

## A Study on Personality Characteristics of Tourists in Chaharmahal and Bakhtiari Province (Tourists Entering Saman Bridge )

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### Abstract:

Nowadays one of the growing fields of study in tourism in addition to social factors is understanding tourists, behaviour by personality theories. The aim of present study is to examine personality characteristics of tourists entering saman zaman Khan Bridge located in chaharmahal and bakhtiari province. Method of study is casual –comparative and is selected by sampling by 5 factors questionnaire NEO . Statistical population includes tourists entering zaman Khan Bridge which is more than 300000 and among them 100 people was selected by kokran for mule by random sampling. Questionnaire was used and its reliability was confirmed. In order to analyze data t-test and variance analysis was used and some of the results include:

How much tourists of saman have introvert and extrovert personality ?There is a significant but in other personality characteristics a significant difference was not observed (Tendency to acquire new business , agreement , Taking responsibility and consciousness ). Considering climatic situation of province and experience of entering to zayande rod and especially tourist center of zaman khan Thursday and Friday in summer 1393 was determined . Because of focus of tourist center by national function of this place as a tourist center by national function.

This place was selected as geographical field of research .

**Key words :** Tourism , Personality characteristics , Saman zaman khan bridge, Chaharmahal and bakhtiari province , Iran .

### Introduction:

Chaharmahal and bakhtiari having natural, cultural, historical attractions and because of distinguished situation among Zagros mountains, has many abilities and talents to improve tourism and attention and investment on these attractions is the first step to improve this district and can create attractive pole in the country and even at world level. Based on this by considering the situation of this industry at province level and studying personality characteristics of tourists from southern and central provinces like Khuzestan and Esfahan can follow benefits of tourism and is influential to improve knowledge level , culture , income and social welfare of province .

Considering situation of province and entering tourists in saman and especially zaman khan tourist canter was determined Thursdays and Friday in summer 1393.

Considering focus of tourism in saman area and selecting this place as centre of tourism was selected as geographical field of research by cultural inheritance office of chaharmahal and bakhtiari .

Paying attention to the importance of tourism industry and its role in income , world countries , managers and politicians try to use cultural and natural and historical resources devote a share of this resource to themselves . In this regard knowing countries is one of the most important strategies to attract tourist. More important than entrance of tourist is continuity in tourist's presence. We try to choose a selection of psychological indices and use questionnaire (NEO) to assess personality and population characteristics . This research is a small step to identify personality and population characteristics of tourists in chaharmahal and bakhtiari that tries to mention a part of personality characteristics of Iranian tourists and can improve tourism as a scientific document.

Tourism is a phenomenon related to human , motivation , desire , need originated from culture of society . Sine tourism is the limited phenomena that uses very direction to improve itself , it is true that politicians and planners consider consequences and different dimensions . (kazemi , 1385:9:5) .

Now that we are in the third mellineuim , tourism as one of the biggest activities and its income is more than a few hundred million dollars . share of our country is very limited with abilities and natural , cultural , historical and art attractions (Ghazi ,1379: 41).

Based on published statistic from WTO income of international tourism , after oli productions and vehicles , vehicle equipment has the highest share of export in the world . It is predicted that at the begging of 21th century it is the most important world industry (sabaghi kermani 1380: 298).

Tourism industry is a factor to improve economical situation and since this industry relies on services, it can increase employment and income. Based on this although natural resource and tourism attractions is one of the 10 countries of the world .unfortunately statistics of organization in all the past years shows slow trend of entrance of tourists in country and consequently share of industry in national income (karagar ,1386 :168) .

#### **Research territory:**

#### **Time territory:**

Considering climatic situation of province and also experience of entrance of tourists is around saman province of chaharmahal and bakhtiari and especially tourism centre of zaman Khan Bridge on Thursdays and Fridays in summer 1393 is determined.

#### **Place territory:**

Considering focus of tourists in saman and selecting this place as a tourism center is a centre which is called geographical field.

#### **Subject territory:**

Considering importance of tourism industry and its role in income world countries, managers and politicians try to use cultural and natural and historical resources devotes its own share to itself studying

nation . Because tourism entrance is aim of tourism. Psychology tries to select psychological indices and uses questionnaire to assess population and personality characteristics of tourists.

Aims and motivations of tourism

Considering time of travel, type of equipment, season and the way to organize travel we can distinguish different types of tourism. Factors that are used to classify different forms are not the same.

Considering time of resistance or time of travel we can talk about short-time and long –time tourism and distinguish themselves .Season of year can determine two types of tourism includes summer and winter tourism . Travel place and place of residence offer a determined form. Residence can be in hotel, personal houses, camping or rent housed .These travels is by transportation, or sea and this can be a specific form of tourism. Motivation and aim can be a factor for tourism and travel. Collection of these factors besides desires and needs has different forms of tourism travel which is studied by each of them (Rezvani, 1374:18).

### **Personality definition:**

Personality is a Latin word. This word is mask that theatre artists wear in old Greek. It is improving and plays a red. Therefore , main concept personality is a social picture and based on this draws a role . In fact individuals offer a personality which assesses it. They define personality and based on this people have introvert or extrovert personality.

Psychological and personality characteristics of tourists.

Tourists have different psychological and personality characteristics and since that each group has specific motivation for travel . They have different spirit and morality and have different behaviour with tourism subject . knowing different personality of tourists like aims and motivations to improve tourism and it is necessary to determine policies and rules . Different models to categorize people in relationship with tourism is compiled . One of these models is 5-floor model of Stanley plug. He classifies society in 5 group, the first group is people who like diversity and last group are introvert people . Algometric people are followed in tourism. They like sport, are interested in different subjects and they follow different goals in tourism. They like diversity and change, they are hectic and adventurous . It is correct that introvert and psycho centric people are in front of them. They move in their own world and they pay less attention to the world outside, They like silence and relation , they avoid diversity and change .

Among these two groups there are 3 other groups and they have these characteristics. People are divided in to 9 groups based on life style and social norms. At the peak of this classification are successful and rich people . Actualizes have high incomes, they have social respect , They need high quality services and goods . Against them are strugglers with low incomes , they have limited life and like average and cheap services . Other groups like traditionalists like success in this classification. Each of these groups follow specific motivations and goals . for example introvert people prefer a Jungle house with a beach in winter to a crowded beach in summer and people who ski in winter .

People who like diversity is against them. Rich and successful like luxurious hotel and strugglers prefer cheap and simple hotel .Having information about personality of tourists enables tourist authorities to plan suitable travels and attractions .

Awareness of tourists in area is a good basis a for decision making about required services and is basis for plans of tourism . In general psychological and personality characteristics of population is a sign for age , employment , income , family situation and place of residence and influences motivation of travel and aims of different activities . Planners predict psychological characteristics and population can understand motivation of travel and maximize their satisfaction . when we understand motivation of tourists , it is easy to meed their needs and improving tourism is possible .

Tourism area in saman zaman khan bridge is in charmahal and bakhtiari province . The first idea of building bridge in this place is related to sasanian bridge .This bridge was built on bridge by order of one of the Ghashghee people on this river .This bridge is one of the valuable buildings located in 26 kilometre of western north of shahrekord and 5 kilometre of saman city . In the past periods bakhtiari tribes moved on them . Bridge was established by one of tee tribes called zaman khan in the form of 2 eight –meter entrance .This bridge was repaired twice in 1022 and 1321 .It was reinforced by two stone walls inside.

The reason of building this bridge is different, the most important one is that in the past a number of these Ghashghae tribes pass on the river . Once moving on the bridge a childe from Baharlo tribe fell in to the river . Child's mother become sad and went to zaman khan, the chief of the tribe . He ordered to cut the mount ion and build a bridge by bridge and stone .

### **Materials and Materials :**

This study is casual – comparative .It is library research . It studies background of subject and examines theories of tourists .By personality questionnaire and personality questionnaire study this subject among tourists entering zamankhan bridge and it is confirmed by experts regarding regarding reliability and validity . In analysis of variables spss, square and t-test, variance were used . Statistical population includes tourists entering zaman khan that among them 100 people were selected by random sampling .

### **Research finding:**

In this part of research first it describes findings of research and tries to use suitable descriptive methods . The material are presented in 2 parts .In the first part characteristics of statistical sample answering to questions of question airre were offered based on variables of study and in the second part in order to maintain relationship and consistency between data , easy comparisons , deduction and conclusion , descriptive findings and tests are offered by questions and variables research .

1-1 The first part:

Demographical characteristics

In this part the percentage of statistical sample is presented by age and sex .

Data of table 1-1 shows that 35 people equal with 35 percent of travellers include woman and 65 people includes 65 percent of men.

**Table 1-1: Distribution of respondents based on sex :**

Sex	Percent and	Total percent
Woman	35	35
Man	65	100
Total	100	

Data of table 1-2 shows that 85 people of travellers are people of 15-29 years , 26 people are people between 30 to 44 years old and B people equal with 13 percent are people of 45 to 60 years old and 3 percent are people who are 60 years old .

**Table 2: Distribution of respondents based on age:**

Age	Percent of abundance	Total percent
29-15	58	58
44-30	26	84
45-60	13	97
more than 60	3	100
Total	100	

Data in table 1-3 shows that 15 people equal 15 percent of passengers have lower than diploma education , 33 people equal 33 percent have diploma ,40 people have associated degree and 12 people have bachelor degree and higher .

**Table 1-3 distribution of respondents based on educational degree:**

education degree	Abundance and percent	Total percent
Lower than diploma	15	15
Diploma	33	45
Associated	40	88
Bachelor	12	100
Total	100	

Data of table 1-4 shows that 38 people of respondents based on job ,38 people are self –employed and 24 percent are unemployed .

**Table 1-4: Distribution of respondents based on job**

Job	Abundance and percent	Total percent
governmental	38	38
Self-employed	38	76
unemployed	24	100
Total	100	

Data of table 1-5 shows that 45 people equal with 45 percent of respondents travel to saman for the first time and 18 percent for the second time , 5 percent for the third time and 32 percent .

More than 3 times

**Table 1-5: Distribution of respondents based on number of travel the number of travel:**

travel the number of travel	abundance	total percent
once	45	45

twice	18	63
Three times	5	68
More than 3 times	32	100
Total	100	

Data of table 1-6 shows that 7 percent are in individuals, 14 percent with friends and 79 percent with family.

**Table 1-6: Distribution of respondents based on way to travel way to travel :**

way to travel	abundance	total percent
In dividual	7	7
With friends	14	21
With family	79	100
Total	100	

Data in table 1-7 shows that 31 percent have income lower than 500000 tomans, 43 percent between 500 to 1 million tomans and 26 percent more than one million tomans.

**Table 1-7: Distribution of respondents based on in come :**

Income	abundance	total percent
Lower than 500000tomans in month	31	31
500 to 1 million	43	74
More than 1 million	26	100
Total	100	

Table 1-8 shows that that 79 percent of passengers chose saman because of natural scenery, 13 percent because it was near and 8 percent because it is cheap.

**Table 1-8: Distribution of respondents based on reason to choose saman :**

Reason	abundance	total percent
Natural scenery	79	79
Nearness	13	92
Low incom	8	100
Total	100	

**2-1 second part deductive finding :**

**1Question ) How much tourists have in travel and extrovert and extrovert :**

**Table 2-10: Distribution based travel and extrovert and extrovert :**

Level	Percent of abundance	Average	Chi-square	Level of freedom	Sig
12-24	17	30,21	41,68	22	0,007
24-28	83				
48-60	-				
Total	100				

According to table 2-10 we found that 83 percent of tourists get 24 to 48 and 17 percent between 12 to 24 in introvert and extrovert and average of in trovert and extrovert was 21, 30 and chi-square at freedom

level was 22 and at level  $p < 0/05$  .It means there is a significant difference between abundance and expected abundance .

**Second question) How much tourists in saman are eager to get new business ?**

**Table 2-2: Distribution of respondents based on level of eagerness to get new business:**

Level	Percent of abundance	Average	Chi-square	Level of freedom	Sig
12-24	14	30,45	32,44	21	0,053
24-28	86				
48-60	-				
Total	100				

According to data in table 2-2 86 percent of tourists get a mark between 24 to 48 in eagerness and 48 and 14 percent got 24 to 48 in eagerness and 48 and 14 percent got 24 to 48 in eagerness to get new business and 14 percent got 12 to 24 . . Average of eagerness to new business was 45 , 30, and chi – square is not freedom level 21 and sig  $p < 0$  .There is not expected abundance .

**Third question )How much tourists have agreeable personality?**

**Table 2-3 Distribution based on agreeable personality:**

Level	Percent of abundance	Average	Chi-square	Level of freedom	Sig
12-24	6	35,06	37,16	26	0,072
24-28	92				
48-60	2				
Total	100				

According to data in 2-3 92 percent of tourists have higher mark in agreement index between 24 to 48 and 6 percent between 12 to 24 and 2 percent between 48 to 60. Average was 35, 06 and chi-square was not significant .There is not a significant different between observed and expected abundance .

**Fourth question) How much tourists in saman have responsibility and are conscious:**

**Table 2-4 distribution of tourists based on responsibility and consciousness:**

Level	Percent of abundance	Average	Chi-square	Level of freedom	Sig
12-24	-	39,44	34,68	25	0,094
24-28	97				
48-60	3				
Total	100				

According to table 2-4 97 percent of tourists have higher mark in between 24 - 48 and 3 percent got between 48to 60 . Average for responsibility and consciousness was 44, 39 and Chi – Square is not significant at  $p < 0, 05$ . The expected abundance and observed abundance were not significant.

**Fifth Question:**

Data in table 2-5 shows that calculated t is smaller and not significant it means there is not a significant difference between personality characteristics of tourists in saman area.

Data in table 2-6 shows that F in freedom level 3 and 96 is lower than critical level in table and is not significant .

There is not a significant difference between personality characteristics is saman based on education degree.

Table 2-7 shows that calculated F at freedom level 4 and 95 is smaller in comparison with critical level in table in table . There is not a significant difference between personality features of tourists based on the number of travel .

### **Conclusion and suggestion:**

The present research examines personality characteristics of tourists in saman and tries to identify personality characteristics of tourists . It can be used in planning to improve tourism in chaharmahal and bakhtiari . Although according to lack of significant relationship between observed and expected abundance in question, but personality factors are not evident but tendency to introvert, extrovert , eagerness to get new experience , agreement and conscious. Shows that managers in tourism is completely reasonable . By increasing statistical population and diversity in questions we can work on extensive dimensions of relationship between .

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