

Tourism and Iran's place role in international level

Zahra Razaghi, Mohammad Ebrahim Alinejad

Payame Noor University (PNU), Sari,Iran

Razzaghi_z@gmx.com

Abstract: Today, tourism industry importance has been increasingly appeared in creating positive economical effects in worldwide level. And governors in developed countries and in underdeveloped countries know tourism as one of main agents in creating jobs and decreasing unemployment rate. In today world, the less people know tourism industry role and value in community development and welfare. today, with giving identity to natural cultures and communities, paying attention to migrates as a valuable heritage, holding more traditional festivals and creating compound interests, provide more opportunities in absorbing more tourists and accessing exchange income for a country and economical improvement in host communities and improving their life level. In this thesis, we try to introduce tourism status in Iran, and know importance of this subject in international level and state Iran place in international level in tourism industry. For presenting subjects in this thesis, library method and tourism international organizations statistics has been used.

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1. Introduction

Tourism or journey totally is considered as a recreation journey. Although in recent years, tourism consist of every journey that a person left his or her house or work. The person who has a journey is called tourist explorer. Tourism word was given from tour word that mean circulating that was given from *turns* Latin word that mean circulating, leaving and coming between offset and destiny and was entered from Greece to France and Spain and at last to English. Tourism and tourist expressions were used in 1937 by nation's community. Tourism worldwide organization, defines tourism as below:

Tourism is works that a person does in journey and in a place outside of usual environment. with a condition that this journey doesn't last more than a year with recreation, relaxing, sport and visiting relatives and families, work or mission, participating in seminars and conferences, treatment, study and research, religious activities, trade or like this activities purposes. According to Morphy, one of known definitions is a definition that was presented by United Nations organizations conference about journey and tourism in 1963 and then accepted by journey formal international syndicates that was a base for tourism worldwide society.

Because of reciprocal effect of cultures on each other and help to holding human relations, tourism play important role in cultural and economical and security and peace improvement and development between worldwide people. So this industry is important in two cases: first, cause familiarity with other nation's cultures, ethnics and nations, countries and dialects and etc. Second, in economical

viewpoint is considered as a source for creating income. Different countries in world by having different equipments and also with creating variable attractions want to attract and drawing tourist attention to themselves. Today, tourism is considered as one of varied world industries and its rapid growth had followed abundant economical and social changes. UNWTO (tourism worldwide organization) statistics shows increased growth of universal tourist number in recent years. Tourism worldwide organization (UNWTO) predicts that international tourism continues its work with four percent growth rate. [Goeldner CR, Ritchie JRB (2006)] and Europe will be remain as the most attracted world tourism regions to 2020, but share of this continent will be decreased from 60 percent to 46 percent in 1995. This is while far journeys procedure will be more than internal journeys and will be increased from 48 percent in 1995 to 24 percent in 2020. There are countries in Africa that despite of two million native populations attract ten million tourists in a year. Tourism industry is one of industries that are stable on renovation and innovation. the reason shows continued try and effort of successful actives of this industry in universal era that always try with different ways such as reconstructing hotels, adding new welfare facilities, modern faces, new and wonderful attraction designs, creating varied recreation and new sports proportional with tourism regions and hundred innovative methods cause designing varied and attractive tourism packages in that region and attract more interested tourist in all around world. Fortune modern systems commit that by knowing these problems adjusting our country's political direction

in a way that create more interest for our country tourism industry. Today, 11 percent of national gross production is tourism industry, totally in addition to tourist coming and going and providing their needed equipments and creating installments and recreational and residential facilities that sometimes are used by natives, are useful in native economical improvement. tourism effects in international dimension is more than its effects in national dimension that the most important tourism effect is paying attention to that tourist in all days and months in a year travel between different regions and this is redistributing wealth and fund between universe nations. on the other hand, international tourism has the great influence in determining governments exchanges (Oppermann, M. (1997). the relation between tourism and countries economical growth are one of subjects is considered by different countries researchers. we point to some of studies that is done in recent years. bala Goeur and Kantavela (2002) in a study were paid to tourism role test in long-term economical growth. his results showed that economical growth in Spain, at least in last three decade tangibly, resulted to stable international tourism growth. Richter, L. K. (1989) has surveyed tourism influence on long term economical growth in an essay in Mexico. results has been showed that although tourism has low influence on economical growth in short term, but has positive influence on Mexico's growth rate. All of tourism requests and its results depend on two agents: economical and consumer's reactions and both of them are functions of food and oil price increase in world. "Although tourism procedure is positive and increasingly, but tourism international organization should consider it preciously. (Milne, S. (1998).)". Influential agent's domain on tourism industry is affected by below agents.

- 1- Tourist
- 2- Tourism services and goods suppliers
- 3- Host communities governments
- 4- Host communities

The relation between four above groups is most effective in attracting tourist's process and presenting services to them. These groups in cooperation follow achieving purposes in micro and macro levels and cause changes in rules, politic, economic, society and technology.

1.1. Tourism economical importance

Tourism industry increasing income in world that today is considered as the most important part of gaining income in most of countries and resulted income if this section is divided completely unequally according to statistics. As fifty percent of resulted income of this industry are allocated to seven

America, England, France, Italy, Spain, German, Austria and remaining countries rely on only five percent of resulted income. and in between Iran with emphasizing on 20 year view and thirty million dollar funding want to increase its share in tourism universal market in 1404 by attracting at least one and half percent international tourist (20 million people) to two percent of universal tourism industry income. when tourists enter to a country, they should pay some cost in that country, such as food cost, and residential place and hotel cost, recreational cost, transportation cost, rotating costs, tours and also money that pay for buying souvenir and native goods and entrance cost to museum or visual places. These costs entered exchange to host country, cause economical improvement of host country. So, income that resulted from tourism is called invisible export. Tourism activities improvement provides background for engagement and this is so useful for countries that have young population. One job opportunity is created when ten tourist enter in a country. According to World Bank statistics in 2000, number of tourists in all of world was more than 701 million people and this tourism in geographical spaces about 408 million dollar is entered to universal economical circle. (World Bank 2002).

Table 1: The number of tourist's statistics

Region	1990	1995	2000	2005	2006	2007	2008	Growth rate in percent
Europe continent	265	309.5	392.6	441.8	468.4	487.9	489.4	0.3
Pacific and Asia continent	55.8	82	110.1	153.6	166	182	184.1	1.2
America continent	92.8	109	128.2	133.3	135.8	142.9	147	2.9
Africa continent	15.1	20	27.9	37.3	41.5	45	46.7	3.7
Middle eat	9.6	13.7	24.9	37.9	40.9	46.6	55.1	18.1

Resource: tourism world organization 2009

According to above table, totally tourism rate has been faced weak growth in most of world countries because of economical recession in 2006 to 2008.

Ten superior countries content in 2006 to 2008 Gregorian years that gain the most exchange income (billion dollars) from tourism industry. According to table3 we pay attention to tourism role in countries economical improvement. These

statistics shows that from 2009 to 2011 tourism has partly good growth in most of world countries and countries gain good income through this method. But this procedure is so completely weak in Iran and has low growth in international tourism. And one of main reasons is political fights with west countries. By solving this problem, tourism development in Iran will have accepted growth. Usually developed countries try to use all of existent capacities that are for development and tourism is considered as a clean industry. But this relation doesn't have accepted growth in Iran and have so weak growth that this cause not attracting exchange resources of this industry in country and deprive Iran from these exchange resources, while Iran can use that as oil substituted industry according to tourism capacities. An industry development shows political, economical, social, security, cultural and scientific stability of countries in all around world. In other words, tourism industry by having unique scores, provide several purposes in national space of one country in a same time, whereas other industries provide some of purposes solely. So, considering and paying attention to it has special place in national and international equations.

Table 2: Ten first superior countries content in 2006 to 2008 Gregorian years that had entered tourists

Row	Country	2006 (in million unit)	2007 (in million unit)	Growth rate in comparison with last year	2008 (in million unit)	Growth rate in comparison with last year
1	France	78.9	81.9	3.9	79.3	-3.2
2	America	51	56	9.8	58	3.6
3	Spain	58.2	59.2	1.1	57.3	-2.3
4	China	49.9	54.7	9.6	53	-3.1
5	Italy	41.1	43.7	6.3	42.7	-2.1
6	England	30.7	30.7	0.7	30.2	-2/2
7	**	18.9	23.1	22.1	25.4	9.8
8	Turkey	18.9	22.2	17.6	25	12.3
9	Germany	23.5	24.4	3.6	24.9	1.9
10	Mexico	21.4	21.4	3.6	24.9	1.9
61	Iran	1.9	2.17	15.7	2.02	-0.3

It is clear that world move to tourism industry development and pass incremental procedure in a hard competition rapidly, but unfortunately, our country despite of first place in world, doesn't have so much in tourism attractions! And if we consider exchange unit per entered tourist, we can easily

understand that country's economic share in tourism industry macro profit is so small that can't be compared by other countries. and albeit should add losses of cultural, securities, social and political interactions and etc that in today situation, according to negative advertisement of enemies and destroying valuable country face, may say that country's tourism economic has losses (Hall, C. M., & Jenkins, J. M. (1995).

Table 3: Countries income of tourism (billion dollars)

Row	Country	2006	2007	2008	2009	2010	2011	Growth percent in comparison with last year
1	United states of America	85.7	96.7	110.1	94.2	103.5	116.3	12.3
2	Spain	51.1	57.6	61.6	53.2	52.5	59.9	8.6
3	France	46.3	54.3	55.6	49.5	46.6	53.8	10.1
4	Italy	38.1	42.7	45.7	40.2	38.8	43.0	5.5
5	China	33.9	37.2	40.8	39.7	45.8	48.5	5.8
6	German	32.8	36	40	34.6	34.7	38.8	6.7
7	England	33.7	38.6	36	30.1	32.4	35.9	6.9
8	Australia	17.8	22.3	24.7	25.2	29.8	31.4	6.2
9	Turkey	16.9	18.5	22	21.3	20.8	23.0	10.6
10	Austria	16.6	18.9	21.8	19.4	18.6	19.9	1.7
56	Iran	1.9	2.3	2.22	2.49	3.42	3.61	6.3

Whereas Iran country, have extensive backgrounds in tourism. In Iran, tourism industry has increasing effect in dense production as an economic part and its engagement power is more than other economic parts directly and indirectly, and its development cause rapid economic growth with income distribution improvement in country. Twenty year view document of Islamic republic of Iran force to provide essential conditions and bed for twenty million tourists that enter to country. Also, tourism development based on historical and cultural conditions and historical and natural and cultural attractions cause effective and constituent interaction with world and according to its economical, social and political resources, its benefits are complied. economic results attractions and functions of tourism industry development is such that attract before everything and may be one of main reasons for government selecting and considering to economic tourism effects of this industry is in their national development and growth. Today, tourism is pioneers of every economical and industrial activity that cause monies and funds streams and resulted incomes and consumes of tourism grow so more than national gross production and goods universal export and services. According to special benefits and scores that put Iran between 10 first countries in tourism attractions. But Iran share is so small in tourism income. This is while, this income can have effective role in decreasing dependence to oil income, varying in economical growth resources, exchange incomes and creating job situations (Ceballos-Lascurain,

H.1996). In 2010, about 500 thousand Turkish tourists came to Iran, but more than one million Iranian tourists went to turkey in first four months of 2010. Emirates in that time attract 300 thousand Iranian passengers to their countries. Iranians benefit 15 million dollar to Armenia in a month. Entered tourist measure to Iran before republic was 15.43 percent. Events happening such as Islamic republic in Iran, government change, political conditions of region and war between Iran and Iraq cause to decrease entered tourists growth rate procedure in 1978 to 1988 and decrease to 9.18 percent. After completing war and beginning social and political development program (1989 to 1994) the number of entered tourists increases with 28.83 percent average and wit some changes in second development program (1995 to 1999) became 29.81 in a year. This level had extreme decline than first and second development program became 4.74 in a year. (Ceballos-Lascurain, H.1996)

Table 4: average of entered tourist’s growth rate to Iran

Period	Entered tourism growth rate
Before revolution (1959 – 1978)	%15.43
After revolution and war period (1979 – 1988)	%-9.18
First development program (1989 – 1993)	%28.83
Second development program (1995 – 1999)	%29.81
Third development program (2000– 2004)	%4.74

Resource: country’s statistical annals between 1959 to2009 years.External entered tourists record had been increased 40 percent in 2010 than last year. And had been reached to two million and 364 thousand tourist in 2004).

According to prediction in 2011, Iran tourism income will be reached to 764 million dollar that these level is so small in comparison with turkey that has twenty and half million tourist and and has small income about 18.5 billion dollar. (Figure 1).

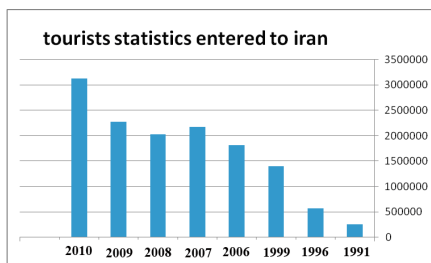


Fig1: External tourism growth in Iran from 1991 to 2010

2.1. Tourism part reinforcement procedure

- 1- Decreasing custom taxes and airport services for decreasing social tours costs.
- 2-Politic and directing ministers cultural budgets and governmental organizations with prioritizing cultural

tourism subjects and attracting religious and cultural tourists from different countries especially Islamic countries.

- 3-Flexibility in implementing roles for entered passengers and even usual people to some extent.
- 4-Omitting council cost for issuing tourist visa.
- 5- Making easy of issuing events of legation and international borders while tourist entered.
- 6-Insuring private section workers of tourism section to do special actions in special crisis.
- 6- Giving debts with low profit for increasing in tourism section.
- 7- In some countries that people don’t interested travel in Iran because of political problems. Ambassadors and Iranian responsible make an appointment with elite responsible to omit these barriers background.
- 8-Cooperation and coordination of agent banks in making easy of paying debts for developing tourism bases.
- 9-Providing security funding in tourism industry.
- 10-Needed education to agencies society and hotel owners and between ways units in developing attraction culture and comply with internal and external tourists.
- 11-Extensive Communicating with tourism organizations in different countries in all around of world.
- 12-Base funding in Iran tourism installments. Correct and constituent and effective advertisement in Iran and out of Iran.
- 13-Increasing local residential awareness for accepting tourists and knowing this subject that their good or bad behavior have direct effect on this economical resource and its benefit or loss return to themselves.
- 14- Government and private section should attract tourists by pressing brochures, posters and etc and distributing them between external tourists.
- 15-Part of tourism program in Iran nature can be allocated to hunting and sport backgrounds and the other section can be related to complex of recreational and scientific programs and original nature and beautiful different regions of Iran.
- 16-Creating conveniences for private section in submitting plane in government price, rapid issuing of construction with special conveniences for constructing hotels, restaurant, parks and etc that is needed for tourism industry.
- 17-Restricting pessimistic thoughts to entered external tourists that advertised by some of groups.
- 18-Institutionalizing Iranian tourism offices in other countries especially Muslim and friend countries. (National tourism office).



