

Privatization, A Way for Developing Tourism Economy

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ABSTRACT

Tourism due to the nature of early return is appropriate for private sector investment and can attract private capital to move the economy. But the private sector due to lack of understanding of tourism attractions and features, and the lack of a comprehensive and expert program are not willing to invest in tourism industry. The results of some studies and obtained by the researchers show that the province Kohgiluyeh and Boyer Ahmad Despite great potential, In attracting domestic and foreign tourists, and despite the importance of tourism that can be as one of the poles, but has little success in attracting tourists and failed to transform its tourism industry.

In the present paper is tried with the aim of finding and identifying the tourism capabilities and provide a comprehensive and practical program for private sector investment in the Kohgiluyeh and Boyer Ahmad province, This land will be benefited from the advantages of tourism. The present research based on findings and results of a field survey of 120 questionnaires were collected through random sampling in summer 2011, That in this regard with studying and evaluating the properties; motivation and tourist purposes, satisfaction rate of existing tourism facilities and services in the province, was tried to suggest for the private sector investment in order to optimum use of existing capabilities and facilities to provide tourism. Based on obtained results tourism locations in most fields due to the lack of private sector investment, the necessary facilities is not required for tourists satisfaction. principal planning and especially the preparation and implementation of tourism master plan can provide the opportunity to attract more tourists. at the end of the article, the described cases is collected in the form of conclusion, and are presented for follow up a similar investigation in the future.

Keywords: Tourism industry, Tourism, privatization, Ahmad province, Tourist Attractions

1. INTRODUCTION

Tourism basically means traveling from a source to a destination for tourism or business and concept of it encompasses processes of culture, also social and economic exchange These factors create a network that we use travel or tourism word for it. These factors create a network of travel or tourism for its words that we are going to work.

Formally for the first time in 1937 Words tourist and tourism were used by the United Nations, but history of this industry refers to many years before that date.

Before the Islamic revolution, according to the country's tourism attractions and plenty of facilities, The income and employment part of this industry, gradually was attract the attention of policy makers and planners of the country. After the revolution, the country's tourism industry was faced with a severe downturn due to the changes in the cultural, social, political, economic and ideological state came into existence for at least a decade, the tourism industry was neglected and forgotten evolution of travel from the carriage to jet, indicating the process of technological evolution, although tourism should be considered indebted to simple and basic facilities such carriage, cattle. Tourism Industry is among high-income and clean and inexpensive world industries, and is predicted by 2010, countries will provide two hundred billion dollars revenue from this section, So the tourism industry, is the third generation of jobs and capital after the oil industry and automotive industry. According to World Tourism Organization forecasts (unwto) by 2020 revenue from tourism will reach to 1 / 6 billion dollars. According to World Tourism Organization, Iran ranked 10th of ancient and historical attractions and has the grade 5 of natural attractions; But Iran's position in this industry is not good at all so that Iran's share in the tourism industry and tourist it is not even one percent. Considering that share of Iran in tourism industry is approximately one percent, It can be estimated Iran's annual income will be of over \$ 20 billion, This amount is a significant figure for developing countries such as Iran and in the long term it is the best option to

replace income from oil and gas industry and will get rid of the country's single polarization economy. Despite that Iran is one of prone countries in the field of tourism, but due to reasons the growth of this sector in comparison with other countries in our region is not optimal and significant, the most important reason for lack of progress in Iran's tourism industry, fields are not required for private sector investment. Because private investors are seeking higher profits therefore they do not willing to invest in sectors that has less interest to managers, It is the duty of researchers to fostering the long-term goals, Identify suitable areas for investment and provide it for the private sector. (Gilaninia, 2011)

2. THEORITICAL FRAMEWORK

2.1 Definition of tourism industry

Tourism industry is one of the world's largest industries, in addition to employment, get the foreign exchange, providing comfort, equitable distribution of wealth and income, exchanging cultures and close nations to each other. Tourism is one of the safest, most clean and cheapest sources of foreign exchange income. Tourism industry has always been a factor for the development of economy; this industry can also lead to social and economic changes. (Chuck. woe. Gey, 2004, 261)

2.2 Definition of Travelling and Tourism

Travelling and tourism purposes are, any individual or group travel over 24 hours and not for business (Gilaninia *et al.*, 2011)

2.3 Definition of tourist

Tourists are someone who has travel to a country except their homeland or residence for a while ,at least one night and not more than one year, his purpose is not to work and earn money In that country. This definition Including those who are going to Travel for entertainment, tourism and spending holidays, visiting friends and relatives, business and professional treatment, pilgrimage or for providing other purposes. (World Tourism Organization, 1996, 24).

3. POLICES ON TOURISM INDUSTRY

3.1 look into the economy of tourism development, `In the current years sustainable development is considered as a new method that societies can think about level of lives, social justice, and preserve resources. By that Sustainable development refers to a function in which all individuals and non-material and material conditions of a society cooperate together and harmonize in order to disposal poverty, disease, ignorance, insecurity, and ..., Country is benefited in terms of economy, culture, sociality and policy.

3-2-Three principles of sustainability are: Environmental sustainability: this means is consistent that development with conservation environmental process, biological and relevant resources

- Cultural factors and social sustainability: this means that development causes increasing human control over their lives and with the development of culture and values that are affected in this way, is not incompatible and enhance community identity.

Sustainability of economy, which means when development in terms of economy, Is done with high efficiency, So that the necessary supervision and control over resources is applied and it can be retained for future generations. (McCain tire, 1990, 10)

Tourism industry can play key role in cultural and social economic development and the development of this industry can cause economic and social changes so will be effective factor for pushing the country towards sustainable development. Because travelers and tourists are considered an important source of foreign currency, because travelers and tourists are considered an important source of foreign currency, travel and tourism plays an important role in the production of gross national product. (Chuck, woe, Gey, 1993, 263)

Statistics, which World Tourism Organization is provided, indicates that tourism has an important impact on the global economic system. In 1995, the number of travelers and tourists, all over the world reached to 567 million and all the money was obtained from these trips in the world was 372 billion U.S dollars. (World Tourism Organization, 1996, 1)

In the 1980s, travel and tourism proceeds grew faster than world trade (Exports of goods and commercial services) and at the present time Its value reached to more than other export items belonging to other economy sectors of course petroleum products and equipment and automotive parts are not included. (World Tourism Organization, 1995, 21)

4. PRIVATIZATION OF TOURISM INDUSTRY

One of the main problems in developing the tourism industry, has been governmental view to this industry that still more or less exist, this view has been prevented comprehensive and holistic development of tourism industry, According to this governmental views to the development of tourism industry as the first and most important obstacle should destroyed instead the role of government, should be guidance and support and an observer.

Attracting tourists in the new market structure is possible on the basis of popular participation and cooperation with the public and governmental and private sector, Nowadays has not been serious attention to this issue yet and the role of the private sector in participation in investment decision making and ,tourism management and administration is not taken seriously, therefore it is necessary that officials and planners should pay serious attention to this program in the private sector to achieve higher goals.

By demonstrating tourism, we can have an important economic impact; investors would be persuaded to allocate more resources for tourism. Of course making Governmental policies practical on tourism, can cause the development of private sector investment in the tourism industry ,the government adopted a policy which aims is economic growth and wants perform this through developing tourism industry. The purpose of the policy is to note to issues of development and prosperity of tourism industry that are in focus.

Policies are represented objectives and strategies that the government is responsible in the field of tourism economic development, employment, political relations or a combination of them. (Chuck, woe, Gey, 2003, 351) Nevertheless, the concept of economic liberalization, or in other words extraction the works under the influence of the state, is not clear for most of people, so it is essential statesmen and scholars to have discussed, to create the appropriate infrastructure and programs more successful. Private sector in order to plan tourism development can have a major role and with coordination of the public sector and exchange views in the field of financial and expertise , increase prosperity of this industry, and substrate necessity for economic prosperity, Social Justice, achieving the goals of twenty- year vision document of the country and other economic development programs.

5. RESULTS AND ACHIEVEMENTS

5.1 private sector tourism programs in the Kohgiluyeh and Boyer Ahmad province.

Kohgiluyeh and Boyer Ahmad province is very rich province in terms of tourist attractions. However, due to lack of accurate identifying of this gravity and abilities and the lack of context for private sector, investors have little interest for investing in tourism.

Results of this research conducted based on surveys interviewed 120 tourists from the province and study the goals, motivations and desires them with considering the capabilities of the province. Finally, lead to comprehensive planning for the province.

According to the study areas of the province is suitable for tourism development such as recreation, sport, health, adventure tourism and ecotourism.

5.1.1 Health tourism

Nowadays one of the most growing samples of tourism is health tourism. This type of tourism, mainly in areas that have mineral water, has become more prosperous. Kohgiloye boyer ahmed province particularly due to the existence of many springs, hot springs, near the mausoleum of Bibi Hakime Gachsaran, will find this type of tourism .

One of the goals of tourism with the aim of health tourism can be recreation, climate characteristics of the area is used for body and soul relaxing. According to the survey, tourists are willing private sector help to the tourists to reach their desired goals in visiting and using this area with the investement and providing residential facilities, construction of water treatment centers and specialized clinics and scientific and academic centers in the field of psychotherapy in the context of mountain. Using religious aspect of the area adds to its attractiveness.

According to data of the World centers, demands for travelling second and third times to destinations that offer health tourism services, are becoming more, therefore can be hoped Investment in this sector has good economic returns for the private sector and has the potential to become a prosperous and sustainable investment.

5.1.2 Sport Tourism

Since the post-modern tourism form a kind of right to spend Leisure time in post-modern period (Paply Yazdi Saghaei, 2003, 32) Then, Sport tourism is also a kind of post-modern tourism. Therefore two categories of tourism and sports are benefited from close and effective interaction, in such a way that sports will

stimulate a considerable amount of people to travel and major sporting events is considered the most important attractions of the country by itself and has significant influence on the tourism aspect of host countries.

Sporting events can be tourist attractions and also attracting tourists will have many economic benefits. Development of sports facilities and creation of infrastructure has a key role in the development of this type of tourism. Due to the mountains Zagros range particularly, existence of Dena peak in this province; there are areas for hiking, rock climbing. North Mountains of the province because of having Glaciers a variety of having the possibility of Holding ski sports, which with creating good ski resorts can have appropriate operation of them At 8 months of the year.

According to the study, Tourists tend to use Lakes and rivers of this province. Especially rivers, Khersan, and Zohreh, - That are appropriate for water sports - For water sports and boating. We can Hold cycling, rally and aerial sports In all seasons Besides natural attractions of this province, add to the richness of this type of tourism. It should be noted that holding games and traditional sports festival Kohgiluyeh and Boyer Ahmad province, can be very effective in attracting domestic and foreign tourists.

5.1.3 Nature tourism or ecotourism

The natural geography of the province in terms of ecotourism attractions and ability to investing, indicating that tourism in the province, is a unique of economic source, very talented and of course has been abandoned.

It can be said that ecotourism absorb a wide range of tourists for fairly long time, costs which tourists are paying, Including shipping costs - Accommodation, meals, recreational expenses, souvenirs and local goods and handicrafts, tours and tours of the interior, that this costs cause the currency be collected in the region and can cause economic development in this area. Tourists are customers who want to buy handicrafts and pay the money for artistic works and live performances. In fact, cultural and traditional activities are in the process of global trade (DOS Rajd Vbl, 2005, 204).

And clearly Exhibitions that have training facilities and selling handicrafts and souvenirs will attract great interest to tourists and the private sector will have good profit. Considering that the Kohgiluyeh and Boyer Ahmad Province with a variety of natural resources such as mountains, plains, lakes, rivers, caves and wetlands and also historical, cultural and natural works can be is one of the tourism provinces. Creating a favorable atmosphere to attract tourists can be an effective role in the development of tourism industry that has not been considered seriously so far, For this reason We Still encounter a lack of suitable accommodation in tourism hub or service delivery in existing places, and a lack of appropriate investment for renovation the hotels and increase the capacity of accommodations and management and the governmental views are fundamental problems about Accommodation.

Considering the necessity of marketing efforts and appropriate introducing the aspects of tourism, reviewing the status of accommodations And quality of serving ,Providing proper facilities for the reception, creating complex and entertaining and recreational facilities, Information services to tourists, and improvement of skills and expertise on human resources ,and appropriate urban design, and making urban attractions in tourism industry is essential. (Gilaninia, 2011)

5.1.4 Adventure Tourism

Booming adventure tourism in this region in addition to economic benefits can have an important role in the attractiveness of the area; Of course, being known as a regional hub of adventure tourism has require planning and development of various products and private sector investment surely this province because of its unique position and capabilities Including a range of mountains, caves, wildlife and considering three-quarters of the province consists of Zagros range mountains and mountains like mounitains Kheiz, and Nile and Noor mountains ... And appropriate peaks can be a good place for hiking and rock climbing.

6. COLLECTED DATA

6.1 Conclusion

The purpose of this article Is presents applicable plan for private sector investment in Tourism of Kohgiluyeh and Boyer Ahmad province. Because this province in spite of having capacity to become a regional sample of tourism has some major obstacles in the way of achieving this goal in front, like multiple decision makers and management issues with the governmental view and lack of competition between public managers in this sector and lack of knowledge about private sector investment in this province, Moreover the private sector By identifying places that have the potential to become a pole of Tourism, and investing can cause growth and prosperity to the region. On the other hand one of the problems has been though less attention is targets identifying those tourists can travel by it, because tourists are traveling with different motives and

reasons. That identifying these goals and motivations and providing tangible and non tangible facilities needed by private sector investments can be very important in attracting tourists.

6.2 Suggestions for future research

Referring to the issues and also analysis that presented in the article, the following suggestions can be provided for future research in connection with this article:

1. Assessment of success of private sector investment in tourism industry.
2. Assessment of accelerating growth in the tourism industry.
3. Assessment of the fields of constructive interaction between government and private sector.

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