

PRESENTATION OF PARADIGMATIC MODEL OF TOURISM ECONOMY USING GROUNDED THEORY

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Today, tourism industry has enjoyed noticeable potential for producing wealth and increasing revenue to various countries so that it is able to devote an important part of Gross Domestic Product (GDP) in pioneering countries involved in in this industry. Thus, tourism is assumed as one of the key and strategic factors for economic growth and development of the nations. The current research has been written qualitatively in order to identify the influential dimensions and elements in tourism economy and using method of Grounded Theory. The statistical population of this study includes professors and experts were totally 14 subjects in the field of tourism economy. The research findings indicate that the final model for tourism economy comprises of 16 major categories and 107 minor issues. These categories include contextual factors (infrastructural, political-legal, sociocultural, environmental and investment), causal factors (culture-building in community, training of general and individual skills, and geographic positions and situations), consequences (analysis on economic factor, demand- and- supply analysis, regional balance, price of goods and lands, and sociocultural dimensions), and strategies (determination of educational and research strategies, strategic insight and codification of mission and macro goals). As a result it can be implied that tourism economy is a multidimensional phenomenon that is formed systematically by different factors and elements. Therefore, all these factors should be addressed and emphasized as whole to exploit from these existing advantages and potentials in such type of tourism.

Keywords: *Tourism economy, Grounded Theory, Paradigmatic model.*

1. Introduction

The main mechanism lies in coordination between the constituent elements of subsystem for systematic development [1] since these interrelated factors will be able to create remarkable changes in total system [2]. One of the systems that may exert noticeable effects in growth and development of a country is to pay attention to subject of tourism and its relation with the existing economic factors in political- spatial structure. Given today tourism is a growing phenomenon in today world and millions of people from cities and rural and outskirts areas may exploit from attractions of the given region, it is equivocal to notice subject of tourism and its relationship with the existing economic variables in a political-spatial structure because tourism is not just a one-dimensional process with the single aspect, but it includes complex interactions between the beneficiaries. Inter alia, importance of tourism economy is often downplayed while tourism may lead to affluence and reduced poverty, rising Gross Domestic Product (GDP), increasing revenue, decreased unemployment and thus improving social welfare [5]. On the other hand, it can be mentioned

that with respect to economic factor, tourism may lead to balanced zonal and regional development in a country [3]. This factor may be well observed in book of 'End of Capitalism' written by Gibson Graham regarding epistemology of capitalism. Accordingly, he looks for identifying and expressing epistemology of traditional political economy to release some spaces that include economically a lot of stark differences and he gives them a potential for self-thriving widely. His dominant discourse lies in development of tourism within interrelation with capitalist economy that is assumed as a main and core element for regional development [4]. Thus, it is highly important to pay attention to the parameters and factors that create tourism economy. In this paper we tend to draw overt and covert factors and parameters of tourism economy by conducting content analysis on Grounded Theory because we argue that tourism economy may be deemed as one of the key and very important points in geopolitics and tourism in forthcoming years and it can influence all dimensions and aspects of modern life directly and indirectly and play significant role in increase or decrease of national power of the countries which

are benefitted from the created opportunities caused by tourism economy.

2. Theoretical bases of study

2.1. Tourism

As a modern concept, tourism economy dates back to time of industrial revolution in which the growing trend has so far formed many topics along with information revolution in twenty first century. Among all the given definitions about tourism, tourism covers all processes including trip planning, travelling to the given place, buying and interaction with the host society, returning and recalling trip diaries after going back home. In fact, as individuals leave their own living environment voluntarily and go to another place for visiting this activity is characterized as tourism. In 1963, UN used term 'visitors' for describing individuals who meet another country [12]. In other words, tourism activity is one of the functions that is considered as a sociocultural product in terms of the nature and is an inter-sectorial function in terms of planning and management. The tourism comprises of those activities a passenger does as a part of his/ her trip e. g. do shopping and interactions emerge among host and guest [11]. Tourism may be also investigated from systemic viewpoint. From such a perspective, like any other system, tourism is composed of some elements, which are involved in relationship and interaction to achieve certain objectives. In fact, some inputs enter in this system and are converted into the process in this industry and they leave the system as output after doing certain operation. It is natural that output of this system may be different, favorable and or unfavorable with respect to type of the given inputs and kind of operation done in conversion process. As a result, tourism system is exposed to various effects that exerted to it by changes in the community [13].

2.2. Tourism economy

Tourism industry is known as a complex and multidimensional industry at international stage that possesses high potential for entrepreneurship and economic growth in countries. Growth in tourism may cover wide range of enterprises, transportation industries, accommodation, entertainment, purchase, amusement, sport and thus a group of related industries and markets [8]. The tourism is really a wide-range economic activity that covers hundreds of large and small economic enterprises including airline companies, transportation lines, travel agencies, housing, restaurants etc. Therefore, tourism economy includes a lot of economic interactions that form the flow of supply and demand similar to an interwoven web. Thus, this factor may have a lot of direct and

indirect effects by creating noticeable added value in higher layers. Tourism may be assumed as an alternative source in line of development and growth of GDP in internal economies of the countries [6]. Nowadays, we witness this fact that tourism is related to all existing dimensions in the world economy through beneficiaries in industry and with foreign support by creating a composition of governmental and non-governmental activists [7]. Most of studies show that tourism plays important role in economic growth of countries [16] and has viable impacts on direct interactions since it stimulates economic activities and creates widely financial turnover and employment [15]. In 2018, growth rate reached 6% in tourism industry where this rate was higher than mean rate of world economic growth (3.7%). [10] International tourism devoted 10.4% of global product at this year that amounted to 8.3 trillion USD [9]. International tourism may contribute to rising exportation revenue in destination based on macroeconomic viewpoint. Investment in growth of exported products is assumed as major part of goals of economic development in tourist-hospitable nations [17]. Hence, this factor should be considered as preference for economic growth in developing countries. Consequently, many small countries highly address subject of tourism to achieve development [14].

Several studies have been conducted on relationship among tourism and economic growth. Ghali [21] has called tourism factor as economic guiding growth. In another paper, Pablo Romero and Molina [22] fully explored tourism effects on economy in which the main axis focused on relation among tourism and international trade [19]. Chou has carried out several studies on tourism expenditures and economic growth [23]. Based on several analyses, Lee and Chang concluded that growth of tourism might be followed by economic development for the countries and for example they have emphasized on OECD member states [24]. They express all governments should be obliged to increase their tourism industry and make long-term policies to achieve this objective [18]. After conducting analysis on 117 countries, Sánchez-Rivero and Pulido-Fernández [20] concluded that growth of tourism in a country might not automatically lead to economic development, but several intervention should be done to achieve this goal by economic improvement and growth and to use moderating and intervening variables [20]. It can be observed there is direct relationship and overlapping between the current findings. In fact, the effective factors on tourism economy may play significant role in economic

development of the countries. Assaker et al. also mentioned that the infrastructures and environment might have direct and positive effects on production and rising revenue caused by economic activities [25]. Croes implied that competitiveness factor, as an intervening variable, may play important role in developing tourism industry between different destinations. also assumed high-quality services and customer's satisfaction as an important factor in tourism economy [26]. Thus, it is visible that the experts have mentioned different factors and variables for tourism economy with direct and indirect impacts so it is necessary to extract and examine these factors using content analysis method.

3. Methodology

One may use content analysis method to examine apparent content of existing messages in the given text. The overt and covert content is described for messages systematically and quantitatively in this technique. The content analysis is deemed as a suitable method to give answers to the questions about content of a message. Using content analysis started as a research technique since early days of current century and it has so far witnessed a lot of changes. This method is utilized in studies of behavioral sciences, especially psychology and educational sciences, to investigate contents of textbooks. Method of Grounded Theory or database technique is a qualitative methodology in which coding paradigm was developed by induction. In those studies where there is no previous theory and finding, researcher collects several categories of data by induction. Accordingly, several persons, who had relevant expertise and experience to research topic, were chosen. Researcher informed participants fully about type and nature of study after choosing the given subjects for interview. So, researcher explained wholly about subject, method, goal and purpose of study for the participants. Using 14 interviews and relevant literature to research subject, quantity of data was saturated. The semi-structured interview was employed as a method for data collection in this study. The systematic coding paradigm proposed by Strauss and Corbin [27] was used according to three steps i. e. open coding, axial coding and selective coding. Finally, it was led to proposing logical or a concept of emerging theory. At the first phase, i. e. open coding, interviews were initially analyzed line by line and main concepts and relevant dimensions of subject were determined and identified. The created codes are known as descriptive codes at this step. Namely, they are the codes proposed basically for description of resultant data from interview and they are not yet capable to interpret the given

phenomenon. By analyzing interviews at this step, 400 open codes were extracted and characterized as primary conceptual ranges. The initial codes were classified according to similarity with and difference from other codes of categories at the second step i. e. axial coding. In other words, similar cases were merged together and or embedded in a common category with other codes. One of categories was selected from open coding at this phase and other categories were related with it. The selective coding was done at this step i. e. determination of relevance between these categories. In design of aforesaid paradigm, six major dimensions were expressed as follows: *Causal conditions* that affect main category; *Contextual conditions* include specific conditions that influence in strategies; *Core category* i. e. the main studied phenomenon; *Intervening conditions* include the general effective conditions on strategy; *Strategies* comprise of measures or interactions derived from main phenomenon; Consequences are the outcomes result from strategies.

4. Research findings

We employed Grounded Theory technique in this study to achieve the main objective to present a paradigmatic model of tourism economy to enable us to extract main and influential factors with referring to comments of experts and specialists. We mentioned five questions in this regard as follows: What are the influential and contextual factors in tourism economy? Which are the effective causal factors on tourism economy? What are the influential strategic factors in tourism economy? What are consequences of tourism economy for human life? And finally, how can design the relevant model of tourism economy? It can be mentioned about coding method that according to Bazargan [28], open coding comes to an end by determination of concepts and categories. At this time, researcher may have some categories that should be identify them together in light of factual data. This activity is done at axial coding step. Axial coding is a process in which those data already analyzed into concepts and categories are examined by new method among them one could relate among a category and existing categories and even other categories. In these questions, data were analyzed using open and axial coding techniques. Then these axes are discussed within some tables in the following.

The relevant findings to the first question: What are the influential and contextual factors in tourism economy? It was referred to comments from 14 experts to given answer to this question. We described 36 axial categories and 5 major categories by the aid of open coding as follows: 1. Infrastructural factors,

Table 1

Extraction of major factors from axial codes, contextual factors of tourism economy

Row	Sources	Axial category	Major category
1	P1, p2, p5, p6, p12, p5	Urban arrangement	Infrastructural factors
2	P4, p8, p9	Creation of welfare facilities	
3	P6, p12, p14, p13, p3	Improvement in railway, aerial, and marine transportations	
4	P5, p7, p3, p4, p9, p8	Increased facility to access to city	
5	P3, p5, p7	Increase in number of recreational and sporting places	
6	P4, p1, p6, p11	Presence of residence in target cities	
7	P12, p13, p5	Spreading and involving tourism market in other markets	
8	P9, p8, p14, p2	Legal and formal requirements	Legal-political factors
9	P1, p3, p7	Policies to treat with private sector	
10	P9, p6, p11	Administrative changes concerning cyber space	
11	P12, p14, p6	Legitimacy of tourism relevant institutions	
12	P12, p3, p13, p10	Extensive institutionalization	
13	P1, p12, p5	Spreading international interactions and relations	
14	P14, p10, p9	Security	
15	P1, p7, p6	Approval of supportive and facilitative laws for presence of private sector	Sociocultural factors
16	P8, p11, p14	Creating concern and culture to utilize cyber space	
17	P5, p6, p4	Culture-building to employ cyber space	
18	P7, p10, p14	Exertion of changes proportional to the existing social conditions in society	
19	P12, p1, p13, p10, p5	Creating healthy and medical climate	
20	P7, p8	Growing trend to use social networks in line with objectives of tourism economy	
21	P9, p4, p5, p6, p7	Correction of culture in public sector	
22	P10, p11	Social engineering proportional to goals of tourism economy	Environmental factors
23	P5, p7, p8, p9, p6, p11	Reducing different plant and animal varieties	
24	P13	Environmental valuation	
25	P10, p2, p3	Developing clean energy in tourism industry	
26	P4, p8, p10	Establishing a link between environment and economic resources	
27	P5, p12	Waste management in tourism industry	
28	P11, p14, p3	Environmental studies at micro and macro levels	Investment factors
29	P7, p8, p6, p4, p1	Investment by industries in specific tourism sources	
30	P5, p4, p10	Investment in residential facilities	
31	P3, p2, p5, p6, p7, p9, p11	Investment in infrastructures	
32	P10, p5, p8, p9	Time ownership	
33	P4	Establishment of common joint stock companies	
34	P4	Establishment of project fund and land and construction fund	
35	P3, p4	Reducing range of investment risk	
36	P4, p9, p8	Optimal allocation of limited investment sources	

2. Legal-political factors, 3. sociocultural factors, 4. Environmental factors, and Investment factors.

The relevant findings to the second question: Which are the effective causal factors on tourism economy? In this part, 12 minor categories and 3 major categories were described: 1. Culture-building in community, 2. Training of general and individual skills, and 3. Geographic position and situation.

The relevant findings to the third question: What are the influential strategic factors in tourism economy? Strategy is intentional actions done for problem-solving and phenomenon forms by doing them [27]. In this section, 26 axial categories and 3 major categories were derived as follows: 1. Codification of educational

and research strategies, 2. Strategic insight, and 3. Codification of mission and macro goals.

The relevant findings to the fourth question: What are consequences of tourism economy for human life? The last dimension of the model includes active and reactive factors, if correctly managed in this context, may positively affect tourism economy. Consequences have their own intrinsic properties and they may be voluntarily or involuntarily, long term or short term, immediate and or gradual, short range and or wide-range. In this section 33 axial codes and 5 major categories were acquired as follows: 1. Analysis of economic effects, 2. Demand analysis, 3. Regional balance, 4. Price of goods and lands, and 5. Sociocultural.

Table 2

Extraction of factors from axial codes, causal factors of tourism economy

Row	Sources	Axial category	Major category
1	P1, p5, p10, p11	Presence of culture for utilization from tourism advantages	Culture- building in community
2	P12, p14, p6	Noticeable effects of IT growth on tourism	
3	P7, p8, p10, p6	Culture-building in host communities to introduce tourism potentials	
4	P5, P4, p9, p12, p13	Paying attention to formative norms in society	
5	P5, p7	Susceptibility for exploitation from opportunities of this climate	
6	P8, p14	Capability for learning and training of tourism related principles	Training of general and individual skills
7	P5, p4, p1	Employing expert and efficient personnel	
8	P2, p5, p9, p10	Trainings needed for acquisition of skill and experience	
9	P3, p5, p6	Formal and informal trainings for personnel	
10	P7, p10, p12	Climatic conditions	Geographic positions and situations
11	P14, p3	Attractive and physical aesthetic beaches	
12	P5, p9, p7, p2, p1	Specific geographic zone and limit	

Table 3

Extracted variables from axial codes, strategic factors of tourism economy

Row	Sources	Axial category	Major category
1	P1, p5, p7	Improvement of study and research institutions	Codification of educational and research strategies
2	P10, p12, p14	Implementation of study projects within various touristic fields	
3	P3, p7, p9	Policy-making for training of tourism economy	
4	P4, p5, P3	Holding of training courses for tour-trips, tourism and hotel-keeping to train expert workforce in tourism field	
5	P7, p10, p12	Increase in general knowledge in the region	
6	P13, p14, p6	Training of efficient manpower	
7	P8, p9	Employing educated and well-trained managers about tourism issues on the top priorities for decision-making and executive activities	
8	P14, p8, p9, p7, p1	Psychological and subjective space building	
9	P2, p3, p4, p7, p9	Identifying tourism potentials for people	

Table 3 (continued)

Row	Sources	Axial category	Major category
10	P10, p11, p12, p13, p7	Putting tourism economy subject as a national instruction in governmental plan	Strategic insight
11	P8, p8, p3, p1	Planning at governmental level and execution in private sector	
12	P2, p5, p8	Design and execution of comprehensive scientific map toward tourism economy	
13	P7, p9, p10, p12, p11	Creating suitable conditions of encouragement for investors in private sector	
14	P1, p4, p3	Design and expansion of suitable internet websites for marketing	
15	P7, p2, p11	Paying due attention to e-tourism	
16	P10, p3, p8, p9, p7	Shoing sincerity and transparency to local community	
17	P6, p14, p1	Coordination of relevant organization with tourism activities	
18	P5, p7, p9	Need analysis for recognition and utilization from tourism economy and the related advantages	
19	P14, p3, p6, p7	Paying attention to strategic role for utilization from tourism space	Codification of mission and macro goals
20	P1, p9	Taking suitable strategies to tackle with the existing threats and opportunities	
21	P4, p3, p8, p2	Paying attention to definition and existing mission in sovereignties for appropriate exploitation	
22	P4, p9	Addressing practical plans to exploit from space	
23	P1, p11	Description of a research plan for future studies	
24	P12, p14	Need analysis and preparation of target communities	
25	P13, p5, p9	Proper promotion and wide communication	
26	P7, p3, p6	Public presence in making decisions and execution of development projects and plans for tourism	

The relevant findings to the fifth question: And finally, how can design the relevant model of tourism economy? The major and minor categories in selective coding and concepts derived from two previous phases

Table 4

Extraction of major factors from axial codes, consequences of tourism economy

Row	Sources	Axial category	Major category
1	P4, p6, p1, p12, p13	Flow of costs relating to tourism activity in a region	Analysis on economic effects
2	P14, p9	Changes in sale	
3	P7, p1, p2, p6	Development and survival of tourism zone	
4	P8, p7, p10, p9	Development of non-oil and hidden exports	
5	P4, p5, p6, p7	Potential creation and empowerment of region	
6	P3, p1, p2	Increase in value of assets and properties for local people	
7	P7, p9, p12	Creating occupational diversification	
8	P11, pp14	Attraction of investments from foreign private sector	
9	P2, p3, p7, p8	Reduction of gender gap	
10	P9, p5	Taxation revenues	
11	P4, p1	Prevention from migration of economic activists	
12	P3, p14, p6, p8, p9, p7, p3, p1	Revenue and jobs caused by tourism activity	

Table 4 (continued)

Row	Sources	Axial category	Major category
13	P4, p2, p3	Way of change in quantity or types of regional tourists	Demand analysis
14	P10, p9, p4	Variations in quality of facilities	
15	P3, p8, p4	Changes in quantity of facilities	
16	P1, p6, p9, p7, p3	Distance from markets	
17	P5, p7	Expansion of regional developments	Regional balance
18	P3, p1, p6	Development of regionalism	
19	P14, p2, p12, p11	Transparency and responsiveness in economic and political scenes	
20	P9, p10, p3	Development of local involvement	
21	P8, p11, p9, p10, p1	International marketing with focus on tourism markets	
22	P3, p9, p6, p8	Empowerment of civil societies	
23	P7, p6, p5, p4	Attraction of surplus workforce in agriculture sector	Price of goods and lands
24	P1, p2, p14, p6	Rising price of lands	
25	P8, p9	Rising inflation and price of goods and commodities	
26	P4, p3, p1	Expansion of integration and sociocultural conversion	Sociocultural
27	P12, p13, p11, p7	Cultural exchange	
28	P9, p4, p12, p3	Increase in cultural relations between tourists and host community	
29	P14, p5, p6	Revival of cultural identity at national level	
30	P1, p3, p5	Cross-cultural relationship and conveying message between various cultures	
31	P7, p12, p13	Facility for cross-cultural interactions	
32	P11, p12, p9	Emerging of local arts and professions and cultural and traditional activities	
33	P2, p9	Increase in sense of ownership	

(open and axial coding steps) are regulated according to paradigmatic model from Corbin and Strauss [27]. One of these categories has been considered as the major category in this model and relationship among other categories and concepts is regulated according to its relevance so that we finally acquire theoretical research model. A category has been considered as major phenomenon based on paradigm of [27] in this section and relationship has been adjusted between other categories and concepts with it in Fig (1). The category of tourism economy has been assumed as core and main category with which the relationship has been characterized for other variables and components. Based on this model, in order to form and improve it, tourism economy needs to presence of causal- contextual conditions so that we need to some strategies to implement them and this is finally led to creation of some consequences in the given community.

The paradigmatic model of tourism economy can be designed as follows — Fig. 1.

5. Conclusion

The present study aims to codify and interpret a model for tourism economy. The research model includes causal and grounded conditions and relevant strategies and consequences of tourism economy. Among them, the contextual (grounded) conditions represent characteristics and features of studied phenomenon. Based on research findings in this model, contextual factors are composed of infrastructural, environmental, sociocultural, legal-political, and investment factors. Similarly, causal conditions indicate formation and development of tourism economy and they comprise of several parameters i. e. geographic positions and situations, culture-building and (skill) training. The tourism economy was analyzed as a phenomenon for which we explained about some

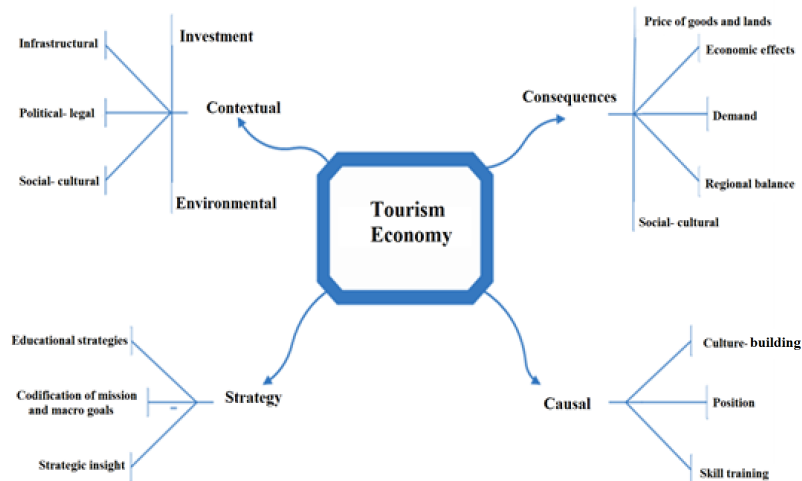


Fig. 1. Final model of tourism economy

strategies to create it. These strategies include taking strategic insight, codification of economic macro goals and educational strategies for the people. Eventually, consequences of tourism economy are mentioned under 5 categories i. e. Analysis on economic effects, change in price of lands and goods, demand analysis, sociocultural factors and regional balance. According to the given model, tourism economy is assumed as an ever-increasing phenomenon at present time and it possesses various dimensions and effects. Thus it necessitates for conducting systematically analysis and interpretation of related factors and parameters to develop this phenomenon growingly at present thereby we could employ suitable planning to reduce such constraints by identifying threats and limitations. Overall, paying attention to tourism economy may not exclusively serve as necessary and adequate conditions for development of a country, but other factors are important including presence of the suitable and

necessary platform for that development. For example, investment in creation of suitable infrastructures for development of tourism may play essential role in increasing input of tourists inside the country and abroad and for economic growth and development of a country. Alternately, by taking this strategy one could acquire satisfaction and welcoming treatment from the local community as well. Thus, according to database technique and based on interview with relevant experts in this field, it can be implied as conclusion that tourism economy is a multidimensional phenomenon and many factor are involved in its formation and therefore is suggested to create touristic clusters to implement tourism process thereby to enable to make precise efforts for attraction of domestic and foreign tourists with respect to causal and contextual factors and to give better services by analysis of related consequences and outcomes to lead to attraction of tourists and to exploit from benefits caused by such attraction.

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