Economic management in the tourism industry in Iran and World

M. Daeichini*, S. Ghadery

Department of Executive Management, Kermanshah Science and Research Branch, Islamic Azad University, Kermanshah, IRAN.

*Corresponding author; Department of Executive Management, Kermanshah Science and Research branch, Islamic Azad University, Kermanshah, IRAN.

ABSTRACT

Today, the development of tourism, in all areas, both nationally and regionally, and internationally regarded government planners and managers, and private companies are located. According to the World Tourism Organization predicts by 2020, revenue from international tourism, the 1.6 billions of dollars. This study, based on an analytical method - descriptive, utilizing existing data, to investigate the management of the economy, the tourism industry in Iran is discussed. The results show that the tourism industry, a significant impact on economic growth and price index in the country. So that, for every one percent change in the arrival of tourists, an increase of %0.25, economic growth, and %1.1, the price will rise. So if planned and managed properly, can be done in this area can contribute to sustainable development in the making.

© 2014 Sjournals. All rights reserved.

1. Introduction

Today, the development of tourism, in all areas, both nationally and regionally, and internationally regarded government planners and private companies are located. Many countries have recognized the fact that, to improve their economic situation, they should take the initiative to spend, and trying to find new ways to deal (Lotfi, 2005). Tourism or tourism -called third generation industry jobs, and is the capital of the oil industry and automotive. For this reason, in recent decades, many governments, economic officials and experts, more sensitive,
are turning to the development of this industry, and are working to make a greater share of the world market for their communities, bringing take. Tourism in recent decades, the most important sectors of economic activity has become. Based on the predicted World Tourism Organization, 2020, revenue from international tourism, the 1.6 billions of dollars. The industry as a global system, a significant portion of the world's GDP, and accounted for (Ajdari, 2009). Tourism, one of the most useful human activities, in both the economy and culture. Tourism development, particularly for developing countries, the problems such as high unemployment, limited financial resources and economic monoculture face is of crucial importance (Tayebi et al, 2007). The positive effects of tourism attraction, especially in its economic dimension, such that, in many countries, especially developing countries, to have attracted interest (Ebrahimzadeh et al, 2006). Tourism is the most dynamic sectors of the national economy in many countries. And one of the major sources of revenue, and get rid of the problems associated with the limited resources of the national income, in the international scene. Tourism is a trait; it can be as a driving force of economic development in all countries should be considered. Is not found in any country that lacks basic amenities needed for tourism development is. Every state, with adequate and appropriate investment efforts in the field of tourism can attract tourists, and in this way increase its economic growth rate, and its currency is obliged to raise revenue. The direct and indirect methods, by saving resources, tourism, foreign exchange currencies that tourists pay costs of collection, including costs of transportation and transit sectors. Including ways of financing major currency is regarded as a developing country. For example, Kuwait tourists placed at the head of his plans, and is expected to be 2024, with approximately 20 million tourists away, and by the way, who will receive income equal to $ 30 billion (Karegar, 2007).

2. Measuring the economic effects

Measuring the economic impact of tourism, has taken several forms. But still, tourism, typically as a separate section, not listed in the tables of the national economy, and is included in the service sector. Measuring the economic contribution of tourism, it is very difficult (World Tourism Organization, 2010).

Economic impacts include:
- income and contribute to the gross domestic product, or GDP: the relative importance of tourism to the economy as a whole show.
- exchange earnings from international tourism: it involves the calculation of gross foreign exchange earnings.
- The total foreign currency, foreign tourists are spending, and net income in foreign currency.
- local employment generated by tourism
- Direct employment: People who work in tourism-related establishments, such as hotels, restaurants, shops, tourist agencies Journey.
- Indirect employment: jobs created in the supply sectors such as agriculture, fisheries and industries.
- • Induced employment: persons who are directly and indirectly employed by the earnings have to be supported.
- Construction employment: jobs in the construction sector facilities and tourist infrastructure are made. These jobs are usually temporary, but may, where there is continuous development of tourism, is very long.
- The impact of the multiplication factor to influence a foreign source income, the economy, refers to this effect, the frequency of the amount of money that is spent, primarily through tourism; the local economy has been spent.
- To help government revenues: it includes taxes, hotels, and other tourist tax, airport exit taxes, customs duties on imports, tourism, business income tax, and tourism officials, tourism facilities and property taxes the (World Tourism Organization, 2010).
- Tourism can have significant impact on increasing employment and entrepreneurial activities be it, either directly or indirectly, is summarized in Figure 1:
3. Tourism economy in Iran

Despite the unparalleled importance of the tourism industry, the development and prosperity, policy and the promotion of good management, it has not done in our country, and major efforts to develop the tourism industry, in recent decades, focused promotional strategies, and advertising or to say demand-driven, respectively. In this regard, the situation is more targeted investment and operating procedures, refer to the privatization of residential units, advertising, tourism, workforce training, incentive policies and Tourism facilities, tax deductions, etc., which attract more demand into consideration given the challenges facing the industry, not only the strength and persistence of demand-side policies, which require more, but the supply of policy, and the organization structure of the firm, requires (Novbakht, 2008). Government, in this regard, could play a key role, but the role of the private sector, and their interactions with government departments, NGOs, enterprises, institutions and other bodies, should be kept out of sight. Consequently, to achieve sustainable development in the tourism sector, all of the functionality must be used (Sadeqioonn, 2007).

Today, given the policy makers and planners countries, the tourism industry as an economic development strategy, cultural, political and security, it is more focused, and positive effects on the economy and culture, the attention of governments and different nations are. In many countries, benefiting from the industry’s peak achieved the desired goals, so that most of their income from it can provide, and in most developed countries of the world are discussed. The tourism industry, a kind of indirect foreign investment in the country, and the effects of its expansion in all sectors of the economy, the effects of the development. For this reason, planning is an important factor for achieving success in the tourism sector, the enforcement of which is based on time constraints, to get close to the inflection point of view policy. Tourism industry and its contribution in the national economy, including important topics that are of interest to the owners, and liaise closely with other industries, such as hospitality, transportation, travel, crafts, restaurants, food processing, and agriculture... is. The main function of this industry, foreign currency income, redistribution of income, creating jobs, goods and services required by tourists, especially handicrafts, transport development and economic prosperity. In our country, and Tourism Organization, based on a global approach, "talks Civilizations" regional approach "national unity", and
good neighborly relations with its neighbors, as well as macro-economic approach, their activities, including research, education and marketing plan, based on the following approaches will be pursued: (Moravej Khorasani, 2007)

- Development of domestic tourism, in both the National and Provincial
- Focus on attracting neighbors, the increasing facilities, land and maritime borders
- Tourist According to Continental, the geographic, cultural, tourism is characterized by a continental
- International Marketing, with a focus on Mediterranean tourism markets and trans-Atlantic
- Following the implementation of these programs, and practices that cause the economic benefits under the benefit are:
  - Accelerate the flow of capital in the economic system.
  - Economic development and job creation
  - Improve the living conditions of disadvantaged
  - Foreign private investment

And many other advantages, the government can, with revenues from tourism, in order to strengthen national identity and of culture, and looks at the economy to foreign tourists step. In large measure, size Multiplication coefficient depends on the bulk supply of goods and services, tourism, how much good could be developed. If the importation of foreign goods, to at least accomplish, and domestic consumption of local goods and services, the impact factor Multiplication, would be too much to consume imported goods. Such as tourism, industrial users, and many large and small industries related to it, so its impact Multiplication factor, more than any other industry, so the industry because Multiplication coefficient is high compared to other industries, has benefits, including job creation, and economic structure of the countries are good, underclass of society, there are more of them.

Features that make, tourism as an industry- leading selection include:

- Major sources of economic
- Return soon be no need for major investments
- Advantages of social, cultural, and environmental
- Development of security, political relations between countries

If you want, take a look at our Multiplication factor equal to the theory of economists, specializing in tourist activities, multiplier or increasing investment Multiplication field of activity, in a society like Iran, the figure is between 7 to 10, a figure that high it is, and it works regardless of the national production of balanced regional development, is highly effective, the greatest influence in creating new job opportunities (Novbakht, 2008).

4. Increased economic benefits

There are several strategies to increase economic benefits.

- Strengthening linkages between tourism and other sectors of the economy: it imports for the tourism industry, reduces local employment, indirect and induced employment, and provides more income from tourism. For example, many opportunities to increase food items, used in tourism, which locally are produced there. Moreover, the tourism industry should be encouraged in the construction and operation of hotels and other facilities, more building materials and interior use.

- Encourage the construction of facilities, services, and property, it is important to the country and the region, to further the interests of tourism is preserved. This can be done in various ways. By creating investment incentives, organizations, companies, stock, along with the sale of shares to the public.

- To maximize local employment in tourism can be properly trained individuals to work in the travel industry support. Train local people to understand the jobs in tourism as a business imperative to be respected and valued.

- Encouraging spending by tourists one way, creating more opportunities to buy, especially buy handcrafts and folk art in many places for the tourists. For example, to enrich and diversify tourism products, is one of the most important aspects of development (World Tourism Organization, 2010).

5. Impact of tourism on development and economic growth

Tourism industry, both direct effects, and indirect effects on the economy, and the development of any society.
A - Direct effect: Iran, as one of the most vulnerable countries in the field of tourism, tourists from other countries is considered, and the investment of the owners of capital and international investors, the industry also paid special attention to Iran. As the tourism is one of the service industries, hence, revenue from this industry is part of the host country's GDP, and directly affects economic growth (Tayebi et al, 2007). Graph (1), the direct and indirect impact of tourism on economic growth shows. These statistics show that the number of foreign tourists to the country becomes more international, it proceeds also increases. Hence, Gdshgry industry, if properly managed, and programs needed to create and modify the required infrastructure should be in the economic development of the country, will play an important role.

B - Indirect effects: Tourism, apart from the direct effects of tourism, indirectly, the economic growth will be affected. In this work, the effect of the overflow, and other foreign works, the dynamics can help economy (Marin, 1992). Tourism, due to interaction with many other economic activity will stimulate other economic activity that provides goods or services, or the products they consume it, they will move with it. That tourism can act as an engine for economic growth, as well as other activities, seek to push himself forward (Tayebi et al, 2007).

Chart 1. Direct and indirect effects on employment in the tourism industry and tourists.

Today, tourism is among the largest and most diverse industries in the world, is considered. In many countries, this dynamic industry as the main source of income, employment growth, private sector development and infrastructure construction is known throughout the world, especially in developing countries, and where other forms of economic development, such as produced or extracted economically, not cost, or a very important role in the business to do, tourism development, is of great interest (Gholipoor Soleimani and Rashidi, 2009). Tourism, through its effect on national income, employment, price changes, and the national trade balance, economy, will be affected. Money and population centers of gravity concentration and industrialization, the rural and natural areas led, and will lead to money and economic interests, at all levels of society, to be distributed equally (Rezvani, 2000). The impact of tourism on national income, depending on the type of investment, and the role of industry in the national economy. For example, if the development is done through foreign investment, the benefits from these investments, and fees paid to foreign workers, considerable amounts of non-viable currency in the country is included, which will be transferred to other countries (Zargham, 1996). Foreign exchange, higher purchasing power in international markets, for a country with little money value, provides. As possible, means foreign currency to purchase goods, which can not produce locally. Tourism, the ability to produce foreign currency, as a new activity, in some developing countries, and to develop the findings. For example, in Kenya, which is typical of countries, a high percentage of Gross National Income (% in 1989-90), it comes from a place of exchange travelers and tourists who travel to this country. This figure is very important in the balance of payments (Ghaderi, 2001). Table 1 shows the economic effects of positive and negative tourists. Some of these impacts, positive as well as some indirect influence. As you can see, the benefits of this industry, it is much more than the disadvantages. One of the most negative aspects of tourism, in contrast to its numerous advantages, the general price level is rising.
Table 1
The economic impact of tourism.

<table>
<thead>
<tr>
<th>Negative aspects</th>
<th>Positive aspects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inflation, a general rise in prices</td>
<td>Increase in foreign income</td>
</tr>
<tr>
<td>Seasonal jobs and unemployment</td>
<td>Creation of job opportunities</td>
</tr>
<tr>
<td>Increasing the price of land</td>
<td>Mobility of financial capital</td>
</tr>
<tr>
<td>Development and analysis of commodity production</td>
<td>Attract Foreign Capital</td>
</tr>
<tr>
<td>Reduction of public welfare</td>
<td>Improving and developing infrastructure</td>
</tr>
<tr>
<td>Unbalanced regional development</td>
<td>Balance of international payments</td>
</tr>
<tr>
<td>Dependency on foreign countries</td>
<td>Expansion of exports</td>
</tr>
<tr>
<td></td>
<td>Using existing powers of local</td>
</tr>
<tr>
<td></td>
<td>Regional development</td>
</tr>
</tbody>
</table>

Source: (Zargham, 2001).

6. Conclusion

In this study, using analytical and descriptive study investigated the role of tourism in economic growth is studied. The results show that, the tourism industry, a significant impact on economic growth, and the price index in the country. So that, for every one percent change in the arrival of tourists, an increase of %0.25, economic growth, and %1.1, the price will rise. So, if planned and managed properly, this should be, can contribute to sustainable development in the making. In our country’s tourism industry, as it should be and it is worthy of expansion and underdeveloped. Still, the current annual development program, to rid themselves of monoculture economy relies on oil exports for emphasis, but in practice, reasonable success in this area has not recovered. Therefore, the development of tourism in Iran, as a way to rid themselves of monoculture economy, and achieve sustainable development, should be more concerned planners and policy makers of the country to be. Because investment in the tourism industry compared to other industries, activities and development, rapid progress in the development of natural and cultural attractions nearby areas causes.

References

Moravej Khorasani, M., 2007. The role of tourism in economic variables, the newspaper world economy.
Zargham, H., 2000. Strategic models and Tourism, the Islamic Republic of Iran, comprehensive plan for the development and coordination of the Office of Tourism 1996.