The current situation, prospects of the Iranian Tourism Industry and sustainable development

Tourism industry development can be one of the main sources of income and getting rid of economic problems in many oil rich countries which have an economy depending on oil and not having other sources of income. As for Iran, after the oil and non-oil exports, tourism needs to be the most important source for income, and in the future even has to surpass those two resources. Tourism also will increase foreign exchange earning of Iran, create employment, promote development in various parts of the country, reduce income, strengthen linkages among many sectors of the national economy and help to alleviate poverty. In Iran, tourism development can be an important vehicle for economic, social and peace development. Iran’s potential in tourism industry is non-negotiable and obvious. The diversification of climate, nature sceneries and historical attractions are just examples that make Iran incomparable to many other countries in the world tourism in Iran is characterized by huge opportunity in terms of natural and cultural assets. Therefore Iran is new in tourism industry, thus need to measure hospitality industry to understand whether Iran is going towards the right direction. We need to study the variables that affect the tourism industry in order to improve hospitality industry in Iran. This present study will significantly contribute for both theoretical aspect which is of interest to academic and practical aspect which are relevant to the local and international tourists particularly in Iran and worldwide as well. In addition from the practical or managerial perspectives, this study will be able to assist tourism managers in give serious thoughts of addressing and developing marketing strategies. The research with a library resource to check descriptive and analytical data tourism industry based on the concepts and dimensions of tourism in Iran is highlighted as baseline information for monitoring the factors that affect the tourists in Iran. Finally it is hoped that with attention and action with regard to these suggestions, the tourism related organizations in the country will provide better facilities for tourists to visit and enjoy these places.

Iranian Tourism Industry, sustainable development, hospitality industry, current situation, prospects, strategies, hotels and development
لینک ثابت مقاله در پایگاه سیویلیکا:
https://www.civilica.com/Paper-TGES04-TGES04_096.html

این صفحه به محتای تاییدیه نمایه سازی مقاله در پایگاه استنادی سیویلیکا می‌باشد. در هر لحظه به منظور تایید اصل‌الاصلی گواهی می‌توانید وضعیت ثبت مقاله را از طریق لینک فوق به صورت آنلاین کنترل نمایید.