

Comparison of Iran and Turkey Tourism Industry from 2010 To 2019

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Abstract

Today, the tourism industry has brought many economic and social changes in different countries of the world, and its economic importance compared to other industries has attracted the attention of many researchers and political and economic decision makers. The tourism industry in Iran, despite the historical background, high natural and cultural attractions in the region, compared to many countries, including Turkey, which is in the neighborhood of Iran, is not up to its name. In this research, the author tried to study the comparative tourism between Iran and Turkey by using the descriptive-analytical method, and by asking the question, what was the reason for the success of Turkey in the tourism industry compared to Iran? It seems that Turkey's success compared to Iran in the tourism industry is due to long-term planning, media attention and modern infrastructure, strengthening the private sector and removing social and cultural barriers, rather than natural attractions. The results of this research show that, firstly, the attention of the Turkish media in advertising and attracting tourism has a more defensible performance compared to Iranian media, and secondly, the opportunities and natural and cultural attractions of Iran with long-term planning and extensive and targeted advertising. Reducing the government's responsibility and using effective human resources can become an emerging power in the tourism industry in the future. Thirdly, Turkey can be a recreational tourism destination and Iran can be a cultural tourism destination with many potentials.

Keywords: tourism, industry, Iran, Turkey

1. INTRODUCTION

Today, many advances have been made in all different fields of science [1-4]. The ever-increasing growth of the tourism industry in the world and the large income of the investing countries in this field have made the policymakers of the countries with potential in this field consider this industry attractive and do their best to get a larger share of this growing market. Tourism, as one of the largest economic fields in the world, is the driver of development (invisible exports) and, along with job creation and distribution of wealth, brings prosperity and success to all parts of the world. According to the report of the World Travel and Tourism Council (2019). In 2018, this sector accounted for 4.10% of the world's GDP and 319 million jobs, or in other words,

10% of total global employment. In the same year, leisure travel accounted for a major part of the tourism market, namely 78 have formed 5.5% of the total trips and on the other hand, only 5.21% of this market was the share of business trips. In general, the tourism sector is 5.6% of the total global exports and 2.27% it has acquired services from the global market. In the meantime, domestic tourism, which accounted for 2.71% of the total tourism expenditure in 2018 and experienced the strongest growth in developing countries, offers countless opportunities due to comprehensive development and It has brought regional economic benefits and the creation of national pride and pride to tourism destinations, although different governments and economies do not benefit equally from the foreign exchange earnings of the tourism industry. And even the countries that have a relatively similar situation in terms of many features such as size, land, location, population and historical history, the extent of their use of this sector is very different. This research compared the tourism industry of Iran and Turkey during the year's 2010 to 2019 using descriptive-analytical method to study the comparative tourism between Iran and Turkey and raised the question of what are the weak points of Iran's tourism industry compared to Turkey's tourism industry. And what has been the reason for the success of Turkey in the tourism industry compared to Iran, and what solutions can be provided to solve these weaknesses? In response to this hypothesis, it seems that the success of Turkey compared to Iran in the tourism industry is due to long-term planning. The attention of the media and modern infrastructure, the strengthening of the private sector is to remove social and cultural barriers rather than natural attractions. Accurate knowledge of this industry and providing a solution for its growth and development is one of our most important issues in this research.

2. THE THEORETICAL FRAMEWORK OF RESEARCH

In order to investigate and better understand the phenomena and developments, it is necessary to use appropriate theoretical foundations that help to analyze the issues raised in this field. The study field of tourism is based on a set of concepts that theoretical developments has experienced diversity. It is important to pay attention to the appropriate theoretical framework, especially the comparative study in tourism, because this method has a comparative approach. Comparative study focuses on comparative concepts, rules, procedures and norms and statistics. In this method, the two components of agreement and difference are used for comparison to understand similarities and differences. The ruling argument of the agreement method is that the common and common cases that are common in the formation and creation of a phenomenon will be the cause of that phenomenon under investigation. In the difference approach, all non-common points will be counted and its strengths and weaknesses will be identified. In other words, the causes of the differences will be identified and then tested in different environments. The reasons for our use and emphasis on this method is that this article seeks to compare the tourism industry of Iran and Turkey from 2010 to 2019.

2.1. Research methodology

The current research method is analytical and descriptive and documentary sources have been used to collect information. Library sources were used for most of the topics of the theoretical part of the research. In the study section of the target countries, statistical documents and reports of various institutions have been used.

2.2. Background research

Amir Azdi et al.(2021)[5] in an article entitled "Comparison of the development of the tourism industry of Iran and Turkey" by comparing the tourism situation and the many advantages of these two countries, they concluded that the growth of this industry can create many economic and social changes. Turkey's vision document emphasizes the sustainable development of tourism, and Iran's vision document considers the protection of cultural heritage as one of the priorities.

Farhang Adib et al.(2018) [6] in an article entitled "Survey of Tourism Industry (Study Sample: Iran and Turkey)" by emphasizing the economic importance of this industry compared to other industries, concluded that Iran has many advantages in the field of tourism. but despite the existing natural attractions and tourism, the economic position of Iran's tourism is not in its real position compared to many countries, including Turkey, which is in the neighborhood of Iran.

Maghsoodi and Arab (2016) [7] in an article entitled "Survey of tourism policy in Islamic countries (Iran, Turkey and Malaysia)" concluded that by using the comparative approach and citing the information of national and international institutions, especially the World Tourism Organization, the delay of the tourism industry in Iran has been investigated and pointed out that Islamic countries have a high potential position and capacity in attracting tourists due to their diverse geographical locations, population dispersion and distribution in all parts of the world, as well as their cultural richness.

Heydari(2013) [8] in a dissertation titled "Comparative study of tourism development policies in Iran and Turkey to the influence of factors such as social relations, appropriate interaction between host and guest society, respect for the culture of the host society, informing about the culture and society of the host society, guest The results show that Turkey, by using the institutionalization of tourism culture, makes its society aware of the economic prosperity of tourism, increases the hospitality capacity of community members, and institutionalizes the necessary training in welcoming tourists. Creating a platform for people's participation in the tourism industry, making the most of the potential of culture to attract tourists by preparing the people of their society and by creating diverse and multilingual tourism websites, television channels and introducing tourism services for the guest community in the dimension of socio-cultural tourism policies. Effective steps have been taken.

Rumiani(2010) [9] in an article entitled "The role of international tourism in the development and consolidation of economic, social and cultural ties in the Islamic world" came to the conclusion that the high capacities of Islamic countries in the tourism sector and its role in integrated and sustainable development on the strengthening of tourism relations between Islamic countries can play an effective and constructive role in consolidating relations and strengthening socio-cultural ties between these countries. The 57 member countries of the Organization of the Islamic Conference, having about one and a half billion people (23% of the world's population), have only 12% of the tourism market.

Soleimani (2007) [10] in an article entitled "Comparative study of tourism industry in Iran and Turkey". With the aim of comparing the tourism industry in Iran and Turkey, this article has compared the state of this industry by listing the capabilities, foreign exchange earnings, the number of incoming tourists, weaknesses, obstacles and other indicators in the two countries. The results of

the research show. Today, the tourism industry has created many economic and social changes in different countries of the world, and for this reason, it has attracted the attention of many researchers. One of the researchers' attention is the economic importance of this industry compared to other industries. The foreign exchange earnings of this industry are competing with the earnings of the world's leading industries such as automobiles and oil. Every country tries to increase its share of tourism revenues

The Ministry of Culture and Tourism of Turkey (2007) [11] in an article entitled "Turkey 2023 Tourism Strategy Document" deals with the local definition of strategy in the existing fields and states that investment in the tourism sector depends on creative ideas and support for sustainable and practical economic projects. In this document, the dominant view is the international view, whose horizons are based on global standards and in sync with the current developments, which introduces the economic and cultural perspective of Turkey in the tourism sector, which is the most prosperous economic unit of Turkey today, until 2023.

3. GEOPOLITICAL POSITION OF IRAN

Iran is an independent country located in Southwest Asia and the Middle East. Iran is connected to the Oman Sea and the Persian Gulf from the south and the Caspian Sea from the north. Shi'ism is the official religion and Persian is the official language of Iran. Iran is the 18th largest country in the world with an area of 195,648 square kilometers. Iran has more than 81 million people. Iran is bordered by Armenia, Azerbaijan and Turkmenistan to the north, Afghanistan and Pakistan to the east, and Iraq and Turkey to the west. It is also directly connected with Russia and Kazakhstan through the Caspian Sea. In terms of climate, Iran is located in the northern dry temperate zone and in the middle latitude of the earth in the southern equatorial zone. At the same time, the geographical location with the distance from the big seas, especially the air currents, has caused the climate of Iran to be dry and barren, but due to its vastness and the presence of various natural effects, such as high altitudes in the north and west, and vast lowlands, such as the central plains inside the plateau. And in addition to that, the proximity of the Mazandaran Sea, the Persian Gulf and the Indian Ocean, each of these horizons create a separate climate, Iran has a different climate and diverse weather. Iran is a high plateau, close to the vast plains of Asia, whose average height is about 1200 meters above sea level. The folds and heights, some of which are more than 4,000 meters high, and the existence of the North and South seas that are far from the central areas, especially the location of the mountains that surround Iran, make this country one of the rare countries in the world. It is known that you can witness all kinds of weather in it.

Iran is a very old country in Southwest Asia with an area of about 1.6 million square kilometers. In terms of climatic conditions, this country is one of the top ten countries in the world, which has a positive effect on the tourism industry of this country. Environmental diversity has made this country four seasons, so that at some times of the year in some cities the weather is cold and winter and at the same time in another region it is hot and summer. The existence of beautiful mountains and numerous rivers and special lakes, vast plains, hot springs, deserts and other such things have distinguished Iran as one of the leading countries in this industry. The World Bank's survey in 2016 regarding the index of receipts from international tourism shows that Iran ranks 95th among 185 countries in the world in earning income from international tourists and ranks 9th among the countries of the Indus region of 1404. Also, in terms of attracting tourists, according to the statistics

of the World Bank in 2017, with 4 million and 867 thousand incoming international tourists, Iran has taken the 55th place among 174 countries and the 7th place among 17 countries with a twenty-year vision.

3.1.The potentials of Iran's tourism industry

The Cultural Heritage Organization of Handicrafts and Tourism is the main guardian of the tourism industry in the country, the main role of the organization is to formulate policies and manage and guide programs. He is also responsible for the executive role and handover of the organization's resources. In the general policies of the Cultural Heritage and Tourism Department of the Supreme Council of Cultural Heritage and Tourism, attention to the cultural, historical and natural heritage of the country is a public duty, and the government, as the responsible authority and policy maker, provides legal preparations for the implementation of this duty in the field of research, preservation, restoration and introduction. In fact, the responsibility of providing continuous values in the cultural heritage of the country at the national and international level for the survival and promotion of the cultural identity of the society and then by raising the level of public culture in the field of tourism by taking advantage of the cultural and media educational capacities of the country is with the cultural heritage organization. 24 places have been registered in the UNESCO list. This list includes 22 cultural heritage works and two natural heritage works. In this section, we mention some of the potentials of Iran's tourism industry.

3.1.1. The antiquity and fame of Iran

With more than 7000 years of civilization and cultural heritage, Iran is one of the first countries with historical civilization. In Iran, there are about 200,000 historical monuments in the country, which shows a very high and significant capacity compared to other countries in the world (Nasiri, 2010) [12].

3.1.2. Attractiveness and ecotourism

Iran is a country of four seasons and has natural landscapes, geographical phenomena, natural hot springs, seas, beaches, lakes, different weather conditions, ski slopes, different ecological forests, mountains, historical and artistic monuments, and natural museums, all of which represent ecology. It is unique to Iran for tourists.

3.1.3. Different religions and sects

Religious diversity in Iran, such as Zoroastrianism, Christianity, Judaism, and Islam, all of which believe in one God, and all of them have temples and holy places in Iran, which can also become incentives for various tourists to enter Iran.

3.1.4. Low travel costs in Iran

Travel costs in Iran are very low compared to other countries. This can be a relative advantage in attracting tourists compared to other competitors

3.1.5. *The artistic and cultural attractiveness of Iran*

The art and culture of countries is the most important in attracting foreign tourists and promoting the tourism industry of that country. The history of Iranian art goes back to thousands of years before Christ. The unique aesthetics of Iranians is visible in the works left from the Achaemenid period. There are also different languages in different parts of Iran. Iranian literature also goes back to thousands of years ago, and due to the preciousness and richness of this language, it was very suitable for poetry. The traditional and old music of Iranians goes back to 1700 years ago. All of these are good opportunities to attract cultural tourists through concerts, music and cultural festivals, etc.

3.1.6. *Security in the tourism industry*

Today, security is considered as the most important and fundamental principle in developing the tourism development strategy in the world. There is a direct and meaningful relationship between inter-tourism, stability, development and security, because the development of tourism infrastructure is largely related to other current and development activities of a region, supporting factors, laws and regulations of information, coordination of related organizations and the development of transportation in affairs. Tourism is dependent and any occurrence of insecurity and use of violence at different levels causes irreparable losses to this industry (Sadeghi, 2014) [13].

3.1.7. *The statistics of the arrival of foreign tourists to Iran*

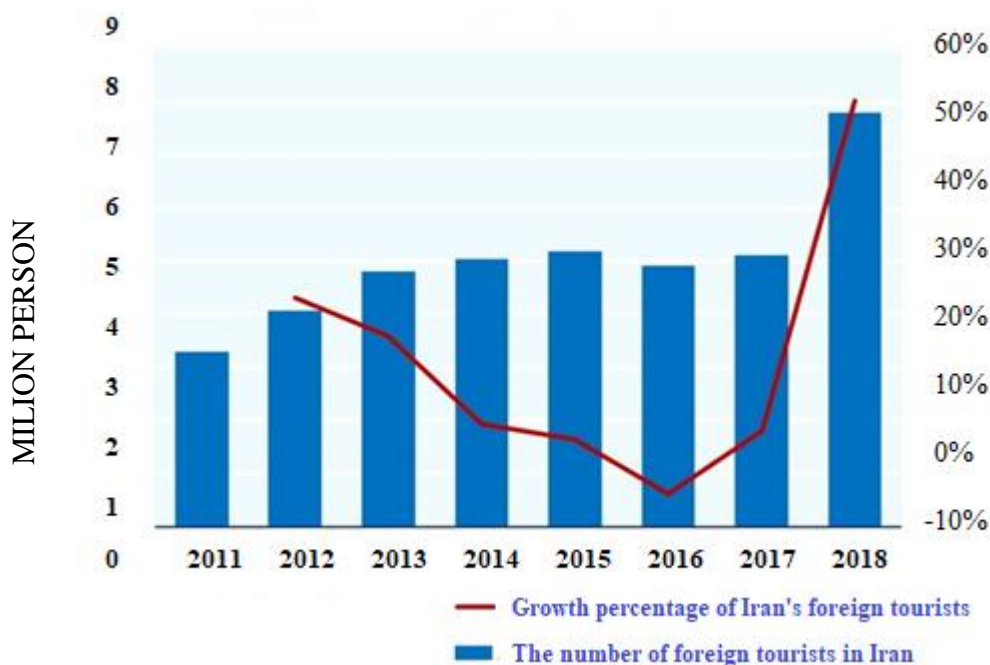


Diagram 1: Statistics of foreign tourists to Iran

4. GEOPOLITICAL POSITION OF TURKEY

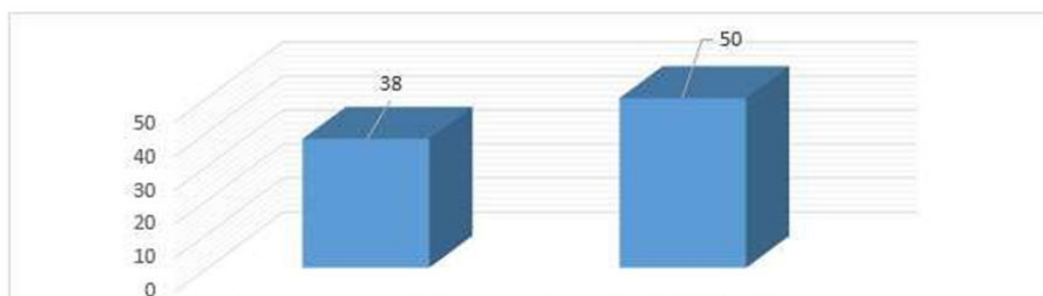
The Republic of Turkey is a country in the Middle East and a part of it is located in Europe. The Ottoman Empire fell apart in World War I and was invaded by Britain and its allies. Mustafa Kemal

Pasha was able to establish the Republic of Turkey and became a member of the United Nations in 1946, and became a member of NATO in 1952 and Turkey became a member of the European Community. This country has 72 million people. 98% of which are Muslims, most of whom are Sunni. The language of the majority of people in Turkey is Turkish, but Kurdish, Arabic and Armenian languages are also used among ethnic groups. In terms of climate, the different regions of Turkey have diverse climates due to the low and high altitude and distance and proximity to the sea.

4.1. Turkish tourism industry

Turkey is one of the most attractive tourist destinations in the Mediterranean and Black Sea region in recent years. The reason for this popularity is the affordable prices and variety of available options for tourists. Turkey has strong cultural tourism and offers a wide range of traditional and local festivals. This country also seeks to improve and promote other types of tourism, including health tourism and golf tourism. It should be kept in mind that in recent years, investment in big Turkish cities such as Istanbul and Izmir has been in full coordination with the goal of developing the tourism industry. The logic of the investments reflects the positive expectations for the increase in the number of domestic and foreign tourists in the near future. In 2018, the growth of Turkey's gross domestic product in terms of the travel and tourism industry of this country was 15%, which is very high and significant.

The direct share of travel and tourism in the gross product Turkey's domestic budget was 34 billion dollars, equivalent to 4.3% of the country's total gross domestic product, and this share is expected to reach 4.5% and 4.7% in 2019 and 2025, respectively. Also, in 2018, the direct share of travel and tourism in employment in Turkey was 532 thousand jobs, which is 1.8% of the total employment in this country, and it is expected that this share will reach 1.9% and 2% in 2019 and 2025, respectively. . But it is necessary to mention that Turkey has not always had this position and has experienced great progress in its tourism industry over the past 40 years. In general, since the 1980s, tourism has been at the center of Turkish government policies in order to achieve export-oriented industrialization (Khairi, 2018)[14].



Increasing foreign tourists to Turkey Increase in Iranian tourists to Turkey
January 2018 compared to January 2017

Fig. 1. Statistics of foreign tourists arriving in Turkey

5. COMPARISON

5.1. Investment of Turkey and Iran in the tourism sector

According to the statistics of the World Tourism Organization in 2016, in terms of investment volume, Turkey, with an investment volume of 17.5 billion dollars, is among the top 10 countries in the world and higher than advanced countries in the tourism industry such as Spain, Italy and Egypt has been placed. So that the global average investment in the tourism sector in the world in 2016 was equal to 4.4 (billion dollars) and this average in Europe was estimated at 2.1 (billion dollars). While Iran's investment in This sector was equal to 3.5 billion dollars and ranked 39th in the world, which is lower than the Middle East average and even countries like Saudi Arabia (28.6) and Pakistan(3.6).

5.2. Tourism economic foreign exchange earnings

Today, the tourism industry has been influential in Turkey's economy in four ways:

A- By taking advantage of the law of reproduction coefficient, it causes the dynamism of other economic sectors.

In Turkey, the tourism industry has caused the dynamism of various economic sectors, including transportation, infrastructure development, and public services, which can be clearly seen considering the appearance of Turkey and comparison with previous years.

B- It increases the speed of money flow and economic prosperity.

In general, tourists carry a large amount of valid currencies such as dollars and euros, and paying for goods and services in foreign currency or converting currency into lira, both will create support for lira, and on the other hand, reduce the inflation rate and link with the global economy. The result of these processes is economic prosperity and increasing the speed of money flow due to the surplus purchases of tourists. The increase in the power of Turkish banks and the creation of large-scale job opportunities in Turkey between 2002 and now are proof of this.

C- It plays an effective role in the process of redistribution of incomes and economic benefits in different regions of a country.

An example of this in Turkey is the employment of Kurdish workers from the eastern and southeastern parts of the country - the less developed part of the country in the European part and touristic coastal cities, and as a result redistribution of income and economic benefits in different regions of Turkey and causes economic leakage to the whole country and in As a result, economic and social justice is established.

D-provides a suitable platform for processing job opportunities.

Turkey receives the largest percentage of its tourists from Europe and North America (the most developed continents), thus, at the level of Turkish society, living standards have increased in all cases, including employment, and it has led to the optimization of business and income fields (Bayslami, 2018) [15].

5.3. Advertising

In recent years, the Turkish Tourism Organization has made the most of the science of advertising in order to introduce its recreational and cultural places, the effective presence of

Turkey in exhibitions and international travel markets, the preparation and distribution of promotional films, tourism manuals, printing brochures in languages Various, photos, slides, posters of tourist attractions, customs, food and clothing, and the use of mass communication tools, websites, satellite advertisements, promotional teasers have been among the reasons for the increase in tourist arrivals. Turkish media have an acceptable track record in the field of advertising to attract tourism and create public culture. One of the reasons for the small number of tourists entering Iran compared to Turkey is the lack of proper advertising in the field of Iran's tourist attractions and the lack of knowledge among tourists about the country's attractions. It has reduced the amount of world tourism. In order to mobilize and correct this issue, it is necessary that mass media, especially video media, play an active role in the field of introducing cultural and social attractions and realities.

5.4.Private agencies

Due to the fact that most of the tourists who come to Turkey are of the recreational type, most of these Turkish agencies are engaged in recreational tourism activities. And a smaller number pay attention to other fields of tourism. Tour agencies provide a set of services, which are either produced by them or sold to travelers through wholesale agencies. A large part of the tourists who enter Turkey are attracted by multinational and transnational agencies and flow towards that country where either Turkish agencies have shares in them, or as explained in the topic of Turkish investment policies, the condition of profitability and The influx of tourists to Turkey is implemented by marketing along the process of foreign investment. Tour agencies, ticket issuing agencies, and other transportation agents, on the one hand, and large and medium-sized hotels, as well as with various attraction departments, are in close coordination. Competition is an important issue among Turkish travel agencies, from small to large and international, in the form of penetration and development in new markets and creating a desire to visit new attractions in Turkey. Fragile and unhealthy competition does not exist as it is customary in Iran (Haiderzadeh Nayini, 2010) [16]. In Iran, the agencies are not properly organized or need to be reformed and reorganized.

5.5.Responding to market needs

One of the important principles of planning to attract tourists is the level of familiarity with the target market, identifying the motivations, tastes and interests of people who want to travel and travel in other countries. Undoubtedly, there are different groups and people among tourists, each of whom has different tastes and interests and different motivations for traveling. Turkey has the highest rate of attraction in this part of its tourism due to its natural attractions including: wide, diverse landscapes covered with forests, rivers, mountains and beaches. At least 50% of people who are looking for natural scenery can find what they are traveling for in Turkey. Iran, on the other hand, has a very high cultural and historical heritage capacity, which can be a winning card for Iran compared to Turkey's entertainment-based tourism. But the lack of an efficient and suitable mechanism to identify these world travelers and inform them about their tastes has caused us to lose a large amount of tourists entering the country every year.

5.6. Identifying and striving to improve the capacity of different departments

Turkey is one of the countries that has defined various missions for official and non-toxic institutions to strengthen the tourism industry and has avoided parallel work in this field. The tourism investment budget of the Ministry of Culture and Tourism was 30 million euros. The proposed tourism investment budget for 2009 was 40 million dollars. In addition to the plans of the Ministry of Culture and Tourism in this field, the construction of tourist roads by the General Directorate of Highways, the construction of small boat harbors and coastal promenades by the General Directorate of Ports and Shipping and construction of airports and meteorological stations are designed by the General Directorate of Aviation. Other government ministries and institutions also invest in tourism-related projects from their budgets. Performance evaluation in the tourism sector is done through the General Directorate of Investment and Facilities. While one of the most important weaknesses in Iran's tourism system is the lack of transparent and up-to-date information. It is one of the needs and possibilities that take away the permission of the managers and activists of this sector for targeted planning and confuses and finally rejects the investor.

5.7. Designing a pathology system and solving obstacles and problems

One of the actions of the Turkish government in the expansion of the tourism industry has been to compile a vision document and provide appropriate solutions. In this document, the goals of Turkey's 2023 tourism strategy, the main identified problems are examined and alternative solutions are categorized in the form of goals until 2023 in 14 general paragraphs. This is while Iran has taken slow and slow steps in this field, it does not even have an independent vision document in the field of tourism. One of the most important main pillars of strengthening the tourism industry of any country is the first step of the pathology system, followed by the action to fix it by providing a solution. All these primary tools are gathered in a well-considered program package and implemented with consideration of details and implementation guarantee. In Iran, the second development program was intended to use bank facilities to encourage investment in the industry sector (Ziaei and Torab Ahmadi, 2013) [17]. But finally, such activities are either in the form of temporary or incomplete programs, or face problems in the implementation stage. The private sector is practically deprived of government loans with low interest.

6. CONCLUSION

By emphasizing the comparative study approach, the author of this paper attempted to evaluate the tourism industries of Iran and Turkey from 2010 to 2019 in order to pinpoint their advantages and disadvantages in light of changes in the global environment. According to the studies that have been done, the tourism sector has recently attracted the attention of numerous governments, planners, national and regional managers as one of the largest and most extensive economic resources. This sector generates 10% of global employment and 10% of GDP on average. Despite the social effects and cultural and scientific exchanges that result from tourism, a number of countries have injected significant amounts of foreign currency into their economies by setting up organizations at the level of ministries that have undergone careful and planned planning. Due to Turkey's broad ethnic variety, cultural richness, material and spiritual treasures, and numerous religious attractions, Iran has not fared as well in the foreign exchange arena. However, the success of Turkey in comparison to Iran is not attributable to the presence of unique natural attractions or a

unique historical or cultural situation, but rather to long-term planning, media attention, the development of modern infrastructure, the strengthening of the private sector and their significant investment in this sector, political interaction with other countries, and long-term planning. The international tourism organization has been removing social and cultural barriers and providing necessary training to citizens. The findings of this study demonstrate that, first, Turkish media attention in promoting and luring tourists has a more justifiable performance than Iranian media, and second, Iran's natural, cultural, and religious opportunities and attractions with a more justifiable performance than Turkish media. An rising force in the tourism sector can be achieved in the future by developing a long-term plan and vision, using extensive and focused advertising, decreasing government tenure and a little support for this industry, and using efficient human resources.

7. SUGGESTIONS

Judicial support, considering the short-term stay of tourists in Iran, their legal and criminal claims should be dealt with quickly, and a special branch or branches should be allocated to handle the claims of tourists in historical and cultural cities and cities that have many tourist attractions.

Forming the tourism police independently and under the direct supervision of the General Administration of Nationals is another measure to increase the protection factor for tourists. The tourist police consists of a group of efficient, well-trained, intellectually sound and foreign language-savvy people who have special expertise related to intelligence matters.

Strengthening insurance coverage such as health insurance, accidents, vehicles and insurances related to damages caused by flight delays, travel delays can be effective in attracting tourism.

Proper investment in the infrastructure of this industry, such as roads, ports and the creation of suitable airports, development in the air fleet, hotels and guesthouses equipped with training staff, access routes to tourist attractions, and the creation of camping sites and sites for visiting historical and cultural monuments.

7.1. Research suggestions for future research

In line with the research results, the researcher offers the following suggestions for the exploitation of this type of tourism.

- 1- It is suggested that the researcher take advantage of the tourism models of other developing countries.
- 2- It is suggested that the researcher investigate other factors of the Turkish tourism model on Iran's tourism industry.

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