The Process Model of Tourism Culture from the Perspective of Tourism Experts with Grounded Theory

Leila Hamedi[1]
Ph.D. Student of Cultural Management and Planning, North Tehran Branch, Islamic Azad University, Tehran, Iran
Mohsen Ameri Shahrabi[2]
Assistant Professor, Department of Management, Naragh Branch, Islamic Azad University & Research Group Manager, Cultural Comparative Studies Department, Research Institute for Intercultural Studies, Tehran, Iran
Abbas Ali Ghayomi[3]
Associate Professor, Department of Management and Cultural Planning, North Tehran Branch, Islamic Azad University, Tehran, Iran

Abstract: *Culture is one of the factors tourists consider to choose their destination, and what is the level of cultural Host community and cultural differences compared to what other nations. Therefore, recognizing the culture of the society itself is one of the ways in which it can attract the tourists by refining its competitive advantages and by stepping up the knowledge of the weaknesses in order to eliminate them. The methodology of this research is qualitative and is based on the grounded theory. Data was collected through interview and observation. The research community was selected from tourism experts including university professors, officials and tourism industry activists using snowball method and theoretical saturation criterion. 13 of them were selected. The findings of the interviews are coded (open, axial, and selective) and the concepts and categories obtained are analysed. The core topic of this survey is "Tourism Culture", which covers other categories. The research findings have twenty propositions about this phenomenon. In summary, it can be said that the causal conditions include identity rings, influence on others, the inherent interests of humans, reflections of behaviour and culture, cultural similarities, inner conflicts and self-adaptation, and dramatic behaviours. Familiarity with literature and travel algorithm, influencing other cultures, moving away from daily routine were only international conditions, and strategies include maintaining identity, interactive spaces, dissenting, rules, regulations and policies, as well as reducing opportunities for growth, reducing economic growth, unifying Culture, cultural divide, consumption and commercialization of the culture were related to the consequences.*

Keywords: *Tourism Culture, Tourism Experts, Foundation Data Theory.*

Introduction

Tourism today is a symbol of the cultural and social development of any society. Tourism can be an opportunity for the growth of the culture and the economy of a society. Tourism development requires the simultaneous development of cultural, social and environmental elements, training residents of the host environment and providing them with tools such as accommodations, transportation and communications. The cultural and social growth of the host society should include many components, such as the effective attitude to the potential, the use of the indigenous and climatic diversity of the environment, with an emphasis on preserving its natural resources. "A tourist includes a stream of capital, human beings, culture and land with tourism and leisure capacities and mutual interaction between them that have different effects in geographic spaces (Bridenhann, 2004). Accordingly, many development planners and policymakers point to the tourism industry as one of the key pillars of

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[1] Email: leila_hamd@yahoo.com
[2] Email: ameri@iau.ac.ir (Corresponding Author)
[3] Email: ghaiyoomi@gmail.com

sustainable development, and believe that tourism can be a sustainable development tool because of its features. In the definition of man and culture as two main components of the flow of tourists. Man is the user and producer of culture, and culture has its own language (Telia, 2006). The culture of travel to use the facilities and destinations of tourism makes people feel responsible and respected in the environment. Due to its specific historical and climatic features, and in the words of the "land with tourism capacities", Iran has the potential to become a major tourist destination, but its background is to adhere to the principles of sustainable development and international tourism standards. On the other hand, the enormous amount of financial resources associated with the employment created directly and indirectly by tourism has led the various countries of the world to try to make a contribution to this economy, given their natural, cultural heritage and historical abilities. Hence, different countries have had a special look at this high-tech industry (Nawabakhsh et al., 2017).

Paying attention to three major socials, physical and human capital in the planning of the culture of people is very effective. One of the tools of cultural tourism planning is to pay attention to all aspects of development and to pay enough attention to the knowledge of the community. Governmental and popular organizations, by raising awareness and raising the level of participation, strengthen social capital and pave the way for social development (savari and et al., 2012). The study of cultural issues indicates its high importance in the tourism industry. If the destruction of the natural environment caused by the travels of people is the result of inappropriate human relations with nature and natural environment, which has become more intense in recent decades, the quantitative dimensions of human element in the form of population factors and qualitative dimensions of the human element in The form of social, cultural and economic behaviors has a significant effect on this phenomenon (Firouznia, 2004). Therefore, the population size (human capital) and the qualitative dimensions of human factors play a significant role in the field of tourism culture, or better, the culture of travel. (Ahmadi et al., 2012). To promote the culture of tourism, we need to recognize and cultivate that culture. In the culture of tourism, community members have a central role in the development process and as active agents, they are involved in the issues surrounding and engage in activities. They will contribute to the factors affecting their lives, such as the formulation and implementation of policies, planning, development and delivery of services and their changes (Shahbazadeh and Nabia, 2011). On the other hand, values in culture play the role of supporter and guardian of customary rules and procedures. They tell people how to behave in every situation. Studying the values of a community is very important for understanding the social interactions of its members. Values vary in different societies. For some nations, some values are more important than others. Levels of values are different in different societies. Some values are "universal" and are accepted by almost all people. Others are "national". On the last level are "local" values. These values are important for people belonging to the same ethnic group or resident in a geographic region. Values change over time. Values as a social phenomenon, while guiding actions, affect and change other phenomena; nevertheless, value changes need a long time, and it simply does not happen. (Nawabakhsh et al., 1396). National and popular culture can also be considered as a public and social capital for better planning and planning, and its development will improve the quality of life and livelihoods of the people and improve the efficiency of their social and economic life. For example, the development of health and welfare services along the way will improve travel and increase passengers (in individual and social positions).

Understanding your culture will make planners and tourism officials make better decisions. Also, tourists can bring cultural richness with knowledge and culture of travel and attention to preservation of the environment, and raise the level of culture with public education in schools, mass media and social networks. Therefore, the main aim of the present research is to find out where the culture of tourism is in the Iranian society and what factors affect it. Thus, using the method of data of the foundation (grounded theory), we will identify factors and factors influencing the culture of tourism from the point of view of the experts, and finally, the components obtained from the terms of causation, intervener, strategies and outcomes in the form of We will show a paradigmatic pattern.

Research Objectives
  In this research, the following aims are pursued:

- Recognition and introduction of Iranian tourism culture from the point of view of experts
- Introducing influential factors on tourism culture
- Possible Reasons Not to Improve Tourism Culture

Research Background

Regarding the subject of the research, it is possible to point out such cases as:

- Papeli Yazdi (2007), which in his book, under the title of tourism (nature and concepts), refers to cases such as culture and tourism, and divides culture into traditional and modern groups. Which is very important in terms of tourism in the world today. As he believes, the more traditional the culture, the more developed, the more attractive and attractive the people of the developed countries, and the better they spend on it. In contrast, the more modern and modern culture, the more interesting is the history of the Third World people.
- Also, Mohammadi (2003) pointed out in his research report under the title "The perspective and approach of the foreign policy-based tourism sector in the fourth plan" that in recent decades the tourism industry has been dramatically improving economically, socially and culturally, while Iran is rich in natural history and civilization, its historical, cultural and natural attractions, but the concept of tourism is not well-known in it, and its tourism culture does not have its proper place.
- Harrison and Huntington (2000) also cited the importance of culture, the power of culture, and its decisive influence on human life, and believe that in human societies, culture behaves in two ways: either prosperity or progress with or poverty or misery. He believes that this reflects the power of culture.

A Review of the Literature

Tourism

Tourism is the sum of the phenomena and relationships arising from the interaction between tourists, capital, governments, host societies, universities and NGOs in the process of attracting, transporting, accommodating and controlling tourists and other visitors (Weaver and Oppermann, 2000, 3) At the same time, tourism can be considered as a industry (or a set of related industries), as well as a complex set of social phenomena (Bern, 2006, p. 63). Tourism is one of the largest and most widely-developed industries in the world that is growing rapidly and is an important source of income, employment and capital in many countries. Although rapid development has environmental impacts in many parts of the world (Filipović, 2007, p. 44) Tourism is one of the common tools for moving critical economies and promoting a level of development through occupations and capital that they Tourism experiences vary; part of it is from various forms of tourism and is part of different destinations' capabilities to attract tourists and to meet their needs (Ngamsomsuke et al., 2011, p. 516).

Culture

One of the first comprehensive definitions of culture in 1871 was presented by Taylor. (Homayoun, 1980). The English anthropology believed that culture is a complex set of sciences, sciences, arts, thoughts, beliefs, laws and regulations, customs, traditions, and, in a nutshell, all the learned and habits that a human being Community member. According to Somer, an American sociologist, culture is a collection of customs and traditions and social institutions. Spencer, in his sociological principles, taught culture as the supra-physical environment of mankind and sought to separate the culture from physical and natural factors. He believed that the supra-physical environment is a human being, while man has two aspects (natural and physical) with a common animal (Mohseni, 1996). From the above definitions, one can find a common aspect and it is a series of beliefs and beliefs in man that guides his subconscious mind and, as Edgar Sha'in says, the layer of artifacts and innovations, the values and basic assumptions of human existence Has occupied. (Edgar Shine, 1987)

Experts

A group of experts who are systematically selected from experts from various fields of knowledge such as universities and industries and government agencies and research and technical organizations.

Theoretical Background
Since the qualitative work does not start from the theory, the theoretical framework is not used in the formulation of assumptions; rather, the conceptual framework is used to extract research questions. Conceptual framework is a collection of related concepts that focuses on the main concepts of the study. In this method, for the generation of empirical data, the attraction of researcher in the field of research, the trust of the people under investigation and the use of each new method, an appropriate method for collecting information, is emphasized on observation and interview (Azkia and Imani Jajarmi, 2011: 21). In this research, the conceptual framework has been formulated with an interpretive sociology approach. This approach perceives and interprets people as active agents in the building of everyday life. It also emphasizes the authenticity of man against the environment (Lincoln and Guba, 1985, quoted by Bustani and Mohammadpour, 45: 2009). According to the research objectives, the categories of tourism culture have been examined from the perspective of experts in the field of tourism.

Methods and Tools for Data Collection
Since the topic of this research is the categories of tourism culture from the point of view of tourism experts, and (sufficient studies are not done in this area and it is necessary for the researcher to examine the subject in depth for theoretical knowledge about the phenomenon), the compilation and analysis of information It is based on fundamental theory. Interviews with general questions about culture and culture of tourism have begun. Then, deeper questions about the actions of tourists, the political, economic, and social effects on the culture of tourists, the factors influencing their culture have been asked. The questions are semi-structured and asked in such a way that the interviewee has the ability to direct the discussion and his mentality is less influenced by the interview process. Interviews are sometimes conducted in one to two hours so that the researcher achieves the depth of the findings.

The location of interviews has often contributed to the workplaces of experts (universities, cultural heritage organizations). After each session, interviews are written and sections of the interview text are selected. The researcher selects and extracts concepts as much as possible (that is, the same coding for the interview text that was close to the purpose of the research). Then a set of closely related concepts is developed to move towards the theoretical abstraction of the derived categories and a more comprehensive name on the concepts that cover both the theoretically the entire set and the more abstract (axial coding). Finally, taking into account that all the categories and concepts can be described in a direction and in line with a theory, the axial category has been extracted (selective coding).

The Population and Sampling
The participants in this study are 13 tourism experts. In this research, a targeted sampling method with the maximum variety and an attempt to sample all groups of experts and experts to cover the dispersion and characteristics of the target community and not merely interview samples that have a common basis and characteristics. In addition to purposeful sampling, after formulating the basic concepts and revealing the dimensions of the subject for the researcher, the formulation of some of the questions in the subsequent interviews was based on a focus on these dimensions that have led to the enrichment of previous concepts as well as the formation of new concepts. This process has continued in subsequent stages, when it comes to categorization, and has led to the elimination, merging and modification of some concepts. When writing a report, the researcher chooses the texts and parts of the interviews and their related opinions (theoretical sampling). Finally, by interviewing 13 people, theoretical saturation (finding some kind of repetition in the data) achieved.

Table (1): Participant profiles

No.	The code	occupation	Grade
1	Dr. H.	University professor	Ph.D. in Tourism
2	Dr. M.	University professor	Ph.D. in Tourism
3	Dr. A.	Expert of the Cultural Heritage and Tourism Organization	Ph.D. in Tourism
4	Ms. F.	Expert of the Cultural Heritage and Tourism Organization	Master of Ecotourism

5	Dr. M.J.	University professor	Doctorate in Philosophy
6	Mr. H.A.	Deputy Education	Master of Geography and Tourism
7	Dr. R.	University professor	PhD in Cultural Management
8	Dr. M.	Psychologist	PhD in psychology
9	Dr. Gh. R.	Consultant	PhD in Management
10	Dr. N.	University professor	PhD in Art Research
11	Dr. P.	University professor	PhD in Sociology
12	Mr. E.	Airline Education Manager	Master of Science in Education
13	Ms. V.	Lawyer	Master of International Law

Research Assessment Methods

While "the basic idea of the theory is to identify the conditions that lead to a series of special interaction of the phenomenon and the consequences of it, the findings can only be generalized to those specific conditions" (Strauss and Corbin, 1990, p. 87). To achieve the reliability criterion (equivalent to reliability and validity in quantitative research), three conventional and conventional methods (Patten, 2002; Silverman, 2005; Kuala and Brinman, 2009) have been used:

- ✎ Membership Control or Validation: In this method, participants are asked to evaluate and comment on the overall findings.
- ✎ Analytical comparisons: In this method, raw data is compared to evaluate the structure of the theory with raw data.
- ✎ Using the Audit Method: In this regard, five experts in the field of basic theory oversaw the coding, conceptualization and extraction of categories.

The author follows the idea of the sentence or paragraph of the interview. This method of analysis is very time-consuming and should be read several times as the text of the interview. For example, selected concepts and sub categories and categories have been reviewed and revised by the professors of the tourism, cultural, and sociological fields, as well as by referring to the specialized books of the vocabulary of tourism, culture and sociology in order to obtain the relative assurance of the choice of the topic of the matter.

Results (Concepts and Categories Extracted from the Information)

In accordance with the methodological process described above, the three stages of open coding, axial coding and selective coding, ciphers and concepts are extracted from the basic information. In the subsequent interviews, new concepts were added and added to the richness of previous concepts, resulting in 151 concepts. In the next stage, the concepts are in the form of categories and 20 categories are obtained. The categories for presentation in the paradigmatic model are in the following six categories around the core category:

- o Phenomenon
- o Causal conditions
- o Background
- o Intervener conditions
- o Strategies
- o Consequences

Table (2): Concepts, categories, and axial categories extracted from qualitative data

Categories of tourism culture from the perspective of tourism experts		
	Categories	meanings
Causal conditions	Identity rings	Pattern taken from elders and generations past
		Institutionalized over time
		Belong to the past
		Institutionalization among people in a long time
		Displacement throughout history
		Related to the traditions and history inherited to us
		Coming and going from the beginning to human beings
		A number of cultures are inherited from the past
		Effect on others
		Change
		Being fluid
		Interest in change
	Intrinsic interests of humans	An interest in discovering a new world
		the reception
		Extroversion
		Relationships with various cultures and nations
		Love to travel
	Reflects behavior and culture	Behaviors represent principles and values and beliefs
		Behavior is in accordance with the culture of every society.
		The basis of behaviors is one
	Cultural Similarities	There is freedom
		Close behaviors
		Institutionalization of values
		Allow yourself to do it yourself
		The impact of the environment and familiar people
		Culture of ugliness
		Due to the rules
		Make you feel good
		When someone is not around them, they are in the framework
		Hardening
		Feeling bad in front of others
		On a domestic trip, there are concerns about controls
		Single and whimsical
		be seen
		Having
		Being a minority
	Internal conflicts and self-adaptation	Lack of access
		Do not know the rules
		Do not have anyone
		Filled in person
		Character for yourself
		Rooted in culture
		Have a good sense within yourself
		Family education
		Giving a sense of being rich since childhood
		Need to be seen
		Never experience traveling in childhood
		Ignored
		Sense of pleasure
		Request attention
		Wanted to be different
		Personal originality
		Terrified look to the offender
		Respect for cultures

		Feeling of danger and security
		considerations
		obligation
		Acceptance of rules due to awareness
		Dramatic sounds
		Show happiness
		Desire to risk
		Feeling more freedom
	Theatrical behaviors	Impulsive behavior
		Travel for freedom
		Change the behavior by changing the environment
		Anti-Worthies of Tourists
Intervener conditions	know the literature and travel algorithm	Different motives of travel
		See works of art
		Positive view of tourists after traveling to Iran
		Value Added
		Industry adoption
		Update
		Develop
		know the literature and travel algorithm
		Tourists from countries that have a culture of excellence and growth.
	Influence from other cultures	The effect of the social order of the tourist destination on provoking tourists' behaviors
		Preparing the community for the emergence of principled behaviors
		Establishing the mental flow
	Getting out of your daily routine	Stay tired in life without a trip
		Clash
		Journey raises the efficiency of work
Strategies	Infrastructure	Creating Infrastructure
		Financial transfer
		Security
		Insurance
		Convenience
		Eliminating legal vacuum and legal issues
		Providing Infrastructure
		Sense of pleasure
	Keep identity	Cultural product difference
		cultural differences
		Native Tourism Standards
		Getting to the common ground
	Interactive spaces	Fate is all about each other
		Interaction and collaboration
		The role of human dignity
		Availability of cash spaces
		Get into the interactive spaces
		Creating a culture to avoid abuse
		Internalizing culture
		Institutionalization of the behavior of individuals
		Timely cultural work
		Looking ahead
		Passing time
		Institutionalization of Behaviors
		Show the way to people
	Have a different thinking	Want to learn
		Providing services for foreign travel

		Power of personal experience
		System operation
		Gain experience
		penalty
		Being a crime
	Rules and regulations and policy	Rules and regulations
		Out of under-law going abroad
		Rigid rules
		Lack of training in strict rules and fines
		the rules
		Ways to escape in your country
		International law closes the road
		The laws of the countries
consequences	Growth opportunities	Tourism as an opportunity
		Selling local products from local fruits to industrial production
		Investing in the province
	Lower economic growth	Reduce the arrival of the tourist
		Decrease per capita income
		A shape and form of building
		Losing opportunities
		Not having organs with regions
	Cultural Unification	Loss of natural resources
		Define the path to achieve the goal
		monitoring groups for projects
		The peril of danger resulted in the definition of sustainable tourism
		Operation not working students
		Look at the interests and personal relationships
		Existence of patterns in the country
		Unsuccessful in group work
		Working with the team can be operational-executive work
		The championship time is over
		Sound alert tones
		Lack of cultural recognition
		Break the Generations
	Cultural gap	Strangers are all together
		Cultural gap between two generations
		Conflicts in the local community
		Turning tourist cities into the market
	Consuming and commercializing culture	Rubbing up
		Destruction of authenticity for financial purposes
		Change from traditional to industrial
		Do not handle
		The different nature of the homesteads

The Phenomenon of the Impact Tourism Culture from Tourism's Experts
Causal conditions
The factors influenced by tourism experts on the tourism culture include:
Identity rings, influence on others, the intrinsic interests of humans, reflections of behavior and culture, cultural similarities, inner conflicts and self-adaptation, and dramatic behaviors.

- Dr. A. You do not cost for tourist. The culture comes with tourist. The culture standard creates, for example, a cultural contradiction. The standard difference is that the tourist can help and the influences and influences of the guest and the host in the culture of the place where the cultural difference occurs. At all, we can learn. The culture can have environmental effects.

- Dr. N: What I see is more of a desire to travel in order to show happiness. That is, someone who travels a lot. So he is happy. Being a part of the behavior of the subcultures. That is, those people who travel can have a stronger financial position, and determine or shift this level of their classes through travel.

Intervention Terms:
- In addition to the context of the emergence of an approach or the causes of it, there are situations that each person experiences exclusively. This condition, along with the causes and context for the emergence of a new attitude, contributes to its formation. In these conditions, in the method of basic theory, the terms of the intervention are referred to. In the approach of the categories of tourism culture from the perspective of tourism experts, the following intervention conditions are obtained:
- Familiarity with the literature and the travel algorithm, the impact of other cultures, getting away from the daily routine
- Dr. H: We feel embarrassed to get out of something in an environment that we feel comfortable with. The social respect of societies determines the type of behavior or decision that affects the behavior of the person so influential.
- Dr. M: Any community, anyone traveling to travel, travel, even hosts. Moslemouri has a good impact on his culture. Data shows that all societies that are tourists from a cultural point of view, human beings are interacting with others in their morality.
- Dr. A.: When traveling, we travel slowly, then this little trip makes your fatigue always be a good mood in the community. The impact of the discussion on the community of the work environment in everything. Well, there will be a mess.

Strategies:
- Strategies are the mechanisms and measures that participants use to deal with a phenomenon. Regarding the approach of the categories of tourism culture from the perspective of tourism experts, the strategies mentioned by the participants are: identity preservation, interactive spaces, dissent, laws, regulations and policies.
- Mrs. F: I think the cash spaces are very good, but we have to go somewhere that we are working on an interactive space. It's really a pretty good one, but it would not be useful if there was no critique in interacting.
- Dr. Gh. R.: Travel brings national pride, seeing the ancient artifacts. We recognize the journey through our identity and make us proud of our existence. It will direct our uncertainty in the future.
- Dr. M: Every behavior is in accordance with the culture of that society. Our culture is proportional to the behavior we take. We have poor means of prevention. We have laws. Incidentally, poor enforcement tools. Weak enforcement is a must and should be done. First, culture creation.

Consequences:
- The adoption of super-strategies is not expected to have implications for:
- Reducing opportunities for growth, reducing economic growth, cultural uniformity, cultural divisions, consumption and commercialization of culture.
- Dr. A: Security Alert Signals Let's not alert you to the cultural environment that surrounds the cultures in the villages.
- Mr. E.: As much as we do, we hurt the historical and cultural monuments and the absence of foreign tourists in these areas economically, the huge income that we can get from our tourism structure, and over the years, we've got our eyes on it. We lose it and we will lose more
- Doctor P.: When the economic conditions of a society are not suitable for a person and a person who needs basic needs cannot even think of traveling.

- Doctor N: Also, tourist cities are becoming markets for sale and the disappearance of authenticity is for financial purposes.
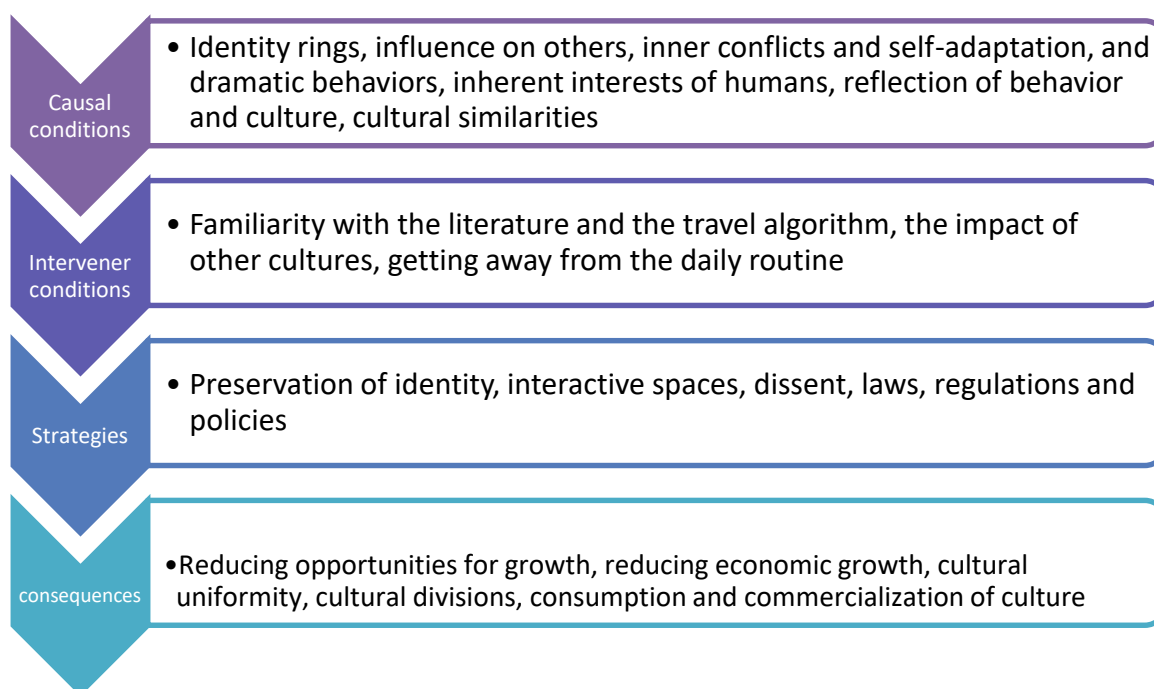
Causal conditions
- Identity rings, influence on others, inner conflicts and self-adaptation, and dramatic behaviors, inherent interests of humans, reflection of behavior and culture, cultural similarities

Intervener conditions
- Familiarity with the literature and the travel algorithm, the impact of other cultures, getting away from the daily routine

Strategies
- Preservation of identity, interactive spaces, dissent, laws, regulations and policies

consequences
- Reducing opportunities for growth, reducing economic growth, cultural uniformity, cultural divisions, consumption and commercialization of culture

Figure (1): Paradigm pattern of tourism culture from the tourism experts

Conclusion

In this research, experts' views on the categories of cultural tourism have been investigated by the qualitative research method of basic theory (due to the lack of comprehensive studies and the need for a thorough and deep study of the phenomenon to achieve theoretical knowledge). The purpose of this study was to identify the views of experts about the influential factors on culture and examine factors such as economic, political and social conditions that affect the culture of tourism, which, from the point of view of those who are active in the first line of tourism in Iran, Theoretical or paradigmatic patterns were examined. The elements of this template were derived from the research data that was collected based on the basic theory and through interview and observation. In this way, no predetermined concept and assumptions were imposed on the data. It was attempted to construct a theory based on data and, with frequent and continuous transitions between categories built and data, and modifying categories, and searching for new information, constructed realistic approaches would be real. The gathering of field information in the form of conducting interviews with tourism experts, including the officials in the field of cultural heritage, handicrafts and tourism as well as university professors, was one of the most important tools for data collection, and it has the advantage that the researcher will be able to get familiar with it and He was deep in the subject of the study. In fundamental theory, the researcher instead of testing the relationships between variables, sought to discover the categories and relationships between them, and to associate those categories in a new, rather than well-known, ordinary form.

About the Iranian tourist culture, the experts acknowledged that the identity rings that affect our culture from our past and our history and behaviors beyond the standards of travel are due to the effects that the observation of individuals and presence in situations where such behaviors are normal. To come the intrinsic interests of humans for being in the absence of freedom and being free to do anything else was another reason. Cultures reflect the behavior and culture of the person who lives in different environments, as well as cultural and behavioral similarities that affect the performance of Iranian tourists due to their historical background. The inner conflicts and self-adaptation and dramatic behaviors were another reason that experts mentioned about the Iranian tourist culture in this study.

In terms of interventions, people travel to meet other nations and get away from day-to-day travel, as well as travel through travel with literature and travel algorithms. And from other cultures due to direct observation and proximity.

Strategies that can be taken to move forward culture are identity preservation by making films and documentaries on Iranian history and creating national pride for the people, along with training on cultural issues related to travel. Creating interactive spaces and dialogue between authorities and students in the field of tourism to find ways to grow in this industry, as well as dissenting and changing the old thinking about tourism and creating a more comfortable atmosphere for the presence of tourists as well as travel for the people and the existence of laws and The deterrent rules for the destructive behaviors of tourists, as well as enforcement guarantees for enforcing laws, are the factors that make it possible to institutionalize culture in people. The principled and correct policies for tourism development are strategies that in the long run lead to the promotion of culture. Ultimately, if strategies do not work properly, they will reduce opportunities for growth, reduce economic growth, unify cultural, cultural divisions, make consumption, and commercialize the culture.

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