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life, acquaintance with the culture of other nations, and escaping from the steadiness of common life and job environments. Thus, tourism is a cultural activity which is related to the man and his motives, wishes, needs, and desires which are derived from the culture of the society, in so far as it can be said that the main stimulus of tourism is the difference between cultures. This stimulus is a proper instrument to orient and direct thoughts of people in their opportunities.

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

As one of good-climatic islands of Iran, the Kish Island puts the tourism as one of its programs of sustainable development, it has high potential powers for growing and developing tourism. In this study, we sociologically surveyed tourism industry, and the rate of tourism satisfaction measured in Kish Island. Using Maslow's need hierarchy theory, we explained the phenomenon. During this explanation, we used Homans' exchange theory to explain the two-way equation of host-guest. Then, the conditions of continuance of the equation have been expressed, and this has been measured from the tourists' viewpoints. Morton's instrument and goal theory is the next theory to measure tourism instruments and possibilities. The more instruments and possibilities are provided, the more possibility is provided for tourists to achieve their goals for performing tourism activity; and so, their tourism satisfaction goes up.

Table 3 shows the statistical indicators of the variables out of the equation in the fourth step. The T-test for the partial correlation of the variables out of the equation with the dependent variable indicates that none of these variables could add a remarkable amount to the R^2 and none of these variables could enter to the equation, and thus, the multivariable regression analysis by the stepwise method ends here.

Table3: The elements of variables out of the equation in the fourth step

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

According to the data from the tables 1 to 3 for prediction of tourism satisfaction, the general form of the resulted four-variable regression equation is:

$$y=0.75+(0.644) (x_1)+(0.312) +(x_2)+ 1.05 (x_3)+0.063 (x_4)$$

6. Conclusions

In our era, tourism becomes a real social fact and generally is seen from the view of cultural balance or development. Tourism is an answer to the human explorer mould need, detection of mysteries of old men's

step, after entering the tourism rights, $R=0.696$, and R^2 lonely describes 0.485 of the dependent variable. This, totally with the market attraction (the previous variable) has described 0.485 of the dependent variable. At the third step, after entering historical attraction, R^2 describes 0.04 of the dependent variable, and totally with the sum of the two previous variables – market attraction and tourism rights – describes 0.526 of the dependent variable. At the fourth step, after entering the age, the multivariable correlation coefficient of R equals to 0.743, and the determiner coefficient of R^2 , totally with the four variables within the equation – market attraction, tourism rights, historical attraction, and age – can predict and describe 0.55 of the variance of the variable related to the tourism satisfaction.

The resulted R^2 in all four steps is significant at the minimum confidence level of 95%.

Table1: The main elements of multivariable analysis.

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

Table2: The elements of the variables within the equation.

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

there is a relationship between the acceptance of value and tourism satisfaction.

Testing the sixth hypothesis determined that there is a relationship between the acceptance of norms and tourism satisfaction. Seventh hypothesis showed that there is a relationship between feeling security and tourism satisfaction. Eighth hypothesis determined that there is a relationship between the two variables. Ninth hypothesis determined that there is a relationship between recognizing the Kish Island and tourism satisfaction.

The eleventh hypothesis determined that there is a relationship between the background of journey to Iran and tourism satisfaction. In other words, by increasing tourists' background of journey to Iran, the tourism satisfaction goes up. The thirteenth hypothesis shows the relationship between other journeys of a tourist and tourism satisfaction which means the higher amount of individual's experiences about tourism activity, the higher tourism satisfaction. Relationship between attraction of natural landscapes and tourism satisfaction is significant. There was a significant relationship between market attraction and tourism satisfaction. The seventeenth hypothesis showed a significant relationship between nationality and tourism satisfaction. The eighteenth hypothesis determined that there is no significant difference between religion and tourism satisfaction.

5.2. Multivariable Analysis

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

Table 1, expresses that our equation of prediction has four steps. According to the mentioned table, attraction of market at the first step has an $R=0.595$ and has a determiner coefficient $R^2=0.354$. At the second

8-here is a relationship between evaluation of observing the tourism rights and tourism satisfaction;

9-We expect a relationship between recognizing the Kish Island and tourism satisfaction;

10-There must be a relationship between the background of traveling to Iran and tourism satisfaction;

11-There must be a relationship between attraction of monuments and tourism satisfaction;

12-there is a relationship between attraction of natural landscapes and tourism satisfaction;

13-nationality and tourism satisfaction are related;

14-Religion and tourism satisfaction are related.

4. The Research Method

In this research, we studied the subject by the survey method. Questionnaire survey is the main method for collecting data.

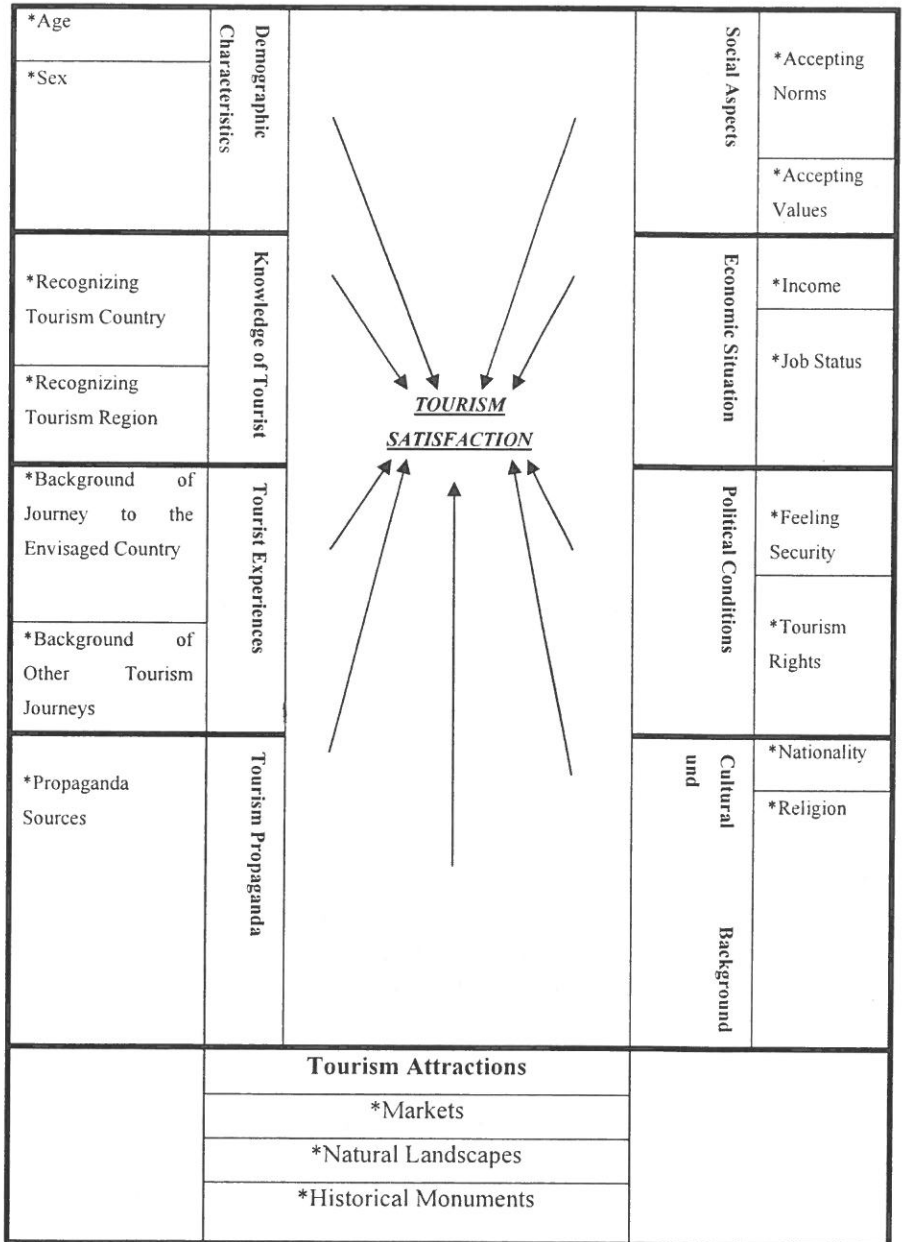
The Population of the survey was all foreign tourists who traveled to the Kish Island during the tourism season (Nov. to Mar.) The property of small statistical samples which have no sample volume is that the statistical community itself will be the sample; and by using this, we studied all Kish Island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

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

5. Finding and Discussion

5.1. Hypotheses Test

To sum up, the hypotheses in this survey did not confirm the relationship between gender and tourism satisfaction, and also religion and tourism satisfaction. Generally, men's satisfaction was higher than women's. Studying the second hypothesis determined that there is a relationship between age and tourism satisfaction, and showed that the higher age, the higher satisfaction. The third hypothesis showed that there is a significant relationship between income and tourism satisfaction. Results of the fourth hypothesis showed that the relationship between job status and tourism satisfaction is significant which means the higher job status, the higher tourism satisfaction. Fifth hypothesis determined that



Experimental Model

cultural goals by the percepts and laws; and this originates from the system of ethical traditions or inclinations. Thus, society determines instruments to achieve goals due to the satisfaction results from the conformity of the two cultural aspects of individuals. Therefore, the continuous satisfaction is a balance between instruments and possibilities of achieving goals. An application of Morton's theory is that a tourist who travels to a community expects that the instruments be ready to achieve his goal – the tourism activity. Whatever the host community presents better instruments and possibilities for performing tourism activity, the tourist may better achieve his goal and thus his satisfaction will be increased (Ibid.: 434)

3.4. Research Model

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

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

3.5. Research Hypotheses

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

- 1-there is a relationship between gender and tourism satisfaction;
- 2-age and tourism satisfaction are related;
- 3-There is a positive relationship between income and satisfaction;
- 4-job status and satisfaction are related;
- 5-There is a direct relationship between acceptance of values and tourism satisfaction;
- 6-there is a relationship between acceptance of norms and tourism satisfaction;
- 7-There must be a relationship between feeling security and tourism satisfaction;

Confirmation Predicates". He writes in the first part: When our personal action does not receive the expected reward, or when its action results in an unexpected punishment, it will be angry, and more presumably, it will show an aggressive behavior. And the result of this behavior is more valuable for it (Ritzer, 1995: 430).

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

We can deduce from Homans aggression-confirmation predicate that tourists' satisfaction from the host country or the tourism activity relates to the level of tourists' expectancies. Tourists' assessments from the possibilities of the host country and the kind of presenting its services play an important role in this field. (Ibid.: 431).

3.3. Morton's Instrument and Goal Theory

Morton constructs the social structure as the social expectancy and as acceptable instruments to achieve goals. Among various elements of cultural and social structure, two items are more important. These two elements are severable in analyses, but they are mixed together in the real situation. The first element includes goals, purposes and an interest specified and described by the culture of the community. Common goals have different importance and sensitivity amounts and include idealistic frameworks. These are fundamental constitutive components, and it has been called the designs for gregarious living. Although they are not the bases of gregarious living, some of these goals are cultural. All of them are directly relate to biological backgrounds, but that doesn't determine them (Koser & Rosenberg, 1999: 432).

The second element of socio-cultural structure adjusts, and controls the ways of achieving goals. Each group indispensably should register its

foreign researches, we should mention that they have studied different aspect of tourism, separately. But there is no research studying the three aspects, simultaneously. Another clear point in domestic researches is that most researches have no theoretical framework, and they have not used a special theory to explain the subject.

3. Theoretical Framework

A theory is a set of related concepts, descriptions and predicates which present an organized view of phenomena, via denoting relations between variables, in order to explain and forecast phenomena.

Regarding the importance of theory in performing a scientific research, three theories have been used in this study.

3.1. Need Hierarchy Theory

According to Maslow, all men have joint and innate needs, which set in a hierarchy from the strongest to the weakest, and they should be satisfied and ingratiated. The lower needs should be ingratiated before the top needs. According to Maslow's Need Hierarchy theory, a tourist's needs should be satisfied in the host community he travels to. If the host community can satisfy the tourist's needs, he reaches to the satisfaction; otherwise his satisfaction level comes down. The first need of a tourist is nutrition. His second need is the security and safety in his tourism activity. The host community should support a tourist, from financial and security aspects. The third need is the social need, which the tourist should be accepted by the host community, and his behavior should be accepted by the host community. The next need is respectability, a tourist needs to be respected in the host community, and his social rights should be considered in that community. And the last need is the self-esteem. If all of his needs have been satisfied, he reaches to the self-esteem. Therefore, we can find out that the better and higher the tourist's needs be ingratiated, the higher satisfaction he has. And if the host community does not ingratiate his needs, his satisfactory threshold comes down; and the tourist will not be satisfied doing his tourism activities (Maslow quoted in Singer, 1990: 445-456).

3.2. Homans' Exchange Theory

Homans, one of the leaders of the exchange theory, has bright and clear thoughts about exchange theory. He divides the distributive equanimity predicate into two divisions. The new predicates are called "Aggression-

Harrison in **Tourism and Less Developed Countries** (Harrison, 1995) shows that: tourism in Swaziland has changed by different elements. One of these elements is the idea of old people in this island. They think that tourists have encouraged drinking alcohol.

Tourism as a sector of modernization threatens the power of traditional magistrate on young people and especially women and make a new type of behavior. In the Swaziland tourism is the combine of power and talent: power is on the tradition but talent encourages the modernization and improves the legitimacy.

Lenderberg recognizes the social impacts of tourism in coastal regions, relying upon values, cost views, cost expectancy models in Oregon coasts (Lenderberg, 1996). In this study he uses two different models: 1) General model, and 2) Structural stability model. In the sector upon value of people he concentrates on the economy and it's effects on the attitude of people.

In order to understand the social network structure from behaviors of young and old Korean tourists Park selects a sample of 100 young and old people in Korea who has experience of travel in recent years (Park, 1997). The results of this research were:

- 1- Social world of men and women in this study is different,
- 2- Good development can be effective on passenger behavior,
- 3- Manner and behavior of passengers must be on the social network,

The social capacity of tourism programs in various aspects of tourism, satisfaction and behavior has been studied by Lea (Lea, 1996). The goal of this research is to find the ways for development of concept of social capacity in different aspects of tourism.

Developing beach resorts, opportunities for development of coastal recreations and tourism in Taiwan was studied by Leo Huey (Leo Huey, 1997). The goal of this study is finding relation between statistical specifications of visitors and their activities and need to healthy pleasure and regular and facilities of beach on Taiwan. Results show that there are positive relation between age, sex, prestige, education and income with tourism motivation and pleasure facilities.

Studying and reviewing the implemented surveys, we recognized that in domestic researches and studies, tourism is surveyed from various aspects, except the sociological aspect. There is no research like ours, generally in Iran, and especially in Kish Island. In the current research, the political, social and cultural aspects of tourism have been studied. About

the tourists' view about the tourism satisfaction and the reasons for their non-satisfaction in Kish Island, first we want to achieve a scientific recognition. And then present strategies to promote the tourists' satisfaction level.

2. Review of Literature

In this section, the domestic and foreign studies related to the subject have been reviewed. Their titles will come below.

2. 1. Domestic Researches

Mohsenian Rad, has an study about "Tourists' view points in journey to Iran" (1993). His finding is about tourists' bias about Iran and travel to Iran. Answers are in the spectrum with 5 degree from very good to very bad. The result of his study shows that there is a significant difference between tourists.

Movahedi (1996) in his research studies effective elements on loss of privacy sector for investment on tourism industry in Iran. His research was about three big ancient cities of Iran: Mash-had, Isfahan and Tehran. This research shows that private sector believes that tourism industry in comparison with other industries doesn't make profit.

Salimi (1997) in his study about "Study of mental, social and cultural obstacles of tourism in Iran" shows that: The means of obstacle is biases that they had before travel to Iran. To measure this concept, he studied the role of propaganda and, recognition about Iran and Iran's law and their attitude about Iranians.

Rostamkhany (1994) in his analysis "Study of social and cultural ability of tourism in Zanjan" studied the tourism industry. Goal of his research is recognizing the potential and active tourism industry in Zanjan. The results of this study shows that there is a positive relation between cultural elements in tourism destinations and investment on industry.

2.2. Foreign Researches

In considering social and economic impacts of tourism on two islands of Greece (Tzartas, 1991), the researcher recognizes the difference between types of life and improvement of the social, economic and cultural manners of people in two islands. This is the most important effects of this element on small society and the especial type of tourism development.

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

1. Introduction

There is no doubt that the tourism industry is the most peaceful movement of the human being. It has a direct effect on the growth and development of the knowledge, culture, and economy of communities, and is the most effective factor to make mutual-understanding between nations and to firm the principles of the global peace. Today, the tourism industry is a modern phenomenon in international exchange

From the standpoint of the economists, the tourism industry is one of the fastest ways of capital returning, and it has the highest coefficient of the capital stack; because the tourism capital enters to the country from the foreign currency. In other words, tourism has two coefficients to increase the capital: one is the increased coefficient of industry and the other is the increased coefficient of engagement. So, according to the explanation, it is clear that this industry is one of the most significant social, cultural and economic activities of the current world.

Although, in the previous decades, higher class people or people with relatively high incomes, usually intended to visit the tourism attractions of other countries, but fortunately, this status has been changed. Now, the growth of the middle class people is helping to flourish and prosperity of the tourism industry, remarkably. Development of the export of services, generally, and the tourism, precisely, is envisaged to many developing countries in recent decades.

In this paper we want to study the existent attractions of the Kish Island as well as to study the factors affecting the satisfaction of foreign tourists. Therefore, we want to suggest propositions to eliminate their non-satisfactions and to remove the obstacles for prospering the tourism. Therefore, it seems necessary to answer the following questions:

1-What is the measure of satisfaction of foreign tourists of the Kish Island?

2- What are the effective elements on satisfaction of foreign tourists?

3- What is the tourists' opinion about the attractions and satisfaction in the Island?

4-What do the tourism simplicities mean from the view of tourists?

5-What does the tourism satisfaction mean from the view of tourists?

The goal of this paper is to study the factors affecting tourists' satisfaction in Kish Island in the view of foreign tourists. By recognizing

Sociological Analysis of Factors Affecting Tourism Satisfaction (A case study of the Kish Island foreign tourists)

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Abstract

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

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