

## CASE STUDY

# Role of Urban Management in Cultural Events Economy of Academic Cities to Tourism Industry Development (Case Study: Kish Island)

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**ABSTRACT:** Tourism is today considered one of the biggest and most diverse industries in the cosmos, and its rapid development has contributed to many social, economic and environmental varieties. For this cause, it has become an important subject of study among scholars. Cultural events, including those occurring in one address, such as university, can be regarded as an important source for attracting tourists and developing the land. Increasing the level of science and cognition can help ameliorate the lives of the masses of the community and develop economic and societal growth. The aim of this study was to look into the role of cultural events in the political economy of academic cities to develop the tourism in Kish Island. The research method is descriptive-analytic. Using library studies and area studies (interviews and questionnaires), the outcomes have been analyzed using SPSS software and single-sample chi-square test. Outcomes indicate that cultural events and the universities are influential in the economy of Kish. Besides, these issues have a significant impact on the growth of tourism in the area.

**Keywords:** Tourism Industry, Cultural Events, Economics of Academic Cities, Tourism Development, Kish Island.

**RUNNING TITLE:** Urban Management in Cultural Events Economy

## INTRODUCTION

Societies have increasingly recognized the fact that they have to take initiatives to save their economies and seek new ways. Although the position varies in different regions, the tourism industry has been a factor in economic advancement. Tourism is one of the phenomena that have invariably been associated with geography, history, culture and human culture (Alla Verdi et al., 2011). Tourism, on the other hand, is a phenomenon associated with humanity, his motives, desires, needs and

aspirations that stem from the culture of society. It can be stated that the primary stimulus of tourism is the difference between cultures. An influential culture can explain the nature, design, social organization and function of tourism. The tourists and hosts have different ethnic and social practices and interact with each other during the circuit. Their ethnic and social subjects are of exceptional importance to each other. Tourism has an important function to play in cultural change. It also raises the positive cultural elements and creates social anomalies in a culture (Sahabi and Moradi, 2011).

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Tourism increases the awareness of societies about the ways of life of each other and, as a consequence, makes close the cultures of several countries, and causes cultural tourism as the closest species to an ethnic element, grow faster than the increase of tourism in the world (Valeria and Malnal, 2007:2). It has been approved in numerous written reports that tourism development as a set of economic activities has an important impact on strengthening the economic foundations of societies, and creating a fresh source of business creation, earnings, more tax receipts, currency attraction and the strengthening of social infrastructure that stimulates the maturation of other industries (Kazemi, 2008: 1). With the coming of the 21st century, the tourism industry has turned one of the most profitable industries in the world, according to a forecast prepared by the Tourism Organization, close to 1.5 billion people will travel in 2020 and income from international tourism will be \$ 1.5 trillion on that year (UNWTO, 2007).

Cultural events depend on local and regional audiences as tourist attractions. Events increase the length of stay for tourists and have a positive impact on selecting the neighborhood once more. Museums, convention centers, theme parks, shopping malls and sports stadiums promote programs related to exceptional events and serve the economy of academic cities (Zima, 2011).

Today, educational and academic usage is one of the most important urban usages and it occupies significant levels of urban place. Educational services in the cities have a direct relationship with the health and growth of urban residential districts. Thus, the educational centers and universities play a significant part in the process of sustainable growth by providing services to masses. One of the significant goals of urban land use planning is to offer equal access to educational and academic services (Naeemabadi *et al.*, 2013).

The growth of academic land uses, the spatial arrangement of academic activities is based on the demands of the urban community. In other words, land use development is a set of targeted activities that regulate the campus

and, to the extent possible, satisfy the demands of urban residential districts for land use (Pour Mohammadi, 2008: 3). The growth of tourism in the world requires the efficiency of the management system, toning up the infrastructure and improving the required capabilities. As a solution, workforce education and preparation for the proper preparation and management of tourism growth as well as the planning of tourism services is a vital component. Since humans are viewed as an important dimension in setting up and ramping up the necessary infrastructure and bringing off the tourism, and the caliber of service depends on the competence and motivation of its employees, and the competence of human resources is likewise dependent on their learning factor, hence the function of training in the evolution of human resources is very important. In the meantime, universities are one of the most significant instruments for teaching these resources (Pourahmad *et al.*, 2016).

Today, universities are distinguished as the most significant scientific and research cores that are responsible for the scientific progress of the parts. At the same time, universities can reduce the lack of social and economic equilibrium by making appropriate cultural settings and doing applied researches in the parts and delivering their results to policy-makers. On the other hand, with the growth of universities and the preparation of specialist personnel in the area, it is potential to create specialized and research poles and field of studies tailored to the needs of regions, relying on the private sector and popular participation, agricultural, industrial and mineral activities along with conservation resources, which is the foundation of sustainable development (Kouhnabi, 2003:52).

Establishing a university in the furthest and most deprived areas of the rural area is a way for the youth of these areas to go to college and to prevent the migration of young people to major cities and overseas. It is an opportunity to meet the specialized breeding, professional technical skills and social position and increase the degree of public culture that contributes to the economic and social development of

deprived areas (Amiri and Arasteh, 2012).

In Iran, the beaches of the Persian Gulf and its islands have attracted Iranian and foreign tourists for a long time, while Kish Island is particularly important in terms of delivering a free trade area and near proximity to the Gulf countries which attract many tourists every year. We will study the role of cultural issues in the political economy of academic cities for the development of tourism in Kish Island. The accompanying questions are examined to reach the use of written report:

1. What is the use of the cultural events on the economic system of the city of Kish?
- 2- Has the presence of non-indigenous scholars and their relatives affected the tourism industry, culture and tourism development in Kish Island?

## MATERIALS AND METHODS

### *Culture and Tourism Development*

Cultural tourism is the travel of people from their house to another home that is attractive culturally. This movement is practiced for the purpose of achieving information and experiences to play the ethnic demands of tourists. Agreeing to this definition, cultural tour includes all visits to cultural attractions, including museums, historic tombs, cultural affairs and other cultural representations. In the present era, there is a relationship between cultivation and tourism. Refinement is a critical resource for tourism growth, and tourism is also a major contributor to cultural evolution. Sustainability can be a vehicle, and civilization is the driving force behind it for the future development of tourism (Kazemi, 2011).

Cultural tourism includes tourists' experiences from visiting the contemporary art galleries, current events (art festivals), food and beverages, local dances, religious belief and religion, handicrafts, local clothing, local languages and dialects (Ranjbarian and Zahedi, 2014).

Calling cultural and historical resources is one of the biggest, most inclusive and growing sectors

of the tourism industry in the present years. In fact, legacy tourism seems to have produced a lot quicker than other phases of tourism, particularly in growing nations. It should be seen as an important potential tool for poverty reduction and economic development of the community (Timothy and New pan, 2013: 13). The tourism development is a set of steps and considerations to strengthen the industry and increase its role in the economic system which is operationalized by planning (Zargham Brochni, Nickbin and Ahmadi, 2010). Tourism development can cause positive effects on the cultural, societal, economic and environmental spheres. In the social-cultural discipline, they are as follows:

- 1- The desire of the host community to accept and learn other languages in order to convey more with foreign tourists
- 2- Creating and enhancing self-esteem among residents
3. Increasing local pride
4. Creating conditions for the active participation of indigenous residents in introducing the culture and cultural works of the region to the guests
5. Reviving native arts and traditions
6. Encouraging local economic growth through cultural tourism and restoring historical and cultural works (Yazdani and Khodkhodae Dolatabadi, 2015).

### *The Economy of University Cities*

Development is more a cultural issue than an economic concept and universities as cultural institutions can have an outstanding role in the development of a country. Cultural development means providing material and spiritual facilities for the citizens. Creating the thought of development among the people and making them know about its position as well as expanding their knowledge makes the country ready for cultural development. Therefore, cultural development will be prior to other facets of development (Dehdari Ebrahimi, 2011).

Science and technology parks are one of the social institutions and a ring of a chain of economic evolution. The purpose of these parks is increasing the technical innovation, economic growth and business creation for the specialists. The universities take in significant functions in making scientific and technical parks (Soleimani, 2012).

In 1997 in a research on “studying the function of research universities in local economic development”, it was concluded that universities have a positive role in this field, but they should deeply understand the effective ingredients. Therefore, the universities should be informed about transferring technologies, programs and scientific discipline and technology parks.

Professor Prest of the university of Manchester (2006) did an inquiry on the role of universities in innovation and economic development, theories, measurements and experience. He concluded that universities have effect on local scientific and economic development (PREST University, 2006). In a research on the role of universities in economic growth of Northern Canada, it was concluded that universities can serve the society, interact with it and support the native development. They can also offer facilities such as fields, museums, art galleries, concert halls, conference centers, libraries and sport centers. Universities have key roles in scientific discipline and technology production and they deliver the necessary capacities for educating labor forces of production and management sectors. Universities provide equal chances for people to take constituent in the economic growth of their nations. This path, people take advantage of social equality and discrimination will be taken away. Developing the infrastructures of tourism industry in Iran can develop the human resources which causes job creation in this manufacture. The educational institutions should more focus on the development of tourism management and build up its scientific view. They should promote the private sectors to invest in establishing professional tourism colleges and instruct the students how to manage hotels and touring. This way, human industries will be developed.

Scientific and technical parks as research and development units can help with economic growth and business creation.

#### *Cultural Tourism, Events and Economic Development*

Cultural tourism or heritage tourism is a tool of economic evolution. It appeals tourists from foreign countries and this mode can help with economic growth. Cultural tourism is presented based on the historical, art and scientific interests of a society, area, group or an institute. Tourism focuses on the experience of cultural environments which is included in sights, values, visual arts, special life styles, traditions and events. Tourism has tangible results such as job creation and tax incomes. There are different types of attracting issues such as agricultural, art, cultural and heritage tourism as well as destination tourism, exhibitions, events, conferences, sport teams, recreation. International tourism is the most important source of export income in the world. It is an important tool for leveraging the payments in most of the countries of the world. Its main concern is attracting tourists for cultural and heritage tourism industry. Most experts believe that cultural sources effect on the investment and human culture through tourism, art crafts and cultural attractions and this way can develop the economy. Programs based on such resources can renew or strengthen a society through services such as cultural development and renovation. Cultural resources make public integrated cheerful environments which have natural facilities which improve the quality of urban life and develop businesses. Thus, tax income increases and consequently make a positive imagination of local and social life. Beach tourism was founded based on the integration of unique sources at the boundary of beach and sea. These unique sources are included in sun light, sea, beach, exquisite views, biological species, sea food and appropriate infrastructures and transportation. In the middle of the 20<sup>th</sup> century, beach tourism in Europe was changed to mass tourism. Today beach tourists expect something more than sunlight, sea and sands. They want recreational activities, sports, food, culture and natural attractions.

*Case study: Kish Island*

Kish Island is 18 kilometers far from Persian Gulf. Persian Gulf, Chahbahar Port and Qeshm

Island are free zones. In comparison with other Iranian islands, Kish Island is the most important center of tourism.



Fig 1: Map of Kish Island

Identifying the ethnic features of the societies is very significant as it specifies the direction of using peoples' cooperation to resolve the existing problems and to improve the cultural, industrial and economic actions. Furthermore, it serves to carry out the goals of sustainability at the local level. On Kish Island there are three characters of social classes, i.e. low income, medium income and high income categories. These categories have different cultures as different effects on all facets of the society such as animation style. Kish Island has a large purpose in attracting tourists and has effects on the economy of the overseas countries, so it is seen as a free trade zone. People with different cultures are temporarily or permanently reside on that point. Therefore, they can be studied as natives, immigrants and tourists. The beliefs and values of the societies are developed

from their faith and history. Granting to the population and housing census of 2011, the population of this island was 24819 which were mainly being living in Kish city. In that respect are more than residential areas in Kish Island, which have the most facilities for the residents throughout Iran. It hosts more than one million domestic and foreign tourists in a twelvemonth. The foreign tourists do not demand a visa so many foreign tourists travel to this island. Due to social limitations, female tourists do not have tendency to inflict it. As this island is a free trade zone, its shopping mall attracts many tourists. According to 2006 census, the population of Kish Island was 20922 at that time which comparing the year 2000, shows 31 percent growth (annually 7.1 percent).

Population of Kish Island in 2006	Population of Kish Island in 2011	Increase in relative time period	annual percentage growth rate
20922	24819	8.4	0.8

Tab 1: the trend of changing the population of Kish Island based on the census

The effect of historical and natural attraction on the development of tourism

Evaluating	The role of historical attractions		The role of natural attractions	
	Observed frequency	Percentage of variable response	Observed frequency	Percentage of variable response
Too many	-	-	81	40
Many	93	46	58	13
Mean	48	24	64	31.7
A few	44	22	-	15.3
Few	18	8	-	-
The number of variable responses	203	100	203	100

Tab 2: the role of historical and natural attractions in the development of tourism

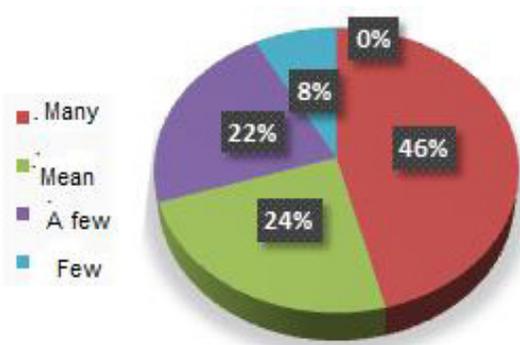


Fig 2: The role of the house of anthropology of natives of Kish Island in the development of tourism

The results of evaluation on the role of Kish tourist attraction to develop the tourism industry are shown in Table 2. The results of the research show that 40% of respondents choose very high option, 13% of respondents choose high, 31.7% choose the medium, and 15.3% of respondents choose very low option about the extent of the role of natural tourist attractions in Kish tourism development.

The effect of student presence on tourism development by daily travel

The effect of student presence by daily travel		
Percentage	Frequency	Evaluation
28.6	58	Low
45.3	92	Medium
25.1	50	High
1	3	Very high
100	203	Total

Tab 3: The effect of student presence on tourism development by daily travel

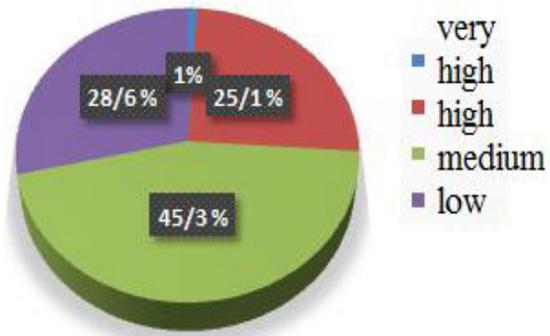


Fig 3: The effect of student presence on tourism development by daily travel

In order to assess the impact of student presence on tourism development by daily travel in Table 3, the results of the research show that the respondents, 28.6% of the respondents did not know about the impact of natural attractions on the development of tourism in Kish Island, 45.3% The average impact of natural attractions is moderate, and 25.1% of the respondents are aware of the impact of natural attractions on the development of natural tourism in Kish Island.

presence on tourism development by daily travel are shown in Table 3. The results of the research show that 28.6% of respondents choose “low” option, 45.3% of respondents choose “medium”, 25.1% choose the “high” option about the extent of the role of student presence on tourism development by daily travel.

The reason why students welcome the University of Kish Island and its role on the economic and social development of Kish Island

The results of evaluating the impact of student

Evaluation	Frequency	Percentage of responders
Better quality of educational services	8	3.9
Student admission without a test	97	47.8
Expanding communication with the world’s scientific centers	69	34
Use of scientific research capabilities of the university in order to meet the special needs of the region	12	5.9
improvement cooperation with credible domestic and foreign universities for training human resources	17	8.4
Total	203	100
Chi-square	Degree of freedom	Significance level
140.69	9	0.00

Tab 4: The reason why students welcome the University of Kish Island and its role on the economic and social development of Kish Island

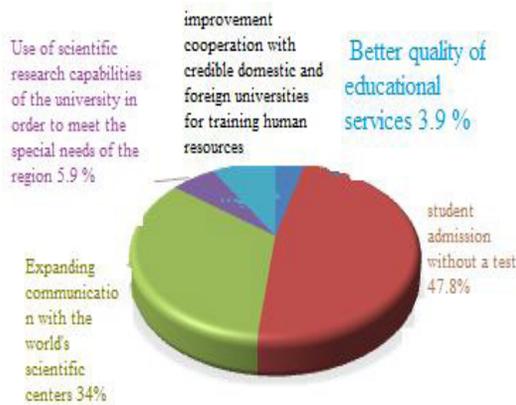


Fig 4: the reasons why student welcome the University of Kish Island in the economic and social development of the people of Kish Island

In figure 4, the results of the research show that from the perspective of 47.8% of the responders, the admittance of a student without a test is the most important reason for the welcome of native and non-native students from universities in the Kish Island. Expanding communication with the world’s scientific centers, improvement cooperation with credible domestic and foreign universities for training human resources, use of scientific research capabilities of the university in order to meet the special needs of the region, better quality of educational services are other reasons for the welcome of non-university students.

- The role of historical attractions in tourism development

The role of historical attractions		
Evaluation	Frequency	Percentage of responders
Very low	1	0.5
low	45	22.2
Medium	96	47.3
high	54	26.6
Very high	7	3.4
total	203	100
Chi-square	Degree of freedom	Significance level
62.96	9	0.00

Tab 5: the historical attractions in tourism development

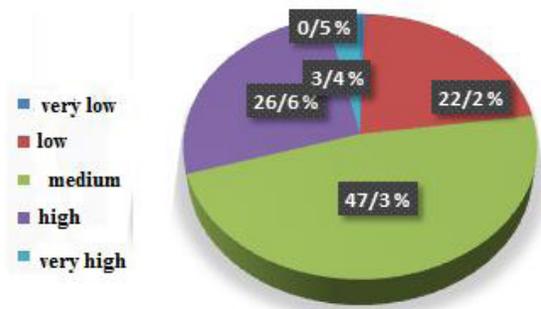


Fig 5: the role of historical attractions in tourism development

In order to evaluate the role of historical attractions in tourism development, the results of the research in table 5 show that from the perspective of 22.2% of the responders, the role of historical attractions in the development of tourism in Kish Island is low, 47.3% of them know the natural attractions has medium level and from the perspective of 26.6% of the responders, historical attractions have a high degree in the development of tourism in Kish Island and from the viewpoint of

3.4% of them, historical attractions has a very high degree in the development of tourism in Kish Island.

- The role of university development in in tourism development

The role of university development		
Evaluation	Frequency	Percentage of responders
Very low	10	4.9
low	31	15.3
Medium	89	43.8
high	71	35.0
Very high	2	1.0
total	203	100

Tab 6: the role of university development in tourism development

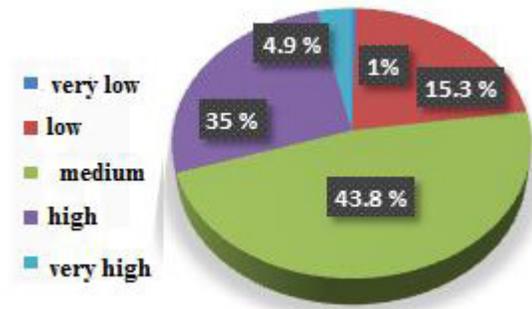


Fig 6: the role of university development in in tourism development

In order to evaluate the role of university development in tourism development, the results of the research in table 6 show that from the perspective of 4.9% of the responders, the role of university development in the development of tourism in Kish Island is very low, from the view point of 15.3% of the responders, university development has low level in the development of tourism in Kish Island, 43.8% of them know the university development has medium level and from

the perspective of 35% of the responders, the university development have a high degree in the development of tourism in Kish Island and from the viewpoint of 1% of them, university development has a very high degree in the development of tourism in Kish Island.

*- The effect of land use development and service to students*

The effect of land use development and service		
Evaluation	Frequency	Percentage of responders
low	28	13.8
Medium	126	62.1
high	48	23.6
Very high	1	0.5
total	203	100

Tab 7: the effect of land use development and service to students

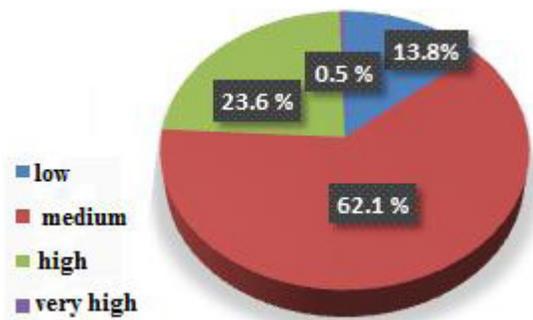


Fig 7: the effect of land use development and service to students

In order to evaluate the effect of land use development and service to students in tourism development, the results of the research in table 7 show that from the perspective of 13.8% of the responders, the effect of land use development and service to students in the development of tourism on Kish Island is low, from the view point of 62.1% of the responders, land use development and service to students have

medium level and from the perspective of 23.6% of the responders, the land use development and service to students have a high degree on the development of tourism in Kish Island and from the viewpoint of 0.5% of them, land use development and service to students has a very high degree in the development of tourism on Kish Island.

*- The effect of service development at the university on tourism development*

The effect service development at the university		
Evaluation	Frequency	Percentage of responders
low	2	1.0
Medium	63	31.0
high	116	57.2
Very high	22	10.8
total	203	100

Tab 8: the effect of service development at the university on tourism development

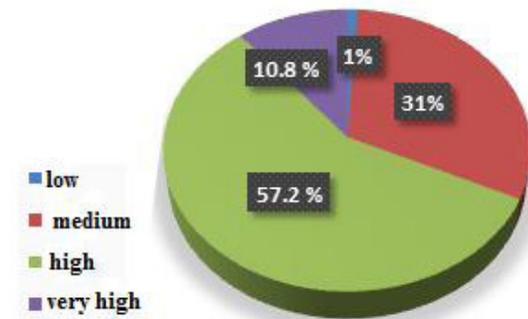


Fig 8: the effect of service development at the university on tourism development

In order to evaluate the effect of service development at the university on tourism development, the results of the research in table 8 show that from the perspective of 1% of the responders, the effect of service development at the university on the development of tourism in Kish Island is low, from the view point of 31.0% of the responders, service development at the

university has medium level and from the perspective of 57.2% of the responders, service development at the university has a high degree in the development of tourism in Kish Island and from the viewpoint of 10.8% of them, service development at the university has a very high degree on the development of tourism in Kish Island.

*- The effect of service development at the university on tourism development*

The effect service development at the university		
Evaluation	Frequency	Percentage of responders
Very low	12	5.9
low	46	22.7
Medium	62	30.5
high	81	39.9
Very high	2	1.0
total	203	100

Tab 9: the effect of service development at the university on tourism development

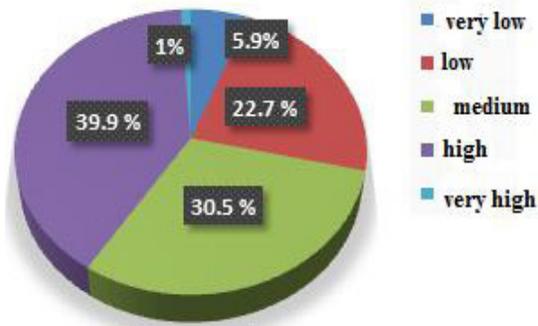


Figure 9 the effect of service development at the university on tourism development

In order to evaluate the effect of service development at the university on tourism development, the results of the research in table 9 show that from the perspective of 5.9% of the responders, the effect of service development at the university on the development of tourism in Kish Island is very low, from the viewpoint of 22.7% of them, service development at the

university has low effect on the development of tourism in Kish Island, from the view point of 30.5% of the responders, service development at the university has medium level and from the perspective of 39.9% of the responders, service development at the university has a high degree in the development of tourism in Kish Island and from the viewpoint of 1% of them, service development at the university has a very high degree on the development of tourism in Kish Island.

*-Cultural roles of students*

Cultural roles of students		
Evaluation	Frequency	Percentage of responders
Very low	12	5.9
low	46	22.7
Medium	62	30.5
high	81	39.9
Very high	2	1.0
total	203	100

Table 10 Cultural roles of students

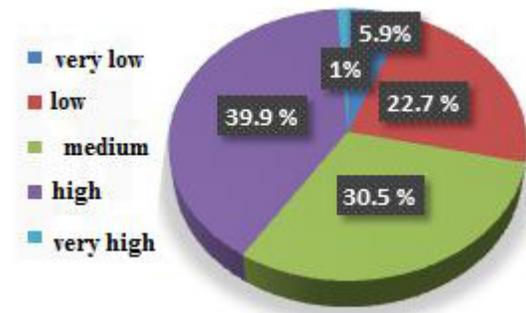


Figure 10 Cultural roles of students

In order to evaluate the effect of service development at the university on tourism development, the results of the research in table 10 show that from the perspective of 5.9% of the responders, the effect of service development at the university on the development of tourism in Kish Island is very low, from the viewpoint of 22.7% of them, service development at the

has low effect on the development of tourism in Kish Island, from the view point of 30.5% of the responders, service development at the university has medium level and from the perspective of 39.9% of the responders, service development at the university has a high degree in the development of tourism in Kish Island and from the viewpoint of 1% of them, service development at the university has a very high degree on the development of tourism in Kish Island.

- The effect of student residence on tourism development

The effect of student residence		
Evaluation	Frequency	Percentage of responders
low	24	11.8
Medium	87	42.9
high	70	34.5
Very high	22	10.8
total	203	100

Table 11 the effect of student residence on tourism development

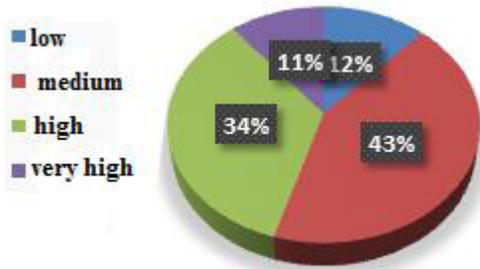


Figure 11 the effect of student residence on tourism development

In order to evaluate the effect of student residence on tourism development, the results of the research in table 11 show that from the perspective of 11.8% of the responders, the effect of student residence on the development of tourism in Kish Island is low, from the view point of 42.9% of the responders, student

residence has medium level and from the perspective of 34.5% of the responders, student residence has a high degree in the development of tourism in Kish Island and from the viewpoint of 10.8% of them, student residence has a very high degree on the development of tourism in Kish Island.

- The effect of recreational-welfare services

The effect of recreational-welfare services		
Evaluation	Frequency	Percentage of responders
low	38	18.7
Medium	71	35.0
high	94	46.3
total	203	100
Chi-square	Degree of freedom	Significance level
61.63	9	0.00

Table 12 the effect of recreational-welfare services

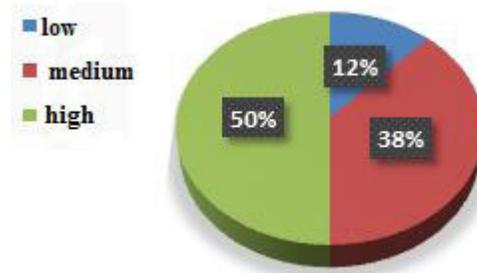


Figure 12 the effect of recreational-welfare services

In order to evaluate the effect of recreational-welfare services on tourism development, the results of the research in table 12 show that from the perspective of 18.7% of the responders, the effect of recreational-welfare services on the development of tourism in Kish Island is low, from the view point of 35% of the responders, recreational-welfare services

has medium level and from the perspective of 46.3% of the responders, recreational-welfare services has a high degree in the development of tourism in Kish Island.

- The effect of facilitating access to Kish Island

The effect of facilitating access		
Evaluation	Frequency	Percentage of responders
low	26	12.8
Medium	101	49.8
high	69	34.0
Very high	7	3.4
total	203	100

Table 13 the effect of facilitating access to Kish Island

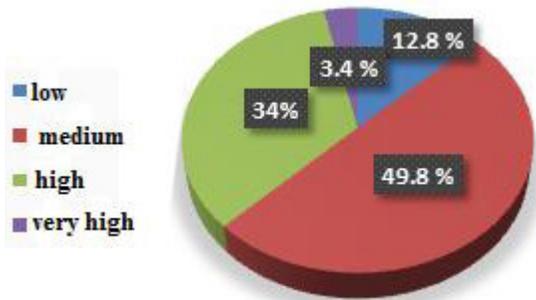


Figure 13 the effect of facilitating access to Kish Island

In order to evaluate the effect of facilitating access on tourism development, the results of the research in table 13 show that from the perspective of 12.8% of the responders, the effect of facilitating access on the development of tourism in Kish Island is low, from the view point of 49.8% of the responders, facilitating access has medium level and from the perspective of 34% of the responders, facilitating access has a high degree in the development of tourism in Kish Island and from the viewpoint of 3.4% of them, facilitating access has a very high degree on the development of tourism in Kish Island.

- Performance and dominant economic role (commercial and economic centers) in Kish Island

the role of universities in economic development of Kish Island		
Evaluation	Frequency	Percentage of responders
low	26	12.8
Medium	101	49.8
high	76	37.4
total	203	100

Table 14 the role of universities in economic development of Kish Island

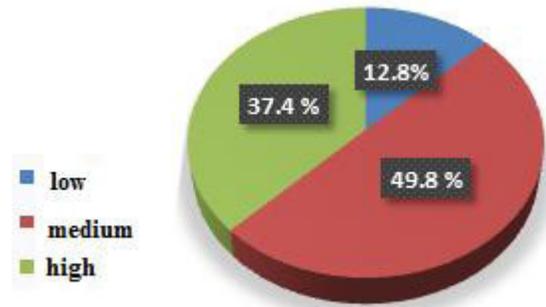


Figure 14 Performance and dominant economic role (commercial and economic centers) in Kish Island

- The role of universities in the social development of Kish Island

the role of universities in the social development of Kish Island		
Evaluation	Frequency	Percentage of responders
low	26	12
Medium	77	38
high	100	50
total	203	100

Table 15 the role of universities in the social development of Kish Island

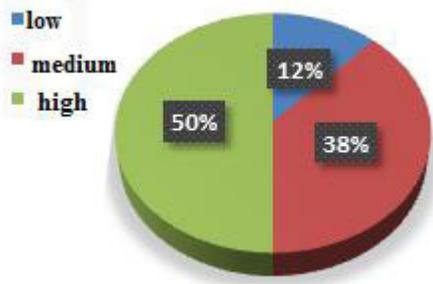


Figure 15 Performance and dominant economic role (commercial and economic centers) in Kish Island

*Respondents and students' suggestions*

assessment	Respondents and students' suggestions	
	Frequency observed	Percentage of variable response
Establishing research centers and holding conferences on the needs of the island in the university	31	15.3
Paying attention to the expedition to the island and the facilities and services of the university	102	50.2
Tours, Priority of travel through the university	70	34.5
Total	203	100.0
Chi-square 107.79	Degrees of freedom 9	significant 0.00

Table 16. Respondents and students' suggestions

External factors	No	External factors expressions	Coefficient Importance	Severity Factor	Score
Opportunities	S1	Creation of facilities for welfare and health	1	3	30
	S2	Handicrafts and Local Coverage of Women of the Island	11/	4	/44
	S3	Access to international markets for the development of maritime transport facilities for the Gulf States	/9	3	/27
	S4	The desirable price of services and amenities for foreign tourists	8/	3	/24
	S5	The abundance of indigenous populations and cheap labor in comparison with neighborhoods	/10	2	/20
	S6	The attraction of coral reefs for tourists	12/	1	12/
	S7	The presence of international airport in Kish as an effective factor in tourism development	/10	2	0.1
	S8	Creating infrastructure and public facilities	/10	4	40/
Threats	w1	The depreciated tourism facilities	/10	2	20/
	w2	Inappropriate distribution of tourists in different seasons of the year	/12	1	/12
	w3	The inadequacy of the environmental infrastructure (road, sewage, etc.)	10	/2	0.1/
	w4	Lack of attention for the preservation and restoration of historical monuments The lack of required fields of the island (archeology, etc.) at the university	9	/2	0.1//
	W5	Not having skills in providing services to tourists	0.11	/2	/0.6
	W6	Lack of proper planning and management in the field of tourism; lack of coordination and co-operation between organizations and organizations related to tourism, lack of local organization of tourism and guidance (guidance boards)	10	/2	/0.1
	W7	Lack of minimal amenities in lower-level hotels and restaurants	9		0.1
	W8	Lack of recognition of the attractions of the island and the weakness of advertising	.01/	2	0.6

The best suggestion from the respondents was to pay attention to traveler to the island and more facilities and welfare services of the university.

### **Methodology**

In this study, we first investigate and identify environmental factors, including environmental factors like strengths and weaknesses and factors of the outside environment, such as opportunities and menaces. To this conclusion, it is necessary to first identify the variables in the role of cultural issues in the political economy of academic cities, in the development of tourism in Kish Island, and all the strategic factors have been measured. IFE and EFE matrices are applied to measure internal and external strategic factors. Setting up tables for Identifying Internal and external strategic. The internal factors evaluated by matrix, or IFE which is a tool for investigating internal factors. Indeed, it assesses the strengths and failings of the organization's units. EFE's External Factor Assessment Matrix is a tool for analyzing the response and exposure of managers to opportunities and threats outside the organization (Moharram Nejad, Tehrani, 2008). After identifying internal and external factors, the strengths, weaknesses, opportunities and threats of university cities have been identified and in the matrix of internal and external factors for each of these factors, the points are considered in the importance of each of these factors as cultural events in the economics of academic cities, in the development of tourism in Kish Island therefor the highest score is in the internal factor matrix 20 and in the external factors matrix is 19. In the next step, we assign to each factor a weighing factor between zero (no matter to very important), which is used here for normalization for weighting. The coefficient given to each component indicates its relative importance in success, regardless of whether the agent is viewed as an internal force and weakness of the system, should be the factor that receives the most impact on the operation of the system. Then the existing condition of each component is set by the ratio between 1 = weak, 2 = average 3 = higher than average, 4 = very good), which is called the "current status score". If the organization's management seeks to boil down its weaknesses with threats, then the high level of the weak point will be endangered, and vice versa, if the strengths and opportunities are not well managed, it will obtain a low grade. Thus, we compute the weighted concordance of each

ingredient, which in this way the score of each row from the interior and external factors of the organization is included in the normalized weight multiplied by a new column, at which stage the total weighted scores are computed.

If the final score of IFE waste management is less than  $2.5 / 2$ , this means that the part of cultural events in the economic system of academic cities in the development of tourism in Kish Island is weak. As well, if the final score of EFE waste management is less than 2.5. This affirms that the role of cultural events in the economic system of academic cities, in the development of tourism in Kish Island is not well suited to exploiting opportunities and confronting threats.

Table 1. Internal Factor Matrix (IFE) The role of cultural events in the economy of academic cities in the development of tourism in Kish Island

Table 2. External factors matrix (EFE) The role of cultural events in the economy of urban cities in the development of tourism in Kish Island

Internal factors	No	Internal factors expressions	Coefficient Importance	Severity Factor	Score
Opportunities	O1	Variety of natural features	10/	3	30/
	O2	The growing trend of investment in the tourism sector of the country	9/	3	27/
	O3	The motivation of tourists to travel to the historic and spectacular places of the island	11/	4	44/
	O4	The potential of the region for the development of tourism	11/	4	22/
	O5	Gradual Growth in the Global Tourism Industry	4/	3	24/
threats	T1	The better the attractiveness of global competitors	10/	2	20/
	T2	Conflict between the culture of foreign tourists and the people of the region	12/	1	12/
	T3	Pollution and environmental conditions	10/	2	20/
	T4	Sanctions and negative propaganda of Western countries toward Iran	9/	2	18/

**The central values in the tourism industry:**

- Currency entry to the country
- Employment in many areas
- The dynamics of the retail market
- The activation of airports and transportation systems
- Increased investment
- Increase local and indigenous and industrial production (handicrafts and cultural products)
- Increasing private sector investment (hotel and other related services)

**Key areas:**

- Human Resources Management

(Recruitment, Development and Promotion)

- Developing a culture of environmental protection in order to attract tourists
- Improvement in information and advertising in the field of attracting tourists
- Attention to the development of human resources in the tourism industry

**RESULTS AND DISCUSSION**

*External and internal matrix*

In the internal and external chamber matrix, the sum of the final scores on the X-axis from 1 to 2.5 represent is the internal weakness of the organization and a score of 2.5 to 4 indicates

the strength of the organization. In this way, the total score of the external factors evaluation matrix from 1 to 2.5 indicates the weakness of the organization and the score of 2.5 to 4 indicates that the organization is in a favorable situation.

*The final score of internal factor evaluation matrix*

Conservative Home (2)	Aggressive Home (1)	The final score of the evaluation matrix External factors
Defensive Home (4)	Competitive Home (3)	

The organization's presence in each of the houses of the internal and external matrix has four specific strategic concepts. For organizations at Home 1, it is believed that the current status of these organizations is excellent, and these organizations should consider "aggressive" strategies. Organizations that are in House 2 believe that these organizations are not well placed in terms of the external environment but in terms of the internal environment, so it would be better for these organizations to use the "conservative" strategy. Organizations that are in House 3 are believed to be inadequate in terms of their internal environment but in terms of the external environment, so it would be better for these organizations to use a "competitive" strategy. Organizations located at home 4 are believed to be inadequate, and it is better for these organizations to use a "defensive" strategy.

The types of sub-strategies used in the subcategory of each of the aggressive, competitive, conservative and defensive strategies are presented.

A) Aggressive strategies

In this case, the presence of foreign tourists on the Kish Island ecosystem management is favorable in terms of both domestic and foreign situation and should be considered in the development direction.

B) Conservative strategies

In this situation, the company must maintain its core competence and not endanger itself:

Increasing the budget and credit of the Tourism Organization in the annual budget	The amount of government subsidies and its impact on the price of services provided by this organization.	High speed hardware change and weakness in coordination with it.	The pace of technology change and the continuous change of customer needs that will diversify the needs of customers.
Changes in economic growth and rising people's income	Tourism costs incurred	The constant change of laws, regulations and policies, and the abundance of obsolete and obsolete laws that lead to the collapse of stability	Not enough funds allocated to equip and Technological reconstruction.
Change in community attitudes towards the environment and more sensitive to environmental health of tourists	Existence of environmental protection laws and its impact on the tourism organization	The existence of target markets in this industry	High speed of software changes and weaknesses in coordination with them.
Increasing the population growth rate and increasing the number of visits to places.	The rate of immigration to cities from villages and their impact on the amount of visitors	Existence of exchange rate fluctuations (currency exchange rate) and its relation to the purchasing power of tourists.	Increasing the cost of energy carriers and its impact on transportation costs in implementing subsidy targeting
The existence of rules and regulations governing the organization of tourism and its impact on this organization	Increased educated and expert population of the country and its impact on the amount of tourism applicants	The instability of the price level in the market and the rise in inflation and its effect on the attractiveness of tourism destinations and destinations.	The existence of consumerism and lifestyle and, consequently, the changing of attitudes and interests and its impact on reducing the demand for tourism.
The existence of computer reservation systems and information tourism databases.	Younger population structure and increased desire for travel	Inequality in the distribution of income among social classes and its impact on travel	Compliance with standards and quality of service delivery
changes in technology in the field of transportation and faster and cheaper service delivery	The advancement of related technologies and the emergence of new technologies related to tourism	Economic conditions of neighboring countries and its impact on tourism entry to the country.	Recreation, pilgrimage, cultural, participation in conferences and meetings, business, sports, therapeutics and social communication

Table 5. Conservative strategies

In the second phase, SWOT is the main factors and in the last stage, there are four alternative strategies. These strategies include:

**Diversity Strategy (ST):** In this strategy: such factors such as diversifying facilities and services and academic tourism activities, strengthening the university development system for the convenience of tourists to enter the island and the logical use of the potential of tourism in order to compete with recreational areas such as Dubai and are presented.

**Defensive strategy (WT):** The strategy includes: supporting the private sector to invest in the development of campus tourism infrastructure, form an academic tourism team to plan and work efficiently in this area and to make optimum and sustainable use of attractions in ways that can reduce its constraints.

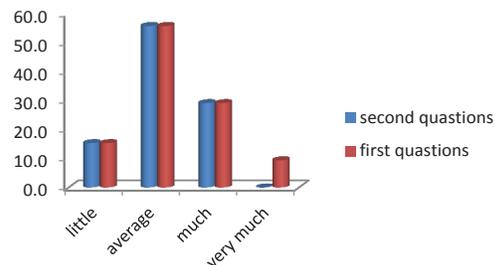
**Offensive Strategy (SO):** In this strategy, the goal is to exploit opportunities using the strengths. These include: Identifying the tourist attractions of the sea and taking advantage of them, planning for the development of academic tourism potential and advertising for its introduction and the use of specialist forces to study the positive and negative consequences for academic tourism.

**Review strategy (WO):** In this strategy, we seek to reduce or eliminate the weaknesses by exploiting opportunities. These strategies include: benefiting from political and managerial capabilities for coordinating maritime tourism organizations, academic development to facilitate the entry of domestic and foreign tourists through academic activities.

## CONCLUSION

Today, it has been paid attention to urban tourism as one of the most significant authors of income generation, and also is an instrument for achieving the economic and cultural growth of urban centers. Referable to the dramatic effects of international exhibitions and festivals in the tourist destinations, much attention is being paid to tourism. This kind of tourism is an event-based tourism that attracts tourists from

different festivals and competitions by holding ceremonies at different times of the year. The cultural-artistic events that include most of the ceremonies and events are part of this type of tourism. Events and artistic events such as photo exhibitions, concerts and tours, music festivals, traditional folk festivals, and film festivals are known as these events. With the help of officials and universities, universities can arrange ceremonies to promote these cultural events and help the island economy. Universities, known as one of the institutions that play a direct role in the production of science in countries, they are involved in the tourism boom too. Students, as efficient human resources, play an important role in boosting tourism and improving tourism capacities and with the presence of students and their relatives on their island, they can improve the economic conditions and contribute to the culture and development of tourism on the island. Tourism needs infrastructure in order to attract more tourists, infrastructure is the most important factor in tourism. Because travelers traveling to the island are demanding relaxation and leisure time and officials are working to improve and help these conditions and attract tourists.



## Strategies

1. Proper tourism policies at macro level through university settlements
2. Special importance to the economic growth of the host society through university settlements
3. The need to apply standard methods in advertising through university settlements
4. Effective management of marketing through university settlements

5. The need for social security through university settlements
6. Creating a trust environment through university settlements
7. The need to pay attention to the development of electronic tourism
8. Developing and implementing a human resources development strategy through university settlements

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#### CONFLICT OF INTEREST

The authors declare that there is no conflict of interests regarding the publication of this manuscript.

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