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Investigating the Factors Affecting the Development of Tourism Industry Infrastructures

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Abstract

Tourism is one of the sectors that has received serious attention from different countries due to its positive social, cultural, and economic effects. The tourism industry is becoming the first industry in the world in terms of income generation and impact on the economic growth of countries, so that many countries are trying to exploit the benefits of this industry by creating suitable fields and infrastructures. For most of these countries, tourism is an important source for business activities, income generation, job creation, and foreign exchanges. In general, the tourism industry, like other industries, brings with advantages and disadvantages. One of the most important and effective parts of the tourism industry is the infrastructure of tourism services, which plays a prominent role in increasing the productivity of the tourism industry. The infrastructure of tourism services is a kind of tourism development platform and plays a big role in getting the satisfaction of tourists. This is a descriptive study and the data is collected in library method. The results of the article show that, in general, it is the infrastructure of tourism services that turns tourist attractions into tourist destinations, otherwise, having tourism databases alone will not determine the presence of tourists.

Keywords: Tourism, infrastructures, economic development



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Introduction

The development of tourism in recent decades has helped to create employment and global prosperity. Tourism has great potential to accelerate progress in economic sectors in a sustainable manner. Through integrated policies, tourism can create high-quality job opportunities for sustainable economic and social growth, thus it leads to poverty reduction (Thommandru et al., 2023).

According to the report of the United Nations World Tourism Organization (UNWTO, 2018), tourism has continued to develop and diversify and has become an important and growing economic sector at the global level. In the current era, tourism is one of the most dynamic economic activities. The tourism industry is known as the largest service industry in the world in terms of revenue generation. The development of the tourism industry for developing countries that have a high unemployment rate, face limited foreign exchange resources and a single-product economy, it is very important because they can significantly increase income through the tourism industry (Lee et al., 2022). This is very important in terms of job creation, especially in regions and countries that face high unemployment or hidden unemployment. Therefore, investigating the employment creation of the tourism industry and its impact on different economic sectors directly and indirectly can play a role in formulating economic policies (Song and Wu, 2022).

The development of tourism leaves many effects in economic, cultural and political dimensions in the country. Creation of employment, flow of economic capital, increase in foreign income due to increase in demand for foreign travel and then increase in security in the country are among the positive effects of the tourism industry (De Siano and Canale, 2022). Considering the economic effects of this industry, if a country that has suitable cultural, natural or historical attractions can use its capacities and set the wheels of this industry in motion correctly, it will witness great growth and prosperity in its economy (Mtapuri et al., 2022).

The tourism industry has played an important role in encouraging investment in infrastructure, generating income for the government as well as the private sector, creating direct and indirect employment. Investment opportunities in the tourism market are very important so that some countries call it as the main source of income for their country. Due to the import of foreign currency into the country and high job creation and no need for long-term training of the workforce, the tourism industry has a high efficiency, which has caused countries to allocate more of their capital and budget to this industry. Therefore, attracting capital in this industry for countries that are heavily dependent on oil revenues, can be a way to get rid of dependence on oil revenues and exit from a single-product economy (Mandić et al., 2018).

Methodology

This is a descriptive study, and the data is collected in library method. Accordingly, the articles and studies with the aim of studying the needed infrastructures have been reviewed.



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Discussion

Structural Infrastructures

A) Accommodations

These facilities include hotels, guesthouses, motels, caravanserais, camps, coastal and mountain huts, boarding houses, tourist beaches, pilgrims' houses and school buildings during the holidays. Since such facilities are also considered an effective factor for strengthening international tourism, governments should pay attention to them. In the planning of facilities and accommodation programs for tourists, the issue of the quality of the place in terms of relaxation and provision of various recreational and sports facilities should not be overlooked (Song et al., 2020).

Hotels: Hotels are guesthouses that have many rooms. In addition to providing sleeping facilities, other wide and diverse services are provided in the hotel, including restaurants, swimming pools, gyms, and souvenir shops. In addition, for the proper use of the facilities created and to attract special customers, halls for holding seminars, lectures and various celebrations have been foreseen (Soares et al., 2021).

Motels: in many countries, they create accommodation units for travelers who travel long distances by private means on the outskirts and ring roads of cities. These residential units are usually in the form of one or two-story buildings that have many rooms and each room has an independent bathroom and toilet. TV, refrigerator and tea and coffee making facilities are provided inside each room. Some motels have more extensive equipment and some are simple. Supermarkets, restaurants and gas stations are usually built around these motels so that travelers can meet their needs. The cost of staying in these accommodation units is more reasonable than the hotel because they do not provide extensive services (Hossain and Wadood, 2020).

Boarding: There are cheap accommodation units that are mainly built for low-income travelers and are divided into three levels.

B) Catering facilities:

The extent and diversity of catering facilities, providing services, equipment and facilities needed for them will add to the prosperity of the tourism industry, and the existing deficiencies in this field will reduce tourist activities. Catering facilities, which include restaurants, coffee houses, teahouses, and the like, must provide the satisfaction of tourists in every way and provide them with the required services (Dushanova et al., 2022).

In order to unify and standardize the rules for compliance with health laws in catering facilities, both within the city and on the road, it is necessary to provide the set of rules and regulations with the opinion of the experts of the World Health Organization to the interested people and authorities. Governments are also obliged to fully supervise their activities (Stuchlikova et al., 2020).



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Restaurants: A restaurant is a place where different people with different moods and special and different expectations gather and expect to be treated with comfort, ease and respect. Restaurants have been created with different degrees and positions, the size of the restaurant, furniture, decorations, architecture, level and type of service, etc. are among the factors that influence the grading and valuation of this type of catering service units (Bertan, 2020).

C) Commercial-entertainment facilities

Commercial services include sales centers, which, in addition to meeting the needs of tourists, must also create needs in tourists in the field of buying goods. The existence of handicraft sales centers along with other high-quality goods can be a source of advertising in the tourism community in addition to generating income (Szostak, 2023).

D) Transportation facilities

Carefully looking at the condition of the road and means of passenger transport, we come to the conclusion that the use of airplanes is chosen and used mostly by tourists, both in long routes and in short foreign and domestic routes. Private cars are often used for short trips, so these vehicles are used in most local trips. Cars are also considered important in regional and international tourism. Today, the railway shows some limitations in traveling compared to the past. However, this way of traveling can be increased by planning and solving some problems. Especially the connected railways, as in Europe, in addition to the expansion of high-speed trains and the construction of canals and tunnels, could be effective in solving the problem of traffic and human waste (Onokala and Olajide, 2020). Passenger buses are used in transportation more than other transportation organizations. But a bus transports a small number of passengers compared to the railway. Undoubtedly, in the future, the lack of oil-derived energy will reduce the desire to change from bus to railway. Because the use of trains in the tourist transportation sector is already common and increasing (Abdurakhmanov et al., 2021).

Rail transportation system: As one of the most important transportation methods, rail transportation has a special place for reasons such as the possibility of mass movement of goods and passengers, low fuel consumption, high safety, and less pollution of the environment. Also, due to regular service, continuous movement, less possibility of errors compared to road vehicles, as well as more comfort and the possibility of sleeping and resting, the railway is the favorite of some tourists. But the lack of a universally acceptable standard for the width of the railway has caused a lot of problems in the design and maintenance of this vehicle. The high cost of maintenance and labor for the necessary service has made this vehicle as one of the most expensive vehicles (Li and Chen, 2020).

Air transportation system: The bulk of air travel is aimed at business and leisure travelers. Over the past decades, the share of leisure travelers in air transportation has increased. This category of travelers has a lot of time at their disposal and there is no need to provide them with very high quality (Onifade et al., 2022). Leisure travelers are sensitive to prices and the creation and supply of special leisure tickets by airlines and charter lines in Europe has been a suitable response to the demand of this market. About



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15 percent of international tourists use the air transportation system, while 86 percent of European citizens use airplanes to travel outside of Europe (Law et al., 2022).

Maritime transportation system: Today, large cruise ships have made trips attractive and enjoyable. Some of these ships are so well-equipped and luxurious that they are sometimes considered tourist attractions and have facilities such as swimming pools, cinema halls, shops, internet cafes and other entertainment facilities. Of course, traveling by means of ship transportation requires the existence of facilities such as wharf, harbor and port facilities on land. If there is a lack of such facilities, even though the ship or boat is equipped, unfavorable memories will remain in the minds of tourists and their satisfaction with the trip to the desired destination will decrease. The use of pleasure ships as a vehicle has grown significantly in the world (Fratila et al., 2021).

E) Communication and information technology network facilities

We define a set of all electronic tools that facilitate the management of information, functions and processes, operational and strategic management of organizations as information and communication technology "ICT" (Zafar et al., 2023). The application of information technology in the tourism distribution system has been the most important accelerating factor of this industry, as it has made it possible to access information about facilities and accommodation in tourist places at all stages of distribution and at any time (Anser et al., 2022). One of the new functions of this technology in the tourism industry is to prevent the destruction of some places visited by tourists. Reducing environmental and social conflicts is another of its roles.

Among the applications of information technology in tourism, we can mention information, electronic visas, electronic systems for saving places and services, virtual tours and electronic hospitality (Gössling, 2021).

Cultural Infrastructures

According to the increasing recommendations for the use of information-based management in this field, the high volume of information and especially the multiplicity of information gathering databases, the need to unify their main components is necessary, which requires the provision of comprehensive definitions and obstacles, in a standard and uniform manner for them (Zhao et al., 2023). The set of activities in this direction, such as the need to present these definitions, led to the establishment of a central center in 1992 with the consultation of the International Center for the Study of Conservation and Restoration of Cultural Properties (ICCROM), the International Council of Historical Monuments (ICOMOS) and the International Union for Conservation of Nature (IUCN) (Dalimunthe, 2020).

Cultural heritage is a subset of national heritage, which human factors have played a major role in their formation and creation, and the main source of their creation is factors other than nature (Panzer, 2022).



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Service Infrastructures

One of the most important activities of travel and tourist agencies is arranging tourist visits and organizing tours. Tourist trips are usually done in groups, because the constant contact of travel agencies with tourist places and hotels is much cheaper than individual trips and provides the opportunity to visit new lands and faraway places for tourists. Therefore, organizing and planning is necessary in such trips (Storonyanska et al., 2021).

Conclusion

Today, tourism is one of the largest and most diverse industries in the world. This industry affects the country's economy by affecting national income, employment, price changes and national trade balance. The tourism industry is one of the sub-sectors of the economy, which has many and growing opportunities due to its connection with different sectors and economic diversity. In addition to the potential of attracting financial resources, it seems that investing in this area has a relatively high economic justification.

The image of the tourism destination is considered as one of the most important topics in the marketing research of the tourism industry. The issue of Infrastructure in a tourist destination is a topic that has a significant impact on the image created in the tourist's mind, a topic that will ultimately lead to the choice of the destination and the determination.

Tourism infrastructures are among the effective factors that can directly lead to the provision of services. Having these infrastructures can, in addition to influencing the development of tourism, also help to improve the quality of life of the local community, so that the creation of infrastructure and its proper exploitation will lead to the prosperity of tourism and, as a result, increase the economic income of tourism. In addition to increasing the country's income, tourism income is widely distributed throughout the society and becomes an important factor in the balanced distribution of income in the society. Also, with the expansion of the tourism industry, in addition to improving the economic standards in the tourist areas, their cultural standards will also improve significantly.

When talking about the infrastructure of the tourism industry, the creation of accommodation and hospitality centers, the expansion of transportation routes, physical access to tourist attractions, access to piped water, the availability of electricity, gas or other petroleum products, the presence of waste and sewage disposal systems, green spaces, etc., all of which come to mind under the classification of infrastructure under the hard infrastructure. But due to the fact that the word infrastructure in the country's income is widely spread throughout the society and becomes an important factor in the balanced distribution of income in the society, also with the expansion of the tourism industry, in addition to the improvement of the economic standards in the tourism areas, their cultural standards will also improve significantly.



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