

Investigating the Factors Affecting Efficiency and Development of Cultural Heritage, Handicrafts and Tourism Institution

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Abstract: *Often human beings are the most important factor in achieving organizational goals in organizational systems, especially cultural heritage, handicrafts, and tourism, because other resources available to the organization alone cannot achieve organizational goals, and many factors affect human beings to develop institution. Therefore, the current paper aims at investigating the factors affecting the efficiency and development of cultural heritage, handicrafts and tourism institution. We will examine the cultural heritage, handicrafts and tourism institution, following the explanation of the conceptual space of the research subject. According to the thematic documents presented in the paper, this is a descriptive-analytical paper. Data was collected using library sources. The findings indicate that various contexts and factors have been influential in the efficiency and development of cultural heritage, handicrafts and tourism institution. The development and structural changes of the cultural heritage, handicrafts and tourism institution have been affected by the cultural, social, political and economic developments and events.*

Keywords: *Cultural Heritage, Handicrafts and Tourism, Iran, Development, Efficiency.*

Introduction

Given its geographical location and more than 7,000 years of civilization and culture, as well as cultural diversity in its biological geography, Iran is one of the most prominent countries in the field of human cultural heritage. This necessitates the formation of cultural heritage, handicrafts and tourism institution. The Cultural Heritage, Handicrafts and Tourism Organization, which is made up of many organizations and cooperatives, has different centers across the country. These centers have different identities, personalities, characteristics and management mechanisms. These differences are due to the culture, the attractiveness of the work in the center, the scope of activity of the center in the field of tourism, historical buildings and handicrafts, having simultaneous membership, ownership and a job with commitment. These centers include and are the result of citizens' human networks that give a new identity to the community, the organization, and the citizen, and can be the preacher of the region's culture of activity. Therefore, the organizational culture of these centers, which originates from the community culture and is correlated, creates managerial sensitivities in the field of human resources and special considerations for their managers. They need to take into account the differentiating aspects of the center in different areas of management. The widespread interest and participation of women, relatives, retirees and young people strengthens the morale of the center, all of which underscores the importance of human resource management in the microcosm of cultural heritage, handicrafts and tourism organizations. Therefore, the current paper aims at investigating and determining the factors

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that can affect the efficiency and development of cultural heritage, handicrafts and tourism institution. The further that shows the necessity and importance of this research is that the cultural heritage, handicrafts and tourism institution is in themselves very important institutions and play a very important role in the development of the country, and examining the factors that can increase the development and efficiency of this institution will show the necessity of this paper.

Literature Review

- Talebian (2009) in a study entitled "Measuring the level of conscience and social factors affecting it in the National Iranian Petrochemical Company" found a positive significant correlation between the level of conscience with participatory and delegated management, corporate justice, job fitness and intra-organizational satisfaction.
- Javanmard (2015) has studied the position of re-engineering of human resources in the Ministry of Commerce. The results of this study indicate that the re-engineering is effective given the organizational climate and motivation in the government organization, which of course must accept the limitations of regulations, approved budget and fixed management system.
- Haji Karimi and Hosseini (2015) investigated the influence of strategic factors in the field of talent management in higher education. The results of this study showed the positive significant effect of organizational culture, strategic human resource management, goals and strategies, managers' style, rules and procedures on talent management.
- Heidaripoor et al. (2012) in an article entitled: "Explaining the evolution and role of Isfahan's cultural-historical axis in the development of sustainable tourism" conclude that the formation of Isfahan's historical-cultural-natural axis in the process of Isfahan backbone transformation consists of seven periods. The first period - the emergence of the early nuclei, the second period - the emergence of Islam, the third period - Al-Buwayh and Seljuk, the fourth period - Safavid, the fifth period - Afghans to Qajar, the sixth period - Pahlavi and the seventh period - Isfahan today. The research explains the evolution of this cultural-historical axis, introduces its various tourist attractions and its role in the development of sustainable tourism in Isfahan in the future.
- Tahmasebi et al. (2014), during a study entitled "Relationship between the human resources manager use of the types of power with the effectiveness and organizational commitment of teachers" found that there is a significant relationship between power and effectiveness with reward power and legal power having a significant relationship with effectiveness.
- Amara and Atia (2016) conducted a study entitled "Promoting e-learning and its role in human resource development" at High tech India companies. Their research method is descriptive and causal. The results of the data analysis show that the promotion of education through the Internet and new means of communication has an impact on increasing the effectiveness and development of employees.
- Lopez et al. (2014) in a study on human resource management methods, organizational learning and business performance on 195 Spanish companies concluded that organizational learning in the role of mediator compared to its direct examining had a greater impact on organizational performance.

Literature Review Analysis and Article Innovation

The literature review showed that despite the importance of cultural heritage, handicrafts and tourism institution in the preservation of heritage, economic development, tourism attraction, etc., but so far there is no research paper examining the factors affecting the efficiency and development of this institution. In addition, due to the novelty of the research topic, it is tried to address its hidden and visible angles and study the factors affecting the efficiency and development of this institution, so this research is innovative in this regards.

History of State Heritage and Cultural Heritage Organizations

Prior to addressing the organization, it is necessary to provide a definition of cultural heritage. Spiritual cultural heritage is the most fundamental aspect of the social and intellectual life of nations, the origin of identities, diversity and creativity. It is a process that causes the people of a village, group or nation to come together and create a cultural work. This process is sometimes more important than the object

or event itself. (Farahani, 2008: 34) This type of heritage is intangible and spiritual and includes a set of manifestations that, although they do not have a specific existence, their material effects are understandable and available. Archaeological interpretations provide spiritual insights into this valuable heritage, such as the Venus pottery, which in the days of the life of the royal mother of the inhabitants of the Iranian plateau, believed in the goddess of fertility, one of the most populous beliefs found in scientific excavations carried out in several parts of our country, such as Khuzestan and parts of Anatolia. (Tawhidi, 2002) Thus: "Procedures, introductions, knowledge and skills, tools, objects, works of art and places that communities and individuals consider as their spiritual heritage are consistent with the principles of human rights, that is, equality, continuity, and mutual respect between cultural communities, giving communities a sense of identity, continuity, and communities are constantly rebuilding themselves in response to their environmental, historical, or biological conditions."¹ This importance and necessity has led Iran to form an organization to manage the above. Therefore, after the Constitutional Revolution and in 1907, the National Assembly established the Ministry of Culture and Education, Endowments and Experienced Industries. The formation of the ministry revealed the importance of preserving cultural heritage. In 1964, during the second Pahlavi era, with the formation of the Ministry of Culture and Arts, attention to issues related to this field took a more specialized form. After the victory of the Islamic Revolution, the Ministry of Culture and Arts was dissolved and its duties were transferred to the two Ministries of Culture and Higher Education and Islamic Culture and Guidance. In 1994, in order to increase the efficiency of the organization and focus on the management of cultural institutions, the Supreme Administrative Council separated the country's cultural heritage organization from the Ministry of Culture and Higher Education and joined the Ministry of Culture and Islamic Guidance. On the other hand, the use of the capabilities of Iran's tourism industry has long been of interest to governments. More than 80 years ago, the government established the Office of Foreign Tourists and Advertising in the Ministry of the Interior, with the aim of showing Iranian civilization to foreigners. In 1954, due to the importance of economic aspects and strengthening the foundations of good understanding between the people of different countries, an office called "Tourism Affairs Department" was established in the Ministry of Interior. One of the activities of this office is to prepare laws related to the entry and exit of foreign nationals.

In 1961, a council called the "Supreme Council of Tourism" was established in the Department of Tourism Affairs of the Ministry of Interior. The formation of the "Tourist Attraction Organization" in 1963, the "Ministry of Information and Tourism" in 1974, and the formation of the "Ministry of Islamic Guidance" by merging the two ministries of "Information and Tourism" and "Culture and Art" after the victory of the revolution include part of a path taken by Iran in the development of tourism-related organizations. In 2003, the Islamic Consultative Assembly separated the Iranian Heritage and Iran Tourism Organization from the Ministry of Culture and Islamic Guidance and formed the "Heritage and Tourism Organization" from their merger. Finally, on August 5, 2009, the Guardian Council agreed to the plan of the Islamic Consultative Assembly to transform this organization into a ministry, and the "Ministry of Cultural Heritage, Handicrafts and Tourism of the Islamic Republic of Iran" was formed (<https://www.khabaronline.ir/news/1302152>). Others consider its formation during eight historical periods:

The first period; the years 19787 to 1986: according to the Interviewed Cultural Heritage and Tourism Organization experts and managers, after the victory of the Islamic Revolution until the formation of the Cultural Heritage Organization can be considered the first period.

The second period; 1986 to 1991: The most important structural change in this period includes the formation of the Cultural Heritage Organization formation by integration of eleven organizations.

The third period; 1991 to 1994: This period may be taken as the organizational, legal, social and financial stabilization period of Cultural Heritage Organization.

The fourth period; 1994 to 1996: The main policies of the Cultural Heritage Organization in this period is formed around laying the groundwork for the purpose of creating economic, social, and legal developments in the field of cultural heritage protection.

¹ "Introduction to the Convention on Spiritual Heritage" Approved by the 31st UNESCO General Conference, Paris 2001.

The fifth period; 1996 to 2003: In this period, fundamental changes in the field cultural heritage protection occurred and the legal, managerial, financial and political position of the Cultural Heritage Organization significantly improved.

The sixth period; 2003 to 2004: During this period, there was no significant change in protection policies and programs, and the former policies and programs continued with a little haste. Also, the political, legal, managerial and financial position of the Cultural Heritage Organization has evolved through the structural changes in the Cultural Heritage Organization.

The seventh period; 2004-2009: During this period, emphasis was placed on protection in the country's development programs. However, there is a greater tendency towards development, and in practice, the pressures of development are the cause of strengthening the tourism dimension and exploiting the cultural heritage in order to expand the tourism industry.

The eighth period; 2009 to 2012: The main policies of the Cultural Heritage Organization in this period is about increasing attention to the subject of recreational tourism and a slight increase in the registration of cultural heritage in the World Heritage List (Fadai Nejad & Hanachi, 2014: 24-39).

Factors Affecting the Efficiency and Development of Cultural Heritage, Handicrafts and Tourism Institution

Many factors play a role in the efficiency and development of the Cultural Heritage, Handicrafts and Tourism Institution, some of which are discussed below.

The role of education on the efficiency and development of the Cultural Heritage, Handicrafts and Tourism Institution

Increasing the efficiency of organizations, especially the Cultural Heritage, Handicrafts and Tourism Institution, depends on increasing the efficiency of human resources, and increasing the efficiency of human resources depends on training and development of knowledge and skills and creating desirable behaviors for successful jobs. In fact, training can create and increase efficiency that is purposeful, continuous, and meaningful, and can be programmed, planned, and implemented by experienced experts, professors, and educators. These trainings can move the human resources of an organization in line with the advances of science and technology and be effective in improving the quality and quantity of their work. It is safe to say that half of today's jobs did not exist in the first half of the current century, and perhaps half of them would not exist in the first half of the next century due to advances in science and technology and the resulting changes (Bernardin and Hoff, 2016). Therefore, past experience suggests that change in the career path of jobs and ways of doing work is inevitable, and that attention to education and human resource development in the path of these changes and developments is the only bridge that can guide us from today's world to tomorrow's changing world. In other words, it can be said that it is impossible for today's youth to learn the art and profession and to ensure that the profession does not change or be eliminated in the next forty years or so. Therefore, the need for continuous, purposeful, planned training in line with the advances in science and technology should be given special attention in the management process. It is important to note that training costs should not be considered as organizational spending, but should be viewed in terms of investment costs for the future, as the results are clear in the long run (Abtahi, 2009).

The more employees are equipped with the knowledge and skills needed by society and scientific advances, the more technological changes are coordinated and adapted, the higher the degree of confidence in the success of the individual and the organization. Sometimes, personal growth, motivation, expertise and avoidance of stagnation become the main cause of innovation and knowledge acquisition. The basis of organizational improvement, which is also called organizational development and growth, is the improvement of human resources that is done in different ways (pre-service and in-service training) in organizations (Naderi et al., 2008).

The employee's importance is becoming more and more known. An instrumental look at the workforce has passed. Efficient people have regained their value, and managers have found that they have to work hard to attract and retain them. Management methods and processes are no longer responsive. Today's advanced organizations, along with the growth and advancement of technology, have also used new management systems and tools. Without these tools, the sustainability of the organization cannot be

maintained. However, the use of these tools requires accurate knowledge and selection of the most appropriate ones with the conditions of the organization and, most importantly, their integration with each other. The accuracy of selecting appropriate processes and making sufficient efforts to establish them and then measuring their effectiveness and finally paying attention to continuous improvement and growth in the path of growth and achieving top indicators compared to the most important organizations are other issues that organizations leaders take into account and use appropriate management frameworks to ensure that they move in the right direction and lead their organization towards strategic goals (Qelich Lee, 2010).

The role of human capital on the efficiency and development of the Cultural Heritage, Handicrafts and Tourism Institution
Various economic theories have revolutionized organizational operations over the past decade. This revolution has affected traditional forms of capital, such as buildings and equipment, and introduced new capitals. These intangible assets play an important role in the development and growth of the organization, especially the Cultural Heritage, Handicrafts and Tourism Institution. The term capital includes more and more variables. Some of them include human capital, customer capital, intelligence capital and health capital. Research on education and development as an investment in human capital was conducted by economists in the late 1950s and early 1960s (Brooks & Nafukho, 2006). Education transforms human into human capital, which includes the skills required for the traditional and modern sectors of the economy, and increases the productive power of individuals. Technical and public education both increase income by creating the ability to increase the productive power of the population, especially the workforce. The core of human capital theory is that training in productive power increases the workforce power, which in turn leads to increased economic growth. Human capital is one of the most important dimensions and capacities in the economic growth and development of any country, which has been confirmed in most domestic and foreign studies in this field (Aghaei, Rezaghilizadeh and Bagheri, 2013). Human capital can be defined as the company's potential for success with respect to its employees, the ability and capacity of its employees, and the capabilities of its employees. These capitals include the knowledge and capabilities of the company's employees along with their motivation to use those competencies and capabilities (Hasas Yeganeh et al., 2013).

To achieve their goals, organizations need motivated and trained manpower based on their capabilities and competencies. Employee training is like keeping property, but more importantly in order for employees to have the necessary efficiency and effectiveness, they need continuous adjustment, and training courses based on their competence and skills justify this issue (Seyed Javadin, 2016). Human capital comes with indicators such as employee capability, employee satisfaction, and employee sustainability:

- Employee capability includes individual competencies, people's skills and the organization's investment in their human capital.
- Employee satisfaction refers to the emotional expression of employees. Employee overall satisfaction is positively related to job satisfaction and organizational commitment, which reflects the difference between what employees want from their job and what they understand.
- Employee sustainability also refers primarily to the maintenance and retention of employees. Voluntary relocation can pose a threat to the organization as the loss of accumulated knowledge of employees who leave the organization. Accordingly, organizations should be pioneers in maintaining employees (Talebi and Dehghan Najmabadi, 2013).

Factors affecting organizational productivity can be classified into two categories: extra-organizational and intra-organizational factors. The current paper discusses both factors.

The role of cultural factors on the efficiency and development of the Cultural Heritage, Handicrafts and Tourism Institution
Culture, as a vital factor, leads to behaviors in members of society. The culture that governs society as an umbrella forms all of our behaviors. The issue of productivity, regardless of the culture in which we live, is useless. How can we move forward with the slogan of productivity if we create standards in culture that are in conflict with productivity? If in the culture of the society, productivity is considered

equivalent to the exploitation of individuals, then productivity will be in the front with cultural goals. Values, habits, and other cultural categories are closely related to the proper functioning of work. A society in which success, creativity, innovation, prevention of (organizational) spills, avoidance of waste and waste of resources, and optimal use of time are considered enduring values is an easy path to better days than ever before.

The role of economic factors on the efficiency and development of the Cultural Heritage, Handicrafts and Tourism Institution

Fluctuations and economic changes in the country, such as: the general level of payment of wages in the country, the general conditions of the economy of society, such as: unemployment and inflation can affect the level of productivity. For example, in the face of inflation, people will be forced to work harder because of the devaluation of the country's currency. The multifaceted phenomenon will reduce productivity.

The role of social factors on the efficiency and development of the Cultural Heritage, Handicrafts and Tourism Institution

The presence of social relations based on cooperation and moderation, social discipline, public education level, population composition, population growth rate, literacy and health level and unemployment rate are effective in the productivity of organizations (Farhangi, 2011).

The role of human resources on the efficiency and development of the Cultural Heritage, Handicrafts and Tourism Institution

The relationship between organizational productivity and manpower is undeniable. Because material factors are molded in the capable hands of man. Humans have the knowledge and expertise to make the best use of the organization's resources. Therefore, man is a quality human being, and a quality human being is a human being with knowledge and expertise.

The role of the organization's space on the efficiency and development of the Cultural Heritage, Handicrafts and Tourism Institution

Establishing the organization's equipment, tools, and machinery, and how people are positioned in the organization can be effective in how the organization works.

The role of salaries and wages on the efficiency and development of the Cultural Heritage, Handicrafts and Tourism Institution

Employee payment should provide them with the motivation they need. In other words, employees must consider the amount of salary paid to be relevant and fair to their work. Usually, in the public sector payment system, the increase in the salaries of fixed and equal employees is done annually, and it does not actually create a relationship with the performance of the employees? Numerous studies have shown a link between wages and increased efficiency and productivity in the organization. The organization's payments to employees must be based on justice. What is considered as a motivating criterion in salaries and wages is the fair and just understanding of employees' salaries and wages. The existence of a payment system that employees feel fair is one of the most important things to increase productivity. In general, people based on Adams' equality theory, which is one of the motivational process theories, share their data (education, experience, effort and loyalty) based on what they receive from the organization, the most important and most obvious of which is payment, and then by comparing other factors and their data, if they feel justice, they will be motivated.

The role of employee training on the efficiency and development of the Cultural Heritage, Handicrafts and Tourism Institution

Employee education to empower those involved in government agencies is now recognized around the world as one of the strategic programs of public administration, which is why everything is tied to its quality. In 1985, IBM allocated \$ 2 billion for its employee training programs. Interestingly, IBM's net profit for that year was \$ 6 billion. Japanese employees attend in-service classes for an average of 28 days a year. Statistics on human resource training in countries show its importance in productivity development (Taleghani et al., 2011).

The role of technology on the efficiency and development of the Cultural Heritage, Handicrafts and Tourism Institution

Choosing and using the right technology as tools and methods that will do the job is effective in increasing or decreasing productivity. The choice of tools, machinery, methods and other tools that produce goods or services can be effective in reducing costs and increasing the organization's staff productivity.

The role of encouraging and rewarding on the efficiency and development of the Cultural Heritage, Handicrafts and Tourism Institution

Employees should be rewarded for doing things well and continuing to do their job better. Managers are often unaware that the reward, however small, affects the performance of employees. In this regard, an example will be given: Suppose you have given up on yourself and your family to do some of the work of the organization, and after that work you go to your manager for delivery, your manager even tries to smile and shake his head or they don't express a simple feeling. Do you act as if you were doing the right thing in the past, or are you discouraged? Many studies show that not receiving a reward for job performance reduces the likelihood of continuing to do things well. Managers may believe that the salaries and wages earned by employees are a permanent and appropriate reward for them. It is true that wages are an important factor in the maintenance and performance of employees, but employees want to receive various and varied rewards in relation to their performance. Rewards can be material or non-material. Rewards include many simple things like: smiling, thanking, and nodding in agreement, and so on. It is up to the managers to use various incentives and rewards to develop the desired performance in the organization.

The role of corporate culture on the efficiency and development of the Cultural Heritage, Handicrafts and Tourism Institution

The corporate culture can play an important role in promoting or reducing the productivity of the organization. The corporate culture can encourage laziness and arrogance or hard work and effort, quality and accuracy in doing things, and so on. Corporate culture can hinder or facilitate productivity in the organization's collection. The answers to the following questions indicate whether or not the dominant culture of the organization accounts for productivity.

- 1- What is the attitude of managers towards increasing productivity?
- 2- What is the thinking and attitude of employees towards work, organization and promotion and development of society?
- 3- Are employees interested in work, organization and society?
- 4- Is the organization's methods aimed at giving importance to human resources?
- 5- Is the human resources of the organization involved in the decisions?
- 6- Is good performance encouraged in the organization and rewarded?
- 7- Is it common to prevent extravagance in employees?
- 8- And ... answering the above is a part of many aspects that make up the culture of the organization. Having an organizational culture that works to increase productivity can improve productivity for the organization and improve living standards in society.
- 9- Quality of working life: The quality of working life refers to the efforts of psychologists, sociologists and other social scientists in order to account for human needs and place them in the job context. In other words, in addition to specializing in work, which is due to the efforts of people such as Adam Smith and Frederick Taylor, attention to the psychological needs of employees is considered. Job redesign discussions, which involve job creation programs, job expansion, and job enrichment to create a quality of work life, are all about improving the quality and quantity of work done by employees. Other quality of life programs include creating a work environment away from nervous tension, building relationships based on intimacy, allowing employees to express their opinions, and engaging in decision-making. In general, an organization that pursues quality of life programs will see an increase and improvement in productivity within itself.

The role of the style and method of management on the efficiency and development of the Cultural Heritage, Handicrafts and Tourism Institution

The style and method of management of the organization is directly related to productivity. For example, the short-term mechanical management method and model will bring productivity to the organization and show high productivity indicators in all factors (production and services). However, in this method (management), productivity growth will not be stable and its speed and stability will be reduced soon. In the method of organic management, although we will not see significant growth in productivity at first, but in the long run we will see the growth of productivity indicators in the organization. Research shows that if we want short-term productivity growth, the mechanical method is responsible, but if we want continuous and sustainable growth in productivity improvement, we must use the organic method in the organization. This can be seen in Figures 1 and 2. Of course, it is necessary to state that changing the management style in the organization is not a matter of choice and coincidence, but it is a condition for creating it that guides us in choosing the style and context of management. For example, the ability of human resources, technology, etc. can be effective in choosing a management style (Taleghani et al., 2011).

Lajevardi et al. (2016) stated in their research that the factors affecting employee productivity are:

- A. Optimal behavior and proper performance of managers: Very important responsibility of management and leadership should be entrusted to individuals to have appropriate personality traits and management methods while having special personality with morally exemplary traits .
- B. Providing the necessary conditions for career advancement for all people
- C. In-service training and employee training courses: In-service training and employee training should be considered a vital continuous issue and, because only through training the efforts of employees may be coordinated with existing facilities and new scientific advances. All duties, instructions and regulations must be followed and the rules should be clear to the employees with no ambiguity.
- D. Giving enough authority to employees: so that they feel more responsible in doing their work.
- E. Employment: At the time of employment, try to attract efficient and specialized people to select them to perform the oral and written test and instructions are needed to try to get employees to make decisions and compile contributed objectives and programs. The result of this action will cause the employees in the implementation activities feel responsible and work harder to achieve organizational goals.
- F. High quality of working life: The concept of quality of working life shows the importance of paying attention and respect for people in their work environment. Here are some suggestions on how to enhance the quality of working life:
 - Proper and fair payment for doing a good job,
 - Healthy and safe work environment,
 - Ability to learn and use new skills,
 - Creating social cohesion in the organization,
 - Preparing growth and development facilities for employees,
 - Protecting individual rights,
 - Balance in the division of working time and allowed unemployment time,
 - Creating work and organizational pride,
 - From job rotation programs, job richness and career development in order to empower employee skills to increase employee confidence,
 - Establishing a proper payment system based on performance and establishing a system of punishment and encouragement,
 - Transformation in sensitive and key role systems and methods,
 - Work conscience and social discipline, which is a self-controlling factor.

Improving and promoting productivity requires the efforts and comprehensive planning by individuals and it is up to the relevant authorities to improve the working conditions and change the incentives and

motivational methods of the employees and improve systems, rules, directives, instructions, methods, technology, etc. (Lajevardi et al. 2016).

Work Consciousness

The work is the essence of human existence and the source of life and survival of society. The poverty and richness of any society is directly related to the quantity and quality of human labor; but how can workmanship, lack of sense of responsibility, non-attendance at work, lack of accountability and proper guidance of clients, improper care of property, disregard for the quality of work and the desire to seek job satisfaction and work with high quality and etc. be converted into effective presence in the workplace? To answer the above question, only one factor can be considered: manpower and empowering their work consciencness (Astaraki, 2009). The human resources of the society need to strengthen the work consciousness and change the work culture since the committed and vigilant human resources help the organization to achieve its goals and prevent many job problems (Hosseini, 2016). Working as a rational and purposeful action, more than any other activity, occupies a major part of people's lives. The goal is to produce goods and services that meet a variety of human needs. In the process of work, man also changes his nature by changing the world around him. From where human labor and activity come to the fore, various organizations and institutions; whether governmental or non-governmental. The term work conscience has been introduced into the country's administrative culture in recent years and has been frequently used by officials and officials; unfortunately, no major steps have been taken to identify and apply the rule of conscience in society (Astaraki, 2009).

Conclusion

The current paper examined the factors affecting the efficiency and development of cultural heritage, handicrafts and tourism institution. The results show that every country and society has heritage and industries that are important in two ways: first, they determine the history, antiquity, civilization and culture of that nation or society. Second, they play a very important role in the formation of economic development and prosperity. These factors have led countries to form an institution related to this issue. This has led to the formation of cultural heritage, handicrafts and tourism institution. Secondly; In the first place, for scientific reasons and the recognition of the identity of different nations, and on the other hand, for religious and philosophical reasons, the protection of cultural heritage has been approved as one of the duties of governments and members of society. Today, the tourism industry has made the biggest economic changes in countries with cultural-historical attractions, and has led to political stability and the development of communications and culture. This has led to the importance and necessity of paying attention to the institution of cultural heritage, handicrafts and tourism. Third, cultural heritage, handicrafts, and tourism, like any other institution or organization, are affected by various factors. According to this paper, factors such as education; human capital; cultural factors, economic factors; social factors; human resources, organizational space; salary; staff training; technology; encouragement and reward; corporate culture; work quality of life; management style; optimal behavior and proper performance of managers; providing the necessary conditions for career advancement for all people; in-service training and employee training courses; providing sufficient authority to employees; recruitment; high quality of working life and work conscience are among the factors affecting the efficiency and development of cultural heritage, handicrafts and tourism .

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