



Research Paper

Investigating the Effect of Industrial Tourism on the Sustainable Development of the Pars Special Energy Economic Zone Organization with the Mediating Role of Non-Governmental Organizational Performance

Hossein Izadpanah <sup>1</sup>, Alireza mansori <sup>2</sup>

1- M.A. Business Administration, Lamard Branch, Islamic Azad University, Lamard, Iran.

2- Assistant Professor, Department of Business Management, Lamard Branch, Islamic Azad University, Lamard, Iran.

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Abstract

The purpose of the current research was to investigate the impact of industrial tourism on the sustainable development of the Pars Energy Special Economic Zone Organization with the role of mediating the performance of non-governmental organizations. The research method was descriptive-survey. The statistical population of the research was made up of 301 experts of Pars Energy Special Economic Zone Organization. A total of 169 people were selected as a statistical sample based on the table of Karjesi and Morgan and by stratified random sampling method. To collect data, standard questionnaires were used for the performance of non-governmental organizations (Alaei, 2016), industrial tourism (Mousavi, 2015). and sustainable development (Alaei, 2016) was used. The validity of the research instrument was confirmed by face and content validity and the reliability of the research instrument was confirmed by Cronbach's alpha coefficient. In order to analyze the data, the structural equation technique was used using LISREL and Spss statistical software. The research findings showed that industrial tourism has a positive and significant effect on the performance of non-governmental organizations and also the sustainable development of Pars Energy Special Economic Zone Organization. The performance of non-governmental organizations has a positive and significant effect on the sustainable development of Pars Energy Special Economic Zone Organization. It showed that industrial tourism has a significant impact on the sustainable development of the Pars Energy Special Economic Zone Organization with the mediating role of non-governmental organizations.

Keywords:

industrial tourism, sustainable development of Pars Energy Special Economic Zone Organization, performance of non-governmental organizations.

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Corresponding Author: Alireza Mansouri	<a href="https://orcid.org/0000-0001-5330-8672">https://orcid.org/0000-0001-5330-8672</a>	
Email: <a href="mailto:Alirezamansori1355@yahoo.com">Alirezamansori1355@yahoo.com</a>	<a href="#">This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.</a>	



## Extended Abstract

### Introduction

Industrial tourists include experts, senior engineers, designers and programmers, scientific groups and industrial students, as well as those interested in industry, whose presence attracts and invests in any region. Industrial tourism is an important branch of the tourism industry, which is called the visit of people to industrial sites and industrial heritages, and in addition to providing tourism experience in its various dimensions to visitors, it also contributes to job creation and income generation and raising the level of community awareness (Pourrihan, 2018). Creating industrial tourism, in addition to getting to know the great transformation that has occurred in the region, will result in more interaction of experts and artisans with the industrial complex of the region and will ultimately attract investment in various manufacturing, industrial, and tourism sectors. Also, industrial tourism It is a type of tourism that includes visits to operating companies and industrial heritage, and it provides experiences for the visitor regarding products, production processes, applications, and historical backgrounds (Mousavi, 2015). The current state of countries and the development process of the world shows the importance of the non-governmental sector more than in the past. In sustainable development, non-governmental organizations can play a very important role, that is, non-governmental organizations can be considered a suitable alternative to the government in the field of providing services (Rabizadeh & Nasiri, 2015). Non-governmental organizations are organizations that voluntarily act to mobilize the strength and emotions of volunteers to reduce suffering and with the aim of human development (Alaei, 2016). In some areas, along with natural, historical and cultural attractions, areas, There are towns, sites and attractions that can attract tourists with special interests, which include industrial tourists, and in this field, creativity and solutions should be used to attract these types of tourists. On the other hand, Pars Energy Special Economic Zone On behalf of the Ministry of Petroleum and the National Iranian Oil Company, he is responsible for the administration and management of the operational area of South Pars, Pars Kangan and North Pars (Beyzaie, M., & sedaghati, 2019).

Based on this research, an attempt is made to answer the question whether industrial tourism has a significant impact on the sustainable development of Pars Energy Special Economic Zone Organization with the role of mediating the performance of non-governmental organizations?

### Theoretical framework

Industrial tourism:

Industrial tourism is a type of tourism that includes visiting companies and industries whose main activity is not tourism, and visiting the production process, machines, the use of tools and techniques, and the historical record of industries, which is attractive for industrial tourists. The above definition has a certain comprehensiveness, because tourist attractions include sites whose main activity is tourism and also sites whose main activity is not tourism (Pourrihan, 2018). This type of tourism includes human leisure activities. It makes it more possible in the industrial environment and is based on purposeful trips, combined with



education, study and visiting industrial attractions and taking advantage of its diverse phenomena (Dorostkar et al, 2016).

**Sustainable development:**

The concept of sustainable development can be seen as a continuation of the approach of development concepts, which, within the framework of financial, natural and human resources, tries to expand the improvement of the economic, social and cultural level, and make sustainable human development possible. Improvement in the economic, social and cultural levels along with attention to the rights of future generations and social justice for residents is considered the goal of sustainable development (Hummels, H., & Argyrou, 2020).

**NGOs:**

The word non-governmental organizations is one of the concepts that, considering the structure, purpose, and also the fact that non-governmental organizations are created based on the internal laws of governments, it weakens the possibility of consensus around a single definition (Lewis et al, 2020). ). Non-governmental organizations act as facilitators and by attracting people's participation and attracting small funds and guiding them, in addition to creating social understanding, they speed up the implementation of local and national projects, on the other hand, these organizations monitor and evaluate the process. Carrying out activities inform people about the progress of work, issues and problems and the like. The more the government structure moves towards the recognition of people in social processes, the importance of non-governmental organizations increases (Salehi & Shateri, 2024).

(Szromek & Herman, 2019) conducted a research titled "Creating business in industrial tourism: a case study of historical and industrial monuments in Greece" among tourism organizations in Greece. The results of the research showed that the flexibility of tourism and industrial and historical attractions can play a role in the prosperity of this industry. (Rayanzeki et al, 2018) conducted a research titled "Environmental NGOs, policy entrepreneurs of market-based tools for ecosystem services and industrial tourism" in non-governmental and non-governmental organizations in France. The results of the research showed that when the government cannot sufficiently defend its economic and political sovereignty by producing public policies, then environmental non-governmental organizations come into action as strong policymakers who are able to spread standards and policies.

### **Research Methodology**

The research method is descriptive-survey in nature and practical in terms of purpose. The statistical population of the research consists of 301 experts of Pars Energy Special Economic Zone Organization. The sample size was determined based on the Karjesi and Morgan table of 169 people and the relative stratified random sampling method was used. Library and field methods were used to collect data. In order to determine the validity of the research tool, form and content were used and confirmed. Cronbach's alpha coefficient was used to determine the reliability of the research tools. Descriptive and inferential statistics were used to analyze the collected data. In order to test the research hypotheses, Kolmogorov Smirnov test was used to check the normality of the data distribution and the structural equation method was used to check the effect of independent and mediating variables on the dependent variable using SPSS and LISREL statistical software.



## Research Findings

Descriptive statistics related to demographic information showed that male experts constituted 69% (116 people) and female experts 31% (53 people) of the sample size. Experts with the age group of 20-30 years 11% (18 people), experts with the age group of 31-40 years 54% (91 people), experts with the age group of 41-50 years 29% (49 people) and experts with the age group of 51-60 years 6% (11 people) formed the sample members. 16% (28 people) experts with specialized doctorate education, 51% (86 people) experts with master's education and 33% (55 people) experts with bachelor's education made up the sample members. Descriptive statistics related to research variables showed that culture variable has the highest mean and transport structures variable and transfer have the highest variance. The results of inferential statistics indicated that the absolute value of the indirect value of Sobel's test is (6.783), which is higher than (1.96). Based on this, it can be concluded that the indirect effect of industrial tourism on Sustainable development is mediated by the performance of meaningful non-governmental organizations and the mentioned hypothesis has been confirmed.

## Conclusion

The first hypothesis examines the impact of industrial tourism on the performance of non-governmental organizations. The results of this hypothesis are consistent with the research findings of (Alaei, 2016) and are supported. In his research, he concluded that the impact of the activities of non-governmental organizations is lower than the average level, and the level of influence of the activities of non-governmental organizations in the field of goal setting, education and cultural creation, advertising and attracting tourists is lower than the average level. The result is explained in this way that the tourism industry is currently one of the most profitable The sectors of the global economy have economic, socio-cultural, environmental and security effects. Tourism development is effective in sustainable economic and socio-cultural development of tourism destinations, and the success of tourism depends on the facilities of welfare and comfort services, information and tourism potentials of each geographical area. Therefore; Resolving the bottlenecks and planning in order to actualize the hidden potentials and talents of the regions and understanding the needs of tourism and tourists is of fundamental importance in managing the flow of tourism. Lack of proper planning, such an approach causes concerns and fears of threats and destruction of identity, environment And the natural, historical and cultural heritage of local residents.

The second hypothesis examines the impact of non-governmental organizations on sustainable development. The results of this hypothesis are consistent with the research findings of (Rajabnejad sheikhani et al, 2019) and are supported. There is a positive and significant relationship between the increase in employment and the level of income in the studied villages. The result is explained in this way that today development as a process is the most important issue in countries, especially in developing countries. The realization of progress and development of countries also requires the use of of people's talent and ability and their active presence and participation in the development stages, as they consider development and participation to be intertwined and the development process is associated with stability and success when it is accompanied by the increase of people's participation. In



this context, although the institutions and there are different organizations, but the most important and main way of taking advantage of the active and all-round participation of the people in the development process are non-governmental organizations, which as the third sector, along with the private sector (market) and the government (public) in the administration of society have a role, in recent decades, the role of non-governmental organizations in the administration of community affairs has increased and the activities of these organizations are increasingly appreciated. One of the reasons for the emergence of non-governmental organizations has been the inefficiency of government organizations in carrying out some community affairs.

The third hypothesis examines the impact of industrial tourism on the sustainable development of the organization. The results of this hypothesis are consistent with the research findings (Szromek & Herman, 2019) and are supported. In their research, they concluded that the existence of tourism flexibility and attraction Industrial and historical events can play a role in the prosperity of this industry. The result is explained in this way that the strategic and important role of Pars Energy Special Economic Zone is undeniable, both in regional development and in national development. The formation of Pars Energy Special Economic Zone followed by the presence of large domestic and foreign companies to implement and complete the phases of refineries, petrochemical complexes, development of various industries and related activities along with attracting a large number of labor forces, the importance of this region to It has promoted the title of the country's largest economic growth center and as a regional and national growth center has had a major impact on the structures of the region. Creating a field for industrial activities, services, customs, transportation, repairs, industries related to oil, gas and petrochemical industry, expanding the electricity network and tourism industry, eliminating deprivation, creating employment and developing these activities are among the most obvious side achievements resulting from The development of this region will be as a result of the need to investigate the impact of these changes on the development of the region for future planning.

The fourth hypothesis examines the mediating role of non-governmental organizations in the impact of industrial tourism on sustainable development. The results of this hypothesis are consistent with and supported by the research findings of (Kruczek & Kruczek, 2016). In their research, they concluded that industrial attractions and the restoration of natural and industrial places and the creation of tourist routes in these areas can The development of the industrial tourism industry should increase. The result is explained in this way that one of the most important requirements for the establishment of the Pars Energy Special Economic Zone Organization is to create the necessary infrastructure and facilities for industrial facilities as well as for the people who work there. Building roads and highways, wharves and ports, providing and improving water, electricity and gas infrastructures, creating recreational facilities and educational and health centers are among these examples that the residents and the tourism industry are naturally These facilities were benefited.

Based on this, it is suggested that the government organizations provide the necessary foundations for the active presence and participation of non-governmental organizations in the decision-making process of the council. Considering the high number of members of non-governmental organizations, it is recommended that the talents and abilities of these members



be identified, and be used in order to achieve the goals of non-governmental organizations. It is suggested that Pars Energy Special Economic Zone Organization pay more attention to the suggestions and expert opinions and scientific methods provided by non-governmental organizations and use them in practice. It is suggested that a monthly or annual membership fee be taken from the members of non-governmental organizations, albeit in a small amount, in order to reduce some of the financial needs of these organizations. be established with international non-governmental organizations in order to use the technology and innovations of other organizations.