A Review on Factors Effecting on Tourism Policy Implementation: A tool on the Development of the Tourism Industry in Islamic Republic of Iran

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Abstract
Tourism is one of the most profitable businesses of the world. This industry now is considered as a leading industry in many countries due to faster growth than other sectors of the economy and creates numerous job opportunities. Because tourism is a 'mixed industry' comprised of private firms, public agencies and not-for-profit associations, a sustainable tourism industry requires a commitment by all parties involved in the planning process. This paper with the guidance of the synthesis approach (complex of both top-down and bottom-up perspectives) and by considering studies in tourism policy, had been reviewed the effective factors influencing policy implementation in tourism industry of Islamic republic of Iran. It was found that five factors including: public policy, macro & micro environment, institutional arrangements, inter-organizational relations and inter-organizational coordination and interest groups were influential in the implementation of tourism policy. In this regard Iran should identify its weaknesses and remove problems by create intelligent policies, planning and careful execution of these policies that is considered as a fundamental requirement in country, promote income level of the target areas especially in under-developed parts of country and considers sustainable development in different areas of this industry as an undeniable necessity.
Keywords: Public Policy, Macro & Micro environment, Institutional arrangements, Inter-organizational relations and inter organizational coordination, Interest groups

1. Introduction:

Tourism is one of the most profitable businesses of the world. This industry now is considered as a leading industry in many countries due to faster growth than other sectors of the economy and creates numerous job opportunities. Tourism today is so important in the economic and social development of countries, and economists have called it as invisible exports. In division of the most important sources of income in the world, oil exploration and exploitation industry is considered as the highest income industrial activity, the automotive industry comes after that, and tourism is the third. Increasing number of tourists in the world from 25 million people in 1950 to 922 millions in 2008 and its average annual growth of 5.6 percent shows the economic importance of the tourism industry more than ever, therefore 10% of GDP and 10% of world employment is now allocated to tourism industry (UNWTO, 2010). Tourism industry is one of the largest industries in the world. The development of tourism to the position of the world's largest industry has been rapid, and this global travel growing continues strongly (UNWTO, 2006; WTTC, 2005).

Because tourism is a 'mixed industry' comprised of private firms, public agencies and not-for-profit associations (Andersson & Getz,2009),a sustainable tourism industry requires a commitment by all parties involved in the planning process (Hall, 2000; Richins & Pearce, 2000). Research on policy implementation has been a hot discourse among social scientist since 1970s when Pressman and Wildavsky (1973) brought the issue of policy implementation to the forefront. All of the policies are planned carefully, and they consider the human and environmental impacts of tourism (Lin, 2006; Theobald, 2004). Dror (1989) on the other hand, points out that policies are general directives on the main lines of action to be followed. "Stated most simply, policy is the sum of government activities, whether acting directly or through agents, as it has an influence on the life of citizens which result in gains to society and economic development. It is therefore critical to ensure that the implementation process of the particular tourism policy is well thought out and effective.This, results in the formulation of policies targeted in creating conducive environment enabling the tourism sector to grow. Policy

implementation according to Van Meter and Von Horn (1975) includes all action by an individual or a group of people aimed at achieving set goals and objectives. The WTO (1980) has warned that many plans for tourism have been prepared at the national level but are rarely implemented as intended, often because they are too complex, financially impractical, or disconnected among the institutional arrangements of particular destinations.

Iran is a country with high potential to attract tourists. in terms of security, Iran has an excellent position in the world, a country with four various seasons ,with very high climate variability, the fifth country holds natural attractions, the tenth historical country of the world , and with 12 recorded archaeological works by UNESCO. Persepolis, Tchogha Zanbil, Takht-e Soleyman, Pasargadae, Meidan Emam Isfahan, Bam and its Cultural Landscape, Bisotun, Shushtar Historical Hydraulic System, Soltaniyeh, Armenian Monastic Ensembles of Iran, Sheikh Safi al-din and Shrine Ensemble in Ardabil and Tabriz Historic Bazaar Complex are recorded as Iran's ancient sites (UNESCO, 2010). In addition, rich cultural mixture and a great civilization with historical and natural attractions, has been introduced Iran as an attractive country for tourists around of the world. However unfortunately, Iran's share of world tourism income is very low and is about 1% (UNWTO, 2010).

After the Islamic Revolution in Iran the Cultural Heritage and Tourism Organization has extensive variations first, it was subset of the Ministry of Culture that this ministry also found itself in changes and then switched to the Ministry of Culture and Islamic Guidance as name Iran Touring and Tourism Organization (National Tourism Organization of central monitoring and facilitating tourism development) And now, this organization have adopted a series of policies for tourism development. One of the most important problems in the developing of tourism is unclear division of authorities and responsibilities for policy formulation to this industry moreover obstacles to the implementation of tourism such as foreign propaganda and cultural barriers are usually neglected or disregard by officials. Due to these problems it seems that development of cultural heritage organizations can enable the tourism industry in order to implement stronger policies and empowering in this area. Even though tourism is important from an economic point of view, it still remains relatively neglected as a major policy issue. One assumption underpinning the present paper is that a tourism policy must take into account community commitment and a focus on the environment, examining the relationship between contextual aspects of the tourism rather than only considering the techniques and methods involved in preparing a plan. "Management decisions are not worth the paper they are written on unless the policies and decisions are implemented" (Elliot, 1997).

On this basis, this paper is intended to consider perceptions held by policymakers (both from governments and communities). For this purpose, the study attempts to bridge this gap, and implementation of tourism policy at the local level, which focuses on the connections between policy implementation, state and society (Hall, 1994). It emphasized the significance of studying policies in relation to their interactions with the wide spectrum of organization and environment of these sectors. Hopefully contributes and help to a complete national tourism policy system with a useful qualitative study.

2. Literature review
2.1. Public Policy
Milakovich & Gordon (2001) define public policy as the organizing framework of purposes and rationale for government programs that deal with specific societal problems. Public policy is influenced by the economic, social and cultural characteristics of society, as well as by the formal structures of government and other features of the political system (Kwame, 2013). Public policy is a key concept in government although closely related to the fields of political science, political economy and public administration, public policy is regarded as a separate field. Public policy-making, including tourism policy-making, is first and forms a political activity. It has been observed that the success of public administration depends on effective implementation of public policy (Kwame, 2013).
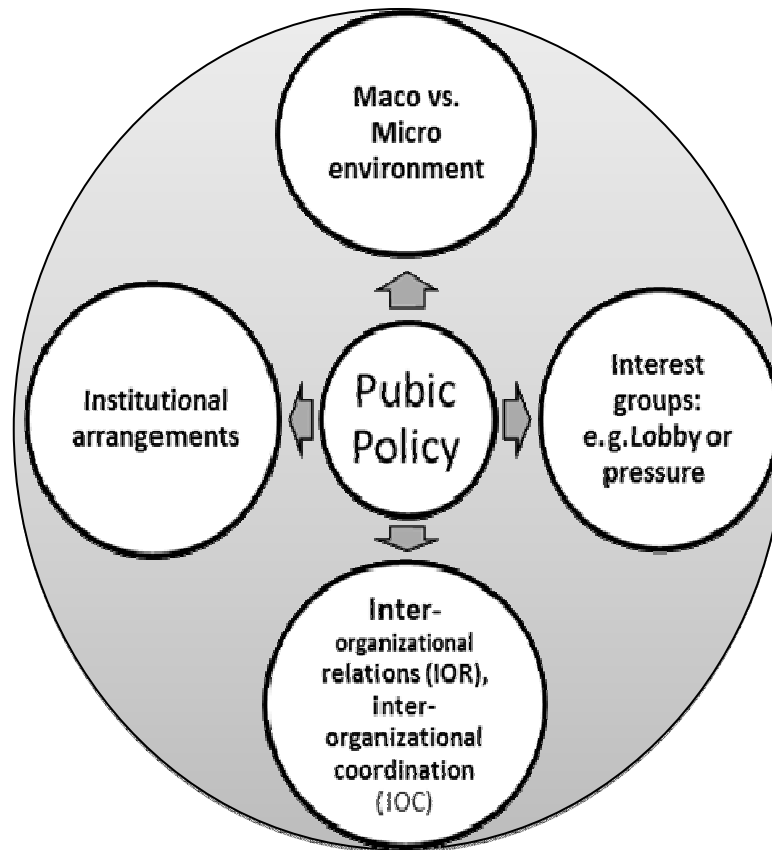
Figure 1. Conceptual framework of factors influencing public policy implementation

In the study of tourism, tourism public policy is whatever governments choose to do or not to do with respect to tourism (Hall & Jenkins 1995). Policy has also been seen as a social process that involves and is influenced by the institutional context, issue drivers such as macro-environment factors, actors, as well as space and time (Dredge, 2007).Therefore in public policies-making attention is directed first to power. The analysis of power evaluates relationships between actors and their influence on policy debates and decisions affecting tourism. The examination of the application of power in tourism assists in identifying who benefits from tourism and how. The highly political nature of studying this concept means that the use of power is tied to a given set of value assumptions which predetermine the range of its application.

2.2. Macro environment Vs. Micro environment
According to Berman (1978), policy implementation takes place at two levels: macro and micro. At macro implementation level, centrally located actors devise a government program; at micro implementation level, local organizations react to macro-level plans; develop and implement their own programs. However, he argues that, most implementation problems stem from the interaction of a policy with micro-level institutional settings. Central-level actors can indirectly influence micro-level factors. It is because the rules created by central actors are dominated by local implementing contextual factors (Paudel, 2009).

The Macro Environment

Political Factors

The Microenvironment

Local Agencies

Central Agencies

Policy
Planning
Marketing
Regulating
Co-
ordinating

Voluntary Agencies

Private Organisations

Technological Factors
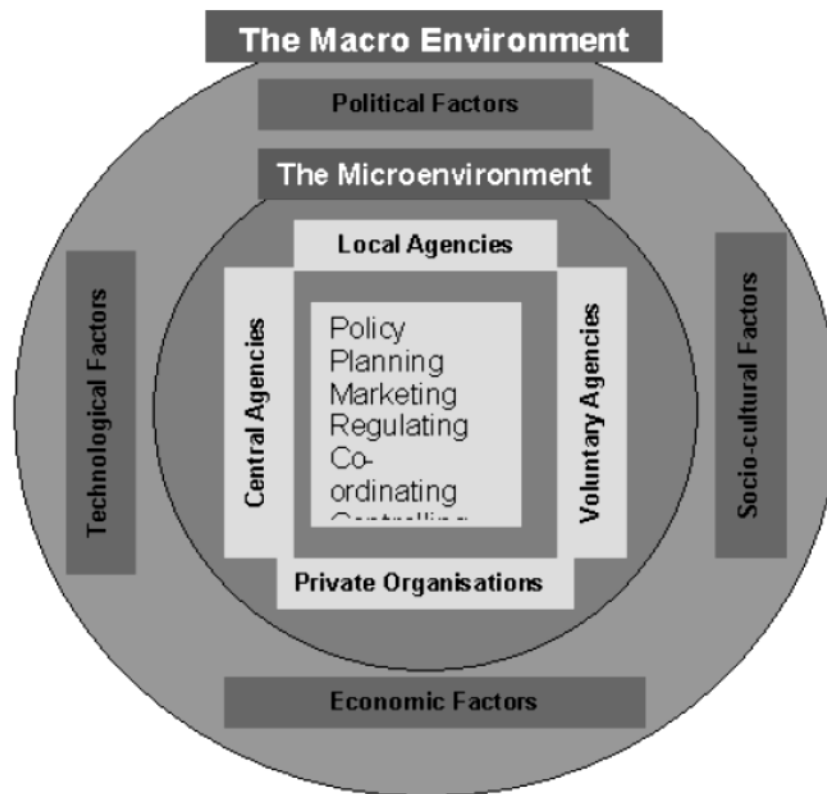
Socio-cultural Factors

Economic Factors

Figure 2. Macro & Micro environment conceptual framework (Yuksel & Yuksel, 2000)

Macro environment is defined as factors that exist outside of an organization's control that can significantly impact its performance in indirectly manner. Examples of macro environment elements are the economy, government policy-making. The macro-level stresses regularities of process and organizational structures as stable outlines of the policy process. Conversely, micro-level analyses ignore systemic attainments and unanticipated consequences for the institutional setting as a whole. Micro level analyses, thus, provide limited guidance to policymakers faced with system-wide decisions. (Paudel, 2009)

2.3. Institutional arrangements

The term Institutional has many meanings, but here Institutional are an established law, custom, practice, organization, or other element in the political. They are best viewed as a filter that mediates and expresses the play of conflicting social and economic forces in society. The Institutional arrangements are also affected, tourism influence the process through which the policy agenda for tourism is shaped, the way in which tourism problems are defined and alternatives are considered, and how choices are made, and decision and actions taken and they have to decide and act within a set of rules and norms (Aoki, 2000; Reed, 1997). Two kinds of rules and norms were identified which govern TAOs' behavior, namely:

(1) Administrative arrangements of the public administration system.

(2) Understanding of tourism administration and tourism policy implementation, or values regarding tourism (Hall & Jenkins, 1995).

Rules are shared beliefs which dictate which behavior is permitted, not permitted or may be required in some situation. Rules are generated in social situations in order to coordinate the behavior of inter actors so goals in policy sectors of tourism should be attained on accepted rules and regulations.

2.4. Inter-organizational relations and inter-organizational coordination

The tourism environment is made up of a varied set of organizations, each of which controls variety of resources. Each organization is likely to interact with others in order to acquire the resources necessary for goal achievement since no organization can generate independently all the necessary resources (Klijn, 1997) which are likely to be involved in medium to long-term relationships. The nature of these inter organizational relationships is likely to be influenced by the structural dimensions of the environment, including resource concentration or dispersal, concentration or dispersion of power and autonomy or dependence (Pearce, 1992).
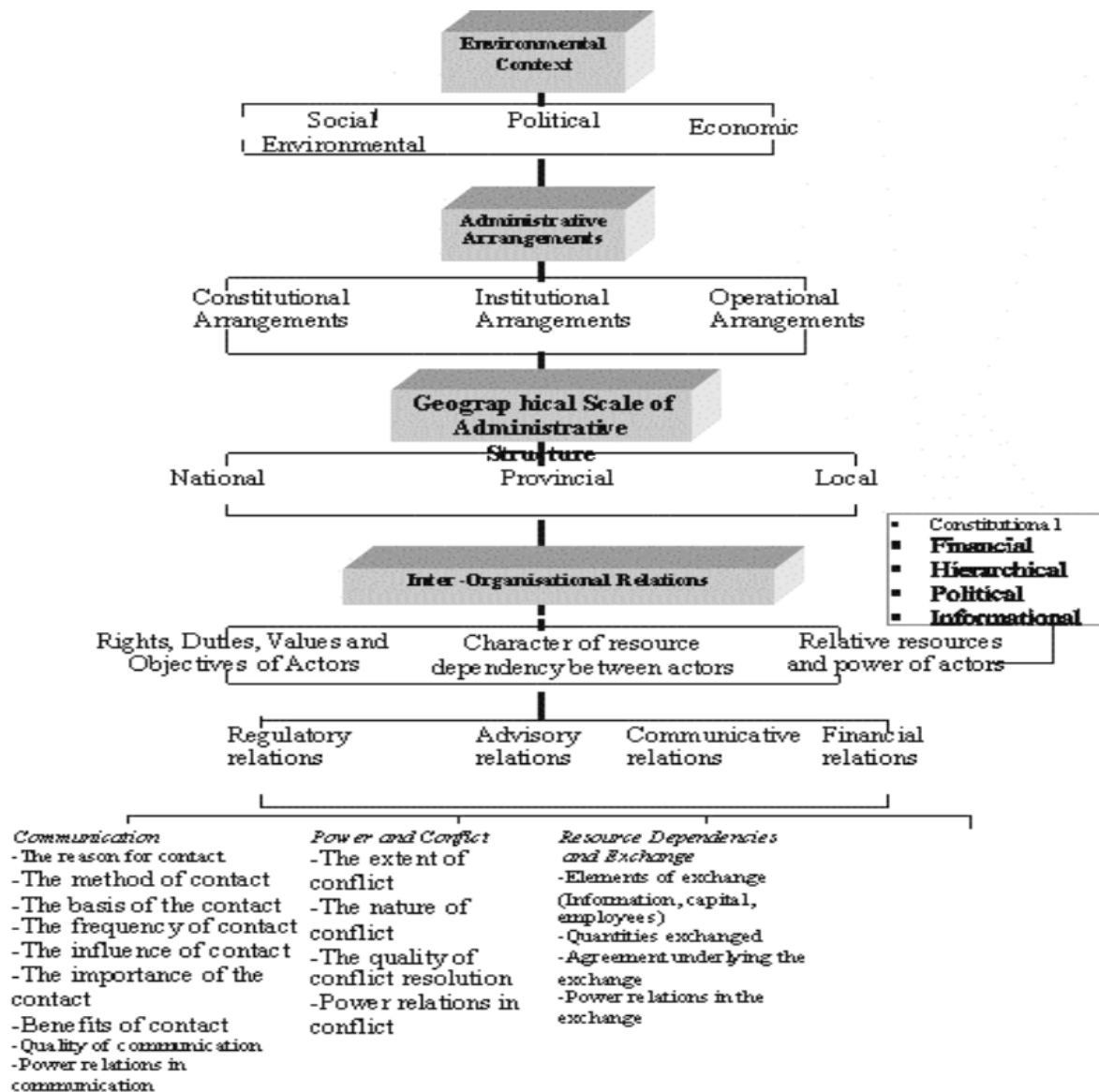
Figure 3. Influences and Processes Involved in Inter-Organizational Relations (Yuksel & Yuksel, 2000)

Inter-organizational equilibrium, which involves coordination, May also affect the relations between organizations (Benson 1975).Coordination refers to patterns of collaboration and cooperation between organizations. Coordinated is to the extent that programs and activities in two or more organizations are geared into each other with a maximum of effectiveness and efficiency (Yuksel & Yuksel, 1999). The balance or the equilibrium is reached when participant organizations are engaged in a highly coordinated, cooperative interaction based on normative consensus and mutual respect (Pearce, 1992). The inter-organizational coordination divisions (IOC divisions) organized by local governments also facilitates effective tourism policy implementation and increased government organizations' experience in inter-organizational cooperation (Wang & AP, 2013).

2.5. Interest groups

Interest groups are an integral component of the tourism policy making process and of institutional arrangements and can be classified as producer, non-producer and single interest groups (Hall & Jenkins, 1995). Producer groups include business and labor organizations and professional associations are permanent, well organized and can enjoy key positions in negotiations with government. Non-producer groups, such as consumer and environmentalist groups are established on the basis of a shared or common issue, which is continuing relevance to their members. Single interest groups are developed to lobby for a specific issue and usually disappear once their lobbying efforts have been achieved or are abandoned (Baggott, 1995) suggested that the negotiation

capability of interest groups depends on the several kinds of resources that the interest groups can deploy including leadership, democratic processes, finance, sanctions, and social resources. So the influence of interest groups on the tourism policy process has been widely recognized (Anastasiadou, 2008; Hall & Jenkins, 1995; Jamal & Getz, 1999; Tyler & Dinan, 2001) and it also should be subject of consideration especially in tourism policies.

Numerous tourism studies and plans have been formulated in touch the tourism literature but few focuses explicitly were made on developing theoretical policy implementations, among the few more focused assessments of tourism policy implementation. Overall look into studies in policy implementation suggest that there are a variety of factors influencing policy implementation, researches also on this field shows the tourism policy making is different from other sectors of the policy making and environmental factors can also affect the tourism policy making. It is necessary to say that few research studies published in this field is at the stage of identifying difficulties and pitfalls. In the context of tourism, have generally found that policy implementation has proven more difficult than policy creation. Accordingly, this paper reviews the different performances on policy and mentions the aspects of tourism and more factors are effecting on tourism policy implementation. Based on this the extant study was developed to facilitate an understanding of this factors utilized to provide relevant background information for this study and important implications and functions in studying the implementation dimension of tourism policies.

Table 1.Perevious Researches

Title	Author, Pub-Date, Place	Research Methodology	Findings
Tourism Plans Formulation And Implementation:The Role Of Inter Organizational Relations	FISUN YÜKSEL & ATILA YÜKSEL, 2000	Qualitative research An analysis of existing documents and sources, and questionnaires are removed	proposes a conceptual and operational framework in order to study the patterns and processes of relations between tourism-related organizations in regard to formulation an implementation of tourism development plans.
Obstacle To The Implementation of Tourism Policy And Regulations In PHUKET,THAILAND	Oratai Krutwaysho, THAILAND,.2003	Qualitative interviews (semi-structured interview)Documentation analysis, such as using local newspapers. The interviews will take place in Phuket, Thailand,	For this study it is expected that culture will be a great influence on policy implementation in the developing world context.
Power And Tourism Policy Relations In Transition	Bill Bramwell Dorothea Meyer,2007,UK	use of a relational approach in policy research This study generally uses a qualitative approach and combined by using interviews and analysis of discourse in order to explore the dynamics of relations between actors in the networks and also their meanings, including ''actor strategies, rules of conduct, Levels of institutionalization and power relations''. research place is an island in former East Germany and interviewees included leading local representatives of the tourism industry	use of a relational approach in policy research This study generally uses a qualitative approach and combined by using interviews and analysis of discourse in order to explore the dynamics of relations between actors in the networks and also their meanings, including ''actor strategies, rules of conduct, Levels of institutionalization and power relations''. research place is an island in former East Germany and interviewees included leading local representatives of the tourism industry
A Critical Account of Policy Implementation Theories: Status and Reconsideration	Narendra Raj Paudel 2009	discusses the issues of policy implementation studies and examines the applicability of such theory(reviewed article)	Issues concerned with the conceptual clarity of policy implementation, theoretical debate over the top-down or bottom-up perspectives, applicability or transfer of research output from one region to another
Tourism Policy Implementation AndSociety	OrataiKrutwaysho Bill Bramwell 2010,Thailand	Society-centered, relational approach integrated top-down and bottom-up Perspectives interview personal observations. local newspaper interviews were conducted in 2003 with 44 respondents to analyze qualitative data	It is shown how Policy implementation involved relations and bargaining power between actors pursuing their interests. Focused more on explored the reciprocal inter play between actors, influences, processes and societal context.

Prioritization of Forms of Tourism in Iran to Formulate National Strategies	Ramin Asadi & Mahmoud Daryaei	The study is of survey research type in terms of collection of information and data has been made through studying books and documents. For obtaining necessary information at this study, required data have been collected through library-based studies, questionnaire and obtaining data from resources and documents	results show that health tourism due to availability of potential markets and providing high quality services consistent with mentioned markets has the first priority among the forms of tourism in Iran. Religious tourism, cultural tourism, ecotourism, urban tourism and rural tourism are the next priorities whilst proper planning can be the strengths and advantages of tourism industry in Iran.
TOURISM POLICY DEVELOPMENT: A MALAYSIAN EXPERIENCE	Khairil Wahidin Awang & Yuhanis Abd Aziz, Malaysia,2011	semi-structured interviews with policy makers formed the basis of the arguments	Findings suggest that tourism is viewed as a very important industry as emphasized by respective policies.
Investigating Effective Factors on Development of Tourism Industry in Iran	Seyed Fathollah Amiri Aghdaie,2011,Iran	using library resources questionnaire. Research population includes the managers of tourism agencies in Isfahan city by random sampling.	increase the variety and quality of welfare services increasing of security in financial and life aspects create decreasing tendency of tourists to visit, so those who responsible must pay more attention to this issue.
Improving tourism policy implementation e The use of hybrid MCDM models	Chui-Hua Liu, Gwo-Hshiung Tzeng, Ming-Huei Lee,2012.Taiwan	This study used the hybrid MCDM models such as DANP & DEMATEL. the survey was conducted via questionnaires distributed to three groups comprised of 18 expert-policymakers	A model designed that is useful in identifying both an influential network and a priority sequence of dimensions/criteria related to tourism policies and, thus, is helpful to tourism policy management.
Identify and Investigate of Effective Factors on the Development of the Tourism Industry (North Khorasan Province)	ShahramGilaninia, MohammadTaleghani, Gholam Ali Salimi,2012, Iran	gathering information and identifying different aspects of the issue through interviews with various experts and library studies and In order to collect data used two questionnaire	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.
Factors affecting tourism policy implementation: A conceptual framework and a case study in China	Dan Wang, John App 2013,China	A descriptive research &Theprimary data were collected through interviews. The interviewees were selected from theTAOs at different administrative levelsThis study investigated the implementation of tourism policy atboth national and local levels in China	found four factors including: economic and social macro-environment; institutional arrangements; inter-organizational relations(IOR) and inter-organizational co-ordination structures (IOC); and interest groups, also addresses some solutions which may enrich the tourism policy
Policy implementation: A Tool for Enhancing Tourism Development in Ghana	Kwame Asamoah 2013, Kenya	Qualitative research An analysis of existing documents and sources, and questionnaires are removed	The study reveals that the tourism sector has made significant contribution to the economy of Ghana, though certain challenges persist. The paper recommends that robust policies be designed and effectively implemented to enhancing tourism development in Ghana.
Tourism Policy Making: The Policymaker' Perspectives	Nancy Stevenson, David Airey, Graham Miller, England,2013	Documents, a series of semi-structured interviews. Tourism Managercouncilors, officers, the director of the local strategicpartnership	policy making is essentially a social process, involving communication andnegotiation between people in the context of wider change

As you see some of the studies in the field of tourism policy in recent years brought to the above table in a brief that each of them studied tourism with a different approach to a particular aspect of this subject. With the study above researches, the factors that appear to be more effective than the rest were identified and selected in the region of Islamic Republic of Iran in the field of tourism. In this regard, with the guidance of the synthesis approach, studies in tourism policy were reviewed to identify the factors influencing tourism policy

implementation. namely: 1) public policy; 2) the macro-environment (i.e. economic and social environment) Vs. Micro environment 3) institutional arrangements; 4) inter-organizational relations (IOR) and co-ordination (IOC); and 5 interest groups. The five factors are introduced in detail in the subsequent sections.

3. Methodology

Research was collected of relevant documents. That which adopted a descriptive approach and an analysis of existing statistical sources and documents from the articles of tourism was done, this technique is appropriate, since documents are non-reactive, and for that reason the possible biases which are often recognized to derive from interviews and questionnaires are removed (Bryman, 2006).

6. Analyzing factors in IRI (Islamic Republic of Iran)

4.1. Public Policy

This study followed the analytic process in order to analysis of public policy-making in Iran and some of the existing problems in this field we have look at three distinguished levels but these three levels are link and influence to each other.

4.1.1. Intra-organizational relations

Public organizations in Iran are not built according to the requirements of the social structures or rather they are governmental structures, they have been developing and expanding the government's need. Although not stated explicitly, in Iran the public organizations are divided in two types or groups: groups that had to make a series of changes in their rules and their plans due to this fact that implementation of policies are strongly depends on support and an agreement with other government organizations at higher levels and often it influenced the nature of co-ordination between other government organizations in the country such as the Ministry of Culture and Islamic Guidance, Touring and Tourism Organization and other organizations at the same level. In other group, organizations have autonomous rules such as schools and universities but In spite of having the independence rules they have been faced to daily routine works in co-ordination with other government organizations, constantly they are in conflict with Radicalism.

4.1.2. Inter-organizational coordination in the country

If we consider governments as a large organization, in this case we have various organizations and agencies with many different activities in the field of public service within it. The interesting thing is that formation of this organization is not essential need of civil society and government constitutes this organization based on its needs. This entry represents major problems between the statesmen, if inter-organizational coordination fails then no agreement or practical implementation plans can be achieved that in recent years the government has been sensitive to this issue and has initiated steps toward its downsizing.

4.1.3. The level of inter-organization in the international arena with the assumption of government as an organization

We can consider the government in relations with others international organizations in an enterprise atmosphere with its perimeter in order to maintaining power relations and expand their own interests. Obviously has a power resource help the government to take interaction with other organizations. The organization at the International and global level such as the United Nations, the United Nations United Nations Organization, World Travel and Tourism Organization, World Tourism Organization, World Tourism Organization, the World Trade Organization.

4.2. Interest Groups

Always, all of the people have been expected of the governments; in Iran also individuals, the influential persons, organizations as well as institutions and the media all of which are expect the government attention to their demand and requests and make them satisfy and solve their problems. Could even say that many of these organizations are formed to reflect and reinforce of these demands. Tourism policy-making process has not been protected or immune from the effects of increasing the number of interest groups. Interest groups are general component in the process of tourism policy-making and the policy processes are regarded to the tourism. Here upon, with an increasing in the number of the interest groups expectations and demands from the government in the process of policy, the duties and responsibilities of the state is very difficult to meet and respond to these expectations. Sigler says ' by increasing the rate of infiltration of the groups in the process of policy making, the government ability in solving and reducing social and economic problems have been decreased. Like other countries there are interest groups in the Islamic Republic of Iran. At the national level official organizations such as the environmental protection agency, at the lower levels of the unions such as business groups, tourist tours and companies seen as interest groups are operating in the field of tourism.

4.3. Institutional arrangements

Understanding of tourism public policies entails an understanding and recognition of tourism on institutionalized arrangements that are main principles on the designing and developing tourism policies. These principles in the Islamic Republic of Iran have acted as a filter and reveal the role of conflicted social community and economic

forces in the society. Institutional patterns making it clear by providing a collection of procedures and rules. These rules may be explicit and formal (Constitution, Statutes and Regulations) or informal and implicit (organizational culture, norms and principles governing and ruling family relations), here the institutional arrangements have been designed in order to regulating the relations among individuals and groups but in Iran the religion as an Islamic country has an effective and bold role in the form and established principles of institutional arrangements. The formulation, development and implementation of the rules of the constitution in the Islamic Republic of Iran on the basis of Islamic sharia are resulted in policies that has been affected the tourism policy sectors by this issue. Research in this field shows some of the principles derived from religion in this country and in many Muslim countries and other factor within and across Islamic countries include levels of religious intervention in tourism development. For example in Iran after the declaration of an Islamic Republic and a theocracy led by Ayatollah Khomeini in 1979, tourism policy influenced by religion and it is brings a certain degree of liberalism for Muslims and tourists (Tourism in the Muslim world, chapter 13, p213). such as maintaining the veil or hijab or lack of drinking followed by foreign tourists when they stay and residence in Iran due to the country's attractions that it has been accepted by tourists. Therefore, religion plays a very important role in tourism policy implementation that should be subject of consideration.

4.4. Macro environment Vs. Micro environment

Effecting of Macro environment on the process of policy implementation as it can smooth the managerial path of organizations as is one of the most effective cases that apply in the policy-making. In the Islamic Republic of Iran political and economic factors are more effective than other items in the formulation and implementation of tourism policies. The tourism industry development requires broad structures and other facilities such as well-developed infrastructure to run implementation of policies in a better form. Among the obvious problems in this issue, not agreeing in country on the economic subjects like funding and loans, prioritize of projects related to the tourism, degree of dependence that economy of tourism have on foreign exchange rate that solving these problems are necessary to enable the industry to contribute toward development, especially in a under-developed part of a country requires the existence of hotel accommodation and other facilities specific to tourism.

In discussions related to the foreign policy of the Islamic Republic of Iran it seems necessary trying to move more effort to better infrastructure and facilitating the issuance visas for foreign tourists and interact and consultation with the tourism sector in other countries. Of course it should be mentioned there are steps and activities in order to solve the above problems that need to be strengthening and continue in the future with more cohesion.

4.5. Inter-organizational relations and inter-organizational coordination

For various reasons, such as lack or reducing the inter-organizational social capital, in recent years most of the activities of the organization have been seen in the multilateral relations, long term and complex contracts and managers are move away from their organizational behavior on the market policies and exposure in the direction of the partnerships and contributions within the organizations and institutions of an organization and outside an organization along with high social capital. Nowadays the majority of organizations in the Islamic Republic of Iran with regard to the multiplicity of missions and in order to perform and carry out effective and successful their duties need to pay more attention on substantial changes to the approach and structural decision making (a hierarchical approach... to a network approach through the participation of the most suitable stakeholders in policy) and the use of Pluralistic approaches to determine the tourism policies in order to give a correct respond to the system and its target community. Importance of relations and cooperation between organizations in the structure of the Iranian government are not still shaped in its logical form seriously, although legislation, creating a partnership between the commission and cooperation between the organizations have been more than before strengthened but it called more robust and a stronger leadership in this field. Policy making in the field of the tourism with regard of expansion of this industry, extensively need the vast and regular cooperation under the smart and targeted management to progress in this industry with more speed and easily.

5. Conclusions and Policy Recommendations

This paper intends to review on effective factors and strategies for implementation policies in tourism industry. There is a need for a new strategy to tourism development, develop workable mechanisms of both the public and private sectors to work together is crucial for sustainable tourism development, Reconnect organizations together and eliminate roadblocks and staff should be empowered. A learning environment should also be created, and flexibility should exist. Also team work should be emphasized in as many ways as possible. Successful implementation depends upon linkages between different organizations and departments at different levels.

Economic thinkers today in analysis of Iran's economic problems believe that one of the major problems of the economy in Islamic Republic of Iran is high relied economy on oil as it is most important source of income, For this purpose sustainable and alternative sources of income instead of oil resources is requires in order to exit the single-product economy based on oil and according to economic effects of tourism for country, government must give more attention to tourism in order to emancipate its relied economy on oil as well as increase of foreign

revenue also provide economic prosperity and develop its infrastructures, through using new knowledge of the world and advanced technologies develop its tourism industry. In this regard Iran should identify its weaknesses and remove these problems by create intelligent policies, planning and careful execution of these policies that is considered as a fundamental requirement in country and exchange resources and promote income level of the target areas, sustainable development in different areas of this industry is considered as an undeniable necessity.

The national tourism development master document of the Islamic Republic of Iran stated that: "In view of the fact that Iran recorded as the fifth country holds natural attractions, the tenth historical country of the world, with more than 12 recorded archaeological works by UNESCO. Persepolis, TchoghaZanbil, Takht-e Soleyman, Pasargadae, Meidan Naghsh-e-Jahan Isfahan, Bam and its Cultural Landscape, Bisotun, Shushtar Historical Hydraulic System, Soltaniyeh, Armenian Monastic Ensembles of Iran, Sheikh Safi al-din and Shrine Ensemble in Ardabil and Tabriz Historic Bazaar Complex and based on the predictions by the end of the law program VII development that coincides with the Iran's 20-year vision plan in 2025 A.D, Iran must gain twenty billion dollars foreign exchange revenues in the year of this industry. These goals are as general goals and long term national tourism development master or comprehensive document" with regard to rich cultural of Iran and a great civilization with historical mixture and common heritage in countries around this culture, Iran should pay more attention on tourism policymaking in addition to the international arena to regional level also in order to introduce more Iran as an attractive country for tourists of these countries and to other nations.

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