to the tourists. Emitting various information by these services and companies, will cause more acquaintance of their customers with the level of expenditures and kinds of presentable services; and this may play an effective role in their decision making to choose the destination.

Regarding the above-mentioned discusses, it should be confessed that in Iran, there are many various cultural, historical, religious, and natural attractions, which all are serving to the economy. If we can transform this potential endowment to powerful capacities for generating financial and foreign currency incomes, then we can expect socioeconomic sustainable development for our country. Therefore, it should not be underestimated. This is the fact that a part of our country's industrial power is outworn and obsolesced during the imposed war and some others are exterminated, and their supplement or replacing needs technological progressions and financial investments in order to reaching to the balanced productive capacity. The main resource of providing the foreign currency income of the government is the raw oil. But uncontrollable fluctuation of oil price, specially in recent years on one side, and problems related to scrimmage of modern universal discipline of economic boycott and prohibition from buying Iranian oil on the other hand, have caused an unsustainable economic status in the country. And they have confined the possibility of national long-time scheduling. Therefore, it is cleared that we should release ourselves from the binds of imposed mono-crop economy, and study other options in order to replacing them with the oil incomes. But releasing from oil is impossible for our country in the shade of increasing exports of industrial goods of agricultural products, relying upon exports of other non-petroleum goods. Studies about the industrial structure of the country show that this part does not have a deep development. The agriculture portion also showed a confined developmental capacity and could not provide the early needs of the country, neither during the years it was the developmental axis nor after that. Our other details of non-petroleum exports often consist of traditional products and raw materials of productive industries. For our country, relying upon these kinds of exports means exporting raw materials and traditional goods, cheaper. This had introduced to certain markets in the universal field during past centuries, and couldn't show a remarkable growth. Specially that the increased value results from exchanging the foreign currency resulted from these products, causes that Iranian merchants present their goods by any salable prices, and this also causes more low-credibility and instability of the markets of these kinds of export productions. However, the status is not as to think that the resulted income of these kinds of exports can even complete other activities. One of the ways of protection of the country's economy against destructive effects of oil price fluctuation and instability of market of other products is to develop the tourism. In other words, exploiting from historical, cultural, religious and natural resources, wildlife and climates of the country and attracting more interested persons in journey to Iran and visit new sight-worthy items. Regarding tourism potential power for making occupations, optimizing and developing of infrastructural installations, more proper distribution of wealth, balanced development of proscribed regions, intercultural acknowledgements, broadcasting the Islamic culture, stabilizing peace, developing international and intercultural mutual-understanding, ... and being needless from technology and modern plants, it seems that the tourism industry can be the country's cultural, social and economic developmental axis. Or at least, it can be presented in cultural and social and economic programming fields of the country, more seriously. Recognition of tourism embargoes may also varying due to its developmental orientation from the viewpoints of sociology, management, geographic, psychology and economy. As one of good-climatic islands of Iran, the Kish Island puts the tourism as one of its programs of sustainable development, and as mentioned above, it has high potential powers for growing and developing tourism; and this study surveys that. In this study, we sociologically surveyed tourism industry, and the rate of tourism satisfaction measured in Kish Island. Tourism satisfaction is one of the main bases of tourism industry dynamics, and satisfaction of the tourists' needs is necessary for tourism satisfaction. Using Maslow's need hierarchy theory, we explained the phenomenon. During this explanation, we used Homans' exchange theory to explain the two-way equation of host-guest. Then, the conditions of continuance of the equation have been expressed, and this has been measured from the tourists' viewpoints. Morton's instrument and goal theory is the next theory to measure tourism instruments and possibilities. The more instruments and possibilities be provided, the more possibility is provided for tourists to achieve their goals for performing tourism activity; and so, their tourism satisfaction goes up. Therefore, generally can be concluded that from the theoretical view, mixing Maslow's, Homans', and Morton's theories could explain dependent variable at the desired level very well. In other words, selecting these optional theories was a very suitable and worthy work.

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