

An analysis on role of tourism service in the strategic development plans of Iran

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Abstract

Tourism and the related activities to it assigned in recent half a century, a significant place to own in the farthest parts of world, as many countries of world noticed features and powers of that industry in short-term, midterm and long-term development programs considering it as one of the driving powers of economic growth and development of own urban and rural Settlements. So the special programs have been performed for related problems to tourism in Iran during rule of time governments. So in the present research with using the descriptive and analysis research method, tourism role in the strategic development plans of Iran was examined. As in this study has examined two main parts of these development programs before and after the revolution. The obtained results shows that in the development programs before the revolution mainly the problems related to the residential and hospitality premises have been considered and with reviewing these programs the quantity of the problems related to tourism i.e. construction of residential premises has been considered. But in development programs after the revolution from 1988 until now mainly the cultural, religious and historical tourism have been considered and hotel industry was unpopular and it hasn't been considered as a needed industry of country especially in the economic structure collection, but it was meet as luxury goods. Consequently the heedlessly to tourism caused to face the hotel industry with stagnation. With existing of increasing the number of residential premises in country it wasn't sufficient and it caused many problems and failures in management method of hotels with the high grade, also lack of support and sufficient protection of related organizations caused the crisis and calm in that industry. Siana Hemati. An analysis on role of tourism service in the strategic development plans of Iran. JAm Sci 2012; 8(11):277-282. (ISSN: 1545-1003).

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1. Introduction

Today, tourism has many adherents. The significant growth of tourism in the last 50 years indicates the many economic and social importance of that phenomenon. Iran regarding its old civilization has experience and past record in tourism. That record is examined and analyzed regarding to two main Factors: The geographic position, politic and various and many natural, historical and cultural attractiveness of country and the other factor are the moral features and interest of Iranians to travel and hospitality. On the other hand tourism and related activities to it in recent half a century assigned a significant place to own in the farthest parts of world, as many countries of world noticed features and powers of that industry in short term, mid-term, and long-term development programs considering it as one of the driving powers of economic growth and development of own urban and rural Settlements (Tosun Cevat. 2001). So the special programs have been performed for related problems to tourism in Iran during rule of time governments. As the approach of these programs has been changed from the quantity growth of residential Premises to qualitative growth of tourism and cultural problems. On the other side, we must acknowledge some of the human studies and researches in that country perform with the comparative viewpoint between before and after the revolution years (Lumsdon, Les. (1997). One of the main goals of these viewpoints is discovering the role of governments on the study. In the present research that matter has been noticed and place of the tourism activities was evaluated.

1.1. Expression of problem:

Today, one of the main fundamentals of growth and development of residential is attention to the tourism features, facilities and needed substructures improvement in order to growth of the internal and external tourism (Gunn Clare (2002). So many world countries have concluded that investment in the tourism industry can provide the new

regions for them to grow and develop. In this field employment and livelihood growth of people, bringing the foreign. Exchange to country, the national impure production growth is some samples of results of that activity. So when the tourism activities can cause to development of urban and rural residential of the countries and the positive reactions that the governments design and perform the short-term, mid-term and long-term programming that they are proportional with the features and powers of area(Mowford Martin and Ian Munt (1998). Unless we must say that growth without the program of tourism industry causes to change the use of the natural lands to the residential and hospitality premises and many destructive environmental works. The tourism activities, the condition of the residential politician's view of Iran have had many ups and downs in response to the tourists needs in various political eras. So in the present research, the author tries to consider Iran approach in Different development programs in the tourism activities and the residential premises.

2. Material and Methods

The used method in the present research is descriptive - analytical and its statistical society was the residential premises in Iran. For gathering data and information needed to collect the theoretic research framework was used the library gathering method.

3. The theoretic bases of research:

1.3. Residential and its kinds:

Residential developed by tourism industry development in the internal and external tourists in the tourism aims with goals to spend times of leisure and doing the commercial activities. The exact definition tourist residential because of using the different statistics in any country is a little difficult. The tourism residential consists of hotel, motel, guesthouse, and rental home. Generally we can consider following features for the tourist residential: 1. Being seasonal: The amount of demand is variable. As the most customers of residential in the splendor seasons of the tourism purposes refer to these places. 2. Level of occupation: The request for room during the seasons is scattered. The services of residential arent resolvable and are sold in certain time. The place of residential defines the amount of access and Attractiveness of residential. 3. There is different classification

(optional and legal) for the services of residential. 4. The residential need to high expense to repair. They have different kinds that we can classify them based on the residential features, the market tendencies, the commercial function, situation, earning and so on. Pizam Holcom has another classification for the residential. He classifies them according to the kind (such as the commercial hotels, the hotels of airports, conference centers, suits, apartments hotel, residential hotels, casino, Promenades hotels, places of presenting room and breakfast and so on) and the level of presenting the services (such as economical hotels having only room and health services, hotels presenting all of services and luxury Hotels).

4. Results

4.1. The position of tourism industry and hotel in the national strategic of Development:

4.1.1. The comprehensive plan of Iran: In that plan for the first time there were the studies in field of tourism development and hotel in Iran that its main focus was on the role and the need to develop the internal tourism (Weiner Eric. 2009). Based on that attitude, the main lines of development are domestic policy that suggested the following principles:

1. Providing the facilities for the pilgrims and business travelers.
2. Supplying the facilities for the current and future required vacation stays for the internal customers.
3. Providing many numbers of resorts, equipped picnics points and developed by various recreational facilities for the residents of the major cities. That matter has been considered in order to local tourism development, regarding to urbanization development process in Iran and the rapid growth of recreational needs and short-term tourism (one day) in the major cities and has been introduced its necessity of supplying the facilities and possibilities in the future.

Table 1: classification for the residential

The kinds of residential Function residential Function having not having services	function		The kinds of residential Function residential Function having services	function	
hotel	cumercial	leisure	Rural home		
Hotel mall	-	-	Care way	cumercial	leisure
Educational institutes	-	-	camping	-	-
Airport hotel	-	-	chalet	-	-
motel	-	-	villa	-	-

inn	-	-	Youth hostel	-	-
The places presenting room and breakfast	-	-	References: Page 2007, 207		
Apartment hotel	-	-			

4.1.2. Development programs of Iran before Islamic revolution:

The first seven years program (1948-1953):

The government was obliged to design and perform a useful plan to build inn and attracting the foreign travelers and supplying their comfort in stop time.

The second seven years (1955-1961):

In that era not noticed to touring and tourism specifically.

The third development program (1962-1966):

During that era to develop and improvement tourism in Iran were performed some attempts in 4 fields: establishments, facilities, advertise and education that the related cases to tourism residential is:

1- The tourism establishments:

Construction or help to build 45 hotels and motels in different cities with approximate capacity 1100 rooms until the end of 1968. Also help to construct 100 special cottages in seaside in Anzali port.

2. Tourism facilities:

Providing the practical and legal preparation to control the hotels and travel agencies.

3. Education:

Establishing different classes to train the personnel of inns in Tehran and some cities.

The fourth development program (1967-1971):

The general goal of the fourth program was increasing the number of travelers in 1351 to 520,000. The other goal was making long the residing time of them in Iran as the Average of the residing the foreigner travelers in Iran not be less than 8 days. Also equipping the areas and ways considered by the internal travelers and supplying their comfort means during the travel especially in seaside areas of Caspian Sea that is the major summery promenade.

The fifth development program (1972-1976):

The investments done in the tourism field were more as the high grade hotel buildings that often the foreign tourists and a few of internal ones with high income use them, while the amount of the internal

travels for the recreation and using the vacation increases significantly by different social groups of Iran with the economical and social development and promotion of comfort level of society. It is necessary to provide the essential society. It is necessary to provide the essential facilities for all of the groups with acceptable standard. Also increasing the number of the foreign tourists from 415,000 to 925/000, the average stabilization of residing in 14 nights and the internal travel development with growth rate annual average %8 to 6,000,000 in the last year of the fifth program has noticed.

4.1.3. Examining the development programs of Iran after Islamic revolution:

The first development program (1989-1993): The final goals of tourism part of that program in long-term were:

1. Creating the suitable backgrounds to introduce Iranian- Islamic culture and civilization to the foreigner tourists and consequently exporting the achievements of Islamic revolution to other countries and acquaintance of people with the culture and civilization manifestations of different nations of world.
2. Providing favorable conditions to fructify leisure and acquaintance of people with different places of country and consolidation of national unity between different Iranian ethnic.
3. Creating the necessary backgrounds to increase the non- oil foreign - exchange incomes. But in order to access to mentioned strategic goals, other operational objectives such as tourism industry development, touring industry development and improvement the managing affairs of Mecca and holy shrines pilgrims in the horizon of that development program has been considered. The second development program (1995-1999):

The quality objectives considered in that program were including:

1. Developing touring and tourism industry to introduce Iranian-Islamic culture and civilization and achievements of Islamic revolution to worlds.
2. Resuscitation and development poles, attractions, travel and pilgrimage areas, improving the environment and seaside and fructifying leisure of people specially youth.
3. Increasing and strengthening the researches and usage studies and strengthening the information and statistics system.

4. Attracting people participation and the external investment in activities of special part in field of construction the hotel and tourist villages and hydrotherapy buildings and coastal.

5. Developing the general and specialty education in order to promote the level of services quality.

6- Developing the connections and the international activities in order to introduce the tourism attractions of countries especially Islamic countries. The third development program (2000-2004):

The strategic policies in the cultural heritage and tourism of the third program:

1. Insertion of touring and tourism and the cultural heritage of country in order to create more harmony to strengthen the cultural identity, strengthening the national unity and developing the ultra-section duties and Increasing the exploitation of their activities.

2. Preparation and introduction of poles, places, works and the historical, cultural and natural surroundings of country and providing the proportional facilities with abilities of these poles in order to encourage the visit of the internal and external cultural tourists.

3. Emphasizing on attracting the cultural tourists from developed and Industrial countries and increasing the tourists of Islamic countries and Silk Road and encourage the Iranians in country and residents outside Iran to Visit the attractions and interesting places of different areas of Iran to strengthen the national unity and also increasing the portion of Iran of number of tourists and increasing the portion of part in the internal impure Production.

4. Creating the suitable economical bed to develop the activities of the cultural heritage and attracting the private and cooperative sections participation and attracting and conduct the external capitals to develop the cultural heritage affaires, touring and tourism.

5. Developing the education and improving management of the human sources and increasing the specialty level of powers and promoting the quality of existing facilities and usage of the cultural heritage and touring In order to promote the services of section to the international standards level.

6. Explaining the position and different dimensions of the cultural heritage to strengthen the national and religious identity and reforming

the viewpoint to the cultural heritage values and use the experiments and the historical and cultural preferences in developing country.

7. Attempt for the complete covering of knowledge and document making of collection of the historical and cultural works of country.

8. Developing the historical and cultural researches to use the cultural heritage values of country.

9. Developing the protection activities and the quality and quantity increase of repair and revival the historical and cultural works.

10. Use the statistics system and suitable informing to develop the cultural, natural and tourism and increasing the humanity institutions participation.

11. The strengthening and developing the connections and the international cooperation of the cultural heritage in order to promote the cultural place of Iran in world societies related to the cultural heritage. The fourth development program (2005-2009): The goals and strategic of the fifth program in the cultural and tourism development were:

1. Making various the tourism attractions in the historical, natural, religious, sport, tribal and rural.

2. Promotion of the general culture in attracting and admission of tourism.

3. Doing the suitable advertisement in order to introduce the attractions and facilities of country in target markets.

4. Developing the suitable residential and hospitality substructures by participation of private section and developing midway substructures by participation of governmental and private section.

5. Training the active human power to maintain the cultural heritage and promoting the level of the presentable services to tourists.

6- Developing informing system of tourism by using the new technology.

7. Improvement the quality of tourism services by improving the methods with collecting requested standards.

8. Promoting the level of banking services such as creating the possibility to use the international credit cards and supplying tourism development bank.

9. Developing the protection activities and legal supports from the historical and cultural works of country.

The fifth development program (2011-2015): Some of the most important materials of the fifth development program in the cultural heritage and tourism were this matter that the cultural heritage organization is allowed that:

1. The legal efforts to establish the cultural and tourism centers and method of establishment the specialty non-governmental in the historical heritage such as museums, repair of the cultural and historical works, expertness of the cultural and historical property and also provide the centers to control the residential, hospitality centers, traveling and tourism services agencies with the essential standard and easy conditions.
2. Supporting centers of maintaining the works and the traditional tribal and rural culture by the private section and the general non- governmental and cooperative organizations financially with following the Islamic standards in order to develop the tourism of those areas.
3. Strengthening the position of country in the international aerial transportation network and increasing the incomes from transit and goods and traveler transportation and producer employment and changing the international airport Imam Khomeini to the first pole of cargo transportation of area the second pole of traveler transportation of area emphasizing on organizational, financial and management independence of that airport and creating the permanent currency of the financial sources of beneficiaries.
4. Regarding the special conditions of ponds of country economically, agricultural, ecosystem, biodiversity, tourism, existing the ranges and the favorable farm lands surrounding them and the serious challenging in the assigning water sources in those areas and generally complexity and fragility of the natural ecosystem in areas, government is obliged to manage massively by participating the users in plains around of those ponds and re-organizing the existing organizations in water, agriculture, the natural sources, environment and tourism in the first year of program.

4.1.4. The perspective document of Islamic Republic of Iran in horizon of 2025 In perspective of Islamic Republic of Iran in horizon of 1404, Iran will be a developed and inspiration country with the first economic, scientific and technology place in area and Islamic and revolution identity. The fundamental pivots and perspectives of country development have been determined in that document provided

in 2003: The active unity with world economic, economic competitiveness, environment and permanent development, continued growth and permanent development, the growth based on knowledge, the regional balance of country according to logistics of preparation the country, promoting the quality of life level, the humanity and social security. The special attention to perspective document and merger in world economy and having a searching economic can have a great influence on the strategic program of Khorasan Razavi province tourism regarding to entity philosophy as a high document. The strategies and macroeconomic policies of the national development have been indicated in that document that some of them affect the goals of tourism development such as the permanency of development process relying on the environment protection and optimal operation from sources, creating the regional balance using the features and the social, cultural, economical and natural advantages of country in order to promote the international position of country and recognizing culture, art, knowledge and Islamic and Iranian civilization components as the national identity elements and utilization the historical and cultural advantages of different areas of country. Within that perspective and mentioned goals, attention to tourism development was in regard to the ideal goals and attention to that is one of the more essential bases of country development.

- The long- term strategies of tourism and the cultural heritage:

The preparation plan of country considers the developing the tourism and the cultural heritage as the economical investment with the significant and reversible benefit that in addition to income has the other positive influences On other sections such as the international relationships, social- cultural, environmental and so on. Also envelopment plan of that industry requires providing the facilities and the suitable and sufficient beds. The strategies considered by preparation plan of country in tourism and the Cultural heritage are:

1. Maintaining, revival and developing all of the facilities and tourism attractions and the cultural heritage and changing it as one of the main incoming sections of country and using it to strengthen the connection with other nations.

2. Attempt to correct and change the negative image of foreign media from Iranian society.
3. The additional emphasis on maintaining environment in order to develop the ecotourism.
4. Attracting the external and internal capitals to provide tourism facilities and equipment.
5. Boosting the industries and services related to tourism.
6. Promoting the level of the specialized skills emphasizing on language training to businessmen and related responsibilities with tourists.
7. Reforming the rules and culture of utilization the historical contexts.
8. Collecting new rules of construction in cities in order to maintain the tourism attractions and valuable tissues.
9. Promoting and supporting of creating the residential and promenade facilities in all of the parts of country.

- The spatial organizing strategies:

In order to achieve the goal sand long-term strategies, the mentioned design has introduced the most important spatial organizing strategies:

1. Stratification of territories, points and main pivots of tourism according to access ways, the residential facilities, welfare and tourism attractions (culturalnatural).
2. Creating the areas and special pivots and tourism Villages.
3. The special attention to reconstruct urban context and tourism services in Pilgrimage cities.

5. Conclusion:

Today, tourism industry is considered as the most important income sources after oil monoculture economy. So it can cause to develop the livelihood and occupation of people by investment of governments and assigning the special place in the national development programs considering the significant financial sources in quantity and quality growth of it (increasing the number of the residential premises and hospitality and also attention to the cultural issues and the historical, religious and natural attractions). It also can increase the share of the national impure products by governments focus on attraction of foreign tourists. Iran has provided good conditions to develop that industry having the climate of four seasons. But study of approaches of two different government (Pahlavi government and Islamic republic

government) in programming of tourism activities from 1941 until 2012 shows that development programs before revolution have considered mainly the problems related to the residential premises, hostility an increasing their number. Also the cultural matters have been ignored in the national development programs. With reviewing those programs from 1948 until 1976, considering the quantity of tourism activities is quite tangible, while statesmen and development programs have considered mainly the cultural matters of tourism after revolution from 1988 until now. The hotel industry has been ignored and it wasn't considered as a requested Industry of country especially in economic structure collection, but it was Considered as a luxury goods. Low attention tourism section faced other hotel industry with stagnation. The amount of increasing the number of residential premises in country was inadequate and it caused many problems and failures in management method of hotels with the high grade, also lack of support and Protection of related organizations caused the crisis and calm in that industry.

5.1. The suggested strategies:

1. Creating a balance between quantity and quality strategies of tourism and hotel industries in the national development programs because of not being suitable the residential premises and hospitality conditions in many tourism places.
2. Collecting mid- term and long-term development programs that in tourism places position, quality and quantity of services and existing facilities in those areas, the number and distribution of hotels and other residential premises in provinces having more tourists can provide a relative stability for tourism hotel industries.
3. Tourism industry has many dependence to political, economical, security and social situation and is affected by those factors rapidly. Existing security and political stability in country will cause the permanency and increasing growth in tourism and hotel industry.
4. The legal supports from hotel are one of the essentials to create motivation for investors. Existing facilities and loans with low and logical benefit can make hopeful the country in competition with other countries to attract investors. The tax breaks and deletion of other complications obtaining from tourism in different ways can be very effective.

5. Information doesn't change to knowledge in hotel industry of Iran. Hotels are obliged to analyze the information obtained from customers and use the results in form of available knowledge in hotel collisions and policies.

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