

## **A Quantitative Assessment of the Effective Components on the Rate of Shopping Tourism Satisfaction (Case Study: Tourists Visiting the Border Bazaar of Javanrood**

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### **Abstract**

Shopping is now among the most important motivations for travelling. Shopping from border bazaars, due to the low price and variety of goods, accounts for a large part of the tourists' expenditure, and, in return, the related generated revenues can bring about prosperity for the border areas. Undoubtedly, attempts to raise the level of satisfaction with the components affecting tourism shopping would pave the grounds for the return of tourists. The city of Javanrood with its border bazaar has become one of the most tourist attractant centers of Iran due to its proximity to the centers of Kermanshah and Kurdistan provinces and to unrivaled tourist attractions such as Quri Qaleh cave and Rawansar fountain, also having virgin nature and diverse climatic conditions, and finally diverse and cheap imported goods as well. This paper, in terms of the purpose, is an applied research, and from the viewpoint of the nature and the methodology, is a combined research (survey and descriptive-analytic one). Also, targeted sampling method from the available samples has been employed in this research. The research tools included questionnaires, one sample T-test, post hoc LSD and one-way variance analysis. Also Spss was used for data analysis. The statistical population included all tourists visiting Javanrood border bazaar for shopping in the spring of 2016. The results of the research also suggests that reducing barriers to tourism and providing establishment and infrastructure facilities; introducing tourist attractions, especially the border bazaar of the city can, in addition to help the related area exit from the economic isolation, provide the basic grounds for the comprehensive development and economic progress.

**Keywords: Shopping Tourism, Border Bazaar, Javanrood**

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### **Introduction**

Tourism, as a modern industry and in the same time with historical background, refers to travelling from one's place of residence to somewhere else at a given time with variety of motivations. For a long time, no clear and comprehensive definition was given for this term. But nowadays, international tourism organizations are in charge of redefining tourist concepts and determining the limits and boundaries of those concepts.

The tourism industry is one of the new fields of study in different sciences and has nowadays gained considerable attention from various countries in different ways; this is due to the economic values of tourism in one hand and its social and cultural effects on the other hand (Zarrabi,2011:3).

In the recent decades, the growth and development of tourist industry and adopting it as one of the main economic activities from the side of developed and developing countries and the competition among various tourist destinations for tourist attraction have all made the planners to keep in mind two important factors in order to increase the incomes obtained through tourism: first increasing the tourists' satisfaction and reinforcing the pleasure and quality of touristic experiences and then attempting to preserve the interests of the host countries (Inskeep, 1991: 15); That is why many countries regard tourism as a necessity and hence employ their entire capacities and facilities so as to gain as much intended interests and benefits as possible (GHalibaf & Shabani Fard, 2012: 110). In this relevance, quantitative assessment of the factors affecting satisfaction of shopping tourism is important because many of the studies carried out in this area have suggested a direct relationship between satisfaction and shopping behavior of tourists. In addition, pleased and satisfied tourists may publicize positively about the related tourist destination (Lin, 2014: 23).

Paying attention to the satisfaction of tourists is among the most important competitive factors and is also the best indicator to

guarantee the growth and future profitability. Today, many organizations regard the rate of tourists' satisfaction as an important criterion for assessment of their well doing (Qolipour Soleymani et al, 2008). Satisfied tourists intend to revisit the related destination and recommend it to others too; Similarly, dissatisfied ones may publicize it negatively (Chen, 2010). Undoubtedly, the satisfaction of the tourist occurs when the provided services and facilities meet their expectations.

As approved by UNESCO, Iran is among the top eight countries in terms of historical and cultural monuments, and among the top five ones in terms of the ecotourism attractions and climatic diversity. However, these divine endowments have not been properly exploited and profited in our country. The fact is that the growth of the related industry, comparing with other parts of the world, has been so negligible (Kadivar et al, 2007: 41). This is while, in addition to the historical, cultural and natural attractions and climatic variation, there are specific capacities for attracting tourists towards the border bazzars in most of border provinces.

Given the higher importance of Javanrood border bazaar than other tourist attractions of the city; this paper has been carried out with the purpose of quantitative assessment of the components affecting shopping tourism satisfaction. The rate of satisfaction, in turn, has been determined based on the opinions of tourist towards the facilities provided in the related bazaar and other places directly associated with it. Also, besides the main goals, it has been attempted to address sub-goals like assessment of individual characteristics tourist facilities, so as to enquire about their willingness for revisiting in future. Finally, with identification of the barriers and problems facing the tourists visiting Javanrood border bazaar, the effort was to recommend guidelines for the development of tourism in this region. In line with these goals, the research questions are:

What is the satisfaction of shopping tourists from the tourist facilities of Javanrood border bazaar like?

What are the basic solutions for development of tourism and reduction of tourist barriers in this bazaar?

### **Literature**

Bar-kolelis&wiskulski (2012), In a study entitled "shopping tourists in

bordering areas of Poland”, investigated the tourist destinations of the Russian shopping tourists in three border cities of Poland and found out that this pattern of tourism (shopping tourism) is slowly developing in the related region. Also, Henderson (2011), In a study entitled “shopping, tourism and retailing in Singapore”, investigated the relationship between shopping and tourism with an emphasis on urban destinations; the research findings show that there are some weakness in Singapore, in the field of shopping tourism, but regarding the improvement of tourists’ satisfaction from urban destinations, it has gained some success.

The results of the study by Soleymani et al (2015) on the assessment of the satisfaction of tourists visiting the city of Mahabad, with an emphasis on shopping tourism, show that two factors i.e. the host community’s behavior and the quality of accommodation and also with the quality of the environment and its attractions have had the greatest impact on the tourists’ satisfaction. Ebrahimzadeh et al (2013), In a study carried out with the purpose of investigating the the factors influencing tourists' satisfaction of infrastructure and urban functions in the city of Boroujerd, found out that the security of tourists is the most important basic requirement and restaurants and foods are the most important functional requirements. The results of the study by Akbari and Hashemnezhad (2016) entitled “ the effective factors on the satisfaction of Arab tourists in the county of Kelardasht, carried out using descriptive – survey method, showed that 5 factors i.e. quality of facilities, quality and diversity of foods, reasonable costs of the services, the quality and diversity of accommodation and the diversity of tourist attractions had respectively the greatest impact on the satisfaction of Arab tourists. In another study, carried out by Fanni et al (2012) over the assessment of the satisfaction of tourists visiting the city of Gorgan with the emphasis on statistical methods, four factors i.e. the quality of services, environmental quality, the quality of the host community’s behavior and the costs of service determined the highest rate of variance respectively.

### **Theoretical Foundations of the research**

#### **Definitions and Concepts**

The word “tourism” has been adopted from “tour” having been derived from Latin word “Turn” which means moving between source

and target. This word has been loaned from Greece into Spanish, then into French and finally into English (Jahanbin, 2010: 64). Tourism refers to a trip done for recreation in leisure times or for the purpose of business affairs (Lee, 1998:51). In so doing, people travelling somewhere other than their place of living and stay there for more than 42 hours or less than a year, are called “tourists” (Kazemi, 2006: 84).

Border bazaar is an enclosed area located at border areas in the proximity of authorized customs in which the two parties (countries) can purchase or sell products in compliance with export and import regulations in the bazaar (Ministry of Economic and Financial Affairs and, 2002: 1). Certainly, this definition cannot be a comprehensive and preventive definition of border bazaars (different kinds of border bazaars will be discussed later) as the formation of border bazaars depends on the conditions, desires and satisfaction rate of the shopping tourists so that the physical space of bazaar would change with increase of tourists’ satisfaction and their revisiting together with higher willingness for shopping. In this relevance, some kiosks and conexes are established instead of today’s malls and in most cases residential land uses would change into commercial, residential-commercial, and commercial – service ones. Obvious examples are border bazaars in the cities of Bane and Javanrood. Relative understanding of the goals of shopping tourists and concerning their satisfaction level has been the key to survival.

Regarding the satisfaction, there have been given different definitions; satisfaction is defined as the feelings and judgments towards the products and services by those using them..Satisfaction comes from the two Latin words “satis” (enough) and “facere” (doing or making) (Yazdani et al, 2012: 53) and has multidimensional concept (Foster & Truong, 2005: 843).

Satisfaction means to want what we are looking for so attain it completely. In other words, satisfaction is a product of sweet experience and dissatisfaction of customers occurs when the goods or services do not meet their expectations (Hassan Yousefi, 2006: 20). According to Cutler, the level of satisfaction is a function of the difference between the perception of performance and individual expectations. Also, the individuals’ satisfaction is a reflection of

psychological state, fatalism, and instrumental rationality. Therefore, some researchers describe the individuals' satisfaction on the basis of perceptions. The second category is related to fate and the third state refers to those who cannot adapt themselves to the current living conditions (Karimian Bostani et al., 2013: 120). The satisfaction level of tourists would be variable in accordance to the goals they seek through the tourism space which refers to a space containing tourists resources (Movahed, 2007, 40).

### Tourism destinations around the world

By looking at enormous tourist destinations around the world, one can find out that different countries, by investment on tourism as a key factor of progress, are paving the way towards socio-economic development through job creation, economic organizations, exports revenues and development of infrastructure. In 2015, vacation, recreation and other forms of spending leisure time, were the purpose of more than half (53% or 632 million people) of the international tourists. About 14% of the international tourists are travelling with the purposes like business travel or personal travel and 27% are travelling to visit relatives and friends or with purposes like pilgrimage, health treatment, etc. The purpose of the remaining 6% as has not been mentioned (Tourism Institute, 2016).

**Table (1): The rate of tourists' arrival to different areas at the international level**

	International tourist arrivals (million)						Bazaar share	Change			Average a year 05-15*	
	1990	1995	2000	2005	2010	2014		2015	13/12	14/13		14/*15
World	435	527	674	809	949	1,133	1186	100	4.6	4.2	4.6	3.9
Advanced economies	299	339	424	470	516	622	653	55	4.6	5.7	5	3.3
Emerging economies	136	188	250	339	434	512	533	45	4.6	2.4	4.1	4.6
<b>By UNWTO Regions:</b>												
Europe	261.5	304.5	386.6	453.2	489.4	580.2	607.6	51.2	4.8	2.3	4.7	3
Northern Europe	28.7	36.4	44.8	59.9	62.8	70.8	75.9	6.4	2.4	5.3	7.3	2.4
Western Europe	108.6	112.2	139.7	141.7	154.4	174.4	180	15.2	2.8	2.1	3.2	2.4
Central/Eastern Europe	33.9	57.9	69.6	95.3	98.9	120.2	126.6	10.7	7.7	6.2	5.3	2.9
Southern/Medit. Europe	90.3	98.0	132.6	156.4	173.3	214.8	225.1	19	5.6	6.9	4.8	3.7
-of which EU-28	230.1	268	330.5	367.9	384.3	454.1	478.4	40.3	3.9	4.8	5.4	2.7
Asia and the Pacific	55.9	82.1	110.4	154	205.5	264.3	279.2	23.5	6.9	5.7	5.6	6.1
North-East Asia	26.4	41.3	58.3	85.9	111.5	136.3	142.1	12	3.4	7.3	4.3	5.2
South-East Asia	21.2	28.5	36.3	49	70.5	99.7	104.6	8.8	11.3	3	7.6	7.9
Oceania	5.2	8.1	9.6	10.9	11.4	13.3	14.2	1.2	4.6	6.1	7.4	2.7
South Asia	3.2	4.2	6.1	8.2	12.1	17.5	18.3	1.5	12.1	9.6	4.4	8.4
Americas	92.8	108.9	128.2	133.3	150.2	181.9	192.6	16.2	3	8.5	5.9	3.7
North America	71.8	80.5	91.5	89.9	99.5	120.9	127.6	10.8	3.6	9.7	5.5	3.6
Caribbean	11.4	14.0	17.1	18.8	19.5	22.4	23.9	2.0	3.1	2.8	7.4	2.4
Central America	1.9	2.6	4.3	6.3	7.9	9.6	10.3	0.9	2.6	5.6	7.1	5
South America	7.7	11.7	15.3	18.3	23.2	29.1	30.8	2.6	1.4	7.1	5.8	5.3
Africa	14.7	18.7	26.2	34.8	50.4	55.3	53.5	4.5	4.4	1.1	3.3	4.4
North Africa	8.4	7.3	10.2	13.9	19.7	20.4	18	1.5	5.8	-1.4	11.7	2.6
Sub-Saharan Africa	6.4	11.5	16	20.9	30.7	34.9	35.4	3	3.6	2.7	1.6	5.4
Middle East	9.6	12.7	22.4	33.7	54.7	51.0	53	-2.9	6.7	3.1	1.7	4.7

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO July 2016)

Classification Based on the International Monetary Fund (MF), see the Statistical Annex of the MF World Economic Outlook of April 2016, page 145 at [www.imf.org/external/ns/cs.aspx?id=29](http://www.imf.org/external/ns/cs.aspx?id=29)

Table (1): The rate of tourists' arrival to different areas at the international level has been increasing continuously during the past six decades and is becoming one of the fast developing economic phenomena all over the world. In addition to the traditional destinations in Europe and North America, many new destinations are emerging.

- Despite the occasional shocks, tourism has had uninterrupted growth. The number of international tourists has increased from 25 million people in 1950 to 278 million people in 1980, 674 million people in 2000 and one billion people and 186 million in 2015.
- Similarly, international tourism revenue in different destinations around the world has increased from 2 billion dollars in 1950 to 104 billion dollars in 1980, 495 billion dollars in 2000 and 1260 billion dollars in 2015.
- Tourism is one of the greatest components of international trade of services. In addition, international tourism revenue in different destinations around the world has been 211 billion dollars in 2015 which has been gained through passenger-transport services to non-native residents. This has made the total export value of tourism to reach over 5.1 trillion dollars i.e. 4 billion dollars per day averagely.
- Presently, 7 percent of global exports of goods and services is allocated to international tourism. This figure has about 6 percent growth compared to the one in 2014, which reflects the faster growth of tourism in global trade over the past four years. In export ranking around the world, tourism is in the third rank after fuel and chemical materials and it is ranked higher than food and car products. In most developing countries, tourism is in the first rank in the export sector.

#### **Border bazzars and shopping tourists' satisfaction**

Now, on the borders of most developing countries, a considerable level of people's need is supplied through border exchanges (border bazzars). These exchanges, despite being informal and local, would improve the lives of residents in the border areas (Marateb, 2005: 2). Active border bazzars of the country are of two types: the first type includes bazzars formed under the authorization of the Ministry of

Commerce, like bazzars of Kermanshah and Kurdistan which have been established in the border areas for eliminating deprivation, jobs creation, and providing income for the related residents. Totally, there are 24 bazzars of this type in the country. The second type includes bazzars the licenses of which are issued on the basis of national security and discernment of National Security Council.

These types of bazzars are often established or disbanded by the vote of the above mentioned council (like Afghanistan border bazaar) and the number of them is unknown (Pahlavani & Ghaleno, 2008: 12). Accordingly, Javanrood Border bazaar is a first type of one and in the current situation, about 5,000 people have been directly or indirectly employed and a major part of the economy of the city is dependent on shopping tourists especially tourists from the neighboring provinces.

Undoubtedly, shopping is an integral part of the tourists' travels and can be determinant in choosing the destinations (Henderson et al., 2011). Shopping tourists are looking for the spaces in which they can do shopping more than anything else. Border bazzars, due to the variety of goods and low prices, have always been one of the most important destinations for tourists. Based on the model Timothy and Butler (1995) presented about the characteristics of shopping tourism, destinations In the border areas, the farther the tourists be away from the border, the less frequent they may visit the related destinations, instead they may spend more money (Timothy & Butler, 1995). Given the growth of this industry in recent years, concerning the efficiency of services and facilities as well as tourist satisfaction would be essential. One method for measuring the quality of the services and facilities available at any given tourism destination is to evaluate the attitudes of the related users towards those services. As the tourists' needs may be different regarding the services and facilities existing in tourism destinations, they can play an important role in assessing the effectiveness of the available services (Rodriguez et al, 2006: 667).

With respect to different tastes and expectations of the tourists, their satisfaction levels from the available services would also be different. But what seems to be important is accessing to information on the extent of the destinations' compatibility with the tourists' needs so as to reinforce their satisfaction by true and effective planning.

According to what discussed above, this paper investigates the different dimensions of the related issue using conceptual model.



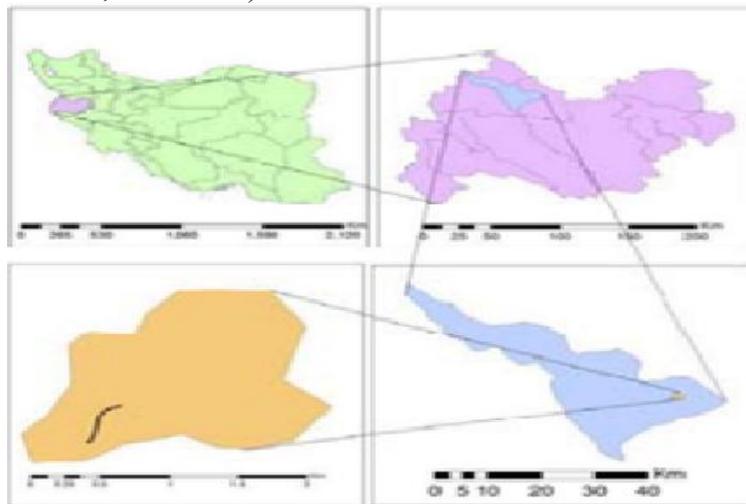
Diagram 1: conceptual Model: Authors

### **The area of study**

Awramanat region is located in the northwest of Kermanshah province having about 190 km common border with Iraq. Based on administrative-political division, his area includes four counties of Javanrood, Paveh, Rawansar and Salas-e - Babajani. Awramanat has five active border bazzars the most important of which, in terms of tourist attraction, is located in Javanrood city.; Some of the capabilities include favorable climate, Quri Ghale water cave, Javanrood border bazaar, natural and ecotourism resources (Mirzaei, 2010: 18).

one Of the most important tourism destinations are respectively Quri Ghale cave, Rawansar fountain, Javanrood border bazaar, Darian dam and Bell waterfall, Holi stream Kavat cave, Rizeh spring, Veis- al - qarani monument and Baba Heyran (Pahkideh, 2013: 24& Pahkideh, 2014: 45). The city of Javanrood has been the main focus of Owramanat tourists during the recent years. These tourists enter the city with the purpose of shopping. By the end of 2016, the population of the city has been over 71235 people covering an area of 792 km<sup>2</sup>. It is 83 km far away from the center of the province and has over 11 common border with neighboring country i.e. Iraq (Political Divisions Office of Kermanshah Province, 2015; the Statistical Center of Iran, 2011).

The county of Javnrood is located at 46° 28' latitude and 34° 48' longitude with altitude of 1280 m. Javanrood is located in Kermanshah province, 79km away from the center of the province. It borders Paveh County from north, Dalahoo County from south, Rawansar County from east, Salas-o-Babajani County from southwest and the country of Iraq from west. The population of Javanrood County is over 80,000 people 80% of which are living in Javanrood City and the rest are living in subordinating villages..Javanrood has two Cantons, namely Markazi and and Kelashi and also 54 villages (Qader Marzi, 2015: 116).



Picture 1: Geographical Location of the Studied Region (Jamini et al, 2010: 187)

### **Methodology**

Based on the components of the research, it is an applied research and is also descriptive-analytic in terms of nature and method. The research instrument includes questionnaires and the statistical population includes shopping tourists visiting Javanrood border bazaar in spring of 2016. As there is no accurate number of the respective tourists in that time, targeted sampling method from the available samples has been employed. In order that the results of the study can be generalized more and more, in other words, for time to be sampled too, in different months of spring, the tourists were sampled in three intervals as given in table..... for more accuracy, we also tried to do sampling in accordance to the peaks of the tourists so that the highest number of samples refers to the first month and the lowest refers to

the third one. Finally, the number of 400 shopping tourists visiting Javanrood border bazaar were interviewed. After data collection and data analysis using Spss software, one sample T-test, post hoc LSD and one-way variance analysis were also used.

**Table 2: Numbers of Interviews in spring resulting from the sample of study**

Month week	march	April	may
first week	People 70	People 30	People 20
second week	People 70	People 30	People 20
third week	People 30	People 30	People 20
forth week	People 30	People 30	People 20

## Findings

### Personal characteristics of the tourists under study

Many tourists in different spectactors, from inside and outside of Kermanshah province, have visited Javanrood. The larger traffic jams over previous years can be indicative of the development of tourism in the region. The fact is that tourism as a tangible reality can be a start option for further development of the region and a reason for the return of life expectancy among young individuals. Table 3 shows frequency distribution of personal variables of the tourists under study.

**Table 3: Frequency Distribution of Personal Variables of Tourists under Study**

Variables	Items	Frequency	Relative Percentage
Age	Less than 30	85	21.3
	31- 40	119	29.7
	41-50	107	26.7
	51-60	59	14.7
	More than 60	30	7.6
Gender	Man	224	56
	Woman	176	44
Location of Accommodation	City	302	75.5
	Village	98	24.5
Marital Status	Single	113	28.2
	Married	287	71.7
Literacy Status	Elementary	32	1.2
	Diploma	47	11.7
	Associates	83	20.5
	Bachelor	156	39
	MA and Phd	81	15.2
Monthly Family Income (Rials)	8000000 4000000	57	14.2
	12000000 8000000	123	30.7
	16000000 12000000	136	34
	16000000 more than	84	21

The findings related to the individual characteristics of the tourists indicated that their mean age was 37.5 years and the highest frequency (29.7%) was in the age range of 37-40 years old. Also, most of the studied people were male, married and living in urban areas.

Respondents were classified into five groups in terms of the education level and the highest frequency related to those having Bachelor's degree. Respondents were also divided into four groups in terms of monthly household income with the highest frequency related to individuals whose average monthly household income was 12 million to 16 million Rials.

#### **General information and the facilities of the tourists under study**

Tourists visiting a city acquire tourism information of it from different sources and use different vehicles to enter the city. They have special incentives to visit the city and use certain locations to accommodate. Table 4 shows the general Information and the facilities of the tourists under study.

**Table 4: General Information, Facilities and Features of Tourists under Study**

Items	Groups	Numbers	Percentage	Priority
Source of Tourist Information Obtain	Friends and Relatives	345	86.2	1
	Mass Media	35	8.7	2
	Accidental and sudden	20	5	3
Type of Vehicles for Travel	Private	295	73.7	1
	Public	105	26.2	2
The Most Important Motivation for Travel to the County	Shopping from Borderland Bazaar	178	44.5	1
	Shopping from Bazaar and Enjoying of Environment	119	29.7	2
	Shopping from Bazaar and Visiting of Relatives	103	25.7	3
	Schools	163	40.7	1
Location of Accommodation	Visting of Friends and Relatives	118	29.5	2
	Hostels	74	18.5	3
	Tents	45	11.2	4
	Number of Visits from the County	1 - 2 times	135	33.7
	3 - 4 times	232	58	1
	More than 4 times	33	8.2	3
Duration of Accommodation in the County	1 - 3 days	234	58.5	1
	3 - 5 days	43	10.7	4
	5 - 7 days	69	17.2	2
	More than a week	54	13.5	3

The findings in table (4) shows that most of the tourists have acquired the necessary information about the tourist attractions of the city from their friends and acquaintances and only 14% of respondents gained tourism information through mass media. Most of the tourists travelled by their private car to Javanrood. Also, shopping was the motivation of 44.5% of respondents in visiting the city and the motivations of 29% were both shopping and enjoying natural landscapes. In terms of accommodation, findings also show that most of the tourists (40.7%) housed in schools.

This highlights the importance of schools in accommodation of spring tourists. According to data acquired from Department of Cultural Heritage, Handicrafts and Tourism Industry of Javanrood, the majority of the tourists have accommodated in a number of 10 full-equipped schools and some hostels of different governmental offices and institutes. Others have stayed in their friends or relatives' homes and some have rented people's private houses or accommodated in the tents. Most of the related tourists have (58%) have visited the city three to four times for more than 1 to 3 days.

**The rate of tourists' satisfaction**

To measure the satisfaction of the tourists under study, there were considered nine items using Likert scale (very little: 1, little: 2, medium: 3; high: 4; and very high: 5). Also in all the indices of the study, cut-off point 3 has been used for comparing the resulted average scores. If the average scores in the variables of the study are above 3, it means that the satisfaction with the related indices under questions is at desirable level. On the contrary, the average scores below 3 stand for undesirable satisfaction and need to be improved. Accordingly, in table 5, one sample T-test about the satisfaction of shopping tourists visiting Javanrood border bazaar has been shown in relation to the indices under question.

**Table 5: one sample T test about the rate of satisfaction of tourists from asked indices**

items	Mean	Standard Deviation	T	Degree of Freedom	Meaningful level
satisfaction of behavior and treatment of citizens	4.17	0.98	23.96	399	0.001
satisfaction of police functions	3.94	1.06	17.64	399	0.001
satisfaction of parking statues	3.71	1.16	12.20	399	0.001
satisfaction of tourist environmental quality	3.47	1.05	6.94	399	0.001
satisfaction of behavior and treatment of sellers	3.35	1.01	5.29	399	0.001
satisfaction of road safety and road security	3.33	0.98	4.99	399	0.001
satisfaction of accommodation	3.3	1.12	2.10	399	0.037
satisfaction of foodstuff places conditions	3.04	1.08	0.63	399	0.526
satisfaction of road condition and road quality	2.97	1.03	45.0-	399	0.653
general satisfaction	3.46	0.81	11.25	399	0.001

The average tourists' satisfaction rate was 3.46 with standard deviation of 0.81 having significant difference with resulted average in the case of total satisfaction index (above 3). Hence, as shown in table (3), the majority of tourists have relatively high satisfaction with their visiting. The highest and lowest levels of satisfaction refer

respectively to the behaviors of citizens towards them and quality of the roads. Only in the variable of satisfaction with food serving places and the quality of roads, the significance level is not statistically significant; however, in the case of other under question variables, the significance level is statistically significant.

**Willingness for revisiting Javanrood**

Revisiting a place or a city depends on several factors. A collection of cultural, security, economic and social factors is determinant in the frequency of visiting. In other words, the more satisfaction the tourists have with one place, the more likely they revisit there. Table 6 shows the tourists’ willingness rate for revisiting Javanrood.

**Table 6: Willingness of Revisiting of Tourists under Study**

Willingness of Revisiting	Frequency	Percentage
very Low	28	7
Low	56	14
Medium	88	22
High	136	34
Very High	92	23

The findings in table (5) show that the majority of the tourists under study (57%) have willingness to revisit Javanrood. In addition, 22% has chosen the medium option, and only 21% responded low and very low options. On the whole, it can be claimed that the satisfaction level of 79% of tourists has been medium to high. This satisfaction level will reinforce their willingness to revisit the related border bazaar.

**Satisfaction of tourists on the basis of place of accommodation and the kind of transportation system**

In many small towns, access to a variety of transportation systems is not possible. This limitation together with the advantages of traveling by private car has always been a great motivation to use the private car. Table (7) compares the average satisfactions of tourists on the basis of place of accommodation and the kind of transportation system.

**Table 7: the Compares of the Average Satisfaction of Tourism in terms of Location of accommodation and the kind of Vehicles**

Variables	Comparable Levels and Number of Each People in Level	Average Satisfaction of Tourism	T	Meaningful level
place of accommodation	Urban (302)	3.36	-2.28	0.023
	Rural (98)	4.54		
the kind of transportation system	Private (205)	3.65	3.22	0.001
	Public (105)	3.12		

As shown in table (6), there is a significant statistic difference between the satisfaction level of tourism with place of accommodation

and the kind of transportation system. The average satisfaction of tourists showed that the average rural resident group is higher than the urban one. Also, people traveling by private vehicles have been more satisfied than those using public transportation. In addition, the motivation of travelling and convenient facilities may have considerable effect on the tourists' satisfaction. In table (8) compares the average satisfaction of tourism in terms of travel motivation and accommodation place.

**Table 8: Compares the Average Satisfaction of Tourism in terms of Travel Motivation and Accommodation Place**

Variables	Comparable Levels and Number of Each People in Level	Average Satisfaction of Tourism	Meaningful level
Travel Motivation	Shopping From Border Land Bazaar (178)	3.65	0.001
	Shopping from Bazaar and enjoying natural landscapes (119)	3.32	
	Shopping from Bazaar and Visiting of Friends and Relatives (103)	3.41	
Accommodation	Schools (163)	3.27	0.001
	Visiting Friends and Relatives (118)	3.55	
	Travel Tents (47)	3.10	
	Hostels (49)	3.38	

The results of one-way variance analysis showed that there is a statistically significant difference between satisfaction level and travel motivation. Also, the results of post hoc LSD test showed that there is a significant difference between the satisfaction level of those visiting bazaar with mere motivation of shopping and those, besides shopping, have other motivations like enjoying natural landscapes and visiting friends or relatives. Again, there was significant difference between the satisfaction level of those with motivation of shopping together with enjoying natural landscapes and those with motivation of shopping together with visiting friends or relatives.

The results of one-way variance analysis also showed that there is a statistically significant difference between satisfaction level and place of accommodation. The results of post hoc LSD test showed that there is a significant difference between the satisfaction level of those accommodating in their friends or relatives' homes and those accommodating in schools, hostels and tents. Again, there was significant difference between the satisfaction level of those accommodating in their own tents and those accommodating in hostels. Finally, the results of post hoc LSD test showed that there is a significant difference between the satisfaction level of those accommodating in schools and those accommodating in hostels.

### **Conclusion**

Nowadays, the border bazzars play an important role in attracting tourists and consequently attracting financial benefits, creating jobs and it can also affects the population density. Studying the tourists' destinations around the world suggests a huge investment in this industry. Development of this industry (especially in the recent years) has caused tourism to be regarded a key factor in the development of socio-economic development of many cities. Creation of jobs, infrastructure developments, the concentration of population and income distribution in small and medium cities are among the positive outcomes of this industry. Accordingly, the County of Javanrood with its border bazaar is regarded as one of the tourist attractant areas in Iran. Investment in the shopping tourism sector through the border bazaar and consequently job creation would reinforce shopping tourism in this city and has made it exit the economic isolation. It is, therefore, necessary to attention the components affecting the tourists' satisfaction and mind their priorities so as to pave the way for development tourism in this area. With respect to the following results, it is essential that managers and planners develop tourism in the area by taking measures to reduce the related barriers and create tourism infrastructures and facilities. The results and guidelines of the study are as follows:

1. For the majority of the tourists under study, the source of acquiring necessary information about tourist attractions of Javanrood was friends and acquaintances (86.2%) and only about 9% acquired information from public media. this is important from two perspectives: first, one of the most important instruments for introducing the related bazaar was the shopping tourists already satisfied with visiting it. Second, due to the weak role of public media, it is essential that the related bazaar be publicized through extensive advertisements, establishing tourism exhibitions etc.
2. Monthly household income has a significant and positive impact on the satisfaction of tourism. So, providing specific facilities for households such as travel cards in spring and summer vacations would be useful and effective to increase their satisfaction.
3. The most important motivations for tourists visiting the related bazaar are respectively as follows: a) shopping b) shopping together

with enjoying nature and c) Shopping together with visiting friends or relatives. Most of the tourists (178 people) have just visited for the purpose of shopping.

4. Tourists' satisfaction with, the situation and the quality of roads quality is in the lowest rate (2.97%). Therefore, the development of tourism infrastructure, creation and modification of communication roads would influence affect the tourist attraction highly. This in more important in Awramanat region and most especially in the case of Javanrood as one of the most important tourist attraction centers in Kermanshah province.

5. Average satisfaction of tourists with accommodation centers is 3.14%, indicating unfavorable conditions of accommodation. Due to shortage of suitable hostels in the city, the majority of tourists ought to accommodate in schools, which is not possible at the time when schools are open. So, it is essential to raise the tourists' satisfaction through short term planning and allocating facilities for investment on constructing hotels and hostels. (In this relevance, as the city of Rawansar is in the way of the tourists travelling to Javanrood and also regarding its service functions as well as its vicinity to Javanrood (less than 20 km away), it is recommended to do investment on construction of hotels or hostels in Rawansar).

6. The average satisfaction of tourism in this study shows that there is a significant difference between the satisfaction levels regarding the different accommodation places. This significance difference between different groups is clear using the test of Scheffe. Average satisfaction of the people accommodating in hostels (3.83%) is higher than other groups, and the people accommodating in the tents had the lowest satisfaction.

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