

Review Some Effects of the Investment in the Tourism Sector (Evidence of the Qhorveh City)

Bahram Meihami^{1,*}, Jasim Karami²

¹Department of Accounting, Ghorveh Branch, Islamic Azad University, Ghorveh, Iran

²Young Researchers and Elite Club, Ghorveh Branch, Islamic Azad University, Ghorveh, Iran

*E-mail address: meyhami4@gmail.com

ABSTRACT

Tourism is the world's largest industry and one of the fastest growing sectors, accounting for over one-third of the value of total worldwide services trade. The importance of tourism in economic terms and Employment to the extent that it can be Driving force for the economy of any country. Investment in fact the use of limited resources such as money, material resources, manpower and natural resources in order to achieve the objectives of a country or an institution. Obviously, if you do not use these resources well, country or institution investors will face losses. In order to avoid such losses should any investment plan carefully studied and evaluated and judged based on criteria pre are strongly recommended. The importance of investment in the process of economic development in most theories of economic development have been emphasized. Due to lack of investment and proper allocation of resources necessary to stimulate economic growth, it is necessary to invest resources in the country's relative advantages of a properly be identified. The study population included 80 faculty members and administrators of agencies in the city. After collecting the questionnaires and statistical analysis showed that investment in the tourism sector with new opportunities And attract significant funding and promotion of a culture of solidarity.

Keywords: Tourism; investment; Qhorveh

1. INTRODUCTION

Tourist activity has played an important role in global economic activity, and tourism industry has been the important industry that many countries make effort to develop. Travel & Tourism is the real global economic activity; it is one of economic sectors that contributes trillions of dollars annually to the global economy, creates jobs and wealth, generates exports, boosts taxes and stimulates capital investment. According to the World Tourism Organization international visits worldwide have risen from 675 million in 2000 to 94 million in 2010, and tourism industry contributes 9% of global gross domestic product (GDP). In Taiwan, tourism industry has been considered to be the principal development industry in future; not only because of Taiwan is abundant in natural and cultural landscapes. Tourism is a global force for economic and regional developments.

Along with it, tourism development brings a mix of benefits and costs and the growth of the field of tourism economics makes an important contribution to tourism policy, planning and business practices. During the life of the Sustainable Tourism Cooperative Research Centre (STCRC), a series of research reports have been published which put forward a range of new perspectives and methods that have advanced the global understanding on tourism contributions for destinations, resource use, evaluations and business practices. Tourism is an industry that benefits from highly optimistic predictions for the future, its importance becomes increasingly larger at the global, regional, national and local level. However, tourism is part of the global invisible trade components. The invisible trade is one of the forms of international economic exchange, not as a commodity item. Invisible trade materialize and form invisible balance or balance services important component of external balance of payments of a country. In the services balance, revenue and expenditure from tourism activity is recorded balantier account called traveling. Thus credited to this account shall be recorded revenue from tourism activity and into debit account the expenditure of development of tourist activity incurred.

2. TOURISM

Due to its interdisciplinary nature of tourism in general has the potential of different approaches which can cause There are many definitions of it. In recognition of tourists or visitors to the different definitions of organizations and individuals Have been presented. The term tourism is defined as travel between the origin and destination of the motivation for rest, recreation, recreational, Physical, visual, commercial, cultural and leisure tourism destination are performed and the person's employment And no permanent residence. Investment in fact the use of limited resources such as money, facilities Material, labor and natural resources in order to achieve the objectives of a country or a Institute. Obviously, if you do not use these resources well, Country or institution investors will face losses. In order to avoid such Any damage should be carefully studied and investment plan based on Predetermined criteria to be measured and judged. According to this Engineering economics and economic evaluation of the use of scientific methods to Economic and financial valuation of investment seems essential. At this stage, using the criteria of economic and financial evaluation plan Evaluation of economic indicators, and the lack of explanation or description of the project With these criteria will be specified.

Tourism activities, including investments in this series Economic costs are included in the direct costs of tourism enterprises and Government expenditure in order to construct and improve infrastructure and superstructure is. Therefore, evaluating the economic impact of tourism, an important consideration in decisions Marketing and management and general economic development and community planning to Comes. In this context, the economic analysis is considered. Economic Analysis An essential component of project evaluation methods that all qualitative and quantitative effects Considers the investment.

Different types of economic analysis There are economic impacts analysis, financial analysis, demand analysis, analysis Costs and benefits, feasibility studies and environmental impact assessment The World Tourism Organization official definition of tourism is: "Tourism comprises the activities of person travelling to and staying in places outside their usual environment for not more than consecutive one year for leisure, business and other purpose". Thomas lea Davidson (1994) looked at tourism from three perspectives. The first perspective, tourism is a social phenomenon, not a production activity.

Second, the sum of expenditures of all travellers or visitors for all purposes not the receipt of a select group of similar establishment; and, third, the experience process, not a product, but an extremely varied experiences. Basically, tourism encompasses many forms such as seaside, mountain, sport, health, shopping, and heritage. Out of these, cultural tourism is the most familiar forms among tourists. Today, the economic importance of tourism and Employment to the extent that the FBS as Driving force for the economy of any country. Tourism has many advantages and can be a source Is important job because the job Industry does not require high skills and training Apart from the benefits of tourism Economic and employment, social and cultural impacts Too. FBS led to the development of tourism Welfare of local communities, but to attract tourists Require different mechanisms, one of them Satisfaction of tourists.

2. 1. The importance and necessity of Tourism

Tourism is already a field of science and an interdisciplinary science that investigates and researches phenomena in the tourism field by use of scientific methodology that aims to establish cause-effect relations. Therefore, we cannot talk about a single approach or mythology in studies carried out in the tourism field, the final Report on Road mapping for Academic Tourism Education Conference (2011), Dalaman, Mugla report had implied suggesting that tourism was a part of social science and benefited from all the qualitative and quantitative methods the social sciences traditionally employ where many researches and works are increasing in quality and quantity in both national and international levels thus leading to rapid increase in tourism programs in many forms as a department in faculties, and as a main branch of science within the body of academic institutes like own tourism schools and faculties. Tourism outcomes that differ It can be seen as the driving force of economic development. Be considered in all countries. No country Could not find the lack of raw materials for tourism Be. What a country of distinct Makes, tourist attractions, so each State the worthy efforts in the field of tourism Tourists can be imported this way Growth and prosperity and enhancing its foreign income Help. Tourism is divided in two independent and Indirect influence on the economy of a country.

Direct currencies when the tourists staying in the country Regardless of their other expenses. Indirect: travel reimbursement for which it Country to another to take action given that one of Important sources of foreign exchange for the country. developing. One of the most important and beneficial effects of tourism development in In developing countries, develop and work activities. The use of efficient and skilled manpower. Should Know that tourism is an industry Nalmly. The diagnosis is fundamentally healthy and beneficial Past experience has shown that imbalances Economic and social problems due to lack of Planning is necessary, not because of the intrinsic nature Tourism itself. Can not be said about the industry It would not be a problem associated with the development but must Results and benefits of its investment in Industries, especially in developing countries Be compared. In addition to the above, it should be noted that the During this era the fight against environmental pollution Environmental, tourism in comparison to other industries, The industrial look of pollution is severe, That is, the environment and natural beauty Tourism are interconnected. This strategic approach is based on the following principles of regional tourism development: the only way to compete in tourism market is tourism continuous improvement and service quality assurance; tourism development will be tourist-oriented and it will meet their needs; financial investments must be sustainable, ensure a secure income and prefigure future development; environmental protection is a priority and any intervention is designed not to affect the quality of natural and built environment; improving quality of

life - a well arranged tourist place is at the same time an attractive place to live and work. Starting from this premise, the action plan for regional tourism development considers both possibilities to attract tourists and to increase the standard of living of the local population; public funds used to support tourism projects are designed to contribute to the development of those tourist activities of strategic interest both nationally and regionally; in support of joint projects, priority projects will be projects for promotion of regions, tourist areas, tourist parks that allow an improvement of existing tourism resources and have a wider impact; one should promote a brand for each region that summarizes the peculiarity of each area; for strategic reasons, it is important to provide corroboration funds to achieve synergies wherever possible, promotion of key projects having priority over the homogeneous promotion throughout the region. Tourism infrastructure must be developed in relation to those matters of great importance, representing the key for creating equal opportunities to enjoy a standard of living and development; consensus regarding development objectives is a prerequisite for successful tourism development (Virgil Nicula, et al, 2013).

2. 2. The Impacts of Tourism

There are numerous books on what might loosely be called the tourism “system” the nature and structure of actors and their relationships in tourism. This section provides a brief description of that system. One of the key features of tourism is the diversity in attractions, destinations, and business characteristics. Given this diversity, the following is inevitably a simplified overview. At the core, and the focus of this report, are attractions, in this case cultural and natural heritage attractions. These attractions can be grouped as Features within the natural environment.

- Man-made buildings, structures and sites that were designed for a purpose other than attracting visitors, such as religious worship, but which now attract substantial numbers of visitors who use them as leisure amenities.

- Man-made buildings, structures, and sites that are designed to attract visitors and are purpose-built to accommodate their needs, such as theme parks.

- Special events. Destinations often contain more than one attraction, though major attractions (such as the Egyptian pyramids) can be either the sole or the leading attraction at a destination. Within a destination, there are various tourism facilities, such as hotels and restaurants. To some degree, these facilities depend on the attractions, but the difference between the two can be blurred, as some facilities (such as famous hotels) are themselves attractions. Attractions can be classified using various typologies, such as ownership (e.g., public or private) and whether they are primary or secondary in terms of visitor decisions to visit a destination. Tourism’s impacts are often grouped into economic, environmental, social, and cultural; these categories are somewhat arbitrary and overlapping, and the latter two often are combined into one. Listing of these impacts is provided in numerous tourism reports, books, and articles. The focus in this section is to briefly note common socio-cultural impacts and to stress some general concepts.

2. 3. Potential positive impacts include

- building community pride;
- enhancing the sense of identity of a community or region;
- promoting intercultural/international understanding;
- encouraging revival or maintenance of traditional crafts;
- enhancing external support for minority groups and preservation of their culture;

- broadening community horizons;
- providing funding for site preservation and management; and
- enhancing local and external appreciation and support for cultural heritage.

2. 4. Potential negative impacts include:

- commodification and cheapening of culture and traditions;
- alienation and loss of cultural identity;
- undermining of local traditions and ways of life;
- displacement of traditional residents;
- increased division between those who do and do not benefit from tourism;
- conflict over (and at times loss of) land rights and access to resources (including the attractions themselves);
- damage to attractions and facilities;
- loss of authenticity and historical accuracy in interpretation; and
- selectivity in which heritage attractions are developed.

2. 5. Tourist places of the city Qhorveh (Qorveh)

Qhorveh city with an area of approximately 2,000 square kilometers, equivalent to half Area allocated to Kurdistan. The city is located in the southeastern province of Kurdistan and north of the city of Bijar, Kermanshah province in the south, the province of the East and the West in the city of Sanandaj is limited. The city has 127 villages are inhabited. Passion River is the city's important river. City Qhorveh is center city within 93 km southeast of Sanandaj and is located on the route Hamedan-Sanandaj . The most important tourist attractions of the city Qorveh include: 1- Lake of Sarab. 2- Mineral water baba gorgor. 3- Historic Bath ghaslan. 4- Mount of sheida. 5- Historic Bridge of farhad abad. The location of the city Qhorveh on the map as follows:



Figure 1. Qhorveh city in Kurdistan and Iran.



Figure 2. Qhorveh city, location map, Kordestān, Iran).

3. METHODOLOGY

In this study, after determining the desired objectives and hypotheses, and preliminary studies on the topic, documentary and library research phase began. At this point, referring to library resources and databases, taking notes and gathering information took place. In order to conduct field studies, the questions and questionnaires, questionnaires were collected from hand sample. The population of the county is the study are university professors and administrators. The simple random sampling method Cochran identified 80 patients for which a questionnaire was sent out. The main purpose of this study is to investigate the work values of tourism. In addition it has been tried to determine whether there is a significant differences between investment in the tourism sector and some affects. In order to accomplish these purposes, a study has been conducted on tourism with using questionnaire technique in 2014. A total of 80 questionnaires were distributed and 75 valid questionnaires (93%) were analyzed in this study.

3. 1. Research hypothesis

Hypothesis I: the investment in the tourism sector and create new employment opportunities, there is a significant relationship.

Hypothesis II: the credibility of the investment in the tourism sector and government's attract Budget there is a significant relationship.

Hypothesis III: International tourism investment and promotion of culture, there was a significant relationship.

4. FINDINGS

Table 1. The first hypothesis (the relationship between investments in tourism and new employment opportunities).

Independent variable	R	R-SQURE	Beta	Std. error	t-test	Sig
New employment opportunities	0/471	0/222	0/471	4.310	4.558	/0000

Table 1 relationship between investments and new opportunities for employment in the tourism sector to consider. Because the significance level table is less than 0/05 the, so we can conclude that the first hypothesis is confirmed. The correlation coefficient of 0/471, which indicates a significant positive correlation between the variables of the first hypothesis.

Table 2. Second hypothesis (the relationship between investment the tourism sector and attract Budget).

Independent variable	R	R-SQURE	Beta	Std. error	t-test	Sig
Attract Budget	0/448	0/200	0/448	3.927	4.277	/0000

Table 2 relationship between investments and Attract Budgetin the tourism sector to consider. Because the significance level table is less than 0/05 the, so we can conclude that the second hypothesis is confirmed. The correlation coefficient of 0/448, which indicates a significant positive correlation between the variables of the second hypothesis.

Table 3. The third hypothesis (the relationship between investments in tourism and promoting cultural level).

Independent variable	R	R-SQURE	Beta	Std. error	t-test	Sig
Levels of Culture	0/441	0/194	0/440	0/194	1.517	/0000

Table 3 relationship between investments and Levels of Culture in the tourism sector to consider. Because the significance level table is less than 0/05 the, so we can conclude that the third hypothesis confirmed. The correlation coefficient of 0/441, which indicates a significant positive correlation between the variables of the third hypothesis.

5. CONCLUSIONS

Tourism as one of the most lucrative industries in the world can play an important role in ensuring the country's economic growth. The development of tourism in all areas of interest to both public and private planners located. Especially in times of crisis many stakeholders doubt the stability of tourism's contribution to GDP, but we can say that it is crucial to look at the macroeconomic aggregates, and the way its constituents interact, to understand tourism resilience. In this study, three different measures of investment in the tourism sector have been evaluated. Indicators include the new opportunities for employment, the finance (as financial indicators) and the promotion of culture and society (as a non-financial indicators). Using statistical analysis, it was found that the investment in the tourism sector with three parameters defined in this study The relationship is positive and significant. And also because the correlation coefficient in the first hypothesis More than other assumptions, so it can be concluded that investments in tourism sector Employment in the sector more effective.

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