World Scientific News

A communicative approach in development of tourism; investigating the effects of the degree of sense of security in the development of tourism in the city of Bandar Abbas

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ABSTRACT

Security as one of the human's critical needs assumes importance. Security lays the ground for development in various economic, social and cultural dimensions; for this, it is of high significance to measure it. The goal of the current research was to assess sense of security and its role in the expansion of tourism with emphasis on communicative planning components in coastal cities. The research methodology used in this paper was a case study and the information gathering method was document based and it fell in survey types. In document based method, domestic and foreign credible books and researches were applied and in the survey type method, too the tool of questionnaire has been used for gathering information. The statistical population in this research consisted of all tourists who had travelled to the city of Bandar Abbas with some economic, social, political, scientific, and cultural and entertainment aims. The number of 384 tourists was selected as the sample. While analyzing data, T test statistical tests were used for examining the research hypotheses. The result arising from the examination of the research's questions and hypotheses revealed that current tourists in the city of Bandar Abbas enjoy a favorable level as to the sense of security and in comparison between female and male tourists; the latter enjoys higher average of sense of security. Of among the eight hypotheses raised in the research, sense of security of tourists is not only significantly related with age and educational degree while it has a significant relationship with other variables including, the presence of tourists in the city, later travels to the city, choosing of the place of tourism, sense of satisfaction with the travel, gender and income. This is indicative of the fact that the more sense of

security increases among tourists, and the more this issue circulates among them, the more tourists' presence and their tendency to reside in the city and even their later travels to the city of Bandar Abbas will increase, because security is found to be the most fundamental factor for tourism development in each city and region that aims to conforms with the features of superior regions within the tourism industry. Development of the tourism industry in each city, though is a product of appropriate security conditions, this means stability of security of that particular in that region.

*Keywords***:** Sense of security; Social security; Development; Coastal regions; Tourism

1. INTRODUCTION

Security is a key and universal need that cannot be taken for granted. The importance and necessity of security is in an unbreakable link with life. Scholars consider security as one of the basic needs of humans without which the development and expansion of humans' societies in various economic, social and cultural dimensions will not be possible (Osler, 2001). On the other hand, the importance of tourism from the economic and employment point of view is so great that it can be regarded as the economic driving force of each country. Tourism involves many privileges and could be a major source for employment, because employment in this industry does not need higher proficiency and skills and local people could with low skills get engaged in service professions (Brown, 2003).

Security and tourism, so to speak are closely related, such that today, security is considered to be the most important and fundamental principle in formulating tourism expansion strategies in the world. The complex and delicate industry of tourism has a widespread link in national and regional levels and emergence of insecurity and application of violence in various levels would inflict irreparable losses to this industry. Sustainable success and growth of tourism lies within the appropriate performance of tourism cycle and various elements and factors which would wholly constitute the tourism system. These components are of special importance each in the mentioned system and are closely related with other components.

One of the most important of these factors on which prosperity and expansion of tourism hinges is the security of tourists and tourism destinations (Sadeghi Deh Cheshme, et al. 2010). Studies have shown that one of the issues that weakens the situation of tourism industry and the reduce the number of tourists in recent years has been propaganda of foreign media as to the insecurity of the country of Iran (Apostolopos, 2004), such that many of the tourists have maintained that they had expected their financial and life security would be endangered prior to traveling to Iran. In addition to negative propaganda, emergence of some security events which have taken place for tourists in Iran, e.g. kidnapping of tourists by taxi drivers, stealing and looting of their properties by mobs, pickpocketing by motorcyclists and the like in markets and bus terminals, anesthetizing of the tourists by sleeping pills, non-observance of traffic rules and so forth have affected the tourism industry.

If tourists face with some events as a result of accidents, air crash and non-certainty of air flights, in addition to the presence of addicts in terminals, airports and main streets of the city, this would wage negative propaganda on Iran as a country without security (Rabbani et al. 2010). Therefore, laying appropriate security grounds for the development and expansion of this industry through media is one of the most significant priorities of various countries

across the globe. Iran, too due to enjoying all sorts of tourism attractions, especially wide-ranging coastal regions in northern and southern borders is no exception from this rule. Coastal cities and regions are one of the most important tourism places to which many tourists refers for entertainment.

The coastal city of Bandar Abbas enjoys a higher potential for attracting tourists where actualization of this potential entails appropriate grounds, particularly in the security areas. Establishing security in these regions and creating sense of security are among necessary affairs in the field of tourism industry expansion in this city. Given the significance of the subject matter, the goal of this paper was to assess sense of security and its role in the development of tourism in coastal cities with emphasis laid on the relationship between sense of security of tourists with age, gender, education level, later travels to the city of Bandar Abbas, choosing of the place of tourism in the city of Bandar Abbas and finally to present communicative guidelines for the promotion n0of sense of security among tourists in the said city.

Theoretical basics - Literature review

Hezar Jaribi (2011) conducted a research titled "Sense of social security from the standing of tourism development" on the number of 384 tourists in the year 2010 by way of survey. The findings obtained suggested that there is a positive and direct relationship between sense of social security and tourism. In other words, the more sense of social security among tourists increases, the more they will have tendency to reside in Iran and travel to this country again. Comparison of sense of social security from the view of foreign tourists for travel to Iran indicated that African tourists did have the highest sense of security while European tourists felt the lowest security. Asadi and et al, (2011) performed a research with the title of "studying various dimensions of security in sports tourism in Iran". The working population of this research was comprised of 420 sports tourists including athletes, coaches, custodians and officials, medics and journalists who had taken part in international sports matches during the Fajr Decade in the year 2009. These groups were asked about various factors including degree of satisfaction among sports tourists of level of security in Iran, factors contributing to disruption of security from the view of sports tourists prior and after travel to Iran and necessary measures for the promotion of security as per Iran's sports tourism. The findings acquired indicated that the most important factors tourists, prior to Iran were concerned with in terms of security were social aggression., sense of insecurity with privacy, and robbery; as much as 34.8% of the sports tourists said that they were not concerned with security prior to Iran. The most important factors that would cause sports tourist to feel insecure during their own presence in Iran include insecurity in the personal privacy, social aggression, and sense of mental insecurity. With regard to factors disrupting security, like violence and clashed, murder and raping and terrorism, no sense of insecurity was directed at sports tourists while 53.6% of the sports tourists did not observe any factors of insecurity during their own presence.

Basmanji and Heidari (2012) did a research with the subject matter of "Investigating the relation of sustainable development of tourism with social security and investment" in a survey format. The results obtained suggested that various factors are effective in Iran's tourism expansion of which social security for tourists is of high importance. The findings revealed that social security and sense of security for tourists is directly related with degree of tourism.

In a research, Ebrahim Zade and Masoudi Rad (2011) addressed the role of tourism in the security and development of borderline cities in the city of Baneh by way of Descriptive-analytical method and in a survey type format. The results showed that today, unlike the post, the only way for establishing security ion borderline regions is not using military means, rather planners and policymakers struggle to secure borderline areas via planning aimed at development including development of economic, social and cultural functions and without the presence of military and police forces. In this regard, one of the effective and low costs guidelines is increasing the sense of attchemnt among border people, cultural links of ethnic groups with other ethnic groups and finally reinforcing national solidarity. Not only will tourism contribute to increasing sense of attchemnt to the place, solidifying national unity and improving and promoting security of border regions, but it can also foster the development of borderline cities.

In a research, Armaghan (2011) addressed ways and significance of laying the ground for the security of tourism in the province of Sistan and Baluchistan by way of survey. The results indicated that there is a close relationship between tourism and stability and development of security such that it will be followed by development of tourism fundamentals, coordination of cultural systems and appropriate propaganda and widespread participation of security and information systems along with expansion of tourism and national security development. Sustainable development and tourism are the most critical need which is felt in Sistan and Baluchistan despite its deprivation, such that research samples maintain that establishing security and sustainable development are the most important need of the said province for the expansion of tourism.

In a research, Islamfard et al. (2011) raised a key question as follows: what effects has security and establishment of sense of security had on the sustainable development of tourism in the city of Zabol? The methodology of his research was descriptive and analytical and of a survey type which was done on 340 citizens of Zabol. The findings obtained suggested that organizations related with tourism, prior to any measures in regard to planning and utilizing tourism activities must plan for guaranteeing security and coordinate and collaborate with the security forces in the field of security establishment. Because, from the view of a tourist, police forces support and protect lives and property of tourists and guarantee their security in the places most visited and it is this security that would allow them to enjoy their trips and to leave the places without any sort of concerns.

Security and sense of security

Security is a multifaceted concept and for the same reason, there are many differences about it. Definitions set forth in glossaries regarding the overall concept of security emphasize on "sense of freedom from fear" and "sense of security" which refer to material and psychological security (Lotfi Far and Yaghfoori, 2011). Regarding security, Buzan, a salient theorist states "any attempt for comprehending the concept of security, without sufficient awareness of contradictions and fluctuations existing inside the very concept itself is naïve" (Tajik, 2000; 37). For Giddens, Security could be considered a situation in which a series of certain menaces are countered or are minimized. Experience of security could be related with balance, trust and people (Islamfard and Zare', 2011). From a subjective point of view, security is regarded as sense of security. Sense of security is a state in which most members of a group or the society as a whole consider themselves as free and immune from any sort of threat or exposure to being in danger. Hence, new theories of security are built on sense of

security rather than security by itself, because sense of insecurity might remain despite security (Basmanji and Heidari, 2011).

Barry Buzan: Barry Buzan applied for the first time the term "social security" in the book "People, states and fear" (Roy, 196:3). A point on which little attention has been paid in numerous researches done is that in that book, Buzan considers security of a community as one of the fivefold dimensions of national security, i.e. societal security (identity-centeredness) along with fourfold (military, political, economic and environmental) dimensions is considered to be national security. In the book "People, states and fear", societal or economic security is not regarded as independent from state's security. The society or groups constituting the society (e.g. ethnic , racial and religious groups) is only one of the dimensions in which the state could be possible be threatened. Ten years later, i.e. in 1993 when Buzan, in collaboration with Weaver wrote the book "Identity, migration and modern agenda in Europe" (Buzan and Weaver, 1998:43), more weight was regarded for the societal facet of security. As a result, Buzan reformed and revised his previous theory concerning fivefold dimensions of state's security and promoted society alongside the state to the authority of security. In other words, in Buzan's previous theory, thee society was one of the facets of the state and identity of groups and one of the subjects of concern among states, however, in 1993 and following smothering of racial and ethnic wars in eastern Europe (following the collapse of the Soviet Union), the society as social group could be regarded as one of the dimensions of security and is promoted to the authority of security. On this basis, the society's security is primarily important per se, because there are numerous communities which clack states and threats against their identity-as a political reality- assumes strategic importance. Secondly, in most cases, political borders do not conform to societal distinctions, because various social groups are subjected to their own states' oppression and the reinforcement of the security of the majority is sometimes the reason or cause of weak minority's identity (Roy, 2005:2).

Thirdly, the issue of societal security (identity) assumes a qualitative importance. Societal security address threats which are critical, i.e. if a group loss its own identity, there will no longer be a We so that it is improved. This is when weak economy, military underdevelopment, political ineffectiveness and environmental catastrophe are to some extent revivable. Social security from the view of Buzan refers to maintenance of characteristics on which people will call themselves as members of a social group. In other words, it finds links with facets of personal life forming his own life (Buzan and Weaver, 1998:5).

Al Weaver: Al Weaver considers the area of security as based on duality of states' security and social security. Social security in Weaver's theory is regarded as part of state's security; however it has been referred to as an independent part (Roy, 1996:1). With such an attitude, social security is only construed with its application for examining groups or collective units identified as social and political realities and the concept of social security is found to be linked win any special form of political community like national groups, ethnic groups and religious communities. Since, all societies involve their own special groups, thus these groups are considered as primary units for social security analysis (Samadi Bege Jan, 2004:64; taken from Harsij and Mahmood Ughli, 2011:5).

Mitar: Mitar made use of a systemic model for assessing social security. Primarily, he names six macro social variables which are: population, information, space, technology, organization and adjusts the following equation based on these variables:

$$L = F (P, I, S, T, O)$$

According to the above equation, social security is subjected to such variables as level of population of a group, space and specialized lands, level of technology and information it enjoys and organization and outfits which continue the integrity of that particular group. For instance, if group A has greater population compared to group B, since social security is a function of a variable like population and number of people constituting that group, the degree from which the two groups enjoy is a function of the degree of difference of the number of their population, or a group enjoying higher level of technology sees social security factor as being different compared to a social group lacking that technology (Navid Nia, 2003:71).

Chalabi: He maintains that social security can be measured through pursuing instable events that can be construed in connection with social stations, roles and social stature of people (Chalabi, 1994:10). He argues security is o e of the collective options which is provided by the society for all of its citizens living therein. In an objective dimension, security can be defined as freedom from threats. Subjectively speaking, by security, it is means as sense of comfort or not feeling of threats and lack of feeling of fear deriving from it directed from far and near settings in which the person living These two dimensions are of course strongly correlated, though in a final analysis, the former will largely determine the latter; Despite this, a percentage of press variance, social offences and sense of security and awareness of the variable of security in the subjective dimension are affected by the software setting of the society (Chalabi, 2006:38).

Tourism: Generally speaking, tourism is important for two reasons: firstly, it refers in peoples' familiarity with other cultures, races, ethnic groups, lands, accents and so on and secondly, economically, it is regarded as one of the main revenue and currency sources and also a source for creating employment where the economic dimension of which is more focused attention. In many of the large and small countries, tourism is among the largest and most lucrative industries. Statistic indicates that 11% of the labor force in developed countries is active in the tourism sector and these countries yield as much as 30-40 billion dollars annually. Tourism is one of the most certain, cleanest and cheapest sources of acquiring currency income (Husseini, 2006:4). Economic experts believe that tourism is a part of large of the economy which is entangled with cultural veins to a great extent.

Iran with an old history and varied tourism attractions and salient climatic situations, while asking for economic benefits deriving from the tourism industry including employment and currency income lays emphasis on transcendental values and cultural and civilization identity of itself where in this regard, it is necessary to take major steps forward. According to the last statistics available, in 2003, as many as 3 million people traveled abroad whose major motivation was to spend time and have pleasure. This is when during this period of time; only 700,000 tourists had arrived in the country. Having said this, Iran currently constitutes only 0.01% of the world tourism share (Jamshidi, 2003:7). Despite accelerating growth in this industry, Iran still has a gross difference with other competitors and it has only managed to outperform some countries like Pakistan and Oman and matches its own share of world tourism in Asia as aligning with Jordan in one row. Comparison of the revenue obtained by Turkey and also effects of tourism of this country in terms of natural, cultural and historical attractions with Iran is indicative of the fact to what degree Iran loses its capacity in this industry annually. Studies done by international agencies as subsidiaries to the United Nations reveal that by 2010, the number of interactional tourists will reach an astonishing figure of 1

billion people. According to the World Tourism Organization, in the Prospective program of Tourism by 2020, the number of tourists across the globe will reach 1.6 billion people. In this connection, Tourism Organization foresees that the Mideast region, after the Eastern Asia will have the highest growth rate of tourism across the world. Experts of this organization maintain that by 2010, as many as 36 million people will have visited the Mideast region and this digit will rise to 69 million people by 2020.

Security and tourism in Iran

One of the most important factors that would result in the fall of tourism industry in each country is the loss of security of that country. By increasing security factor in each country, both in border and domestic dimensions, the tendency of tourists will rise to visit that country. In other words, as insecurity of life and property widens, the tendency of tourists will decline in an ascending trend.

In recent years, existence of some insecurity in some countries like kidnappings, and taking tourists hostage have had considerable effects in the reduction of the number of tourists arriving in these countries. Unfortunately, in our country the tourism industry has faced with fluctuations. Despite the fact that in all programs, emphasis is laid on freedom from single product economy like oil based economy, tangible success has not been achieved in this area. Growth and development of tourism in Iran as one of the practical guidelines paves the way for freedom from a single product economy. The first step in connection with improvement of Tourism in Iran is to establish and guarantee pervasive security both externally and internally (Ghafari and Molaee, 2008:221).

It should be noted , however, by security, it is bot simple military security, if there is no security Tourism will not grow. Security in a broad sense is one of the issues which affects the level of demand by foreign tourists for traveling to any country. Thus, national and domestic security is the most conspicuous index of expansion of tourism in any country that aims to conform itself with features of progressive countries in regard to tourism (Berjinsky, 1989:3). Role and effects of the tourism industry in outlining the national security is so great that most developed nations, despite having macro-economic sources and income prefer to concentrate on Tourism; direct presence of tourist in a country, in addition to economic expansion and cultural exchanges will introduce that country as a Tourism destination to the world. Experts maintain that economic growth and development is a totally security centered phenomenon and one of the economic sectors that would get hurt in case off lack of security is Tourism (Beigi, 2010:4).

Experts argue that concepts of security and sense of security differ. Security might exist in a society but this might not be a sense of security. Therefore, it is necessary for us to understand whether tourist do have security in our country or not and consequently feel secure or not and principally, what factors are effective in this issue in case there is no security or sense of security. Of positive results of a travel is that the tourist will notice to what degree his worries and concerns will be heeded and how much he will be affected by his own subjective prejudices and propaganda circulating around him.

The experience of officials engaged in the tourism industry in Iran suggests that most tourists travelling to Iran do have a sense of lack of security as they arrive. However, by the end of their travel, they will regard Iran as secure and safe (Seidaee and Hedayati Moghadam, 2011).

What is a communicative planning?

Communicative planning which is a response to rational plans (Eftekhari, 2001) could be regarded as one of the theories raised in the 1990s onwards. Communicative Planning Theory is built on theories and thoughts which lay emphasis on communications rationality approach while criticizing intellectualized planning (Murray, 2002; Piroozinia, 2008). Communicative planning provides modern ways of dealing with people and for people, to planners and officials. This method has entailed positive results in various areas in the world but has been practiced in a limited way. One of these projects has been the construction of the Development Center for Children in the United States in the city or North Carolina and the other is the Center for Tourism (Rafiyian and Mojtaba and Maroufi, Sekine, 2012). One of the special tasks of this project was the meeting of the patties with the mediating people. Local residents, shop owners, representatives of the sector's council, police and municipalities, park staff and the Vienna's Union Foundation reached an agreement in a six sessions by the mediating team participating in the issue hovering around criteria for gradual reduction of noise pollution, ways tom attract tourists and providing security fort tourists (Huge, 2007; Harley, 19932).

Communicative planning, however is an active and creative activity in which information, attitudes, affection and thoughts are applied for transferring and exchanging through messages and special channels. In this regard, objectives and ends are considered for communicative efforts; attempts which are taken place for forming and disseminating messages for the said goals where these attempts constitute the components of "Communicative planning". The Communicative planning process consists of the following:

1. Gathering of primary and analytical information from the organization
2. Formulating a list of communicative sources including media requested and analyzing all kinds of existing communicative constructs. This list must include examine message receivers, and their communicative consumption patterns
3. Critical analysis of policies of lack of policies that exist (regarding tourists)
4. Critical analysis of communicative needs of the community of the audience (tourists)
5. Analyzing existing communicative components existing including programs and capacities of expansion and conforming needs with existing facilities and capacities (concerning tourism)
6. Analyzing limitations prevailing on development of communicative constructs
7. Defining communicative goals and ends in the future (emphasis placed on tourism)
8. Analyzing relations prevailing on various sections of programs and formulating tables for all of this and choosing necessary ways for administering plans and programs.

Thus, "communicative planning" as a broad sense includes: a) Expanding the infrastructure of information dissemination; b) Determining a legal and an organizational framework of communicative systems; c) providing general participation and existence of "feedback" (in relation to tourism). That which is important in regard to communicative planning is to determine the mid and long term goals of tourism. That where the "destination" is and how one can reach there? The response to this question hinges on a more fundamental question of where we are right now. In this case we can answer this through communicative researches.

Factors affecting security of tourists

1. Role of the state: the state and the private sector must be sensitive to protecting the lives of tourists and generally, dangerous aspects of tourism must be resolved. Any kind of well-being problems, ailments like malaria and AIDS have to be addressed and be notified and hence states must be notified of every issue. Conditions and Regulations on facilitation of travel, particularly the migration and customs section must be user friendly and meantime, regulations have to be practiced (World Tourism Organization, 2005:79).

2. Communicative planning: As said, one of the most important elements of communicative planning is definition of future communicative ends and objectives (with emphasis on tourism). If tourism is not developed and administered via an appropriate planning, emergence of social and cultural problems will be highly likely. On some occasions, crowds of tourist result in discomfort of residents which could lead to rage and sense of animosity of them towards tourists. If the number of tourists is high which likely occurs in crowded seasons, it would lead to throng at the places of attractions, restaurants and shops as well as transportation means. For the same reasons, this could disrupt the lives of local residents. In case, residents are totally deprived of welfare amenities, including restaurants and coastal complexes, they may be more angry. This issue could more devastating in rural communities and should residents perceive they cannot have many economic privileges, they will lose temper (Atshpanje and Binder, 2006).

3. Cultural identity: Dome issues can lead to the weakening of the culture and frailty of sense of cultural identity. Undue use of tourists from historic and ancient ar4eas could lead to their destruction. When costumes, ceremonies, music, dancing, handicrafts and cultural patterns are presented as tourists' attractions could end up in commercialization of them and their loss. One of the impacts of tourism that may occur is the imitation. This issue takes place without understanding different cultural grounds and socio-economic situation of tourists. Additionally, some misunderstanding and conflicts could emerge due to difference of language and costumes (Ibid).

4. Political factors (as primary factors of communicative planning): These factors are in relation to criteria under agreement for the sake of fostering the very task of transportation of people whose aim is travel, particularly on borders where no serious control; is done (by police and customs). Inappropriate "welfare" criteria will hinder appropriate conditions between countries which are geographically close to each other. Political instability and sudden changes are among the deterring factors (Valla,2006:8).

5. Communications and Roads networks: the Shah Abbas the first, reign could be considered as one of the most important eras for the expansion of tourism in Iran. This development depends on several factors of which security and development of communicative ways and residential installations were among the most important.

Tourism and border regions

Unless is there security, no travel will be made possible and speaking of tourism will be futile. Based on that which was previously said, anytime there is an appropriate ground laid at the global level, people will travel and seek to flourish activities related with tourism and if

tourists feel insecure towards the destination they are bound to go, they will never travel there. Tourism and security are parameters of an equation which are in a relative direction together (Kashef, 2013). Now, tourism experts maintain that the relationship between security and tourism must be focused attention; such that a new definition of national security in the light of presence of foreign tourist and understanding of domestic realities and their transference abroad is a necessary issue. Thus, national and domestic security is the most conspicuous index of expansion in each country that aims to conform itself with features of progressive countries. Through détente polices within foreign relations, one can contribute to a conducive situation for attracting tourist. Therefore, tourism attractions are necessary to be favorably disseminated abroad and conducive grounds are laid for facilitation of traffic of foreign tourists (Lotfi Far and Yaghfoori, 2013). Presence of tourists in one country, in addition to expansion of economy and cultural exchanges is the best propaganda with regard to the existence of security in that country where this issue will lead to ascending trend of the number of tourists; thus, it seems that given new conditions in the tourism industry which is derived from the continuous growth of this industry, a redefinition of relationship of national security and tourism is a necessity (Lotfi Fad and Khame Chi, 2013).

2. METHODOLOGY

The research methodology used in this paper was a case study and the information gathering method was document based and it fell in survey types. In document based method, domestic and foreign credible books and researches were applied and in the survey type method, too the tool of questionnaire has been used for gathering information. The number of 384 tourists was selected as the sample. To choose the sample size, the general Cochran formula was used. The section of the sample was done randomly and the subjects who were satisfied with answering were selected. The viewpoint of the respondents regarding social security and expansion of tourism were measured through 30 variables. These variables were extracted through examining theoretical researches in the area under research including researches done inside and outside of the country as well as through presence interviews with academic experts and other officials engaged in different sections. The questionnaire's validity was obtained with the view of experts ad after reformed were done. The reliability of the inventory was obtained .813 through Cronbach's alpha being statistically acceptable.

3. FINDING

As said, the statistical population includes 384 people from whom 51.5% were men and 48.5% were women. As much as 46.8% of the respondents belonged to the age group of 15-19 and 30.2% of the respondent belonged to the age group of 30-49 years. The plus 50 age group constitute as much as 23% of the total respondents. Thus, as it is clear, the 15-29 age group which is the young group made up of the highest rate of tourists. Tourists were classified based on education levels in which 4.2% were illiterate. People holding primary degrees constituted 8.5% of the respondents. Junior high school holders accounted for 16.5% of the total respondents and people with diploma degrees accented for 25.8% of the sum of the respondents. Associate's degree holders accounted for 17.2% of the respondents and

people holding bachelor's degrees comprised 22% of the respondents. Meantime, as much as 5.8% accounted for people holding M.A. degrees. As observed the illiterate people enjoyed the lowest rate in terms of education level. Income level of 36.2% was lower than 400.000 tomans (Iranian currency). 40.2% had an income level between 400-600.000 in month while 13% had an income level of 600-1000000. As much as 10.5% had an income level of 1000000 in month. Therefore, the second income group with an income level of 400-600.000 accounted for the most frequent income group of the respondents.

Understanding degree of sense of security among tourists

Table 1: Single T test results for the comparison of the total average of sense of security among tourists in the coastal city of Bandar Abbas with the favorable sufficiency (Q3) and acceptable sufficiency levels (Q2)

While examining sense of security, thee single sample T test was used for comparing the total average of sense of security among tourists in the coastal city of Bandar Abbas. The total average of sense of security among tourists and its comparison with the favorable sufficiency (Q3) and acceptable sufficiency levels (Q2) indicates that the total average sense of security of tourists (1.50) is significantly higher than the favorable sufficiency level (1.49) and based on the T value and freedom degree of 383, it is also observed that the total average of sense of security among tourists is significantly higher than the acceptable sufficiency level (1.34). Therefore, the research sample assesses sense of security of itself at a favorable rate.

Table 1. T test of significance as regards difference between sense of security of male and female tourists in the coastal city of Bandar Abbas.

Gender	No.	Average	SD	T	Freedom degree	Sig.
Male	103	1.54	26.37	4.11	387	0.0001
Female	97	1.43	24.58			

Variable	Average	SD	Favorable sufficiency Level	T value	Freedom degree	Sig.	Acceptable sufficiency level	T value	Sig.
sufficiency	1.50	23.96	1.37	134.1.6	383	0.0001	1.34	165.1113	0.0001

As seen from Table 1, by using t test, the significance of difference between sense of security among male and female tourists in the coastal city of Bandar Abbas has been investigated. According to the findings if the mentioned table, since the estimate T (T = 4.11) is greater than the critical T value of Alpha of 0.0001, thus we can conclude with 99% confidence level that there is a significant difference between sense of security between male and female tourist in the said city. Hence, the average sense of security among male tourists is higher.

Table 2. Examination of relations between the variable of sense of security with other research variables.

Relationship of variable of sense of security with other variable					
Variable name	Sig.	Chi II Statistic	Freedom degree	Error Value	Conclusion
Tourists' presence in the city of Bandar Abbas	0.001	90	3	0.05	Effective
Later travels to the city	0.001	301.7	7	0.05	Effective
Choosing of the place of tourism in then city	0.001	105	3	0.05	Effective
Sense of satisfaction from traveling to the city	0.001	68	6	0.05	Effective
Age	0.122	7.217	4	0.05	Not Effective
Gender	0.001	19.723	1	0.05	Effective
Educational degree	1.13	71.642	3	0.05	Effective
Income	0.033	5.693	1	0.05	Effective

Testing research hypotheses

First hypothesis: It seems that there is a significant relationship between sense of social security and presence of tourists in the city of Bandar Abbas? As seen from Table 3, since the significance level equals 0.001 and is smaller than the error level of 0.05, thus we can state with 95% confidence level that there is a significant relationship between sense of social security and presence of tourists.

Second hypothesis: It seems that there is a significant relationship between sense of social security and later travels to the city of Bandar Abbas? since the significance level equals 0.001 and is smaller than the error level of 0.05, thus we can state with 95% confidence level that there is a significant relationship between sense of social security and later travels to the city

Third hypothesis: It seems that there is a significant relationship between sense of security and choosing of place of tourism in the city of Bandar Abbas? since the significance level equals 0.001 and is smaller than the error level of 0.05, thus we can state with 95% confidence level that there is a significant relationship between sense of social security and choosing of place of tourism in the city of Bandar Abbas

Fourth hypothesis: It seems that there is a significant relationship between sense of security and feeling of satisfaction with the city of Bandar Abbas? since the significance level equals 0.001 and is smaller than the error level of 0.05, thus we can state with 95% confidence level that there is a significant relationship between sense of security and feeling of satisfaction with the city of Bandar Abbas

Fifth hypothesis: It seems that there is a significant relationship between age of tourists and sense of social security? Given the results of this test, since the significance level equals 0.120 and is greater than the error value of .05, thus we can conclude with the 95% confidence level that there is not a significant relationship between sense of social security and tourist's age in the said city.

Sixth hypothesis: It seems there is significant relationship between tourists' gender a d sense of social security in the city of Bandar Abbas? Given the results since the significance level equals 0.001 and is smaller than the error level of 0.05, thus we can state with 95% confidence level that there is a significant relationship between tourists' gender and sense of social feeling in the city.

Seventh hypothesis: It seems there is a significant relationship between tourist's educational degree and sense of social security in the city of Bandar Abbas. Given the results of this test, since the significance level equals 1.13 and is greater than the error value of .05, thus we can conclude with the 95% confidence level that there is not a significant relationship between tourists' education and their sense of security in the city.

Eighth hypothesis: It seems there is a significant relationship between tourists' income and their sense of social security in Bandar Abbas? As seen from Table 2, since the significance level equals 0.033 and is smaller than 0.05, thus with 95% confidence level, we can say that there is a significant relationship between sense of social security and income.

4. CONCLUSIONS

A rise in the number of tourists will result in the prosperity of business and increased revenue of corporates and entities which are active in this area. Expansion of tourism, especially in underdeveloped countries is an effective factor for countering poverty and results in increasing income among various groups, reducing unemployment and flourishing economic and social fields (Hezar Jaribi, 2011). By considering all researches and discussions done as well as the experiences of other countries, it becomes clear that security has been

raised as the most considerable factor for flourishing the Tourism. Without the factor of security, no investment will be made possible in any of the economic sectors, particularly in the tourism industry and the tourist will be present in somewhere where his life and financial security is guaranteed (Lotfi Far and Yaghfoori, 2012).

Today, Tourism is thought of the largest industry in the world after energy and motor based industries. Despite the act that Iran is among the ten premium countries in terms of historic and ancient places, the very currency income of this government is not in a good position. This indicates weakness of systems related with the tourism industry. Of the most important factors effective in the Tourism in each region is the degree of security or the degree of sense of security among tourists in that region. Therefore, the first step in improving tourism in special regions is to guarantee pervasive security. In order to fulfill this, one has to apply all communicative and mass media to promote tourism (Alvani, 1996:43).

Results of examination of questions and hypotheses indicated that current tourists in the city of Bandar Abbas enjoy a favorable level of sense of social security. Of the six hypotheses raised in the research, the sense of social security of tourists is not only related with age and education, rather it is related with other variables with other variables including, the presence of tourists in the city, later travels to the city, choosing of the place of tourism, sense of satisfaction with the travel, gender and income and men were found to enjoy more security compared to women.

Security is found to be the most fundamental factor for tourism development in each city and region that aims to conforms to the features of superior regions within the tourism industry. Development of the tourism industry in each city, though is a product of appropriate security conditions, this means stability of security of that particular in that region. Not only will tourism contribute to increasing sense of attchemnt to the place, solidifying national unity and improving and promoting security of border regions, but it can also foster the development of borderline cities.

Presentation of guidelines

- ✓ In accordance with one of the research's findings in which it was made clear that most insecurities and emergence of offences occur in relation to tourists in non-crowded hours and due to small number of police patrols, hence it is recommended that guarantee of security be focused attention for tourists in non-crowded hours coastal regions and more police forces be deployed there;
- ✓ In accordance with one of the research's findings which was obtained while interviewing subjects, it seems that training police for guiding tourists could in various ways provide necessary information as well as ways for establishing interaction with them;
- ✓ Findings revealed that a considerable part of local people have little awareness of benefits and privileges of tourists in their regions. Thus, making people aware of the benefits would be useful for them;
- ✓ One of the ways for establishing security in coastal areas is participation and getting help from people and NGOs in the region. Thus, it is recommended that participation of people in the promotion of security be outlined in coastal regions.

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