THE STUDY OF TOURISM INDUSTRY MANAGERS' AUTHORITIES IN PROMOTING TOURISTS' SATISFACTION

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ABSTRACT
The present study was operated and conducted to assess and explain the relationship between managers' authorities and tourists' satisfaction from the perspective of executives. This study in terms of purpose has been specified as applied. In terms of nature, of the data and how to collect them, the research is descriptive and survey one. The research hypotheses study a descriptive relationship and describe the current situation. The primary and secondary data collection method associated with hypotheses, was through sampling and valid and reliable questionnaire tool, free interviews, library research, internet and reviewing documents and reports of hotels and agencies that each of these tools, in a part of the research work and compilation of the specific data has been used. The Important tool for data collection is questionnaire. To determine the validity, the validity of scholars and experts and to determine the reliability of the questionnaire, the Cronbach's alpha method is used. Of the most important and most sensitive analytical procedures and data analysis is hypothesis testing, according to research data. To test the hypotheses, the statistical hypothesis testing stages for the population mean and to rank and prioritize aspects of the research made model Friedman test was used. To investigate the goodness of fit of the distribution of opinions in response to distributed questionnaire and ensure equal distribution among the samples, the Kolmogorov-Smirnov test is used. The study population consisted of managers and vice presidents of Homa Hotel of Tehran and directors of tourism agencies under contract with the Homa Hotel in great Tehran in the year leading up to 2015. Considering the infinity of the population, to determine the sample size, the sample size formula of unlimited society is used. Since the population is large and unlimited, the statistical units stratified into separate homogeneous classes and random sampling method of proportional allocation to allocate the sample size in classes is used. The sampling in this study is stratified sampling method. The results of the research and hypothesis test showed that line authorities, administrative authorities and functional authorities of tourism industry managers are effective on tourists' satisfaction and tourists' satisfaction is effective on their loyalty. According to Friedman test results, between the triple dimensions of conceptual models of research there is no significant difference, which means that the importance of these factors isn’t different and are considered equal. Finally, the recommendations and verification model were presented.

Keywords: managers, authorities, tourism industry, tourists, satisfaction

INTRODUCTION
Paying attention to tourism as one of the most important and influential parts of the world and the countries' economy rapidly is expanding. According to statistics compiled by the World Tourism Organization, tourism industry in the last year (2013) has had 1.2 trillion revenue and 1.1 billion tourisms. This figure in 2012 has been estimated 1.08 trillion dollars of America. Indeed, 1.2 trillion revenue and 1.1 billion tourisms was only the countries' entry and exit of the world tourism map, but
this statistical report also contains the meaning and a range of changes on the world map of tourism in 2014 (Cultural Heritage Organization, 2016). In fact, today the development of tourism in all areas, both at national and regional level and at the international level, has been interested by government planners and private companies (Semiromi, Nazifi and Abbaspoor, 2013: p. 114). In simpler words, the tourism industry, as an industry complex, provides the driving force that relying on it, the wheels of critical industries such as the transportation industry, building industry, food production industry and export industries move with a more accelerated speed and the way of local and national development would be paved (Kahn, 1997). First, it should be noted, more or less, all the services provided for tourist, inevitably should be provided at certain times and places where it is produced (Urry, 1987). Thus, the quality of social interactions among service provider (such as guide, associated with air or ground transport, person responsible for accommodation and hotel reservation) and consumers, is part of the "products" which the tourist is also involved in providing it. Now, if some aspects of this interaction are not satisfactory, the product would be incomplete. In other words, the product has a little market. Thus, we see that the product of this industry, like other industrial products, before consumption by the consumer, and away from his eyes, not be final, but a part of the product – meaning its imposed stage - done by consumer. Secondly, the tourism industry is encountered by location limit. In this sense that the industry can’t be created anywhere and have production; because its trade and economic characteristics in a competitive market, lead to another limitation that we call it as "the same place of production and consumption" (Bagguley, 1987). Although it seems significant growth of the global tourism industry compared to other industries, but now this industry is faced with competition of different areas of the tourism and firms active in this field (Morgan et al., 2002). For this, in order to develop the tourism industry, it is necessary to be competitive based on the new paradigm (RitchieandCrouch, 1993) and competition known as a determinant factor of long-term success (Rimmington, 1999). Empirical evidence has also shown that the continued competitiveness requires a long-term profit guarantee. Now, given the vast competition between active firms in the field of tourism and various types of travel brands, customers have greater choice and then we should look it in new ways to attract customers (Nagamachi, M. & Lokman, A.M., 2011). One of components of the tourism development framework is marketing. Considering the existing competition between tourist destinations, the issue of marketing is very important (Rezvani, 2008: 73). Thus, given the broad impact of tourism in the economic, social and cultural fields in today's communities, it should be tried to expand it with a view to consciously and proper planning and minimize its negative effects. Of methods for measuring the performance of the services and facilities available in an industry is the valuation viewpoint of the users of these services from the perspective of managers and officials of that industry. In fact, considering their direct connection with the created services and diverse needs of tourists to the services and facilities available in hotels and travel agencies, they can play an important role in their satisfaction evaluation or deficiencies existing in services (Firoozjanian, 2013). Considering that the aim of tourists from traveling to different areas and places is enjoying leisure and pursuit of psychological peace, shortage in the quantity and quality of services in tourism and accommodation and admission to the tourists reduce the tourists and will prevent the realization of sustainable tourism. Because one of the main causes of the tourists’ satisfaction is the facilities provided to sightsee, visit the leisure of tourists. If tourists choose a specific destination and return satisfied with their travel experience, undoubtedly encourage their family and friends to travel to that destination tourists and their desire to return and revisit the destination is increased. Considering the importance of tourists’ satisfaction from the perspective of executives in the industry, this research aimed to identify the impact of the triple dimensions of managers’ authorities in the form of a queue, administration and functionality (Rezaeian, 2000) on the tourists’ satisfaction and will explain the effect of satisfaction on their loyalty. Given the importance of increasing share of this sector in the new economy, planning to strengthen the tourism infrastructure and promoting the quality of services and tourist facilities, more and more is necessary, because it is believed that tourists satisfaction leads the satisfaction impact on their desire to return and continue to travel to destination, and build loyalty on the one hand and encourage friends and acquaintances use the hotel and tourism services and thus sustainable and continued tourism and economic prosperity in the region to be provided (Taghavi et al., 2009). The study question is identifying and evaluation of the impact of the authorities of tourism industry managers on the travelers and customers’ satisfaction and to prioritize the dimensions of authorities, so that the
alignment of research problem, objectives, questions and hypotheses suggests it. In this study, independent and dependent variables are defined and operated in a conceptual and model as follows:

✓ In the first approach, the managers’ authorities of the triple dimensions of the line, administration and functional is in accordance with items related to each authority in researcher made questionnaire the form of independent variable and dependent variables in the form of satisfaction and loyalty of tourists. For satisfaction and loyalty variables corresponding to each of them, the item in the questionnaire will be designed.

✓ In the second approach, the tourists' satisfaction is defined as the independent variable and its role in the loyalty of tourists will be scrutinized.

Now, given that tourism is now one of the largest and most diverse industries in the world and its fast growth has followed by many social, economic and environmental changes, as well as has become an important area of study among researchers (Taghavi et al., 2009), thus it can be stated that in economic terms, international tourism will create so much income. Foreign currency receipts from international tourism are provided more than petroleum products, vehicles and communications equipment. Tourism has had an important role in encouraging investment in infrastructure, generating income for the state and direct and indirect jobs around the world. The job creation, sustainable development, bringing exchange (foreign currency), regional balance, contributing to world peace, helping to invest in cultural heritage, etc. has been among other benefits of this the industry (Sadrmousavi and others, 2004). According to the World Tourism Organization estimation, the total of world tourists in the world in 1950 have been nearly 25 million people and in the 2000 was about 700 million and in 2006 have reached to 842 million and in 2007 to 905 million, which of these, Europe 51%, Asia and Pacific 22%, America 20%, Africa 3%, Middle East 4% has been allocated tourists to them. According to the Tourism Bureau in 2009, significant growth in foreign tourists travels to the Middle East and visiting the tourist attractions of this region has led to it become the world's fourth largest tourist area and finally, based on latest estimation in the year 2009, 2/5 million people have visited Iran (Kazemi et al., 2010). So, Iran's share in attracting domestic and foreign tourists considering its width, history and civilization and its tourist attractions is negligible that increase the importance and necessity of this research in connection with the satisfaction of tourists and to identify the role of managers in establishing and strengthening further satisfaction and loyalty of tourists. In a practical point of view, the results of this study may help to develop a deep perspective on the impact of the managers’ authorities in this industry about increased levels of passengers’ satisfaction and e important variables of this influence are concerned by high-level managers; otherwise, in the competitive environment of travel agencies and hotels that passengers and customers’ satisfaction is crucial for their profitability, can’t have commercial viability and continue profitability.

2. AN OVERVIEW OF THE THEORETICAL FOUNDATIONS

- The customer and customer’s satisfaction: one who bought the products or services or use it, defined as a customer (Jafari, 2000). Customer satisfaction is the degree and measure in which the company meets the customer’s needs, demands and expectations (Williams, 2002).
- The customer recognition and his/her expectations: Most companies think that know their customers and perhaps this is true to a great extent. But the point is that knowledge has a hierarchical nature. It is such that the more our knowledge about customers, the more chance also we have to satisfy them (Jafari and others, 2000). The findings of Hamer and his colleagues study showed that the most important variable for managers is control of expectations of customers. Because this variable consists of information before, during and after facing with services (Maria kalamas et al., 2002). Customer expectations are a number of beliefs about services that play a role as scale and standard for judging on performance of services. Once evaluating service quality, customers compare their perceptions of performance through these standards. It is important to recognize customers' expectations in services marketing. The first step in delivering the services is recognizing these expectations. If we don’t recognize these expectations, we will lose a customer in favor of competitors (Zeithaml & Bitner, 2003). When customers want services, are willing to have information...
about services from various sources. For example, they speak with their friends, call the shops and pay attention to ads and...four sources to predict customers' expectations can be seen as follows (Ibid).

![Diagram](image)

(Valarie A. Zeitham, 2003)

- Services: Services include tasks, processes and practices (Valarie A. Zeitham, 2003). Service is an activity or benefit that one party supplies to the other that is essentially intangible and not take ownership of something, the result may be an immaterial or physical product (Seyed-Javadin, 2011). Services include tasks, processes and practices (Valarie A. Zeitham, 2003).

The aspects of quality and service quality: quality has 9 aspects. Table 2.1 shows theses aspects meanings and their characteristics. These aspects are somewhat independent of each other and product can be excellent in one of them and in the rest medium and weak. Few products can have all these 9 aspects as excellent. For example, Japanese, which in 1970 were claiming their cars have excellent quality, they were asserting their claim only about three aspects of reliability, compliance and beauty (Ibid) (Jafari and others, 2000).

<table>
<thead>
<tr>
<th>Aspects</th>
<th>Definition</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance</td>
<td>The first characteristic of a product</td>
<td>Outstanding of a painting</td>
</tr>
<tr>
<td>Characteristic</td>
<td>Secondary and additional characteristics</td>
<td>Remote control of TV</td>
</tr>
<tr>
<td>Matching</td>
<td>Meet specifications</td>
<td>Industry standards</td>
</tr>
<tr>
<td>Reliability</td>
<td>Stable performance over time</td>
<td>The mean time to achieve the first bug</td>
</tr>
<tr>
<td>Durability</td>
<td>Time period of use of the product</td>
<td>Ease of repair</td>
</tr>
<tr>
<td>Service</td>
<td>Analysis of problems and complaints</td>
<td>Kindness of vendor</td>
</tr>
<tr>
<td>Accountability and</td>
<td>Human interactions</td>
<td>Welcome odor of product</td>
</tr>
<tr>
<td>responsiveness</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aesthetics</td>
<td>Sensory properties</td>
<td></td>
</tr>
<tr>
<td>Reputation</td>
<td>Past performance and other achievements</td>
<td>Ranked first in the past</td>
</tr>
</tbody>
</table>

- Quality of Service: Quality of Services is a subjective and abstractive issue. The effect of each of the mentioned factors on customers' perceptions of quality in general is different. Factors that affect on the quality of services can be classified to determinants of health,
recovery factors and factors with a dual threshold. Health factors are factors that customers expect them from the provider. If these expectations are not met, lead to discontent among customers. Health factors represent the minimum level of service that customers are willing to accept it. The existence of these factors, doesn't lead to satisfaction necessarily. Recovery factors are factors that contribute to satisfaction. However, the absence of these causes dissatisfaction. Factors with dual threshold are factors that cause dissatisfaction and lack of them, lead to dissatisfaction, but providing them above a certain threshold improve customers' perceptions about the services (Venus, 2002).

- **Tourist satisfaction**: tourist satisfaction is a behavioral phenomenon that through cognitive and emotional aspects of tourism activities and evaluates multiple elements to be created (Ebrahimpur, 2011). Customers satisfaction about the services is defined by the analogy between perceptions of received services and service expectations. When perceptions of received services more than expected, customer considers the service quality as excellent, and on the contrary, does not know the provided quality of services acceptable. If the expectations and perceptions of service are same level and equal, the quality is satisfactory (James a. Fitzsimmons, 2001). As shown in Figure 21, the expectations of services arise from several sources.

- **Loyalty**: In the behavioral approach, the loyalty with behavioral scales such as the buying or repeat purchase frequency is estimated (Ebrahimi, 2011). Customer loyalty is described as a deep commitment to repurchase or encourage others to buy the products and services (Naseh Ghafuri, 2011).
- **Authority (option)**: The right to issue commands and run it with the help of reward and punishment (Rezaeian, 2000). The authority (option) can be considered in three areas:
  - **Line authority**: the relationship between boss and subordinate in an organization that is established. The boss to direct Staff under his/her command uses the queue (line) authority. This process of direct practice of authority and with due regard to the principles of command and the command line (Rezaeian, 2000).
  - **Administration authority**: Administration authority has a consultative nature and based on the evaluation gives recommendations to line managers (Rezaeian, 2000).
  - **Functional authorities**: It is a relationship whereby a person or entity tasks is established with individuals or other units (Rezaeian, 2000).
3. LITERATURE

A lot of discussion about the differences and relationships between service quality and customer satisfaction have been done. Many empirical studies approve the cause and effect relationship between quality and satisfaction. In a study by Cronin and Taylor (1992), the cause and effect relationship between service quality and customer satisfaction was examined. These two researchers in their study pointed out that, marketing experts about the cause and effect relationship between service quality and customer satisfaction are disagreed and suggested that more experimental study to determine the true nature of this relationship is necessary. Based on their analysis, they reported that the quality of received services lead to satisfaction. According to an experimental study by Lee et al. (2000) a causal relationship as expectations -> service quality -> satisfaction was confirmed (Maria Kalamas, 2002). The result of Atanasopalia (2000) study refers to the conclusion that customer satisfaction resulted by value and in continue, is a combination of service quality and effective price (Joseph Kronain et al., 2000). On the other hand, customer satisfaction is associated with failure in providing and improving services. Researchers said a positive perception lies injustice behavior of company in the management of customer complaints which its consequence will be increased confidence in customers (Marcel van birgelen and et al., 2002). In the various studies the effects of the quality on customer loyalty and its inverse relationship with leaving have been pointed out. Also, many studies show a positive effect of quality of service on the profitability of the business (Seyedjavadin, 2011).

A study by the Qoli Poorsoleymany, Ali and Rashidi, Farzad (2008) entitled "satisfaction factors in Iran's tourists" have been carried out in which the impact of various factors, including security, coordination between related organizations, tourism ads, infrastructure and tourism service quality on satisfaction of tourism in Iran have been placed under review. In this study to gather data and to test the hypotheses of the study, the analysis of variance ANOVA and Duncan post-hoc test to determine different levels have been used. The investigators concluded that between above five levels there is a significant difference in creating tourists' satisfaction. A study on the satisfaction of guests from different guesthouses in Bangladesh by Wahiduland colleagues (2009) has been conducted. The researchers in this study using multivariate analysis such as factor analysis have examined the satisfaction factors of tourists and regression analysis to determine the relationship between overall satisfaction and satisfaction factors and correlation analysis to determine the relationship among factors and it was found that the service and the cost of the hotel, the decor, the restaurant and the staff, acceptance and welcoming are very important factors in tourists' satisfaction that are staying in guesthouses of Bangladesh. Huang and colleagues (2010) in a study reviewed and assessed barriers to medical tourism in Hong Kong. The results showed that policies and regulations, government support and the costs are the most important obstacles in the path of development of tourism. In this study, suggestions such as the activities for the development of government policies, encourage the government to invest in this sector and cooperation between hospitals' sectors and other health institutions to address barriers to the development of tourism in the study area were presented. Ritishainoat (2010) in a study has addressed the barriers to travel and tourism with an emphasis on the cultural beliefs, such as belief in the spirit in areas affected by the tsunami's occurrence. Data were collected through interviews with journalists and managers of the tourist offices. This study showed that cultural differences have an inhibitory role in the decision to visit between Asian and Western tourists. Results indicated that the facilities under construction, belief in the existence of the soul (spirit), insecurity of travel destination and feeling of discomfort and lack of tranquility of the most important obstacles to the development of tourism in the study area. Taghvayee and Gholipour (2013) conducted a study to analyze the barriers to the development of tourism in Kohgiluyeh and Boyer-Ahmad using factor analysis. The results showed that the first obstacles category is the lack of planning of public investment and lack of skilled and trained manpower in the tourism. They also stated inappropriate management policy and strategy for the tourism sector, lack of desire of the private sector for investment, lack of cooperation between organizations involved in this sector and the overlapping functions of agencies involved in the tourism sector as the second category obstacles to tourism development (Firoozjanian , 2013).
4. THE CONCEPTUAL MODEL OF THE RESEARCH

4.1. Research methodology

The present research, systemic data and information searching around identifying and analyzing the impact of the triple dimensions of authority in the form of a queue (line), administration and functions on tourists' satisfaction and satisfaction effect on their loyalty, and prioritize the three dimensions of authority and satisfaction of tourists, in the process of a central question "What is the relationship between the triple authorities of line, administration and functioning of managers of the tourism industry and satisfaction of tourists and thus what is the consequence of tourists’ satisfaction?"; to find answers to problems has been expressed. The present study is based on the purpose has been specified applied. These researches using cognitive context and knowledge provided by basic research are applied to address the needs (Hafeznia, 2001). On the other hand, in terms of the nature and method of research is descriptive one. In these studies, researcher describes the nature of the problem. The current study in terms of spatial properties is library and field. The conducting of this study involves a survey from the statistical population consists of units and for this a survey (survey) method was chosen. In order to study literature and research background, library studies conducted and in the implementation and field stage to collect the required data, a standard endemic questionnaire was developed and distributed. In other words, the present study, based on purpose is applied one and in terms of the nature and methods of data collection is descriptive (non-experimental) and classified as survey -cross-sectional. This study involves a survey among Homa Hotel managers and deputies and managers of tourism agencies under contract with Homa Hotel, and for this survey (survey) method was selected. The study population consisted of managers and vice presidents of Homa Hotel of Tehran and directors of tourism agencies under contract with the Homa Hotel great Tehran in the year leading up to 2015. Considering the infinity of the population to determine the sample size, sample size formula for unlimited population is used. Because of the large and unlimited of population size, the statistical units are separated into homogeneous classes and stratified random sampling method and proportional allocation type to allocate sample size in classes is used. Considering the infinity of the statistical population, the formula applied to determine the population size of the unlimited population is used. In this study, to determine the sample size following formula was used. The following formula, once is used we want to estimate the mean of an adjective of quantitative variable in the study population (Sarmad, 2002), in which, p is the estimation of quantitative variable rate using previous studies is . If p not available, it can be assumed 0/5 that in this case, the variance and the sample size reach its maximum. The d is sampling error. Sampling error is the degree based on which statistics of an example can be different from the value that should be obtained, if the data were collected from a population survey (Edwards, 2000). Sampling error was considered 0/10. The alpha amount of this study was considered 5% and za/2 was extracted from the table (Hafeznia, 2001).

\[
n = \frac{(1/96)^2(0/5)(0/5)}{(0/10)^2} = 96 \quad n = \frac{Z_{\alpha/2} \cdot pq}{d^2}
\]

In order to study literature and research background, library studies were conducted, and in a survey, to collect the required data, the indigenous standardized questionnaire of Serokoal was designed and implemented. In this study, to ease statistical analysis and time saving, questionnaire with closed questions is used. Among the data assessment tool in humanistic and behavior research, are attitude measurement scales. The attitude measurement scale of this study is Likert scale. The Likert scale order in this study was regulated from quite effective to quite ineffective. In this spectrum, quite ineffective, allocated point 1 and quite effective five allocated 5. The questionnaire of this study consists of five demographic questions and seventeen specific questions (see Table 3-1), and its implementation is self-administered. This means that the questionnaire was provided to statistical units and they filled in the questionnaire.
4.2. Research findings

The first hypothesis

First hypothesis: The line authority of tourism managers is effective on tourists' satisfaction. In order to examine this variable, totally four questions (questions 1 to 4 of questionnaire) were designed and the opinion of Homa Hotel of Tehran managers and deputies and managers of tourism agencies under contract with Homa Hotel of Tehran in the year leading up to 2015 was examined and evaluated. After comparing the critical value (1/645) and test statistics (5/216), it is determined that value of test statistics is not included in the H0 area. Thus, on the 95% confidence level, it can be said that investigations have no sufficient reasons to support the null hypothesis. Since the 1 hypothesis indicates the research assumption, then in the 5% error, it can be stated the claim hypothesis of the research is confirmed.

An analysis of the first hypothesis

<table>
<thead>
<tr>
<th>Number of subjects</th>
<th>The calculated Cronbach's alpha coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>0.7107</td>
</tr>
</tbody>
</table>

The second hypothesis

Second hypothesis: The administrative authority of tourism managers is effective on tourists' satisfaction. In order to examine this variable, totally four questions (questions 5 to 8 of questionnaire) were designed and the opinion of Homa Hotel of Tehran managers and deputies and managers of tourism agencies under contract with Homa Hotel of Tehran in the year leading up to 2015 was examined and evaluated. After comparing the critical value (1/645) and test statistics (4/319), it is determined that value of test statistics is not included in the H0 area. Thus, on the 95% confidence level, it can be said that investigations have no sufficient reasons to support the null hypothesis. Since the 1 hypothesis indicates the research assumption, then in the 5% error, it can be stated the claim hypothesis of the research is confirmed, meaning: The administrative authority of tourism managers is effective on tourists' satisfaction.

An analysis of the second hypothesis
Consulting in creating the infrastructures of tourism development to senior executives
Negotiation with private and semi-public sectors to invest in tourism development

<table>
<thead>
<tr>
<th>Friedman statistics</th>
<th>Result</th>
<th>t statistics</th>
<th>critical value</th>
<th>Decision making</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/96</td>
<td>confirmed</td>
<td>4/319</td>
<td>1/645</td>
<td></td>
</tr>
</tbody>
</table>

The third hypothesis

Third hypothesis: The functional authority of tourism managers is effective on tourists' satisfaction. In order to examine this variable, totally four questions (questions 9 to 12 of questionnaire) were designed and the opinion of Homa Hotel of Tehran managers and deputies and managers of tourism agencies under contract with Homa Hotel of Tehran in the year leading up to 2015 was examined and evaluated. After comparing the critical value (1/645) and test statistics (4/72), it is determined that value of test statistics is not included in the H0 area. Thus, on the 95% confidence level, it can be said that investigations have no sufficient reasons to support the null hypothesis. Since the 1 hypothesis indicates the research assumption, then in the 5% error, it can be stated the claim hypothesis of the research is confirmed, meaning:

The functional authority of tourism managers is effective on tourists' satisfaction.

<table>
<thead>
<tr>
<th>Friedman statistics</th>
<th>Result</th>
<th>t statistics</th>
<th>critical value</th>
<th>Decision making</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/97</td>
<td>confirmed</td>
<td>4/72</td>
<td>1/645</td>
<td></td>
</tr>
</tbody>
</table>

The fourth hypothesis

Fourth hypothesis is: The tourists’ satisfaction is effective on their loyalty. In order to examine this variable, totally four questions (questions 13 to 17 of questionnaire) were designed and the opinion of Homa Hotel of Tehran managers and deputies and managers of tourism agencies under contract with Homa Hotel of Tehran in the year leading up to 2015 was examined and evaluated. After comparing the critical value (1/645) and test statistics (5/27), it is determined that value of test statistics is not included in the H0 area. Thus, on the 95% confidence level, it can be said that investigations have no sufficient reasons to support the null hypothesis. Since the 1 hypothesis indicates the research assumption, then in the 5% error, it can be stated the claim hypothesis of the research is confirmed, meaning:

The tourists’ satisfaction is effective on their loyalty.
An analysis of the fourth hypothesis

The aspect tourists’ satisfaction and loyalty

- Convenient access necessary information in relation to tourism;
- Tend to reuse the services provided by the agency;
- Fast handling of complaints by tourists about the services provided by the agency;
- Convenient planning of purchase process of variety of needed services by the tourists such as ticket and more;
- Advise and recommend to others to use the services of the agency

Questions of questionnaire

Inferential statistics

<table>
<thead>
<tr>
<th>Friedman statistics</th>
<th>Result</th>
<th>t statistics</th>
<th>Critical value</th>
<th>Decision making</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>confirmed</td>
<td>5/27</td>
<td>1/645</td>
<td></td>
</tr>
</tbody>
</table>

4.3. Confirmatory model

One of the main and the key objectives of the research is extracting confirmatory model from the results of hypotheses testing and data analysis associated with multiple variables and obtained results of research. In this regard, according to table of results of hypotheses testing of research and the approved factors table, the verification model of research is derived from its conceptual model.

According to test hypotheses, the confirmatory model of research indicates this important that the dimensions of conceptual model of research, including relationship of managers’ authorities of the tourism industry in promoting the level of satisfaction of tourists at three levels of line, administration and functional were approved with the satisfaction of tourists and their loyalty and the importance and priority of these three dimensions of authorities including line, administration and functional on the satisfaction of tourists is the same and should be in the planning of tourism management at the same weight be emphasized.

5. DISCUSSION AND CONCLUSION

As one of the world's top ten industries, tourism industry plays an important role in the economic cycle and is one of the key areas to generate income and foreign exchange. Tourism is one of the fastest developing industries in the global economy. The importance of this industry is to the extent that only the oil industry and the automotive industry can be higher (Fanni et al., 2012). Most of the studies that have been done in the field of tourism services have focused on two main themes: the...
quality of tourism service and tourists’ loyalty. The concept of customer’s satisfaction has been one of the most basic aspects of marketing and consumer behavior studies in recent years and is an inevitable factor in services. Researchers have considered quality of services as the most important factor in the success of the tourism industry (Hosseini et al., 2011). Given the broad impact of tourism in the areas of economic, social and cultural fields in today's communities, with high level thinking and wisely management, consciously and with the right planning, we should try to expand it and minimize its negative effects. Therefore, a method to measure the performance of tourism services is the assessment of users and tourists’ opinion and examining their satisfaction from tourism services. In this regard, on the one hand, analyzing multiple levels of managers’ authorities in this industry and the role of their authorities in raising the level of satisfaction of tourists and on the other hand, the relationship between satisfaction and loyalty of tourists in tourism planning is considered important and were addressed in this study.

The result of the first hypothesis indicated that line authorities of tourism managers are effective on tourists' satisfaction due to factors such as: the authority in applying trained and skilled manpower in the agency (with t statistics: 7/355); having authority in scheduling to provide agency services to tourists (with t statistics: 6/628); having authority in communicate with other agencies to provide better and varied services to tourists (with t statistics: 4/968); and marketing and advertising in tourism industry and negotiations to attract investment in the agency (with t statistics: 4/501). The result of second hypothesis showed that administration authority of tourism managers is effective on tourists' satisfaction considering components such as: the authority of agencies' managers to evaluate other agencies and offering suggestions to them (with t statistics: 6/174); offering suggestion in codification of comprehensive plan of tourism development (with t statistics: 4/179); consulting in creating infrastructures of tourism development to senior executives (with t statistics: 4/203); and negotiation with private and semi-public sectors to invest in tourism development (with t statistics: 5/433). The result of the third hypothesis indicated that the functional authority of tourism managers is effective on tourists’ satisfaction considering components such as: making connections with other sectors of the tourism industry to introduce tourism places to costumers (with t statistics: 5/062); making connections with other sectors of the tourism industry to reduce the financial and non-financial costs for tourists (with t statistics: 6/668); providing solutions for internal and external advertising of tourist sites to interested people (with t statistics: 4/286); and making connections with other sectors to promote the safety, health and informing to the tourists (with t statistics: 5/209). The result of the fourth hypothesis showed that tourists’ satisfaction is effective on their loyalty considering components such as: convenient access necessary information in relation to tourism (with t statistics: 7/24); tend to reuse the services provided by the agency (with t statistics: 5/985); fast handling of complaints by tourists about the services provided by the agency (with t statistics: 4/94); convenient planning of the purchase process of variety of needed services by the tourists such as ticket and more (with t statistics: 5/878); and advise and recommend to others to use the services of the agency (with t statistics: 2/604).

6. THE RESEARCH RECOMMENDATIONS

✓ The use of skilled manpower in the management of tourism services, in this regard the training during providing services and applying short-term training courses are offered.
✓ The time scheduling of providing a variety of tourism services for agencies to better serve their tourists.
✓ To provide varied and better services to tourists, the relationship between travel agencies is preserved.
✓ Advanced techniques for marketing and advertising activities and marketing consultants to be used for travel agency operation.
✓ The planning of performance evaluation of agencies management and executive and its results to be reflected in eliminating the weaknesses and strengths.
✓ In the codification of comprehensive development of tourism the views and experiences of director of tourism and travel agencies to be used and collected comments to create infrastructure of tourism development to be presented to senior executives.
It is recommended the negotiations with the private and semi-public sectors to invest in tourism development through the agencies in order to develop tourism.

Through travel agencies and the tourism sites and the way of using a variety of entertainment to be informed to tourists.

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