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THE ROLE OF SECURITY IN THE DEVELOPMENT OF INTERNATIONAL TOURISM IN TABRIZ COUNTY (CASE STUDY: TABRIZ EVENT 2018)

Tabriz İlçesinde Uluslararası Turizmin Gelişiminde Güvenliğin Rolü (Örnek Olay: Tabriz Etkinliği 2018)

Robab NAGHIZADEH

University of Tabriz, PhD Student in Geography and Rural Planning r.nagizadeh71@gmail.com

Abstract

Security is considered as the most important factor in tourism development strategies and has a direct relationship with tourism. Unless safe, travel will not take place. The purpose of this study was to investigate the role of security in the development of international tourism in Tabriz county. The research methodology is descriptive-analytical with the purpose of developmental application. Data were gathered through a questionnaire and SPSS software version 24 was used to analyze the information, 200 questionnaires were distributed by sampling method among tourists in the 2018 in the towns hip of Tabriz, Results indicated that, Prior to arriving in Iran, tourists did not have a proper understanding of the security situation in tourism. In this pessimism, the role of Western media and negative propaganda has been confirmed. Tourists, after confronting the facts, are well aware of the security situation in Iran. According to tourists, the existence of a special police force has increased the sense of security, but the presence of a large crowd of policemen has not been confirmed to increase the sense of psychological security. The results also indicate that there is a significant relationship between financial security and the incentive to travel back to Iran.

Key words: Security, Advertising, Tourism, Tabriz event 2018.

Introduction

The tourism industry is the world's largest income-generating service industry with growth driven by many social and economic changes (Rasekhi et al, 2015). Tourism as a regular part of daily life is one of the most important sources of income(Golsar, 2015) And it is so important in the socioeconomic development of countries that economists call it "invisible exports" (Akbari and abonoori, 2015). The development of the industry requires the development of two hardware and software categories, which include the hardware, facilities, and facilities needed for tourists, roads and airports, and the software category for human factors, mental security and security factors. Tourists are dependent. It is important to deal with software issues in the current world (khalefeh soltani et al, 2013). There are many factors in tourism development that security is the most prominent. Comfort, convenience and security are very important issues that attract or repel tourists from all over the world. Without security in one country, it is impossible to form a mass tourism stream, because security is a basic human need, and without guaranteeing it, it will lose its effectiveness and impact, even if other components of tourism are high. They disappear in the shadow of insecurity. Today, the number of foreign tourists in a country are one of the

indicators of its security, because the large number of tourists in a particular country or place indicates the existence of security. Of course, this does not mean that any place that does not have a tourist does not have security (Motaghi et al, 2015). Presence of tourists in one country, in addition to economic development and cultural exchanges, is the best advertisement for security in that country (Brondoni, 2016). On the other hand, the role and impact of the tourism industry in delineating the national security of a country is such that most developed countries prefer to concentrate on tourism despite the presence of macroeconomic resources and income (Sidaee and Hodaee mogadam, 2009). Security and security are not the same. The sense of security is its psychological and social dimension. It may be safe, but for a variety of reasons, such as a history of insecurity or negative publicity, people may feel insecure; Be it (Hazel, 2015). Security is, in fact, the most important and underlying principle in the formulation of tourism development strategy in the world. The sophisticated tourism industry has a comprehensive relationship at the national and regional levels, and any insecurity and the use of violence at various levels will cause irreparable damage to the industry (Bianchi and Stephenson, 2015); One of the most important variables in this area are the functioning of the police and the role of the police and the media (Jesarati and Aghaee, 2015). Protecting the lives of guests and employees, property and commercial assets from the arrest of criminals, is the responsibility of the police to achieve security. The role of the police in tourism is to keep tourists safe from the potential dangers that may arise. Researchers have identified ten different types of risks for tourists that can be divided into six general categories: functional risks, financial risks, time risks, physical risks, psychological and social risks (Asli. and Boylu, 2009). Despite the efforts and efforts of the law enforcement agencies to ensure the safety of foreign tourists, crimes against them have been inevitable. Harassment, theft, missing (missing tourist due to unfamiliar routes), fraud and beating are the most common crimes against them. The largest crime against foreign tourists has been robbery. It should be noted that many foreign tourist thefts have been discovered by police following at the same time (Safaee, 2004).

These cases have in some cases fueled the negative propaganda of insecurity in Iran. In recent decades, due to political and ideological issues, Iran has been hit by negative international media propaganda and faces a form of insecurity. It has been offered internationally, which has had a negative impact on foreign tourists entering the country. Therefore, this requires the need to pay more attention to monitoring the safety of tourists. From this point of view and the importance of security in tourism development, the present study measures the feeling of security of foreign tourists before entering Iran and the satisfaction of tourists with the security situation of the country after entering Iran. The relationship between tourism and a sense of security is analyzed from the perspective of foreign tourists entering Iran.

Several studies have been done in this area, some of which are mentioned.

Heidari Chineh and Soltani (2014) have done a descriptive and analytical study on the role of political stability and security in the development of tourism industry (Case study: Middle East region). The findings show that the sharp fluctuations in incoming tourists to the countries of the region are closely related to the political developments in the world.

Jesarati and Aghaee (2014) have examined the role of security promotion in tourism development in Ardabil province. In this paper, using Pearson correlation tests and linear regression, we examine the relationship between police presence and promotional measures with tourism security and the relationship between security promotion and tourism

expansion. The results indicate that there is a direct relationship between the expansion of tourism and increased security and the expansion of police presence and increased publicity of this institution in increasing security resulting from tourism development.

In a study, Motaghi et al. (2015) analyzed the role of security in the development of international tourism (case study, foreign tourists in Yazd) by descriptive and analytical method. The results indicate that tourists do not have a proper understanding of the security situation of the tourists prior to their arrival in Iran, and after entering Iran and facing the facts, they know and are satisfied with the security situation of the tourists in Iran.

Asli & Boylu (2009) In a study they examined "How Safe City Plans Work as a Key Basis in the Tourism Industry: A Case Study of Putrajaya City". Researchers believe that security is one of the prominent issues among tourists in the field of urban tourism. The importance of the issue has been such that it has led to the implementation of the Safe City program since 2004. The statistical population of this study is local tourists. Respondents believe that crime prevention programs in the Safe City program are an important approach for the safety of tourists.

Murat Payam (2015) In an investigation, the role of the police in creating tourism security in Bosnia and Herzegovina was analyzed in a descriptive and analytical manner. The results show that security is an important factor in destination selection that can be provided by tourism police. Therefore, it is believed that "tourism police" can help to create a positive image of the destination. To this end, the provision of security must be regulated by the tourism police.

Mawby et al (2016) In a study addressing the security concerns of tourists from tourist destinations with examples from Romania in a descriptive and analytical way. The results showed that security issues (theft and other social characteristics) are the main factors of tourist satisfaction. Lack of anxiety and insecurity, along with access to good health care and easy access to money transfer facilities, information centers and more. Some of the factors contributing to the development of the tourist destination are listed.

Brondoni (2016) In a study, it explored global tourism and terrorism and security management in a descriptive and analytical way. The results show that some Mediterranean regions have attracted a lot of tourists due to the high security conditions. In global tourism, security issues are widespread and cover a wide range of components. Such as consumer protection, legal protection of tourists, environmental protection, disaster protection, personal safety in communication, quality assurance of services and tourism vulnerability to external adverse events, security management as a global approach, as an integral part Is from the tourism industry.

Parida et al (2017) In a study, they examined the impacts of economic development and crime on Indian tourism development using the panel model. Experimental estimates show that economic development, World Heritage Sites, and convenient access to hotels significantly increase the number of domestic and foreign tourists in India. Domestic and foreign lead, while terrorist attacks do not have a significant impact on tourist arrivals. Finally, the estimation of the IV-Tobit model shows that access to facilities and roads in the tourism industry leads to a significant increase in tourism revenue.

According to the background of the research and studies on tourism safety in Iran and abroad, in order to achieve this goal, this study investigated the role of security in international tourism development in Tabriz in 2018. Therefore, the must important research question is what is the relationship between the sense of security and the development of foreign tourism in Iran?

Research Area

Tabriz, Iran's third largest city, has a special place in the country's history, history and economy. The prestigious historical center of East Azerbaijan province has been through a turbulent time and has witnessed various events. Once small villages near the skinny mountains Sahand was once selected as the capital of Iran. Throughout its history, the city has repeatedly been ravaged by devastating earthquakes, but has become more prosperous than men and women such as Sattar Khan, Baqir Khan, Parvin Etesami and many others. Today, the metropolis of Tabriz is the economic, administrative, commercial, industrial, military, and communication hub of the northwest of the country and is of great importance in protecting Iran's borders and integrity. Tabriz, because of its pioneering service to the world for the first time in Iran, has earned the nickname of the city and has always strived to preserve its cultural and historical roots and traditions, Improve the quality of life of urbanization.

These features of Tabriz, along with the beautiful and unique historical and modern structures, the eye-catching nature of Azerbaijan, the cultural, ethnic and ethnic characteristics of its people, the unique souvenirs and handicrafts and many more, have led to this. The city will be selected as the tourism capital of Islamic countries in 2018. The Organization of the Islamic Conference (OIC) has adopted a plan since the name of the Tourism City of the Islamic Countries for a year. The plan annually introduces a city of Islamic countries as the "exemplary tourist city of the Islamic world". Tabriz's Old Town, 2000, at the 9th Summit of Islamic Experts and Tourism Ministers of the Organization of Islamic Cooperation (OIC), held in Niamey, Niger, on December 1, among competitors such as Taling in Malaysia, Pallagah and Seed In Bangladesh, Mardin in Turkey and Medina in Saudi Arabia were chosen as the Tourism Capital of Islamic Countries in year 2. The selection was based on the city's rich cultural, historical and social heritage. Among the reasons for choosing Tabriz as the tourism capital of Islamic countries can be the exemplary tourism areas such as two UNESCO World Heritage Sites, suitable tourism infrastructure, rich and prestigious museums, pristine nature, numerous historical sites, Tabriz as The World Carpet City knew the number of incoming tourists (domestic and foreign). The Tabriz Premiere Premiere Event was held on January 5, 2018 to mark the 5th anniversary of Tabriz, and on May 5, 2018, the official inauguration ceremony of the Tabriz President was attended by the President, Ministers , Vice Presidents and Ministers of Tourism of Islamic Countries, Ambassadors of Foreign Countries and the other domestic and foreign guests were held at the International Conference Center in Tabriz and the Tabriz Tourism Festival began. In general, Tabriz was the first city and the first tram, the first fire department, the first school and many other firsts were established in this city. It is now possible to predict that Tabriz will be a good host for the Tabriz event. Tabriz is an opportunity not only for this city to present its potential, but also for the opportunity to inform and introduce the attractions of the whole of Iran (Cultural Heritage, Handicrafts and Tourism Organization of Tabriz, 2017).

Method

The type of research is practical qualitative in terms of purpose. The method is descriptive-analytical and correlational based on the status quo. Required information is obtained through survey methods (questionnaires) and libraries. The statistical population of the study includes all English and Arabic foreign tourists entering Tabriz in 2018. Due to the uncertainty of the statistical population, 200 individuals were selected by non-probability sampling method. The data analysis method is quantitative using statistical models in SPSS software. In this study, the content validity of the questionnaire was confirmed by experts and Cronbach's alpha method was used to determine the reliability and reliability of the results. The test was performed using SPSS 24 software. Cronbach's alpha for the whole questionnaire was 89%, which is acceptable. By collecting questionnaires, empirical data were analyzed to test the research hypotheses using SPSS 24 software with t-test, one-way ANOVA, Pearson correlation coefficient and step wise regression.

Findings

This part of the study is based on the statistical analysis of the foreign tourists questionnaire that arrived in Tabriz in 2018. The questionnaire is based on research questions and hypotheses. Frequency distribution and percentage of respondents are presented in Table (1) according to the results shown in the table below, out of 200 tourists, 107 (53.5%) were male and 93 (46.5%) were female, of whom 72 (36.0%) were single and 128 (64.0%) are married. According to the results, 27 (13.5%) of the undergraduate tourists, 73 (36.5%) were diplomas and masters, 32 (16.0%) were masters and above. 34 (17.0%) of private sector tourists, 70 (35.0%) of public sector respondents, 22 (11.0%) housewives, 23 (11.5%) self-employed and 3 people (1.5%) are retired, 39 (19.5%) are students and 9% (4.5%) are unemployed and looking for work.

Table 1. Frequency distribution table for demographic characteristics

Gender	N	%
Man	107	53/5%
Female	93	46/5%
Total	200	100/0%
Marital status	N	%
Single	72	36/0%
Married	128	64/0%
Total	200	100/0%
Level of education	N	%
undergraduate	27	13/5%
diplomas and masters	73	36/5%
Bachelor	68	34/0%
masters and above	32	16/0%
Total	200	100/0
Job	N	%
Private Sector Employee	34	17/0%
Public sector employee	70	35/0%

Housewife	22	11/0%
student	39	19/5%
Freelance job	23	11/5%
Unemployed	9	4/5%
Retired	3	1/5%
Total	200	100/0

Results of inferential tests Investigating Bivariate Relationships Testing the Mean Difference of Gender Security, marital status

T-test was used to measure the significant difference in the mean of the security variable by gender, because the level of distance dependent variable (security) and the level of nominal independent variable (gender) are two-state. The results showed that the average security among men (4.53) was relatively higher than women (4.27), and with respect to the degrees of freedom 198 and 2.476 t at the significant level of 435 The difference was not statistically significant table (2).

Table 2. Gender and marital status -average security difference test

Variables	Gender	N	Mean	df	T	Sig	Test result
Security and	Man	107	4/53	198	2/476	0/435	Reject hypothesis
gender	Female	93	4/27				nypomesis
Security and	Man	72	4/30	198	-1/608	0/227	Reject hypothesis
marital status	Female	128	4/47				nypotnesis

T-test was used to measure the significant difference in the mean of the security variable by marital status, because the level of distance dependent variable (security) and the level of independent variable (marital status) are binomial. The results show that the average security among married people (4.47) is relatively higher than single people (4.30), with respect to degrees of freedom 198 and -1.608 t The difference of 0.27 is not statistically significant, so the main hypothesis is rejected.

Mean Difference Security Test by Education Level and Job

One-way ANOVA test was used to examine the significance of mean difference in security by education, as dependent variable (security) at distance level and independent variable (degree of education) at multivariate rank. Has been. The results show that with respect to the significance level (0.000), the mean of security differs significantly by the level of education of the respondents table 3.

Table 3. One-way analysis of variance between security and education and Job

Variables	Source	sum of	df	Mean	F	Sig	Test result
	of	squares		squares			
	Changes						
Security	Between	25/874	28	0/924	3/450	0/000	proving a
and education	groups Within	45/806	171	0/260			theory
	groups	71/680	199				
	Total						
Security	Between	61/606	28	2/200	0/933	0/567	Reject
and Job	group Within	403/414	171	2/359			hypothesis
	group Total	465/020	199				

One-way analysis of variance f was used to examine the significance of the mean difference in job security because the dependent variable (security) was measured at the interval level and the independent variable (job) at the multivariate nominal level. The results showed that, considering the significance level (0.556), the mean security of the respondents' job did not differ significantly.

Testing the Mean Difference of Foreign Tourists' Security Perceptions of the Security Situation in Iran, Before and After Entering the Country

The last few decades, bad public image of Iran's security situation has played a role in public opinion around the world and mistakenly regarded Iran's security as war-torn and insecure countries of Afghanistan and Iraq. The results of the questionnaire analysis showed that 9.56% of tourists had a bad idea of the security situation before entering Iran. The results show that the average feeling of security among those who considered Iran a safe country prior to travel is (50.648) relatively lower than the tourists who average Iran (51.51) as insecure. They didn't know. And with respect to the degrees of freedom 198 and 0.661 t at the significant level of 0.041 the difference obtained is statistically significant, so the main hypothesis is confirmed. Table (4) shows the results of the t-test for this component.

Table 4. Testing the Mean Difference of foreign Tourists' Security Perceptions of the Security Situation in Iran, Before and After Entering the Country

Variables	tourists	N	Mean	df	T	Sig	Test result
Pre-trip	Yes	92	51/217	198	0/661	0/041	proving a
security							theory
status	No	108	50/648				J
Post-trip	Yes	137	51/000	198	0/309	0/043	proving a
security	No	63	50/714				theory
status							

According to the questionnaire, foreign tourists did not have a good sense of security before entering Iran, but according to the results, after entering Iran and facing the facts, their views about Iran and security changed and their negative perceptions were eliminated. 79% of tourists felt safe. The results show that the average feeling of security of tourists in Iran is (51.000) relatively more than the tourists who with average (50/714) considered Iran as insecure. And with respect to the degrees of freedom 198 and 0.309 at the significant level of 0.043 the difference obtained is statistically significant, so the main hypothesis is confirmed, in the table (4) The results of the t-test for measuring the above component have been shown to indicate the significance of this component.

The relationship between foreign media negative propaganda against Iran and the sense of security of foreign tourists before entering Iran

Pearson's correlation coefficient was used to measure the relationship between advertising and security. Since both variables were measured at the interval level, the correlation coefficient (0.643) and the significance level (0.000) observed in the table below are less than (0.05). So there is a significant and direct relationship between advertising and a sense of security among the respondents, namely, reinforcing negative advertising has helped reduce the sense of security. And the intensity of the relationship between the two is strong. Therefore, the results show a significant relationship between these two variables table 5.

Table 5. Pearson correlation test results between negative advertising and sense of security

Variables	N	Pearson correlation	Sig
Negative advertising and a sense	200	0/643	0/000
of security			

The link between the presence of the tourist security police in tourism sites and the increase of tourist safety

Stepwise regression method was used to measure the relationship between police presence and tourists' sense of security. According to Table 6, about 29 percent of foreign tourists' security in Tabriz is related to police services and their physical presence, and the rest to social security. Multiple correlation coefficient of 0/542 indicates the intensity of correlation between independent variables ((X and dependent variable (Y)) on average upward. Also calculated F = 82.4 shows that at 99% level (0.000) The relationship between servitude and physical presence of police as independent variables and security as a dependent variable were significant.

Table 6. Correlation coefficients, determination, adjusted determination and significance level of variables

Police services and physical presence of police with variable security of tourists in Tabriz

Standard B	The correlation coefficient	The coefficient of determination	Adjusted coefficient of determination	Independent variables X	Y dependent variable	F test	Sig
	(%) R	R2	(R2AD)				
35/72	0/542	0/294	0/290	Police	security	82/4	0/000
				Services (1X)			
				Police			
3/64				physical			
				presence			
				(X2)			

The link between the presence of tourism security police at tourism sites and the increase of tourist safety

This hypothesis examines the relationship between police service and high physical presence of police as an independent variable and psychological security as a dependent variable. Since stepwise regression is used to analyze the relationships between independent and dependent variables, regression analysis is only one step ahead. In the first step, the variable of police service (X1) is entered into the equation. The correlation coefficient (R) with the dependent variable was 0.641. At this stage, the coefficient of determination was R 2 = 0.410 and the adjusted coefficient of determination was R 2 = 0.407 indicating that between There is a strong correlation between the two variables and there is a significant relationship between police service and mental security. The adjusted coefficient of adjustment of 0.407 indicates that the mental security of foreign tourists in Tabriz is related to police services. This is if the high physical presence of the police is out of the equation and cannot explain the dependent variable. Therefore, the relationship between high physical presence of police and mental security of foreign tourists in Tabriz is not meaningful.

Table 7. The link between the presence of tourism security police at tourism sites and the increase of tourist safety

Standar d B	The correlatio n	The coefficient of determinatio	Adjusted coefficient of determinatio	Independen t variables X	Y dependen t variable	F test	Sig
	coefficient (%) R	n R2	n (R2AD)				
0/641	0/641	0/410	0/407	Police Services (X1)	Mental security	137/8 3	0/00

The Relationship between the Life and Financial Security of Foreign Tourists and Their Motivation to Travel to Iran

The t-test was used to measure the significant difference in the mean of the variable of safety to re-travel, since the level of inter-dependent variable (security) and the level of independent variable (re-travel) are two-state. The results showed a significant relationship between these two variables. Since the calculated significance level in the model is 0.000 and less than 0.50. As a result, the significant relationship between the financial and financial security of foreign tourists and their motivation to return to Iran was confirmed.

Table 8. Test the difference of average tourist safety and re-travel

Variables	tourists	N	Mean	df	T	Sig	Test result
Tourist	Yes	141	51/156	198	0/887	0/000	proving a theory
security	No	59	50/322				•

Conclusion and Discussion

Today, security is one of the most important and underlying principles in formulating a tourism development strategy in the world. The sophisticated tourism industry has a comprehensive relationship at the national and regional levels, and any insecurity and use of violence at different levels can cause irreparable damage to the industry; creating security and a sense of security only. The strengths of a military threat and a lack of street crime do not depend, but rather, and they should think of a suitable solution. One of the most important factors in the tourism industry in any country is the level of security or sense of security of tourists in that country. Therefore, the first step in improving the tourism industry in Iran is to ensure comprehensive security, both internally and externally. In order to achieve this goal, it is necessary to enhance security by using international media and media, to ensure full security in the country to the general public and tourists of all countries, in order to prevent the false image of lack of security in the country. Do not grow the tourism industry. The role of cultural exchanges and political equations and economic considerations to the role of law enforcement and tourism authorities and the people of the street and the market are important. The sense of security of tourists should be taken into consideration in different economic, social, religious, political, environmental and physical dimensions. In this regard, in the process of program production, the opinions of tourists should be used and their psychological needs taken into account. For this purpose, the questionnaire was distributed among foreign tourists in Tabriz. At first, the characteristics of the respondents were analyzed and their general characteristics were analyzed in SPSS software. Then, using descriptive statistics, dispersion indices, standard deviation, skewness and elongation were calculated. In the Bivariate analysis, the mean difference of security according to the underlying variables (gender, marital status, education, occupation) using T-test and one-way analysis of variance F and stepwise and Pearson regression. Measured. The results showed that among the underlying variables, only the difference in mean of security by education was different and significant and in all other cases the difference was not significant and also the test of research hypotheses showed that tourists, Prior to their arrival in Iran, they did not have a proper understanding of the security situation of tourism. In this pessimism, the role of the Western media and their negative publicity was confirmed.

Tourists, after facing the facts, know the security situation of tourists in Iran well. Tourists believe the presence of a special tourism police on its sites raises a sense of security, but the presence of a large police population in the sense of tourist mentality was not confirmed. The results also showed that there is a significant relationship between high financial and financial security and the motivation to re-travel to Iran, meaning that tourists who feel more secure are more likely to visit Iran. The findings and testing of the present research hypotheses are correlated with several backgrounds of the present study, which are summarized as follows:

Motaghi et al. (2016) in a descriptive and analytical study investigated the role of security in international tourism development (case study, foreign tourists in Yazd). The results indicate that tourists do not have a proper understanding of the security situation of tourists prior to entering Iran and, after entering Iran and facing the facts, they know and are satisfied with the security situation of tourists in Iran.

In a study, Rabani et al. (2011) investigated the role of police in securing and attracting foreign tourists to Isfahan by descriptive-analytical-correlational method. One of the most important results of this study is the high level of satisfaction of foreign tourists with security in Isfahan. Due to the security situation in Isfahan, a large number of foreign tourists are willing to travel to this city again, which is similar to the results of the present study.

Therefore, in order to speak to the world about the security of tourism in Iran, we must consider it from all angles. Iran is one of the top ten countries in the world in terms of historical, archaeological and tourist sites, but it is not in a good position in terms of foreign exchange earnings through tourism, indicating the weakness of tourism-related systems. It is hoped that with the correct and practical application we will be able to properly present our most beautiful cultural and natural historical sites. Based on the results of the research and the observations, the solutions that are consistent with the research findings are presented as follows:

There is a significant relationship between police service and the increase in Tabriz tourist safety. "Service" means all activities that the police provide for the comfort and safety of passengers, such as: information on possible hazards, tips on how to use transport systems, how to shop, and awareness of corruption. Economics and money laundering in some businesses, how to protect children and the elderly from possible risks, how to use the bank's pedestrian and receive the host country's money, the use of ID cards, awareness of proper food and drink use, and so on. Therefore, the more these services, the greater the sense of security of the foreign tourist.

There is a significant relationship between foreign tourists' financial and financial security and their return to Tabriz. This means that the low risk of loss of life and finances among foreign tourists will increase the incentive to travel to Tabriz again.

There is no significant relationship between the high physical presence of security and police forces and mental security. That is, the more police and security forces there are, the more foreign tourists feel insecure. Because they consider the existence of a large police force to be a reason for insecurity there. Therefore, this hypothesis is not supported. The results of this hypothesis are similar to those of Pizm (1982).

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