Journal of System Management (JSM)
Online ISSN: 2538-1571
Print ISSN: 2322-2301
Vol. 7, No. 2, (26) 2021, pp. 83-103
Research Paper

Factors Influencing the Formation of Organic Services Marketing in Tourism Industry

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Abstract

This study aims to investigate the factors influencing the formation of organic services marketing in the tourism industry. According to the research conducted by the researcher, organic services are a new definition in the service industry. Organic services should represent high quality and health, just as organic products do. This research was conducted using a mixed qualitative and quantitative approach. The grounded theory was used in the qualitative part, through which the concepts and categories were identified in three stages of open, axial, and selective coding. Data were collected using in-depth and semi-structured interviews. The snowball sampling was used, reaching saturation with a total of 13 experts in the ecotourism and nature tourism industry. Five subcategories of influencing factors on the axial phenomenon were obtained from the qualitative method. The axial phenomenon had four subcategories itself. The results obtained from the qualitative part were examined using the quantitative method of structural equations. All five causal factors (climatic attractiveness and novelty, abundance of traditional and rural houses, experience of silence and peace, enjoyment and experience of health tourism, and people companionship and synergy of tourism) affected the axial phenomenon of the tourism industry significantly and positively.

Keywords

Organic Services, Organic Tourism, Tourism and Ecotourism, Health Tourism, Qualitative Research, Quantitative Research

Received: 22/05/2021 Accepted: 18/08/2021

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Introduction

People are currently facing numerous concerns about the detrimental effects of urbanization with the increasing spread of technology and the growth of urbanization. Besides, the adverse effects sometimes brought by technology and mass media lead to the loss of human peace. Technology has various detrimental effects, such as microwaves that are widespread at home appliances and mobile phones or electromagnetism that affects humans and the environment. Excessive use of technology has also resulted in many other environmental damages, such as the effects of noise or air pollutants. The researcher found no previous studies focusing on organic services; therefore, a new definition is probably provided for the organic services, reflecting natural services that are harmless or sometimes cause little harm. The permanent use of such services may not be fully available to everyone in urban life; however, it is possible to apply them in various fields to improve mental and physical health. One of these areas is the tourism industry, in which organic services have an important strategic contribution to the development of tourism, income generation, sustainable growth, and employment. Organic tourism services refer to the services aimed at reducing or eliminating digital devices, cell phones, and sometimes electronic systems. In fact, countless attractions can be provided by tourism integrated with the temporary experience of traditional digital-free life through the elimination or reduction of digital tools and media. One of the important areas in organic services is the excessive use of technology and its impacts on mental health and addiction that have spread to tourism. Excessive use of technology while traveling can potentially affect the overall tourism experience negatively. Accordingly, in some cases, tourists may demand no use of mobile phones and distance from their work and normal life while traveling through digital-free tourism (Egger et al., 2020). According to the European Commission (1986), rural tourism includes not only agricultural tourism but also all tourism activities in rural areas (Al-Ajam & Nor, 2013). The tourism

industry, with its special characteristics, is considered a dynamic industry with a promising future. Investment in this industry is increasing in all countries with tourist attractions. Today, the attraction of foreign tourists has become increasingly competitive among the institutions involved in the tourism industry because it not only contributes to the promotion of the national economy and foreign exchange earnings but is a clean industry that also creates new jobs (Turner, 2011). According to the World Tourism Organization (WTO), 25 million tourists traveled internationally in 1950. However, with 674 million tourists in 2000 and 1186 million in 2015, the economic sources of tourism also increased from 2000 million in 1950 to 495000 million in 2000 and 1260000 million in 2015 (WTO, 2017). It is noteworthy that according to the 20-year vision document, Iran should rank first in the field of health tourism. Accordingly, Iran should meet the health needs of the region and receive 20 million international tourists by 2025, which will subsequently lead to 15 billion in foreign exchange earnings (Sanavi et al., 2019).

Background

Tourism is one of the important strategies to achieve sustainable development because it has few adverse environmental effects while contributing as an inexhaustible resource. According to the World Economic Forum, Iran ranks 79 in terms of economic space (preparedness). On the other hand, the main strategies used by an organization result from a combination of different marketing mix elements (Bodewes, 1981). Marketing is one of the components of the tourism development framework. Given the competition in these tourism destinations and the rapid growth of demand for rural tourism since 1945, marketing has become very important. Meantime, the significant growth of rural tourism and the dramatic population growth in international tourism was accompanied by an increase in the demand for rural tourism, developing this industry to some extent (Terhoa, 2017). Marketing is defined as a social management process by which individuals and groups

meet their needs and desires through the production and exchange of goods and services. In general, marketing is a strategic activity and a centralized approach that involves measures to attract more consumers who buy products and services more frequently, leading to profitability for the business. In fact, needs-based marketing requires the factors that meet such needs (Ben Amor & Guilbert, 2009). As the level of awareness and well-being has increased worldwide, health tourism, which is one of the branches of the tourism industry, has changed into a large and promising business (Barimani, 2018). The International Ecotourism Society (1991) defined ecotourism as a responsible trip to natural areas leading to environmental preservation and improvement of local people's lives. A few years later, the International Union for Conservation of Nature and Natural Resources (1996) defined ecotourism as a responsible environmental trip to pristine natural areas to enjoy nature and understand its endowments and related cultural features. Accordingly, ecotourism promotes the protection, tourists impose very few negative effects on the environment, and the local (indigenous) population is provided with conditions for employment and economic and social progress. The experience of the farmers' market can be enhanced when tourists get involved in a practical tour, including learning, tasting, shopping, and perhaps cooking with market products (Getz et al., 2014). Farmers' markets provide places that create an atmosphere and space for tourists to experience local foods and different aspects of the local community through the creation of lifestyle consumption spaces (Hall & Gössling, 2016). Food experiences may vary from region to region but can include events, festivals, cooking schools, agricultural tours, and more recently, farmers' markets (Thompson, 2020). Izadi et al. (2012) conducted a study to examine the status of health tourism and determine the special advantages of Iran. According to their findings, Iran can invest more in its strengths and introduce them as its unique capabilities in providing services to play a more prominent role in this market. Besides, the country can develop comprehensive marketing plans and

modify some processes to achieve the desired outcomes in the field of tourism. Sharifzadeh and Moradinejad (2002) pointed out that proper marketing can lead to a suitable destination or ecotourism to attract tourists, resulting from the right attitudes towards the desired components. Marketing is defined as a set of processes to create information, convey value to customers, manage the relationship with them, and ultimately provide economic benefits for the organization and its stakeholders. However, different requirements and challenges experienced by today's citizens, such as boring apartment life and work environment, crowed cities, leisure time, urban conflicts and counter urbanization, the expansion of second homes, the use of natural resources to create employment, income, and return of value-added to rural areas highlight the importance of the issue. Research on organic products titled "Providing a Comprehensive Branding Pattern for Organic Product with a Sensory Marketing Approach" used qualitative method and found four factors shaping marketing for organic products, including knowledge and vision of production and development, marketing, product features, and ecological-social responsibility (Kohanzahedani et al., 2019). Research has described olive-oil tourism as tourism with special interests based on three general types of tourism (rural, natural, and cultural) with common as well as specific features for certain tastes of tourists (food, industries, ethnography, landscape, agritourism, creativity, plant observations, wildlife, trade, and health tourism) (Pulido-Fernandez et al., 2019). Research shows that spas are found in German-speaking countries, some parts of France, the Baltics, Estonia, Latvia, Lithuania, central and eastern Europe, and Russia for traditional medicine. Poland is one of the European countries where the traditional medical architecture is still present along with classical therapies (such as hydrotherapy, climatotherapy). Hence, Poland seems to be an example of a medical spa resort with good recovery potentials (Dryglasa & Salamaga, 2018). Only specific natural resources have healing properties, but nature itself has therapeutic effects, as shown by numerous studies in this field (Hughes et

al., 2014). Among the aspects of the service quality index, "participation" has the highest priority (Iranban & Mohammadi, 2015). Research by Ina Egger et al. (2020) on digital-free tourism identified the four main factors of escape, personal growth, health and well-being, and relationships as motivations for digital-free tourism. The relevant secondary factors were also elaborated, leading to several theoretical contributions. First, digital-free tourism, as a voluntary experience, seeks an experience, not a travel problem. This theory is consistent with recent tourism products recently entering the market. The positive consequences of not having or having limited access to information and communication technologies while traveling can be promising. This study effectively showed that tourists look for a set of factors and motivations for a digital-free tourism experience (Egger et al., 2020). Yet, it is now widely acknowledged that excessive use of technologies, particularly mobile devices and social media, leads to problems such as increased anxiety, stress, psychological problems, lack of sleep, and decreased human interactions (Ortiz & Garrido, 2019; Beyens et al., 2016). The distraction due to digital devices leads tourists to turn their attention away from tourism (Inta Egger et al., 2020) and their subsequent requirement for "detoxification" (Floros et al., 2019). Studies have recently shown the use of technology as one of the key factors in reducing the level of health balance during travel (Dickinson et al., 2016; Lehto & Lehto, 2019; Li et al., 2018).

Method

The present study is applied research in terms of its objectives, conducted with an exploratory mixed method. Snowball sampling was used in the qualitative approach, and the descriptive survey method was used in the quantitative approach to examine the current situation. The statistical population of the study consisted of two groups. The qualitative section included experts of ecotourism with high levels of scientific and practical expertise in this industry. Quantitative interviews included all ecotourism, nature tourism, and health tourism tourists in

Iran. In the qualitative part, 13 experts were interviewed until reaching theoretical saturation, while 384 tourists were randomly selected as the statistical sample in the quantitative part of the research. Data were collected using library surveys and field studies. Data of literature and research background were compiled through library surveys. The variables, dimensions, and basic components of the rural tourism and ecotourism model were then expressed according to the factors influencing the formation of organic services marketing in the tourism industry. Two steps were followed to collect data using field studies. Different methods are used for data collection in the grounded theory. The qualitative data are collected in different forms such as observations, interviews, review of documents, respondents' memories, participation, and the researcher (Creswell, 2005). Interviews were the most important data collection tool in this study. Accordingly, the criteria introduced by Cresswell and Miller (2017) were considered along with the following measures to ensure the validity of the research, or in other words, the accuracy of the findings from the perspective of the researcher, participants, and readers: I. matching by members; II. peer review; and III. participatory nature of the study. The retest method and the intra-subject agreement were used to assess the reliability of the research and interviews, respectively. CVR and CVI were used for qualitative evaluation of content validity, according to which all concepts were confirmed, except inexpensive ecotourism services that were not approved by CVI. Cronbach's alpha coefficient was used to evaluate the reliability of the research tool, leading to a value of 0.825 and confirming the reliability of the research tool. A three-step process is used to analyze qualitative data in the grounded theory. The first step is open coding, in which data classification and labeling are carried out by exact analysis of the interview data. Open coding leads to accurate identification of the concepts and categories. Concepts should be then separated and labeled one by one, along with the conceptualization of raw data through careful examination of interview texts. The categories are then linked to each

other through axial coding. Finally, after the relationships of the categories are determined using open and axial codings, selective coding determines the main and subcategories and their correlations (Strauss & Corbin, 1998). Theoretical saturation was obtained by interviews with 8 experts in scientific and practical fields, after which the interviews continued with 13 participants. Then, the recorded audio files were transcribed into text while performing analyses according to the established methods and making changes when necessary. Besides, the initial interviews helped to identify the direction of questions and data collection. In the method of grounded theory, codes are first labeled to understand their relationships using the early data obtained from the interview texts, their combination, and linking. There is no restriction in the number of extracted codes (Strauss & Corbin, 1998). Table 1 shows an example of open coding.

Table 1.
An Example of Open Coding

Interview text	**Open coding**
Desert entertainments such as hotels, quad bikes, camel rides, patrol cars for safaris, balloons, paragliders	Desert entertainments and recreational-sports activities
People's culture has changed a lot compared to the last few years. People have changed and enhanced their attitudes concerning tourists.	Improvement of people's culture and attitudes towards tourists
They find opportunities and engage themselves, for example, in selling handicrafts, renovating their houses, and opening coffee shops	Providing local people with opportunities to make a living

The Core categories are determined through axial coding by establishing the associations of the main and subcategories that fall within the scope of the concept. Concepts are formed from open codes, and each concept includes several codes within the common scope. Table 2 indicates an example of axial coding.

Table 2.
An Example of Axial Coding

Open Coding	Concepts
Tourism leads to the growth of small businesses and is a source of income even without certain skills	Sustainable income
Health and hygiene issues	Cleanliness and hygiene
Peaceful and quiet atmosphere	Silence and peace
Use of traditional elements	Use of natural traditional elements

Selective coding includes modifications of the conceptual scopes and categories and validation of the plausible relationships and categories of axial coding. Finally, the overall results of the research are represented in a few words (Strauss & Corbin, 1998). Table 3 indicates an example of selective coding obtained from research concepts.

Table 3.
Causal Factors, Subcategories, and Related Concepts

Sub-categories	Concepts
Climatic attractiveness and novelty	Climatic attractiveness
	Attractiveness and novelty of the place or activity
The abundance of traditional and rural houses	Traditional houses and rural texture
	Inexpensive ecotourism services
Silence and peace	Environmental silence and peace
	Pleasure and experience of caring for animals and achieving mental peace
Pleasure and experience of health tourism	Establishment of health tourism
	Pleasure and tourism experience for ecotourists
People's cooperation and tourism synergy	Regional development and people's cooperation
	Synergy in the tourism industry

Findings

The phenomenon is at the center of attention in the grounded theory, and the research primarily aims to investigate it. The phenomenon is the mainstream of research events and incidents to which the actions and reactions of research themes are directed (Strauss & Corbin, 1998). The research revolves around the identification of phenomena and their

causes. The present study found four main categories as the phenomena of providing organic tourism services in Iran. These phenomena that are the main causes and backgrounds of the flow of organic tourism services include:

I. Clothing, customs, and lifestyle, including two concepts of local clothing as well as customs and lifestyle;
II. Cultural celebrations and rituals, including two concepts of local celebrations and rituals as well as festivals of local cooking, foods, and handicraft production;
III. Exhibitions and culture and art education, including two concepts of exhibition and experience of the production of food, sweets, and handicrafts as well as the establishment of cultural and artistic exhibitions; and
IV. Cultural, sport, and recreational events and activities, including three concepts of holding cultural-sports events, sports-recreational activities, and story-telling.

All these four categories form the axial phenomenon of organic tourism. The provision of such services, which form a phenomenon-based category, does not have physical or mental harm to human beings. They are also eco-friendly with no detrimental impacts on the environment. The above four categories, derived from 9 concepts, explain the axial phenomenon of providing organic services in the organic tourism industry. Causal factors include a set of events and conditions that affect the core category and lead to the creation and formation of the axial phenomenon (Creswell & Poth, 2017). Causal factors can be any event such as a particular behavior, what is said or done by someone, as well as a possible event. Causal factors in data are often reflected through terms such as when, because, while, because, since, as, etc. When such terms are not available, the researchers can identify the causal factors according to the phenomenon itself and by regular consideration of the data as well as the previous events and

incidents. The causal factors of organic tourism services included the following five subcategories: I. climatic attractiveness and novelty; II. the abundance of traditional and rural houses; III. experience of silence and peace; IV. enjoyment and experience of health tourism; and V. people's cooperation and synergy of tourism. There were 9 concepts related to these categories. The concept of inexpensive ecotourism services was not confirmed in the CVI and was evaluated with 9 concepts in the qualitative part. Also, nine questions were used to evaluate the axial phenomenon of organic services marketing with the four subcategories of clothing, customs, and lifestyle; cultural celebrations and rituals; exhibition and culture and art education; and cultural, sport, and recreational events and activities. Structural equation modeling (SEM) was used to test the research hypotheses. Accordingly, a two-step approach was applied to prevent the interaction of the measurement and structural models and examine the validity of the items of each variable in detail. Each studied construct, including causal factors of organic services and axial phenomena, was analyzed separately in a measurement model. According to the confirmatory factor analysis of causal constructs of organic services, the factor loadings of all items were >0.4, and the fit indices of the model had acceptable values. Therefore, the measurement model for the causal factors of organic services was approved without any changes. Also, according to the results of confirmatory factor analysis of axial phenomenon constructs, the factor loadings of all items were >0.4. However, some fit indices of the model did not have acceptable values, and the model needed modifications. After reviewing the modified and standardized indices and removing item Q14 (exhibition and experience of the production of food, sweets, and handicrafts), the value of Chi-square decreased by at least 31.635 units, and confirmatory factor analysis was performed again. According to the results, factor loadings were > 0.4, and the model fit indices were at an acceptable level. Tables 1 and 5 show the results of factor loadings and fit indices, respectively. Three methods of Cronbach's alpha, composite

reliability (CR), and average variance extracted (AVE) were used to evaluate the reliability of the research variables. According to Bagozzi and Yi (1988), CR≥ 0.6, AVE≥ 0.5, and Cronbach's alpha≥ 0.7 are required. As shown in Table 4, the values of CR, AVE, and Cronbach's alpha are all at acceptable levels, indicating acceptable reliability of research variables.

Table 4.
Items Used, Factor Loading, and Reliability Coefficients of Research Constructs

Research constructs	Items	Factor loadings	Cronbach's alpha	CR	AVE
Causal factors of organic services			0.825	0.93	0.61
Climatic attractiveness	Q1	0.71	0.715	0.71	0.55
	Q2	0.78			
Rural houses	Q3	1.06		1.12	1.12
Silence and peace	Q4	0.62	0.703	0.63	0.54
	Q5	0.60			
Health tourism	Q6	0.68	0.708	0.71	0.55
	Q7	0.81			
Synergy and cooperation	Q8	0.91	0.839	0.84	0.73
	Q9	0.80			
Axial phenomenon			0.871	0.83	0.56

The validity of the research was evaluated through content and structural validity (convergent and divergent validity). Content validity was obtained by expert opinion polls. Given that all factor loadings of items related to each of the constructs were statistically significant ($p < 0.001$) with values > 0.4, convergent validity was also confirmed (Table 4). Finally, divergent validity was evaluated by two methods expressed by Kline (2005) and Fornell and Larcker (1981). According to Kline, the estimated correlation coefficient between the factors should not exceed 0.85 to confirm the divergent validity. As shown in Figure 1, the correlation between the factors is < 0.85, and divergent validity is confirmed. Fornell and Larcker (1981) also state that divergent validity is

at an acceptable level when the square root of the AVE values for each construct is greater than the common variance between that construct and the other constructs in the model. Table 6 represents the values of the correlation coefficients between the constructs and the square root of the AVE values for each construct. According to the results obtained from the correlations and the square root of AVE on the diameter of the table, the divergent validity of the model at the construct level is confirmed in terms of Fornel and Larcker criteria because the correlation coefficient of all constructs is less than the square root of the AVE index.

Table 5.

Fit Indices of the Model for Measuring the Causal Factors of Organic Services and the Axial Phenomenon

	χ^2	df	p	GFI	TLI	NFI	CFI	RMSEA	χ^2/df
Causal factors	2.831	18	0.000	0.972	0.946	0.960	0.973	0.069	2.831
Axial phenomenon	37.853	15	0.001	0.976	0.966	0.970	0.982	0.063	2.524
Acceptable values	-	-	-	>0.90	>0.90	>0.90	>0.90	>0.90	1-5

Table 6.

Correlation Matrix and Squared Values

Construct	(1)	(2)	(3)	(4)	(5)	(6)
(1) Climatic Attractiveness	0.741					
(2) Rural Houses	0.61	1.058				
(3) Silence and Peace	0.61	0.62	0.734			
(4) Health Tourism	0.64	0.66	0.66	0.741		
(5) Cooperation and Synergy	0.63	0.61	0.59	0.63	0.854	
(6) Axial Phenomenon	0.65	0.66	0.63	0.65	0.62	0.748

Structural equation modeling was performed using the maximum likelihood method, whose results are presented in Table 7 and Figure 2. Accordingly, all research hypotheses are statistically significant and

confirmed at the level of p <0.001. Also, as shown in Table 8, all fit indices are within the acceptable range, and the research model has the required fit.

Table 7.
Hypothesis Tests Using Standardized Coefficient Estimation

Hypothesis	Hypothesized paths	Coefficients	SE	Standardized coefficients	t-value	p	Result
H1	Climatic attractiveness → Axial phenomenon	0.190	0.043	0.225	4.460	0.000	Confirmed
H2	Rural houses → Axial phenomenon	0.191	0.039	0.246	4.866	0.000	Confirmed
H3	Silence and peace → Axial phenomenon	0.146	0.039	0.185	3.698	0.000	Confirmed
H4	Health tourism → Axial phenomenon	0.148	0.044	0.178	3.343	0.000	Confirmed
H5	Synergy and cooperation → Axial phenomenon	0.145	0.038	0.188	3.810	0.000	Confirmed

Table 8.
Fit Indices of Research Structural Model

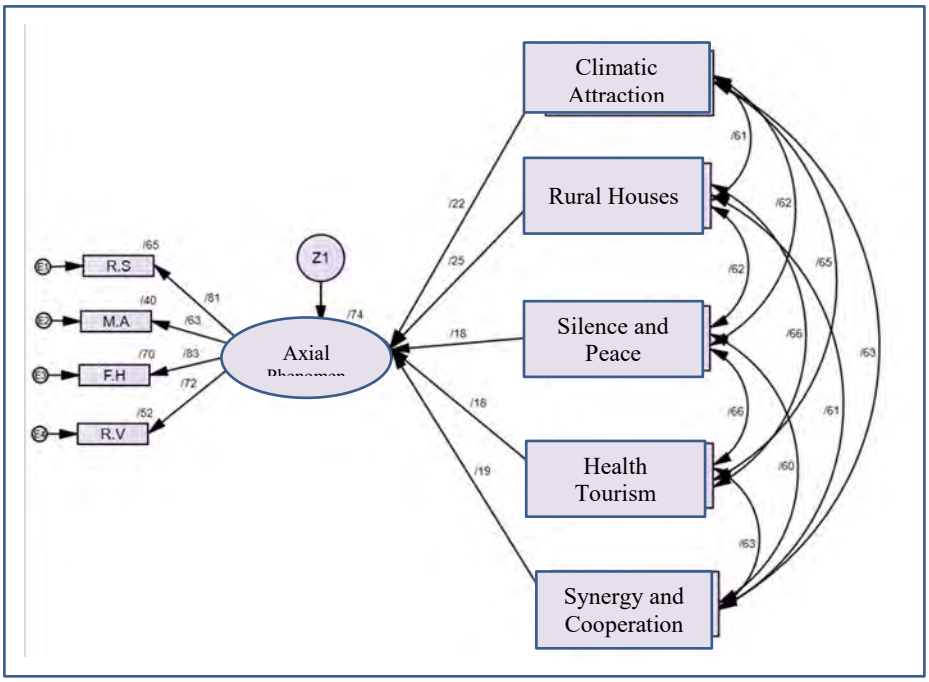
	χ^2	df	p	GFI	TLI	NFI	CFI	RMSEA	χ^2/df
Primary model	28.815	17	0.036	0.983	0.988	0.986	0.994	0.043	1.695
Acceptable values	-	-	-	>0.90	>0.90	>0.90	>0.90	>0.90	1-5

According to Table 7, considering the significance level of the research hypotheses, all five models of causal factors (climatic attractiveness and novelty, abundance of traditional and rural houses, experience of silence and peace, pleasure, and experience of health tourism, people's cooperation, and tourism synergy) affect the axial phenomenon in the tourism industry positively and significantly at the confidence level of 99%. The impact coefficients of the paths show that

rural houses with a coefficient of 0.25 had the greatest impact on the axial phenomenon among the models of causal factors of organic services.

Figure 1.

The Results of the Research Structural Model



Conclusion

Tourism has an important role in the development of many countries, and its development in Iran can contribute to economic growth and the sustainable income of the country. Identifying the phenomena and factors influencing the formation of organic tourism services in the tourism industry can help better develop and advance solutions to expand such services. This study aimed to investigate the factors influencing the formation of organic services in the tourism industry. The results of the study are largely consistent with previous research in Iran and the world. However, this research represents the causal factors of organic tourism

services from a new perspective, illustrating these services in more detail than ecotourism, health tourism, rural tourism, etc. Accordingly, 13 experts with scientific and practical competence in this industry were interviewed using the method of grounded theory, after which the results were explained through three coding stages. As a result of the coding, four axial phenomena were identified, including I. clothing, customs, and lifestyle; II. cultural celebrations and rituals; III. exhibition and culture and art education; and IV. cultural, sport, and recreational events and activities. The identification of these phenomena is generally in line with findings by some previous research and eco-tourism centers. However, no research has been conducted on organic tourism or the classification of such services under a comprehensive title and definition (organic services) so far. Thus, the present study sought to explain these phenomena. Iran has good grounds for ecotourism, natural tourism, and organic tourism services with its rich culture and ancient civilization, on the one hand, and diverse climate and climatic attractions on the other hand. The recognition and use of these phenomena, which are integrated into the cultural context and national religious customs of Iranians, can shape such services in the best possible way. Recognizing these phenomena and increasing the use of the existing facilities can undoubtedly be a way to realize the available potentials and provide the grounds for sustainable development, employment, national and local income generation, and countless consequences. The causal factors for organic tourism marketing services include five subcategories and nine related concepts, including I. climatic attractiveness and novelty, II. the abundance of traditional and rural houses, III. experience of silence and peace, IV. enjoyment and experience of health tourism, and V. people's cooperation and synergy of tourism. All categories affected the axial phenomenon, and rural houses ranked first among them. The results of this study showed five subcategories and ten related concepts for organic tourism marketing services, including I. climatic attractiveness and novelty, II. the abundance of traditional and rural houses, III. experience

of silence and peace, IV. enjoyment and experience of health tourism, and V. people's cooperation and synergy of tourism. Climatic attractiveness and novelty reflect two concepts of the desirability of the climate and the novelty of the place or activity. Each region has its own climatic attractions, and Iran is endowed with various natural elements such as deserts, forests, sea, mountains, and countless natural attractions because of its four seasons along with geographical, cultural, environmental, and climatic characteristics, all of which lead to the formation of organic tourism services. McAreavey and McDonagh (2010) conducted studies in this field that are in line with the results of this research. Tourists pay attention to the attractiveness and novelty of the place. Thompson (2020) showed that the desirability or novelty of the place or activity in which tourists were involved attracted them. The next category is the abundance of traditional and rural houses, including the concepts of traditional houses and rural texture in addition to inexpensive ecotourism services. Traditional houses and rural texture can lead to the formation and development of organic tourism services in any region. In other words, rural texture and traditional historical sites can result in the formation of organic tourism services and eco-tourism centers. These findings are consistent with research conducted by Sharpley (2000), Garrod et al. (2006), and Saxena and Ilbery (2008). Another category is the experience of silence and peace, which has two related concepts. One of the important parameters of causal factors is the experience of silence and peace, provided for tourists outside cities in natural and rural areas. Many tourists seek silence and peace to escape from the noise and concerns of urban life during their travel and stay in tourist centers. Another concept is the pleasure and experience of caring for animals and achieving peace of mind. As shown by Thompson (2020), many tourists seek the experience of caring for farm animals and achieving peace of mind. The experience of rural life and peace even for a short time is another significant reason for organic tourism services. Pleasure and experience of health tourism can be an important subcategory with two

concepts of health tourism and pleasure and experience of tourism for ecotourists. Health tourism contributes significantly to the formation of organic tourism services. It should be noted that health tourism is not merely restricted to medical issues, and there are countless services in this field, such as naturopathy, different sports activities, yoga, meditation, etc. In fact, health and environmental protection underlie organic tourism services, and any factor that prepares the grounds for health tourism can contribute to the formation of organic tourism services (Buckley et al., 2020; Maddox, 2015). This finding is consistent with similar studies conducted in this area. The next concept is the pleasure and experience of tourism for ecotourists. According to the interviews, many ecotourists believed that pleasure, personal and family experience, and life and health in nature and rural areas were the main reasons for the establishment of tourism centers. This is one of the principal reasons for the formation of organic tourism services. Salvo et al. (2013) also conducted some studies in this field. The next sub-category is cooperation and tourism synergy, which has two concepts of regional growth and people's cooperation, on the one hand, and synergy in the tourism industry on the other hand. Since tourism centers bring countless potentials for the area and contribute to the growth, economy, and employment, people’s cooperation to establish new centers and maintain the existing ones has a significant contribution. Salvo et al. (2013) also carried out some studies in this field. Synergy in the tourism industry is another important concept in the formation of tourism services because people from other enterprises can provide services and sell their traditional rural products and handicrafts through the existing tourism centers, leading to the development of larger centers and more services to tourists. Pulido-Fernandez et al. conducted some research in this area.

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