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An investigation of the barriers related to tourism industry development in Iran

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Abstract

Today, Tourism Industry contained as a resource for preparing wealth in cultural exchanges among countries. Direct future predicted for this art, so with improvement of the quality related to the basis of the people life and recognition of them, a good outreach will at everyone reach. In this research, an identification of barriers to strategies of implementation the Development of tourism industry in Iran carried out. to this regard, a questionnaire was designed and for analysis the data, regression analysis, variance analysis and one-sample T-test used. Data analyzed with Spss Ver.18.00. Results showed the reliability of our barriers and confirmed our hypothesis. At the end, suggestions for improving Tourism Industry were proposed.

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1. Introduction

Nowadays, tourism industry is an important source of income which influences on cultural exchanges among countries. Certainly, there would be clear future for this industry. Successful achievements in this industry should

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also be studied according to this industry's role in improving quality of life, developing social relations, recognizing nations and various beliefs.

Meanwhile, Iran has thousands of years of history behind and there are so many tourism and sightseeing attractions in this country. Therefore, Iran is one of important tourism centers in the world. However, Khuzestan province has little share of this industry in Iran.

Khuzestan province has so many historical buildings and monuments left from earlier civilizations. These buildings show valuable and productive history as well as tourism attractions of Iran territory. Moreover, natural landscape attracts so many people, especially highlands.

This research attempts to verify effective factors [influencing on] tourism in Khuzestan province Located in Iran and provide management strategies which help attract more tourists. Meanwhile, we used following methods in order to answer research's questions: interviews with tourism experts and managers - who worked in Khuzestan, distributed questionnaires among domestic and foreign tourists and field and library researches. In the next step, we enumerated most important problems and barriers to tourism and recommended some suggestion in order to resolve above mentioned barriers. Among these barriers, improving transportation system, resolving lack of residential facilities and performing adequate marketing measures/activities can be mentioned. We hope to make this dream come true: expending tourism industry income instead of oil industry income in country.

2. Problem statement

Tourism is the 20th century phenomenon which cannot be ignored. In the contrary, it should be seen as a phenomenon that affects so many aspects of human life and exists as it is, whether it is bad or good. Every year millions of individuals travel around the world and no one can restrain individuals from travelling and these individuals would come (maybe to our city). Then let us benefit from this phenomenon in the proper way possible and use income produced from this source, i.e. tourism, for development (Butler, 1994, 2001).

World Tourism Organization predicted that one billion individuals will go to travel up to 2010 and 1.6 billion individuals would go to travel up to 2020. Moreover, this organization predicted that tourism will produce 1000 billion dollars income up to 2010 and would produce 2000 billion dollars income up to 2010. Furthermore, if one tourist enters this country, certainly one job will open for one individual proving that all services - that would be afforded for that tourism - would gain 50% interest (WTO, 2005, 2001).

Certainly, there would be clear future for this industry. Successful achievements in this industry should be studied according to this industry's role in improving quality of life, developing social relations, recognizing nations and various beliefs.

Khuzestan province has so many historical buildings and monuments left from earlier civilizations. These buildings show valuable and productive history as well as tourism attractions of Iran territory. Not so many territories benefit from such elevated and continuous civilization. Historical buildings and monuments left from earlier civilizations buildings show valuable and productive history of Iran territory and are considered among Among these civilizations and monuments or landscape left behind, following historical places can be mentioned: the Elamites at Susa, Seven Hills (Haft-Tape), Chaghazebil, Iza and Behbahan, Achaemenid Empire in Susa, Parthian Empire in Masjed Soleiman, Sassanian Empire in Dezful, Behbahan and Ramhormoz and finally Islamic era civilization which are all these civilization mentioned above located in so many areas of Khuzestan province.

2.1. Research Hypotheses

Four hypotheses were provided based on conceptual model in order to answer the main research's question (what are the barriers to develop tourism industry in Khuzestan province) as follows:

2.1.1. The First Hypothesis

There is a significant relationship between multiplicity of decision-making centers and underdevelopment related to tourism industry in Khuzestan province.

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