

## **Information Tourism in Iran and how Prosperity and development it**

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### ***Abstract***

*Information tourism was written in this article as new kind of Tourism industry, with aims of; 1- Transmutation Iran to Scientific Excellence in regional and international area by possible of creation Information's standards and dissemination these scientific products in around the world, 2- impact of Information tourism on development of all kinds of tourism by use of knowledge management and information technology and communication between Specialist and Scientifics Practitioners.*

***Keywords:*** *Information tourism, Iran, Knowledge management, information technology*

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### **Introduction**

Today, the tourism is considered as industry without smoke, rich source of world trade and an important element in improving and adjusts the balance of trade and balance of payments of many countries. So, over the past fifty years, striking and impressive growth in tourism has this phenomenon represents an important economic and social. Louise Turner says that tourism with complex promising industry that the world is faced and believes it has the greatest potential for alternative income-generating industries "(Lee, 1378: 1). Tourism development will result in stimulate of economic, as well as will has impact in poverty reduction, increasing revenues, reducing unemployment and increasing social welfare. In addition, tourism is a factor for the dialogue between cultures and civilizations, and makes well-balanced relationship between the governments and nations closer politically.

Tourism has a long history, but the beginning of twentieth century would certainly be expanded inclusive tourism industry. With the process of charting the development of the tourism industry concluded that tourism will be along with some other special phenomenon, having ushered societies in the economy Nami, 2013).

Researchers and authors have been writhed various definitions and interpretations of tourism in their writings repeatedly. They have been classified it in numerous types of health, religion, art, nature, history, sports tourism... Hence, information tourism will be considered the first time in this paper, as a new type of tourism aims to: 1. The term information tourism is now mentioned to mean the use of information tourism in the creation of standard knowledge materials in order to dissemination of information to users in around the world, and 2–survey of tourism's role in the development of other types of tourism with optimal utilization of knowledge management and information technology in partnership with public and private institutions and centers of scientific and technical areas of Iran. Information tourism advantages over other types of tourism include creation, acquisition, organization, storage, conservation and dissemination of information to users.

**What is information tourism?**

Today, the nation's communications in political security, welfare, science, education, culture, tourism, sports, arts, religious, ideological, social, business, and like it. The bilateral or multilateral relations have developed with the passage of time, and no doubt will be expanding in the future to more than now. Future prospects for the future are stating that the nations will be stronger and more stable than others that dedicate a greater share of communication to themselves (Hafez Nia, 2011).

However, information and knowledge is as the largest investor countries and nations and an essential element of the development of nations communication, Hence the countries will be powerful and more inviolable that have knowledge and information and produced, use and dissemination it (Haji Shamsaei, 2013).

So, information tourism as a new industry will make a very valuable opportunity in dynamics and stability of developing countries, however, the developing countries with use of science and its tourism potential will be able to offer competitive world, more communication and find its actual position (Ibid). To clarify the issue of information tourism activities have been proposed from two views:

The first category of information tourism from the scientific perspective is concerned, how the production, distribution and dissemination of standards scientific information in all areas and disciplines of the country. In other words, the production of scientific knowledge in international standard language with distribution and dissemination capabilities in the global arena is one of the issues and negotiation of information tourism.

So that, the production of information materials including articles, books and publishing are not limited to the use regional and have production and dissemination capabilities in international levels. The first category of information tourism that is introduced Iran as center of scientific excellence in region and international level.

At present, a large part of the capital spend and buy foreign information materials in print and electronic format for use by researchers, scholars, and students, but instead of, standard information materials have not be produced to dissemination these for to be able compensated part of the external costs of materials. The

second category of from the private aspects of information tourism activities is related to collaboration of tourism authorities with scientific experts in the field of production and supply of scientific information and expertise in different fields of tourism.

In other words, specific geographical area of the country have kind of ability to provide tourism services in various areas including health, tourism, religion, culture, history, art, and whiskey. So essential conditions to the prosperity and development of tourism is concerned collaborations of the custodians of tourism with professionals involved in the production, distribution and dissemination of scientific and technical information in the field of tourism.

Seems to the scope of definition and classification of the different types of tourism, even tourism and Eco-tourism are not exceeded of writings and articles, but also in the prosperity and development of their has been taken a major step due to the poor view, the non-interact and collaborate with specialists custodians of tourism with specialists in Iran,. How can we expect without the participation and engagement, bilateral scientific and technical custodians can certainly see the prosperity and development of the tourism. Surly, the development of each types of tourism will be depended on a specialized partnership in scientific experts in production and dissemination of information and knowledge. ☒

#### **Essential factors of development and implementation of information tourism**

a) The role of knowledge management in the development and implementation of information tourism

So far, according to the needs of different organizations, different definitions of knowledge management have been presented by concerned researchers and practitioners. In other words, each of the organizations are defined and interpreted knowledge management along with organizational goals and missions. But the most common and important definitions and interpretations of knowledge management are attention to the development of communication within and outside the organization, to meet organizational goals (Haji shamsaei, 2008).

Information tourism would be considered by use knowledge management, production process ,and dissemination of standard scientific information to develop and spread communication and interaction between producers and consumers and do appropriate and relevant information access for users.

Appeared, Production, distribution and dissemination of scientific and technical materials has not limited from quality and quantity aspects in Iran, so that every year, there are many production and distribution of large number of practical products ranging from articles, books and other information materials. The range of some products that are mentioned, are not used for internal research and have not capabilities and publish into the regional and international levels. As noted above, each year a large part of the capital spend buying foreign information materials in print and electronic format for use by researchers, scholars, researchers that instead of, standard information materials have not be produced to dissemination these for to be able compensated part of the external costs of materials to be able compensated part of the external costs of materials.

Although, the efforts and programs of the organization responsible for the production and dissemination of scientific information is commendable in the international standard capabilities. But these organizations will not be able to become a Center of Excellence in the country alone, but also the realization and success requires a determination and management of a national, integrated and public participation.

b) Roles of information and communications technology management in the development and implementation of information tourism, electronic communications networks and new information and communications technologies is considered after the emergence of language and verbal communication that the exchange of ideas was achieved, and the advent of writing, in addition to the exchange of ideas and information, it's conservation became too, the publishing industry phenomenon, that reproduction and dissemination of information, opinions and ideas was possible very large in size than before, as the fourth revolution in the production and dissemination of knowledge and communication (ibid, 2013).

Information tourism after the reliability of the production and dissemination of standard scientific information with the regional and international potentials should provide the resources and infrastructure of information and communication technology, hardware and software necessary to enable the production and dissemination of standard scientific information in the level of regional and international. Dissemination of relevant information to users around the world, will bring huge profits for information producers.

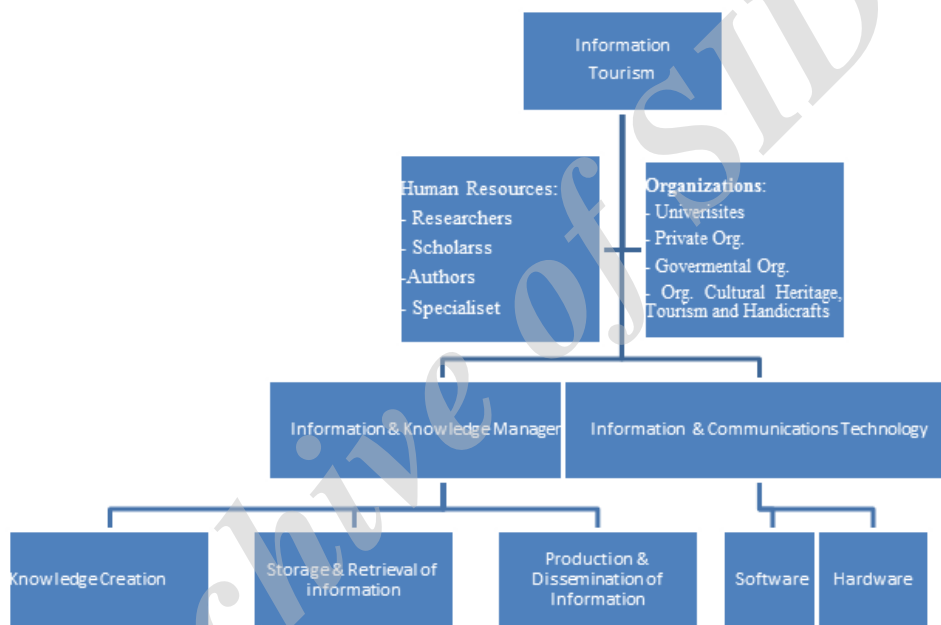


Figure 1 Model of Information Tourism

### Conclusion

Tourism industry compared to other industries makes the most invest and money and prevents out the most of large parts of the national capital and currency from the country .

One of the key factors in the development and transformation of tourism in Iran is a comprehensive study of the positive and negative consequences of tourism, and looking to develop regional and international it.

In the status of The World Tourism Organization, the basic objective will be words and promote of tourism in order to help the economic

development and understanding between nations, peace and prosperity, universal respect for and observance of human rights and fundamental freedoms for all without distinction as to race, sex and language, religion. So, Organization do all necessary measures to achieve this common (Ghanami, 2009). The tourism trade brought people closer to one another (Papoli, et al, 2011).

An information tourism advantage over other types of tourism, which aims to follow, is:

1. Convert Iran to Center of scientific excellence in the region and international level through the production and dissemination of standard scientific information in the world.
2. Crystallization and impact of information tourism in the development of other types of tourism with optimal utilization of knowledge management and information technology, as well as the engagement and participation of experts and scientific specialized, centers, public and private institutions with tourism authorities in Iran.

### **Suggestions**

1. Comprehensive look at the production of standard information with the capability to provide and disseminate it on the regional and international levels in electronic and print formats.
2. Cooperation and collaboration of scholars and practitioners from different parts of the Scientific and Technical with the aim of transforming Iran to Center of Excellence in to the region and raised the international level.
3. Efficient use of ICT in the development of hardware and software infrastructure for production and distribution of standard scientific information on the international levels.
4. Create databases of scientific information on the standards and capabilities of production, supply and distribution at regional and international levels .
5. Create databases of scientific information to specific geographical areas of Iran from types of information tourism with capabilities of production and dissemination at regional and international levels .
6. Improve the quality level of standard educational services to attract keen to study in universities of Iran.

7. Cooperation universities with scientific organizations to organize conferences, seminars, symposia, scientific meetings and visits at the international level in all areas of scientific and technical in order to introduce more scientific and technical capabilities of Iran and attract more foreign tourists.
8. Management of all types of tourism due to the ability of certain geographic areas of the country and making use of knowledge management and information technology .
9. The collaboration of universities with scientific organizations in the production and development of other types tourism in Iran to publishing and dissemination it into the regional and international level in the print and electronic.formats.
10. Identify each of the geographic areas of the country with ability tourism in specific areas such as culture, history, health and cultural heritage, tourism and handicrafts .
11. Introduce of tourism ability of each specific geographical areas of the country by the Organization of Cultural Heritage, Tourism and Handicrafts and the scientific and academic scholars and professionals .
12. Attract and encourage private sector in growth and development of certain geographic areas with ability tourism by collaboration of scholars and professionals as the scientific and academic.
13. Make Network Media of Islamic Republic of Iran Broadcasting (IRIB) International tourism for introducing continuous ability from specific geographical areas in Tourism attractions to supply of tourism news such as market network.
14. Establish the scientific and technical committee to development different kinds of tourism with the participation of experts, scholars and researchers from various fields of science and tourism .
15. Providing facilities and introducing plans to visit a specific geographic area, especially Iranians who lived in other countries.
16. Formed Office of Tourism Management at the embassy or consulate of Iran in order to be introduced tourism attractions.
17. Do suggest, writers, researchers and scholars interested in various areas of scientific and technical to become Iran as center of excellence in specialized scientific and internationally express and continue their views and opinions in their literature.



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