

# **Identify and Investigate of Effective Factors on the Development of the Tourism Industry (North Khorasan Province)**

**Shahram Gilaninia<sup>1</sup>, Mohammad Taleghani<sup>2</sup>, Gholam Ali Salimi<sup>3</sup>**

<sup>1</sup>Department of Industrial Management, Rasht Branch, Islamic Azad University, Rasht, Iran

<sup>2</sup>Department of Industrial Management, Rasht Branch, Islamic Azad University, Rasht, Iran

<sup>3</sup>M.A. Student of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran

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## **ABSTRACT**

In this paper examine factors affecting on lack of the tourism industry development in North Khorasan Province and from four operating frequency centers of decision making, poor marketing, poor infrastructure facilities and tourism services, and lack of acceptance culture of tourists, that seemed to be associated with underdevelopment of tourism industry in North Khorasan, poor infrastructural facilities and lack of acceptance of cultural tourism was raised as two the dimensions of the issue. After it dealt with gathering information and identifying different aspects of the issue through interviews with various experts and library studies and two hypotheses has been developed for respond to how relationship these factors with the underdevelopment of tourism industry in North Khorasan and for test this hypothesis was used statistical tests such as spearman correlation test, Friedman rank test. In order to collect data used two questionnaire and the results of study indicate that there is a direct relationship between weakness of infrastructure facilities and services of tourism and lack of cultural acceptance of tourists with an underdevelopment of tourism industry in North Khorasan province.

**Keywords:** Tourism / cultural tourism / tourism services / tourism industry.

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## **1- INTRODUCTION**

World Tourism Organization statistics indicate that tourism has an important impact on the global economic system<sup>1</sup>. According to WTO forecasts of travel Council in 2020 AD, the world's GDP from tourism comes amounted to the equivalent of \$ 11.151 billion that in comparison with 2010 have 4/4 percent growth and compared with tourism economy increases 9/6 percent of world GDP total<sup>2</sup>. (54) To create a comprehensive and sustainable development of new and alternative sources of income instead of oil resources is requires using all the features and capabilities. In this regard, the third phenomenon in term of economists is development of tourism industry in economic of dynamic and growing ant then oil and the automotive industry<sup>3</sup>, it is considered as a fundamental requirement in country. Therefore, in this industry will be necessary to investigate barriers to development in different areas of country. Hence in this paper has been investigated and identify barriers to the development of the tourism industry in North Khorasan province.

The main purpose of this paper is identification of the major barriers to tourism development in the province of North Khorassan. In addition two sub aims are identify barriers to infrastructure and services and to identify obstacles and problems of cultural and educational associated with tourism industry in North Khorasan Province. In this study, to measure and test the hypothesis were used the comments of the communities associated with the obstacles mentioned that comments of This group were collected by questionnaire, Data analysis was performed using SPSS software, which will provide results.

## **2. The necessity and importance of research**

Considering that the northern Khorasan province have deprivation and youth unemployment in this area has a high percentage, It is necessary by using all of capabilities and facilities is proceed in order to eliminate poverty, employment and generate income in different ways. Development of tourism industry is very important that it is interaction as industry with different areas such economy, culture, agriculture, environment and services, and experience in other regions of the world has shown that it's development in each region has been caused economic and social growth and development of the area, Thus can be used as one of the main tools developed in the northern Khorasan province that in continue is mentioned economic and social and cultural influences.

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1 Travelling iran and Tourism world organization (2001), p. 5

2 WTO forecasts for Iran tourism, publication date: 19 January 2010, New Code: 141371

3 Tourism Guide to North Khorasan (2001), p. 5

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**\*Corresponding Author:** Gholam Ali Salimi, M.A. Student of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran E.-mail:salim3548@yahoo.com

## 2.1. Economic Impacts

The main elements of tourism include attractions, facilities, transportation, entertainment, illustration, and...( Kambiz Shahroudi,(2011)).

Market segmentation is the first and most necessary step, means overall market are divided into identifiable and separate sections based on certain properties (Lomsedun,2007,101). Of course segmentation process in itself, does not prescribe solutions to marketing problems, but instead focuses on describing the market; However, if approach for tourism market segmentation become accessible, creative and critical, possible to develop solutions that are not yet utilized by competitors (Fuller et al., 2005).tourism have many effects on area and destinations. . Different dimensions of tourism have impact of economic, social, cultural and environmental on tourism destinations that these impacts can include the positive and negative impact (Mathieson, Aliester and well, Geoffery 1982).

The most important economic impact of tourism can be classified into 7 groups:

1- Income 2 - Job 3 - Creating tax income 4 - impact of payments Balance 5 - improving regional economic structure 6 - to encourage entrepreneurial activity 7 - The economic losses

Mossé (1973) says: "In spite of that host country has natural endowments, with abundantly endowed of privileges marketing that tourists' willingness to pay for them, such as sandy beaches, and spectacular scenic areas (the mountains and forests) and the sunny climate and the remains of ancient civilizations that can for using this attractions to \$ 20 took money from tourists, while currently paying about \$ 5-6 use this free welfare services. (According to Bastitat) "Currently tourists to pay low domestic and foreign exchange can use free welfare services." ( Ebtehal Zandi,(2010)

According to World Tourism Organization predicted in 2010, more than 230 million people visit from Asia Pacific region.<sup>1</sup> If Iran with its abundant features and potentials can only absorb 5% from the passengers, Iran's revenues are exceeding \$ 8 billion that this amount is about revenue from oil sales during a year (Madhoushi M., Naserpour (2003),.).

In terms of job creation according to the statistics (WTO) issued by the World Tourism Organization, each of any tourist settlement approximately between 1 to 2 in the whole world will create jobs (Woe Gay,1998,298). But statistics obtained in Iran shows that each tourist settlement is create approximately 4 to 5 jobs.<sup>2</sup> In 1999 nearly 210 million people have been working in the tourism industry, ie from each nine workers worldwide one worker was operating in tourism sector. Overall effects of increased employment in tourism sector of developing countries are more favorable from industrialized countries. Because In industrialized countries and the facilities of further growth of this industry has been limited, but developing countries are still at the beginning (Madhoushi M., Naserpour (2003),.).

## 2.2. Cultural and Social Impacts

In the final years of the twentieth century, the United Nations Educational and Cultural Organization (UNESCO), based on numerous studies conducted in the field of tourism, in the Paris Conference 1996 announced that the fundamental issue in the twenty-first century for phenomenon of tourism is "culture". The results of this seminar for tourism phenomenon reflects this fact that cultural is one of the main motivations for tourism and each problem from tourism effects on host and guests communities (Jafari & Zargham,2000:3). Historical and ancient places are being degraded and destroyed due to little attention and lack of funds for repairs and maintenance. In development of tourism industry can be expected that to prevent from destruction of historical monuments and to find economic justification for budget allocation for its restoration (Kazemi, Mehdi2009)

social-cultural impacts of tourism refers to tourism and travel affects in system of individual and community values, behavioral patterns, social structures, the quantity and quality of life the host community and tourists; although most studies focus is on tourism destinations and is less attention to tourists and tourist deployment areas (Hall & pich,2001:126).

Studies in Iran confirm this fact, So that the majority from those who have visited Iran, after a journey of view about people and culture of this country has changed completely and they know that the Iranian people are friendly, hospitable and intimate (Satari,2000;Faghihi & Kazemi,2003).

## 3. Theoretical Framework

In literature is mentioned first the tourism industry development strategy, and then factors affecting the efficient management of this industry and some barriers of development.

### 3.1. Tourism Industry Development Strategies

Tourism development strategies are base of development and management of this industry and an essential element of national and regional planning in tourism. Some of the major issues in developing strategies that should be focus to them are as follows:

- To determine policies and goals development as the primary organization to strategy formulation
- Determine kind, location and the major characteristics of tourist attractions in each country or region.
- Determine kind and location of existing residential areas and places of residence predicted and other facilities in tourists.

<sup>1</sup> . W.T.O. (2000), PP.3-5

<sup>2</sup> . Travelling iran and Tourism world organization •2001•14.

- Evaluation of transportation and other infrastructure facilities such as water networks, electricity, telephone, health and ... in present and future.
- Analysis and regional overall combination in terms of environmental, social, economic.

According to the above context refer to several strategies to develop tourism in different regions of the world that has been used:

One of the types of development strategies is “creation of recreational areas (resting) for tourism. Recreational areas is usually provide a wide range of tourist services and facilities, including recreational and rest facilities, Several countries have used this type of strategy that the development strategy Mexico is the most important recreational areas. Other strategies of tourism development strategy is urban tourism, cities are often included a wide range of attractions of historical, cultural, market, restaurants, hotels and city parks. Many attractions and urban welfare facilities have been developed primarily to serve the citizens; however, cities may become enter and exit gates of tourists to the country or region and it are as a base for tourists who travel to areas around the cities (Madhoushi M., Naserpour (2003).).

### 3.2. Tourism Management

Access to tourism development is dependent to factors such as appropriate organizational structure, manpower planning and training, tourism laws and regulations and attracting investment.<sup>1</sup> Existence of a powerful and unified management and coordination between public sector and private sector is very important for creating sustainable and appropriate development of tourism industry. Usually the government is in charge of several responsibilities, including policy coordination, planning, preparation of statistics and research, the tourism industry standards and regulations, investment create incentives, doing some marketing services, planning and training of human resources for tourism, construction and expansion of infrastructural facilities. The private sector is also responsible for commercial development and construction and managing accommodation of tourist and Presentation of Facilities and other tourism services and marketing for facilities and places.<sup>2</sup> (Madhoushi M., Naserpour (2003),

Table 1 different parts of the tourism department or organization

Planning and Development	Services of Marketing
Policy of planning development	planning of Market and Advertising
Coordination of development Implementation	Tourism offices abroad
Department of facilities and service standards	Local Department of Tourist Information
Education and Training	Statistics and Research
Programming and planning of human resources	Collect, Preparation and Setting of statistical reports
Office of Educational Standards	Department of Tourist Information System
Office of programs and educational institutions	Research studies

According to the tourism industry requires using a variety data and information of different sectors, should used from the increasing spread of information technology for development (Connell and Reynolds (1999), p. 501.). And because tourism is a multi-sectoral activity, it is mentioned that there is the maximum coordination between this Ministries of Tourism and other government agencies and private organizations, this coordination can be established by creating an Advisory Committee composed of representatives of tourism organizations, representatives of other public and private organizations related. According to what was said the efficient management of tourism requires attention to several institutional elements that include:

- A) creating appropriate organizational structure, particularly for government tourism Offices, and private sector tourism associations based on the specific conditions each country or region.
- B) Rules and regulations related to tourism, including set standards and issuing permits for hotels and agencies of travel and entertainment.
- C) Develop educational programs and apprenticeship and create educational institutions to prepare people for work in the affairs of tourism.
- D) Availability of financial capital to develop attractions, facilities, services and infrastructure and establish mechanisms for attracting investment.
- E) Develop marketing and advertising plans for introduce the country and regional to tourists and create facilities and information services in the region of tourism destinations.
- F) Providing facilities of travel (including the visa Obtaining), customs and other services and facilities provided at the country inlet and outlet organs.<sup>3</sup>

It is necessary to the strategy formulation for sustainable development in this industry and its management should be given to regional economic and social conditions. (Madhoushi M., Naserpour (2003).)

### 3.3-barriers to tourism industry development

<sup>1</sup> . World Tourism Organization (2000), p. 60.

<sup>2</sup> . World Tourism Organization (2000), p. 61.

<sup>3</sup> . World Tourism Organization (2000), p. 60.

However, according to the circumstances of each the country or region is different barriers to tourism industry development, but generally the major obstacles in implementing the tourism development plans include:

**A) Structural and organizational barriers:** lack of an organization or specific ministry as responsible for industry lead to inconsistency and conflict many tasks a result of the existence organization parallel. However, existence of several different organization and lack of formulation and implementation of a comprehensive and integrated plan for tourism development, the industry will face a serious problem (Madhoushi M., Naserpour (2003).).

**B) socio-cultural barriers:** cultural differences between the tourist areas and hosts low awareness to the needs and demands of tourists and other hand tourists unawareness of the host culture, while to occur many problems is a major barrier in expanding of the tourism industry (Master & Prideaux (1998), p. 45.). Most in different places of inhabitants or people community due to unaware or to see tourists and also cultural differences between hosts and tourists have unpleasant and negative perceptions of this industry, or working in some jobs related to tourism was considered low-level jobs in opinion of some native people and local residents don't want to work in these jobs.<sup>1</sup>

**C) Infrastructural barriers:** Lack and undesirable passenger transportation and roads between urbans, shopping centers, residential facilities, water networks, electricity, telecommunications, sanitation and hygiene in the areas of tourism is considered one of the major barriers development (Naseri,1996,107). Therefore development of tourism industry needs a coherent and efficient management that identified barriers and problems and have developed the ability to implement strategies (Madhoushi M., Naserpour (2003).).

#### 4. Collected Data of the Theoretical Foundations

According to related topics can be concluded that tourism is industry that has many and varied advantage and its development require sufficient knowledge and aware of issues and effective factors economic, social and cultural in each area. According to proposed strategies and management factors affecting of this industry and also goals and dimensions presented in this study, the the following cases was noted:

- To exit the single-product economy based on oil and according to economic effects of tourism for foreign exchange resources and promote income level of the target areas, sustainable development in different areas of this industry is considered as an undeniable necessity.
- Development this industry requires a comprehensive and targeted programs and strategies that considered aim, dimensions and factors affecting development of this industry in each region and implemented by integrated and flexible management (Madhoushi M., Naserpour (2003),

### 5. RESEARCH METHODOLOGY

In this study is used survey method to assess barriers to tourism development, for data collected is used from a questionnaire for experts that includes 20 questions and questionnaire is designed based on the Likert scale.<sup>2</sup>

#### 5.1. Conceptual Model

Conceptual model is base of theoretical relationships between a numbers of factors that is important in research issue (Sokaran,2000,81). Based on studies performed and library studies and preliminary interviews with experts is identified Four major factors that can be associated with variable underdevelopment of tourism industry in North Khorasan Province but two main factors considered are: Weakness of infrastructure facilities and services tourism, lack of tourists' acceptance cultural that following figure shows "conceptual model for this study".

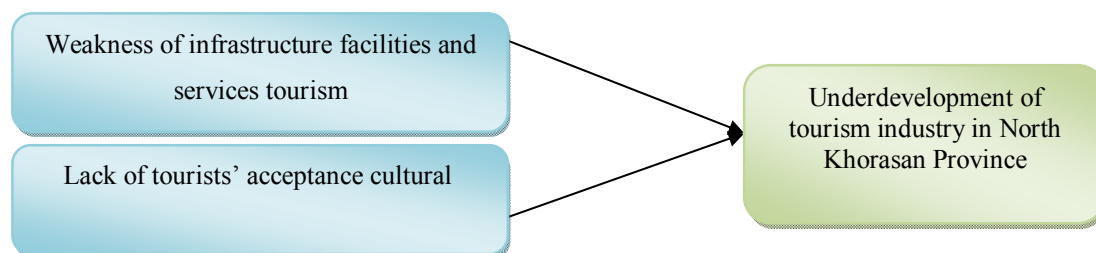


Figure 1) Conceptual model for research

#### 5.2. Research hypotheses

Based on Conceptual model are outlined two key hypotheses below:

First hypothesis: There is significant relationship between weakness of infrastructure facilities and services tourism and underdevelopment of tourism industry in north khorasan province.

Second hypothesis: There is significant relationship between Lack of tourists' acceptance cultural and underdevelopment of tourism industry in North Khorasan Province.

<sup>1</sup> . World Tourism Organization (2000), p. 316.

<sup>2</sup> . Questionnaire used in this study by using a five option Likert scale is designed from very low to very high that options have a value of 1 to 5

Sampling: The sample for experts group has been determine 70 people and according to rasco law sample size more than 30 and less than 500 considers appropriate for most research (Sokaran,2001,p334). In this research is used method of grouped random sampling for more homogeneous and easier to access to experts because they are in different organizations and sectors.

The number of selected samples of each class in different organizations, offices and sectors in Table (2) is separately is expressed:

Table 2. Frequency distribution of the number of experts in organization related to tourism and samples

Row	Organization	Number of experts in organization	Number of experts in sample
1	Travelling and Tourism organization	5	3
2	Office of Culture and Islamic Guidance	9	5
3	Cultural Heritage Organization	8	5
4	Radio and Television Organization	6	4
5	Municipality	14	7
6	Office of a governor general	6	4
7	Iranology Foundation	5	3
8	Organization of Pilgrimage	5	3
9	Organization of Management and Planning	9	5
10	Environmental Organization	6	3
11	Travel agencies and tours	17	12
12	Hotels	16	10
13	Agricultural	13	6
	<b>total</b>	<b>N=119</b>	<b>n=70</b>

### 5.3. Investigated Reliability of Measurement Tool

Nowadays, considering that in most of researches is used Cronbach's alpha method for to calculate reliability of measurement tool, also in this research is used this method for to calculate reliability of questionnaire. This method is used for measuring the internal consistency of measurement tools as the questionnaire (Bazargan & et al, 2000, 169). For determinant Cronbach coefficient is used spss software that in it has been determined Coefficient alpha for experts questionnaire  $\alpha=92.3$

### 5.4. Used statistical techniques

According to nature of research questions and goals, in addition descriptive statistics for frequency tables and graphs were used inferential statistics for statistical testing. Spearman correlation test is used to determine the presence or lack of association between surveyed variable and Friedman rank test was used to determine the priority factors of research in this regard is used spss statistical software.

## 6. Analysis of data

After collecting the questionnaires, data is classified and then according to nature of questions and research goal ,for analysis of data is used from inferential statistics such as Spearman correlation test to determine the presence or lack of association between predictive variables and the criterion variable, Friedman rank test for prioritize factors. At first demographic specifications of statistical sample such as age, gender, marital status and education level described by using tables and graphs and then results of statistical tests used is provided to separation.

### 6-1. Descriptive statistics (investigated of sample demographic variables)

Frequency distribution of people questioned terms of demographic variables such as marital status, gender, age and education level in group of experts are as follows table.

Table 3 - Frequency distribution of the Group of Experts

Description	Status	frequency	Total	Percentage frequency	Total
Marital status:	Single	25	70	%36	%100
	Married	48		%64	
Gender:	Female	13	70	%19	%100
	Male	57		%80	
Age (years)	Less than 30	20	70	%29	%100
	Between 30-40	33		%47	
	Between 40-50	15		%21	
	More than 50	2		%3	
Education	Diploma or less	10	70	%14	%100
	Associate Degree	12		%17	
	Bachelor	42		%60	
	Master's degree or higher	6		%9	

### 6-2 statistical tests

First Hypothesis testing and continued have been provided results of statistical tests:

#### 6-2-1 Spearman correlation test

Spearman correlation coefficient was entirely based on the scale of order that by using it rate and is determined direction of the relationship between two variables (Human, 1999, p265). Test results of hypotheses are given below by using of this coefficient.

#### First hypothesis:

H<sub>0</sub>: There isn't significant relationship between weakness of infrastructure facilities and services tourism and underdevelopment of tourism industry in north khorasan province.

H<sub>1</sub>: There is significant relationship between weakness of infrastructure facilities and services tourism and underdevelopment of tourism industry in north khorasan province.

#### Experts Group

Amount of correlation	Sig	Amount of allowed error	Test result
0/343	0/013	0.05	H <sub>0</sub> Rejected

Considering significant level of test that is less than Amount of allowed error. With 95 % confidence H<sub>1</sub> was accepted and H<sub>0</sub> was rejected. According to calculated Spearman coefficient can be said that this two variables have direct correlation. According to the respondents answer if have not expanded their facilities, infrastructure and desirable tourism services isn't provided to tourists, in result This industry is less developed in North Khorasan province.

#### The second hypothesis:

H<sub>0</sub>: There isn't significant relationship between Lack of tourists' acceptance cultural and underdevelopment of tourism industry in North Khorasan Province.

H<sub>1</sub>: There is significant relationship between Lack of tourists' acceptance cultural and underdevelopment of tourism industry in North Khorasan Province.

#### Experts Group

Amount of correlation	Sig	Amount of permitted error	Test result
0/197	0/025	0.05	H <sub>0</sub> Rejected

Considering significant level of test that is less than amount of allowed error. With 95 % confidence H<sub>1</sub> was accepted and H<sub>0</sub> was rejected and based on calculated Spearman coefficient in each group and combination of two group can be said that this two variables have direct correlation. According to the respondents answer if Native people had little knowledge of tourism benefits and fewer people trained in different parts of this industry are working in North Khorasan province, this industry is less developed in northern Khorasan.

#### 6-2-2-Friedman rank test

For investigated comments each group about the factors affecting on the underdevelopment of the tourism industry in North Khorasan and compare this comments is used Friedman rank test.

The purpose of this test is rank of factors by using opinions of the respondents that in continuing is express result of test:

According to results of tests in each of the parts can accept that this result significant in level  $p < 0/05$ , Ie in opinion of respondents between the mean of ranking each factors, there are significant differences. In opinion of respondents, lack of tourists' acceptance cultural and then weakness of infrastructure facilities and services tourism is most important factor that is related to underdevelopment the tourism industry in North Khorasan provinces.

Considering each of these factors has been measured by several indexes continued this indicators in each factors are prioritize with Friedman test.

#### A. factor lack of tourists' acceptance cultural

H<sub>0</sub>: means of rankings in two factors of underdevelopment the tourism industry in North Khorasan provinces haven't significant differences.

H<sub>1</sub>: At least one pair Mean of ranking in two factors underdevelopment the tourism industry in North Khorasan provinces have significant differences.

The mean Rankings	Indexes
1.80	No public awareness of the advantages of tourism
1.01	Lack of trained personnel in various sectors of the tourism industry

X <sup>2</sup> Calculated	Sig	Amount of permitted error	Test result
7/85	0/001	0/05	H <sub>0</sub> Rejected

#### B: weakness factors of infrastructure facilities and tourism services

H<sub>0</sub>: means of rankings in two factors of underdevelopment the tourism industry in North Khorasan provinces haven't significant differences.



H<sub>1</sub>: At least one pair Mean of ranking in two factors underdevelopment the tourism industry in North Khorasan provinces have significant differences.

Indexes		The mean Rankings
<b>Weakness in transport system</b>		4.21
<b>Lack of offices and travel agencies with regular TOURS</b>		3.38
<b>Lack of residential facilities</b>		3.08
<b>Weakness in hotel management and restaurant services</b>		2.82
<b>Weakness in health facilities and electricity and water networks in place of Attractions</b>		2.73

X <sup>2</sup> Calculated	Sig	Amount of permitted error	Test result
6/94	0/001	0/05	<b>Rejected H<sub>0</sub></b>

According to results of the tests we accept that in level of  $P < 0/05$  these results are significant, According to respondents answer, there are significant differences between the mean of ranking for each of the indexes, However investigated test results of each factors, the points were noted, including:

In first factor the lack of public awareness with ranking (1/8) is higher than lack of trained personnel with ranking (1/1). in second factors is determined The most important index weakness of the transport system (4/21), and then lack of offices and travel agencies with regular tours (3/83), and then lack of residential facilities (3/08) and in the last two indexes in weakness of water networks and health facilities and ... Weaknesses of hotel and restaurant services with a ranking equal to (2/73).

## 7- Conclusion and considerations

By using of first hypotheses test is determined that there is direct relationship between weakness of infrastructure facilities and tourism services and underdevelopment of tourism industry in North Khorasan Province, means according to the respondents answer if have not expanded their facilities, infrastructure and desirable tourism services isn't provided to tourists, in result this industry is less developed in North Khorasan province. finally based on second hypothesis is determined that there is direct relationship between Lack of tourists' acceptance cultural and underdevelopment of tourism industry in North Khorasan Province. According to the respondents answer if Native people had little knowledge of tourism benefits and fewer people trained in different parts of this industry are working in North Khorasan province, this industry is less developed in northern Khorasan.

Examination of first hypothesis results (Weakness of infrastructure facilities and tourism services) shows that most important problem is weakness of transport system in this section. Studies show that one of development elements in each regional is roads and appropriate communications road. According to the lack of standard and desirable roads and freeways in North Khorasan province, thus one of the important responsibilities of the managers is followed for the construction of freeways and roads between cities in the province and accelerates the implementation third road Tehran - Mashhad that was passed Esfarayen and is required for ease of travel to North Khorasan.

However, air transport has an important role in tourism development. By using aircraft speed long distances will be short and tourists can travel long distances in short time. North Khorasan province has only one airport, which unfortunately hasn't foreign flight, Therefore, development and equipping of the province airport could have a significant effect on the development of tourism industry. Other results of investigated third hypothesis and one of problem in this sector is lack of offices and travel agencies. It is recommended that to give necessary facilities and required support help to the private sector for establish offices and travel agencies. Another problem identified is the lack of hotels and resorts, and because construction costs of resorts and hotels is high and time of capital return is too long, Therefore private sector alone is not willing to invest in this sector; Therefore it is necessary that The public sector can help to the private sector to assume much of the costs and to give facilities and tax credit to give help and accelerate the necessary permits for construction of hotels and resorts, Other problems of this sector is weakness of hotel services and weakness of health facilities and water and power and telephone networks in the place of Tourism Attraction, thus It is recommended with to hold training courses for hotel staff and to create health facilities and water networks and ... in the place of tourism attraction is provided welfare facilities for tourists. Investigated of the results the second hypothesis (lack of tourists' acceptance cultural) shows that main problem of this sector is no aware people toward advantages of tourism (with a mean of 1/08) and also shortage of trained people in various sectors related to tourism. Thus, it is recommended to solve these problems following items:

- 1) Distribution of catalogs and brochures about the benefits of tourism among the families of the province.
- 2) The distribution of catalogs, brochures and pictures of historical and natural attractions among the families of the province.
- 3) Inclusion of extra classes in school curriculum for introduction of the tourism industry and introduces interesting places of the world, countries and provinces, and also introduces the benefits of this industry to students.

- 4) Prepare and produce of programs about different impacts and benefits of the tourism industry and showing them in province Broadcasting Network.
- 5) to create A coordinating office and Travelling and Tourism organization and the provincial education to implement a regular program for students to visit historical and natural attractions of provinces and to visit tourism attractions in other areas of the country.

For training people for different jobs related to tourism, it is recommended that established a tourism training center in the province, also is recommended to hold seminars and sending people to conferences in inside and outside of country for to become familiar experts and managers of different organizations with the latest developments in tourism industry.

Also during the research process dealing with the problems about the tourism industry in the northern khorasan province that it was out of research discussion but it seems that this problems associated with the tourism industry that could impact on the development of this industry in regional. In this section is noted some issues that can be further studied by scholars and researchers:

Governmental structure of the tourism industry and impact of the possible changes and reforms in this sector of the development this industry, impact of government investment in the construction infrastructure in development of this industry, the reasons lack of willingness of the private sector and strategies to attract investment for this sector in tourism industry, effects of interest rate bank loans granted to the private sector for investment in this industry, Effects of contracts with tourism international companies in the development of this industry.

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