

Creative and Innovator Management in Tourism Industry in Iran

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Abstract

Iran has a lot of natural, historical and artificial values for tourism industry, which should consider as national resources and can improve economy of Iran. All existing material and spiritual values in Iran can use as worthwhile capital to develop basis of economy. By knowing and probing in these values, converting values into the identity of beneficiaries and codifying the comprehensive plan, we can introduce the cultural and history of the country to the world. The purpose of this paper is presenting strategies for using the existing values and potential in Iran and attracting people to visit it. In addition, it expresses factors that have been deprived Iran to achieve benefits of tourism and answers to now Iran concerns of tourism industry (Such as, the negligible income of this industry with respect to the potentials) with important aspects of innovation in the tourism business. In order to achieve the goals and objectives, we study documents of World Tourism Organization, available statistics and data from tourism in Iran and survey the comparative analysis between Iran and several developing countries. After that, strategies will be presented to attract more tourists and boost national income from tourism industry. Due to the difficulties in the development of tourism in Iran, to promote the tourism industry, we need long-term and strategic plans. Standardization of global experience in localization tourism services can be a solution for practitioners. Also, in accordance with the position of the Islamic Republic of Iran, both in terms of cultural attractions and natural potentials, we should equip resources. At first, we should promote human resources and using top talent. In the second step, we should enter to facilities and standard of services. In final stage, a marketing professional should be placed on the agenda and comprehensive plan.

Keywords: Tourism Industry, creative management, developing country, Iran.

Introduction

Iran is one of the important tourism points in the world with an ancient civilization and culture, nature, and various climatic conditions as well as the other items including several pilgrim shrines, capability of being located in a suitable tourism part in Asia and the globe. This country, concerning tourism attractions, variety of tourism and handicrafts, sits among the 10, 5, and 3 first countries of the world. Taking into account reports by global tourism and journey council in 2012, Iran has the 4th ranking score in Middle East and owns 36th score among 180 countries of the world, while Iran has not been successful in tourists' attraction in spite of its historical, cultural, and natural richness. However, so many researches indicated that increase in the number of tourists' entrance to the developing countries including Iran provides a good opportunity for the economic growth. In addition to the economic aspects, there are other dimensions with tourism as like the very complicated relationships during and even after any journey such as psychological, sociological, biological, and political consequences of a journey (Landburg, 2004: 3, 4, 5).

The present study is going to examine theoretical aspects of the research including tourism industry, creative and innovative management in tourism and finally it will consider its position in tourism. Afterwards, influential strategies for tourists' attraction are going to be provided through studying and comparison of Iran with other countries. The purpose of this article is to evaluate the influence of tourism on economy and creation of a creative and innovative management in Iran tourism industry that will lead to the conclusion. In this respect and in order to determine required data, library method based upon collected statistics and information was applied.

Tourism is frequently viewed as an important engine for the economic growth and development of countries (Brida & Risso, 2009; Tang & Tan, 2013), helping to increase the economic welfare of local populations. This perspective justifies the allocation of public resources into attracting more visitors to destinations by increasing their competitive position in relation to other destinations. The importance of destination competitiveness to attracting visitors and its determinants have been widely recognized (Botti et al., 2009; Crouch & Ritchie, 1999; Dwyer & Kim, 2003;