

Chapter 23

Climate Information Sources (CISs) and Tourist Satisfaction

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ABSTRACT

In recent years, the excellent status of tourism industry and its role on social-economical development has caused more attention to be paid to tourism's various dimensions in countries, especially developing countries. Publicity and advertizing have significant influence on the sustainable growth of the tourism industry. In addition, the information sources can help tourism. That is why quality of the publicity and information sources are seriously considered by deputies and planners of the tourism sector for marketing of the tourism industry. It seems that the role of Climate Information Sources (CISs) on the tourism industry is more critical than other resources. This research is a descriptive survey study that investigates the satisfaction of CISs quality of foreign tourists in order to attract tourists to Iran. In this chapter, CISs are divided into two main categories: Website sources and printed sources. The two sources are investigated in the aspects of attractiveness, motivating/influencing, usefulness, validity, user-friendliness, and usefulness. The results show that CISs quality of printed and Website sources are satisfactory from the viewpoint of Iran's foreign tourists. In addition, quality of CISs are good in the aspect of motivating/influencing, but they are not in good condition from the aspects of user-friendliness and usefulness.

INTRODUCTION

With a look at broad Iran, a high climate difference is seen due to effects of different air masses and topoclimate difference; so in addition to the cultural and historical attraction, the climate difference is considered as an important natural attraction and enables tourism and economic of country in all seasons of the year. The tourism is one of under developing industries of the world economy that constructs one job from nine jobs

and creates a new job in each 2.5 second (Mohammadi, 2007). The countries act in this area, specify a part of their national revenue to this industry. Regarding the effects of this industry on economic growth, culture and other dimensions of societies, it is necessary that a country like Iran which is rich in natural wealth, pay attention to identifying and providing appropriate services in this area. Existence of different climates is enabling to attracting tourists in four season of year. With a true planning, creating websites and

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publishing books and papers can introduce tourism attraction in this area and cause to entrepreneurship for peoples (Mohammadi, 2007). Whenever the traveling is done in order to understanding climate attractions, can offer cities information about climate condition of different cities, the mean of sunny hours in months of year, number of rainy and snowy days in any months, the mean of days temperature in different months, number of ice days, the mean of humidity in any months, number of cloudy days in any months.

Governments in jurisdictions throughout the world have come to understand the importance of tourism as a source of personal and business wealth, government revenues, and jobs. As a result, many governments now promote public-private sector partnerships to increase destination competitiveness. Nowadays, nations, states, cities, and diverse regional climates are as now take their role as tourist destinations very seriously, committing considerable effort and funds towards Iran, an ancient country with cultural values, backgrounds of long civilization, historical cities, buildings, monuments, good climate in different season of year had been attractive and good-looking for tourists and tourists. Geographical situation of Iran in Abrisnam rout and its connecting way of eastern and western world caused that Iran had been regarded as one of the important poles of human civilization. Various and different masterpieces and signs which have been remained from the evolutionary trend of Iran's civilization and culture, can be used as attractive forces of tourism. It's certain that many tourists visited Iran and stated it's attributes in their diaries (Rezvani, 2000). Cultural symbols in Iran are as so much various as if you were traveling from one country to another country within Iran. Variety of natural attracts such as climate coasts, seas, jungles, mountains, deserts and oases made broad continuum of perspectives in Iran which need to take a long time for watching them (Nasirizadeh & Totonchi, 2003).

Humans travel through various motives. Recognizing tourists' motives will give the local and national policymakers and programmers the opportunity that they match their plans and policies to tourists' needs. Recognizing tourists' motives and approaching to their desired wants are the important factors in setting tourism plans. In other words, Recognizing tourists' motives in target markets mean to coordinate product with customer's needs and wants (Karimzadeh, 2005). Also the image which a tourist has about the destination, directly influence on the choice of destination, valuable attributions and purchase process (Royo-vela, 2009).

Information is a source of power, means of competency, device of progress and a factor for national development and getting famous in the global level. Information is also the origin of power, wealth, success and virtues and is organizationally regarded an important source which management has in his hand. On the other hand, in the tourism sector, people take many trips for many reasons and they get their needed information from different channels and sources for making necessary coordination. All these channels, in fact, include the informing systems in the tourism industry.

The important aim in management of tourism industry is to attract tourists more and more to visit a special country, district or place. For this reason, every organization tries to give a clear and distinct picture of any kind of recreation and entertainment and transportation equipments and so on. As a link between the suppliers and tourists, tourism distributors provide information to potential consumers, and their willingness and inputs to disseminating destination information will determine market coverage and penetration (Buhalis, 2000).

The different sources offer required climate information for tourist in order to planning holidays is as following: 1- specific magazines and climate books 2- TVs and telephone 3- Internet

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