



The Tourism Industry and The International Relations

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ABSTRACT

Tourism being an international, multidimensional phenomenon with significant effects causes the countries of the world reopen their borders to face it. According to many researchers, being a mean for promoting peace in the world, tourism has the potentials to affect the international relations. Tourism is a tool to improve public diplomacy and international developments, and is considered as a powerful response to global challenges and terrorism. It operates within the framework of a particular spatial pattern; international tourism is one of these spatial patterns. as a means of communication and cultural diplomacy, tourism plays an important role in intercultural interactions. Tourism can create a condition in which it is possible to attain peace between nations, preserve and respect cultural identities; thus, it can be stated that it functions within a particular spatial pattern, one of these spatial patterns is international tourism. Different nations usually have various attractions such as museums, monuments, theaters, sports stadiums, parks, shopping malls, historic sites and important places or celebrities so they can attract many tourists. Countries can invest in this industry to achieve significant successes, such as sustainable employment, rising national income, and international popularity.

Keywords: tourism, tourist attractions, international phenomenon, international relations.

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INTRODUCTION

Nowadays, as a significant industry, tourism plays a fundamental role in the development and sustainability of peace in the world and is an essential indicator of security in various countries of the world. Undoubtedly, the issue of unity between nations is one of the newest doctrines in the field of law and tourism (Assadzadeh, 2015).

The Constitution of the World Tourism Organization was approved in 1970, and this international organization was responsible for practicing tourism issues. Therefore, tourism has been introduced as an industry and vital force for mutual understanding, development of societies and cultural interactions of nations. Tourism has the capability to act as a connecting factor for the formation of human interactions between nations of the world; it creates an extra mood for all people of the world, so that a proper mental image is generated for tourists and host nations and sustainable development is improved. Tourism brings the spirituality of nations together and strengthens the human relations of the two parties. The World Tourism Organization is a distributional allocation whose main objective is to promote and develop tourism, with the consideration of economic development, international understanding, peace and universal respect regarding human rights and fundamental freedoms without any distinctions in terms of race, the development of human resources and the increase in the number of tourists in the world. In addition, tourism emphasizes the cultural and moral values of the

world's nations by emphasizing cultural significances (Ziaei Bigdeli, 2016).

Due to its unique features, the tourism industry is renowned as a hidden export and smoke-free industry by scholars and experts. In the recent years, the industry has been ranked third in the world's major economic fields after oil and automotive industries and as predicted by researchers, it will be the world's largest industry and economic activity by 2020. since tourism is a very important factor in the income diversification, oil-rich countries and countries that have only one source of income should pay more attention to the tourism industry and should not easily neglect it. Since the 1950s, tourism being among the largest and fastest sectors in the world economy, has grown steadily and extensively. According to the data of the World Tourism Organization (WTO), the number of international tourists has increased by an average annual growth of 6.6% - from 25.3 million in 1950 to 846 million in 2006. During this period, incomes and revenues received from tourism grew by 11.3 percent annually to 741.2 billion dollars, and the income received from each tourist was 876 dollars per capita. In the 1950s, the United States and Europe owned 96% of the tourism market, but the amount declined to 70.6% in 2006, against the share of the Asia-Pacific region, the Middle East and Africa. Studies conducted by the International agencies of the united nations show that the number of international tourists has increased to one billion by 2010. According to the World Tourism Organization (WTO) and the Tourism Outlook Program in 2020, the number of tourists around the world will increase to 1.6 billion by 2020. In this regard, the agency predicts that after the East Asian region, the Middle East region is going to have the highest

growth rate of tourism in the world. Experts of WTO believe that 36 million people have visited the Middle East by 2010, and this figure will increase to 69 million in 2020 (Rezvani, 2015).

Moreover, the view that tourism at the international level is the main tool for the development of the Third World is extending. Optimistically, tourism may be considered as a reason of economic development, improved standards of human life, increased intercultural understanding and the development of world peace. Such cases seem to be the implicit presuppositions of marketing, which focus almost exclusively on the beneficial aspects of tourism and the ways of adding to these benefits (Dahshiri, 2014). This paper, being applied in terms of its purpose and descriptive-analytical in terms of its method, attempts to answer the question that will tourism and its development expand the interactions between societies (international relations) or not? In addition, it discusses the importance of the international organizations involved in the tourism and solidarity of nations.

1. Tourism

Tourism and touristic terms were initially used by the United Nations in 1937. The word tourism is retrieved from the word Tour, which is rooted in the Latin word "Turns" meaning turning and rounding back and forth between the source and the destination; it has entered Spanish and French, and ultimately English through Greek. However, the word tourism emerged when middle-class people began to travel, and that's when people got more financially and their life expectancies increased (Yavari, 2014).

Different definitions are provided by organizations and individuals to identify tourists, which are referred to in the following.

The term tourism refers to a collection of travels between sources and destinations for leisure, recreational, entertaining, sports, visual, commercial and cultural purposes, in which the tourist is not at the destination for employment and permanent residence (Papeh Yazdi, 2014).

In 1925, the Committee of the UN statistics recognized the following people as tourists:

1. Those who travel for pleasure and personal reasons with medical and therapeutic purposes.
2. Those who travel to other countries for conferences, exhibitions, religious ceremonies, sports events, and so on.
3. Those who travel for marketing and commercial affairs.
4. Those who travel by ship and stay in a port on the way for up to 24 hours (Feiz Bakhsh, 1976).

In 1937, a special committee was established in Rome to examine some of the issues of the tourism industry and provided a definition for the term tourist:

People who travel to a foreign country for a period of 24 hours or more are called tourists. The committee considered the following people as tourists:

1. People who travel for fun, personal reasons or health issues.
2. People who travel to participate in conferences.
3. People who travel for business.
4. People who go to sea voyages.

According to the United Nations definition, proposed by the International Tourism Conference in Rome, "A tourist or temporary visitor is someone who travels to a country other than his/her own country for recreation, resting, holidays, visiting interesting sites, medical and therapeutic reasons, business, sports, pilgrimage, visiting relatives, missions, and

participating in the conferences; provided that his/her stay is not less than 24 hours at least, and not more than 3 months at most. In this regard the employment purposes are not considered." (Rezvani, 2015). According to the above definition, domestic tourism is not regarded in the framework of tourism industry, and the term "tourist" merely refers to tourists coming from other countries to a country.

According to Doctor P. Berneker, a member of the Vienna Institute for Tourism Survey:

"Tourism begins when a number of people in a country temporarily leave their residences to go to other countries in order to spend their holidays, visit historical monuments, participate in competitions and conferences, and visit relatives".

According to another definition: "The tourist agent is the one who conducts touristic actions and is divided into three categories:

- Tourists coming to a country from abroad.
- Tourists traveling from their own country to another.
- Tourists who reside in their own country and travel within that country.

The purpose of such people may be to travel, recreation, restore health, trade, research, pilgrim, carry out mission, and the like" (Rezvani, 2015).

2. The history of the International Tourism

Traders have been among the first travelers to meet other cultures (Carthage, 1984). However, they cannot be regarded as tourists due to their mere interest in trading. One of the requirements for extensive international traveling is the wealth and political stability (Teye, 1988)

The concurrence these factors cause the Roman citizens to be included as some of the first international travelers traveling for recreation and resting. After the collapse of the Roman Empire, international tourism promoted on a large scale in the form of the pilgrimages. More contemporary motives of tourism, such as recreation and being encountered with other cultures were extensively included on pilgrimages as well (Theilmann, 1987). Souvenirs and keepsakes' production also increased quickly. The souvenirs of other places had different shapes, but had the same functionality of memorability and authenticity. The term "tourist" was first used in 1670 to refer to the Grand Tour. Grand tour was an essential part of the training of British and European elites (Pierre, 1982). Over the years, the grand tours became an entertaining act rather than mere learning (Black, 1985). International tourism has grown with the increasing wealth generated by Western industrialization, and is continuing to extend its geographical borders in terms of origin and destination. However, due to the unequal distribution of population, wealth and political stability, there is no fully balanced exchange of tourists.

International tourists are generally affiliated with wealthy countries. Japan's international tourism is growing rapidly, while nearly 40% of Europeans have traveled to other countries, only 7% of Japanese have traveled abroad (Churchill, 1991). In 1987, 10% of Australians and 51% of Canadians were seeking destinations outside their homelands. In 1993, it was expected that approximately 16.7 million Americans would travel abroad (Poling, 1992). While the tourists are still eager to travel to other rich countries, they have also paid increasing attention to Third World countries (Reuters, 1993). Countries whose charms of romantic paradisiacal images are not touched by the development and advancement have valuable opportunities to attract Westerners.

The United States was in the first place with 76 billion dollars in 1992, in terms of market shares of total tourism expenditures (Poling, 1992). France and Germany ranked the second and the third in this category. Europe with the absorption of nearly 60% of international touristic travels is the most visited continent (Salt Lake Tribune, 1994). In addition, the third world's share of tourism is developing; it is close to 20% now. This rated is even expected to increase more; the reason for this growth is that many Third World countries are improving tourism as a tool for economic development. However, traveling being now a part of the requirements involved in the set of global consumers' needs and demands. Given the importance of this phenomenon and on the basis of research on tourism, the United Nations' Educational, Scientific and Cultural Organization (UNESCO), stated at the Paris seminar (1996) that the most basic touristic issue of the 21st century is the "culture" and there will be no tourist without a culture (Kazemi, 2013).

3. Globalization and the international tourism

Nowadays, the economic competition has extended over the world and is one of the most universal, cited, and dynamic globalization discourses. According to the Organization for Economic Cooperation and Development (OECD), today, almost all countries in the world must adapt themselves to the structural challenges of the global economy and emphasize on the beneficial capacity of the effects of the global exchanges and economic mobility. Globalization can also be analyzed from the perspective of the "process"; as a natural process based on the communication technology, and compared with the "projective" perspective, as well. The process stream is a function of globalization hardware, such as telecommunication mass media, global TVs and the Internet, being the sources of the irreversible and uncontrollable trend of transnational communications.

This process has transformed the concept of time and place, distance and proximity, and the process of economic and cultural productions. The scope of the globalization process, by itself, reflects the arrival of the human community to a "new era". The most distinctive feature of this period, compared with the period of modernity, is the fading of the geographical boundaries and the entanglement of cultures and economies and the simultaneous impact of political systems on each other. Today, cities and villages, poor and rich developed regions are all in a dialectical relationship with each other; the global economy provides this dialectic (Jahangir, 2007).

One of the most important components of globalization of the economy is the creation of the necessary internal framework for the expansion of privatization. Strengthening the private sector, along with facilitating free trade, increase the ability of the private sector to compete in the international markets. Tourism being one of the facilitators of the globalization is considered as one of the flows within the logic of the global economic network, which acts alongside the capitalistic process from the center to the peripheral layers. Tourism strives to achieve a balance between the two dimensions of the unity of differences and diversity. Thus, tourism is one of the most promising faces of globalization, which emphasizes on the characteristics and attractiveness of localization. This is considered as a source of prosperity for tourism; the outlook of tourism in changing the nature of consumption and within the framework of globalization can include the following items:

- Tourists have a high financial capability, but they are also obsessed with the wide range of markets in their optimal spending.
- Given the provided facilities, tourists are more willing to travel alone.

- The traveling scale often includes a short time for travelling.
- Regarding the information collection in the process of globalization, the desire of tourists is the maximum experience with the least effort.
- Tourists prefer planned and pre-designed travels, it means that like information packages, they want tourism in packages (Sugiyarto et al., 2002).

4. Tourism and Peace

Peace is a subjective concept and an intangible term referring not only to peace and reconciliation among nations, but also to peace between groups or communities, individuals, humans and nature (Sarkar & George, 2010). John Gallant developed this vision and divided peace into two parts: negative peace and positive peace. Negative peace is a condition in which there is no physical conflict, but there may be hostility between groups and parties. Positive peace is a condition in which governments work together to achieve mutual benefits; and emphasize on the coordination and equity within the societies (Brand-Jacobsen, 2002). The positive peace is also defined as the absence of structural violence (Haessly, 2010). Mowforth believes that tourism is largely affected by war, terrorism and chaos; in the short term, tourists often react to risky events and easily change their destination in the event of a lack of peace (Satani, 2004). Tourism does not necessarily contribute to peace, but has many potentials for doing so through a variety of ways (Van der Hoek & Dhuyvetter, 2010). According to the 2008 US Homeland Security Report, tourism is a door opening to the world; being an instrument for public diplomacy and international development, it is a powerful response to global challenges and terrorism (Moufakkir & Kelly, 2010). Tourism is a message of friendship and understanding between the people of various societies, causing them to connect with each other (Inskeep, 1991). According to Rabu (2003), tourism has the potential to appear as a tool for global peace.

5. International Relations as Foundation for Tourism Development

Having an impact on the economies of the countries, has led tourism to be regarded as one of the topics of dialogue between high-level foreign affairs committees. In other words, "diplomacy is based on tourism" and therefore has succeeded in gradually finding its place in international treaties and agreements. Given that the tourists need to go to embassies to enter the other countries, and governments have given different options to their ambassadors as their highest-ranking representatives, they directly and indirectly play a significant role in accepting tourists; therefore, the ambassadors take all aspects of the internal, external and regional issues of tourists into account by diplomacy and international relations because the implementation of "international relations or tourism diplomacy" will have a very direct and powerful impact on economic, political, cultural and social issues (Moravej Khorasani, Bi ta). If the economic diplomacy is interpreted as a technique of foreign policy and the domestic economy or, in other words, it is regarded as using foreign policy for the achievement of the goals of the domestic economy; the development of tourism in many countries requires the use of economic diplomacy in general and tourism diplomacy in particular. Therefore, the Ministry of Foreign Affairs is dedicated to direct foreign economic relations, including internal decision-making and external negotiations through the abovementioned issues. The direction and channelization of a diplomatic activity support the expansion of the foreign

economy through marketing and extracting of foreign business opportunities and investing and internationalizing business and space for the tourism industry (Faraji Rad, 2004). If these items are implemented accurately by the head of the diplomatic body, they can expand the tourism space and markets.

In fact, tourism being regarded as a process can achieve the necessary dynamism through the short-term and long-term plans as well as the development of tourism and the mental and business cooperation of firms and institutions; It is possible to create new jobs in this field in order to solve the problem of unemployment and create social vitality among people. For example, the expert decision-making can resolve the challenges ahead, and observe new horizons on a national, transnational and global scale by changing and empowering the tourism infrastructure and through increasing the role of people in the implementation of tourism programs, or by involving the private sector and attracting domestic and foreign investment, reducing intermediary affairs, reducing the role and direct involvement of governments in the tourism industry, and reducing the performance of governments to implementation of three key principles of guidance, support and oversight. Tourism does not mean the industry as a whole, but it is a set of industries that experience varying levels of dependence on tourists, and this dependence undergoes transformation through the passage of time and space. In the meantime, tourism development is affected by the systematic functioning of all economic, social, political, security and regulatory and legal sectors and so on. The diplomacy system of countries also has a unique and distinguished position related to other institutions and organizations in the very important category of tourism. International tourism is one of the most significant forms of tourism that has a significant, direct and indirect relationship with the foreign affairs Department's decisions; it is interpreted as tourism diplomacy in the specialized circles and can guide, channelize, and facilitate the international relations and platforms of tourism industry. Therefore, taking into account the needs of the countries, existing capacities, and the necessity of introducing unique tourist attractions in each country, it is imperative that the foreign ministers take deep, secure, and expert steps in the field of tourism diplomacy. Creation, improvement, development and deepening of geopolitical relations with neighboring countries and other tourism markets in different parts of the world are regarded as priorities of the diplomatic and international relations along with economic diplomacy in general and capacity building in the field of tourism industry, in particular. Pathologically, the operations of most countries in the field of economic diplomacy with an emphasis on tourism have not been successful up far, and still have a long way to reach the ideal point in terms of the potentials and actual capacities of tourism.

CONCLUSION

The tourism industry in all of its dimensions depends on the policy of governments. This industry plays a very important role in the political development and the expansion of peace, as well as the economic growth and development. Considering that the development of tourism is directly under the political decisions of governments, the development of tourism diplomacy and its implementation can lead to the arrival of tourists, employment and economic prosperity, as a result of increased national income, and ultimately the establishment of a stable and guaranteed peace. On the other hand, the combination of linear and transversal factors has led governments to view the tourism phenomenon as an effective

leverage in the international relations and to use diplomacy as a strong strategy for expanding tourism industry. The main task of diplomacy is to protect the interests of the country in relations with the other countries and to develop relations with them. In this regard, the neighbors are of utmost importance because the way of establishing relations with them has a profound effect on ensuring national security, political, economic development, and the development of mutual relations. Despite its abundant potentials in the development of tourism, Iran has not much succeeded in tourism because of its domestic situation and the negative external promotions. Perhaps the most important factor in this regard is the lack of codified and applicable strategies. According to the above, the following suggestions can be made to improve the development of tourism and international relations:

1. Strengthening economic integration in the tourism sector in the form of cluster planning and international tourist free zones;
2. The necessity of adopting deep convergence policies by facilitating and eliminating border controls, adopting the principle of mutual recognition in relation to the standards of products and services of tourism and deregulation of international transportation rules;
3. Correction of business policies between countries through the international agreements;
4. Strengthening the quality management of tourism services at the National Chamber of Commerce for the supervision of tourism enterprises;
5. Holding local events (tourism exhibitions, touristic villages, geo parks, technology parks, museums and gardens in the susceptible sites of the countries), as well as national and international events (national and international conferences) provide a good opportunity for the precise and principled introduction of the country's tourism capabilities to the political representatives of the other countries. Accordingly, foreign ministers can invite ambassadors and other countries' diplomats to deepen the diplomacy and international tourism relations.
6. Foreign ministers can continue to cooperate with international organizations such as the World Tourism Organization, similar organizations and institutions, as well as NGOs that handle the easy and unhindered flow of tourism from one country to another.
7. Using leading tourism countries as a model;

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