

The Role of Education in Tourism Industry Boom and Tourist Satisfaction in Iran

Majid kaffashi¹

Abstract

The present paper was the result of a set of studies aiming at recognizing the problems and difficulties of Tourism industry in Iran. In this research, sampling was done in cross-sectional method from tourist hotels in Isfahan, i.e. 200 tourists from eight nationalities and 50 experts from Tourism industry were examined. In the theoretical framework of the research some theories such as the theory of exchange and the theory of sustainable tourism development were also considered. This research tried to answer the following questions: what are the effective factors in attraction and repulsion of Iran's Tourism industry? How satisfied are the foreign tourists traveling to Iran (Isfahan)? And what factors are involved in this satisfaction? Data analysis indicated that the following factors would affect the tourists' satisfaction and the boom in Iran's tourism industry: Improving tourist welfare facilities, providing more period of stay, establishing security, having more publicity campaign, decreasing religious restrictions, planning private investment in tourism industry, developing stable transportation, lifting commercial limitation, upgrading educational quality in tourist areas, expanding Iran's cultural relations with other countries, etc.

Keywords: tourism industry, development, education, satisfaction

1-Assistant Professor, Islamic Azad University Roudehen Branch (Email: majidkaffashi@gmail.com)

Introduction

Nowadays, the tourism industry is the key of economy in most of the countries, especially in the third world countries, insofar as the tourism is of priority over other development programs in these countries. Attempt has been exerted to identify the effective factors in tourism industry boom. The proponents of tourism industry believe that this industry can decrease the political tensions and is also facilitating factor for global peace. As the geographical borders of the countries are being disappeared and a phenomenon called "Global Village" is being meaningful, little by little, our world will be smaller and people will be friendlier. In Iran where developing non-petroleum income is among the government's economic policies, tourism development can be a profitable source of income. In case of a more appropriate programming, the tourism industry would be a significant source of foreign exchange for Iran. The reasons encouraging the tourists to select a place to visit, especially in the Middle East including Iran can be classified in to many factors the most important of which is the unique features of the Iranian historical building. The reason is that these specific places would reflect and render the real concept of life and culture of the ancestors. To reach such a goal, the tourists would accept to pay extravagantly and tolerate any difficulties during the journey. What accelerate their departure into Iran is the factors such as secondary motivations, entertainment, and convenience for the tourists; the last issue is of the less importance that would have negative effect on tourists to reconsider their trip if it is not of our great concern. Thus, the shortcomings of this industry in Iran should be recognized to improve them. By studying the tourism industry from sociological point of view, we would find out that tourism is a means for cultural negotiation and establishing better

understanding. But the quality of the tourism manifestation, since industry era up to these days, would convert this principle from its public extending form. "The industry, would affect tourism by its social technical manifestations. In technology and industry era, the tourism is a social psychological movement rather than a cultural one" (Michael, 2005, p. 170).

In recent years, tourism was considered as an important economic factor so, it is tried to reduce the factors responsible for slow tourism process, and therefore, the necessary facilities for improving tourism in our country will be provided. Tourism importance would be accepted by the public as a part of economic activity – with main role in economic improvement - and/or flow of expand assesses according to increase in amount of money being invested in Tourism. On the other hand, the necessity to establish an economic infrastructure in Tourism industry, not only encourage the private investors to spend extensive amount of money but also many other countries would use their human financial resources for full benefiting from this good source of national income namely, Tourism. Thus, many financial resources, on behalf of the government, are allocated to improve this industry.

"Despite lots of blessings and tourist attractions in Iran, unfortunately, number of tourists traveled to Iran is very low comparing with other developing countries – although Iran is of the first ten tourist countries in the world" (Rodger, 1999, p. 93).

Many people in foreign countries are advocate of Iran's ancient relics, so if this industry is developed and many foreign tourists traveled to Iran, the income derived from Tourism can be a good alternative for oil income. "Any expansion in this industry in Iran can result in many advantages such as development in

employment, development in infrastructural affairs, more income for people, earning foreign exchange income, modifying income distribution, etc." (Dibaei, 1992, p. 245).

The initial question is that the Tourism industry in Iran isn't so developed and what the effective factors related to this problem are. We also wish to know the factors affecting the tourists' satisfaction. In fact, we want to find an answer for the following two questions:

1. What are the effective factors in attraction and repulsion of Iran's Tourism industry?

To answer this, our sample was comprised of Tourism industry Experts working in Tourism Organization.

2. How satisfied are the foreign tourists traveling to Iran (Isfahan)? What are the effective factors involved in this satisfaction? Here the sample was comprised of foreign tourists traveling to Isfahan in tours.

Now, we would like to present the objectives of this research, as follows:

1. Identifying the reasons which caused Tourism industry in Iran less improved comparing with other countries whereas there are many more Tourist attractions in Iran, comparing with them.
2. Identifying the problems and difficulties for the tourists traveling across Iran.
3. Evaluating tourists' satisfaction traveling across Iran.
4. Comparing the views of Iran's Tourism industry experts with that of foreign tourists about tourism in Iran.

In this research, two theories were used the hypotheses were derived from:

-Theory of Chuck Gee about sustainable Tourism development.

-Theory of George Kaspar Homans and Peter Blau in the School of Exchange.

The issue of stability, persistence and resistance are being considered because Tourism is being completed and is being as an industry in many countries in the world. The term "stable Tourism", used recently, has many meanings and interpretations. This term means the ability of a country as tourists' destination – that country should be able to keep its condition against new opponents and recently discovered territories where more Tourist attractions exist. That country, for the first time, should attract tourists who are culturally unique and can establish balance with environmental elements and encourage them to visit the places for more times. In definition of stable Tourism, it focuses on 3 important factors:

- *The quality of stable Tourism* that can provide the tourist or the traveler with a high quality experience. It also, improves the life quality of the host society and keeps the environment quality.

- *Preservation and persistence*: the stable Tourism would guarantee the natural resource persistence – are the base of its existence – and also, preservation and persistence of the host society culture – the source of its valuable experiences.

- *Balance*: stable Tourism would establish a balance between Tourism industry's necessities and protecting the environment and the local society.

The stable Tourism would create a kind of cooperation between reciprocal and joint goals of the tourists, travelers, host society and destination or location welcomed these persons

In the theory of stable Tourism, Chuck Gee has mentioned principles and believed that if these principles would be considered, even in the third world countries, it can boom the Tourism industry of that country. These principles are as follows:

- We have to encourage and persuade the local people to accept the roles to cooperate in programming and development—done by governmental, commercial and financial organizations. We also, should encourage the Private Sector to invest in this industry.
- In Tourism industry, the programming, development and operation should be a part of development strategies and promising of stability for a zone, a province or a country. Programming, development and activities of Tourism industry should be multilateral, comprehensive and inclusive of all departments that various governmental organizations and private companies take part in it and benefit from its potential advantages. This programming and development requires cooperation between governmental organizations and private companies. Therefore, the social, economic, cultural and environmental programming should be analyzed and all aspects of Tourism industry must be considered to have a reasonable relation with each other and become harmonized with environmental conditions and people life style of that land.
- It is better to train the tourist about the nature of place or host city and inform him with culture of that place. This requires effective guidance. A common instance of effective guidance concept is the signs placed at parks, museums, zoo and ancient relics or the books published for the tourists and travelers guidance. Another instance of this effective guidance is tour leaders who should

have reasonable speech and guidance. The leaders must provide the visitors with comprehensive information about the physical situation, activities and importance of that specific place. Training has a very important role in the development of stable Tourism." The leader should undertake a decisive role to train. Personnel of Tourism Organization, the tourists, visitors and the ones involved in should try to improve the Tourism industry". (Chak, 1998.p 241).

- We should establish equipments and facilities in the host society in such a way that the visitors can gain valuable experiences.
- We must progress transportation system and develop infrastructural affairs which are in direct relation with Tourism industry.
- In the host society, the political, economic and social security should be established for the tourists.
- The host society should advertise about the attractive beautiful places to inform the tourists and provide reports about staying in hostels, food, airplane ticket, pick-nick and total general information about these services. The advertisement tools include mass media, ceremonies, books and holding commercial, cultural and social exhibitions.

Many sociologists have divided this theory into three theories namely, Macro theory, Micro theory and medium-range theory. For example, evolutionary theory is of Macro theory, the exchange theory is of Micro theory and some functionalism theories are called middle-range, according to Merton view (Tavassoli, 2004, p. 43)

Another theoretical framework considered for this research is the concept of Exchange School in which George Kaspar Homans and Peter Blau theories are used.

According to Azad Armaki (1997), "in the theorem of Value, Homans believes that the more valuable result of an action for a person, the more probable of doing that action" (p. 69). "The meaning of Value Theorem is that the probability of doing an action more than others only depends on relative value of that action i.e. excessiveness of reward on expenditure; it doesn't depend on absolute value of each action." (Ritzer, 1994, p. 423)

Homans, here, expresses two concepts: reward and punishment. Reward is an action with a positive value. Any excess in reward would increase the possibility of behaving in desired manner and punishment is an action with negative value. Homans explained that his theory isn't merely a hedonism one. The rewards can be in two forms, either material (e.g. money) or humanitarian (e.g. helping others).

Although Homans theory is criticized because of its focus on twosome or twofold exchange and ignoring broader exchange patterns, Peter Blau's theory would remove this deficiency thus, these two theories would be supplementary of each other. In Exchange Theory, Blau considered both individual and social level. So, he decided to create such an exchange theory compounding social and realism behaviorism. "Blau's goal is to understand social structure on the basis of social processes analyses dominate the relation between persons and groups. Blau emphasizes on exchange process which directs human behavior and controls relations between humans and also groups." (Ritzer, 1994, p. 424)

In this research we want to evaluate foreign tourists' satisfaction using Homans theory. Therefore, the values and rewards important for the tourists are: proper welfare equipments, host society security, hospitability, giving information about the host society, providing customs facilities, giving visa duration to visit the

host society, etc. as Homans tells in his theory, the reward can be humanitarian not necessarily material. Here we can analyze and examine foreign tourists satisfaction through these values and rewards.

The hypotheses about population of experts in Tourism industry discussed in this research are as follows:

- Encouragement of private investment in Tourism industry would boom this industry.
- Improvement of welfare equipments would cause the boom of the Tourism industry.
- Faster transportation would make the Tourism industry boom.
- Decreasing commercial limitations would boom the Tourism industry.
- Increasing cultural relations between Iran and other countries would make the Tourism industry boom.
- Improving training qualities of tourist areas would cause the boom in Tourism industry.
- Matching between private and governmental organizations related to the tourists and Tourism industry would make the Tourism industry boom.
- Rules and regulations contradicting the custom and beliefs of the tourists would decrease the Tourism industry boom.
- Establishing security (political, social and cultural) for the tourists would make the Tourism industry boom.
- Investment to introduce Iran's culture and history to foreigners would make the Tourism industry boom.

The hypotheses about population of foreign tourists visited Isfahan discussed

in this research are as follows:

- Improving welfare facilities of tourist areas would make the Tourism industry boom.
- The more hospitable the host society, the more the Tourism industry boom and the more satisfied the tourists are.
- Decreasing problems in giving visa to the tourists would satisfy them.
- The more feeling of security in tourists, the more satisfied they are.
- Decreasing the religious limitations would satisfy the tourists.

According to the discussed theories and personal opinions of the researcher, mechanisms and factors effective on Tourism industry boom and also factors effective on tourist satisfaction are presented: (Figure 1 and 2)

In fact, the analytical model is a natural follow-up of research theoretical design which connects the traces and directions practically considered for observation and analysis. Analytical model consists of concepts and hypotheses which have close relation with each other and form a coherent analytical framework. (Campenhoudt, 1996, p. 144)

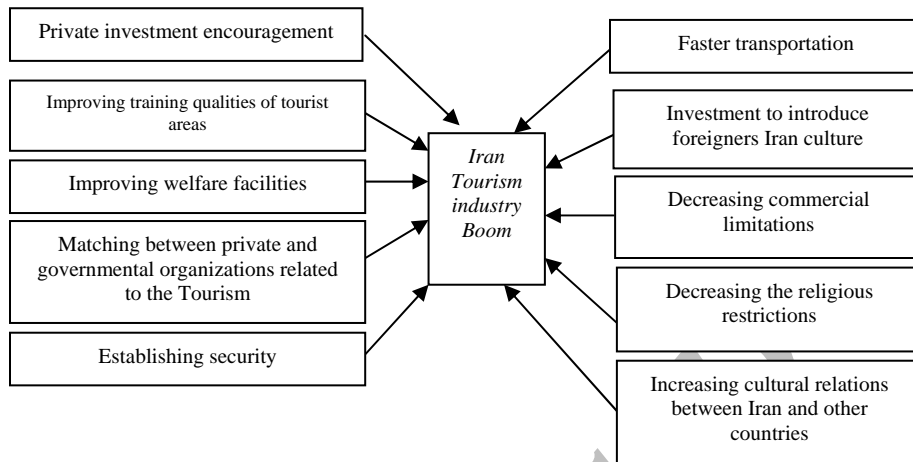


Figure 1. Iran tourism industry boom

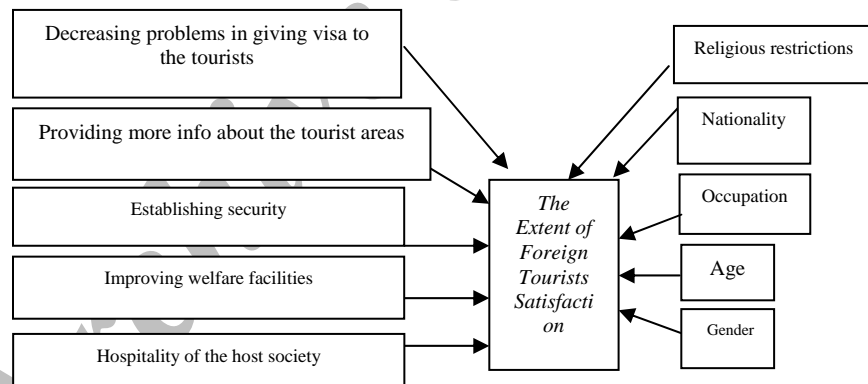


Figure 2. The extent of foreign tourist satisfaction

Methodology

In this research, both survey and documentary methods were used. The documentary method was to examine key concepts and opinions related to the research subject; the survey method was used to examine the quality of distribution and the relationship between the research variables. The unit of observation and analysis in this research is person. The technique to collect data was attending questionnaire which was applied after pre-testing and preliminary analysis to examine its reliability and validity in the population. The data, after filling out the research questionnaire, was analyzed using SPSS software.

Participants

The population of research was classified into two groups:

- Experts in Tourism industry being employed in Iran's Tourism Organization (50 were totally selected).
- Foreign tourists traveled to Isfahan (totally 200 persons from 8 nationalities).

"In many cases, the research wouldn't be organized unless time sampling would be done too." (Sarokhani, 1994, p. 159). So, we used cross-sectional or time sampling to select a sample from population of the foreign tourists. Then we continued with simple random method. It is necessary to say that the month of Khordad (May – June) was selected as a sample and the sample volume was selected on the basis of time duration at Isfahan tourist hotels. Thus, in this method, 200 tourists and 50 tourist expert were selected.

Instrument

According to the research information, in this research, we used the questionnaire as the most suitable tool. Referring to the variables related to the foreign tourists' satisfaction and effective factors in Iran Tourism industry boom, some items were designed. "The reliability was analyzed through expert opinion" (Sarai, 2001, p. 121). As some items were based on interval scales, their reliability was calculated through split-half method. The spearman-Brown correlation index of 0.92 was calculated which was acceptable enough to show its internal consistency and homogeneity. (Harvey, .2000p 314)

Design and Procedure

Research design in this research is application research. In this research, both survey and documentary methods were used. The documentary method was to examine key concepts and opinions related to the research subject; the survey method was used to examine the quality of distribution and the relationship between the research variables. The unit of observation and analysis in this research is person. The technique to collect data was attending questionnaire which was applied after pre-testing and preliminary analysis to examine its reliability and validity in the population. The data, after filling out the research questionnaire, was analyzed using SPSS software. It is necessary to say that the month of Khordad (May – June) was selected as a sample and the sample volume was selected on the basis of time duration at Isfahan tourist hotels. Thus, in this method, 200 tourists and 50 tourist expert were selected. Another important thing to do was comparing tourists' views regarding Iran and its tourism industry with that of tourism industry Experts being

employed in Iran's Tourism Organization. The same hypotheses were considered about the questionnaire for both two populations and recognize the deficiencies of this industry.

Results

Here, the results are inferentially analyzed:

Table 1
Correlation between Independent Variables with the Extent of Foreign Tourists Satisfaction

Variable	Correlation Coefficient	Sig.	Kind of Relation
Improving welfare facilities	0.87	0.005	Direct and Positive
Providing information	0.72	0.03	Direct and Positive
Establishing security	0.89	0.004	Direct and Positive
Hospitality of the host society	0.71	0.04	Direct and Positive
Decreasing religious restriction	0.65	0.05	Direct and Positive
Duration of stay	0.05	0.61	Direct and Positive

The above table shows a direct positive correlation between the existing variables with tourist satisfaction; there was a strong relationship between the variables of security establishment and welfare facilities improvements.

Table 2
Correlation between Independent Variables with Iran Tourism Industry Boom

Variable	Correlation Coefficient	Sig.	Kind of Relation
Private investment	0.69	0.04	Direct and Positive
Welfare facilities	0.70	0.05	Direct and Positive
Stable transportation	0.79	0.005	Direct and Positive
Cultural relations expansion	0.65	0.04	Direct and Positive
Training quality improvement	0.58	0.04	Direct and Positive
Matching private and governmental organizations	0.82	0.008	Direct and Positive
Rules and regulations of tourism industry	0.59	0.03	Direct and Positive
Security establishment	0.81	0.007	Direct and Positive
Commercial limitation decrease	0.76	0.004	Direct and Positive

The above table shows a direct positive correlation between the existing variables with the amount of Tourism industry boom; the variables of matching and

cooperation of private and governmental organizations related to the industry and

establishment security of the tourists showed the highest relationship.

Table 3

Mean Difference of Tourists' Satisfaction According to the Occupation

Variable (occupation)	Frequency	Mean	Standard Deviation	F value	Sig.
Teacher	36	11.769	1.656	5.620	0.000
Jurist	41	10.385	2.73		
Manager	34	1.0571	3.17		
Professor	16	11.406	2.549		
Engineer	30	11.344	2.650		
Housewife	16	10.046	2.256		
Retied	13	13.50	1.892	5.620	0.000
Self employment	14	11.24	2.12		

One of the research hypotheses was that there is a meaningful relation between tourists' occupation and their satisfaction. According to the table No.3, this hypothesis is accepted on the basis of unilateral variance analysis test and it shows a statistically significant relationship. The said test is meaningful at the level more than 99%. The highest mean is related to the ones retired.

Table 4

Mean Difference of Tourists' Satisfaction According to the Marital Status

Variable (marital status)	Frequency	Mean	Standard Deviation	F value	Sig.
Single	77	9.623	3.05	10.873	0.000
Married	123	11.05	2.52		

The above table shows that the satisfaction of married ones is more than of the singles. The F value of more than 99% would confirm this relation.

Table 5

Mean Difference of Tourists' Satisfaction According to the Education

Variable (education)	Frequency	Mean	Standard Deviation	F value	Sig.
Below B.A.	80	11.71	2.07	33.168	0.000
B.A.	55	11.32	2.39		
M.A.	45	10.04	2.75		
PhD and higher	20	8.53	2.72		

According to the above table, it seems that there is a meaningful difference

between tourists' educational levels and their satisfaction extent. The F value of more than %99 shows that there is a meaningful difference on the basis of this variable. Among them, those under M.A. have more satisfaction.

Table 6

Mean Difference of Tourists' Satisfaction According to the Nationality

Variable (nationality)	Frequency	Mean	Standard Deviation	F value	Sig.
American	20	12.31	2.11	6.81	0.000
French	20	9.71	2.97		
Italian	35	10.4	3.83		
German	28	9.83	3.65		
Dutch	30	10.64	2.35		
English	29	10.71	2.38		
Spanish	25	8.53	2.72		
Japanese	13	11.32	2.45		

According to the above table, there is a meaningful difference between tourists' satisfaction and nationality. It also shows that Americans and Japanese, comparing with others, are more satisfactory.

Table 7

Evaluation of Tourists' Change of View about Traveling to Iran at Arrival and Departure According to the McNemar Test

Before and after entering Iran	
N	200
Chi- Square	32.67
Asymp. Sig.	0.000

According to the above table and using McNemar test with meaningful level of %99, there is a difference between tourists view about Iran's Tourism industry, before entering Iran and after exiting. Then, we can find out that the tourists views have been changed between two time duration (before entering and after exiting).

Discussion and Conclusions

In comparative analysis, we collect the data in descriptive form, analyze and compare them with each other. One of the goals, in this research, is to compare the hypotheses between two populations having common characteristic. First it is necessary to refer some expert's view in Tourism industry presented in this research to describe some hypotheses; then, their views would be compared with foreign tourists' opinions. In this research, we claimed that encouraging investors in private sector through dismissing them of tax and providing economic – political security will make Tourism industry boom. 64% of the experts agreed with this opinion; 4% had no opinion and 32% disagreed. Afterwards, there was a question namely, how much effort had been done by the authorities in this respect? 14% of them answered "high", 70% answered "Low" and only 16% gave no answer. So, in the field of investment in Iran Tourism industry, we can say that encouraging investors in Private Sector will make Tourism industry boom. But the governmental authorities did not try at all. Regarding the point that matching between governmental and private organizations would make the Tourism industry boom, the experts said that 76% agreed; %16 gave no answer and only %8 disagreed. Then, there was another question: how was the matching between governmental and private organizations by focusing on programming and making politics? 12% answered "High", 70% answered "Low" and 18% had no answer. According to the experts view, it can be found out that matching between governmental and private organizations would make the Tourism industry boom whereas experts, themselves, believe that there is not enough matching in this field.

Tourism Experts believe that investment to introduce the history and culture of Iran to the world would be effective in Tourism boom. But there is not enough effort to do so.

The following services are considered as welfare facilities: Hotels grading, Hotels facilities, Food at restaurants, Hotel personnel's way of servicing, inter-city equipments, transportation, sport – recreation facilities and medical facilities. According to experts' views, all these factors affect Tourism boom. But all these are low in quality and quantity; the tourists are being asked about these too.

Among these factors, the tourists focus on hotels grading and hotels facilities, increasing quality and quantity of the inter-city equipments and ordering transportation more than the others. Then, we would understand that in view of welfare facilities, experts and tourists have the same opinions and both implicate the deficiencies. The experts were being asked about increasing training qualities; references include: increasing knowledge level of programmer managers in Tourism industry, high information of the tour leaders to introduce history and culture of Iran to the foreigners, providing signs and labels necessary at some places, publishing some books about Iran history and culture for the tourists, training professional groups about Tourism industry such as: training the hotels personnel, hotels managers and tour leaders. 66% of the experts agreed about the point that up-grading the knowledge of programming managers can lead to improve this industry; only 2% disagree, and 32% gave no answer. 28% of them believe that the managers are knowledgeable enough regarding the issue, 12% did not answer and 50% disagreed.

88% of the personnel believed that the more information tour leaders had about the places, the more satisfied tourists were; 5% had no idea and only 7% disagreed.

The tourists were asked whether the tour leader information was enough or not; 74% agreed, 16% disagreed and 10% gave no answer.

We can conclude that increasing information of the tour leaders would affect tourists' satisfaction. 92% of the experts believed that signs and labels necessary at some places, publishing some books about Iran history and culture for the tourists could attract more tourists; only 4% disagreed.

The tourists were being asked whether those signs and labels could be useful or not? 48% disagreed, 40% agreed and 12% gave no answer. 54% of the tourists agreed about the point that publishing some books about Iran's history and culture could attract their attention; 31% disagreed and 15% gave no answer.

Therefore, according to the experts, providing signs and labels necessary at some places and publishing some books about Iran's history and culture for the tourists are effective in their satisfaction. But there is not much attention to the issue of tourism. Another question is that how the managers, hotel personnel and tour leaders are well-trained and to what extent? 76% answered "Low", 16% gave no answer and only 8% disagreed. 66% of the experts said that training specialists in Tourism industry might lead to Tourism industry boom in Iran; 32% gave no answer and only 2% disagreed.

The tourists were asked that, during their stay in Iran, whether they had feeling of comfort and security or not? 80% agreed, 5% disagreed and only 15% gave no answer. We also asked the experts about the extent of security provided for

the tourists in Iran. 24% said that there was a high security for the tourists; 50% expressed there was some security and 26% said gave no answer.

It is necessary to say that in case of considering security plans to safeguard the tourists to travel safely, the experts stated that 86% agreed, 8% disagreed and only 6% gave no answer.

Regarding the next question asking if Iran's government imposed any limitations for clothing and food, 66% of the experts agreed, 18% disagreed and 16% gave no answer. To answer whether this matter leads to less tourists' traveling to Iran or not, 64% of the experts agreed, 24% disagreed and 12% gave no answer.

The question about religious restrictions were asked from the tourists: Religious rules and regulations including way of clothing and veil made me lots of problems, the tourists views were as follows: 64% agreed, 28% disagreed and 8% with no answer. Among the ones who agreed, 69% were women and the others were men.

For political and security observation of tourists traveling to Iran, the government decided to perform some inspections to control importing narcotic drug, the alcoholics and other materials which are against Iranian culture. We asked the tourists some questions about this.

In some cases, the tourists would be undertaken some inspections so they would never travel to Iran again. 47% agreed, 40% disagreed and only 13% gave no answer. Comparing experts' view with that of tourists about security and religious restrictions, it could be found out that establishing security and comfort for the tourists and decreasing religious restrictions would affect Tourism industry in Iran a lot.

The results show that there is a direct positive relation between dependant and independent variables. In other words, some factors would satisfy the tourists such as: improving tourists' welfare equipments, providing more information about beautiful places in Iran, decrease in performing religious restrictions and giving more visas to the tourists.

The result of effective factors on Tourism industry boom showed that encouragement of private investment in Tourism industry, improvement of welfare equipments, decreasing commercial limitations, improving training qualities of tourist areas, matching between private and governmental organizations related to the tourists and Tourism industry, increasing cultural relations between Iran and other countries, establishing security for the tourists, investment to introduce Iran's culture and history to foreigners, Tourism rules and regulations etc. make the Tourism industry boom. According to the results of this research, It can be understood that tourist's satisfaction and Tourism industry boom is a complex and multidirectional concept which is in close relation with different factors; a compound of various factors would provide tourist satisfaction and is effective in Tourism industry boom. Then, these factors should be considered in programming for the development of Tourism industry.

Now, we would like to present the research results in summary, as follows:

1. Improving welfare equipments for the tourist would lead to tourist satisfaction.
2. Providing more information about beautiful places in Iran would lead to tourist satisfaction.

3. The more hospitable the host society, the more booming the Tourism industry is and the more satisfied the tourists are.
4. The more security tourists feel, the more satisfied they are.
5. Decreasing the religious restrictions would satisfy the tourists.
6. Giving more visas to the tourists would lead to tourist satisfaction.
7. Encouragement of private investment in Tourism industry would make this industry boom.
8. Improving welfare facilities would make the Tourism industry boom.
9. Faster transportation would make the Tourism industry boom.
10. Decreasing commercial limitations would make the Tourism industry boom.
11. Improving training qualities of tourist areas would make the Tourism industry boom.
12. Matching between private and governmental organizations related to the tourists and Tourism industry would make the Tourism industry boom.
13. Increasing cultural relations between Iran and other countries would make the Tourism industry boom.

Now, we would like to present the research suggestions in summary, as follows:

- a. The government and the authorities should provide suitable conditions for private sector investors so, they will be encouraged to invest in tourist attractions more than before.
- b. Government and private sector's investment in building modern hotels in tourist areas both from qualitative and quantitative perspective, and professional training of the hotel personnel would make the Tourism industry boom.

- c. Correct programming of government for employment of the young in this industry.
- d. Providing more duration of visas for the tourists.
- e. Establishing security for them during their stay.
- f. Decrease in performing religious and inspection limitations.
- g. Training tour leaders and improving their knowledge about Iran's history and culture under supervision of Tourism Organization.
- h. Improving inter-city equipments both from qualitative and quantitative perspective such as restrooms, hotels, restaurants, etc.
- i. Allocating medical facilities for the tourists during their stay.
- j. Publishing some books about Iran's history and culture for the tourists written in different languages.
- k. Matching between private and governmental organizations related to the tourists and Tourism industry.
- l. Increasing cultural relations between Iran and other countries.
- m. Decrease in commercial limitations and supporting the foreign investors on behalf of the Government to invest in this industry in Iran.
- n. Upgrading knowledge of programming managers in Tourism industry through professional classes.

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