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**Original article**

## **Investigation and analysis of barriers to investment in the tourism industry in Kurdistan province**

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### ABSTRACT

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The tourism industry is one of the largest and most economic activities in the world, high efficiency, which is the highest amount of added value created and directly and indirectly, other economic and cultural activities affect them. Tourism is one of the major sources of compensation and job creation in the world comes to fly most of it as the first industry in the world .One of the areas currently causing the lack of development of the tourism industry in our country as well as the province of Kurdistan is the lack of capital and the lack of willingness of the Government and investors to invest in the tourism industry can be. In this section investigate how private capital investment, considering the tourism industry in the province of Kurdistan from factors such as economic, administrative bureaucracy failed to amani, social and cultural factors and the geographical position we review, research methodology based on data type definitions and type of work.

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## **1. Introduction**

Development and improvement of the factors all industries including tourism and industry financial resources and investment discussion and only the arrival of investors and their willingness to invest is. Of course, it should be noted that investors in case you wish to log in to have it for industrial investment attractive, safe, and industry has the right return.

While the tourism industry is currently in Iran, in particular the less developed region of Kurdistan including the lowest share in the enterprise, and with serious problems in the field of financial resources and investments is facing.

In this study, we have tried it has factors in attracting investment in the tourism industry in Kurdistan province and with the analysis of these factors and provide practical solutions to trade irritants and sought a solution to strengthen and encourage domestic investors to enter the open arena and saw the boom and BOOM the industry revenue increased as a result of inflation and employment

## **2. The importance and necessity**

With regard to the status of tourism industry in Iran disappointed bsaman, and in particular in Kurdistan province, we have to try it with research and analysis of effective factors in attracting investment in the tourism industry of Kurdistan to identify these factors and stimuli and provide practical solutions in the wake of a solution to strengthen and encourage domestic investors to enter this open arena

Research topic due to the importance of the following items to find that for list of codes are as follows:

- 1-identification of obstacles and difficulties of investing in tourism and prioritize these obstacles.
2. the necessity of strengthening the tourism industry as an industry wide prderamad and the role of this industry in the economy of Kurdistan province.
3. strengthening and attracting investment in the industry and as a result achieve macroeconomic goals and reduce the dependence on the people in the province to a false and inappropriate jobs.
- 4-currency revenues to help by providing the appropriate context for the arrival of foreign tourists
5. employment opportunities in various sectors related to tourism industry due to the extensive youth unemployment of serious need the province.

## **3. Words and expressions defined technical**

(1) Investments:

The most volatile component of total investment expenditures that are discussed in macroeconomics. The process of investment in capital goods used to produce other goods or services.

(2) Investment barriers:

Causes and factors that led to lack of investment.

(3) yields:

The amount of income that an investor will make a profit, so it's called efficiency.

(4)Industry:

The set of all units in the production, distribution or consumption of a product or a group of similar products industry is said to operate.

(5)Risk:

In evaluating and budgeting for a project, the company should be possible to achieve anticipated returns or fail to examine the decision-making process to evaluate the possibility of risk levels, are very unhealthy.

(6) Tourism:

To set the travel it is said that between the origin and destination with the outs, recreation, sports, Visual, cultural, commercial and leisure living or done in person at the destination the tourist does not have permanent residence and employment

## **4. Definition of investment**

The capital of an investment is worth any sacrifice in the present (which is usually specified). In other words, capital of transition at the moment, a certain sacrifice worth it to a particular value for it in the future that is about to make his won, like paying money for buy stocks hoping to acquire specific profits from it in the future (kargozar.1392, p, 11 )

Investment in capital accumulation, economic means to produce goods and services and know the value added in the future (J. Pazhohan, 1382, p 223). When speaking of the accumulation of capital, its total machinery, buildings, facilities and human resources, all in a moment of time and these assets are in fact represent a part of the production of the last economy is taking and for use in the production in the future will be set aside (Asnaashari A. Abdi Rudd, 1384, p 2).

## 5. History of research

- SImord-(1990)

The tax consequences of the United States and the country of origin of the tax on foreign direct investment in the United States of America is examined. He showed a negative effect of tax-rate effective on the entire United States for foreign direct investment is evident.

- Burn-(2000)

This is more of a researcher in the field of foreign investment in the country of Brazil discuss cooperation and including the Bank of this particularly refers to economic structures and foreign investment on behalf of the Government, as well as a positive factor to be fitted.

- Banga (2009)

to achieve the information regarding that agreement – – – investment and Government policy on how foreign direct investment, capital flows they affect, with use of information 10 developing countries, has estimated an equation. Forklift that represent the size of the findings of the market, the cost of the work force, the proportion of those registered, name of the volume of external debt, and the average power consumption.

*Statistical sampling and statistical society*

The statistical community, investors and experts in tourism industry, the province of Kurdistan. Given the nature of the subject in the study of random sampling method has been used in this case for random people were questioned.

A questionnaire to experts and investors who manage cultural heritage experts from the province and the owners and managers of tourist services in different parts of the province were present. According to 145 people in tourism service companies and 50 members of the legacy organization of experts according to the formula of the Cochran community as number 130 selected samples and sample questionnaires between.

## 6. Methodology

Scientific research methods includes the measurement, evaluation and comparison of factors, based on the principles and standards have been accepted on behalf of the scientists in order to solve the problems and issues and requires the power of thought and the capacity to meditate and diagnosis and judgment. The researcher must start from the basis of the statistical research means using scientific research projects to pay the project plan. Then, in the implementation of the project is to study the anatomy of the degree.

So using descriptive statistics to examine the statistical community features, and then to test the assumptions you made and in order to investigate the relationship between the independent and dependent variables and reviews research hypothesis, first for being normal, Kolmogorov test data using Spss software, as well as normal because we lack of test data using regression and Spearman (Table 1).

**Table 1**

Remaining liquidity hypothesis analysis

	B	$\beta$	t	level means of restraint
offset	-0/381		-0/971	0/333
Geographic position	0/341	0/465	7/639	0/000
Social and cultural issues	0/321	0/403	7/137	0/000
The administrative bureaucracy	0/146	0/226	3/553	0/001
economic insecurity	0/271	0/207	3/483	0/001
= 0/000F				
= 0/781R <sup>2</sup>				0/633 =R <sup>2</sup>

And also according to the coefficient of regression coefficients are presented in the table is determined by the view that the equation of the line obtained 63.3 % of the variance of the predicted changes to track correctly.

## 7. Conclusions and suggestions

According to the statistical analysis conducted on each of the hypotheses, the following results were obtained:

The obstacles on the way of investment in the tourism industry, the entire country of Kurdistan and in larger scale in all the third world countries is very high and the highest in all of these obstacles may be non-working. Despite this, the identification of major obstacles to systematic and scientific and planning for them can be as much as several fixes to improve the process of investment in this sector Lead.

Based on the results of the study, we evaluated every four operating as reasons for the reduction of investment were identified. The effect of rate respectively on the dependent variable, which is reducing investment in the tourism industry and correlation coefficient is as follows:

Early changes of foreign exchange regulations, monetary and customs: the early changes of this regulation, the principle of stability of the investment environment, the Government should have used its stability in the field of legislation and regulations to maintain the sustainability of the policy to maintain stability and order and the establishment of security for investors.

### *Juridical and religious obstacles*

Many non-Muslim tourists are eager to visit the Holy places in Iran have been given to a non-Muslim being required in the field of etiquette to fit hush login to these places have been and are having trouble. such a structural constraints exist, efforts to attract foreign tourists and non-Muslim tourists with obstacles and problems encountered

Advertising methods that may be used to attract tourists in the markets of the exporter used traveler and they use for their ads are as follows:

The particular geographical position which 1-Iran as a great civilization of the East and West gates

2-ancient culture and Confluence and fruitful culture Islamic elements in Iran.

3. There are historical and artefacts

4-Iran's share in the world civilization

5. special customs of Iranians in the past and present

6. the art and industry of Iran's past and present

7. Iranian thinkers and philosophers and reputation

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