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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 20<sup>th</sup> 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.

2.1.2. *The Second Hypothesis*

There is a significant relationship between marketing weakness and underdevelopment related to tourism industry in Khuzestan province.

2.1.3. *The Third Hypothesis*

There is a significant relationship between infrastructure facilities' weakness and tourism services and underdevelopment related to tourism industry in Khuzestan province.

2.1.4. *The Fourth Hypothesis*

There is a significant relationship between lack of culture related to accepting tourists and underdevelopment related to tourism industry in Khuzestan province.

**3. Research Methodology**

Selecting research methodology depends on research terms/conditions such as research's questions, research's objectives, researcher's own abilities and his possibilities, available data types, case study conditions and its limitations.

Social researches and studies can be classified based on various criteria and standards. It seems that this research is a quantitative research based on analyzed and collected data. Quantitative researches refer to researches that collecting comparative datasets are possible through case study units (Taleb, 2001: 23).

This research is a practical research in term of research type and was useful in resolving barriers and developing tourism industry in Khuzestan province.

This research is a field research in terms of dealing with case study and resolving that. Field studies are non-experimental researches whose objectives are discovering relations and interactions between sociological and psychological, and educational variables in real social structures. First, field study researcher considered social and institutional situations and then he studied relations between individuals' approaches, values, beliefs and behaviors as well as existing groups involved in this situation, i.e. tourism industry (Kerlinjer, 1997: 55). Katz classified field studies as two groups: exploratory and hypothesis testing researches. In exploratory or hypothesis testing researches, cause and effect relationships among research's variables are measured based on theoretical issues. This research type attempts to find answers to why questions (Taleb, 2001). Therefore, this research is an explanatory research based on its defined objective.

**4. Answering to Research's Hypotheses**

First, testing hypotheses are described and then statistical test results are discussed:

4.1. *Spearman Correlation test*

Spearman Correlation test is completely based on ordinal scale which can determine level of relationship as well as relationship direction. Hypotheses test results - using this coefficient - are presented as follows:

4.1.1. *First Hypothesis*

H<sub>0</sub>: There is no significant relationship between multiplicity of decision-making centers and underdevelopment related to tourism industry in Khuzestan province.

H<sub>1</sub>: There is a significant relationship between multiplicity of decision-making centers and underdevelopment related to tourism industry in Khuzestan province.

Expert Group

Test Result	Allowable Error Level	Level of Significance	Correlation Level
H <sub>0</sub> is rejected	0.05	0.006	0.366

A. Tourist Group: the first hypothesis was just tested by [using] expert group

Based on level of significance of test A which is lower than allowable error level, H1 hypothesis is accepted with 95% level of significance and H0 is rejected. According to calculated Spearman coefficient, it can be said that these two variables have indirect or inverse correlation. It means that based on respondents' opinions, if number of decision-making centers in terms of tourism increases, tourism industry less develops in Khouzestan.

#### 4.1.2. The Second Hypothesis

H0: There is no significant relationship between marketing weakness and underdevelopment related to tourism industry in Khouzestan province.

H1: There is a significant relationship between marketing weakness and underdevelopment related to tourism industry in Khouzestan province.

Expert Group

Test Result	Allowable Error Level	Level of Significance	Correlation Level
H0 is rejected	0.05	0.007	0.353

Tourists Group

Test Result	Allowable Error Level	Level of Significance	Correlation Level
H0 is rejected	0.05	0.009	0.291

Combination of two Groups

Test Result	Allowable Error Level	Level of Significance	Correlation Level
H0 is rejected	0.05	0.002	0.302

Based on level of significance of A, B and C tests which are lower than allowable error level, H1 hypothesis is accepted with 95% level of significance and H0 is rejected in all three tests. According to calculated Spearman coefficient in two individual groups and the one combined group, it can be said that these two variables have direct correlation. It means that based on respondents' opinions, if marketing for Khouzestan province's tourism attractions decreases, tourism industry less develops in Khouzestan.

#### 4.1.3. The Third Hypothesis

H0: There is no significant relationship between infrastructure facilities' weakness and tourism services and underdevelopment related to tourism industry in Khouzestan province.

H1: There is a significant relationship between infrastructure facilities weakness and tourism services and underdevelopment related to tourism industry in Khouzestan province.

Expert Group

Test Result	Allowable Error Level	Level of Significance	Correlation Level
H0 is rejected	0.05	0.012	0.341

Tourists Group

Test Result	Allowable Error Level	Level of Significance	Correlation Level
H0 is rejected	0.05	0.008	0.301

Combination of two Groups

Test Result	Allowable Error Level	Level of Significance	Correlation Level
Reject H0	0.05	0.001	0.31

Based on level of significance of A, B and C tests which are lower than allowable error level, H1 hypothesis is accepted with 95% level of significance and H0 is rejected in all three tests. According to calculated Spearman coefficient in two individual groups and the one combined group, it can be said that these two variables have direct correlation. It means that based on respondents' opinions, if underdevelopment of infrastructure facilities increases and appropriate tourism services are not provided for tourists, tourism industry less develops in Khouzestan.

4.1.4. The Fourth Hypothesis

H0: There is no significant relationship between lack of culture related to accepting tourists and underdevelopment related to tourism industry in Khouzesan province.

H1: There is a significant relationship between lack of culture related to accepting tourists and underdevelopment related to tourism industry in Khouzesan province.

Expert Group

Test Result	Allowable Error Level	Level of Significance	Correlation Level
H0 is rejected	0.05	0.026	0.198

Tourists Group

Test Result	Allowable Error Level	Level of Significance	Correlation Level
H0 is rejected	0.05	0.031	0.148

Based on level of significance of A, B and C tests which are lower that allowable error level, H1 hypothesis is accepted with 95% level of significance and H0 is rejected in all three tests. According to calculated Spearman coefficient in two individual groups and the one combined group, it can be said that these two variables have direct correlation. It means that based on respondents' opinions, if local individuals are less knowledgeable about tourism advantages and less individuals are employed/involved in various sectors of tourism industry in Khouzesan province, tourism industry less develops in Khouzesan.

4.2. Friedman Ranking Test

Freedman ranking test were used in order to investigate opinions of each one of groups about effective factors [influencing on] underdevelopment of Khouzesan tourism industry and comparing these opinions. By performing this test (or objective of this test was), variables were ranked using respondents' opinions whose ranking is presented as follows:

A.Expert Group

H0: there is no significant difference between mean scores of underdevelopment of four variables related to Khouzesan province's tourism industry

H1: there is at least one significant difference between two mean scores of underdevelopment four variables related to Khouzesan province's tourism industry.

variables	Mean Scores
Number of Decision-making Centers	3.30
Lack of Culture of Accepting Tourist	2.57
Infrastructure Facilities and Tourism Services Weakness	2.01
Marketing Weakness (Zeithamal,1996)	1.38

Test Result	Allowable Error Level	Level of Significance	Calculated X2
H0 is rejected	0.05	0.002	79.45

A.Expert Group

H0: there is no significant difference between mean scores of underdevelopment four variables related to Khouzesan province's tourism industry

H1: there is at least one significant difference between two of mean scores of underdevelopment four variables related to Khouzesan province's tourism industry.

variables	Mean Scores
Number of Decision-making Centers	-
Lack of Culture of Accepting Tourist	2.81
Infrastructure Facilities and Tourism Services Weakness	2.18
Marketing Weakness	1.26

## 5. Tourism problems

### 5.1. Institutional and organizational problems

Large number of skillful forces was decreased due to lack of demand for their area of expertise; moreover, no new skillful forces were trained instead of them. Executive and legislative and credits facilities of the department was also declined or limited. Under these conditions, existing organizations and facilities - with poor body and facilities - cannot repair tourism sector's poor body and reactivate it.

### 5.2. Lack of Coordination between Organizations involved in Tourism Industry of Country

Tourism industry is the kind of industry which coordinates various organizations in order to develop this industry. If lack of organization was seen among one chain links of this industry and related organizations, without any doubt, overall communication system between this industry and related organizations would loss needed coordination (would not be coordinated with each other anymore). What has made problems for our tourism industry today is (nowadays, the major problem which our tourism industry face is) lack of coordination between related organs/agencies and organization related to this industry in various aspects. Following problems can be mentioned as an example:

- Lack of coordination between agencies, law enforcement and security agencies in country in terms of tourists' entrance and exit at entrance of airport, at routes and roads, and even at hotels as well as tourism and recreation centers.
- Lack of coordination between customs administration in country in terms of customs issues and regulations related to entrance and exit of currency and goods by foreign tourists

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