Management in Order to Attract Investors in Iran Tourism Industry

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ABSTRACT

Management is of most important agent in life, improved growth and death of organization that it is the main concern of present society. Manager directing movement trend from available statues through favored statues in this place and always searching for a better thing in future time. In this way, reaching to a tourism improvement depend on factories such on proper organizational construct, programming and training of human force, tourism rules and principals and investment attractions. For creating stable and proper development of tourism industry availability of an able manager with oriental development investment in tourism that is create direct and healthy investment in different aspects in order to guarantee object supplement of national, social and economical, concerned with increasingly importance. Tourism industry is one of the successful of world industry, because it takes many results and increment revenue that is indicated such a following things: gaining revenue abundant cost, developing cultural public relationship, direct and indirect job creating and displaying security and stability of country. According to natural gifts and intact spaces and proper environmental characterizations that is bestowed on Iran country, by recognizing this ability and using capacities and finally with attracting investors in sectors we can reach to a developed and changed economy at Iran country.

Key words: Management, Development and Growth, Investors attraction, Tourism industry.

Introduction

Today’s, tourism becomes as an important motive forces of economical development around the world. At the present, tourism further than any other economical activities in the word cause investment move and many exchanges in a local, regional, national and international measures, and tourism costs were developing more and speedy than national unmixed product and services and goods world export [11].

If tourism Industry managed as well, it can be an integral part for other economical activities of a society, and it’s influence can increase in way of selling local production. Management genre and governmental great diplomacy have a considerable importance on tourism development.

According to asters, tourism is a multi course science that if it is completed and developed without careful political analyzing, surely it cannot be completed [4].

Iran is a prepared country in order to tourism industry considered by the country touristes and in the field of investment, International investors and invest owners have a considerable attention on Iran. But, why the Iran’s tourism industry are intangible and in active? One of the main reasons of great management weakness can be bestowed on regulations and governmental insight of managers in all surfaces of this industry that is create management system healthy and with special strategy cause growth and progress in that [6].

Accepting Kind Of Investment In Tran Tourism:

Tourism industry is of mast important industry and revenue produced country at the present world that is in reason of none–necessity to primary investment considered around the governmental world ant it compromise considerable part of economical problems. In some countries, managers try to acquire many shares of it and the reason of industry progress, considerable progress of revenue increasing, time of leisure, world transition progress and development, increasing general surface of knowledge and consciousness of people considering other sides of the world, and in this case, counties with a speedy and incredible rights, organize their own policies as a emergency in all dimensions and takes more established revenue. The important source of tourism followed such a things, natural attractions, historical background and works, cultural–religion attractions, populated rural and cities in art and industry.

The main countries of accepted tourism world, includes, one or more cases of this sources and
programmed and focused on it, organize potentiality and according novel strategy exploiting sources in order to developing culture and economic. Darley say that Iran having power of this sources quietly.

Priority to attract investment for Iran’s tourism industry considered by the following materials is yield:
1-Religion tourism
2-Historical tourism
3-Ecosystem
4-Healthy tourism (medicine)[9]

Some of Facilities for Taking Investors in Tourism Affairs:

In progress approaches, investment considered a main factor of economical progress. Therefore, recognizing base activities and taking foreign and local invests through main rules of them reaching to developmental objects.

According to qualified and tourism capacities In Iran tourism sector is a main section of Iran, s economic that is cause many development in economical activities. So investment attraction through this sector, have a considerable effect than direct results of progress on Iran’s economic.

Tourism industry expansion and distribution in Iran that is bestowed considerable effect on economic country development, today’s it is say. That investment at the present according to more income adding in future and it is the best work of each country and each national for progress and developing investment capacity economic.

Mean while, the underlined material emphasized in order to attract investment in tourism in destroy
1- Bestowing bank loans facility with low income rate to investors in tourism industry.
2- Give up management weakness on investment affairs in country and complexity and long period investment process.
3- On time informing tourism substructure for local and foreign investments.
4- Positive insights regard to investors and owners.
5- Give up present problem investments of tourism industry.
6- Establishing foreign exchange rate for assuring long period investments.
7- Proper bed creation for attracting private, cooperation sectors partnership and private investment supplement for tourism activities.
8- Studying in field of providing proper bed in order to making tourism substructures.
9- Exemptions of charges and taxes and customs for investors of this industry.
10- Making centrals in Iran for granting investment counselor for tourism industry.
11- Encouraging private sector to invest in tourism sub–sectors [2].

Investment wants breathing space and this is none related to local and foreign origin, considering 44 main political execution and private-making must be observed. Drawing out government share from activities that is hot authorized regard to economic statues, itself will be field of present investors because it restricted none competition spaces and reduce concern for effect of given up crowding due to government present as a dominant actor that can be change on to press game principle [1].

Influence of None–Specialist Management in Tourism Industry:

Great management in tourism industry challenges can be new materials of important success full element. Since brief- period and slight view management cannot be responsible for tourism industry and it is not reach to incoming phase. In tourism industry, making necessary subtractions along with long period and brief–period can be end to this industry. In Iran’s country continues changing of managers distract brief period programs execution and increasingly, none competitive feeling among governmental managers cause to an developing tourism industry on well as negative economic effects cause to destructing historical environmental , natural artwork. One place or a region that is accepted tourism, according to chances or accident don’t reach to successful, but, successful is in the group of management and programming hierarchy that is done in some way [8]. So, if we want to complete it on one saying, must be say that expert of great management considered in first class of industry, rather in execution services, and investment affairs must be considered as a legislation, supervising and protector of private sections and transferred servicing affairs to private sector. In this case, we observe stable, income producing and searching tourism industry [10].

None–Successful Factors of Investors in Iran’s Tourism:

Undoubtedly, at the present competitive world one of the main and important challenges on investor attraction will be in tourism, industrial and economical sectors.

Investment is a most important objections of tourism, industry and economic. Without it, neither production nor wealth comes out. Regarding to the investment, we need to indicate that one of the main factors in attracting investor is coming free and none–governmental sector. Undoubtedly, if free and none-governmental tourism, industry end economic formed in its own meaning, investment spaces will be properly well. Of course, many sectors of economic, industry and tourism that's placed on government also need to investment that is although compromised investment restrictions; it is possible local and foreign investments drawn to that side. One of the considerable paints in. recognized and cleared approach of government in economic domain is
industry and tourism. Owner ship and ruler ship of government, still cause many concerning and negative reaction for investors. Because government is create variants problems with regulation changing and new directions for private sectors in time of unequal competition [3].

Everywhere and every time trustfulness and belief provided to investment, and trust of investor Considered seriously, increase investment speed Iran's society problem for ages will be focused on none trust mutual between government and investors, private and public sectors that is sometimes this proved and cause some failures on investments [5].

Two factors of advantage and security are the wing–flying of investments that is placed in measure comparing with environment and other positions and whenever this properly marked, forming investment [13].

Conclusion:

Today’s, Iran country in reason of having tourism attraction like climate condition, geography, hospitality, historical and rich cultural of Iranian, main historical works and et. Is placed in rang of tourism–acceptance countries of the world. Also, each tourist that is entered to country cast–gaining has equality with 20-30 oil barrels.

But in case of attracting tourism, unfortunately placed before Iraq, Afghanistan and Bangladesh and...meaning last columns of list. From this beard some disadvantages. Although Iran's tourism attraction includes among 10 countries but setting aside insignificant share in attracting tourism. Apparently, whether we take part in this industry or not, it is progressed as well, but whether our share regarding more attempts, of other countries for attracting tourism from 600 million will be reduced lowers than before in future time, depend on management and trying of managers for attracting investors in this industry. Tourism industry that is placed in third level after oil and automobile–making industry and the main indication formed in occupation [7].

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