

## **Study of Relation between Cultural Specifications of The societies and Tourism**

**Dr Mohammad Reza Iravani<sup>1</sup>, Dr. Seyed Mohsen Khalifeh Soltani<sup>2</sup>**

<sup>1</sup>Assistant Professor, Department of Social Work, Islamic Azad University Khomeinishahr Branch,  
Daneshjou Blvd, Iran.

<sup>2</sup>Assistant Professor, Department of Economics, Islamic Azad University, Khomeinishahr Branch,  
Isfahan, Iran

---

### **ABSTRACT**

Every industry and sector of the country requires correct and stable policy that is correct for tourism industry. A scientific and strong policymaking about tourism can bring a return more than expecting and but it will provide at that time that economic and cultural situation of society is growing parallel to each other. Recent paper expresses that it is necessary to functionalize and fulfill the planning to conform the guests to stable values and norms and they can provide their tourism needs at proper place and time requirements. In other words, tourism policies will develop cultural conditions which are dominant in the society.

**KEYWORDS:** Economic, social, tourism, culture

---

### **1. INTRODUCTION**

Tourism is greatest and most animating industry throughout the world. It is expected that this industry will be progressive in 21th century and its upward movement will keep on. Tourism is an economic, social, cultural, environmental and even a political power. In Casters' view (1984, 612), tourism is an interdisciplinary knowledge that if it is completed without analyzing precise political and social issues, it will be gradually developed. The policies of tourism should be always prepared in a stable and active process. Governments try anymore to know tourism's effects and its future most precisely (Hankins, 1994).

In different cultures, literally the word of "travel" and "tourism" are including the words like passing cultures, great urban centers towards small towns and vice versa, passing governments, communicating different areas, boundaries, observing policy, dispersion, coming the homeland, place orientation, being two places, visiting places of pilgrimage, temporary migrations and finally those who arrive and don't leave there are applied to "travelers" and "tourism". (Gharehnedad, 2010, P: 31)

Another basic point is physical and cultural or qualitative properties of tourism destinations where may be bought as a form of product and related markets. In fact environmental specifications, the expectations of all these interested disclose form the tourism demand. Moreover, necessary requirements of analyzing tourism's policy have been influenced by following factors: there is no consensus about conceptual definitions such "travel", "tourism", "tourism industry" and "tourism service". Policymaking processes are not formally verified and accepted and as a result there is no comparative information and it is difficult to perform case study. Furthermore, there is no theoretical and analysis a pattern. (Hall & Jenkins, 1999, p: 15)

Most of analyzers of tourism industry with decision projects lead to make twice as much the number of travelers in the future years and policy making. Such programs, policies making, statements and, leadership, tourism effect and these types of supports and leaderships can lead to grown culture, natural resources, increasing the guests and improving the space of places (Gharehnedad, 2007, p: 27)

---

\***Corresponding Author:** Dr Mohammad Reza Iravani, Assistant Professor, Department of Social Work, Islamic Azad University Khomeinishahr Branch, Daneshjou Blvd, Iran. [iravani@iaukhsh.ac.ir](mailto:iravani@iaukhsh.ac.ir) 00989130758065

### **Policy making of tourism in Iran:**

Level of interference of the managers in governmental and private sectors is practically political culture. Of course, the managers are responsible of protecting public profits for public and cultural security. In addition, five basic groups are including governmental sector, industry, local people, interested groups, public opinions and mass media to control tourism generally. Indeed, it is interfering levels of international, national and local situation. (Mehdi pour, 2000, p: 271)

Policies and executive measures of developing tourisms in Iran is depending on the manner of perspective 1404. In this document , it is points out that country's aim is to obtain first economical place in West and South Asia by focusing on cultural conditions and try to make effective transactions with the world that are of the aims of perspective 1404 . Along the rules of organization of cultural heritage and tourism, comprehensive plan of development is provided in this section. Title of document is to develop cultural heritage and tourism and related systems in charge of this subject are organization of cultural heritage , handicrafts and tourism , cohort in ministry of Interior , organization of Road and Transportation, industries and mines , ministry of foreign affairs , Education Organization , organization of environment , physical education and customhouse and responsible office is in management and planning , cultural affairs and art , juveniles and physical education. (Nateghi, 1999)

### **Tourism policy based on cultural characteristics of society:**

In the view of hall and Jenkins , the policy is resulting from the values and cultural ideologies , power , internalized principles and decision making process and we can claim that macro policy which are obtained reflect selected values. (Hall& Jenkins, 1999)

Historical experiences of successful developments teach us that policy making in external and internal system should be firstly referred cultural forum and then are executed. (Babaiei, 2005, p: 7).

In governing systematic view, it is required that related organizations are the tendency to intellectual behavior in organization or knowledge orientation as a pattern to behave and act and exploit information to perceive the threats and change them to an opportunity at an extensive scale of IT or technology. Indeed, in this situation, tourism's development has been achieved by eliminating the barriers and the probability of investment, (Sanaiei, 2002, p: 280).

Samuel Jansen, a famous English author said in 18<sup>th</sup> century "whenever I exit my country and come to another land, I recognize better myself."

A French philosopher, John Bodillard conveys that among travel's privileges is that our customs want the foreigners to behave through impartial judgment and apart from tribal and cultural prejudices with travelers (Schneider & Barso, 2000, p: 16).

At present, the tourism has been considered by the researchers in the view of economy. Also material and economical effects of tourism are basic foundations of policy-making. But it should be known that human requests are coming from level and grade of science, thought, experiences and beliefs, values and norms, it is main factor of these evolutions. (Salimi, 2000, p: 92).

Penetrating values in every 000 has a main role to make decisions. The human is a creature who is main factor in all processes and is depending on the beliefs, inspirations and values that are a simulation and former of thought. (Alvani, 2001, p: 143).

Individual and social security is based on the equity which in the humans 'rights are immunized by any attack and origin ideals in honorable Quran and is preferred than the purpose and economic policy (Bemnian, 2009, p: 51)

Along all opportunities, the threats are dominant on attracting traveler that if it has not be planned and conducted by proper planning , it will lead to cultural debasement and loosing the sense of cultural identification . While clothes, ceremony , music , dance , handicraft , local cultural local patterning are inappropriately presenting as tourists' attraction and it leads to commerce exceedingly and lose their identification or is as peoples' imitation , particularly juveniles and teenagers from behavioral and clothing patterns of travelers. (Abdullahzadeh, p: 2005) .

In an international conference in the year 1991 that held in Ottawa capital in Canada, clear-sighted persons and thinkers come together and by suggesting fundamental suggestions and the issues relating to tourism, traveler and tourist are finally presented. These meanings are admitted and executed as a whole, since Mars, 1993 (Gharehnegdad, 2000, p: 31).

Tourism in United States of America leads to survive ancient Handicrafts like Jewel makers, Red Indian tile works in Arizona, New Mexico, Santafe and Tao. Evident sample of this international contribution is tourism policy making between USA and New Mexico that effects on expanding and exceeding tourism's goods in the limitation of Camino Real and USA and Veracruz of Mexico (Edella&Yonel, 2005, p: 166)

## **CONCLUSION**

As all dimensions of national and international development pass from superficial and international layers of cultures and values predominantly in the society and culture determines how to look at the world and the manner of applying the resources and different behavioral tendencies and producer of identification of nation , it determines economical and manufacturing and consuming that all policymakers in every domain is based on the conditions of the policies of tourism has very vital role , because it leads to grow economy very fast and lead to cultural inflation and main loser is host society.

In fact, the conception of public policy and its importance are not completely understood (Richter, 1989,p: 2).

## **REFERENCES**

- Abdullahzadeh, Mahmud, (2005), national planning and local tourism, office of cultural researches.
- Alvani, Seyed Mehdi, (2011), making decision and determining governmental policy, Samt publications.
- Babaiei, Mohammad Bagher, (2005), introduction of cultural strategy from point view of Imam Ali, publications of Islamic Evolution's guards Army.
- Bemanian, Mohammad Reza &Mahmudi, Nedgadhadi , ( 2009) , security and urban planning , specialized press of architecture and urbanization.
- Edella ,Franso&Yonel, Bicheril , ( 2005), international tourism, translated by Goharian, Ibrahim &Ketabchi, Mohammad Mehdi, Amir Kabir publications.
- Gharehnegdad, Hassan, (2007), introduction on developing tourism and hospitality, publications of Islamic Azad University of Najaf Abad.
- Hall, Calvin & Michael, Jenkins, (1999), policies of tourism, translated by: Arabi, Seyed Mohammad &Izadi, Davood, publications of cultural researches.
- Jamshidian, Mehdi &Mehdipour, Akbar, (2000), tourism management, Mani publications.
- Nadeghi, Fereydon, (1999), a collection of rules of rules for travelling Iran and world, publications of guidance ministry.
- Richard, L.K, (1989), the politics of tourism in Asia, Honolulu; university of Hawaii press .
- Salimi, M, (2000), Culture orientation, ministry of foreign affairs.
- Sanaiei, Ali, (2002), electronic Business in third millennium, publications of University Jihad of Esfahan.
- Schneider, Susan &Baro Joan Lowie, (2000), management in the area of culture, translated by: ArabiSeyedMohammad &Izadi, Davood, publications of cultural researches center.