

Influential Main elements in tourism industry structure and its role in economical development

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Abstract: New millennium is witness of incremental movement of people tendency for spending additional time, especially recreational time and leisure time. Some of scientists know leisure time as times that people use it for themselves and their families and manage it. These incentives create international tourism concept as a mean for using leisure time for visiting places and different destinations. According to tourism importance as an industry and its place in economical development, in this thesis is tried to survey elements that influence tourism industry structure.

[Mahmood Reza Shirazi. **Influential Main elements in tourism industry structure and its role in economical development.** *J Am Sci* 2013;9(1):491-493]. (ISSN: 1545-1003). <http://www.jofamericanscience.org>. 71

Keywords: Tourism, tourism industry, tourism industry structure, development

1. Introduction

Contemporarily, tourism activities are considered as the great economical activities that create service jobs in world and so, has more importance between developed countries and developing countries. Tourism activities are introduced as dynamic and developing industry. Tourism word has been taken from two parts. first part is “tour” means journey, traveling and sightseeing and second part “ism” is a suffix that refers to institution or thinking of philosophy, religion, politics and etc. In fortieth century, tour was used in European languages for period or terms of services and eightieth and ninetieth centuries, tourism and tourist was taken from it. in French, “tour” is used as “movement”, “journey” and “trip” around the world in addition to “turn”. But in contemporarily expression, tourism is long term or short term trips with arriving condition to residential place. Also, using tourism word in Persian is long lasting and synonyms of it are: excursion, trip and travel.

1.1. Tourism and economic

A) According to world tourism organization that belongs to nation’s organization tourism is the biggest active industry in world. World association of organization journey and tourism deployed in Brussels, capital of Belgium, consists of executive officers of main companies that are representatives for all parts of world industry parts. this organization was responsible for doing studies from Wharton economical predictions company that according to that total gross production of tourism and journey has been estimated in 1993 about 3.2 billion dollar, means about 6 percent of gross national production in world. In this study, tourism has about two fold of GNP in world. In all around world, 127 million people are active in this industry. Tourism is one of entrepreneur great industries. For every one million dollar produced income in this industry, 20000 new jobs are created. About 31 percent of

total world cost of this industry is produced in Europe. United States and Canada share is about 30 percent of these costs.

B) According to World Bank statistics, tourist’s number was about 701 million people in 2000 Gregorian year and about 475 million dollar was entered in economic circle with tourism directly. albeit, some of resources knew tourism income about 621 million dollar in 2000 Gregorian year and estimated it about 1550 and 2000 million dollar for 2010 and 2020 Gregorian years, respectively. We should pay attention that great financial circle that circles around industry axis indirectly is more influential than direct incomes of this industry on world economic (Wanhill, S. 2000). Usually, important part of purchases (goods and services) and civil works – the building that has relations with tourism industry isn’t considered in this industry, because calculating financial circles and indirect incomes of tourism industry is so difficult.

The main important economical activities that is done around this industry and its feedback has more influences on internal and international economic are: civil- constructing financing (hotels, roads, airport, constructing ports, making different transportation systems, airplanes, ships, yachts, train wagons, automobiles, preparation of skiing, sea coasts and etc.), supporting industries of restaurants, food industries, repairing and reserving of antique arts, financing in oil production and filtration and other energies in relation with tourism; financing about information and informing (internet and computer sites, publications such as books, newspapers, leaflet, passengers directing maps and etc.), residential equipment’s (such as camping and encamping), sport equipment’s (skiing, diving and swimming), body protection equipment’s (all kinds of sun screens, gels and other drugs and etc. ...); great banking systems income from money handling; great insurance incomes and preparing other international documents

that tourists spend in country of origin or country of residence to preparing for journey; police and security forces in relation with tourism that isn't considered as direct incomes of tourism. Usually, tourism industry income is estimated according to exchange level that is entered in country by tourists. But, people before internal and international journeys buy something in their own residential locations (city or villages) for beginning tourism, so incomes and costs calculation isn't easy. For example, financial circle and income about related educations to tourism industry can't be calculated easily in different countries (Preister, K. 1989). Most of companies in world hold colleges and specialized schools in tourism industry. In 2005 Gregorian year, more than 250000 student, were studying in tourism industry and every year more than thousands master of science and PhD theses are provided in this subject. Tourism education incomes and costs can't be calculated as a part of total income. In addition, part of tourism income is reached by contraband and its calculation is so hard. According to World Bank statistics, in 2000 Gregorian year, direct economical and calculated income was reached for each tourist 650 dollar (701 million tourist and 475 million dollar) and according to WTO statistics for each tourist 890 dollar. And indirect incomes was estimated from financing circulation for each 2500 dollar, means totally 1750 billion dollar, in tourism.

2.1. Main elements in tourism industry structure

According to tourism industry importance, it is necessary to pay attention influential important elements on tourism industry structure.

1. Transportation: consists of different passenger's transformation such as roads, rail ways, planes and ships.

2. Hospitality (residence): consists of different housing and sheltering methods to passengers and preparing food and needed equipment's.

3. Tourist attractions: consist of methods and programs for drawing attention and tourist's interest.

4. Dealers (distribution chain)

Set of these agents makes properties or tourism resources. And when they create near each other, this product is so-called tourism. This is a product that passengers want to buy it. Like other tourism products that have variety and can produce and promote in different and interesting methods that is interested by consumers. This product can be spending a holiday near coast or mountains, looking at country's history, visiting a zoo or a buying tour. Tourists can have several options with different prices (Schertler, W. and Berger-Koch, C. 1999).

3.1. Tourism attractions:

In some of theories discussed that tourism attractions should be viewed as a systemic structure. a structure that is involved in a bigger system that calls tourism. Not only tourists are considered as consumers or users of this system, but also they are part of this system. If tourists won't visit a place, that place can't be named as tourism attraction. So, tourists are one of main parts of this system. Existence of this system cause, tourists spend more money. In other words, there is no common definition for "tourism attractions", but we present three of them in below: tourism attraction is a tour location that is hold with entertainment, excursion or education, and people can go there permanently. This place basically isn't a retailer shopping center or a place for sport and theater place. This place should be available without enrollment in defined terms in a year and should attract tourists, visitors and local habitants. Tourism typology divided as below: 1) entertainment tourism, 2) Therapeutic tourism, 3) culture tourism, 4) social tourism, 5) sport tourism, 6) religious and pilgrimage tourism, 7) commercial and business tourism and 8) political tourism. A permanent defined resource that is hold and controlled and managed with recreation, enjoyment, entertainment and or education for public visiting. The characteristic is in a place, a scene, a center (that is hold for doing affairs) or an activity. A place with these characteristics should provide below cases: should attract visitors from near and far places such as tourists or local habitants. Should provide entertainment and happiness of consumers and suggest ways for spending interesting times (Hoontrakul, Pongsak (2004). This place should create in a way that converts above potentials to reality. This place should be managed as an attraction that provides consumer's satisfaction and should provide suitable level of services and facilities for meet demands and needs and visitors interests. There is probability for taking money

4.1. Natural attractions:

Natural resources characteristics, like: ground, water quality, vegetarian coverage, weather and animal coverage are characteristics that create natural attractions. Unique natural attractions have benefit for public for preventing from monopoly, changes and its protection. Private sector attractions that rely on artificial environments and need special weather conditions for their success

Natural attractions are:

Dry views (scene)

Sea views

Natural Protected regions or play grounds

National or regional parks or jungles

Regions with special weather

Regions with special vegetarian life

Wild life

Regions with special geology characteristics

5.1. Artificial attractions:

Although artificial attractions are cultural and historical arts, but recreational sets include zoos and entertainment parks. Artificial attractions are categorized in different methods like below:

-Recreational attractions such as pool, skiing or hockey on ice, bowling.

-Entertainment such as theater, concert, zoo, new technologies.

-Historical places such as domes and traditional regions.

-Cultural places such as museums and arts carnivals

Traditional industrial places or new

Traditional transportation system such as calash, carriage vehicles such as ships or trains that moves water steam, are considered as tourism and can use them as recreational usage. More than modern industries like famous companies that makes decorative glass utensils or luxury vehicles concludes that with opening industrial complex doors to interests can establish good public relations with consumers. Despite of natural and artificial attraction categorization, there is another categorization “event attraction “that consists of:

Sport events

Art festivals

Markets and carnivals

Traditional events and ethnic celebrities

Historical carnivals that is hold every year

Religious events

Religious attractions are one of the most difficult tourism perspective subjects. Albeit, making different facilities for reception of tourists don't cause problems in them. But it is important how to propose religious attractions. There is probability to be overlapping between determined categorization. For example, exhibition reconstruction of last combats in historical locations is one of them.

2. Discussions

Today, tourism activities is considered as the main economical activities that cause service jobs in world

and so, tourism has more importance between developed and developing countries . On the other hand, we can say that tourism is multidimensional phenomenon that success in exploitation of it needs public conditions, social and economical constancy and extending and reinforcing backgrounds related to tourism. For example, developing and extending of parks, creating suitable and standard facilities in natural attraction location, holding local matches carnivals in natural domains and promoting quality level of services in these centers. The important point in reinforcing and developing of tourism should be emphasized. creating new attitude for tourism in society, existence unique perspective in different level of country responsible pyramid and perception and common understanding between them about tourism importance and place in tourism development and at last economical and social growth.

Acknowledgements:

Author is grateful to persons for financial support to carry out this work.

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12/28/2012