

INVESTIGATION OF THE EFFECT OF DIMENSIONS OF RELATIONSHIP MARKETING ON THE LOYALTY OF TOURISTS IN THE FRAMEWORK OF "NDUBISI" MODEL (CASE STUDY: THE SELECTED HOTELS OF MAZANDARAN PROVINCE)

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ABSTRACT

Tourism industry is considered as the biggest and most diverse industry in the world. Many countries have selected this dynamic industry as their main resource of income, job-generating, growth of private sector and development of underlying structure. The relationship-centered marketing by discovering of customer's needs, can lead to their loyalty and decrease of company's expenses. The researches have shown that the expense of delivering of services to a loyal customer is very lower than the expense of absorbance and delivering of services to new customers. This research based on the practical aim and the point of view of data collection, is a description of survey type. From the point of view of data analysis, is considered as the kind of correlation and the constructive equations. For this purpose, based on the occasional sampling, a sample equals to 405 people were selected and by using of 26 questions questionnaire information was collected and the obtained results, show the dimensions of relationship marketing based on Ndubisi model has a meaningful effect on the tourists loyalty in the selected hotels in Mazandaran province and it's forming elements, based on the intensity of effect and importance are respectively: "Trust", "Commitment", "Communications" and "Conflict Handling".

KEYWORDS: Loyalty of customer, Ndubisi model, Relationship Marketing, Tourism industry.

INTRODUCTION

Tourism is a combinational activity and needs to cooperation of different and multiple sectors of society and at the same level has wide effect too. Thus in each stage needs to planning and integration (Heidarzadeh, 2006). Planning as a scientific tool helps to the responsible of tourism industry that in a systematic, continuous and scientific process, specify the best path and solution of development of tourism in and area and put this solution in the path of development of other economical sections (Ranjbarian, 2011). Marketing is a process that makes balance between the abilities of company and needs of customers. Marketing is about having the plans and promotions and thousands of other things that be effective in of the people to buy a product (Alvadari, 2005). The marketers are seeking some methods to make loyal customers for themselves through it. That it causes decrease of marketing and operational expenses and increase of profiting (Caruana, 2002).

PROBLEM STATING

Twenty – first century, is a period of using of the valuable commercial opportunity in service sections specially tourism. The financial circulating of world tourism industry in this period will go beyond the industry section and during some future years, it will reach to at least 2 trillion dollars. In this process, reaching of countries that have wide attractions of tourism, to one percent of value of financial circulation of this industry, will make an income of about 20 milliard dollar that for economies like Iran's economy, this number is considerable and can affect all economical activities. Although for reaching to such obtainable income, the conclusive planning and proper investing in the hardware and software fields of this industry should be done (chuck, y .Gi, 2003). In each organization, either manufactural or service, the most important element for keeping and surviving of organization are "customers". if organization can by attracting of customers' satisfaction for making loyalty in them, be succeeded, can provide the field of long growth and surviving of themselves that this work is possible by studding and planning of management and its introduction is also complete knowing of customer's wanting. (Kumar, 2004). Customer's loyalty in today's comparative world will lead to the success of companies. the loyal customer tend to buying and spending more time and money and for this reason, the companies try that in the form of programs of loyalty – making, keep the customer close to themselves. (hjalte and Larsson, 2004).

IMPORTANCE AND NECESSITY OF DOING OF RESEARCH

We live in a society that the demands for products are increasing relative to the past and no company is able to continue the life without customer's satisfaction, (Gould, 1995). In addition this fact exists too that the expectations of customers have strongly increased and the companies should not again think only about removing the elementary and basic needs of customers that should act beyond it and put the main focus based on the mutual profit and long relationships (Omalley, L, 2000)

In many countries, today, the tourism is computed as the main power of economic progress and growth of country and by providing of soluble opportunity, diversifies the local economy, causes preoccupation – generating, makes income and causes the increase of the value of resources entered to the local environment. This development of tourism is the first choice in the field of development of each area (Zimen, 2008). The loyalty of customers has some profit. Among them, the company can gain more income and/or the customers who are familiar with the product, will transfer their satisfaction to other friends too and also makes the consumer to be able to do their buying through the other channels like Internet and this matter causes the decrease of expenses and will increase the consumption of products (Dufty, 2003).

Mazandaran province is one of the area having the many natural, geographical, historical tourism attractions and has desirable capacities for attracting of inner and outer tourists; if you take a trip to Mazandaran through each road, at the beginning of entering to this province, the greenness and happiness and movement of clean waters of springs and waterfalls along with the unique and beautiful mountain places pay to attracting of tourists. It is clear that proper using of the tourism capacities of province needs to careful studying, investigating and planning.

Knowing of the players and the elements affective on different markets in tourism industry puts unique opportunities in commercial areas in front of the activists of this industry; on one hand, investigating of the elements affective on customer's attraction, for profit organizations especially service ones – like hotels that are delivering that resistance and welfare services to the tourists in inner and international areas – is computed very important and basic and is a viable matter and deniable necessity; on the other hand, we often ignore the attention and knowing of this basic and main point that mainly delivering of all services, is for customer's satisfaction and loyalty, and each factor that leads to its increase, can lead to more profiting in this industry. So, paying to the topic of elements affecting on customer's loyalty can be a solution for managers, investors, marketers and students of courses associated with the tourism area.

The main aim of this research is answering to this question that: “does the relationship marketing dimensions based on Ndubisi model have the meaningful effect on the customers loyalty in selected hotels in Mazandaran province?” and it is divided to the secondary questions as follows:

- 1- Does the “communication” have the meaningful effect on the tourists loyalty in selected hotels in Mazandaran province?”
- 2- Does the “Commitment” have the meaningful effect on the tourist's loyalty in selected hotels in Mazandaran province?”
- 3- Does the “Trust” have the meaningful effect on the tourist's loyalty in selected hotels in Mazandaran province?”
- 4- Does the “Conflict handling” have the meaningful effect on the tourist's loyalty in selected hotels in Mazandaran province?”

CONCEPTUAL MODEL OF RESEARCH

Each conceptual model is a base for doing of studying and researching that determines the given variables and the relationship among them. in other words, it can be said that in an ideal form, the conceptual model or as the same as the mental map and analytical instruments, is a strategy for starting and doing of research, so that it is expected that during doing of researching of variables, the relationships and interactions among them are investigated and tested and if necessary, some regulations have been done in them and some factors are deducted from or added to them too.

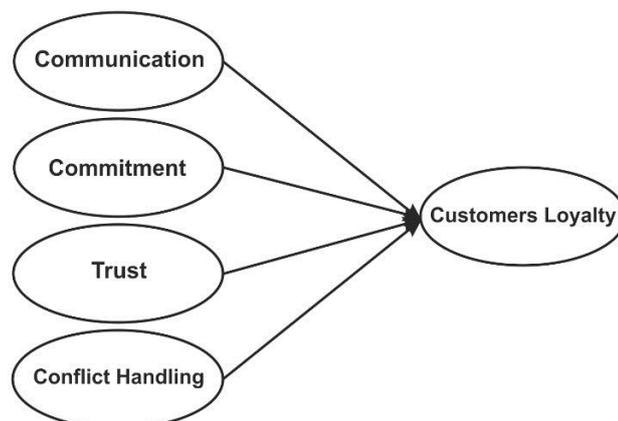


Fig. 1. Conceptual mode (Ndubisi, 2005)

THEORETICAL BASIS OF RESEARCH

Tourism

Generally tourism is considered for recreational tripe and a person who goes out from his/her work or life environment as every tripe type is tourist. Most tourists are more interested to climate, culture (traditions) and nature of their destination more than everything (Nobakht, 2008).

marketing is a soluble activity and a way concentrating on the result of practices related to the attractions of more consumers for buying of your product in more times, so that your company gains more money (Zimen, 2008).

Relationship marketing

Relationship marketing in addition of ability in understanding of customers' needs, helps to the increase of market's share, profiting and decrease of expenses. The researches have shown that the expense of delivering of services to a loyal customer is five to six times lower than the expense of attraction o a new customer. (Ndubisi and Wash, 2005).

Gomson (1993) knows the relationship marketing useful when the management of interaction, relationship and networks becomes a basic topic. Relationship marketing makes a relationship with the target customers and keeps and enhances this relationship that through this way, the goals of parties be met.

Beri (1983) knows the relationship marketing as the strategy of attraction, keeping and enhancement of relationship with customers.

Rap and Kalinz (1990) have reasoned such that the goals of relationship marketing is marking and keeping of continuous relationship between economical unit and its customers, so that it be profitable for each two parties of this relationship. Bloomquist *et.al* (1993) has suggested the following main features for relationship – centered marketing:

- Each customer is considered as a person or unit distinct of the total.
- The activities of company mainly are directed toward the available target customers.
- This type of marketing is based on the interactions and discussion.
- Economical unit tries to achieve the profiting through decrease of circulating of customer's exchange and enhancement of relationship with customer.

Dimensions of relationship marketing

Trust: Trust in some of researches has been presented as one of the important bases of making a relationship in relationship marketing. Moorman *et.al* (1993) defines the trust as: Tendency to relying on an exchange partner that you have trust to him / her.

Commitment: commitment is one of the important variables for understanding of marketing power and a useful tool for measuring of probability of customer's loyalty and predicting of future buying of customers.

The commitment is defined as permanent tendency for keeping the valuable relationship too (Moorman *et al*, 1992).

Communications: the purpose of communication is the ability of delivering of true and on time information. Informing to an unsatisfied customer says what work is done for removing of the causes of his/her dissatisfaction. (Heidarzadeh, 2006)

Conflict Handling: conflict Handling implies to the ability of deliverer in minimizing of negative results of potential or dynamic conflicts. Removing of the conflict is ability of deliverer for avoiding of potential conflicts, settling of on – action conflicts before their being problem making and finding a solution, when a problem arises (Aydin, 2005).

Customer's loyalty

Loyalty is made when the strong customers feel the given organization removes their need in the best way. So, for realizing of this matter, they should move toward making the loyalty program as a driving motor of loyalty. Ofcourse, the aim of making loyalty program will be making winner / winner position for customers and company. The company attracts the customer's satisfaction to be able to attract their loyalty toward their products (Scoft, 2003).

Research literature

- Tabatabaieenasab (2013) in their article by the topic": (Investigating of the obstacles and limitations of establishing of relationship marketing in tourism industry by using of the fuzzy multi–criteria decision making technique) have presented that: this research from the point of view of aim, is practical and for collecting of information, has used the interview with the experts and questionnaire. The results obtained from the investigation of the theoretical basis, have introduced five personal, organizational, managerial, motivational and structural elements as the main obstacles of relationship marketing. After identifying of the factors, by using of fuzzy topsis technique and based on the view obtained from the experts of tourism industry of Yazd province, the mentioned obstacles were classified. The obtained results show the motivational obstacles have the most importance and the organizational, personal, structural and managerial obstacles are in the next ranks.

- Ranjbarian, Barari (2009) in a research by the topic of: (relationship marketing, an approach for improving of customer's satisfaction) have stated that: this article is a descriptive study that has been proceeded by the method of correlation from the type of multi – variables regression and it's statistical population is 160 people of the customers of Saman bank in Isfahan city. The means of data collection was questionnaire and the data have been analyzed by the method of regression. The results of this research show that in the order of priority, the competency (0.253), communication (0.204), confidence (0.136) and conflict handling (0.095) have relationship with customer's satisfaction from the services of Saman bank.

MATERIALS AND METHODS

RESEARCH METHOD, STATISTICAL POPULATION AND SAMPLE

The type of research in this survey, is a descriptive research from the measuring type; and based on the purpose, it can be put in the practical group; because it's aim is determination of the level of affecting of dimension of relationship marketing based on Ndubisi model on the tourists loyalty.

The volume of statistical population in this research is limited and composed of 405 people of customers of selected hotels in Mazandaran province. In this research, for sample selection, the simple random sampling has been used in a systematic method. The required volume of sample by using of "Cochran" formula for research, is composed of 385 people. Numbers of 540 questionnaires were distributed among the members of the statistical population and finally 405 complete and usable questionnaires were extracted that the analysis on the information of these questionnaires was done.

Measuring tools (usable in this research)

In this research, for designing of questionnaire, the scientific resources and associated research articles that in the research literature also, some of them have been implied, and used. The questions of relationship marketing & tourists loyalty were extracted and then for doing of this research have been corrected and proposed; and have been used for investigating of the validity of model and the fields of research. Questions of questionnaire: this section of questionnaire includes of 2 parts:

A) General questions: general information and population knowing about the respondents including of 5 questions (sex, marital status, education degree and history of tourism)

B) Professional questionnaires: the first section is the questions related to the relationship marketing dimensions (20 questions) and the second part is the questions associated to the investigation of the tourists loyalty (6 questions) that totally involve of 26 questions.

Reliability of questionnaire

For determination of reliability of questionnaire by using of the software of SPSS 21, Cronbach’s Alpha was used; its value for total value is .936 and for each one of the elements is also more than 0.7, so it can be claimed that the used questionnaire has the acceptable reliability.

Table 1. Result of Cronbach Alpha test

0/936	All questions	0/825	Tourists Loyalty	0/889	Relationship Marketing
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Validity (ability of validation) of questionnaire

For admitting of the validity of questionnaire by using of software LISREL version 8.8, the technique of admitting factorial analysis that its results have been the indicative of being proper of factorial loads of all questions related to the variables of questionnaire. For more assurance of the validity of measuring tools, interview and consulting with marketing professors and also asking the views of experts (the experts of general office of tourism of Mazandaran province, the expert of tourism management course and the managers of hotels) have been used.

Method of data analysis

In this research, for analysis of data obtained from samples, the methods of inferential statistics have been used; that after data collection and investigation of the variables by using of analytical statistics and structural equations and by using of the softwares of SPSS version 21 and LISREL version 8.8, data analysis and associated testing have been proceeded.

Tests and their results

1. Cronbach’s Alpha test for determination of reliability of research questionnaire

As it was implied in the table number 1, by attention to the number achieved from this test that for all independent and dependent variables is higher than the meaningfulness value – equals to 0.7 - , the choices of questionnaire have the proper reliability.

2. Kolmogorov-Smirnov test for determination of being normal or abnormal of data

In data analysis, by using of this test, it is specified that sig achieved of the test of data has been more than the meaningfulness – equals to 0.5 – and in the statistical population has the normal distribution.

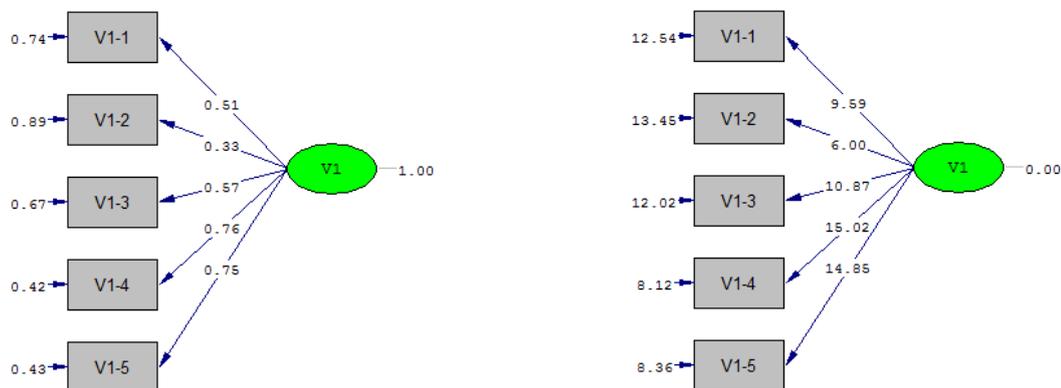
Table 2. Result of kolmogorov–smirnov test

One-Sample Kolmogorov-Smirnov Test		
	Relationship Marketing	Tourists Loyalty
N	405	405
Kolmogorov-Smirnov Z	2.102	1.380
Asymp. Sig. (2-tailed)	.074	.060
a. Test distribution is Normal.		
b. Calculated from data.		

3. Technique of admitting factorial analysis for measuring of the degree of validity of the choices of variables

After doing of this test and the outputs achieved by software LISREL in two states of standard estimation and meaningfulness coefficient of T – Value, because in the first state, the factorial load of the choices of all variables has been more than 0.3 and in the state of the meaningfulness the factorial load of choices has been out of the limit of 1.96 – 1.96: it was concluded that the validity of the choices of questionnaire is in a desirable range.

3-1. Technique of admitting factorial analysis for “Communications”

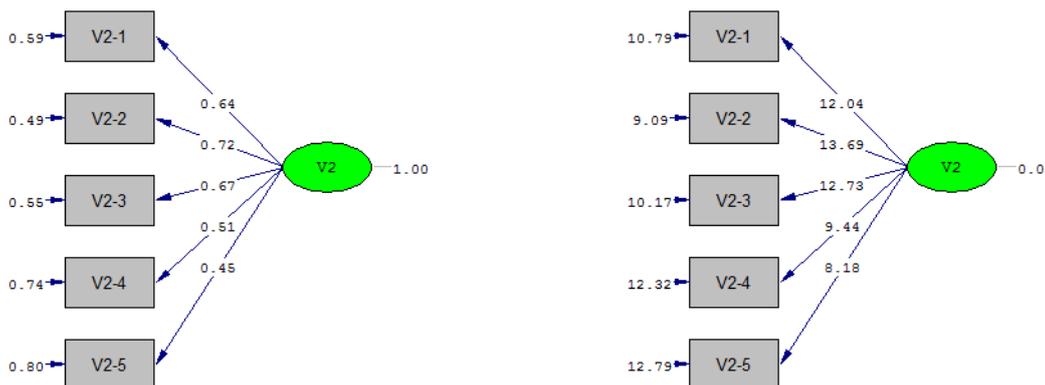


Chi-Square=94.63, df=45, P-value=0.00000, RMSEA=0.065 Chi-Square=94.63, df=45, P-value=0.00000, RMSEA=0.065

Figure 2. Correlation of questions with variables

As it is seen $\chi^2/df = 2.10$ and $RMSEA = 0.065$ that both are in a desirable level; in one hand, in the standard estimation state (left figure) the factorial loads of all choices related to the factors larger than 0.3 and in the state of meaningfulness coefficients of T-Values (right figure), the factorial loads of the choices related to the variables are out of the limit of 1.96 – 1.96 that it is indicative of the proper correlation of the choices with the variables.

3-2. Technique of admitting factorial analysis for “Commitment”

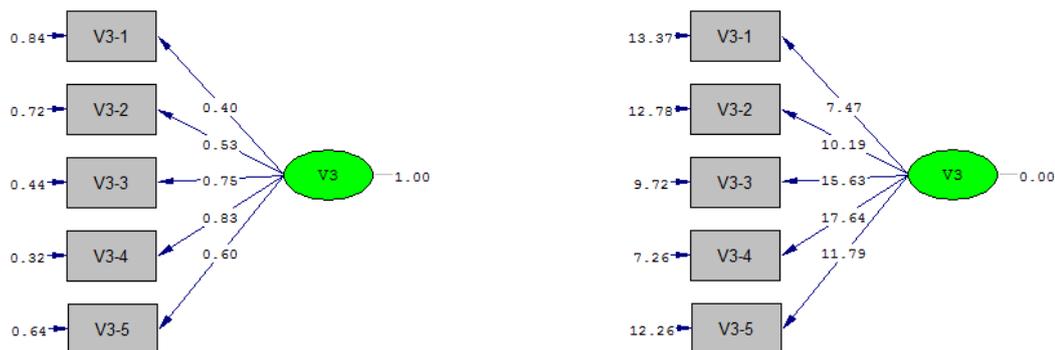


Chi-Square=51.67, df=25, P-value=0.00000, RMSEA=0.055 Chi-Square=51.67, df=25, P-value=0.00000, RMSEA=0.055

Figure 3. Correlation of Commitment questions with variables

As it is seen $\chi^2/df = 2.07$ and $RMSEA = 0.055$ that both are in a desirable level; in one hand, in the standard estimation state (left figure) the factorial loads of all choices related to the factors larger than 0.3 and in the state of meaningfulness coefficients of T-Values (right figure), the factorial loads of the choices related to the variables are out of the limit of 1.96 – 1.96 that it is indicative of the proper correlation of the choices with the variables.

3-3. Technique of admitting factorial analysis for “Trust”

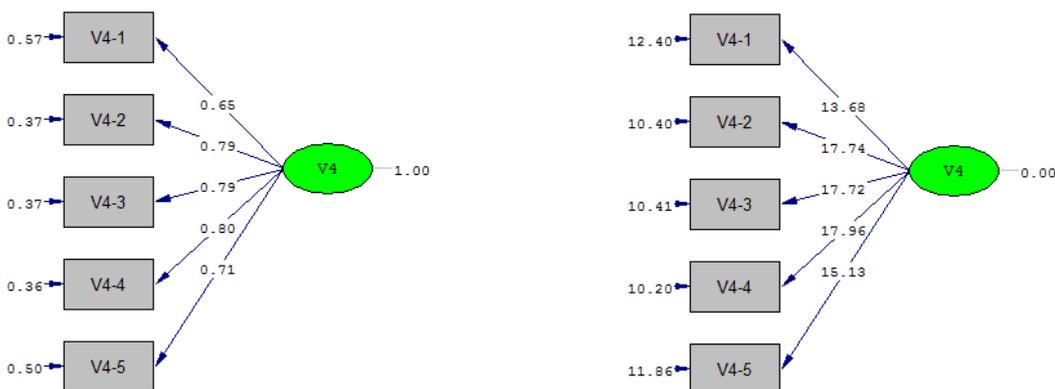


Chi-Square=88.82, df=49, P-value=0.00000, RMSEA=0.051 Chi-Square=88.82, df=49, P-value=0.00000, RMSEA=0.051

Figure 4. Correlation of Trust questions with variables

As it is seen $\chi^2/df=1.81$ and $RMSEA=0.051$ that both are in a desirable level; in one hand, in the standard estimation state (left figure) the factorial loads of all choices related to the factors larger than 0.3 and in the state of meaningfulness coefficients of T-Values (right figure), the factorial loads of the choices related to the variables are out of the limit of 1.96 – 1.96 that it is indicative of the proper correlation of the choices with the variables.

3-4. Technique of admitting factorial analysis for “Conflict handling”

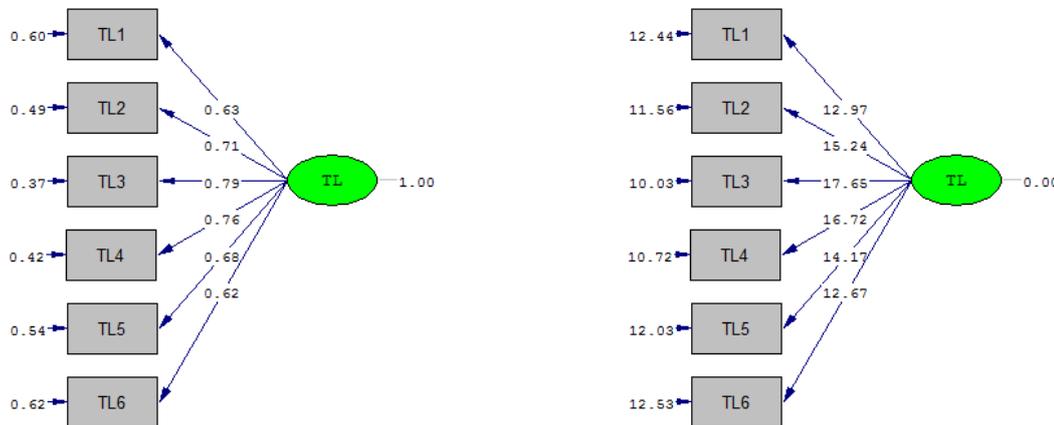


Chi-Square=41.66, df=23, P-value=0.00000, RMSEA=0.075 Chi-Square=41.66, df=23, P-value=0.00000, RMSEA=0.075

Figure 5. Correlation of Conflict handling questions with variables

As it is seen $\chi^2/df=1.81$ and $RMSEA=0.075$ that both are in a desirable level; in one hand, in the standard estimation state (left figure) the factorial loads of all choices related to the factors larger than 0.3 and in the state of meaningfulness coefficients of T-Values (right figure), the factorial loads of the choices related to the variables are out of the limit of 1.96 – 1.96 that it is indicative of the proper correlation of the choices with the variables.

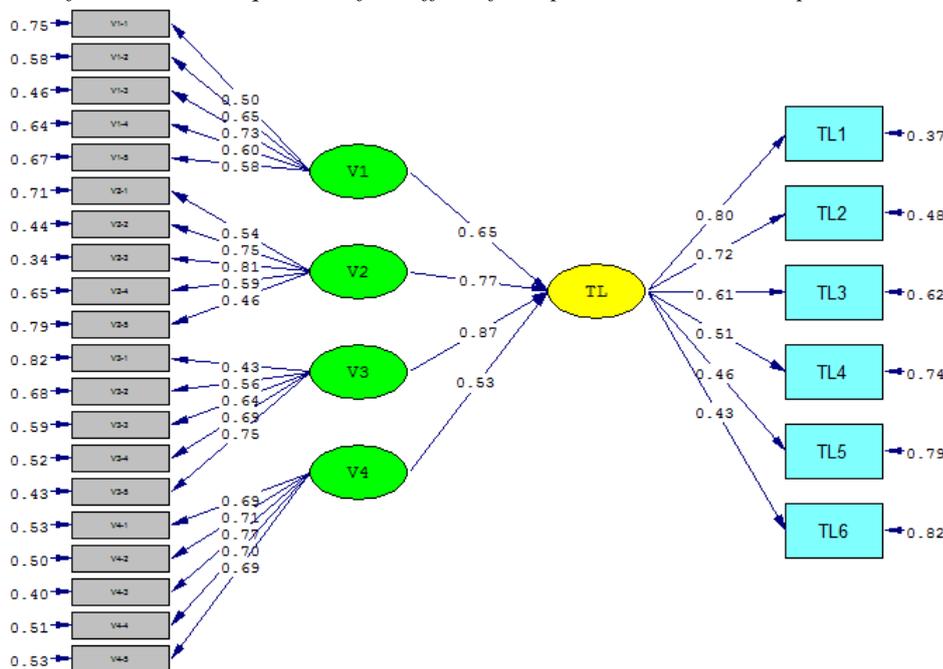
3-5. Technique of admitting factorial analysis for “Tourists loyalty”



Chi-Square=77.60, df=39, P-value=0.00000, RMSEA=0.040 Chi-Square=77.60, df=39, P-value=0.00000, RMSEA=0.040

Figure 6. Correlation of Tourists loyalty questions with variables

Figure 8. Model of the structural equations of the effect of independent variable on dependent in T-Values mode



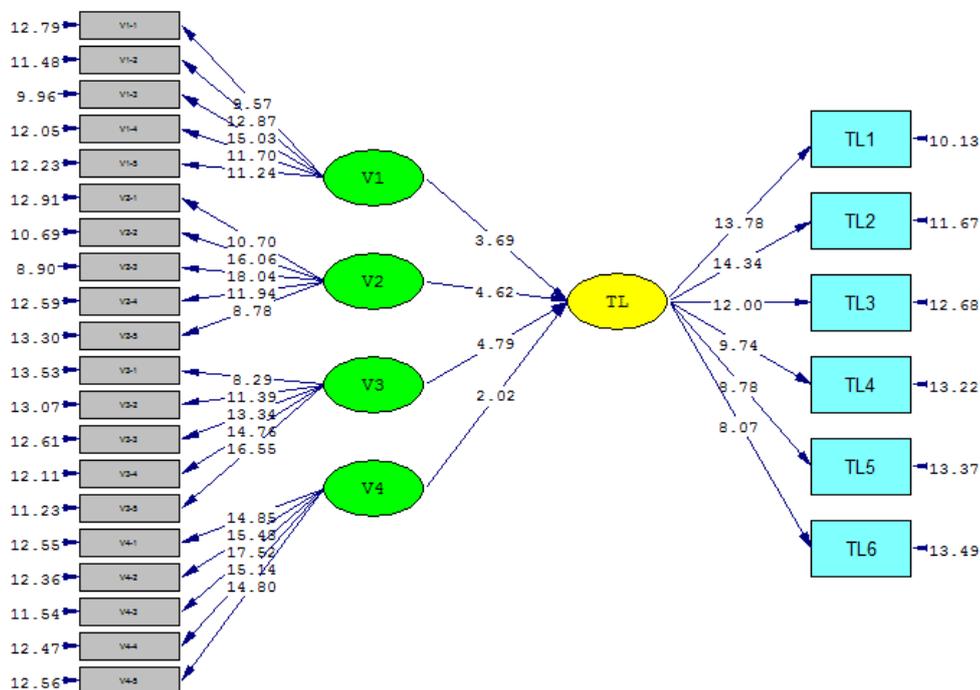
Chi-Square=470.38, df=289, P-value=0.00000, RMSEA=0.063

Figure 9. Model of the structural equations of the effect of independent variable on dependent in standard mode

As it is seen $\chi^2/df=1.98$ and $RMSEA=0.040$ that both are in a desirable level; in one hand, in the standard estimation state (left figure) the factorial loads of all choices related to the factors larger than 0.3 and in the state of meaningfulness coefficients of T-Values (right figure), the factorial loads of the choices related to the variables are out of the limit of 1.96 – 1.96 that it is indicative of the proper correlation of the choices with the variables.

4. Path analysis test

Here, by using of Lisrel software, for achieving of the level of the effect of independent variable in the dependent variable, this test was used, and finally, it was specified that the dimensions of relationship marketing based on NDubisi model has the direct and meaningful effect for Tourists loyalty in selected hotel in Mazandaran province.



Chi-Square=470.38, df=289, P-value=0.00000, RMSEA=0.063

As it is seen $\chi^2/df = 1.63$ and $RMSEA = 0.063$ that both are in a desirable level; in one hand, in the standard estimation state (Fig. 8) the factorial loads of all choices related to the factors larger than 0.3 and in the state of meaningfulness coefficients of T-Values (Fig. 7), the factorial loads of the choices related to the variables are out of the limit of -1.96 – 1.96 that it is indicative of the proper correlation of the choices with the variables.

By attention to the figure 7, the meaningfulness of the relation of independent variables with the variable of “relationship marketing” has been in this order: “Communications” has meaningfulness number of 3/69, “Commitment” has meaningfulness number of 4/62, “Trust” has meaningfulness number 4/79 and “Conflict handling” has meaningfulness number 2/02. Admission or denial of assumptions (relationship) is specified in meaningfulness mood.

In order other word, as the meaningfulness number be higher than 1/96 or smaller than -1/96, the assumption is admitted.

So, all independent variables have meaningfulness relationship with the variable of “Tourists Loyalty”. In this step, with reference to figure 8, we can see the strength of effect of each one of the independent variables; that in the order of strength of effect and importance are as: “Communications” with the effect coefficient 0/65, “Commitment” with the effect coefficient 0/77, “Trust” with the effect coefficient 0/87 and “Conflict handling” with the effect coefficient 0/53.

5. Goodness of fit test for determination of goodness of fit of the extracted model in data analysis

At the end, for determination of goodness in the value of the extracted model in data analysis, the goodness of fit was used that the obtained results show that all indexes have the acceptable amount and are in proper state.

Table 3. Results of goodness of fit test

Index	Acceptable amount	Amount	Result
χ^2 / df Chi Square divided to degree of freedom	$\chi^2 / df < 3$	$\chi^2 / df = 1.62$	Accept
P-value (Significance Level)	$P < 0.05$	$P = 0.00000$	Accept
RMSEA (Root Mean Square Error of Approximation)	$RMSEA < 0.09$	$RMSEA = 0.063$	Accept
RMR (Root Mean Square Residual)	$RMR < 0.09$	$RMR = 0.073$	Accept
CFI (Comparative Fit Index)	$CFI > 0.9$	$CFI = 0.96$	Accept
IFI (Incremental Fit Index)	$IFI > 0.9$	$IFI = 0.94$	Accept
NFI (Normed Fit Index)	$NFI > 0.9$	$NFI = 0.93$	Accept

CONCLUSION

By attention to the view of experts and considering of analyses proceeded in this research, the stated dimensions of relationship marketing based of Ndubisi model i.e “Communication”, “Commitment”, “Trust” and “Conflict Handling” had a direct and meaningful effect on the tourists loyalty in selected hotels in Mazandaran province. Based on the intensity of effect and their importance are respectively: “Trust”, “Commitment”, “Communication” and “Conflict Handling”.

Discussion and comparison

- The similarity of this research with the research of Nikbakht and Azani by the topic: (identifying of factors of mix of tourism marketing for increase of customer's satisfaction in travelling agencies of Isfahan city) relates to the field of research topic that both researches have paid to the investigation of the elements affective on the customer's satisfaction in tourism industry; the difference aspect of two research relates to their independent variables too that in this research, the independent variables are four-folded dimensions of relationship marketing and in the research of Nikbakht and Azani, the investigation of effect of dimensions of elements of marketing: i.e: price, distribution, promotion, product or services, personnel, process, physical assets, localization and packaging on tourist's. Satisfaction, has been paid.
- The similarity of this research with the article of Tabaienasab, Konjkav monfared and Zahmatkesh sardorahi, by the topic: (investigating of obstacles and limitations of establishment of relationship marketing in tourism industry by using of fuzzy multiple-criteria decision making technique) is that both researches have common topic area, from the point of aim, was practical and for information collecting, they used the interview with experts and questionnaire; however in this research, the relationship marketing dimensions have been considered as independent variable of research. The result obtained in Tabatabaie et al research, state that: five personal, organizational, managerial, motivational and structural factors are main obstacles of relationship – centered marketing; the motivational obstacles are computed as most important, and the organizational, personal, structural and managerial obstacles are in the next ranks. Finally the components related to each one of the mentioned obstacles are also classified; but in this research, it has been concluded that: the dimensions of relationship marketing have had the meaningful effect on the loyalty of tourists in selected hotels of Mazandaran province, that in the order of the strength of importance are: "communications" by the coefficient of effect: 0.87, "conflict handling" by the coefficient of effect: 0.77, "Trust" by the coefficient of effect: 0.65 and commitment (pledge) by the coefficient of effect 0.53.

Practical suggestions

Trust dimension: Because in relationship marketing, based on Ndubisi model, the trust dimension has the most effect on the loyalty of tourists, so it is suggested that the authorities and decision makers in management of hotels, to pay their special attention to the actions of this dimension i.e. politely behavior of personnel, trusting behavior of personnel, personnel's information in doing of their matters, lack of error in doing of matters and... .

Commitment dimension: By attention to this matter that the element of "commitment" has had the level high correlation with dependent variable of loyalty of tourist, it is suggested that the mangers of hotels pay attention to the main components of this element i.e: being responsive to the personal, careful information of personal, information about new services, on-time and valuable information and

Conflict handling dimension: This dimension has had the least level of correlation and effect among the elements of relationship marketing with the loyalty of tourists in Mazandaran province; because this element is one of the most principle elements of implied model, it is expected that the authorities of hotels be looking for the reasoning of the cause of this problem that why this element and it's subsets like: preventing from conflict, addressing of claims, meeting of priority, idea – wanting of customers and doing of commitments, have the least level of effect and correlation.

Suggestion for future researches

1. Careful study and investigation of inner tourism market.
2. Identifying of strengths and weaknesses for more success in loyalty – making of tourism.
3. Identifying of condition of competitors, opportunities and threat for attraction of tourist.
4. Study and investigation of major policy – makings and strategic programming of country's tourism industry.
5. Identifying of other elements affective on loyalty – making of tourists.

Limitations of research

Always the researches in their researches face with the limitations that some of them even show themselves at the start of the work. Among the most major the basis of research and survey, is accessibility to the statistics and information. There are some problems in this field that caused that the research service like accessibility to the statistics and information. There are some problems in this field that caused that the research services like accessibility to books, magazines, statistics, informational banks and ... not be easily. Some of this problem is resulted from the lack and shortage of each one of the above research services and on the other hand, the false culture, causes private considering of these cases and consequently, the individuals and institutes, prohibit from the transferring to their findings to others.

On the other hand an unwanted variables that may be the result of special designs and methods that are used in researches mostly endanger in different way, the internal and external credit of research.

Among the limiting cases of this research are:

1. Lack of cooperation of some of hotels in distribution, completeness and collecting of questionnaires.
2. Locating of hotels in different environments (different from the point view of hotel grade, facilities and cultural environment)
3. Lack of financial support for doing of this research
4. Lack of delivering of many of distributed questionnaire not being clear of information and being defective of some of the completed questionnaires and researcher.

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