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Original article

Marketing manager to develop tourism in Kermanshah city

E.T. Sadat^{a,*}, P. Akbari^b, K. Nazari^b

^a*Department of Human Resources Management, Shakhespajouh Institute, Isfahan, IRAN.*

^b*Department of Management, Payame Noor University, I.R. of IRAN.*

*Corresponding author; Department of Human Resources Management, Shakhespajouh Institute, Isfahan, IRAN.

ARTICLE INFO

ABSTRACT

Article history:

Received 01 April 2014

Accepted 22 April 2014

Available online 28 April 2014

Keywords:

Tourism

Information

Marketing

Television

Word of mouth

Factor analysis

Kermanshah

Currently, tourism is one of the key strategies for regional development by many governments (states), is taken into consideration, which utilizes appropriate management, have been able to use the proceeds. One of the tools used in the management of the marketing structure is appropriate that this matter can be done with different tools. This method, based on the method of analysis - descriptive and utilizes available resources inside and outside, and the use of factor analysis and cluster models, using spss software is to review the information and marketing, has been in the field of tourism in Kermanshah. Based on the results of this study, it was estimated that, among the Persians, the best marketing tool primarily for marketing, national media, namely television, with a rate of 0.881259 weight plays an important role in the game, and can responsible for tourism development due to Kermanshah, and on the other hand, the next step in my opinion is more important than the first, mouth to mouth marketing is that it requires the provision of facilities, services and tourism infrastructure, in order to create Sweet Memories and a memorial, in the minds of tourists to invite friends, and others to visit the area, which is the best data structure, look for other important information such as the television and the web site.

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1. Introduction

According to World Bank estimates of 2020 annual World Wealth 0/3 will grow, while the number of international tourists annually quarter percentage grows (Ranjbarian and Zahedi, 2009). So in order to diversify the sources of economic growth, tax revenues, and also create new job opportunities in the country, tourism development is important because Iran is among the top ten countries in the world in terms of tourist attractions, and in terms of civilization, global civilization is among the five countries, which reflects the diverse and unique attractions, historical, religious, cultural and natural country (Tayebi et al., 2007). Tourism, as one of the largest industries in the world, in addition to employment, education makes the exchange, providing a peaceful, equitable distribution of wealth, cultural exchange and proximity to other nations. Tourism, one of the safest, cleanest and cheapest sources of foreign income (Gholami, 2010). With the increasing development of technology, media, growth has greatly increased. New forms of media are very broad and wide, and its area will be added on the day to day. Media audience with coverage in all societies, more than any other, cans the public with new innovations and concepts familiar to developers. The information is correct and appropriate to the audience, in order to communicate effectively, and to change their behavior can be very effective. Thus, we can use the technology to develop various industries, including the tourism industry pay. Today, hardly anyone can be found who does not have a TV, not radio. From among the educated and literate, newspapers and the Internet can be noted. Few people can be found, read the newspaper or do not follow the news on the Internet. Thus, the mass media, a very serious role in informing public opinion on various issues to society. Media, in the current era, audiences are an integral part of life. The audience, information and communication in today's world, a large part of the culture, norms and values of their community and other communities will receive from the media. In other words, in the modern era of the information age, and information and communication society is well known, a large part of socialization audience is carried out through the media, and the influence of the media to the extent that some of the theories communication theorists, believe that the media and even our behavior is determined by the subjective priority, and if they do not teach us how to think, how to think of something to teach us (Servin and Tankard, 2002). In the current era, the role of social institutions such as family, school, peers, community members weakened, and the day of the significance and role of media is added. Thus, the socialization of children and youth, the media play an important role, meaning, family and social values and norms, the audience is transported to, and internalize it, and the Media and information technology, which is now more things in your spade taken from a brochure to a computer information systems, all fall into this framework. Tourism is also no exception to this role, and it has been affected, and many of the world's most attractive areas, through appropriate data structure design and technology, draws thousands of tourists to the area, and also with Iran the abundance and variety of its charm, by the way, especially of virtualization technology, it can attract a lot of tourists, and the grounds for developing countries and non-reliance on oil revenues, which Kermanshah region of Iran as one of the attractive areas most unique tourism Valle towards technology and the utilization of appropriate information, is to attract tourism.

2. Background Investigations

Sajjadi (2007), in research as a tourism perspective, e-commerce solutions and its development in Iran, have stated that e- tourism, especially for a country like Iran can be one of the most important applications of e-commerce, and a very significant role in the development of the national interest to play. Dehghan (2008), experience suggests that space tourism, tourism experience cognitive experience, and this knowledge is obtained in the form of discourse. Varesi et al (2010) examined the spatial analysis, the factors affecting the performance of air travel agents in Iran, and have concluded that, due to the development of agency in Tehran at a high level (optimal performance) ; eight provinces in the second level (semi- optimal performance and up), eleven of the third level (semi- optimal low) and the lowest level in ten provinces (poor performance) are located. Sara'i (2010), the strategy of ecotourism attractions in South East Iran Sistan and Baluchestan, and have concluded that, despite some unique considerations in the unique nature of Sistan and Baluchestan, yet the nature of so beautiful tablecloth is spread in front of us, who can be managed properly, it will take maximum productivity. Shahin and Teimoorr (2010), in an

article entitled model for factors influence and are influenced by, the customer relationship management via mobile phone: a study of travel agencies in Isfahan reached the conclusion that the activity Agency managers are expected, which should be done through mobile phones, the more promotional activities and information. Khorasani and Azmi (2010), in an article entitled, The Role of Information Systems tourism, rural tourism promotion, to reach this achievement, the need for an infrastructure -based e-Government initiatives in rural areas is that the term is the projection rural sites, to promote and provide services including hotel reservations, travel tickets and accommodation, and the introduction of tourist attractions. Parse (2011), to examine the various aspects of marketing in nature, and compared to the Internet portal of Iran, a number of countries with good potential for nature, aims, and achievements were such that, in the world today physical see very faintly, and data access to the Internet, to shorten the distances covered virtual world replaces the real world, and the marketing mix is completely based on IP technology, building be attached to the accession process, and the flow will be inevitable. Sepehrdoost et al (2011) examined the e-tourism and the role of ICT in its development, and have concluded that tourism is a missing link in the tourism industry in the development and review of policies past activities sporadically and can be picked up big step for the development of the industry, and will benefit from its numerous advantages. Zare'ian et al (2011), in stating the requirements of sustainable tourism, electronics, and its role in the hotel industry, have stated that the use of multimedia tools, multimedia, electronic Brushes, Brushes expanding the use of e-learning systems using e-expanding specialty clubs, distributed databases created, the application of marketing techniques focus, and the use of open systems engineering processes, and focus on customer relationship management, electronic way to the hotel industry. Torshizian (2011), the role of ICT in the development of tourism in Iran, and has concluded that the use of ICT as a tool for tourism development, depending on factors such as the electronics, hardware development, and public mechanized system. Jafari Samimi et al (2011), in an article entitled The role of information technology and modern education in the development of tourism in Iran, to investigate the information technology and tourism, and their interactions have been attempted, and has stated that, therefore, the relationship between information technology and job skills training, with the Internet channel in the development of tourism as a powerful tool in the growth and development of redistributive justice in the world. Karimi and JamaliNezhad (2012) investigated the role of media and information technology in the sustainable development of tourism have, and have concluded that the application of ICT and the Internet, the semantic development of sustainable tourism, concerning the provision of logical methods, the use of natural and human resources, preventing non-scientific use of the resources, good marketing and advertising, maintaining and promoting the diversity of natural, social and cultural development, protection of the local economy, environment and human resources training.

3. Research Methodology

This method is based on the method of analysis - descriptive, and utilization of the available resources inside and outside, and the use of factor analysis and cluster models to investigate the structure and marketing information in the field of tourism in Kermanshah is about, and try is the best means of information, and also how grouping, also known tool that can be used together, and in the end some suggestions are offered.

4. Determine the best marketing for Development, Planning and Tourism Kermanshah Iran, based on factor analysis

The indicators, after sorting, spss transferred to the environment, based on the analysis needed to be done, and finally the factorization and uniformity, intelligence tool for tourism planning, and determine the best tool making. At first, the entire 23- Q, Z factor for each individual item of information was, in fact, it pays to standardize their uniform numbers, and this information is specified in Table 1.

Table 1

Z questions each invoice information tool.

	1	2	3	4	5	6
Radio	-0.71094	-0.05652	-0.63547	-0.56963	-0.49274	-0.04781
Television	-0.05469	1.29985	2.98669	1.13927	-0.07039	0.09562
Website	0.76563	2.31712	-0.06355	1.65194	0.98548	0.95623
Leaflet	0.27344	0.62167	0.31773	-0.39874	0.56313	-0.47812
SMS marketing	-1.20313	-0.7347	-0.82611	-0.74053	-1.33744	0.38249
Friends and mouth to mouth	2.73439	0.11303	-0.44483	-0.05696	2.04135	-0.19125
Book	-0.05469	-1.07379	-0.44483	-0.22785	-0.49274	-0.33468
Street banner marketing and	-0.38281	-0.90424	0.12709	-0.91142	0.14078	-0.90842
Newspaper	-0.38281	-0.56515	-0.63547	-1.08231	-0.91509	-0.62155
Satellite	-0.54688	0.11303	-0.06355	1.82283	-1.33744	2.67745
Google Earth	0.10938	-0.7347	-0.25419	0.11393	0.14078	-0.76499
Marketing CD	-0.54688	-0.39561	-0.06355	-0.74053	0.77431	-0.76499
	7	8	9	10	11	12
Radio	-0.78906	-0.61135	0.17185	-0.03144	-0.58021	-0.40672
Television	0.08306	2.49241	1.61537	0.34581	-0.03054	-0.03129
Website	0.33223	0.09405	0.17185	1.006	1.43525	-0.59444
Leaflet	-0.66447	0.23513	-0.44681	0.2515	-0.30537	2.78447
SMS marketing	0.20765	-0.18811	-0.24059	-0.78594	-0.76343	-0.78215
Friends and mouth to mouth	0.08306	-0.47027	-0.13748	2.60932	2.07653	-0.03129
Book	-0.2907	-0.61135	-0.75613	-0.78594	-0.67182	-0.40672
Street banner marketing and	-0.66447	-0.89351	-0.85924	-0.03144	-0.30537	0.25029
Newspaper	-0.2907	-1.17566	-0.85924	-0.78594	-0.76343	-0.31286
Satellite	2.94858	1.22269	2.33713	-0.78594	1.25202	-0.59444
Google Earth	-0.53988	0.09405	-0.65302	-0.40869	-0.58021	-0.78215
Marketing CD	-0.41529	-0.18811	-0.3437	-0.59731	-0.76343	0.9073
	13	14	15	16	17	18
Radio	-0.81722	-0.99404	-0.74053	-0.6653	-0.55332	-1.01691
Television	2.40864	1.31033	1.13927	-0.35824	0.21281	-0.37465
Website	1.37637	-0.72294	-0.56963	0.40941	-0.55332	2.03383
Leaflet	-0.43011	0.76812	0.45571	1.17706	0.46819	-0.05352
SMS marketing	-0.04301	-0.58739	-0.56963	2.25177	2.89427	-0.21409
Friends and mouth to mouth	-0.55915	-0.85849	-1.2532	0.87	0.08513	1.07044
Book	-0.30108	1.71698	1.48105	-0.35824	-0.29794	-0.05352
Street banner marketing and	-0.68818	-0.31629	-0.05696	-0.20471	-0.29794	-0.37465
Newspaper	-0.94625	-0.58739	-0.56963	-1.27942	-0.93638	-1.33805
Satellite	0.60216	-0.99404	-0.91142	-0.81883	-0.17025	1.39157
Google Earth	-0.04301	-0.04518	-0.22785	-0.6653	-0.80869	-0.69578
Marketing CD	-0.55915	1.31033	1.82283	-0.35824	-0.04256	-0.37465
	19	20	21	22	23	
Radio	-0.77078	-0.76061	-0.67841	-0.03259	0.13808	
Television	0.32454	2.1217	-0.46418	0.16296	0.55231	
Website	2.39348	0.08006	2.85648	-0.42369	0.05523	
Leaflet	-0.77078	-0.52042	0.17853	-0.61923	-0.69039	
SMS marketing	-0.52738	-0.76061	0.82124	-0.71701	-0.69039	
Friends and mouth to mouth	0.93305	0.32026	-0.35706	2.99839	2.78917	
Book	0.56794	-0.40032	-0.5713	-0.42369	0.30377	

Street banner marketing and Newspaper	-0.89248	-1.0008	-0.03571	-0.61923	-0.69039
Satellite	0.56794	1.64131	-0.46418	0.3585	0.22092
Google Earth	-0.52738	0.32026	-0.67841	-0.13036	-0.69039
Marketing CD	-0.28397	-0.04003	-0.03571	-0.13036	-0.69039

5. Determine the underlying factors

In the factor analysis, we standardized the data and then using correlation and spin Varimax, the analysis is performed. The analysis carried out showed that 5 of the 12/88 percent cumulative variance is explained. Factor analysis model is as follows:

$$\begin{aligned}
 X_1 - \mu_1 &= l_{11}f_1 + l_{12}f_2 + \dots + l_{1m}f_m + \varepsilon_1 \\
 X_2 - \mu_2 &= l_{21}f_1 + l_{22}f_2 + \dots + l_{2m}f_m + \varepsilon_2 \\
 &\vdots \\
 X_p - \mu_p &= l_{p1}f_1 + l_{p2}f_2 + \dots + l_{pm}f_m + \varepsilon
 \end{aligned}$$

Observable random vector X, with mean μ and covariance matrix Σ has p components. The model assumes that factor, X-linked multiple linear random variable invisible F_1, F_2, \dots, F_m , which they called a common factor, and p additional sources of variables $\varepsilon_1, \varepsilon_2, \varepsilon_3, \dots, \varepsilon_p$, which errors or specific factors (Specific Factor) are called.

In Table 2, the values of loadings and variance explained by the five factors without rotation and the rotation are shown.

Table 2
Total variance explained and factor loadings by a factor.

Cumulative scattering with spin	Scattering with spin	Load Factor rotation	Cumulative diffraction n	Diffraction n	Load Factor	Components
26.740	26.740	6.150	36.177	36.177	8.321	The first factor
49.274	22.535	5.183	56.438	20.261	4.660	The second factor
65.428	16.154	3.715	71.125	14.687	3.378	The third factor
80.421	14.993	3.448	82.038	10.913	2.510	The fourth factor
89.287	8.866	2.039	88.128	7.249	1.667	The fifth factor

Table 3 loadings on each of the indicators the question, in the form of shows. According to the table above four factors, according to the loadings of each variable are named as follows.

First factor: information tools used in other countries for tourism marketing

Second: a marketing tool for tourism attractions in Kermanshah

The third factor: the increase in the quantity of information tools and the negative impact on tourism in Kermanshah

The fourth factor: information tools that make a huge difference between what is real and what is propaganda shows.

The fifth factor: the perfect marketing tool, which will use the money to develop tourism in Kermanshah

Variable loads indicates that the first factor questions (If you have ever traveled to Iran Kermanshah have similar areas such as tourism, which means the cause is traveling ?, And to attract tourists, continuous and long- ranged term, Kermanshah region of Iran which tool is more appropriate ?) enjoy the highest weight, which reflects the fact that the experiences of other countries and places to attract

tourists, an important indicator of the success of the development of tourism Kermanshah is, that in the long run, will make a big impact on the area. Questions (for tourism, geotourism in various forms, officials can take advantage of the marketing strategy ?, And quality, of any information, can grow, can have a positive impact on tourism growth ?) The highest weight, in the perfect marketing tool for tourism attractions to be enjoyed in Kermanshah, indicating that selection of the best marketing tools, it is for the range, while the image of the area behind tourism attraction, in order to grow better quality, can have a significant impact on the tourism development area. The third factor, the questions (which of tools, information, tourism is more appropriate ?, And the quality, which can provide information about its growing tourism can have a negative impact on growth ?) The highest weight given to this factor which were selected to represent the best marketing tool to show various interesting and unique tourist town of Kermanshah, which is presented in this appeal, the appropriate development can reduce its negative effects. Questions (in terms of quantity of information which can, with the growth of tourism will have a positive impact on growth ?, And you as a person that tends to attract tourists, to have Kermanshah, to attract tourists, the shortest route to attract What tool do you prefer?) the highest weight in the information tool, that there is a huge difference between what is real and what is propaganda shows, which implies that it must tourism marketing intelligence tool to be used, which did not show much difference between reality and marketing, and marketing to increase the quantity of negative effect does not follow. The fifth factor, the questions (in terms of quantity of information which could have a positive impact on the growth of its growing tourism have?, And which can be expressed, by providing services and facilities are suitable for tourism, Kermanshah ?), The have the highest weight, which implies it is an information and marketing tool that should be used, which implies the facilities and services available in the region, and individual tourists who desire to enter into the Kermanshah area Yes, you can use the tools of good information that is very useful as it seeks to make a positive impact (table 3).

Table 3
The load factor of the question, turning Covarimax.

Factor Question	1	2	3	4	5
1	0.527719	-0.75259	0.287407	-0.15265	0.009635
2	0.741537	0.04772	0.261683	0.339161	-0.28339
3	0.385231	0.481377	0.67675	-0.08658	0.109518
4	0.881259	0.345064	-0.04195	-0.00296	-0.21081
5	0.312178	-0.7109	0.555112	0.057901	-0.127
6	0.705434	0.37885	-0.5387	0.048466	0.046898
7	0.65224	0.379988	-0.50271	-0.12719	0.127945
8	0.629211	0.626699	0.335714	-0.03596	0.240255
9	0.735998	0.543893	-0.1215	-0.20175	0.200612
10	0.574766	-0.72757	0.278797	0.004676	0.092518
11	0.885588	-0.40092	-0.20127	-0.05541	-0.0162
12	-0.19855	-0.12107	0.574734	0.246881	0.164307
13	0.712719	0.520672	0.278009	0.171172	-0.06208
14	-0.23031	0.336093	0.791024	0.041595	0.027549
15	-0.29611	0.403589	0.728384	0.073704	-0.07086
16	0.103075	-0.29286	-0.00772	0.760883	0.554633
17	-0.03669	0.120391	-0.14812	0.605694	0.748216
18	0.839305	-0.1802	-0.16326	0.299345	-0.12789
19	0.827352	-0.13994	0.026802	0.207244	-0.3212
20	0.759685	0.453689	0.239174	-0.31286	0.158801
21	0.366692	-0.12151	-0.09928	0.822725	-0.37345
22	0.525579	-0.59636	0.055154	-0.46237	0.350168
23	0.626364	-0.5277	0.090553	-0.36438	0.279364

In the following analysis is more appropriate, in Table 4 above loadings on marketing tools (12 tools), shows.

Table 4
Time information tools studied factor, rotation Covarimax.

	1	2	3	4	5
Radio	-0.54946	-0.18707	-0.60906	-0.6359	-0.52542
Television	2.24732	0.15485	1.51514	-0.32042	-0.05082
Website	-0.00698	0.11899	-0.4097	3.0699	-0.45671
Leaflet	-0.34009	0.04294	1.29648	0.31787	1.06495
SMS marketing	-0.27187	-1.06461	-0.76851	-0.14011	2.60367
Friends and mouth to mouth	-0.32925	2.99688	-0.55022	-0.43784	0.50623
Book	-0.25534	-0.33269	0.52084	-0.23154	-0.53349
Street banner marketing and	-0.90488	-0.26628	0.17779	-0.13396	-0.19877
Newspaper	-0.94882	-0.5909	-0.49361	-0.61772	-1.05181
Satellite	1.85528	-0.40056	-1.91143	-0.32012	-0.27702
Google Earth	-0.23517	-0.17273	0.054	-0.43606	-0.8954
Marketing CD	-0.26074	-0.29881	1.17828	-0.12031	-0.18542

6. Prioritize marketing tool for tourism planning and development, Kermanshah, Iran

According to Table 4, to obtain the best information and marketing tools, in Kermanshah, all of the information obtained from each tool separately and horizontally together, and the most has to figure, was seen as the best means of information, and the most difficult instruments slightest information will be considered in the final data is presented in table 5.

Table 5
Final data from the collected data for each tool.

	1	2	3	4	5	Sum
Radio	-0.54946	-0.18707	-0.60906	-0.6359	-0.52542	-2.50691
Television	2.24732	0.15485	1.51514	-0.32042	-0.05082	3.54607
Website	-0.00698	0.11899	-0.4097	3.0699	-0.45671	2.3155
Leaflet	-0.34009	0.04294	1.29648	0.31787	1.06495	2.38215
SMS marketing	-0.27187	-1.06461	-0.76851	-0.14011	2.60367	0.35857
Friends and mouth to mouth	-0.32925	2.99688	-0.55022	-0.43784	0.50623	2.1858
Book	-0.25534	-0.33269	0.52084	-0.23154	-0.53349	-0.83222
Street banner marketing and	-0.90488	-0.26628	0.17779	-0.13396	-0.19877	-1.3261
Newspaper	-0.94882	-0.5909	-0.49361	-0.61772	-1.05181	-3.70286
Satellite	1.85528	-0.40056	-1.91143	-0.32012	-0.27702	-1.04764
Google Earth	-0.23517	-0.17273	0.054	-0.43606	-0.8954	-1.68536
Marketing CD	-0.26074	-0.29881	1.17828	-0.12031	-0.18542	0.313

Table 5 is based on the observation that tourists have the best tools to switch the TV does poorly, is that it suggests that television programs, has had an important role in bringing tourists to the region, and also the not reflect the full impact of television, but television can be tourists, a very important role in uncovering the tourist attraction of the region is the city of Kermanshah, which requires the provision of services and facilities are appropriate for tourism, so tourists while the pristine and scenic attractions can easily make the minimum necessities of life and survival time, provide. Next time, gadget brochure is more lightweight than other tools, indicating their important role in the guidance of tourists, especially in the entrance area is beautiful, where all tourist information, attractions, ranging from facility services and infrastructure, as well as map directions to places of interest are presented, and this could play a role in

later years, the tourists have. Of course, the marketing brochures and guides have been updated from year to year, and where more detailed information is provided in order to underlie the development of more tourism to the area. In the third order, see the website offering attractions and tourism services in the region, and that we, who have been leading the development of regional tourism. The role of websites, particularly in many countries in the world, and among graduates is very strong, it can be said that the primary role in providing services and tourist attractions, the country has is, but in Iran, due to the lack of adequate and appropriate planning, as well as the underlying data base and guidance, yet the website is not, in its basic position, gains in tourism development. Anyway, the website, the couple would be crucial in this context, it would provide tourist attractions, as well as a detailed description of services and infrastructure, and accessible way, and also a large information in the shortest time, and the next step of the booking of tourist facilities it as the best alternative information tool, has become in many parts of the world, in Iran, the more the planning are required. In the fourth place, the weight control marketing tool friend, and mouth to mouth, we who are in high positions, and seem, in most regions of the world, it would also be placed in the appropriate position. In fact, the type of advertising is the most important tourism marketing, tourism tourists coming to the area, it 's a memory, the memory of his slave, and may wish to return to the region, and this encourage others to underlie the region, and this time, the long -term, sustainable development of tourism and tourist attraction is the best option. Therefore, in Kermanshah, which has a very innovative and unique tourism attractions, such planning, and infrastructure and tourism facilities to give the tourists a memory for place tops? The most appropriate marketing tools among tourists, and what was the result of factor analysis revealed that the newspaper had the least impact, and it is essential to represent both the first newspapers in the tourism, have hypothyroidism, or the appropriate tourist information is provided in the paper, but the people doing the study than those, and this led to the neglect of the programs, and marketing of tourism in the newspapers has been this will require further investigation. In the next place, the radio is in this context that the role of the poor among tourists, is to attract the tourist areas, which further suggests that, with the creation of new equipment, information, internet and media visual people who did not pay much attention to the radio except in emergencies, although tourism in radio programs, and has written several runs, which also includes tourist attractions, and infrastructure provider and tourism facilities. Thus, in general, be stated, that the best means of television information, brochures and web sites, and newspaper and radio are the most difficult, which should suit planned in this area for tourism development based on the desire tourists are offered.

7. Classification of similar marketing tool for planning a more appropriate clustering method

At this point, using cluster analysis and Ward's method, and also be able spss software tools to isolate similar information, based on their planning done, and the parallel actions vain to prevent. Finally, Dandogram tree of cluster analysis is shown in Figure 1.

Based on the above, it is seen that, using the tools of information, the structure information in Kermanshah are divided into three separate clusters. Information tools (brochures, CD, radio, newspapers, text, banner, Google Earth, and books), in a cluster, and devices (TV, Satellite and websites), in the other ear, and mouth to mouth marketing option and friends, other clusters have been alone. In the first cluster, the weight factor V (factor good marketing tool, where an amount for the development of tourism in Kermanshah, will use), is the separation from other clusters. The next cluster, the weight of the first factor (intelligence tools used in other countries for tourism marketing), caused by separation from other clusters. The final cluster, the weight of the second factor (the perfect marketing tool for the tourism attractions of the city of Kermanshah), causing deregulated, it is the other clusters. Based on the analysis done, the cluster analysis, it was shown that the best information tool to inform and marketing tourism in Kermanshah, tools, satellite, television and the web site is, it would be especially satellites with the establishment and operation of tourism -specific networks, and provide a comprehensive plan for multilingual information and in-depth tourist attraction country. Web sites also have comprehensive and up to date information, and to be involved, as required by tourists, in all fields of tourism, and having a multilingual feature, play their role. TV also has a separate itself from the network, tourism, and providing programs and provides permanent and appealing attractions, services and facilities required by the

tourists, have their own mechanism to be important, to play. But in all these cases, the best option is informative, friendly, and mouth to mouth marketing is certainly that and Thsylat This requires a unique service for tourists, tourist attraction, is also benefiting from the Kermanshah, Iran, has no shortage of talent in this area, and only in the context of tourism infrastructure and facilities, is in deficit, which must be tailored to the planning authorities is needed. Based on cluster analysis, the most appropriate means of information, or the weakest of them, in terms of performance, namely (brochures, CD, radio, newspapers, text, banner, Google Earth, and books) are, of course, beside the main factors must also have the option to separately programmed, can be used.

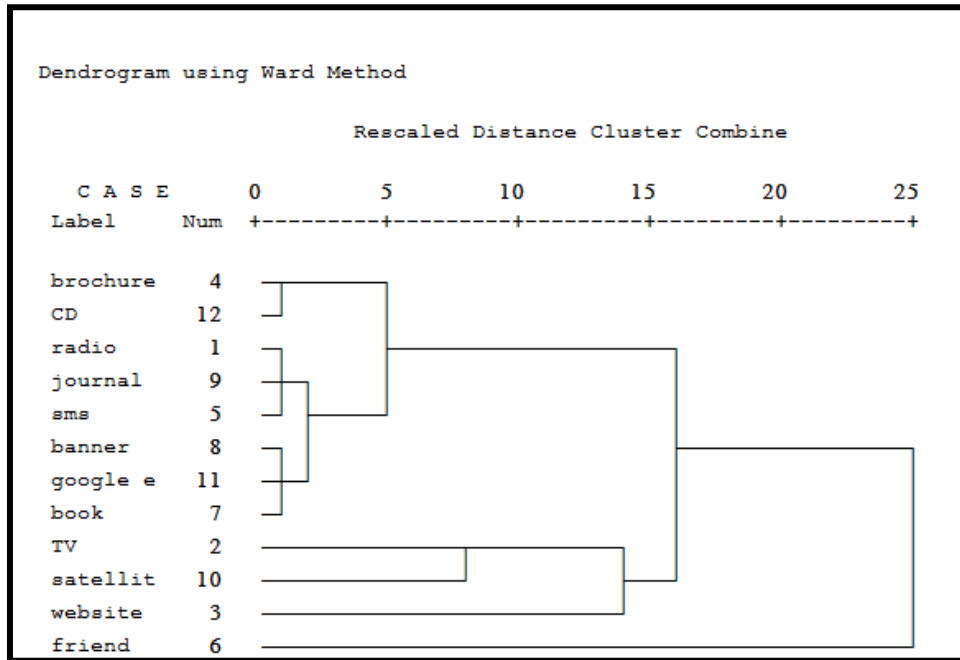


Fig. 7. tree clustering information tools Kermanshah, Iran.

8. The final review

For a better and more accurate results, check the status of information tools, and information structure in the city of Kermanshah, based on diagnostic questions, as well as information for tourists, along with tourism planning and tourism development zone, the results the two models are compared (table 6).

Table 6

Comparison of the results of the two models.

Cluster Analysis	Factor Analysis	Status
TV, websites, friends, and mouth to mouth and Satellite	TV, websites, brochures Friends and mouth to mouth SMS Marketing and SMS CD	Appropriate
Brochure, CD, radio, newspapers, text, banner, Google Earth and Book	Radio, books, banners, newspapers, satellite Google Earth	Inappropriate

According to the table, you can see that, for planning and marketing, information architecture, tourists and those who desire to have a place of tourist attraction, and Kermanshah are here, you must

learn be. Thus, according to the results of a comparison of both factor analysis and cluster parameters, it was concluded that the best tool for the Iranian intelligence, television, websites, friends, and mouth to mouth is, that the friendly marketing role, and mouth to mouth, so for long-term planning, which is essential, this requires providing a memory for incoming tourists and people are having memory happy and telling it to others, leading tourists to the region and tourism development will be.

9. Conclusions and recommendations

Based on the results of this study, it was estimated that, among the Persians best marketing tool primarily for marketing, national media, namely television, plays an important role in this regard, and can cause the development of tourism because of Kermanshah, and the other in the next phase, which I think is more important than the first, mouth to mouth marketing is that it requires the provision of facilities, services and tourism infrastructure, in order to create sweet memories and memorial in the minds of tourists and others to invite friends to visit the area, which is the best data structure, followed by other data structures, such as TV and the web site is important.

In providing foreign tourists to travel to the region 's top satellite instruments were identified, namely, the creation of a separate network of multilingual tourism, tourists from all over the world, bringing to the area, which should facilitate earlier appropriate services, to be provided with the tourists, and the next time multilingual websites, tourism can also be used.

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