

Role of Tourism in Growth and Urban Economic Development

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Abstract

This research examines the role of the tourism industry as a consumer industry in terms of economic development and employment in a city. Since many tourism services cannot be made using technology, the human resources employment in this industry is abundant.

Given the infrastructure, services and attractions needed by tourists in these population centers as one of the most important destinations that influenced the trends of tourism in the world over the past decades, they are very important in economics, development, planning, job creation (direct, indirect, voluntary Urban and social motivation have caused them. The development of tourism industry in different places provides opportunities for permanent, seasonal and part-time employment for highly skilled human resources and reduces unemployment. For the same reasons, many cities in the world have taken steps to improve the situation of this industry.

Keywords: urban tourism, job creation, economic development, tourism industry

1- Discussion

1-1 Introduction

The development of the tourism industry, especially for developing countries, is faced with many problems, such as high unemployment, limited resource availability, and the lack of a single-product economy. The economy of Iran has a strong impact on oil revenues, with its macroeconomic fluctuations over time as the global oil price rises.

The process that governs variables such as gross domestic product, gross investment, per capita income, etc. in the last three decades of the Iranian economy clearly illustrates this issue. Therefore, the development of the tourism industry is of great importance for the purpose of enriching the sources of economic growth

and currency earnings, as well as creating new occupational opportunities in the country; Because Iran, according to the World Tourism Organization, is ranked fifth in the world for its natural attractions, due to historic attractions. Having such a position can have a high socio-economic value, and it has a huge potential for tourism and international tourism. Therefore, the fields of tourism development should be provided as an economic, political and legal strategy (Mirzai, 2009).

This study examines the impact of urban tourism on job creation and seeks to find out if the development of the urban tourism industry as a thriving part of the tourism industry can affect job creation in the cities that are associated with this industry?

2-Tourism

The World Tourism Organization describes the tourist as follows: a tourist who has been traveling for at least one night, 24 hours or less, to a country other than his own home or ordinary residence, whose purpose is not to work and earn an income. One travels for the sake of having fun, spending the holidays, visiting friends and relatives, treating and pilgrimage (Gay, 1997).

2.1 Urban Tourism Tourism is the largest movement of people during peacetime (Greenwood, 1972) and today presents it as a

challenging cultural and social phenomenon. After World War II, the growth of the tourism industry and its development by the international financial institutions were known as a rapid economic development and unprecedented change (Aspostolopoulos 1996: 1). One of the most important destinations that influenced world tourism trends in recent decades is urban centers. The growth of short trips has made these destinations one of the main tourist centers. As shown in Fig. 1, this problem is understandable in reducing the average length of austerity in most of the world's destinations.

Leisure time available to consumers		0/25	0/75	1/5	0/3	
	A few hours	Urban area	Entertainment centralized area			
	One Day					
	Weekend	Rural Vacation Resorts				
	A few days	Wide entertainment area				
	Long Vacations					

Shaww and Williams 2004

Figure 1: National and International Tourist Resorts

In the past decades, tourism has contributed a lot to the economy, development, planning, and urban employment and social development, and for this reason, many cities in the world have made progress in improving the situation of this industry. Although urban tourism is a relatively new subject of tourism, the history of which has flourished in scientific circles until the 1980s, the urban market has suddenly grown since mid-decade. This market growth has taken place in other sectors of tourism and has entered the tourism literature with the Astoria theory since the early 90's, and tourism as a fourth activity of man has affected cities as tourist favorite areas. Accordingly, many cities in the world have been advancing and improving the conditions of the industry, for example, from the cities of Barcelona in Spain and Berlin in Germany, where the number of tourists in these cities has

increased dramatically over the past decades (Bell, Albalate2008,).

Today, urban tourism is considered as one of the most important factors in the economic, social and financial development of the city. Each city has a special role in terms of its home and its places of deployment. This characterizes the kind of relationship that the city has with its surroundings. This activity is tangible at the three levels: the role that the city can play on a local, national and international scale (the role of capitals and mother of major economic cities), the role played by the city on a regional scale, and finally the role or The activity of the city is followed by respondents to their own needs, i.e. the role of services in the city (Farid, 1991). The main advantages of the tourism industry for an area or a country are economic. Travel provides opportunities to create jobs and increase income at a local, municipal, national and even international level. It is a tourist to a city or

a country, income in that area is beneficial to other sectors of the economy as well.

2-2 - The attractions of the city and its various types

The attractions of tourism can be divided into different ways. These developments are the result of the views of many people, each of whom, according to their own point of view, has classified the attraction of tourism. Gan believes

that all elements of the tourism system are divided into supply and demand groups, which include domestic and international markets and local people who use attractions, facilities and services, including attractions and activities, residential facilities and other facilities and tourism services (Gun, 2002, 15) (Table 1).

Demand factors	Supply factors
International tourism markets	Attractions & Activities
Domestic tourism markets	Residences
Domestic tourism markets	Other facilities and tourist services
Use of local residents from attractions, facilities and tourist services	Other transportation infrastructure and organizational elements

Source (Zargham, 2002) Table 1: The system of supply and demand for tourism from the point of view

Urban areas are usually considered to be the most important tourist destinations because they have many historical and cultural attractions. Cities have diverse attractions such as museums, tombs and monuments, theaters and sports stadiums, parks, town hall, shopping malls and pilgrimage sites, which attracts many tourists (Haman). Since leisure was important for urban

livelihood, the number of urban tourists was increasing. Urban tourism became an important issue in urban development.

There are various attractions in the cities, including museums, theaters, stadiums and sports facilities, spaces and amusement areas, facilities in the hospitality area (restaurants, hotels, etc.), shopping malls and markets one of the important parameters for the formation of urban tourism.

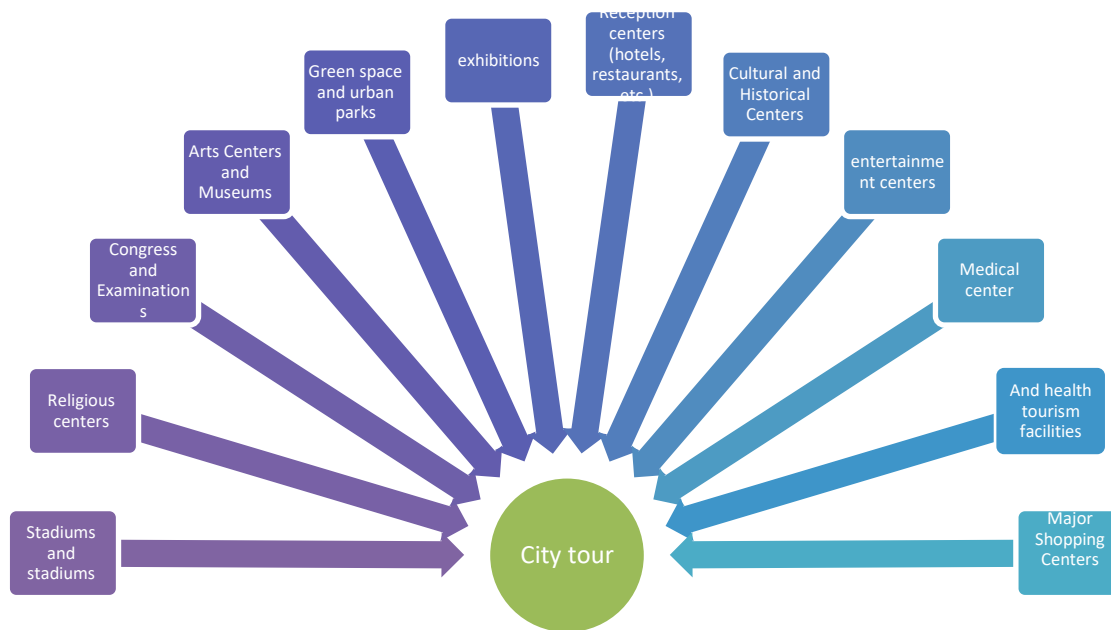


Figure (3) urban tourism elements

In the World Tourism Organization, people traveling, according to their purpose, are divided into three groups: (1) for the purpose of recreation and holidays; 2) trade, commerce and the pursuit of professional activities 3) In order to visit friends and relatives or to treat or perform religious ceremonies (Y Gi, 1997). In the tourism industry, recreational trips are offered to specialist holidaymakers who usually go to special places to go to their most important places in the city. Unlike travel excursions, business trips are organized in economic centers. Religious travel attracts a large part of the population. The great European churches, large mosques in Muslim cities, and especially the city of Mecca, are among the religious places that are considered by many religious travelers (Haman).

In Iran, the religious cities of Mashhad and Qom also attract a high percentage of travelers every year. Based on statistics provided by the Cultural Heritage, Handicrafts and Tourism Organization of Khorasan Razavi province, the number of pilgrims and tourists in the metropolitan area of Mashhad in 2006 was about 15 million.

2-3. Economic effects of the tourism industry on cities

Evaluating the economic effects of the tourism industry will provide the necessary information for the forming of tourism development policies. These policies determine the entire structure of a country to achieve the most appropriate type of production in tourism. In any case, because of the definite problems due to the relative error in the statistics of tourism, it is difficult to determine the economic effects of this industry precisely.

Despite all these issues, examining the economic effects of tourism in the global economic analysis is vital. Tourism is the most useful industrial sector in the world, accounting for about 13% of gross national product. This industry is a sector that employs some 100 million employees - the most human-made. Tourism affects a number of economic activities, including: employment, human resources, development, and international trade and beyond.(Farzin, 2007)

Tourism, as an industrial enterprise that leads to comprehensive development, is the third largest after the oil and petrochemical industry (Azizi, 2006). In fact, by investing in attracting tourists, it is possible to invest capital and currency, and on the other hand, by creating employment, another

step towards the development of the regions, so that with one-day stay of each tourist in a region, five direct job opportunities are created (Misapur, 2006).

Tourism affects all sectors of the economy of a given country and affects all of these areas. The economic effects of tourism are all the effects that affect economic factors. Tourism, through its impact on major economic components such as income, employment, price levels, supply and demand, and financial and financial balance of the community. In this regard, "Tourism is the largest producer of gross domestic product and labor, and it boosts many countries and regions." (22: Jeffries 2001) Tourism increases revenue and revenue for a city or region. This will be done at the expense of a traveler during his stay in the host country. This economic flow is called "invisible exports".

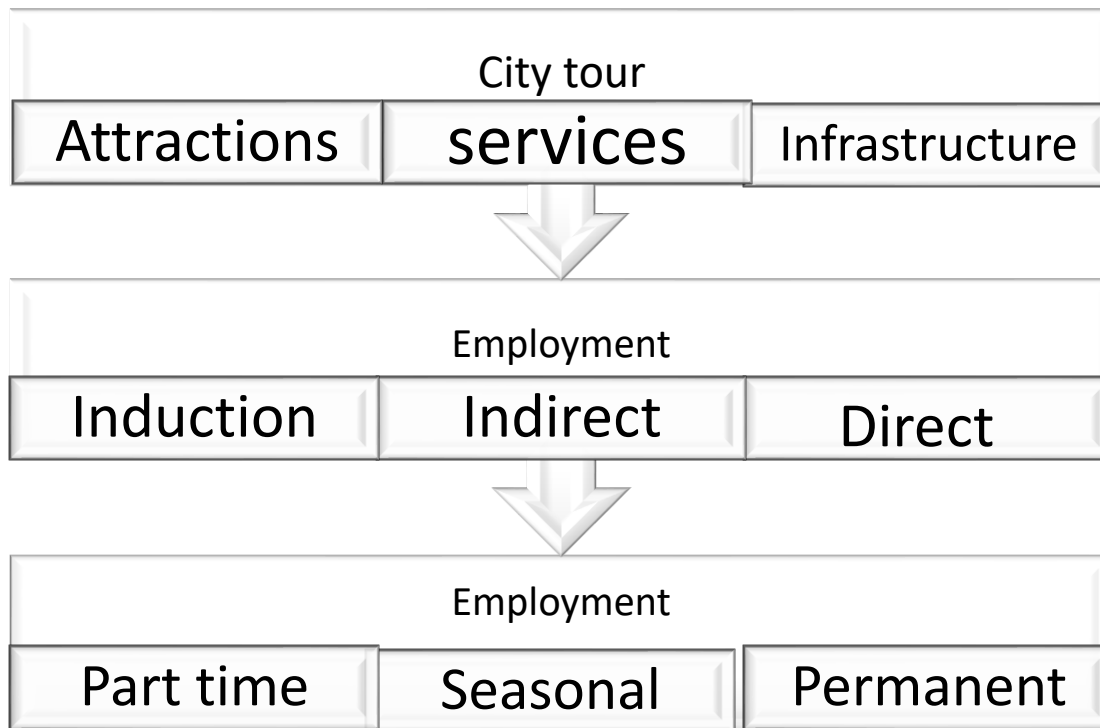
3. Employment

Regarding employment, several definitions have been proposed from various perspectives

(social, political, economic, and management), but all refer to the concept of "employing specialist labor in specialized professions and adapting the conditions of specialists with specialized posts for the needs of social organizations".

1-3. Employment and Travel

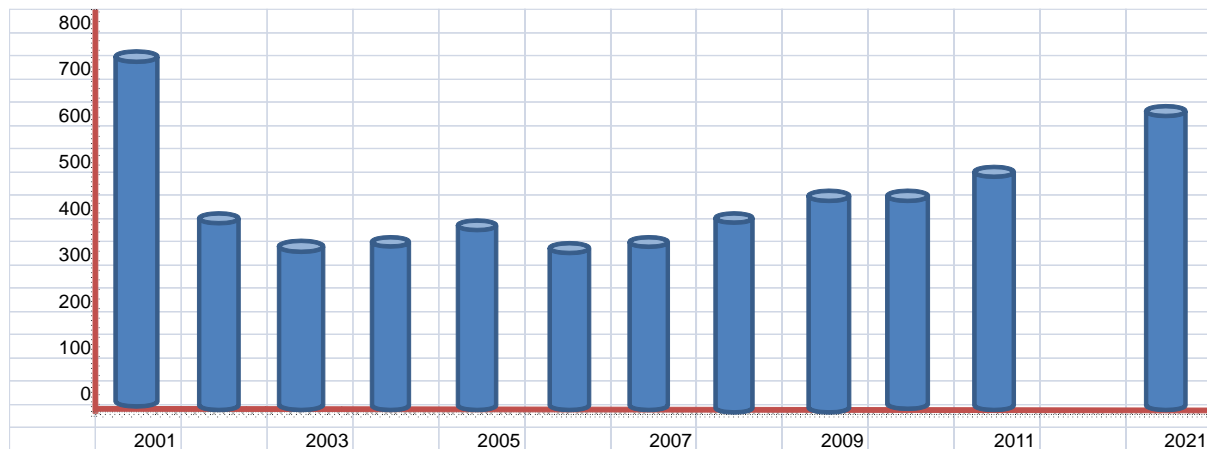
Tourism is a consumer industry. Since many tourism services cannot be made using technology, human resource employment in this industry is abundant. Therefore, the development of tourism in different places provides for the creation of permanent, seasonal and part-time employment for manpower with specialist and moderate education and reduces the unemployment rate. In addition to direct employment in tourism, other activities related to tourism, such as construction works, repairs, car rentals, handicrafts and the like, are provided to indigenous people. Employment is calculated by its type, which includes types As follows:



Direct employment: People working in tourism-related institutions, such as hotels, restaurants, tourist stores and travel agencies.

Indirect employment: Jobs created in the supply sector, such as transportation, agriculture and crafts.

Inductive employment: Individuals who are sponsored by spending on direct and indirect income earners.



Source: WorldTravel & Tourism Council 2011
 Chart (1) the number of jobs created in Iran by the tourism industry during the years 2001 to 2021 (thousand).

3-2-Tourism and Employment

Research suggests that the tourism sector generates more employment than other sectors for each dollar earned. For this reason, many policymakers consider tourism development to be a desirable policy to reduce unemployment in areas where there are few job opportunities in other sectors of the economy. These regions, of course, may also have high incomes that occur when the industrial structure of a region has a high added value but also has high unemployment rates, and as a result of the distribution of unequal income and in a small number of jobs. (Musa'i, 2011).

Tourism will generate many jobs in the community. Over time, the diversity of relevant branches and tourism workers is also increasing, and today's travel has attracted a wide range of different occupations.

In other words, the industry has almost 2/6 of the indirect labor opportunity in other sectors for a direct job opportunity. In 1998, tourism industry in Thailand has managed to provide 640000 direct em The existence of such a coefficient is reasonable given the link between the tourism industry and other sectors, and it can be expected that by increasing the link between this sector and other sectors, the employment rate will also increase employment opportunities and one million indirect jobs (Zahedi, 2000). The existence of such a coefficient is reasonable given the link between the tourism industry and other sectors, and it can be expected that by

Increasing the link between this sector and other sectors, the employment rate will also increase.

Tourism has a significant role in creating job opportunities and reducing unemployment, correcting employment patterns and building sustainable employment opportunities. Fifteen percent of global jobs are devoted to tourism. In other words, from every 15 job opportunities, 2.5 / 2 belongs to the global tourism sector (Surbruk, 1999). (Study article)

In another study, the impact of tourism attraction in Semnan province was studied, in the fourth program, economic and social development of incomes from tourism entry to the province was predicted to be 123296 million Rials, which if the program succeeds, it will be possible to create 948 direct jobs in the province and cover 24.66percent of the population in the country if it can be programmed Proper management and management of related organizations in the province's tourism sector and the provision of appropriate infrastructure, services and amenities will attract 12 million tourists from the 2.7% route throughout the year. The unemployment problem will be eliminated in the country (Cairo, 2007). David and Marcquiller (2008) also found that job creation and income generation are important elements that allow for a better understanding of the job and revenue generated by the travel and tourism sector.

4. Economics

Economically, tourism, and especially international tourism, makes the most of it. Foreign exchange earnings from international tourism are higher than oil products, automotive and communications equipment. Tourism has also played an important role in encouraging investment in infrastructure, generating revenue

for government, and direct, indirect, and inductive employment throughout the world. Tourism is one of the most important activities of the contemporary world.

According to the World Tourism Organization, the number of tourists grew by 4.3 percent annually, reaching 1.6 billion by 2020. At the same time, tourist spending around the world grows 6.7% every year to \$ 2 trillion (World Tourism Organization). The awareness of societies that tourism provides a very appropriate and significant source of foreign exchange income to a country's economy has led tourism to become very broadly conceptualized in various economic, social and cultural dimensions.

The tourism industry can have a significant impact on employment growth, revenues from residential locations and government revenues. Tourism therefore has a direct and indirect effect on economic growth. So far, the tourism industry has generated more than 100 million direct job opportunities and has been the basis for dramatic socio-economic developments around the world.

4-1-Tourism and Economics

The pioneers of tourism industry studies in 1998 emphasized the potential and the role of this industry in promoting economic growth, creating jobs and raising revenue. Studies show that cultural-historical tourists tend to have high incomes and spending more money in their leisure than other types of tourists. In the early 1990s, a survey by the Museum Association found that almost 80% of museums had a kind of retail space, and this figure was likely to increase in recent years (Timothy, 2005).

On the other hand, we can mention the great impact of tourism on economic development, Tourism, while creating diverse activities in the community, has caused more mobility in the rest of the economy and can also have a constructive effect on the currency balance. Also, transportation, food, fuel and energy sectors, handicrafts, construction and, consequently, tourism activities are booming. The economic productive effects of tourism can be: creation of wages, income generation, taxation of diverse tourism activities and development of public facilities, preservation of ancient works and natural attractions as sources of economic

income, development of handicrafts and the avoidance of their forgetting.

On the other hand, attention to the negative aspects of economic development, such as paying attention to tourism costs and payments, creating false employment in the community, the effects of tourism activities on land, inflation, etc. are also included. Many researches have shown that shopping is almost the most common tourist activity in all destinations of tourism. Commercial shopping centers (including shops selling food and beverages, handicrafts and children's toys, etc.) in parks and other tourist sites are important for shopping in the tourism industry.

In many cases, the income of retail outlets exceeds the rental rates for tourist sites, and even some tourist sites diversify their products, including t-shirts and hats, souvenirs, ornaments, dried animals, toys, Postcards, books and memorabilia (Timothy, 2005).

4-2 - Tourism and Income

Visitor spending not only affects job performance and wages, but also generates revenue for the public and private sector, which earns through the following: (which is also a positive tourist and developmental asset). Because tourism companies, like other local businesses, pay taxes to the government, so with the development of tourism, tax revenue also increases. Getting fee for using public facilities (toilets, parking lots) increases the total revenue from tourism. Receiving domestic taxes or other forms of tourism tax will increase tourism income (Effect = coefficient of multiplication).

These additional funds, in most cases, can be used to preserve historical buildings and create facilities, as well as to development and advertising activities. Nevertheless, the size and variety of the local economy of an area determines the real value of tourism for that region.

4-3 Marketing Tourism

Growth and expansion of cities have an important role in the development of markets and tourism. The number of visitors to urban destinations has increased and today, urban managers are in competition to expand the tourism market. The marketing and definition of the market for urban tourism is one of the new issues in the tourism industry and urban management.

For over a hundred years, the economy has become a well-defined member of the social

sciences. The current growth of tourism comes from three social changes:

- 1- Development of transportation infrastructure
- 2- Increased net income (capture capability)
3. Improved access to communication technologies

The term "market" refers to all potential customers who have a common need and willingness to do their own business to supply their needs and desires (Cutler, 2006, p. 50)

Tourism marketing is the process of planning and implementing concepts, pricing, advertising and distribution of thought and goods, goods and services, in order to create a platform that meets individual and organizational goals. Urban areas are often considered important tourist destinations due to their historical, cultural and economic attractions. As an important part of the city's economy, the market plays an important role in the tourism industry. It is based on two main approaches: 1. Customer-2-goods. A tourism market in general includes components such as product, price, promotion, physical evidence, planning, and people. The strategic relationship between these components moves from the present to the desired state. Given the specific characteristics of the tourism product, the role of marketing in this industry is of particular importance to other industries and the effective use of tourism marketing tools for a country or an area is essential because marketing can provide potential tourists with information about what the region can be To offer, and encourages them to visit it.

4-4. Tourism structures and economic diversification

In turn, the characteristics of the tourism structure of each place are influenced by the importance, credibility, nature, variety of roles and functions and, in general, its spatial attractions. Nevertheless, the point to consider is the identification of talent, the potential of the tourist sites, so that the optimal investment can be taken to further development of these areas. In many societies, reliance on a single industry has been very problematic, especially when that industry has a declining trend. But the tourism industry is an industry that can overcome the economic downturn.

Although, of course, tourism costs can support goods and services that local residents (host

communities) use less, but it is necessary to establish a proportionate balance between them.

Ultimately, tourism development is a topic beyond tourism. Although economic variation is good, but to avoid its negative effects, there is a need for precise planning and management, which does not cost much. In addition, in the development of tourism, for the restoration and diversification of the economy, we need an official agency and a survey (which forms the basis of the market or non-market activities). Economic diversification requires planning and management to avoid its negative effects, which will cost a lot (operating costs, consultancy costs). These costs should be recovered when tourists visit the localities and use their pools in shops, attractions and other services. The economic effects of tourism have different factors, each of which is important at different levels of activity, which must be identified in each order of these factors.

4. Economic Impacts of Tourism Development

In many countries of the world, tourism has become one of the key sectors for economic development and development. Of course, the magnitude of the impact of development on the government and on the coordination of them is directly related. The economic effects of tourism are multiple. Its most important work is to create and earn money. The results of numerous studies confirm that tourism leads to a reduction in unemployment and income (Zahedi, 2006: 40).

Tourism as one of the sources of income and employment at the national level can be an approach to economic development in the national realm. Trading, especially when the profits of other sectors of the economy are declining, is an appropriate alternative for them and a strategy for development.

Based on this, the main reason for the development of tourism is to overcome the low level of income and provide new job opportunities and social transformations in the local community, and can provide hope for poverty reduction, especially in regions that have somehow undergone a recession. Tourism development themes are as follows:

- 1) As with any export activity, it creates a source of income and employment.
- 2) Creates a chain of total economic and service activities and acts as a leverage for a large number of economic activities.

- 3) From natural landscapes without changing their nature or changing their raw material. Or transports them to other areas.
- 4) Demands for traditional industries and arts and activities that require more workforce.
- 5) As much as attracting tourists from outside the national economy, it extrinsic costs into the region and increases the multiplying factor (Moein Fard, 2008).

Although the situation is different in different parts of the world, tourism has always been a factor in economic progress. This industry can lead to economic and social changes. Tourism influences the national economy, through its impact on national income, employment, changes in prices and national trade, (Zahedi, 2006: 66). The extent of this impact depends on the type of investment and industry in the national economy. For example, if its development is through investing and foreign, the profits from this capital will consist of paying foreign workers' fees for significant non-residual currency in the country, which will go down to each other (Table 2).

Countries and societies have increasingly recognized the fact that in order to improve their economic situation, they have to take initiatives and seek new ways.

Positive aspects	Negative aspects
<ul style="list-style-type: none"> -Increase in foreign exchange earnings -Create Job Opportunities -Mobility of capital -Attracting foreign capital -Improvement and development of infrastructure -Balance of international payments -Non-oil export development -Use existing local capabilities regional expansion 	<ul style="list-style-type: none"> -Inflation, general price increase -Seasonal jobs and jobs -Rising land prices -Development of service sector and manufacturing research - Reducing public services - Unbalanced development of the region Dependence on foreign countries

Table 2: Economic Impact of Tourism

Conclusion

Urban expansion The focus on leisure and urban tourism has increased the tendency to create amusement spaces and urban attractions, and developed governments and local governments and urban management by investing in their urban attractions. Therefore, urban attractions grew and people were attracted to it. Creating employment and income and increasing the income of cities from tourism brought competition between cities to increase the attractiveness and attraction and attract more tourists. The increasing expansion of the population in the world's cities has been the cause of the complexity of urban issues, so that city management now needs to learn, analyze and consider the issues of the city. Urban travels are the main destinations for tourism and tourism in our country. Tourism includes all the infrastructures, attractions, services and features that are being provided on a daily basis, rather than what the traveler will provide, but the most prominent type of tourism is its urban model, due to the special position of the city, in many successful countries in this industry, the city, is the base of the of tourism development. Creation and development of suitable urban spaces, restoration of historical and cultural spheres of society, are the effects of urban tourism development. To this end, many cities have sought to take advantage of their city's specific features and amenities and use it to attract urban tourists. The creation of urban spaces based on new activities focused on the development of tourism activities and the creation of more attractions for the survival of passengers, along with the development of work cores and activities, with the goal of improving the harmony of urban mobility in the entire urban area, and the creation of a multi-disciplinary system reflects the theoretical and practical experiences and lessons learned from the clans. Cities and towns around the world can be learned and practiced. Creation and development of modern residential centers, recreational and recreational areas, large shopping malls, museums and cultural and artistic centers, especially native culture with the aim of creating jobs and creating tourism

development, will facilitate the rationalization of the inhabitants of the city and urban tourists. Therefore, considering the extent of urban management to track the tourist attractions, it can now play an effective role in the urbanization of the world as a tourist attraction and have a significant impact on the economy of these cities.

Solutions

- Adopting macro policies to improve the productivity of the tourism industry in the city.
- All-inclusive government support for tourism-related organizations from private investors in the field of tourism in the city.
- Creating convenient amenities and one-day tours when the tourist's peak is to the cultural-historical complexes and natural attractions of the city and surrounding cities.
- More Interactions between municipalities and the cultural heritage organization of tourism and to develop new attractions of Urban Tourism.
- The importance of the existing tourism potential and capabilities of cities in the development of urban development plans.
- Development of services and infrastructure necessary for the development of tourism in accordance with the principles of sustainable urban development.
- Long-term financial feasibility for investment in infrastructure for urban tourism development.
- Development and reinforcement of urban tourism development strategies.
- Designing specialized tourist sites and creating a database of city-specific attractions.
- Introducing urban tourism attractions at the national, regional and international levels through modern advertising and brochures, as well as informing tourists about the tourist attractions of cities.
- Creation of seasonal camps for the establishment of tourist destinations in order to prevent the dispersal of tourists in the nature, such as the establishment of tourist parks in cities;
- Examining the feasibility of proposals for designs and compatibility of designs with each other in high-level cities in cities.
- Organizing local and regional markets of cities to sell the products of residents of the

urban area as an economic and cultural opportunity suitable for introducing tourists;
 - The process of participation and participation of the executives, stakeholders and stakeholders in the city.
 - Holding of festivals about city and city production capacities in different seasons

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