Identifying and Explaining the Driving Factors Affecting Tourism Development with Future Studies Approach (Case Study of Anzali Trade-Industrial Free Zone)

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Abstract
Purpose: The purpose of the this research is to identify the most important drivers that influence the future development of the Anzali Free Zone tourism industry, so that unlike explanatory studies that predict only one specific future, it is possible to create several possible and probable futures and finally achieve the construction of a desirable and preferred future. In this regard, the current research with a descriptive-analytical method and an exploratory future research approach seeks to identify the most important drivers that influence the future development of the Anzali Free Zone tourism industry.
Method: At first using interviews with 20 experts which selected purposeful and 24 driving factors explored. Then, the effectiveness and dependency of each of them were determined using structural analysis method, the cross-impact matrix and MICMAC software.
Findings: The results of the study show that from the identified important variables, moving from the product economy toward experience economy, creative destruction, creating a complementary attraction with respect to the competitive advantages of the region, clarifying the process for leading tourism investments, attention to brand management of Anzali in trade part, using practical training for local people and businesses, use of private sector capacities in different forms and investment in health tourism have the most important role in the future development of the region. Also, the most dependent variables are investment in health tourism, moving from the product economy toward experience economy, attention to brand management of Anzali in trade part, using practical training for local people and businesses and management of handicraft.
Conclusion: The present study showed that the identification of the key elements that affect the sustainable development of tourism in Anzali Free Zone will play a vital role in the economic sustainability of the region in the long term and will ultimately increase the competitiveness of the destination against other destinations in the future, where all the stakeholders of the tourism development will benefit.

Keywords: Tourism Future, Tourism Planning, Future Studies, MICMAC Software, Structural Analysis

Introduction

since tourism industry is one of the most important aspects of economic development especially in the field of foreign exchange (UNWTO,2019) and annual income of more than one and half trillion dollars and is considered as the third largest industry in the world , planning for its development , especially in developing regions, is essential (Inskeep, 1991). Also optimal planning of tourism development to provide quality services for
all target markets tourism can be an effective element in the tourism system of the region (Jandaghi et al, 2020). For this reason, future studies for destination planning and policy making can be considered as an   effective tool for promotion of businesses and creating a clear and real vision of future tourism in the
destination and tourism development in terms of
economic is an alternative source for societies and increase foreign   exchange revenues (Nematpour   et   al,   2020).   Therefore, systematic analysis of the future for developing destination tourism by providing effective drivers in its transformation
 will help policy makers and decision makers in planning to create facilities and services nee ded for future tourists.
Future studies as a new approach is a process that can express desired development of tourism for the region and shows how the future of the Anzali Trade-Industrial Free Zone could be formed based on the current situation and a set of key forces. In this regard, the research questions are:
- What are the key drivers of tourism development in Anzali Trade-Industrial Free Zone?
- Which one of these factors affects the future development of tourism industry in the region?

Methodology

 The present study is an applied - applied research in terms of objective and with the approach of future studies and structural analysis. In this regard, the most important factors affecting the future development of tourism in the Anzali zone are identified and the extent and how each of these factors influence. Accordingly, at first, the key factors affecting the future state of tourism industry were collected by interviewing 20 experts and specialists in the field of tourism and aware of the area under study using Snowball method method to achieve theoretical saturation and the content of interviews were analyzed through Content analysis method and 24 factors were extracted. In the second step, by using a questionnaire, the paired comparison between these factors was done by 10 experts and the data were analyzed by using structural analysis and cross - effects analysis and in the software MICMAC was analyzed. So that the key drivers were identified in the future evolution of tourism in Anzali.
    The method of Structural analysis which is one of the methods of cross - effects analysis is used to analyze the relationships between variables in broad dimensions. In order to perform the Structural analysis of the factors, all of them are in a n * n matrix, which is 24 * 24 matrix and the effect of each other on the other is carried out. In this matrix, the zero as " no impact " , the number one as the " weak impact " , the number two means " the impact of the medium " , the number three is the " great impact " .

Results and discussion

At first and in order to answer the first question, after identifying key factors affecting the future of tourism development in anzali 's free zone by experts, in the next step , the mutual valuation between them was paid and by entering these paired comparisons in the software, the amount of influence of each factor on the other were identified.

Table 1 . Identification and rate of the effective drivers on future development of tourism in Anzali Trade-Industrial Free Zone

Dependence	Influence	Variable	Drivers
۶۴	۶۲	V1	Moving from the product economy to the service economy
۶۲	۵۹	V2	capabilities in the free zone villages The use of eco lodges
۵۹	۵۶	V3	Attention to region brand management in the field of commodity trade
۴۶	۶۳	V4	Using applied training for local people and businesses
۶۸	۶۲	V5	Attention to the capacity of commercial tourist market
۵۶	۵۰	V6	Use of Expertise in selecting zone organization managers
۵۹	۶۱	V7	Using private sector capacities in different forms
۶۲	۵۹	V8	Attention to land use in the development of tourist projects
۶۰	۶۳	V9	Creating complementary attractions according to the competitive advantages of the region
۶۰	۵۰	V10	Attention to creative destruction versus expansion of iterative projects in tourism
۶۰	۵۰	V11	Investing in health tourism
۶۰	۶۵	V12	Reproduction of intangible historical attractions such as handicraft
۶۳	۶۱	V13	Improving sea water quality and beaches
۵۵	۵۵	V14	Attention to the integrity of natural attractions such as beaches
۴۳	۴۷	V15	Development of adventure tourism based on sea activities
۵۱	۵۴	V16	Transparency of a process in leading tourist investments
۶۲	۵۵	V17	Attention to future and prospects instead of individualism in the free zone organization
۶۴	۶۲	V18	Attention to area tolerance capacity
۶۴	۶۵	V19	Use of agricultural tourism capacity
۶۰	۵۸	V20	Use of pilot plans
۵۶	۶۲	V21	Apply of variety in accommodation based on demand
۴۳	۵۶	V22	Creating centrality of food tourism from local food in the region
۴۸	۵۸	V23	Planning of handicraft
۶۱	۵۱	V24	forest capacity Use of Fatato

Based on the analytical results of this matrix and with regard to second question, the variables " attention to creative destruction versus development of repetitive projects in the field of tourism" and " moving from the product economy to the service economy (experience) " have the most influence on the development of tourism in the study area and the use of the capacity of Fatato forests has the least influence. Also, the variable " investment in health tourism" has the most dependency to other factors.

Conclusions

Based on the analysis of the findings and suggestions that are discussed in detail in relation to each driving force in the above mentioned section, we can briefly refer to them:

- Creating memorable experience for tourists by involving them in providing tourism products such as creation of fishing experience by tourists and cooking and serving them simultaneously that result in a memorable experience in tourists or planting, harvesting crops in the agricultural field to tourists.

- Establishment of innovative tourism facilities rather than following frequent approaches in the establishment of restaurants, resorts, coastal and forest recreation centers.

- The development of complementary attractions alongside each other based on various capacities of the free zone of anzali, such as locating recreational centers, handicraft shops, residences, health services, shopping centers, restaurants, restaurants and nets, etc .

- Benchmarking from successful free zones for tourism management, environmental and cultural management and enhancement of destination brand in the field of foreign goods and quality and exemption from taxes to restore the free zone of Anzali in this area and create requirements for the business of the business phase to supply high quality products to attract recreational and commercial tourists to this region.

- Developing and developing investment projects to entrepreneurs and investors and clarify the administrative and legal processes to accelerate the construction of tourism units and establish financial and non - financial incentive policies to attract domestic and foreign investors to the free zone.

- Holding practical and operational courses for local people and businesses in the region to provide tourism services. Because licensing and training certificates are not enough to provide entertainment services for businesses, and they have to practice how to socialize with international tourists because they are directly in contact with tourists.

- Promotion of private sector status and delegation of authority to tourism and hotel associations and private sectors related to tourism in construction and monitoring of tourism units in the region.

- Establishment of health tourism complexes in rural, coastal and forest areas of free zone to provide services to medical tourists who visit Iran from the Caspian sea littoral countries.

- The diversity of the types of resorts , especially eco - friendly settlements in the villages of the region, on the basis of cultural, historical and natural conditions, which in addition to creating genuine experiences for tourists, will result in exchange revenues, employment and revival of traditions and introducing local dishes to tourists.

- Organizing the handicraft sector and creating live tourism in this area as part of the free zone business phase along with the development of other tourist attractions in the region.

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