Tourism Industry: A Tourism Development System Approach

Mahdi Naderpour, Armin Rajabzadeh and Mahdi Namazi Shabestari

Department of Geography and Urban Planning, Payam Noor University, 19395-4697 Tehran, Iran.
Department of Marketing Management, Payam Noor University, 19395-4697 Tehran, Iran.
M.Sc Student of Geography and Urban Planning, Department of Geography and Urban Planning, Marand Branch, Islamic Azad University, Marand, Iran.

Abstract: Taking the economic, social and technological evolutions into consideration in the current century the tourism industry has flourished as the cleanest industry. Tourism is in a modern sense a new wave which has begun after the industrial revolution. This issue has been affected by changes made in transportation system more than any other factor. The development of transportation and reduction of economic and security travel expenses in comparison with the past turned the tourism industry into a public activity. With the globalization of tourism industry after the Second World War, the necessity of governments’ involvement and formulation of tourism policies and appropriate planning for it in all aspects was obvious. In the year 1975, tourism organizations started their own activities. Various countries including: Spain, France and England and during the recent years, the Third World countries such as Turkey which dealt with it with precise planning, benefited from the achieved results.

Key words: Tourism industry, Travel industry, Tourism system development.

INTRODUCTION

Tourism is one of the undeniable social and economic realities of the world of today. This activity is a response to the internal needs of people regarding relaxation, having rest, being familiar with cultures and benefiting from beauties of nature; However, one should consider that tourism is a complicated system and competition in its arena is not possible without provision of all required provisions and understanding the needs and conditions for competition, since the development of tourism requires having a comprehensive and systematic attitude toward all constituent elements and the mutual relations of the place of origin and the destination. In our country Iran, in spite of the fact that we take advantage from lots of attractions and in some cases unique ones, any prompt measure has not been taken which can cause the development of tourism system and attracting the tourists’ satisfaction. At present, the tourism industry is considered as one of the largest organizations which recruit much workforce and it is anticipated that in the very near future, it will be recognized as the most superior organization and industry in the world, even compared to the oil and automobile making industries regarding the cost of human beings, goods transportation and income. As an example, in a country like Spain, the value of tourism industry and the employment opportunities resulting from such industry is similar to the value of oil industry for Saudi Arabia.

Tourism and Tourist:

Tourism is a French word which has been taken from the root word “de tour”. Tour in French language has the following meanings: A cycling movement (circulating), to pass through, to travel around, and to revolve, to travel and to promenade. According to Pier Larous, tourism is the function of traveling in order to have enjoyment and pleasure, and tourist is a person who travels for his or her own self-satisfaction and having pleasure. The term tourism was first used in the year 1811 in an English magazine called sports magazine. At the time, this word was used for travelling in order to visit the historical monuments and watching natural landscapes for the purpose of taking pleasure. In Persians culture and literature, tourism has been defined as travelling around the world in order to promenade, explore and pilgrimage and travel to a destination and then, return to the place of origin, and all short trips from the regions out of the workplace and the main place of residence in order to travel and promenade. In the year 1937, a special committee was established in Rome in order to study about some of the tourism industry problems and was presented in the context of the social tourist: Those individuals who travel to a foreign country within a period of 24 hours or more are called tourists. This committee considered the following travels as the tourism movements:

1. Those individuals who travel in order to take part in conferences.
2. Those individuals who travel in order to conduct business affairs.
3. Those individuals who go for a marine cruise.
4. Those individuals who take trips for pleasure seeking, personal issues and/or the health problems.
The Concept of Tourist:
Tourist is equal to the English term of tourist and it means that every individual who conducts the tourism activity is called a tourist. The tourist is a person for whom two conditions apply:
   a. The person is far away from his/her place of residence for a duration less than one year;
   b. The person does not earn money in the new place.
According to John Lee, the tourist (traveler) is a volunteer and temporary traveler who passes through a relatively long and unrepeated path in a hope to enjoy from a novel and different experience (Lee John, 1998).

The Tourist's Motivation:
It is necessary to have motivation for doing everything which triggers a determination in order to accomplish it. This motivation can be either internal or external. One requires having such motivation in order to conduct the tourism affairs similar to the other aspects of life and this is the issue about which most researchers of this field have consensus. However, in spite of having consensus regarding the general subject, there is no complete agreement about its essence and quality. Krampten and Lipper were among those theorists who defined the tourism motivations coming from human needs:
   1. Physical needs (resting- activity);
   2. Social needs (in the form of social communication or escaping from social responsibilities);
   3. Needs resulting from social status (adjustment or altitude)
   4. Intellectual needs (as intellectual rest or stimulation)
   5. Mental needs (in the form of escaping from stress or from boredom) (Butler, 2001).

The Lifecycle of The Product of Tourism:
The experience of tourists obtained from a combination of all tourism pleasures can be named as the tourism product (Butle, 2001). Tourism is a multidimensional phenomenon the two dimensions of which consist of tourist and tourism product. The tourists (first dimension) have both motivations and demands and they search for meeting them in tourism destinations. The tourism destinations provide for the second dimension (product of tourism) in a response to the first dimension of system (tourists’ demands). The tourism product includes all attractions – natural and manmade- and those facilities and service attraction which provide for tourism industry in order to offer them to the tourists. Therefore, the tourism product passes through some phases in each destination which has been named as the product lifecycles by the experts. This was firstly discussed by Vernon. He has stated the four following phases with regard to this issue:

The Starting Phase:
which is determined by the small market of tourists, tourism high costs, high investment risk and less competition.

Growth Phase:
Is determined with the increase in the number of tourists, a great deal of resulting benefits, competitive market and beginning of depreciation of price of services.

Maturity Phase:
Among the most important characteristics of these phases are the consistency of tourists’ high demands, competition among the merchants and related employment facilities in their highest levels and improvement of the resulting benefits.

Downfall Phase:
Depreciation or when the products are outdated, reduction of the benefits and increasing amount of competition which is accompanied by acceleration of downfall are considered as the phase’s specifications. Butler demonstrates the product life cycle which happens in a specific complex as follows:

Exploration:
Having a difficult access, lack of facilities and unchanged (Untouched) destination;

Involvement:
Some limited provisions provided by local people, increasing number of tourists;

Development:
Expansion of facilities by means of local people, increase of investments of companies and foreign investors for building residential centers and developing natural, cultural and manmade attractions;
**Stabilization:**
The slow and gradual reduction of the number of visitors;

**Recession:**
Reduction of the prior attraction and emergence of problems;

**Depression:**
The downfall of the primary attraction of destination and emergence of the problems;

**Degradation:**
The increase of local challenges, the competition of neighboring tourism centers, user changes of the residential and tourism centers in the shape of other applications (Fig. 1). The first and second phases of the Butler model are equal to Vernon starting phase, and its third phase is equal to the growth phase and the fourth and fifth phases are respectively equal to its maturity and its downfall periods. This model defines every phase by taking the number of tourists and changes of tourism industry and its relationship with the social environment into account.

**Spatial Process of The Tourism Development:**
Bortoun defines the procedures for the tourism spatial development as follows:
First phase: The starting point of tourism development is the existence of a residential region created by the tourist’s production potential, and a potentially remote destination where the tourism has not yet improved. This process may begin by the Allocentrics (Tourists seeking diversity), the discoverers and or those aimless individuals or the well-to-do elites. They are motivated by the interests, curiosity, educational needs and …, and they arrange for their own trips by making use of local transportation. As a result of their narrations and announcements, they identify the destination and also they gain fame and by means of a few of tourists who are able to travel they visit; the host society also responds to them by providing some small services (Fig. 2). The second phase: If the living standard of people in the region of tourist production (tourism market) is promoted and the welfare is increased among them, the second phase of tourism is started. During this phase, firstly those who enter feel that some services should be provided in the destination for which different and new potential tourists search - such as the rich tourists or those who are similar to Allocentrics. Therefore, a new product is rendered and the lifecycle of the product begins. The first time, The merchants who are exposed to risk enter into the market. They start working by provision of travel services directly to the destination and reinforcing the existing facilities at the destination, and then, they proceed for selling them to the potential tourists somehow different from the tourists of the first phase. There is limited response on the part of the host community. They directly make use of tourism emotional motivations and they welcome the tourists. (Fig. 3). The third phase: The tourism industry starts making novel changes in the destination by developing the first residential-commercial centers for tourism soon. The tourists of the first phase leave this destination for finding other destinations. Those merchants, who were not exposed to the risk, enter into the market in order to reinforce the existing services and facilities. The speed and scope of development are increasing. The accumulation of tourists who are in search of completely well developed destinations, now are able to travel to such destinations. The speed of tourism growth leads toward immigrating to a tourism destination since the local workforce cannot provide services requested by the tourists. Landlords and the local traders welcome tourism development, however, the majority of the local people are annoyed by such development (Fig4). The fourth phase: The destination is well identified among the population of the Midcentric tourism generating region. The destination is totally developed and is distinct from its primary shape. Its attractions are diversified and the potential for meeting tourism demands of major travelers (Midcentric) grows in an organized manner. A major part of Midcentric tourists are attracted by the second destination and therefore, the first destination loses a portion of tourists for its own benefit. The tourism merchants attempt for the provision of services even with cheaper price in the first destination, while other ones expand their services in the second destination. Coincided with increasing economic potential of people, in the market of tourist, the tourism improves step by step in more distant regions (Fig5) (Burton; 2000).

**Factors Affecting The Tourism Development:**
The promotion and development of tourism depends on providing appropriate conditions in two aspects of geographical pole and residential centers: Destination (tourism facilities presenter) and place of origin (tourism presenters). In order to provide suitable conditions for fulfilling the following cases, it is necessary that:
A. For the dimension related to tourism facilities presenters (destinations):
   - The existence of tourism attractions including natural attractions, historical monuments and manmade places;
- Existence of appropriate infrastructures such as the roads, water, telephone and suitable sewage system;
- Availability of serving elements for tourists including hotels and different residential centers, tourism service agencies and all service rendering institutes and centers;
- Appropriate advertisements and introducing facilities and tourism attractions;
- Prompt policy makings and efficient administrative system.

B. The aspect of renderer to tourism demanders (tourism production)
- To increase people’s level of income and account savings and to provide financial conveniences for tourism;
- Increasing people awareness level and promoting travelling culture;
- Existence of appropriate transportation system at the place of origin;
- The availability of tourism services rendering center (tourism agencies).

As a result, the tourism promotion is dependent on the fulfillment of the above-mentioned two-way and mutual conditions. In other words, such factors are interdependent and in the case of nonexistence of one condition, the tourism promotion chain will be torn up. The most important results of tourism promotion will be the following.
- Increasing interaction and understanding between nations of destination and origin;
- Enjoyments of tourists and providing an enjoyable memory for them;
- Developing infrastructures and all elements of service providers in the destination;
- Maintaining and qualitative and quantitative promoting tourism attractions in destinations.

Elements and Constituents of Tourism:
Like other multidimensional aspects, tourism is a system. Following this characteristic and since every system consists of some constituents, the tourism also has some elements and constituents which will together create a total system when combined with each other. Having a valid understanding of every system requires recognition of the system parts and its general properties. This Skapel recognizes the tourism development constituents and their interrelationships and interactions as the basis for understanding the tourism planning, and identifies the following elements for tourism system:

- Tourism attractions and activities;
- Residential centers;
- Facilities and other tourism services;
- Facilities and transportation services;
- Other infrastructural facilities;
- Institutional elements (Campbell, 1999).

In other reference it has been mentioned that a combination of activities, services and industries form the tourism industry and their main constituents are:

- Natural resources
- Infrastructural factors
- Equipments and transportation
- Cultural resources and hospitality spirit

Gunn has defined the tourism structure based on its supply and demand economic sense in year 1998. He considers demand equal to the population and believes that supply includes four main constituting parts of transportation, attractions, services and information and advertisements (Gunn, 1998). Figure 6 demonstrates the tourism constituents. According to such a design, the socio-economic and natural environments are placed at the core of all tourism activities and elements, and all physical elements including natural and manmade and their developments are subject to availability of a central environment. On other hand, their users, who solely are “Gunn’s” demand element, consist of two groups of the tourists and the local people.

Tourism Development Attitudes:
Two attitudes are stated with regard to the objectives of tourism development:
A. Gaining cultural experience: According to this attitude, the tourism objective is to achieve social and cultural experience and based upon these experiences, socio-cultural tourism is more considered.
B. Gaining economic profit: Based on this attitude, tourism is an economic system which seeks for financial profits similar to other systems of the sort, and it is more considered as a fundamental activity economically. Based on this conception, the most important objective of tourism is not the supply of resources and cultural attractions but it is the achievement of the economic profit.

In Relation To The Results Gained By Tourism Development, Two Attitudes Have Been Stated As Follows:
1. Economic-political school or approach
2. Functional school or approach
The economic-political approach has maintained a very close communication between colonialism and being economically dependent and therefore, it will be faced with a completely negative result. According to this approach, the development and prosperity of the rich cities are to the expense and loss of the poor countries, and the international tourism has the potential to create a balance between the rich and the poor parties. The functional approach emphasizes on the considerable economic significance of tourism for all people and beneficiary countries and the manner of improving its efficiency and minimizing tourism negative impacts. This attitude believes that the problems caused by tourism can be easily resolved by establishment of a good management and the adoption of appropriate political criteria. This approach discusses tourism from three main phases:
1. Dynamic phase (Movement toward destination and returning from it);
2. Stagnant phase (Stay);

**Conclusion:**
The tourism industry is active dynamically as the cleanest industry in the world of today. The uncontrolled increase of the population, especially city dwellers during the recent decades has caused a major part of human population to seek for a resort to rest and escape from the polluted environment of the cities. The statistics about tourists during recent years clearly demonstrates this. Undeniably, the expansion of this industry requires some reasonable and standardized planning and in case of not paying attention to it, a community surely suffers from the consequences. The discrepancy of the local culture with the foreign tourists is considered as one of such consequences. It means that by the spread of tourism industry and lack of training the local people will add to the problems. Under such circumstances, the establishment of facilities and infrastructures of tourism and its development is impossible in practice. If this is the case, this clean industry will turn into an ill one and will act parasitically. Therefore, appropriate planning with respect to tourism industry is considered as one of requirements of the world of today.

**Appendix:**

Fig. 1: Development Phases Model for Butler’s Coastal Complexes.

Source: Burton; Rosmany; Geographical Tourism and Development, Longman; 2000; Edinburg P.N:71

![Fig. 1](image1)

Fig. 2: Tourism development spatial process’s first phase.

Source: Burton; Rosmany; Geographical Tourism and Development, Longman; 2000; Edinburg P.N:71
Fig. 3: Second phase of spatial process of tourism development.

Source: Burton; Rosmany; Geographical Tourism and Development, Longman; 2000; Edinburg.P.N:71

Fig. 4: The third phase of special process of tourism development.

Fig. 5: Fourth process of tourism spatial development.
REFERENCES

Dragon Tourism in Indonesia, University of Keat, UK.
Voultaski, Maria, 2000. Tourism development in urban Destination, Tourism on island and specific destinations, international scientific conference university of the Aegean.