Assessing Development of Food Tourism of Guilan Province in the Direction of Food Variety by Applying Parameters of Planned Behavior Theory (Case Study: Tourist of Rasht City in Guilan Province)

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Abstract
Food tourism is one of the most attractive amusement travels that is defined in different regions of the world in different forms and has extensive concepts. Common point of all kinds of food tourism or the most complete definition of searching foods and specific drinking and enjoying them in far or close regions. In this direction the main goal of research is assessing food tourism development at Guilan province. This research in terms of goal is applied. Scientific method applied in this research is descriptive-analytic and surveying. Collected data in this research was attributional library and field study. Required information of this research was obtained through two methods of (library and field ones. For analyzing findings of research SPSS and GIS software have been used. For testing hypothesis of research pearson correlation coefficient and multivariable regression have been used. Regarding testing hypothesis of research it was observed that creating value of enjoyment, creating value and reliance for tourist to local food affect economic and cultural tourism of Rasht city as creative city of food.

Key words: Tourism economic development, Tourism cultural development, Food tourism, Planned behavior theory, Rasht city

INTRODUCTION
Tourism is one necessary activities for life that provide new experiences for those who achieve it. This activity is enable to reduce tension and increase happiness in life. If massive tourism was the most prevalent method of travel in the past, nowadays tourism is done in small groups that are fallowing new experiences in life and simultaneously pay attention to environment (Gheorghe et al, 2014). Tourism is one of the greatest industries in the world and in recent decades it has promoted due to severe increase of kinds of method of spending leisure time and increasing easy of travel for many people. This promotion is especially in the form of kinds of experimental tourism like ecotourism, excavating tourism and agricultural tourism and food tourism that is hold in different regions and is significant (Dougherty et al, 2013). Nowadays tourist is more experience and has sufficient financial resources for devoting to travel and have more free time. They can release their daily life through tourism and enter a world full of freedom and new things (Gheorghe, et al, 2014). In recent years about tourism different aspects have been paid attention that due to changes in demand from sun and sand tourism toward internal goals. In this concept new tourism products have appeared that mainly are related to nature and sport and health and hygiene, food and drinking(Sorensen, 2013, 16).

Regarding this change of approach nowadays many are agree that tourism can be catalyzer of social and economic development of different urban and rural regions. Therefore in recent years food tourism in many countries in the world have been welcomed and countries
are interested to develop this kind of food tourism industry due to its positive effects on national, regional and local economy and benefit it as a tool for decreasing poverty and developing society (Izadi, 2015,67). The food and food industry is a very young industry, whose literature dates back to 2001 when the term "food and cooking tourism" was introduced in an article by Eric Wolf, director of the International Union of Food and Catering Tourism. This article, which later became the world's first book on food and cooking tourism, was the most important book in the academic and professional circles of the world, which provided the source of much information about this type of tourism to students and tourism industry activists (Amin, 2015). Relation between tourism and food has close relation. Food is the manifest of culture of tourism destination. Interest to identification of culture has been known as an important motivation for consuming food of tourist. Food tourism is a kind of tourism with specific interest that its main motivation is experiencing foods and styles of specific cooking if an specific destination. Food tourists are following new experiences of foods through which to be able to be familiar with culture of host country and increase their cultural capital (Ghothabadi et al, 2014). Most tourists in the world are following new experience and taste in food is such experience. Therefore food tourism is the concept that in recent years has been paid attention by researchers (Ghorghe et al, 2012, 12). Nowadays between kinds of rural tourism food has taken much importance because the need for food and nutrition is vital daily need of human and confirm important section of need and demands of tourism in tourism destination. In fact food manifests different cultural, social, biological and tourism aspects of tourism. Nowadays food has been changed into inseparable section of tourism experience and important parameter at tourism marketing and is counted as an important factor at determining level of tourist satisfaction. During last decades increasing competition between tourism destinations lead to development of more attractions for absorbing tourist. Many tourism destination have used food as attractive source for strengthening tourism marketing. *Izadi 2015,68). Tourism of food can be defined as tourism and visiting suppliers of food, restaurant and ceremonies of food and other places that devotes to food and their combinations. Food tourism can be defined extensively as cooperation of tourist at activities related to food along travel such as buying local food and consumption of local food(Tsai & Wang, 2015,2). In recent years, combining food and tourism has taken much attraction for public policy-makers. Nowadays many countries actively promote tourism of food for increasing competition of tourism destination. Food has been increasingly recognized as an important section of cultural tourism market. Because it manifest living style and culture of people in different regions (Izadi, 2015,68). Guilan province is one of the most important food tourism bases in Iran and has long been known for the diversity and plurality of food and seasonings and the evidence of this claim is selecting city of Rasht, the center of this province in UNESCO as a creative city in foods (Molaei Hashjin et al, 2015). Therefore in the following this paper has been written in sections of stating problem, importance and necessity of research, method of research, analyzing findings and finally conclusion and suggestion of result of research.

Statement of Problem
Food favorability in media and development of tribal restaurant has exposed people to foods of places that hasn't the opportunity to visit them. This problem caused creation of a demand for experiencing food and presence at different places. Food tourism or tourism dependent to baking food is considered as a relatively new development that has been changed into a meaningful and important industry of tourism (Neson 2015,2). In the past food has played supporting role at tourism. Although recently some problems have been created at the discussion of food tourism and some tourist have been afraid of testing new foods. I this direction in cases like fear, lack of interest or anxiety about controlling quality or improper condition of hygiene in travel, internet for testing local food is done with less tendency(Nelson 2015,2). On the other hand food causes friendly connection between history and culture of people in the host society with tourists. Food tourism is a complicated process of decision of a person to factors affecting it such as: political, social, economic and cultural condition of host societies, regional condition and many other parameters. Studies have shown that food tourism generally and local food tourism specifically are placed out of scale of tourism studies and plans. It is whereas climate and cultural varieties existing in Iran has supplied valuable opportunities in this relation. Of course it should be paid attention that this variety especially in relation to cultural phenomenon was made and in developing society of Iran due to cultural and social changes are exposed to danger of diminishing in mind and daily life of people (Amin and Dadras, 2015,1).

Expression of <<food tourism>> introduces a kind of tourism that counts food as a factor of creating motivation for travel. Hal and Michel in 2000 define food tourism in the form of visiting food exhibition, festivals of food, restaurants and especial places that tasting food and experiencing it are main reason of travel(Ngoc, 2013,4). Enjoying delicious food, eating especial food and experiencing cultural tradition related to food are in fact experiences that are searched through modern tourists. In comparison with other activities of travel, food can be
consumed out of limitation of seasons. Also it should be mentioned that food tourism is different from consuming natural food, because it presents many probabilities of developing food and drinking that considers important dimensions of a local culture and includes history and its local attraction (Tsai & Wang, 2015, 2). Food tourism is an opportunity for experiencing reliable local culture a group of people in the area of geography that encompass the way of baking them, eating and drinking and also experience of friendship and friendly sense of local people. Mitelberg et al pointed that experiencing local food enriches tourism destination (Adongo et al, 2015, 57). In addition to it tourist are following experience of consuming different food and this subject increase motivation of their tourism. This parameter is in fact accompanied by intellectual development that is considered as the most important experience of tourism. For example eating local food in holidays helps tourist for achieving deep knowledge and perception of a culture of a tourism destination (Adongo et al, 2015, 58). Getz in 2000 stated that consuming local food provides an opportunity of learning for visitors and manifest their cooperation at buying significant experiences (Altintzoglou et al, 2016, 120). In considering structure of policy of kinds of tourism food tourism is considered as identification of the process through which supporting local food has been changed into main flow of current world (Jong & Varley, 2017, 216).

Hal and sharples in 2003 stated that food tourist visit places in which food is produced (palces of primary or secondary production) or cooperate events of food, festivals and exhibition of making food or present in any form of activity of tasting food in which is the first motivation of travel. World food travel association in 2013 counted food tourism as the whole industry of food and defined it: accessing and enjoying specific food and tasting drinking in far and close places. His definition denotes cooperation of food services and drinking and tourism industry, for example restaurant, sellers of street food, local markets, café present specific enjoyment and unforgotten experiences while travelling. Generally food tourism means travelling for enjoyment through experience of eating and drinking in tourism destination (Ngoc, 2013, 4). More satisfaction of travel is related to consuming new and interesting food. In the view of Mack et al in 2012 consuming local food stimulates tourist responses and distinct emotional reaction such as enjoyment, emotional stimulation, especially when such experiences are new and interesting. Gee et al in 1997 found that one reason that why people travel is due to consuming food outside and consuming local and new food. In cultural area consuming local food for visitors provided opportunity of perceiving enriched and varied culture of tourism destination that visited (Adongo et al, 2015, 57).

Through food tourism tourist have opportunity for having reliable experience. Hal and sharples in 2003 proved levels of interest to food while travelling: 1) severe interest such as enjoyed tourism, tourism dependent to food and baking, local food tourism that each of them consider food as a primary motivation for travelling, 2) average interest such as tourism of making food that tourist know activities related to food necessary for perceiving style of tourism destination 3) low interest such as urban? Rural tourism through which tourist participate in activities related to food because they want different experiences 4) low interest or lack of interest that tourists know food and eating ot as meeting and satisfying simple needs. Food tourism encompasses severe interest, moderate and low interest. Tourists by severe interest to food tourism set all or almost all their activities based on food along a travel. For attracting tourist with severe interest to food tourist, Sachz kanzars and lopez in 2012 introduced actions and strategic activities such as providing and presenting chef tour or enhancing viewpoint of combing food taste. Tourist with moderate interest to food tourism can choose attention to activities related to food for perceiving style of living in an attraction or tourism destination. Attention and giving importance to this activity and food ceremonies, tourist achieve deeper perception of style of living of local residents. Tourists with low interest to tourism food tend to connect activities related to food because it suggest different things (Tsai & Wang, 2015, 2).

This word describes travel with encouraging through interest of learning about food and acquiring various experiences of different foods in a place. Food tourism can encompass experience of daily food served by street sellers and local restaurants. For some food tourism has be changed to primary motivation for travel to a tourism destination but for many current tourist enjoying food of tourism destination simply is as a section of expectation that they have from their travel (Nelson 2015, 2). During past year some countries such as Canada, America, latin America, Italy, France, turkey, Singapour and Tailand have invested about tourism food and achieved successful experiences in this field that we can do them. Since food tourism is counted a kind of cultural tourism and regarding that in our country cultural development is considered more, food tourism development can be effective in this field (Izadi, 2015, 65). Without attention to this subject different research has shown that food and drinking has been changed into an important and meaningful factor that affect choice of tourism of tourists. Food tourism may be considered as a subset of cultural tourism in which tourist can observe places and other people cooperate with them and achieve proper perception of places and people through experience of eating food (Nelson, 2015, 2). Regarding that Iran by having cultural, climate variety and food variety and on the other hand significant growth of cultural tourism in the
world can get proper position at international area. In this
direction the main question of research is identified in this
form that how is assessment of food tourism development
at Guilan province in the direction of variety of food by
applying planed behavior theory parameter?

Necessity and Importance of Research
Food is important section of human life, because it is
important in saving life and survival of human and whereas
it is counted as daily social subject, it manifests cultures
and countries. Food beside nutrition value has cultural
value and shows cultural identity and signs and images of
realities. Food can show local identity and is counted
important component of society and is inseparable section
of human activities like social eating, sessions, ceremonies
of marriage, travel, ceremonies and so on. Food is common
language and higher than it global right for each person.
Food like language is a tool. For making relation and
sharing emotion. Enjoying food is not only in taste but in
sharing it with others and we can remind it as history of
region, record of identity, history of population, record of
village, history of family, record of religion and in a word
history of culture(Izadi, 2015, 70). Food tourism can lead
to much economic resources and many know it as a tool
for rural development that can help economy stimulation
and preserve existing jobs and also causes creation of
employment. Constant tourism depend to making food for
tourism can provide the possibility for tourist that are in
close relation with people and agriculture region in the area
and get familiar with agriculture activities, local products
and traditional food of the region(Yurtzeven & karakas,
2013, 98). In last three decades food tourism industry played
increasing role at local economy and has caused change of
global structure(kock, 2013,3). Food is fundamental aspect
of culture for a place and increasingly has been identified
for presenting existences and cultural values. When interest
of people is paid attention food cultures in media helps
image of places that are related to foods. In similar times
places around the world have been distinguished that
food is counted an attraction for tourism and is counted
a tool for advertising tourism. Food exhibition in media
can form agamic image of a tourism attraction for public
audience (Nelson, 2015,2). Observation showed that food
tourism is counted as a way for cooperation and considering
geography and culture of tourism destination different from
the thing that is known and are famous. Also changes of
traditional activities beside enjoyment of tourism of baking
and industry related to food exist in this kind of tourism.
In fact axis of field in tourism is emphasized though this
reality a lot that food tourism is the product that stimulates
sense of touch, taste, smell and seeing so strategic situation
is manifested in experience of holidays(Adongo et al,
2015,57). As it was mentioned in related literature local
food can enhance perceived credit of tourist of heritage
through their familiarity with cultural and historical features
of tourism destination. Tourist who consume local food
count this consumption as a way for achieving different
experiences and pay less attention to satisfying psychological
need(Tsai & Wang,2015.2). Generally the thing that is
emphasized by researchers about experience of tourism is
concentration on positive reminding. A positive experience
at tourism at food tourism is seen as a favorable feedback
that is reminded after its event easiliy(Adongo et al,2015,57).
Therefore regarding importance of food tourism this
research assesses food tourism development in Guilan
province in the direction of variety of food by applying
parameters of planned behavior theory.

Hypothesis of Research
H1: Creating value of enjoyment for tourist to local food
affects tourism economy development of Rasht city as creative city.
H2: Creating value of enjoyment for tourist to local food
affects tourism cultural development of Rasht city as creative city.
H3: Creating proper attitude among tourist toward local
food affects tourism economic development of Rasht
city as creative city.
H4: Creating proper attitude among tourist toward local
food affects tourism cultural development of Rasht
city as creative city.
H5: Creating proper reliance for tourist toward local food
has effect on tourism economic development of Rasht
city as Creative city of food.
H6: Creating proper reliance for tourist toward local food
has effect on tourism cultural development of Rasht
city as Creative city of food.

METHODOLOGY
This research based on goal is applied. Scientific method
applied in this research was descriptive-analytic and
surveying. Method of data collection in this research is
attribution, library and field study. Required information of
this research was obtained through attributional(library) and
field studies. Therefore in attribution studies by referring
to scientific and research centers and library documents,
resources related to subject of research was studied. For
some part of data collection tool of questionnaire has
been used that its validity and reliability was considered.
Questionnaires in restaurants that its list was presented
in Table 1 were distributed. In the following the map of
situation of sample restaurants of rasht (Figure 1) was
presented. For considering content validity viewpoints of
experts was used and for considering reliability cronbach
alpha method was used. For data analysis of findings of
research SPSS and GIS software were used.
In the following in Figure 2 map of distributing local food based on climate region of Guilan province have been shown.

Analysis of Data
In the following for considering hypothesis of research pearson correlation coefficient and multivariable regression have been used.

RESULT OF PEARSON CORRELATION
Result of pearson correlation between independent variables with dependent variables of economic and cultural development of tourism of Rasht city has been shown in Table 2. These result denote this subject that there is positive and meaningful relation between a; independent variables with dependent variables of economic and cultural and economic development of Rasht city.

RESULT OF MULTIPLE REGRESSION
Regarding result of multiple regression through step-by step method that was mentioned in Tables 3 and 4, amount of determination coefficient shows that 59.6% of dispersion(variance) of dependent variable of economic development is explained by linear combination of independent variables. Also 49.8% of dispersion (variance) of dependent variables of cultural development is explained by linear combination of independent variables. Also Beta coefficient regarding significance shows that independent variables of research has ability of predicting changes of dependent variables well.

CONCLUSION AND SUGGESTION
Rasht is one great city of Iran, center of of Guilan. This great city is counted the greatest and most populated city

<table>
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<th>Table 1: Restaurants of Rasht city</th>
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<tr>
<th>Table 2: Correlation coefficient between independent variable with economic and cultural development</th>
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<tr>
<td><strong>Independent variable</strong></td>
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<tr>
<td>Creating value of enjoyment for tourists toward local food</td>
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<td>Creating proper attitude among tourists toward local food</td>
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in the north of Iran among three provinces of border of Khazar sea (Guilan, Mazandaran and Golestan) and the greatest residency of southern coast of Caspian sea. Life, happiness, hospitality, lives nights, high culture has changed Rasht to the third touristic city of Iran. As population of this city in holidays and method of tourism of the year reaches to 2 million people. Rasht cities the heaven of food of Iran that with population of 730 thousand people
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Table 3: Multiple regression between independent variables with dependent variable of economic development

<table>
<thead>
<tr>
<th>Independent variables</th>
<th>Dependent variables</th>
<th>R²</th>
<th>Betta</th>
<th>Fixed</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating value of enjoyment for tourist toward local food</td>
<td>Economic development</td>
<td>0.596</td>
<td>0.634</td>
<td>0.237</td>
<td>0.000</td>
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<td>Creating proper attitude among tourist toward local food</td>
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<td>Creating proper reliance for tourist toward local food</td>
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Table 4: Multiple regression between independent variables with dependent variables of cultural development

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<th>Independent variables</th>
<th>Dependent variables</th>
<th>R²</th>
<th>Betta</th>
<th>Fixed</th>
<th>Sig</th>
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<tr>
<td>Creating value of enjoyment for tourist toward local food</td>
<td>Cultural development</td>
<td>0.498</td>
<td>0.521</td>
<td>0.307</td>
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<tr>
<td>Creating proper attitude among tourist toward local food</td>
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<td>Creating proper reliance for tourist toward local food</td>
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Figure 2: Map of distributing variety of local food based on climate region

is located at the north of Iran. This city by having proper air, agricultural land and beautiful nature of surrounding beside traditional food that all provided from organic and fresh material known as the best place in Iran as city of food. This city has been introduced as creative city of food by UNESCO in 2015. There are different houses in Rasht that can lead to an atmosphere for business and so economic promotion of local society, in this direction Rasht municipality of Rasht in the direction of design of recreation with approach of creative city of food consider to change historical atmosphere of old houses of Rasht to a place for acquiring income. Proving Rasht city as creative city of UNESCO food is fundamental step toward one important goal that is making brand. Rasht was proved as
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