



STUDYING THE TOURISM'S POLICIES AND POLICYMAKINGS IN LORESTAN PROVINCE

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Abstract: Iran and especially Lorestan province by having historical, cultural and natural attractions which have special tourism privileges on both national and global levels, yet are unable to acquire a share of tourism. This study has been conducted to examine tourism policies on province and national levels in order to develop the tourism industry in Lorestan province. In this regard, some questions are raised, like: 1. How the damages of tourism affect social_economic development in Lorestan? How the management, policy_maker bodies, advertisements and informing entities of Lorestan province play roles in tourism industry development? To respond these questions, it was found that: Weak performance of tourism authorities, Lack of infrastructure development, Lack of trained and skilled manpower, Lack of awareness and advertising, a negligible specialized public funds, Lack of private investors attractions, Lack of knowledge management rather than policy-driven management are introduced as tourism damages in Lorestan province. This research uses descriptive-surveying method in terms of data collection and in terms of purpose, it is applied. In order to collect data and to analyze information, the library studies, interviews and questionnaires have been used. At the end, some recommendations have been presented on tourism development in Lorestan.

Keywords: tourist, ecotourism, Electronic Tourism, Policymaking, Model of Policymaking

INTRODUCTION

Travel and tourism industry is considered as one of the largest and most diverse industries in the world. In recent years, tourism factor has become a source of huge revenue in global trade and a very important element in improving the economic conditions of the regions and countries. Iran is a historical country with high tourist attractions and in the west border of Iran plateau, a land has been located that is called cradle of civilization. Lorestan land indeed has been witnessed forming of civilization, culture and art of human being. Lorestan province can receive countless tourists from across the country with different purposes and multiple tourist fields through specific geographical situation and diversity of climate in all seasons.

Existence of superb landscapes like: ancient and historical monuments with universal value, Numerous waterfalls, lakes and wetlands, mirage and abundant springs, dense forests and beautiful mountains and snow and well as the culture, customs and various ritual ceremonies, are only a part of the tourist potential in Lorestan province by providing fields and create necessary infrastructure of tourism, can provide sending a large number of domestic and even foreign tourists to Lorestan province.

THE DEFINITION OF CONCEPTS

Tourist: Different definitions have been presented of the term tourist some of them are considered in the following. The root of this term has been derived from the Greek and Latin Tornus that one of its meanings is,

to gander and search and came with suffix ism for tourism gerund. Tourist is called as a temporary and short passenger. In addition, tourist travels to an area outside his work and location in order to travel, where spends part of his income (Quoting of Alvani, 115: 2004).

Policymaking definition: making decisions in the name of public implemented by the government in the form of regulations has direct and indirect effects on the citizens' lives.

Ecotourism: Ecotourism or ecological tourism is a form of tourism in which tourists travel to visit the wilderness and unspoiled natural areas of the world and watch the plants and birds and fish, and other animals.

Electronic Tourism: Same as e-Tourism, which includes the information and perform much of trip virtually. Electronic Tourism (ET) is the use of new technologies to provide the services needed by the tourists. Providing services needed by the tourists are achieved easier, with higher quality and lower cost by using information technology.

RESEARCH LITERATURE

(Ghanbari, 2005) in a study entitled "effective factors on perception of foreign tourists About Iran's image as a tourist destination in the city of Isfahan", has studied the formation of inferred aspect of foreign tourists and concluded that traveling to Isfahan has positive effect on the perception of foreign tourists from quality of structural, cultural, economic, political, environmental factors and tourism facilities.

National tourism development project office (2001) in a study entitled "policies in tourism sector of the country", has mentioned country policies during the recent twenty year visions for tourism and concluded that in accordance with the fourth five-year plan of the country, there is a need to move the country towards electronization in various aspects, especially the tourist industry.

Salimi in 1997 in a study "Investigating intellectual, social, cultural obstacles and tourism development in Iran from sociological perspective", states that: In the present study, intellectual, social tourism development obstacles in Iran from sociological perspective has been studied. The purpose of intellectual and cultural barriers is the Same as the mentality negative imagination and tourists Prejudice have had before traveling to Iran (Salimi 20: 1997).

Rostamkhani in 1994 in a research, " Investigating functionality of social and cultural tourism in Zanjan" has investigated tourism industry. The aim of this study is to identify potential and actual Industry of traveling and tourism in the province of Zanjan and evaluate them, especially from cultural dimension (Rostamkhani, 1994).

Hussein Ghaljy, Public policy stage version of Charles Jones states in this regard that: With a historical view, it can be said that the main three waves have occurred in political science. The first wave may be the emergence of political philosophy. Laudable work in this area were born that politics and power through social contract, came from heaven to earth and even made explicit it as Machiavelli without ornament for people, and played a significant role in the "responsibility" of governments and questionable rulers that can be highly observed in its consequence in the execution of kings and revolutions.

Wall Variety in 1997 examined "Works of recreational activities on water quality and its pollution," and reached to the conclusion that in some areas, tourism development caused water pollution, while in other places the health of tourists are threatened due to unsafe water and this issue leads to endemic diseases in densely populated and tropical areas of third world. Second, the substances into the water that occurs as a result of sewage spill, leads to overgrowth of weeds and reducing water oxygen levels and the amount of fish. Third factor is oil contamination which is caused by shipping and boating (Wall Variety, 1997: 52-51).

(Soon park, 1997) has conducted a research entitled "understanding social network structure from young and old Korean tourists" in which a sample of 100 young and old Korean people was selected in which 55

participants have had travel experience during recent years. The sample was chosen using Snoble sampling method. The following results were obtained:

1. The social world of male and females were different.
2. A good development is based on a social communication network which may affect traveller behavior.
3. Young and old Korean tourists showed that the information patterns should be the same.
4. The discrepancy in traveller behavior are based on social network.
5. The application of social network is an important tool to develop tourism and its related programs.

(Givesoola, 1997) conducted a research on "the traveller genders in last 20 years " which found the following results: women are traveling with a motivation to leave their habitat's constant environment, change their personal conditions such as a family member death, love breaking, divorce or separation, tenancy to experience risky actions, more likely to show personal abilities, finding autonomy and competency (Roshanpoor 2009).

Research in 2006 conducted by Okel Oskel in Norway that results show that Payment dispute in terms of gender show Between CEO of a sample from tourist companies and production of Norway More than 20 percent of senior executives in Norway tourist companies are women, While manufacturing companies this percentage is below six percent (Quoted Roshan Poor, 2009: 45).

RESEARCH METHODOLOGY

In order to develop this research due to the diversity of natural attractions in Lorestan Province, following methods have been used:

First, gathering information through the initial recognition method includes Library studies (articles, newspapers, Journal, Internet, etc.).

In this research, significant number of photos were taken and the information was obtained by entering directly into the field and see some attractions and visit was done in this way.

At this phase of research through indirect observation of content and information that is by referring to organizations and institutions related to tourism activities, these administrative organs and organizations include: Management planning of Lorestan province, Directorate General of Traveling and Tourism of Provincial, Department of Environment, Natural Resources and Agriculture Organization, Administration of Cultural Heritage in city, Governors and deputy governors

RESEARCH QUESTIONS

1. Policy of tourism development in Lorestan province according to the cycle of Charles Jones model how is caused tourism boom in Lorestan province?
3. What does Advertising and Information effect on attracting and tourism development in Lorestan province?
3. What does Advertising and Information effect on attracting and tourism development in Lorestan province?
4. What does role of management and policy-making bodies of Lorestan province mean in tourism development?

RESEARCH HYPOTHESIS

How do tourism damages affect social- economic development of lorestan province?

How do the management and policymaking, advertising and informing entities of lorestan play roles in tourism development?

Lorestan province has difficulties due to the weakness of the tourism industry such as lack of infrastructure development, unemployment and lack of sufficient income and lack of policy and proper planning in order to attract tourists.

The coordination of decision-making of institutions and policymakers in charge of tourism to develop infrastructure in Lorestan province according to the cycle model of policy is caused to attract more tourists.

LAND OF LORESTAN PROVINCE

Lorestan is a province in west of Iran. This province is 28294 square kilometers which has allocated 7/1 percent of the country to itself. This Provincial is neighboring with Isfahan, Chaharmahal and Bakhtiari, Khuzestan, Ilam, Kermanshah, Hamadan and Markazi. Lorestan based on the latest divisions of the country

has 11 cities, 25 towns, 27 districts and 84 rural districts and 3297 villages (Geography of the Provincial of Lorestan: 3).

HISTORICAL RELIGIOUS WORKS OF LORESTAN PROVINCE

Lorestan has been known as one of the oldest human settlements in the world. Historical record and remainder arts can be a good incentive for the development of the tourism industry in this province. Some of the attractions include:

Table 1-3 Tourist Attractions of religious, historical and cultural of Provincial by divided city

Falakolafak castle, roofed market, Minaret, inscriptions, Rock whirlpool, Museum of Anthropology, Douchet painted goose, Corner Caravanserai, Baba Taher, Ganji cave, Ghargrarjnh.	historical	Khorramabad
Zayd ibn Ali shrine, Shujahuddin sun, Prince Ahmed Jameh Mosque	religious	
Prince Hasan, Aftkhalaslam house, Moghith al-Islam, Ayatollah Boroujerdi's house, Paul Fortress Hatam, Home Tabatabai	historical	Borujerd
Jafar Imam Mosque, Imam Mosque	religious	
(Pir Emam shrine, (monument, stone lions	religious	Aligudarz
Valley king bed, The amount suspended bridges, castles Mozaffari, (Vsha line), bathroom treasure village of Upper Chine	historical	Alashtar
Castle Cogan, Problem, Temple, Red Tails, Mir Malas paintings and Homi, Paul Syaph	historical	Kuhdasht
Shrine of Shah Mohammed	religious	
Chemshak Caravanserai, Gharklmakrh, cave Cogan, Poldokhtar bridge, bridge buffalo, Paul Kalhort	historical	Padokhtar
Imam Baba Zeyd, Kermanshah Khorezm	religious	

Source: Natural Geography Book of Lorestan province Page: 94-93

Table 2-3 tourist attractions and natural abilities of tourist attractions in the Lorestan province

attracting tourists Fields	natural attractions
Medicinal Plants	Medical tourism
Mineral springs	
Climbing - fishing and swimming - canoe - Ski	Sports tourism
Caves-waterfalls	Geotourism
Landslide - folding processes - transformation - the old lake	
Lakes and wetlands	ecotourism
Mountains, wetlands, spring, plains	
Forest Parks	
Wildlife habitat	

(Source: (natural geography of Lorestan province: 92

THE IMPORTANCE AND ROLE OF TOURISM IN THE ECONOMY OF LORESTAN PROVINCE

Lorestan province with socio-cultural facilities, in particular, unmatched and unique natural resources could be a tourism pole of Iran. Regional tourist attractions such as pleasant climate and nature beautiful scenery,

lush mountains, interesting landscape, roaring valleys, beautiful waterfalls, forests and mountains and valuable and precious cultural and artistic heritage in the case of the development of tourist amenities and facilities and equipment for the welfare of tourists and explorers can be the major and beautiful and fascinating poles of Iran consistent with the economic and social progress.

Undoubtedly, one of the most important sectors in the economic development of Lorestan province could be tourism industry. Unofficial statistics show that the number of passengers who travel to the province over 2016 year are near 7914166 people. Of course, these are meager share in attract tourism over the years (During spring and summer) (According to Directorate General of Cultural Heritage and Tourism Lorestan Department of Development and Tourism 2016).

POLICY-MAKING PROCESS

Policy-making process, is a series of rationalization measures that have been done in a process that is consisting of necessarily political action. These political actions can be considered as policy-making process and imagine it as series of scheduling strongly linked steps including preparation of the agenda, developing and regulating policy, policies, policy implementation, and policy assessment. Policy Analysts may provide information that be related to one, several or all stages of the policy making process. It also depends on which type of problem the analysis of the beneficiary of the policy is facing with. These stages indicates current measures that occur over time, each stage was related to the next step and the last step is connected (estimate politics) to the first stage (preparation of the agenda) and intermediate stages that this type of relationship is as a cycle or non-linear round of action (1977 Jones; 1956 Lasswell).

STAGE MODEL (JONES CYCLIC) AND POLICY-MAKING PROCESS

This model was provided for the first time by "Charles Jones" an American professor of political science and became common after him by public policy experts, this model which puts actions of policy makers and government officials in center of attention according to what "Jones" offers, government performance and decision-making is divided into five linked stages :

The recognition phase of the problem and the problem in the government's agenda

In public policy, basic problems are examined. Basic problems include human need, a suspension or a grievance that was identified by the person himself or another person and solutions are searched for that and in connection with it, in addition to those who directly involved, other people involve themselves in it and react (Vahid, Majid, 2004: 26).

providing solutions to decision-makers

After recognizing government agency problems, it has been examined and tried to present recommendations to resolve the issue, they pay in this regard to consultations with social actors and seek their support. (Vahid, Majid, 2004: 31-32).

legitimizing a solution and decision-making

This step is important Hence it is associated with the action of decision-maker. At this point, decision formalized a policy to bring it into force (Vahid, Majid, 2004: 40-26).

Enforce policies

The implementation analysis is to focus on multilateral and multidimensional processes through which government agencies return policies into practical application. Since bureaucrats have great discretion at this stage, many scientists have argued that most policies will be created in this step, There is a lot of evidence that shows most basic policies formulated by democrats and lower-level managers who are contemplating with the authorities. Existing views on the implementation of policies can be divided into two general groups of classic and new. In classical view, the administrative system is considered as a mechanical series. In classical view, the fundamental distinction exists between design and implementation of a policy and implementation stage, after determination of the policies and a policy before the implementation enjoys a certain structure. Office representatives are first performer of public policies; but other actors such as parliament and the courts can play a role to perform. In the new model, linear and unilateral relationship has been vanished among decision-makers is a distant relation between the political and administrative system,

based on the negotiations and power relations, Under this model, administrative player, is not subordinates; but is an effective person in policy's structure and shapes (vahid Majid, 45: 1383-41 and Ashtryan, Keiomars, 34: 1999).

evaluating public policymaking

In the 1970s, the prevailing belief was that the demand for the use of evaluation research was stagnant or in the best case, it was of secondary importance, because policy makers clearly imported scientific information in policy-making process. Policy makers habitually were complained for the lack of the relevant information that is necessary for effective policies and they believe that if had the proper timely information and better able to serve the people; ineffective programs were terminated or modified and effective programs be continued and, if resources permit, they were expanded. Finally, that the informed policy decisions, increase public interest and tangible symbolic insights, policymakers commitment to evaluate and use it was the appropriations for research, appraisal and evaluation office forming and positions in different levels and branches of government. For example, not only congress enacted hundreds of millions of dollars for program evaluation adopted by executive agencies but also it strengthened to expand their assessment evaluation staffs in the office of the comptroller general, The Congressional Budget Office, the House and Senate budgetcommittees, The Appropriations and also legislative committees.

Examining tourism management problems in Iran:

Perhaps one of the main current problems be the tourism management because tourism in Iran never has witnessed the presence of a spetialized and efficient manager. While tourist attractions require full and careful coordination of the related entities. The tourism macro management in Iran is inefficient because the tourism organization structure in Iran lacks skilled staff and the required weight in the government board.

In particular, after the Islamic revolution, a number of managers who had no recognition and experiences have been operating which after one or two years relative cognition of the work, they have left it and in fact this sector has been a platform for them to operate in another position. On one hand, tourism in Iran lacks the recognition and trust of the middle managers about privatization and traditional managers do not believe in pervasive system (Tourism & aviation 2002).

On the other hand, the number of decision making centers and dispersed management in Iran tourism is seen well because the tourism organization and the devotee and poor organization of recreational centers are presented as two separated capital in the field of management and tourism (Mahallati 2001).

This duality of management and the structure of the organization has no economic,scientific and managerial excuse and one of the main problems in tourism scope in Iran is that this duality is continued instead of the slogans and promises and there is no hope this problem be solved in this condition.

7.3.2 examining the tourism policies after the Islamic revolution of Iran:

From the very beginning of the Islamic revolution, victory and the formation of the Islamic system in January 1979 to 2016, tourism policies have underwent many transformations, such that 38-years long history of tourim can be divided into various periods. Although, the basics and principles of these policies in each period have been stable and continuous, in some dimensions, it has been changed. In general, from the very beginning up to now the tourism policies can be divided into 6 periods:

First period: from the Islamic revolution victory to 1981:

This period starts with the temporary government and it is continued with the invasion of Iraq to Iran. Hence, the end of the primary period is called the beginning of the sacred defense period. By Iraq's attack, the policies are concentrated on the security and consistency protection and all the economic development policies are influenced by this event. It is likely that the policies of the period have regarded the West, such that the leaders of the temporary government believe that Iran needs Western technical knowledge and

technology to reach economic development and the policies with respect to the West were not maintained on the theoretic level rather it was flourished practically in the behavior of the temporary government authorities (Dehgani Firoozabadi 2009).

Second period: From 1981 to 1990 or war period:

In this period, war and defending revolution and Iran had priority, in a way that war had been transmitted to all the issues and all cultural, economic, social and political issues had been influenced by this period and the tourism position in this period was silent completely and it was influenced by war.

Third period: From 1368 to 1376 or building period:

By revolution, tourism development was considered in building government for the first time. Of course, this was formed for the first time not in that periods cultural heritage but in poors foundation and in a systematic format called Aito. The Aitos activities were only restricted to the bringing of tourist into the country in group formats and it did not have other dimensions.

Regarding the approach by building government negotiatimy with the world and the presence of Iran on international areas, this polites view about tourism was positive and instead of pogmatic views in tat years which considered the enterance of tourists or associations whith the outside world as risky. The bulding government welcoms tourism advancement. The building government leader took the president position in an uproar in which Iran was transitting on of its hardest historical periods; destruction after war and international boycotts have made the administration of the country very difficult. In those days, perhaps examining issues like tourism and cultural heritage was not in priority. Nevertheless, as his relatives and collegues say, his belief for developing an ternational relations in relations in a framework by which the dignity of system is protected. It indicated his positive views about tourism development and protection of the old heritages of Iran.

Fourth period: From 1997 to 2005 or the reform period:

Tourism was considered in the reform period by raising dialogue of civilizations, but it didn't have a tangible result and tourists still were frightened to come to Iran. Nevertheless, building state and reforms succeeded to reduce this fear among abroad Iranians from entering in to Iran. Iranians out of country also wanted to protect their identhties at least by visiting and respecton cultural and historical characters and show then to their children .The illumiated example of this interest has been a million visitors of Iran's cultural-historical areas by inside and outside Iranins (mirzadegi 2015).

TOURISM IN FIVE-YEAR DEVELOPMENT PLANS

The first and second development plans

The first program (1991 to 1983) : development of the country in the year 1990, after nearly a year was adopted from the end of the war it was adopted, due to the lack of priority for the industry, it didn't have a perfect look to tourism. In the second program (1995 to 1998) also to raise the scientific level and efficiency of tourism and traveling to provide convenience to the public and private sector has been expressed generally and vaguely (Economic Development Programme).

THIRD DEVELOPMENT PLAN LAW

Although this law today has lost the competence of its implementation due to the completion of the program, a quick look at its provisions will have great benefits. Article 164 of the Third Development Plan (2000 to 2004): Development is most important. Note of this law in relation to tourism that has been considered significant Facilities for the development of of this industry. Article 164 stipulates that in course of the implementation of the Third Plan, Central Bank of the Islamic Republic of Iran will be the usual rules country's banks able to take action in air entry points, Sea, land, hotels and tourist service offices towards buying the currency of tourists who have come to Iran.

Fifth period: From 2005 to 2013 or fundamentalism period (Dehgani Firoozabadi 2009)

According to the report by global economic association, the number of tourists entering into Iran in this period has increased from 500,000 individuals in 1995 to 4 million and 769,000 in 2013. Iran's income from tourists in that year, has been 1 billion and 294 million Dollars; In other words, each foreign tourist has created an average 271\$ for Iran.

The income results from tourists with intense boycotts had reduced from the late 2011 (tenth government) and from 2.5 billion Dollars in 2010 reached 1 billion dollars in 2012. This reduction can also be induced by the Rial Value decline against Dollar due to the Currency severe Oscillation in these years.

Also, the added value created in this sector has been 8 billion and 239 million dollars in 2014 which accounts for 2.2 percent of the internal impure production. According to the estimation by global economic association, in 2014 the employment in this industry has been 414,000 persons which forms 1.9 percent of all the employment rate and its growth is 3.9 percent compared to the previous period.

Sixth. Period: From 2013 to 2017 or Hope and Moderation period:

The situation of tourism during the fifth plan of development regarding foreign tourist entrance not only suffered from problems such as the lack of appropriate infrastructures but also the unqualified management, in a way that the organization of cultural Heritage in the tenth government can be the most unstable organization depended on the ninth government. But, instead of all the obstacles and factors which made ground to enhance tourist entering into Iran, the tourists perspective about Iran and media of the national country should be classified as the most important reasons which can become the booms Key or tourist obstacle.

Factors which determine the method of internal planning and related bodies activities such as skilled painting, from the image of Iran within foreign tourists' minds.

But effort to improve foreign tourist attitude towards Iran was refreshed by stating Geneva negotiations. According to Iran's tour guide societies Leader, 30 percent increase in foreign tourist entering into Iran in 2014 promise blow a new soul in tourist body. Pleasant news which demand the stability and coordination of various bodies such as the ministry of foreign affairs. Rebuilding of Iran's face in foreign tourists' view and also the necessity of paying attention to this industry is important to the extent which Hassan Rohani as the head of eleventh government has frequently stated the importance of tourism diplomacy and also considered the employment dimension of tourism industry and he didn't limit the tourism consideration just to his electoral slogans.

On the other hand, eleventh government had informed the tourism enhancement to abolish the visas of 12 countries and also in the co-thinking meeting of the tourism industry actors it said that people in every consequence and tourism should not be cancelled due to the probable declines.

Iran's position in the world's tourism industry:

According to a report "tourism and travel Competitiveness 2015" Iran has allocated the twelfth grade among the Middle East countries and North Africa. United Arab Emirates possess the first place in this index and Qatar and Bahrain are at the second and third places. Also Kuwait, Algeria, Moritani and Ya man are places after Iran.

The sub index examination shows that Iran's situation in the environmental improvements is not desirable compared to the other countries of the region, but in the field of cultural-natural resources, Iran has a better situation. About infrastructures and policymaking in the tourism sector also an interwoven position is observed.

Iran's worst rank in the subsector of the tourism priority is 130 in the world and it's best rank is the price centered competition in tourism industry which is induced by the intense increase in the exchange rate is in

2011 and 2012. This caused the increase in the purchasing power of the foreign exchange and traveling to Iran will be cheaper for foreign tourists.

Although this issue has positive impacts on the improved position of this subindex, it has not had a significant effect on the tourism's general ranking. About human resource subindexes, environmental stability, priority of the travel and tourism service infrastructures, there is also a big gap between Iran and other countries of the region.

Each subsection has smaller indicators which are beyond the scope of this paper, but in general, the best rank in these indicators is related to the first rank in Eids spread, third rank in tax on the ticket and airport costs and fifth rank in the rate of school registration. The worst indicators are also the number of hospital beds and the female staff participation both with the rank 140, the priority of the tourism industry for the government with the rank 135 and the rate of staff training with the rank of 134.

THE FOURTH DEVELOPMENT PLAN

Fourth Development Plan (2005 to 2009) developed a more comprehensive look at the issue of tourism; for example, in its first article, allowed the government to allocate the remaining 50% of foreign currency reserves account to economic affairs, one of these things clearly has been listed (tourism). This legislation also in Article 28 which has been paid to reform the transport economy, has been known necessary on environmental protection concerning issues such as marine tourism. Article 104 of this law also obliges the government to boost cultural economy, increase employment, improve the quality of goods and services, competitiveness, creating new resources, equitable distribution of products and cultural services and paving the way for entry into global markets of culture and art and providing adequate spaces for cultural products pay to adopt and promulgate standards for the benefit of all over the country from Tourist spaces (Fourth Development Plan, 2005). Article 104 of the Fourth Development Plan has paid special attention to the private sector.

FIFTH DEVELOPMENT PLAN

Fifth Development Plan (2011 to 2015) developed in cases 12,13,14,151,174 have been established regulations about the tourist industry. Things such as the establishment and financial support from tourism development fund, financial support from the private sector to perform cultural affairs and tourism and monitor these centers, organizing the pilgrims of Mashhad, Qom, Shiraz, council of Iranian architecture - Islamic and attempted to Research and Information in tourist and cultural issues related to Persian architecture - Islamic can be known most important points related to topic of tourism in the Fifth Development Plan.

TOURISM IN THE SIXTH DEVELOPMENT PLAN

General communicated policies in sixth program development upstream documents has emphasized on the development of the tourism industry and tourism development unless by strengthening national identity, cultural heritage and handicrafts, strengthening national unity, enjoying the Iranian capital abroad and taking advantage of tourism would not be possible in improving regional and international relations.

Under the provisions of paragraphs 12 and 19 of issued general policy, cultural diplomacy arising from tourism development cause strategic links and regional security and are associated with sustainable development. In provisions 1,2,3,5,6,8 and 21 indirectly, in provisions 50 and 51 directly, traveling industry development and handicrafts have been refered. In the sixth development plan, it has been asked to increase the number of tourist arrivals and share of their national income be Five times the current number. This means the arrival of 35 million tourists to the country (Ibid: 2016).

During the formulation of the sixth plan, it has been reported that Iran's share of the 1400 Millard dollar financial circulation by foreign tourists in 2014 is low and the expectations of the top documents is based on the country's tourism capacities. The most important tourism capacity of the country are religious, spiritual, natural, cultural and hisatiric attractions. In the sixth development plan, it has been demanded that a number of incoming tourists and the revenue share of the country from them should be 5 times more than present. This means the entrance of the 35 million tourists to Iran.

Exploring policies and strategies related to tourism and amount of their implementation

Traveling and tourism Directorate General of Lorestan, from initial formation and independence, all its activities on the basis of the main goals means raising revenue and establishing economic prosperity and job creation of area, although fundamental practical actions has not been done and this is lack of communication theory and practice that correct and scientific policy in tourism industry in the province has not taken place. To achieve above news, all activities of this administration have been focused in the form of following upstream strategies:

- 1 - Human Resources Development Strategy
- 2 - infrastructure development strategy
3. strategy of Development marketing
- 4 - Traveling facilities development strategy
- 5 - Product Development Strategy
6. Development Strategy of Information Systems and Management of Planning strategy
- 7 - Tourism Resources Development Strategy

THE MOST IMPORTANT FIELDS THAT SHOULD BE NOTED IN THIS SECTION OF POLICY INCLUDE

- Activation of administrative organization in order to manage the affairs related to tourism
- Training human resources needed jobs in a variety of facilities catering and tourism institutions

Orientation training local and nonlocal tips to introduce the tourism attractions to customers and proper maintenance practices and productivity of the equipment and facilities of tourist attraction Province, and the goals of each program in terms of duration are divided into long-term, medium-term and short-term goals. How to estimate physical capacity, requires new equipment and facilities in accordance with strategies and goals of development planning about centers and centers of tourism Province is closely related to results of our study in the field of tourism in province's interior. By setting quantitative and qualitative targets of tourism and to detect the position of tourism in the region in the country will be smooth to estimate physical capacity of new facilities and equipment of tourist, this means that by relying on the results of these studies in past sectors and taking into account determining factors such as location features, references throughout the season, weather conditions and climate and infrastructure facilities and difficulty of reaching the destination, etc. A number of clients examined current situation and concluded to make it possible to create a variety of customers through the construction and development of new equipment according to principle of supply and demand. In the same vein, it is necessary to note that in detecting the number and composition of immediate customer needs to note both positive and negative factors of attraction and repulsion of customers to desired tourism region. From comparing the outcome of these factors, it can be reached to necessary Socio-economic justification in order to required investment. Overtaking positive factors to attract tourists to the region would ensure us in implementation of economic and improvement projects and future tourism facilities.

CONCLUSION

Regarding the tourism industry which has achieved a stunning growth in recent years, examining the damage and development strategies of this industry seems inevitable. In particular, the tourism industry of the country needs a specialized areas of expertise and administrative of independent agency, to develop and implement consistent policies in that area. Most of active countries in tourism have created a ministry under the title tourism or culture and have done important steps in this section.

After the Islamic revolution in Iran, the organization in charge of cultural heritage and tourism have had extensive changes and after many demarcations as an organization, it had been put under the president and has more maneuverable than before. In the past two decades, these changes have had a negative impact on Long-term strategies and policies in tourism so that they were not resulted in significant contribution and acceptability of this industry to Country. One of the problems of Iran in the course of tourism development is uncertainty of authority in policy and officials approach to the industry; on the other hand, structural

obstacles to tourism development have not been considered such as foreign negative publicity and cultural barriers.

So lack of designing a long-term strategy according to the capacity, potential and understanding the problems of the tourism sector in province (Due to the focused policy In Iran without regarding to local needs) by relevant organizations, lack of decision making based on Jones model, dispoliticization of programs and strategies in this field, lack of evaluation and peer review running programs and based on the feedback of these strategies and policies and lack of use of knowledge management rather than policy-driven management has faced programs and policies of tourism sector with a major challenge in the field of strategies and to develop solutions of tourism in the province that is the main concern of research. It seems that the lack of credit and spending low cost in Business Development Strategy and Product development (advertising, information, researches, exhibition) is a very important factor in the field of introducing the tourist attractions of Lorestan province to attract tourists. In politics, the excellent teamwork of changing Province under the Provincial Government is the most important step in attracting tourists, Lorestan province from touristic approach to tourism destination, these guidelines require programs and strategies as medium-term and long-term. According to the stepwise policymaking features which combine action and theory and develop policy analysis, it can be applied as a simple model in tourism industry in local, national and international formats, although it might not achieve a favorable point, but it is successful.

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