

Meta-analysis the antecedents of e-tourism in Iran

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Abstract: In today's societies, the tourism industry is often regarded as one of the most important sectors of the economy, and within this industry, e-tourism with having diverse characteristics and potentials has a unique place in the development of the societies. In this way, This study has been done with using meta-analysis method and with the aim of quantitatively combining the results of researches about the affecting factors on e-tourism in Iran by using comprehensive meta-analysis software (CMA) for data analysis. In this study were identified 32 different independent variables from the 21 selected studies. The results of this meta-analysis show that variables such as social and virtual networks, political factors, tourist satisfaction, infrastructure and IT factors, software factors, technology adoption, innovation diffusion, trust, organizational factors, quality of services, social factors, website capability And blogs, information quality and information systems, e-readiness and website familiarity, operational reach and support, motivation, strategic decision making, perceived usefulness, relative advantage and price, privacy and security, brand power, shopping experience Internet and advertising have had the greatest impact on e-tourism in Iran.

Keywords: e-tourism, meta-analysis, e-tourism antecedents.

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I. Introduction

The growth and development of information and communication technology and the subsequent penetration of this technology in all areas of human life, including social, economic, political and cultural aspects, has brought new developments and challenges for human societies. This expansion and penetration has penetrated all walks of life and penetrated all layers of life with all kinds of soft and hard tools, such as telecommunication networks and huge computers, and on the other hand with social networks. This emergence and development of ICT has created a new paradigm of change that has created new structures in various fields that have brought together new and diverse opportunities and

challenges [1]. One of these important areas is the tourism industry which with the influence of information and communication technology has led to the formation of e-tourism. Today, the tourism industry, and in particular e-tourism, as an important part of the economy, directly and indirectly plays an important role for countries in regional policies [2]. ICT combines capabilities of clients, management and supply chain into a single resource and facilitates multiple operations such as product selection, ordering, execution, packaging and payment [1]. Therefore, information and communication technology is a powerful tool that strengthens the tourism industry strategy and the activities and forces of this industry[3] [1]. Information Technology in Electronic Tourism Provides Remote Information

Survey, Increases Hotels and Resorts, Remote Payments and Interactions and Equips Tourists with a Mobile Map [4].

It also reduces costs, establishes a direct and close relationship between the consumer and service provider, and enhances employee effectiveness [1]. Tourism and advertising agencies are now online, and online booking systems have completely transformed the tourism industry [4]. In today's societies and economies that seek rapid development and economic growth, development of tourism industry is often regarded as one of the most important economic and revenue-generating sectors, and thus has been introduced one of the most important economic development anchors in the world, and even in Some items tourism have been introduced as one of the largest industries in the world [5]. On the other hand, the growth of the tourism industry in Iran is always accompanied by major challenges due to the propaganda of aliens and their affiliated media. In this regard the expansion of e-tourism and its new manifestations can to a large extent meet this challenge and Removes and improves Iran's international tourism potential. In fact, can promote advertising at a faster rate and at a lower cost whit using the potentials of e-tourism [6].

In recent years, e-tourism has been considered as an important research topic and numerous researches have been done about it in Iran. For this reason, this study attempted to investigate and integrate the antecedents of e-tourism in Iran; and through meta-analysis approach, given that the results of the meta-analysis reflect a wide range of valuable research features; Therefore, this study whit using the principles of meta-analysis in the field of e-tourism, has sought to combine the results of previous researches about this Subject. In this regard, the question of this research is as follows: What are the antecedents of e-tourism in done researches in Iran?

II. Literature Review

Tourism industry is one of the areas where information is an important element and proper application of information technology plays an important role as a competitive advantage in success of this industry [8]. Countries such as Iran, which face transnational and often biased

barriers from other countries, have not been able to achieve a good position in tourism industry compared to some other countries, but on the other hand, most countries have succeeded That utilize information and communication technology in this industry and find new ways to optimally exploit the capabilities of the industry and overcome on the challenges they face [7]. The integration of e-business with travel and tourism has led to the development of e-tourism, and this area of tourism is the virtualization and digitization of processes and value chains in tourism, travel and leisure [8]. Virtual or electronic tourism can be defined as synergies of tourism with information technology and therefore combines the two fields of tourism and information technology and a tourist with using it can make the right travel plan quickly and at a low cost [9]. E-tourism includes the provision and support of tourism services electronically through the Internet to meet the needs whit higher quality and at a lower cost for tourists [10]. E-tourism for consumer includes electronic information, electronic survey and study (for hotels, airports, etc.), and electronic payment [1]. E-tourism is also a type of activity based on modern and virtual technology that has revolutionized the effectiveness of the tourism industry multilaterally, both from customers and from tourism organization and agencies [11]. E-tourism also includes concepts such as e-business, electronic research and development, electronic content production and electronic service delivery [12]. Therefore, field of e-tourism refers to the potentials of virtual and digital technology in providing accurate images of the physical world, enabling virtual and unrealistic trips and utilizing the natural attractions of the tourist destinations for tourists who intend to travel for this purpose. [13]. It refers to a set of websites, standards, and protocols that generate and reproduce information in various structures such as text, images, catalogs and brochures, advertising

messages. In general, tourism within the internet space is an efficient means by which a tourist can travel to a specific place in a short time, at an optimum cost and with a targeted and guided

program. Many studies have been conducted over the past years about relationship between various variables and e-tourism; some of which are presented in Table 1.

Table 1: Selected and reviewed studies on the research Subject

researchers	Title of the research	Sampling method	Place of printing	Type of research	samples
[6]Yousefi et al. (2012)	Analytical - Comparative Study of E-Tourism Development Indicators in Isfahan	Systematic randomization	Geography and Environmental Planning	Descriptive	325
[14]Alipour et al. (2015)	Investigating the Factors Affecting the Development and Use of Electronic Services in Tourism Industry (Case Study: Ardebil Province)	Class random	IT Management	Descriptive	384
[15]Ebrahimzadeh-Ganji et al. (2016)	Explaining the Role of Factors Affecting Electronic Trust in Tourism Websites	Cluster random	Tourism Management Studies	Descriptive	388
[16]Jaafari et al (2017)	Consumer behavior in e-tourism servicesMotivate	Simple random	Social Studies and Tourism	Descriptive	182
[17]FalahTafti et al. (2018)	Designing Infrastructure-Based Modeling in Electronic Tourism Development Using Structural Equation Modeling Approach	Simple random	Tourism Planning and Development	Descriptive	386
[18]Seyyed-Naghavi & Shakiba (2013)	Factors Affecting Tourist Confidence in E-Tourism	Simple random	Tourism Management Studies	Survey	131
[12]Dehdashti and Shakiba (2013)	Structural Model for Identifying Effective Strategic Components on Institutionalizing Electronic Tourism	Simple random	Tourism Management Studies	Descriptive	310
[19]Delaware, Qadri and Majdi (2014)	The Position of Social Media in Marketing Development E - Tourism of Iran	Simple random	Tourism Management Studies	Survey	250
[20]Turkestan, mafahkeri and hagigat (2016)	The Impact of Satisfaction and Trust on E-Loyalty and Online Shopping of Tourism Products	Simple random	Tourism Management Studies	Descriptive	82
[13]Mahmoudi-Meymand et al. (2013)	Providing a Hybrid Model of Factors Affecting the Development and Acceptance of Virtual Tourism in Iran	Cluster random	Business Management Perspective	Descriptive	297
[21]Atafar et al. (2012)	Factors Affecting Information Technology Adoption in the Tourism Industry	Class random	Tourism Management Studies	Descriptive	267
[22]Safaipour et al. (2015)	The Impact of ICT on the Formation of E-Tourism	Simple random	Geography and urban space development	Descriptive	384
[23]Ahmadizad et al (2017)	The Influence of the Tourism Industry on E-Marketing	Simple random	Business Management Research	Descriptive	255
[24]Delshad et al. (2018)	An Analysis of Barriers to the Development of Electronic Tourism in Iran; Modeling Approach	Simple random	Business Management Research	Scrolling	60
[25]Mossadegh & gahramani (2017)	Designing Factors Affecting the Success of E-Tours Marketing (Case Study: Travel Agencies in Tehran)	Simple random	Business Strategies	Descriptive	230
[26]ruhani and Zare (2013)	Identification and Handwriting of Factors Affecting the Promotion of E-Tourism in Iran	Simple random	Tourism Planning and Development	Descriptive	135
[27]feiz and rasti (2014)	Investigating the Factors Affecting Interactive Banners on Selected Website Tourists	Non-accidentalAnd available	Tourism Planning and Development	Survey	386
[28]Meshkini et al. (2018)	Evaluating the Impact of Virtual Media on Tourism Industry Development from the Perspective of Virtual Network Users	Simple random	Urban tourism	Descriptive	258
[29]Haddadian and BagheriehMashhadi (2014)	Investigating the Determinants of Airlines Ticketing to Buy Online	Simple random	Modern Marketing Research	Descriptive	215
[30]Haddadian et al. (2014)	Factors Affecting Internet Acceptance in the Aviation Industry	Available	Tourism Management Studies	Descriptive	215
[31]Yadegari, Mohammadi and YarmohammadiSamani (2015)	The Model of Trust in E-Tourism	Simple random	Tourism Management Studies	Descriptive	100

III. Methodology

This research has been done by meta-analysis method. Meta-analysis is one of the new methods of research which seeks to combine statistical results of the general conclusions about the research background of a specific topic. The meta-analytic method is combination of researches and analyses, which examines a group of studies with common assumptions of independent and dependent variables and is introduced as a systematic statistical method that uses regular statistical methods for selecting, collecting, and analyzing researches. Therefore, it can be said that meta-analysis is a quantitative method and is done by summarizing different researches findings on the same topic. In the first step of the meta-analysis study, the research question is raised, then the related studies are identified and the data encoding method is determined. In the next step, the studies are collected and are performed initial coding, then data entry into the software and the effect sizes are calculated, then the main and complementary analyzes are performed on the data and compilation research report. Meta-analysis is a type of scientific research in which researchers seek to combine the results of number of previous research to answer their research questions, thereby producing new and comprehensive results. Meta-analysis combines and analyzes researches with systematic review, evaluation, synthesis, aggregation and Statistical classification that have previously been written on a particular topic.

This meta-analysis study is intended for applied research and it is in the field of quantitative research. In this research, library and documentary method was used for data collection. In this study, the focus was on research about specific topic, namely the affecting factors and variables on e-tourism in Iran. For this purpose, were selected scientific-research articles extracted from theses and research on this topic as a research population, which includes all the researches done in Iran until 2019 which have been published in prestigious scientific journals. In this study, a complete survey was done on the statistical population and sampling was not done and the researcher attempted to study and gather information from the whole population. In this regard, characteristics such as statistical method, statistical population, sampling method, sample size, hypotheses, theoretical framework and results of data and significance level of researches

were evaluated. In total, 138 initial articles were identified on the research topic by reviewing the features, concordance and appropriateness of the articles with the research topic. Finally, 21 articles were selected for meta-analysis of the research topic. To analyze the data obtained from the aforementioned research, meta-analysis software (CMA) was used to perform meta-analysis after extracting the necessary data such as correlation coefficient, the relationship between variables and sample size. So that obtained data from previous studies converted to effect size by software and the effect sizes were combined with the Hunter and Schmidt methods, in this way, were considered the false effects of cases such as very high or low sample size and average weighted means of the effects. Cohen's criteria are used to interpret the effect size as presented in Table 2.

Table 2: Effect size range

Result	High Spectrum Effectsize	Spectrum downscaling effectsize
Little	0/3	0/1
medium	0/5	0/3
big	0/8	0/5

In the present study, Funnel plot method was used to evaluate the emission bias status that is one of the most common methods for detecting propagation bias. Duval and Tweedie's fit and Classic fall- safe N methods were used to determine the number of missing trials.

IV. Analysis of research data and findings

A review of selected research texts indicates that the research methods used is not very diverse in research topic and most of the researches have been done by descriptive correlation or survey method, Among them, 16 studies were conducted by descriptive correlation method and 5 studies were done with survey method. And it indicates that most of the researches have been done in a descriptive way. Selected researches used systematic random sampling, simple random, stratified random, cluster sampling and available sampling. That's from studies related to this research study used Systematic random sampling, 14 studies used simple random sampling, 2 studies used stratified random sampling, 2 studies used cluster sampling and 2 studies used available sampling. The sample sizes of the studies were 5240.

Overall, 40 variables were identified from the studies that, given that some of these variables were repeated, the total number of variables affecting e-tourism were summarized as 32 independent variables, the results of which were fully listed in Table 3. Thus, the most important affecting variables on e-tourism that have moderate or high intensity are as follows: social and virtual networks, political factors, tourists satisfaction, infrastructure and IT factors, software factors, technology adoption, Dissemination of innovation, trust, organizational factors, quality of service, social factors, website and blog capability, quality of information and information systems, electronic readiness and familiarity with the website, accessibility and operational support, motivation, strategic decision making, perceived usefulness, comparative Price and advantage, security and privacy, brand power, shopping experience of Internet sites and propaganda that frequency and magnitude of each of which is listed in Table 3.

Table 3: Frequency and magnitude of variables effectsizes (E-tourism as a dependent variable)

Independent variable	Dependent variable	Frequency	effect size
Electronic readiness and website familiarity	E-tourism	7	0/47
Security and privacy	E-tourism	6	0/364
Diffusion of innovation	E-tourism	1	0/60
Technology adoption	E-tourism	5	0/638
trust	E-tourism	8	0/596
Online shopping experience	E-tourism	2	0/325
Customization	E-tourism	1	0/232
Brand Name Power	E-tourism	2	0/354
Motivate	E-tourism	1	0/408
Information quality and information systems	E-tourism	6	0/477
Quality of service	E-tourism	3	0/510
Economic and cost factors	E-tourism	2	0/268
social factors	E-tourism	2	0/494
Political factors	E-tourism	2	0/76
Infrastructure and IT factors	E-tourism	2	0/665

Software factors	E-tourism	2	0/664
Cultural and religious restrictions	E-tourism	1	0/215
responsiveness	E-tourism	2	0/27
Strategic values	E-tourism	1	0/31
Accessibility and operational support	E-tourism	3	0/436
Strategic decision making	E-tourism	1	0/39
Social and virtual networks	E-tourism	3	0/734
Website and blog capability	E-tourism	5	0/483
Satisfaction	E-tourism	3	0/698
Organizational factors	E-tourism	2	0/555
Perceived usefulness	E-tourism	3	0/384
easiness of use	E-tourism	5	0/147
Credibility	E-tourism	3	0/467
Compatibility	E-tourism	2	0/295
Environmental factors	E-tourism	1	0/236
Price and relative advantage	E-tourism	5	0/378
advertisements	E-tourism	4	0/317

In this research the variables be grouped into three categories of common classification effect sizes Based on Kuhn's criteria and in accordance with the results and effect sizes presented in Tables 3. Thus, the first category contains variables whose impact is weak and it is possible to reject the hypothesis of these studies in other studies. These are variables whose effect size is very small and their effect size ranges between 0.1 and 0.3. According to the status of the variables presented in Tables 3, the variables of economic and cost factors, cultural and religious constraints, responsiveness, easiness of use and environmental factors fall into this range. The second group contains variables whose effect sizes are average and Are located in the range of 0.3 to 0.5. The hypotheses of this group are more robust and reliable than those of the first group, thus it can be said that the assumptions among the variables of this group and e-tourism are more confirmed. In this study variables of social factors, website capability and blogs, quality of information and information systems, e-readiness and familiarity with website, accessibility and operational support, motivation, strategic decision making, perceived

usefulness, price and relative advantage, Security and privacy, brand power, online shopping experience, and advertising Were in this range.

The third category contains variables that have very high effect intensity and their effect size is between 0.5 and 0.8; these variables and their assumptions are highly reliable and probable and these variables can be claimed that they would be highly likely to be reaffirmed if were carried out research and re-testing. According to the data of tables 3; variables of social and virtual networks, political factors, tourists' satisfaction, infrastructure and IT factors, software factors, technology adoption, diffusion of innovation, trust, organizational factors and quality of service are in this range.

Other investigations and analyzes carried out in this study were the publication status and bias of the research data. Studies performed meta-analytically or by examining research backgrounds may be associated with error in the conclusions of the analyzes, which may be due to the publication of positive results or non-publication of negative results. Of course Lack of proper weighting of the results of the studies under study or lack of attention to the differences in the quality of the studies is itself an important factor that can play a role in the bias of publication. Also applying multiple and different tests and lack of proper scoring in data coding and Failure to check the coefficient of agreement correctly in such studies have a role in causing error in meta-analysis studies. Therefore, evaluation of the publication bias is the one of the most important parts of the meta-analysis studies that results from the publication status of published researches and the lack of publication of some researches and the types of mentioned errors. The results of the meta-analysis will be affected In case of bias propagation and thus the conclusions will have bias and error. In this study, funnel plot were used to identify diffusion bias. According to this graph, the effect of the intervention obtained from each study is plotted against the sample size of the study. Therefore, the graph is balanced if is not propagation bias or the bias is very low. According to the logic of the funnel plot, research with a low standard error does not have a propagation bias and accumulate at the top of the funnel plot but, conversely, research with a high standard error accumulate at the bottom of the funnel and increases their propagation bias as well.

Also, if there is no propagation bias, the graph becomes balance. In this study, the results of the emission bias study are presented at the level of acceptance and standard error in Figures 1 and 2. As these graphs show, studies are clustered at the top of the graph, indicating that there is no publication bias in this study.

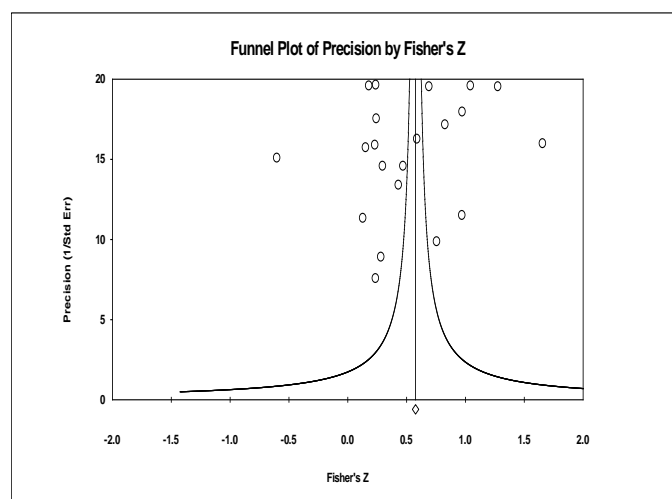


Figure 1- Funnel plot of investigated researches

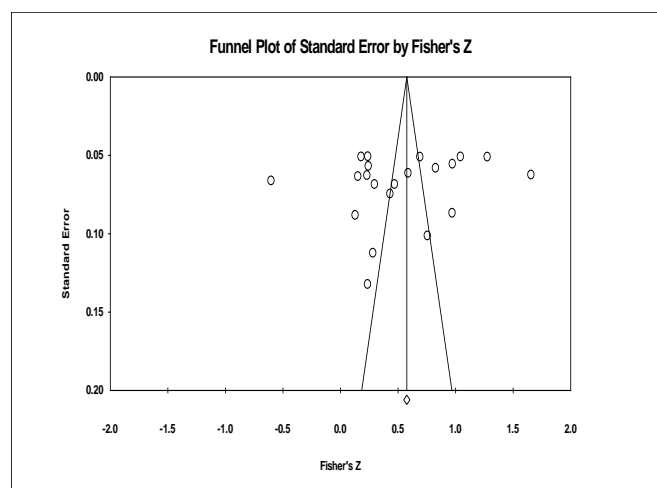


Figure 2- Funnel plot of Standard Error by Fisher's Z

1- Duval and Tweedie's fit

Duval and Tweedie's modification and fitting method has been proposed to evaluate and mitigate the propagation bias. In accordance with this method are removed during a process Unmatched observations from the Funnel plot and followed by add values that allocated for missing studies. Therefore, if the number of small studies located on

the right side of the graph is greater than its left, it can be concluded that such studies are omitted from the left. This method captures missing studies and enters them into analyzes and then calculates the effect sizes summary. And according to this method, the missing studies are located to the left of the effect sizes summary after identification. This study has included 0 missing studies and indicates that this study and meta-analysis need no further studies to complete. Furthermore Consistent with the results of the analysis and based on the fixed effect model, the point estimate is 0.51972 and the 95% confidence interval is (0.49956, 0.53932). Using Duval and Tweedie's correction, the estimated point was obtained 0.51972 and the estimated confidence interval (0.49956, 0.53932). This indicates that the observed value is equal to the modified value in the fixed model.

According to the random effects model, the point estimate in this study is 0.48572 and the 95% confidence interval is (0.30329, 0.63380); and using Duval and Tweedie's correction point estimate was obtained 0.48572 and confidence interval (0.30329, 0.63380 which indicates that the observed value is equal to the modified value in the random model. The Q value for both observed value and adjusted value was obtained 21879/1255 (Table 4). As the Funnel plot shows, there is no point which is indicative the relevant research by alignment and completion in the graph 5; and if there is any relevant research, it will appear as a highlight in the graph.

Table 4- Duval and Tweedie's Correction and Fit

value	Q value	Random effect			Fixed effect		
	Number of observations	Upper limit	Lower limit	point estimation	Upper limit	Lower limit	point estimation
observations Value	/21879 1255	6338 0/0	3032 0/9	48572 0/	5393 0/2	4995 0/6	51972 0/
Modified value	/21879 1255	6338 0/0	3032 0/9	48572 0/	5393 0/2	4995 0/6	51972 0/

2- Classic fall- safe N

The Classic fall- safe N test calculates the number of missing searches that need to be added to the analysis to obtain a statistically none significant of overall effect. In this study, the N safe value of Rosenthal error is 8214, meaning that 8214 neutral researches should be added to the studies to make the P value of two domains greater than 0.05 (Table

5). Thus, 8214 studies should be performed in order to make an error in the final results of the calculations and analyzes. And this result indicates the high accuracy of the information and results obtained from this study and this number of cases Studies is a significant amount of error distance.

Table 5- N safe errors calculations

Z value for the observed studies	38/81047
P value for the observed studies	0/000
Alpha	0/05
Residual (sequence)	2
Z for alpha	1/95996
Number of observed studies	21
Number of missing studies that increases the P value to alpha	8214

3- Significance test of effect size

In addition to examining the bias status of the research data, according to the significant level obtained from the table of N safe error and Duval and Tweedie's correction and fit tables along with the Cochran (Q) test are discussed to investigate the homogeneity or heterogeneity of obtained effect sizes in the form of a sub-hypothesis.

To test this hypothesis H0 is: There is no significant difference between the effect sizes; H1 hypothesis is: there is a significant difference between the effect sizes. The results of this test are presented in Table 6. Since the level of significance is smaller than the error level, the H1 hypothesis is confirmed and the H0 hypothesis is rejected. Thus, it can be concluded that there is a significant difference between the obtained effect sizes and therefore the effect sizes are heterogeneous. This heterogeneity indicates the existence of a moderating variable that has affected the results of the study on the variables. In this regard a re-examination of the assumptions and variables has been carried out but no clear and predictable result has been obtained.

Table 6. Results of significance test of effect size

test result	level error	significance level	Z statistic
H0 rejected	0/05	0/000	38/81047

V. CONCLUSION

The results of the research indicate that various factors are effective in creating and maintaining e-tourism and identifying these factors are essential for utilizing the capacities of this field of tourism.

The purpose of this article was to identify and investigate variables and hypotheses that have been studied in researches related to affecting factors on electronic tourism in Iran until 2019.

Summarizing the results of these studies showed that 32 different and important variables affect on e-tourism. Also the results showed that researches have been conducted on various aspects and important variables related to e-tourism. This meta-analysis study was performed in order to considering the importance of e-tourism and the necessity of awareness of policy makers and regulators and integrates the results of researches in previous years in this field in order to achieve an acceptable conclusion and to integrate the researches results that are scattered throughout the field. According to the meta-analysis results of this research variables of social and virtual networks, political factors, tourist satisfaction, infrastructure and IT factors, software factors, technology adoption, innovation diffusion, trust, organizational factors, quality of services, social factors, capability Websites and blogs, quality of information and information systems, e-readiness and website familiarity, operational accessibility and support, motivation, strategic decision making, perceived usefulness, price and comparative advantage, security and privacy, brand power, The experience of online shopping and advertising has had the most impact on e-tourism in Iran. As other studies show, the demand of tourists in today's world is speed, accuracy, cost reduction, satisfaction and access to information. E-tourism can lead to high availability, satisfaction and low quality of service with using technology and changing the style of life in many cases. Finally, it can be said that the ICT set along with the capabilities of cyberspace have influenced and made many changes in activities of travel and tourism industry. On the other hand, it is important to pay attention to consumer behavior, tastes and desires in online and online environments Due to the intensifying competitive environment in the global economy and the role of e-commerce in it, as well as the share of travel and tourism in this

growing global market. Thus, by relying on e-tourism potentials, while quickly examining the tastes of travelers and predicting and managing their itinerary, it can create loyalty to them and even tried to branding and tackling the shortcomings of traditional tourism and the challenges it faces. Therefore, in according to the results of this study and the aforementioned, it can be pointed out Which should be interest to policy makers, tourism companies and investors development of electronic infrastructures and various types of social and virtual networks in the field of tourism. Organizations in this field, while supporting investment, help to repair and improve In this industry by examining the capabilities of websites and blogs, the quality of information and provided information systems in this area. Also constantly monitored the quality of provided services, how security and privacy by trusted organizations And Guidance and Correction Guidelines along with tangible incentives will be guides for the development and success of e-tourism.

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