



THE ROLE OF THE TRANSPORTATION SYSTEM IN THE DEVELOPMENT OF THE TOURISM INDUSTRY IN DEVELOPING COUNTRIES

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ABSTRACT

Today, tourism is one of the most important tools for economic growth and foreign Currency absorption for developing countries. Different countries around the world are taking various steps to advance their tourism industry, thereby boosting economic growth and job creation. Tourism is also a source of nutrition in the economy and is considered as economic stimulus. The tourism industry is expanding rapidly and this industry has become one of the largest businesses in the world. The Bright horizons, new destinations, new groups of tourists and developing types of tourism all and all promise the expansion of this industry. Also, the tourism industry is the result of travel and people's stay outside in their normal environment. Tourism is essentially achieved by moving people from their place of origin and permanent residence to faraway places. The development and expansion of the tourism industry depends on the development of transportation facilities. Infrastructure is important in the development of tourism, especially tourism transportation development has a major impact on growth of this industry. Providing appropriate, convenient and fast, safe, secure and affordable transportation is a prerequisite for tourism advancement because tourists consider two factors in their decisions, cost and time, and to access tourist destinations, choosing the type of transportation system or providing the right system affects these two factors. Tourism in developing countries is a major industry that contributes significantly to the national income both from local and international tourism. Transportation is a key element in developing the economy of these countries. Transportation advancement plays a crucial role in tourism development and sustainability worldwide and in developing countries. This paper focuses, assessing the existing transportation system conditions and their contribution to a sustainable tourism industry in developing countries. Results indicated that major modifications to the existing transportation system are needed to achieve a sustainable tourism industry in these countries. Tourism planning in developing countries should take into consideration the physical system of transport as a major component of the tourism development master plan. The purpose of this study is to investigate the development of transportation and its effects on the tourism industry and the research method is descriptive and review based study. The findings of this study can be key to the importance of tourism industry for the country's economy and the need to pay attention to the role of transportation in air, road, sea and its impact on tourism and tourism industry. The findings of this study show the key importance of the tourism industry for the country's economy and the need to pay attention to the role of transportation in air, land, water and communication lines and its impact on tourism and tourism industry.

KEYWORDS: Transportation System, Tourism Industry, Tourism, Developing Countries Structures

Industrialization and mechanization, like many global phenomena, are multidimensional. Welfare on the one hand, and suffering on the other; Both cleanliness and pollution; At first, it brought so much prosperity to mankind that no one complained about its suffering and pollution, until large industrial chimneys were built one after the other over large industrial factories and complexes, and industrial pollution became a serious issue for societies.

The man who ate the industry's ration could no longer stop it, so he cleverly tried to create industry without pollution. The tourism industry has become the world's third most lucrative industry after the oil and automotive industries.

Economically, it creates jobs, reduces unemployment and increases income. The rate of investment to create a job opportunity in the tourism industry is much lower than in other industries. In other words, job creation in this industry requires less investment and there is no doubt that all countries in a tight competition seek to take advantage of economic,

social and cultural benefits, especially receiving a larger share of global tourism revenue and increasing employment in the country. They are their own. (Azizi, 2001)

Tourism is a phenomenon of the century and includes a flow of capital, people, culture and land with tourism and tourism capacities and interaction between them, which has different effects in geographical spaces. Accordingly, many development planners and policymakers from the tourism industry. As one of the main pillars of sustainable development, they believe that tourism is one of the most important issues in achieving sustainable development. The development of economic, social and environmental activities is in many respects tied to tourism-related activities. (Zaruni *et al.*, 2017)

In addition, it should be noted that in today's world, tourism has become one of the most important economic activities in the world. The tourism industry, today, has become one of the leading industries in many developed countries and even in the Middle East due to the myriad advantages and opportunities for the economic

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growth and development of societies. Tourism development is not possible at all without the development of infrastructure and its pillars.

A review of the history of the booming tourism industry shows that the emergence and activation of tourism has been indebted to the advancement of transportation in today's world, because before the development of the transportation industry and the creation of facilities for travel, within a limited class of the nobles who had more incentive than fumie. adventure, attractions and so on.

Transportation is one of the main pillars of the tourism industry, and the tourism industry is one of the most important and lucrative resources in the world at the beginning of the third millennium. The tourism industry in developing countries has been largely neglected in recent years due to cultural and political issues and lack of special attention from planners.

While the development of this industry can be a good alternative to other high-risk incomes, tourism is essentially achieved by moving people from their place of origin and permanent residence to faraway places. The development of the tourism industry depends on the development of transportation facilities, and if a country wants to achieve sustainable tourism development, it is necessary to pay attention to the transportation sector and make it competitive and monopolize it. It is noteworthy that transportation itself can be considered as an attractive element in tourism. The main factor in the development and pervasiveness of tourism is the transportation industry. Countries are forced to develop and strengthen their own infrastructure to attract tourists, which in turn leads to the strengthening of tourism infrastructure. The tourism industry also revitalizes urban and rural areas, restores and preserves antiquities, attracts investment, strengthens handicrafts and cultural exchanges between countries. (Zargham *et al.*, 2018)

Transportation is what that connects the tourist to the destination. Poor transportation can affect the number of tourists in developing countries; Therefore, the development of tourism should be in line with the equipment of the transport fleet. The development of transportation began with the improvement of the quality of services on air, land, rail and road routes, and continued with the establishment of local airports and new routes and increased security of means of transport.

The transportation system is at the heart of the tourism industry. This system is a destination for visitors, guests, attractions and other tourist attractions. The efficiency, convenience, and level of health and safety of this system determine the type of experience and benefit gained from the trip.

On the one hand, intensive tourism is a desirable phenomenon in connection with the activation of the local

economy, but on the other hand, it can interfere with the functioning of the city.

The high volume of tourist traffic can destroy the value of tourism and thus reduce the tourist attractions of the place in the long run. Transportation and tourism for a long time have had a special interaction with each other so that the lack of advancement of each has led to the lack of development of the other, and the impact of transportation on the progress and development of tourism is much more and more clear.

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The tourism industry is expanding rapidly, and it has become one of the largest businesses in the world. Also, the tourism industry is the result of people's travel and stay outside their normal environment. In tourism, infrastructure, especially transportation, is important in the development of tourism. The findings of this study highlight the key importance of the tourism industry for the economic development of developing countries and the need to pay attention to the role of transportation and its impact on domestic and foreign tourism. The tourism industry is expanding rapidly, and it has become one of the largest businesses in the world. Also, the tourism industry is the result of people's travel and stay outside its normal environment. In tourism, infrastructure, especially transportation, is important in the development of tourism. The findings of this study highlight the key importance of the tourism industry for the economic boom of developing countries and the need to pay attention to the role of transportation and its impact on tourism Industry.

RESEARCH METHODOLOGY

The research method used in this paper is a review based method that in the relation to the role of the transportation system in the tourism industry in developing countries, studied the background of past research and examines most of the articles that have worked on the subject of this article. The researcher has gained a general understanding of the tourism industry and its importance and position and the factors affecting its development, such as basic infrastructure like transportation.

Using this research method, relatively rich information is provided for the researcher. Using a review method, this paper examines, analyzes, and evaluates

each article related to the subject of tourism and the role of transportation in such a way that the information and related articles that have been published before are summarized and studied carefully.

This paper considers the necessary background knowledge about the tourism industry and the role of the transportation system as a hypothesis and does not address it, and instead further classifies the research conducted in this field and the perspective of this research in the future and evaluation, and compares existing solutions and methods.

In this review method used in this article, it has been tried to be very citation, although in this method it is not necessary to mention all the details, but nevertheless the details of all the works have been paid to the same extent, such as the importance of the subject of the role of transportation in tourism industry and its position, express problems and goals and etc.

In this research method, it has been tried that every article or book and research done by others used, even if something is mentioned in the article of others, has been indicated to it in this article as its source.

The researcher has tried to find and use review articles related to the relevant topic, and has tried to use new articles that are easier for the researcher to understand and to use valid journals, conference papers, and reference books. Finally, in the discussion and conclusion section, researcher has expressed the role of transportation systems in the tourism industry well and specified its importance and position for managers and decision makers in this field.

Statement of Problem

The importance of tourism transportation in developing countries is so great that we can say that tourism is created through transportation, and this is the movement that built tourism.

Now this shift may occur at the destination or from the origin to the destination. Tourist transportation is one of the services that local people can directly benefit from, and in fact, enjoy the taste of tourism and its benefits.

Today, although we are convinced that the number of tourists and international tourism tours to developing countries is increasing, in other words, the situation of tourist arrivals has become much better than before; However, the development of tourism services and the unfavorable nature of these services is a major issue, as unfavorable tourism services have also challenged the entry of tourists.

Meanwhile, the transportation of tourists, especially in tourist cities, is a serious issue. Perhaps, despite all the shortcomings of tourism, looking at this issue is a small event; But according to emphases and

polls of experts, one of the main concerns of tourists in these countries is domestic transportation. (Daghestani and Khoshkhoo, 2016)

Some developing countries, such as India, Egypt, Iran, etc., still have difficulty in transportation area; They do not have good cars and some of them do not have a profitable transport fleet, do, convenience of traveling for passengers and tourists, nor do the drivers of the fleets follow the traffic rules.

The unsuitable and inefficient state of developing countries 'transportation system and sometimes Its inconsistency in the age of modernity keep posing a challenge on success of tourism industry. many tourists are discouraged due to unsuitable states of transportation. Some on imaging the risks of traveling on undesirable transportation coupled with effect after – effects after such trips fee discouraged. Due to these investors are discouraged from visiting tourist sites in these countries.

Establishing the right communication, recognizing the customer's needs, and transferring quickly and safely are some of the things a navigator should consider for tourists. Today, in some developing countries, vehicles and their navigators are not really suitable for tourists, especially foreigners. This requires a strong system and creativity must be taken into account. (Yaghobi and Aghamiri, 2018)

On other hand taxi drivers are the ambassadors of the host countries; Because these taxi drivers and public transport have the first and last encounter with a tourist when entering and leaving the cities, taxi drivers and other vehicles used by tourists are part of a host group of communities that act as tourist showcases. Their right behavior can facilitate and develop tourism, on the contrary, their misconduct will make tourists dissatisfied, confused and frustrated.

Therefore, the ability of these drivers to communicate, their performance and behavior, drivers' level of knowledge in foreign languages, social etiquette and familiarity with tourist places and attractions are most important factor in attracting tourism and economic prosperity of developing countries because tourism is "one of the most economical activities in the financial cycles of these countries, especially employment, foreign exchange and prosperity, that the aforesaid development has political advantages, cultural connections and special international influences."

Transportation, both suburban and intra-urban, is one of the most important infrastructures in the tourism industry, and hardware and software is of great importance in the field of suburban transportation. Hence if decision makers and managers in this area do not pay serious attention to the important issue of transportation and related problems all these culminate negatively affect

the tourism industry of developing countries. (Degani, 2010).

Report on the historic importance of rail travel and challenges to rail operations today describe water-based transportation segments including cruise travel and passenger ferries. Recognize the importance of transportation infrastructure in tourism destinations.

Specify elements of sightseeing transportation, and explain current issues regarding rental vehicles and taxis. Identify and relate industry trends and issues including fuel costs, environmental impacts, and changing weather

Objectives

This article is to study the impact of transportation system on tourism industry in developing countries other specific objectives of this paper are stated as follows:

1. To study the factors effecting ease of transportation and growth tourism
2. To study the affection of Improper and undesirable transportation system on tourism attraction
3. To proffer solutions to above Said issue
4. To study and inditetify the weakens, challenges faced to the relation of transportation systems with tourism industry and provide solutions and suggestions to Managers and decision makers in this field to improve and make this relationship effective.
5. Provide perspectives and opportunities for managers to strengthen and make optimal use of the transportation system in influencing the development of the tourism industry
6. Understand the role of transportation in the tourism industry.
7. Report on the historic importance of tourism traveling and challenges to transportation operations today.
8. Advise managers of the tourism industry on the importance of developing the country's transport fleet and its impact on attracting domestic and foreign tourists

REVIEW OF LITERATURE

Tourist Concept

'A tourist is a person who travels to a place other than where he or she lives for less than 12 months and does not intend to earn a by traveling there.

From the beginning of human creation, travel has been synonymous with people's lives. History shows that travel and tourism are as old as civilization. Prehistoric civilizations traveled with the incentive of

obtaining food, avoiding danger, and moving to favorable climates. With the increase of skills and acquisition of techniques, the human need for primitive life and homelessness was reduced. (Elahi-Manesh *et al.*, 2018)

After the creation of the ancient emperors, economic infrastructure led to the creation of roads and waterways, as well as vehicles as a means to facilitate and navigate the roads. The first travelers were representatives of governments sent by the rulers to remote areas to wage tribal wars and collect taxes and tribute from citizens.

With the increase in skills and techniques, as well as the improvement of the financial situation during the reign of the royal families, travel was done with the intention of trade and entertainment, and little by little, people throughout history decided to travel with various motives.

The word tourist was first coined in the 16th century in France. Initially, tourists were referred to as aristocrats who traveled to complete their education and gain the necessary life experiences. Later in France, the term was used to refer to people who traveled to France for entertainment, leisure, and sightseeing, and later became more general to those who originally traveled for this purpose.

The words "tourist", "visitor" and "traveler" have special meanings in the dictionary of the tourism industry. The Organization for Economic Co-operation and Development (OECD) considers a tourist a person who travels for at least 24 hours outside of his or her permanent residence. The World Tourism Organization also defines a tourist as: a tourist who spends more than 24 hours outside his or her homeland, intentionally, other than working somewhere.

Tourism is a social, cultural, commercial phenomenon that requires people to move to a place other than where they live and work. The word tourism consists of two parts, "tour" and "ism". "Tour" means travel, and is rooted in the Latin Word Turns, meaning to go around, to go back and forth between origin and destination, and It originated in Greece and then spread to Spain, France, and finally England. "Ism" is formed to mean thought or doctrine. So the word "tourism" can be considered a doctrine that is based on travel. (Sharifi, 2016)

According to the World Tourism Organization, Tourism is actually a set of activities that a person does independently or in groups in a place where he or she does not live, and people who work for at least one night and up to a year. A place other than where he lives is called a tourist or tourist destination for sightseeing, leisure, and leisure.

The Concept of Tourism

Tourism is a French word derived from the root (tour). Touring in French has the following meanings:

rotational movement (rotation), walking, walking around, walking and walking. According to Laros, tourism is the act of travel for leisure and pleasure, and a tourist is someone who travels for pleasure and enjoyment. (Fari, 2016)

In general terms, tourism refers to the activities of tourists and those who provide facilities for them. A tourist is also a person who goes for walks and sightseeing, and seeks different sights.

Also, according to Paul Rober, tourism is the act of traveling and going somewhere other than the usual place of life to enjoy, even if it is accompanied by a small shift, or the main purpose of this shift is non-technical and enjoyable. A tourist is also a person who does this, i.e., he travels because of curiosity or leisure, to enjoy and have fun, or to claim that he has "traveled."

In culture and literature, Tourism refers to traveling on the train of the world for entertainment, tourism, pilgrimage and travel for a purpose and return to the original place of residence. It also includes short and temporary trips with purposes other than the main place of residence for the aim of travel and convenience.

The term tourism was first coined in 1811 in the English journal *Sporting Magazine*. At that time, the term was used to mean traveling to see historical artifacts and visiting natural landscapes for pleasure.

In 1963, the United Nations International Conference on Trade and Development in Rome proposed: "A tourist or temporary visitor is a person who, travels to a country other than his home country in order to have fun, rest, spend holidays, visit places of interest, perform medical affairs, treatment, trade, Exercise, pilgrimage, family visits, missions and conferences travel, provided that the stay is not less than 24 hours and not more than 3 months, and the acquisition of a job and profession is not considered. (Elahi-Manesh *et al.*, 2018)

Smith considers tourism to include all activities that a tourist does something during his or her personal or professional time away from the place where he or she normally lives and works.

However, although many other efforts have been made to define tourism and the division of tourists, in general, tourism can be considered to include all activities and actions that take place in relation to the tourist as well as all the activities that a tourist does while traveling to a place outside his place of residence.

In general, tourism can be said the temporary movement of people to places and destinations other than their usual places of work and residence, the activities they perform during their stay in these destinations, as well as the facilities provided to meet their needs.

According to this definition, those who traveling elsewhere from their permanent or usual place of

residence for less than 12 months with goals such as recreation, rest, vacation, medical and health affairs, education, religious missions, sports, trade or visit their relatives, etc. are considered as tourists.

According to the main and secondary motives of traveling to the place or destination to be visited and the effects and consequences on the environment and socio-cultural and economic dimensions of the local community, tourists can be divided into different types and categories.

Tourism includes activities for people who are traveling and intending to stay in a place away from home, whether for leisure, business or other purposes. (Haghighin *et al.*, 2010)

Mattison (1982) defines tourism as follows:

Tourism refers to the temporary movement of people to outside of their work and life and the activities they want to do during their stay in that destination, as well as the facilities that create the conditions to meet their needs.

Tourism was usually traditional at the beginning. With the evolution of cultures, economies and knowledge, tourism came in another form called sustainable tourism:

1. Consider a trip with careful planning,
2. Reaching the well-studied destinations and
3. Also protecting destinations were prioritized in tourism affairs.

Types of Tourism

Tourism has had a great impact on many tourist countries as one of the most prosperous industries in the today 's world, every year, millions of people travel to different parts of the world for various reasons, including visiting historical sites, recreation, leisure, and.... so on. But it should not be forgotten that this industry is not just for visiting attractions, leisure or entertainment. (Haidari, 2017)

There are many different types of tourism industry and it is very important to know the types Different types of tourists can be summarized as follows:

Ethical Tourism

Ethical tourism means thinking about the consequences and effects of his traveling to a region. Any trip by different tourists can leads to impact on the environment, the economy and the lives of local and indigenous peoples. Considering one's responsibility for leaving positive and negative consequences and effects during the trip leads to the opening of a branch in the concepts of tourism, which is called moral or ethical tourism.

Geotourism

Land tourism or geotourism is also a type of tourism that is associated with visiting the attractions of Inanimate nature. There are people in this style of tourism who want to visit nature according to their interests or with the aim of studying the characteristics and natural features of an area.

Nature Tourism

Nature tourism in famous places and pristine and unique nature. The main goal is to gain experience and enjoy nature such as farms and wildlife. Ecotourism is part of nature tourism. Nature tourism is also a branch of tourism concepts that emphasizes accountability for traveling to different regions. This accountability must make sense in the form of security and privacy of local and indigenous peoples and the importance of the environment.

Ecotourism

Nature tourism or ecotourism means tourism in natural and pristine places that are less considered by the media and advertising and it's not just about visiting the natural environment of animals and plants but also the purpose of the trip is to educate and help local communities and the environment.

The common tourism concepts these days include the meanings of sustainability and accountability. Environmental sustainability and conservation of natural and animal resources in traveling to different places are among the most important issues that these days are given a lot of attention. If sustainability and accountability in tourism travel to different cities and regions are not taken into account, there will be no result other than the early destruction of natural attractions places. Many beautiful and pristine areas of the world have been brutally destroyed by commercial advertising and the neglect of sustainability and lack of attention to nature conservation that have been brutally destroyed by humans, such a thing is painful and very brutal. Therefore, the accountability should not be forgotten in dealing with natural, historical and other places. Being responsible as a tourist will greatly contribute to the sustainability of the environment.

Mass Tourism

This tourism includes a large number of people in large organized groups whose destination is special tourist places. This is a traditional method that its daily schedule is determined by the tourism organization. This is a social activity. Tourists generally prefer visit places of interest for purpose of buy souvenirs and, seeing religious places, amusement parks, boating and city tour are among the daily programs of tourists.

Alternative Tourism

The tour includes organized tours that separately try to access first-hand information about the place, local culture and the environment. For example, a cycling tour is planned by one person for tourists while others have prepared their accommodation.

Business Tourism

This tour is intended for business transactions, participation in business meetings, workshops or conferences. The purpose of business tourism is mainly professional jobs.

Pleasant Tourism

This tourism is for improving physical and mental health. For example: a holiday in the center of yoga or rehabilitation.

Cultural Tourism

The purpose of this type of tourism is to understand local history, food, local products and local culture.

Social Tourism

It includes tours that are done among relatives, friends, etc.

Recreational Tourism

This tourism is actually a journey to get away from everyday life and is often done for fun and enjoyment. For example: picnic or going to the beach.

Active Tourism

In this type of tourism, there is a specific purpose such as mountaineering, world tourism, learning local arts or local languages.

Sport Tourism

To participate in some sports events such as: Cricket World Cup, FIFA or Olympics.

Religious Tourism

It includes visits to religious sites such as Vaishno Devi in Jammu and Kashmir and the Golden Temple in Amritsar (India), Mecca in Saudi Arabia, Bethlehem and other places.

Health or Medical Tourism

Includes travel to improve human health. It aims to visit weight loss camps, neuropathy centers and health centers.

Adventure Tourism

This tourism is for adventurous activities such as rock climbing, Jump from high altitude (bungee jumping), diving, hiking, horseback riding, sightseeing, boating or skiing.

Tourism Industry

Tourism is defined and understood as the activity of travelling and touring. It is basically a set of inter-connected activities of tourists while travelling to a place. And, so tourism as an industry means and covers the same things but from an economic and monetary point of view. Tourism industry is and comprises of all the companies which provide the products and services that are meant and used by tourists at different stages of travel and tourism. (Hatami *et al.*, 2019)

Tourism is a very vast, vibrant, dynamic and growth oriented industry. Tourism as an industry is the set of all business activities which serves the needs tourists while they visit different places by way of tourism, touring or travelling.

Tourism is in fact a very broad industry comprises of different sectors or sub industries which produce and offer various similar and different products and services which create the demand for tourism and actually make the act of touring and travelling for tourism possible.

Tourism is a collection of activities, services and services of the graphic industry, travel and service services, transportation, welfare, food, beverage services, service stores, entertainment services and other services provided by some private or government bodies and related organizations.

Tourism industry therefore can be defined as the set of industries which facilitate by providing infrastructure and products and services and make possible travelling for different purposes and travelling to places of leisure and business interests. Tourism industry is all about providing necessary means to assist tourists throughout their travelling.

There are two ways to look at the definition of tourism industry, demand side and supply side. By the definition of tourism, it is an activity of tourists or people travelling for some purpose and it includes all the things they do during their travel. This way tourism as industry becomes the sum of all the products and services consumed or used by tourists which directly and indirectly support their tourism activity. This way, travel bookings, transportation, hotel stay, food, destination visits, etc., all become part of tourism.

The supply side is just looking at the other side of this. So, the supply side tourism industry definition is the sum of all the industries which provide all the products and services which make directly and indirectly help tourists in their travel and make it possible for people to travel and do tourism activity.

The industry is also referred to as travel and tourism industry and also simply as travel industry. Travel is although little different and does not always mean tourism yet tourism industry is often called as travel

industry. This is due to the fact that in business, monetary and economic terms travel is usually considered as tourism.

The understanding and definition of tourism industry brings us to the tourism industry value chain. As we understood that the industry of tourism operates through a vast network of inter-connected and related industries as well as other ancillary industries which aim to serve the tourists and people on travel for different purposes.

Tourism industry value chain is very large. This value chain of tourism industry is or can be elastic and flexible and can also be much larger and widespread. (Hatami *et al.*, 2019)

The broad value chain of tourism comprises of travel and tour services like booking and reservation; transportation industry (international and national travel and transportation); accommodation; hospitality industry; food & beverages; tourism products and destinations and related products and services; local travel and transportation.

This tourism industry supplies or value chain is a broad and general value chain. This tourism industry supplies or value chain shapes and defines the various tourism industry sectors, which we will discuss in the next section. The key sectors of tourism are primarily based upon the leisure tourism which is one of the types of tourism. However, we have added few more sectors to cover as much of the tourism industry as possible.

Tourism as an industry is very different from other industries in the world or in India as a developing market or the US, UK or Europe as the developed market. This is especially true and visible when it comes to the value chain or supply chain.

Unlike all the other industries, tourism as the industry has very open, elastic and flexible value chain. This all depends upon the tourism. The industry is basically to cover all of the tourism. So, this industry is and can be as large, as deep and as widespread as the Tourism itself will be.

Even war-torn, famine-stricken, and atomic-bombed countries can be a tourist attraction. This industry generates huge revenue, foreign exchange and can create employment for millions of people. In some cases, the passenger himself can generate revenue for itself in the destination country, including cyclists, travel agencies, travel advertisers and marketers, transportation fleet, hotels and their staff, airports, and individuals directly or indirectly, such as airline fuel suppliers. As well as people in destination and tourist countries whose livelihoods depend on this industry and include thousands of other disciplines and sub-disciplines. (Sharifi, 2016)

Today, the tourism industry becomes the fourth most lucrative industry after the oil, automobile and

construction industries, and plays a very important role in job creation and income generation in countries. Since this industry does not require a heavy initial investment, it is possible to turn the economic wheel of countries well.

At present, this industry is the most extensive service industry and the most important job-creating industry in the world, so there is no doubt that all countries in close competition are looking to take advantage of economic, social and cultural benefits, especially to receive a larger share of Global income from tourism as well as raising employment in their country.

Transportation, Traffic and Tourism

Tourism, as an economic activity, is characterized by a high demand level of elasticity. As transport costs are significant for international transportation, demand is strongly influenced by cost fluctuations. Therefore, transport is a key element in the tourism industry. The demand in international and even national transport infrastructures implies a large number of people to be transported in an efficient, fast and inexpensive manner. It requires heavy investments and complex organization. Well organized terminals and planned schedules are essential in promoting effective transportation facilities for tourists, notably since the industry is growing at a fast rate. (Hosseini *et al.*, 2013)

Transport is the cause and the effect of the growth of tourism. To start with, the improved facilities have incited tourism, and the expansion of tourism has incited the development of transport infrastructure. Accessibility is the main function behind the basics of tourism transport. In order to access sought after destinations, tourists have a range of transportation modes that are often used in a sequence. Air transport is the main mode for international tourism, which normally entails travel over long distances. Growth rates of international air traffic are pegged with growth rates of international tourism.

Transport policies and national regulations can influence destinations available to tourists. One dimension concerns the openness to tourism through travel visa restrictions, which vary substantially depending on the countries of origin of tourists. Unsurprisingly, travelers from developed countries, particularly Europe, are facing the least restrictions while travelers from developing countries are facing a much more stringent array of restrictions. Another dimension concerns the provision of infrastructures. If the public sector does not cope with the demand in terms of transport infrastructures, the tourist industry might be impaired in its development. However, land transport networks in various countries are designed to meet the needs of commercial movements that tourism requires. (Yaghobi and Aghamiri, 2018)

In the field of transportation literature, the most attention has been paid to tourism in the field of travel

demand and traffic engineering. With this view, tourists are some of the travelers who have the goals of recreational travel and tourism. Therefore, they have different travel behavior and patterns and have created a special time travel distribution.

In discussion of the demand and volume of traffic, after referring to the non-uniform nature of the demand of HCM distribution of transportation in traffic time guidance during the year, month, day and hour of peak traffic is examined and described. In the above section, it is pointed out that compared to intra-urban and sub-urban roads, access roads to tourist areas have more severe monthly, weekly, daily and hourly changes.

Therefore, due to the volatile nature of tourist routes, although the amount of peak-to-average daily traffic ratio is considered to be higher than other routes, the problem is that there is an issue with these routes. It is in these ways that more transportation costs are incurred in the transportation system.

Access to transportation is the most important issue. The tourist certainly does not go far from his hometown to stay in traffic and on the road, but he has a specific goal and purpose. Transportation methods must be considered in such a way that the tourist must have acceptable access to the transportation system and also have different options at his disposal.

Urban access and transportation routes have a significant impact on a tourist's experience of traveling. The tourist has priority in this regard. In other words, the weakness of urban structures and transportation and its gradual development should not be an obstacle to a positive experience and attract tourists.

Methods of Transportation -Means and Modes

The transportation industry as one of the basic requirements for the development of the tourism industry makes it possible for tourists to access attractions. It can be said that the development of the tourism industry is due to the progress made in the transportation industry, science and technology, and typically the development of the necessary infrastructure and facilities for travel. The regular and desirable transportation system makes tourism destinations accessible to tourist areas. (Jahandideh and Sedighi, 2016)

Convenient, safe, convenient, fast and cheap transportation facilities, availability is prerequisite for the development of mass tourism. Because tourists consider the two factors of cost and time in their decisions, the choice of the type of transportation system or the availability of a suitable system for accessing tourist destinations affects these two factors.

Transportation provides the necessary link between the source and destination areas for the tourist and facilitates movement for various trips, including weekend trips, business trips, tourist trips, meeting with

friends and relatives, and even service, educational and medical trips. Transportation is an essential element of the tourist experience that some commentators have considered as a complement to the tourism industry. (Ziaei, 1392)

Transportation can be considered the central axis of tourist activities because this factor itself is one of the most important components of travel. In this regard, the mode of transportation plays an effective and significant role in the structure of tourist transportation and travel attractions. Transportation is what that connects the tourist to the destination. Poor transportation can affect the number of tourists in a country; Therefore, the development of tourism should be in line with the equipment of the transport fleet. The development of transportation began with the improvement of the quality of services on the air, land, rail and road routes, and continued with the establishment of local airports and new routes and increased security of means of transport.

Tourism is using all the standard transportation modes since travelers rely on existing passenger transport systems, from local transit systems to global air transportation. Car traveling is usually an independent transport conveyance where the traveler decides the route and the length of the trip. It is usually cheaper since road fees are not directly paid and provided as a public.

It is the only transportation mode that does not require transfers, in the sense that the whole journey, from door to door can be achieved. Along major highway corridors, service activities such as restaurants, gas stations, and hotels have agglomerated to service the traffic, many of which touristic. Car transport is the dominant mode in world tourism (77% of all journeys), notably because of advantages such as flexibility, price, and independence. Tourists will often rent cars to journey within their destinations, which has triggered an active clustering of car rental companies adjacent to main transport terminals (airports, train stations) and touristic venues. Coach traveling uses the same road network as cars. Coaches are well suited for local mass tourism but can be perceived as a nuisance if in too large numbers since they require a large amount of parking space. They can be used for short duration local tours (hours) but also can be set for multi-days' journeys where the coach is the conveyance moving tourists from one resort to another.

Rail travel was the dominant form of passenger transport before the age of the automobile. The railway network usually reflects more the commercial needs of the national economy than holiday tourist flows which can make it a less preferred choice as a traveling mode. The railway systems of several countries, notably in Europe, have seen massive investments for long-distance routes and high-speed services. Due to the scenery or the amenities provided, rail transportation can also be a tourist destination in itself. Several short rail lines that no

longer had commercial potential have been converted for tourism.

Air transport is by far the most effective transport mode. Notably because of prices, only 12.5% of the tourists travel by plane, but for international travel, this share is around 40%. Air transport has revolutionized the geographical aspect of distances; the most remote areas can now be reached any journey around the world can be measured in terms of hours of traveling. Business travelers are among the biggest users of airline facilities, but low-cost air carriers have attracted a significant market segment mainly used for tourism.

Cruises are mainly providing short sea journeys of about a week. Cruising has become a significant tourist industry. Cruise ships act as floating resorts where guests can enjoy amenities and entertainment while being transported along a chain of port calls. The international market for cruising was about 22.2 million tourists in 2015, which involves an annual growth rate above 7% since 1990. The main cruise markets are the Caribbean and the Mediterranean, with Alaska and Northern Europe fjords also popular during the summer season. This industry is characterized by a high level of market concentration with a few companies, such as Carnival Corporation and Royal Caribbean Cruises who account for about 70% of the market. The impacts of cruising on the local economy are mitigated as the strategy of cruising companies is to retain as much income as possible. This implies that tourists spend most of their money on the cruise ship itself (gift shops, entertainment, casinos, bars, etc.) or on-island facilities owned by cruise shipping companies.

One can travel with different methods and vehicles. Some of these methods, of course, depend on local transportation systems and facilities. Common ways to travel are by car, bus, plane and ship.

Car Travel

This is usually the main way to travel. The best feature of this method is that the tourist chooses the duration and route of his trip. In addition, road traffic is relatively inexpensive. Another important advantage is that the tourist can carry all his belongings with him. In fact, it is the only way to travel from the front door of home to the front door of hotel or destination without having to move belongings. (Khaksari, 1998)

Depending on the route the tourist chooses, there are usually many facilities along the way such as hotels and gas stations to restaurants and parks and etc.

Car travel has the largest share of travel and tourism in the world, that include majority part of the world's total travel. The reason is low cost, independence and flexibility.

In addition, the tourist can travel in combination i.e. he can go to the desired place by plane, etc., and rent a car in any city.

Bus Travel

If a tourist wants to travel by bus, he will travel almost the same way as private cars. Bus is a great way to visit a particular place or a city. But it also has its own set of problems, including a lack of space for equipment due to the large number of passengers.

Train

Before the use of private cars be expanded, people around the world used to travel by train. Railways and trains are designed and built primarily for industrial and commercial needs, not for tourist attractions. This is why tourists usually can't just use the train to get around. In Europe, trains travel long distances and may pass through several countries. This has led to more investment in these countries on high-speed trains and rail network expansion. Especially since there are usually good amenities on the trains.

Airplanes

Airplanes are the most effective way for a tourist to travel. Of course, not only in terms of cost, this causes that only 12.5% of tourists use the plane to reach their destination. But the reality is that air travel has made tourism destinations be more different than ever before. Currently, many tourist destinations are so far away that it is only possible to get there by plane. Work trips are often made by plane so that companies pay less time and actually less expenses.

Air travel is highly dependent on the seasons! Summer is the peak of travel for people around the world, and air travel is booming this season, in this season, even companies have to spend a lot of money to provide more facilities and equipment to meet this amount of market demand.

This situation will also lead to charter flights, travel and tourism companies will offer charter flights (closed flights). Globally, charter flights travel to tropical regions such as Mexico and the Caribbean in winter and to Europe in summer.

Recreational Ships

Recreational ships are usually used for short-term sea travels of about a week. In recent years, the use of cruise ships has become more common. At the same time as traveling to the destination, cruise ships provide a lot of leisure facilities for its passengers and make "enjoying the route" a reality. In 2019, countless tourists chose cruise ships for their travels. This way of traveling has had a very good annual growth since 1990. Most cruise ships travel in the Caribbean and the Mediterranean, Alaska and northern Europe (in summer).

Recreational ships are very profitable for companies, and one of the reasons is the lack of competitors and relatively high demand.

For example, Carnival Corporation and Royal Caribbean Cruises account for a large percentage of the market share.

Most of the cruise ship travel is actually about the ship itself or the destination island. The destination island is usually owned by the same shipping company. The high profits of these companies have led to see more luxurious and royal cruise ships these days.

CHALLENGES AND OPPORTUNITIES

Challenges

In the field of transportation, suitable facilities and welfare have not been allocated for tourists in all three areas of land, air and rail transport in developing countries, and many tourists face transportation problems, the main challenges are as follows: (Kol, 2016)

Planning

From the point of view of companies that provide transportation services, planning is a constant issue. The purpose of planning is that company tries to provide the necessary equipment according to customer demand. Transportation planning is important because the nature of supply in the transportation system requires such a thing. This is especially true at certain times. Lack of capacity to meet customer needs or capacity gaps are some of the challenges that need to be addressed. If the seats remain vacant, part of the potential revenue of a vehicle will be lost, while operating costs such as driver's wages and fuel, regardless of the number of passengers, will always have a fixed amount.

Congestion

Road congestion, passenger terminals and airports in developing countries are such situation that most travelers face with that, often the main reason for this congestion is the lack of sufficient facilities and equipment to meet the growing needs, but activities such as construction and security must also be considered important factors. Customs will allow passengers to wait longer at the terminal or airport and increase congestion.

Sometimes this congestion increases travel costs. For example, congestion at terminals may delay a passenger and waste his or her ticket time. Sometimes, due to traffic, passenger is forced to increase his stay in the destination, which creates costs for him. Traffic fluctuations throughout the year may also be the result of climate change, school closures, and annual leave.

In order to deal with congestion, it is necessary for transportation companies in developing countries to maintain their capacity at a level that can balance the

costs and revenues of the passenger density seasons and the seasons when their number reaches its lowest level.

Low Capacity of International Airports

Airports are the showcase of tourism in the country. Perhaps the problems of the airport can be considered more obvious and significant than the rest; Because the country's international airports are the first stop for tourists who travel to these countries from abroad, due to this lack of capacity, crowds and long queues often forms at these airports. ", and such conditions make tourists discouraged."That appropriate measures should be taken to expand the capacity of these airports in proportion to the number of passengers, as well as to reconsider the type of treatment of customs staff and passport control with passengers.

Transportation Deficiencies

Among the tourism services in developing countries, the shortcomings of the transportation system, especially road infrastructure, are among the issues that have been highlighted by most experts in the intercity and Intercity and suburban transportation system is facing to major weaknesses for tourists. (Mohammadi, 2017)

One of the problems is that there are not enough vehicles that have the dimensions of a traveling between a van and a bus. A vehicle suitable for tourists, in addition to being aesthetically pleasing and stylish, must also be technically sound and have basic amenities such as a cooling and heating system. Unfortunately, tourism in some developing countries, such as India, Egypt, Iran, Thailand, etc., is facing major infrastructural shortages in this area.

Foreign tourists in these countries suffer the most from the inefficient transportation system between the city and the intercity. Since many trips are made by road, one of the main shortcomings of the tourism industry is the proper accommodation and Reception facilities on the way, which must meet the basic standards.

Passenger Safety and Health

Travel safety and health security have always been the focus of transport companies, especially airlines. Although the issue of terrorism and accidents is rarely seen in transportation companies, it is very important to prevent and deal with it when necessary. This is because security concerns affect the willingness of passengers to travel with shipping companies. (Naderi and Ramazan, 2016)

On the other hand, excessive obsession with this issue also annoys travelers. Delays in hours of movement and congestion caused by security checks create annoyance for the passenger. The costs of this must also be taken into account. Doing security work, hiring security forces and providing equipment requires the

payment of fees to be paid by the passenger, which will increase the prices and possibly the dissatisfaction of the passengers.

Lack of Facilities

In the field of transportation, suitable facilities for tourists have not been allocated in all three areas of land, air and rail transportation in developing countries, and many tourists face transportation problems.

Environmental Effects

Various modes of transport and its related organizations have a severe impact on the environment. Every type of transportation requires fuel and energy, most of which comes from fossil fuels. This energy consumption causes air pollution and global warming. In addition, the oil industry, on which transportation depends, can be one of the most destructive sources of the environment, such as oil tankers that are involved in accidents and their oil pollutes the water of the oceans and seas, the explosion of oil tanks and Gas and drilling problems occur in different places. (Omrani *et al.*, 2019)

The construction of transportation infrastructure, such as road construction, the construction of terminals and airports, also has a detrimental effect on the environment. For example, to build a road, you need to blow up a mountain and pour asphalt, or the construction of an airport and a terminal will detect noise pollution. In some cases, the loss of flora and fauna is also a consequence of the transportation system.

Although the relationship between tourism and the environment seems complex, it involves many activities that can have adverse effects on the environment.

Many of these effects are related to the creation of public infrastructure such as roads and airports and various facilities such as accommodation, hotels, restaurants, shops, etc. The negative effects of tourism development can destroy environmental resources. But the tourism industry, with its various collaborations in preserving the environment, has great potential to have beneficial effects on the environment. This is a way to raise awareness of environmental values and can serve as a tool for financial protection of natural resources and increasing economic importance.

The expansion of the transportation system will increase the number of tourism and in contact with indigenous communities and can cause damage to villages. Their widespread presence and their need and interest in nature and their excessive and sometimes improper and sometimes incorrect use have led to the destruction of natural resources and the environment, which is in dire need of protection. Such problems are not easily solved, but their effects can be reduced with special programs.

Opportunities

1. Strengthening the aforesaid developing countries' infrastructure for long-term use of the benefits of the tourism industry instead of temporary cross-sectional and short-term personal interests. (Rabbani, 2013)
2. Using successful global experiences in the field of tourism and similar measures leads to strengthen the position of developing countries in the global tourism industry and solution to many economic and employment problems.
3. Increasing the number of tourists by expanding facilities and transportation: Cities of developing countries such as India, Iran, Egypt, Morocco, etc., due to their climatic conditions, antiquities and spectacular scenery have the ability to attract travelers. It has many different parts of the world, but the deficiency of transportation facilities and the lack of familiarity of travelers and tourist with the historical, scenic and ancient sites of the cities have reduced the possibility of attracting and increasing tourists. Therefore, the creation of facilities and the expansion of means of transportation and travel in these cities will increase the number of tourists and ultimately strengthen the financial capacity and economic prosperity of different cities.
4. Providing transportation, accommodation, catering, shopping and touring infrastructure in accordance with the needs of domestic and foreign tourists.
5. Rail transport network and construction development, renovation and construction of new railways, given that the development of rail network facilitates the movement of tourists and is a convenient, safe and popular means for most tourists.
6. Utilization of transportation opportunities and build railways on beautiful routes, creating a station as a valuable area in the heart of the city and equipped with facilities for travelers tied to pedestrian paths that can create an exceptional opportunity for urban tourism.
7. Welcoming people to tourist buses: The importance of attracting tourists and expanding tourism has made the tourist buses welcomed by travelers entering these countries from other cities and countries make more familiar with the historical places and scenic nature there. And it allows travelers to visit the beautiful and fun places of the cities as well as the places that the most of local people were unaware of. This plan is a big step towards attracting tourists and promoting the culture of these countries, which also causing more revenue.

Impact of Transportation on the Tourism Industry

Transportation is essential for the tourism industry, and for the daily life of population; it represents

the first manifestation of touristic consumption and is the only component of tourism industry that the tourist cannot do without. It ensures the travel between one's home and the touristic destination or other facilities specific to the tourism activity. (Raskhi *et al.*, 2016)

Thus, transportation services in the tourism industry, apart from the overall operations, aim at the conditions and facilities related to the organization of the transportation of tourists and their luggage a series of activities meant to facilitate the achievement of the other touristic services (technological transportation necessary for accommodation, meals and leisure). At the same time, the technical success recorded in transportation afforded unprecedented growth of the touristic flow and considerably increased the power to access isolated destinations.

The importance of this industry is such that the world's economic thinkers believe that if the developing countries do not pay enough attention to this industry at the beginning of the 21st century, the growth and development of these countries will be minimized. On the other hand, today, transportation is recognized as one of the most important factors in the development of international tourism. If a country wants to achieve sustainable tourism development, it needs to pay attention to the transportation sector and make it competitive and exclusive. (Tourism Industry in Iran)

Transportation industry as one of the basic requirements for the development of the tourism industry provides access to attractions for tourists. Providing appropriate, safe, convenient, fast, cheap and safe transportation facilities is a prerequisite for the development of tourism in developing countries, because tourists consider two factors: cost and time in their decisions; Therefore, in order to access tourism destinations, the diversity of the transportation system and the availability of quality systems are two influential and decisive factors. Therefore, the expansion of transportation infrastructure (ports, railways, terminals, airports and road networks) should be one of the most important measures of the design makers' authority in this area of these countries to expand tourism facilities and services.

Transportation provides the necessary link between the source and destination areas for the tourist and facilitates movement for various trips, including weekend trips, business trips, tourist trips, meeting with friends and relatives, and even service, educational and medical trips. Transportation is an essential element of the tourist experience that some commentators have considered as a complement to the tourism industry. Transportation can be considered the central axis of tourist activities because this factor itself is one of the most important components of travel. In this regard, transportation plays an effective and significant role in

the structure of tourist transportation and travel attractions. (Pourfardoni *et al.*, 2018)

In general, the types of transportation systems used in a country's tourism infrastructure include four types of road, rail, air and sea routes. Although the share of these four types of transportation in the tourism sector is different, however all branches of transportation play a key role in the progress of tourism in the developing countries.

One of the important features of modern societies is the rapid growth of their transportation sector. Proper and sufficient infrastructure is necessary for the successful development of tourism. The development of infrastructure is vital, especially in developing countries, which are often far behind in this area.

Tourism is not possible without improvement and extensive network development of transportation. The role and importance of roads in the progress of developing countries is also very important and the lack of use of a strong road network is always a serious obstacle to growth and development. In order to achieve the tourist attractions, that many of them are located in non-urban areas, needs to build roads and additional facilities next to them. In general, tourism development requires a lot of investment in infrastructure and superstructure regarding transportation. (<https://www.tandfonline.com/doi/abs/10.1080/21568316.2015.1074098?journalCode=rthp21>)

The dependence of tourism on transportation becomes apparent when there will be plan to develop a particular attraction A; necessary prerequisite for the development of a tourist attraction is its accessibility. According to the World Tourism Organization, one of the reasons for the significant growth of tourism between 2010 to 2019 and the record of more than 1 billion and three hundred million tourists is due to improved transportation infrastructure and technological innovations in this sector.

In recent years, vehicles such as cruise ships, boats that cross the river, express trains, etc., in addition to playing the role of interface between origin and destination, are themselves a separate attraction.

Today, transportation is recognized as one of the most important factors in the development of international tourism. The following factors influence the choice of transportation method in tourism: time constraint, distance, geographical location, comfort, security, advantage, price and competition. The emergence of facilities and the expansion of transportation and travel in cities will increase the number of tourists and ultimately strengthen the financial capacity and economic prosperity of different cities.

CONCLUSION AND DISCUSSION

One of the most important issues in the development of tourism is the problem of transportation and, in some way, the development of infrastructures. Creating a suitable transportation platform in urban and suburban areas of developing countries is one of the most important issues. The existence of an efficient transportation network with the ability to connect to demographic and tourism centers leads to the development of the tourism industry practically.

In fact, the development of transportation has had a major impact on the growth and direction of tourism industry. Proper, convenient, comfortable, fast and cheap transportation are necessary conditions for tourism development. The development of modern communications and means of transportation, the development of air and airport services, rail and road networks, as well as the operation of communication and transportation routes will lead to the welcome of tourists to tourist destinations increasingly.

Total tourism depends on accessibility. In fact, access or non-accessibility can be cause the connected or disconnected to destination. However, for some tourist destinations, the restrictions imposed by the transportation system and the infrastructure of the destination (such as airports and roads) are, by and large, the biggest obstacle in the way of tourism growth. It is noteworthy that transportation itself can be considered as an attractive element in tourism.

Exhaustion of the country's land, air and rail transport fleet, lack of proper planning in the use of resources, lack of comprehensive long-term strategic plan and effective policies are among the most important challenges facing the developing countries' transportation industry that this issue has had a significant impact on the declining trend of tourism, especially foreign tourists, so one of the important measures that government officials and decision-makers in the field of tourism should take is to improve and develop the transport fleet and in this regard can participate the private sector investment. while creating a competitive environment for tourism, increase the quality of services provided to tourists and thus compensate for the limitations of their financial resources.

Also consider the use of public transport and taxis using non-fossil fuels, i.e. hydrogen, solar and electric, and the use of electric rails and trains, in this way, by reducing the possible costs to the drivers of these vehicles, they can prevent the exorbitant costs that tourists sometimes have to pay, which in turn causes the relative satisfaction of tourists and reduces their intellectual distress.

The problem of traffic in the tourist cities of developing countries is one of the other issues that most

tourists, especially foreign tourists, are sensitive to and are important to them; Therefore, planning should be done to solve the problem of traffic in tourist cities in these countries.

In order to solve this problem, at least for the roads and arteries where historical and tourist centers are located, a solution should be considered and Motorcyclists that sometimes seen in large numbers in these cities, must be taken seriously, special traffic plan should be planned and compiled during busy hours in the city and in the locations of historical centers.

However, if developing countries want to achieve sustainable tourism development, they must focus on transportation and competitiveness, monopolization and reduction of related costs, because transportation is one of the main bases of tourism in developing countries and needs more and more attention. The development, improvement, modernization and improvement of the quality services of the four transport infrastructures of these countries can be a good basis for the development and growth of domestic and foreign tourism industry and earning significant revenues in an effective way. Transportation companies need to review their services in order not to lose customers to their competitors and to equally promote tourism in developing countries.

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