

**Analysis and Evaluation of the Role and Performance of the
Executive Elite in Development with Emphasis on the
Development of the Tourism Industry**

Ali Akbar Kolich

*PhD student in Political Science, Islamic Azad University, Lamerd Branch, Fars,
Iran*

*Ali Mohammad Haghghi**

*PhD, Assistant Professor, Department of Political Science, Islamic Azad University,
Lamerd Branch, Fars, Iran*

Ghaffar Zarei

*PhD, Assistant Professor, Department of Political Science, Islamic Azad University,
Lamerd Branch, Fars, Iran*

Abstract

In this article, the role and effects of elites in development with emphasis on the development of the tourism industry have been studied that in general, the role of human resources and the thought of political and scientific elites in using domestic and international capacities as a superior model compared to other factors can show their degree of importance on various aspects. The approach of the leaders and elites of countries in providing the grounds for political, educational, and economic growth has been analyzed based on factors related to development and also weaknesses and shortcomings in the lack of balanced stimulus to inclusive development, especially the development of industry have been pointed from a political-executive point of view. The descriptive and analytical method as well as the comparative model with maximum use of capacities and requirements to better understand the effective parameters in the subject and objectives of the research have been the method of this research. The results show that political elites have had positive and sometimes negative effects on the growth and development process, especially the development of the tourism industry.

Keywords: Development, Tourism, Executive Elite, Education

**Corresponding author: hashemamiri4161@gmail.com*

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Introduction

The development of tourism-motivated tourism activity often depends on a variety of natural, cultural, and historical attractions. Leading countries in the field of tourism, either in terms of natural landscapes such as lakes, sunny beaches and snow-capped mountains, or in terms of their historical antiquity or in terms of other elements, have been able to create some artificial attractions as well as organizational structure and by providing a platform for large investments, they have been able to meet the vast demand of tourism needs, and benefit equally from its effects and achievements. However, in some places, despite these capacities, there has been no effective and positive use of these capacities. Throughout the history of human life, the growth and non-growth of societies in this field (tourism) have always been related to various factors. Material factors, immaterial factors or human factors, among which the human factor has been a very determining factor. Although the tools and material factors of today are considered as a symbol of progress and development of countries in terms of growth and development, but certainly the main function of the use of material factors and their effect at all levels depends on the most important factor, i.e., the thinking and expert manpower. It is possible that if we use the most advanced material facilities and modern experiences to exploit the capacities of tourism, regardless of the requirements of the time and knowledge of the day, they will gradually become out of the circle of influencing and exploiting this capacity and become useless. Therefore, the role of efficient, thoughtful and creative human resources always plays the highest degree of influence on other factors in the field of development and growth of countries in the field of tourism. In the modern world, the salient feature of the leaders and elites of developed countries is the full belief in the principles of science and scientific research in all macro-programs of society, and wherever we study human civilization, it will in fact be considered as the study of the role of leaders and thinkers in the creation of human civilization and cultural works. For example, the works of ancient civilizations of countries such as Rome, China, Iran, Egypt, and Greece all reflect the thought, goals, and abilities of the leaders of these countries in ancient times.

One of the areas in which the elites can benefit from the benefits of serving the industry and ultimately gaining wealth by entering the optimal use of its advantages is the tourism industry.

The land of Iran, with its historical monuments, art and precious cultural heritage, has definitely been considered as one of the best tourist destinations for the Old Testament tourists. This can be well understood from the works of Herodotus, Eratosthenes, and others before Islam. Muslim, Arab, and European travelers after Islam (Istakhri, 1347; Ibn Hawql, 1345; Gershman, 1364; Christine, 1345, etc.). In this regard, many tourist attractions and how to travel in Iran in the early Islamic centuries can be found in the numerous works of Muslim tourists such as; Moqaddasi, Yaqut Hamwi, Ibn Battuta, Abu Dalf and others searched. At the same time, the attractions and tourism position of Iran in the Middle Ages to the late period are also in the works of Orientalists and Europeans, such as; Pietrodlavale, Jean Chardin, Kempfer, Tavernier, Shirley, Diolafova, Henri René, Pirloi, etc. (Badiee, 1983: 522). However, Iran is far from the rapid trend that has occurred in recent decades in the tourism industry in the world, and despite being one of the first countries in the world in terms of ecotourism and rich cultural heritage, but in terms of attracting tourism, it is in the 60th place in the world; Really why?! This highlights the need for a major overhaul of programs and policies and the serious attention of elites and officials to the industry. In this article, the aim is to know and be aware of the role of the executive elite in the process of objectifying the development, especially the tourism industry. In all stages of this research, our purpose of development is development in general in the political-social, economic, and scientific dimensions and in particular the development of the tourism industry, considering this hypothesis that the formation of balanced development or its non-formation in a country can be nothing but the thought and action of the executive elites of this country.

The theoretical framework of research

-Development and underdevelopment

Some interpretations of development and underdevelopment that emphasize the positive achievements of capitalism are called development theories, while others that point to the negative

consequences of capitalism are more called Underdevelopment theories. Are known (Naraghi, 1379: 24). There are at least three types of development theory. One set of theories combines democracy with the political aspects of development in the advanced capitalist countries. These works emphasize the values and practices of Western democracy, especially legal legitimacy, electoral participation, multi-party systems, and competitive politics. Sessimormart Lipset combines these issues by outlining the requirements of democracy for the political legitimacy of economic development. In a study of political democracy, these tools of democracy have been reintegrated. In addition, the crises and successive stages of political development in capitalist governments are of interest to scholars, especially how political society by increasing its structural differentiation, equality and capacity, and by overcoming crises of identity, legitimacy, and participation. , Influence and distribution, achieve development. In general, it is assumed that these characteristics emerge with the evolution and progress of capitalism in society. The second category of development theories relates to nationalism, the European idea of paying close attention to cultural traditions such as national institutions, including flags, national anthems, parades, institutional solidarity, the rule of state or nation, and the belief in loyalty. There is a common feeling or will that exists in the minds of the people along with national self-awareness. Historians trace the roots of nationalism to the French Revolution and the unification of Germany and Italy during the nineteenth century. Although there are many different types of nationalism, one basic premise throughout the literature is that nationalism provides the ideological impetus for development. Nationalism is usually associated with the development of capitalism, but it can also be found in societies that follow socialist methods. The third set of development theories emphasizes the linear path to modernization. This idea can be found basically in the evolutionary theories of the nineteenth century, and in the belief that the Western world can lead the less developed regions to the path of Western civilization by spreading Western values, capital and technology (Chilkot, 1996: 15).

In more recent periods, the American economic historian (Walt. W. Rousseau) has outlined the stages of economic growth on the path to

modernization and (AFK Organski) has examined the development of government in four main stages (Samuel P. Huntington) It also emphasizes the control and regulation of rapid social and economic change to prevent political decline that could result from instability, corruption, authoritarianism, and violence. These theories of development can be criticized from various angles. On the one hand, they are racist and have a purely economic bias. From the point of view that they have accepted pluralist politics, it can be said that they are considered ideological theories and their insistence on regular progress in line with their historical stages has turned them into dogmatic theories (Ibid., 17). Another theory of underdevelopment is the (internal colonial) model of Mexican political sociology (Pablo Gonzalez Casanova) 1970. In this model, the focus is on the dominance of the mother city over the peripheral areas within a country, which are still marginal to national development and are in fact backward and underdeveloped. (Andre Gondfrank) With the spread of this idea on a global scale, it was believed that the relationship between the advanced economic centers (metropolis) and the backward satellites or countries was a reflection of mercantilist and capitalist development from the sixteenth century onwards. According to him, underdevelopment is not the initial situation but the result of the negative effects of capitalism (Saei, 1996: 16).

-Elites

Elite is a term used extensively in everyday life and in academic literature without regard to the ambiguities that exist in its meaning (Marcus, 1983: 17). This confusion becomes even more apparent when this ambiguity enters the discussion of political systems. Elite in its most general sense refers to a group of individuals who hold high positions in any society or are superior in a particular field (Batamour, 1369: 1) and Pare To, a prominent classical elitist thinker, divides the elites into two. Considers a general and specific meaning. In a general sense, elites are people who have achieved the highest scores in their field of activity. In other words, elites are a small number of people in society who have each succeeded in their sphere of activity and have achieved a high level of professional hierarchy (Aaron, 1991: 493 Batamour, 1990: 3.) In this sense, in his opinion an elite is someone who is inherently intelligent, physically and mentally privileged.

These gifts have been borrowed by nature in him and have caused him to have special prominence and characteristics such as intelligence, intelligence, skill and competence (Azghandi, 1997: 19). In a specific sense, he means the concept of elite, "ruling elites" who directly or indirectly play a significant role in government and are opposed to the lower class or non-elites and have political and social duties as rulers (Arun, 1991). : 494) The second interpretation of the elite is also followed by Mosca and LaSol. Of course, Mosca uses the term "ruling class" and LaSol uses the concept of "political elite" (Badie, 2006: 35). Pareto believes that a number of elites, compared to other people, have a higher degree of knowledge, assets or other qualities that can be considered social value (Pareto, 1991: 10).

Executive Elite

Executive elite theory is a theory that describes how power relations occur in a society and assumes that a small minority of individuals have a level of influence over a large number of people in the United States. These people who have direct political power or influence are called executive elites. Clear boundaries, therefore, about who is considered the executive elite and how the term "elite" is defined is a clear question in the theory of political science. Classical theories of the elite can be found in the works of Pareto, Michels, and Mosca. Sari al-Qalam, with a slight change, divides the elites into two general groups, the "intellectual elites" and the "instrumental elites." In his view, instrumental elites have political and economic power, and intellectual elites are the producers of thought, optimal methods, theory, foresight, and determinants of rational methods of achieving goals. Of course, the instrumental elite can also have intellectual abilities in the field of politics or economic system. In general, he uses the word "elite" to mean elders, thinkers, personalities, and vast intellectual abilities (Sari al-Qalam, 2002: 61-66). Found:

1. Having a public reputation
2. Having a special place in decision making
3. Holding official positions in political and administrative organizations (Khajeh Sarvi, 2003: 192-191.) In this study, considering these three owners, the meaning of political elites with the concepts of ruling elites, instrumental, dominant, and similar They are compatible and adaptable, famous people and officials in political and

administrative organizations who are directly and indirectly involved in decision-making, policy-making and political and social developments in the country.

The role of tourism in the world today

As the world moves towards machine life, the importance of the tourism industry in individual and social life becomes more apparent than ever. Industrial tourism is low-cost and high-yield, which can be expected to be profitable and permanently productive at the usual starting cost. Investment in tourism infrastructure, in addition to early response, has important effects on the social and economic growth of local communities and residents of tourism destinations. Accordingly, the growth of tourism not only creates new sources of income and new jobs in developing countries, but also has indirect results that encourage governments to expand and build the right infrastructure to promote it. The creation of infrastructure such as better roads, electricity, communications and public transport networks, in addition to providing facilities for tourism, has improved the economic level, flourishing employment conditions and quality of life for indigenous peoples in many countries (Dehestani, 1383: 14). With the growth of tourism in the last half century - which is unprecedented in history - there is an opportunity for people from different cultures to interact and through these meetings and get to know each other and get to know the cultural and artistic expressions and lifestyles of mutual understanding and Dialogue between cultures has been facilitated. Tourism, which connects individuals and human societies and their cultures and civilizations, can lead to better coexistence and peace-making in the minds of men and women - as enshrined in the UNESCO Constitution, and help maintain stability, peace and security. The human-centered nature of the tourism industry has made the role of human factors in its development so significant that the support of people living in tourism destinations in the development of this industry is necessary for the increasing success of tourism policies and programs and its sustainability. When a society becomes a tourist destination, its quality of life, value systems, family relationships, attitudes, customs, traditions, behavioral patterns and many other economic, social and cultural components are affected (Taghvaei, 2009).).

Tourism growth in the last half century

Tourism has grown steadily in recent decades, experiencing profound diversity and becoming one of the fastest growing economic sectors. Today, tourism is closely linked to development and encompasses a large number of new destinations. This mobility and dynamism has made tourism a key driver of economic and social growth. Tourism revenue is equal to or greater than oil exports, food production or automobiles. Today, tourism is one of the main players in international trade and an important source of income for many developing countries. The growth of this area has been accompanied by a kind of diversity and competition between the target points and destinations of tourism. The role and participation of tourism in the national economy of countries depends on the quality and quantity of income that this industry provides. Some refer to tourism as invisible exports. According to the United Nations International Tourism Organization, tourism growth was 95% annually between 1950 and 2005, from 25 million to 800 million. Tourism revenues have grown significantly, reaching 11 percent in the first half century, far more than the global economy, with tourism revenues reaching \$ 680 billion in 2005. The arrival of each tourist helps to create an average of 6 direct or indirect jobs, in other words, tourism is the largest employer organization or institution in terms of manpower. While in 1950 only 10 tourist destinations in the world attracted more than 88% of tourists, in 1970 this figure reached 70% and in 2005 it decreased to 57%, indicating that the tourist destinations are mostly in countries. They are being developed and have attracted the attention of tourists. The number of trips worldwide reached 892 million in 2009, which shows an annual growth of 6.4% (Mansouri, 2002).

Because the cultural and natural heritage, which attracts many tourists and is a huge resource for the development of communities, is not concentrated in one or more places and is distributed around the world, it provides an opportunity for developing countries to advance the plans of their national development. In addition to the mentioned considerations about the role of tourism in the world economy, it should be noted that one of the effective factors in the development of a country's exports are foreign tourists. Tourism is the main field of

acquaintance of foreigners with various fields of economic activity in a country. Tourism can have a great impact on the economic activities of a country. In addition to the export development aspect, it can also be effective in terms of attracting foreign capital. Also, the growth and development of the tourism industry in itself can be one of the main areas of attracting foreign capital. This field can help the market of handicrafts and other nationally produced goods to prosper if their production is economical. The growth and development of the tourism industry, on the one hand, is a source of income growth and prosperity in various areas of the national economy due to income generation and job creation, and on the other hand, due to increased revenue in services, tax revenues and municipal taxes. As a result, it brought about the growth and prosperity of a country's economy and local and regional development activities. Of course, the statistics of recent years on the growth of tourism rates in the world are significant and alarming. In 2007, for the second year in a row, the growth rate of the global tourism industry remained stable, indicating a kind of setback or lack of growth due to natural or man-made crises. With the onset of the economic crisis that began in the United States in 2008, the tourism sector was also affected by this crisis. The forecast for the growth rate of the world tourism industry by 2020 has been a rate of 4.1 percent, and estimates show that the number of tourists will reach 5.1 billion this year (UNWTO.org), but we must see the crisis. How much will the global economy affect these forecasts and estimates?

Consequences of tourism

Tourism, like any social phenomenon, has positive and negative effects. Careful policy-making and planning can enhance its positive effects and reduce its negative effects. Tourism can have positive and lasting effects on cultural and natural heritage, creativity and cultural diversity, the environment and the balance of societies, and it can be achieved if the relationship between culture and development is clear and the dialogue between the two areas is accurate. In this context, there are questions such as the relationship between culture and tourism, the relationship between tourism and development, the relationship between tourism and intercultural dialogue that policy makers and agents in the field of tourism should pay attention before starting any project. In this direction, various factors and elements,

from policy makers and agents of culture and tourism to host communities of tourists and tourists themselves, each in turn play a role in the policies or behaviors they adopt. Regarding the negative consequences, we can point to the contradiction of the behavior of some foreign tourists with the beliefs, beliefs and social values of the communities, which require policy and management for prevention. Governments choose their option based on their views and policies on attracting tourists and setting economic and cultural priorities, and grading the importance of the positive economic effects of foreign tourism, such as job creation and foreign exchange earnings, against the negative cultural and social effects. . Some governments, with the view that foreign tourism can accelerate economic growth and help achieve national goals, have adopted a policy of neutrality in the face of the negative cultural and social effects of foreign tourism. In such countries, some local communities or social groups protest against the anti-value behavior of foreign tourists and try to influence this neutral policy of their government. In contrast, in a society like Iran, the government, based on the laws and values of society, emphasizes the observance of cultural considerations by foreign tourists visiting the country and values the economic benefits of foreign tourism in the context of these considerations.

Accordingly, each country in the world according to the cultural, social, geographical and economic characteristics and especially tourism policies defined by its government can receive a specific group of tourists and the degree of compliance of material and immaterial needs of foreign tourists with these characteristics, and especially cultural considerations in tourism policies, determine the size of the tourism demand market in each country. Each national unit must define an appropriate policy to attract foreign tourists within the framework of society's facilities and economic and non-economic goals. Considering the aforementioned points in our country's tourism policy, the desired model of tourism should be defined from cultural, social, economic and political perspectives, and based on that, planning, investment and action should be done (Zahedi, 1998: 43-53).

Balanced Development the Beginning of Tourism Development in Iran

In comparison, between the process of formation of development in Asia, historically and substantively, there are different issues related to the West that the West, after internal and regional conflicts, was on the right path in terms of achieving inclusive and balanced development. . The West has entered a phase of growth, convergence, and innovation in various fields since the mid-seventeenth century, following the Renaissance and the formation of the nation-state process and the rise of nationalism, which paved the way for the creation of independent states in the West. It became scientific and industrial. But in Asia, a study of historical facts shows that those preconditions were not met, and in the nineteenth century, for example, Japan and Iran, with very different cultural, political, and social conditions, took the first steps toward progress. In Japan after the revolution of 1868, the socio-political system, which believed in and committed to the development and progress of society, began its work step by step with hope and hard work, but in Iran in the age of ignorance of the Qajars, government-affiliated elites and the corrupt and inefficient system, by disrupting the ideas and strategy of the Prime Minister, became the cause of the backwardness of this society. In developed countries, due to the pluralistic nature of political systems, the status of property, including material and intellectual property, as well as the origin of social classes based on the formation of socio-political and economic institutions is quite clear and considered by the governing body and the middle class has a balanced and good rank in society. Whereas, in non-developed systems, including Iran, the individual and the class not only have no place for the Arabs, but their nature and authority depend on their type and degree of dependence on power, and a criterion other than power to determine the position of individuals and Classes are inconceivable.

In the West, the source of the influence of the classes and the context of their independence contributed to the process of formation of efficient and effective private property and its legal recognition in these societies. On the other hand, in underdeveloped countries, including Iran, the state is above the upper classes, not only at the top, so the state does not have continuous legitimacy outside itself, and the

framework under the law despite the growth of tourism. At the international level, in-depth and comprehensive studies on the implementation of tourism policy have been done very rarely. Previous research on policy implementation has focused more on approaches such as the top-down and bottom-up approaches, while in recent years due to the lack of comprehensiveness and weaknesses of the above approaches to the implementation of tourism policy and the nature of tourism. New approaches were introduced that emphasized the nature of interaction or combination or intra-communication (Critwillosh and Bramwell, 102; Lawes, Agrosa, & Richings; 2011; Wang and Up, 3102; Hall 5102; Vaner and et al 2020). Therefore, this study considers a hybrid approach outside the public tourism management system and emphasizes the role of the executive elite in organizing the tourism industry so that Wang and Up (2013), Gauguin et al. (1) and Crotoy and Bramville (3) emphasized it in order to identify and discover the factors influencing the implementation of tourism policy in wider social, cultural and political environments. On the other hand, as based on the views of Deng et al. (1) and Crotoy and Bramville (1), tourism policy is a system consisting of various and multifaceted factors such as: economic, social and cultural factors under the influence of a comprehensive set of factors. The results of this study in the context of the developing country of the Islamic Republic of Iran also confirm the fact that: A correct understanding of the development and implementation of tourism policy requires a comprehensive knowledge of the executive elite of macroeconomic factors and socio-cultural variables. In this study, the role of executive elites in domestic and foreign policies has been identified as effective factors in the implementation of tourism policy. On the other hand, the distinguishing feature of this research compared to previous researches in the field of tourism policy implementation is that in addition to identifying factors such as the effect of coordination of executive elites with intra-organizational structures and inter-organizational relations and executive bodies (such as Hall 2015 and 2009; Wang and Up 2013, Easing 2004, emphasized this issue), Considering the in-depth research method approach, this study lays the foundation for such coordination and inter-sectorial coordination and the support of other departments and levels of the legislature to

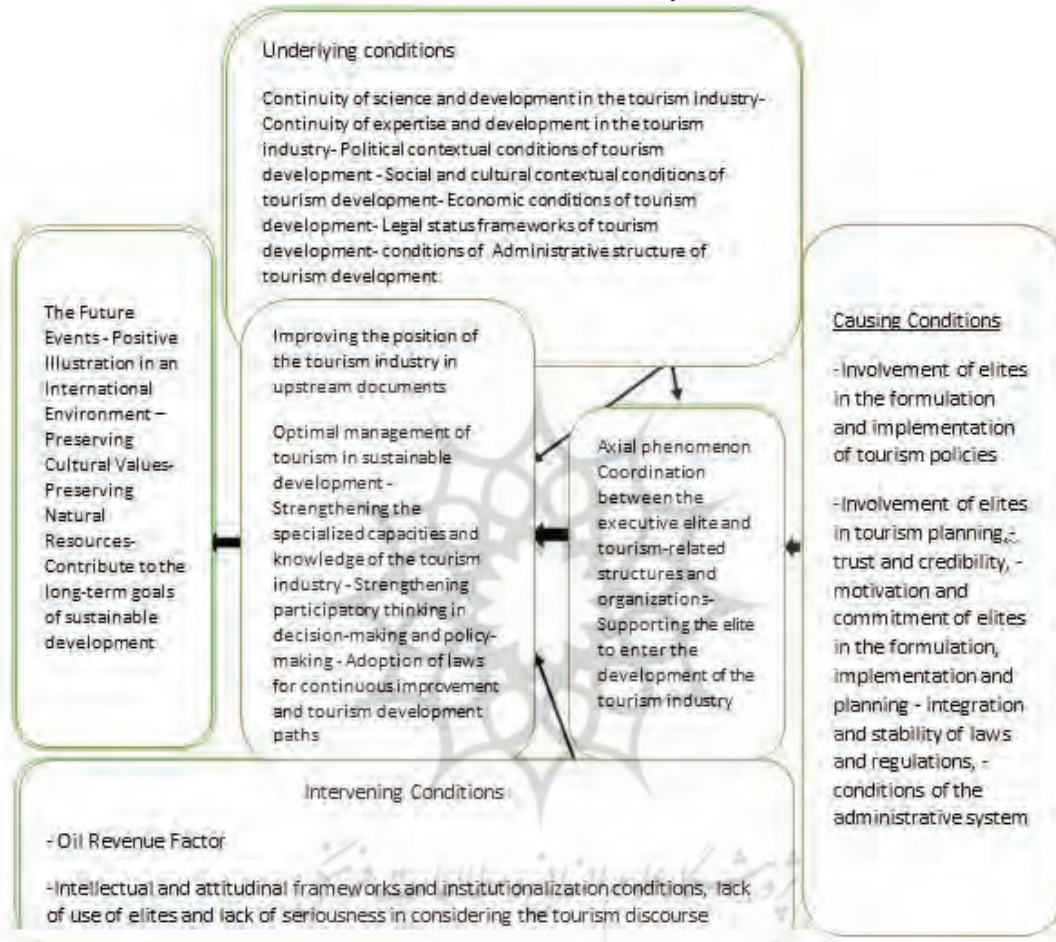
implement tourism policy as an element of trust and mutual benefit for the formation of inter-organizational relations and executive agencies or agents of experimental and specialized training of the country's tourism industry management body that can be effective on the approach and form and content of development planning and their participatory views for policy makers, managers and executive elites of tourism policy, or identified some influential cultural and social factors (such as the spirit of social entrepreneurship and teamwork among Iranians), an issue that had not been addressed in other previous studies in the field of tourism policy implementation, however, in the literature on the implementation of tourism policy in areas not related to tourism, some issues such as: trust, mutual benefits and resources as effective factors in creating support in the form of theories such as resource dependency theory or RDT which shows the processes associated with how organizations influence each other through the use of resources (Sabatir and Weibley, 2007), Either the ACF pro-coalition framework explains that the benefits gained by organizations form cooperation between them (Hojnaki, 1997), or the SET theory of social exchange involves an inter-organizational relationship involving both power and exchange. Powerless organizations often try to use exchanges to access the power resources of other organizations (such as Staples and Webster, 2008). Given the unique nature of the implementation of the tourism industry policy, these three theories should be based on coordination, support and interaction between executive agencies and between organizations with the private sector and the local community in a specific field. It helps to explain the results of this study well, the issues and approach that in fact in other studies of tourism policy implementation is considered a fundamental research gap that the results of this study confirm these factors, in the sense that previous tourism policy implementation research is often a factor of coordination. In other words, previous tourism policy implementation research often focuses on the factor of coordination and cross-sectoral support for tourism policy implementation, but does not address the factors that could have influenced the formation of such coordination, inter-sectoral coordination and support, the gap that the results of this in-depth study address to a large extent. The hidden factors that exist in the

underlying layers of the relationships between the executive apparatus can create such a coordination structure. As the findings of this study show: In order to achieve coordination, support and structure of relations between the executive bodies and the private sector within the public tourism system, it is necessary that the government (meaning the executive branch) and headed by the Ministry in charge of tourism development or in other words the executive elite And during tourism policy-making and in the process of institutionalizing and promoting the legal status of tourism development and further creating executive readiness, motivate and commit to the implementation and definition of tangible benefits of tourism development at the local community level and government body and legislative system and remove some obstacles to establish a coordinated and constructive interaction mechanism between key stakeholders to implement tourism policy. This study suggests that creating such conditions is directly related to improving the executive power and experience and knowledge and professional capacity and executive readiness within the ministry itself and responsible organizations in different levels of tourism development.

Also, the executive elite in the position of legislators to the gap resulting from a coherent and strategic planning that can be implemented, is probably one of the reasons for disagreement and cross-sectoral support as a scientific and professional basis considering the role and responsibility of each from within the system of government, to be able to play a guiding role for the development of tourism, and with a participatory approach to inform and coordinate the various sectors in the government together and together with the private sector to implement tourism policies and establish the structure and be a cross-sectoral cooperation organization. In relation to the results of this study on the implementation of tourism policy, as emphasized by Pressman and Wildauski (1973), implementation is, in particular, a chain of relationships involved that is beyond the direct control of the government. With this premise, traditional methods of researching the political issue and implementing policy, given the multifaceted and complex nature of the tourism industry, could not help us much in clarifying the research topic. The results of this study explained and identified various factors that affect the implementation

of tourism policy by emphasizing the role of the executive elite in the Islamic Republic of Iran. The results of this study showed that: The effectiveness of the implementation of tourism policy in the Islamic Republic of Iran as a developing country depends on various factors that are interrelated and intertwined. These relationships include conditions arising from the macroeconomic situation affected by oil and external dependence, the unique political conditions of the tourism system, the conditions arising from cultural characteristics, the spirit of value-added and entrepreneurship and teamwork, and the challenges of work systems Parallelism, transparency and political and official language in the public administration of the Islamic Republic of Iran and the legal status of development are among the most important macro-variables affecting the implementation of tourism policy. Challenges and bottlenecks that may be adapted or, if possible, adjusted or eliminated to provide a better environment for tourism development.

Figure 1 - Paradigm model of the performance of the executive elite in the development of the tourism industry



Conclusions and scientific and research achievements

Elites are considered the most important and main social forces of any society that have the ability to bring about social, political, economic change, as well as to lead and control society. The progress and lack of progress of any society and its related dimensions are considered to depend on the role of the elites of a society. In this study, the role of the executive elite in development with emphasis on the development of the tourism industry is the implementation of tourism policy, Indicates the complex aspects and factors affecting this phenomenon

in the context of the Islamic Republic of Iran, which for the correct analysis of these factors requires understanding their interrelated and intertwined relations. The important achievement of this research is a model that can help policymakers and managers to fill the gaps and obstacles to the implementation of tourism policies in Iran, and increase their understanding to create the necessary conditions for successful development and Competitive to help the Islamic Republic of Iran as a tourist destination. Finally, the practical suggestion is that the process of policy-making and implementation of tourism policy in Iran will be effective when the result of proper planning and negotiations and coordination between key stakeholders based on a professional and scientific perspective to create Executive and structural preparations at all different levels of government and the private sector and local communities in the tourist destinations of the Islamic Republic of Iran, which with effective interaction and dialogue between the public and private sectors and lobbying and timely, appropriate and continuous interactions on the one hand and changes in organizational culture and the type of attitude of the tourism management body from a passive and totalitarian thinking to a culture based on interactive thinking with other executive bodies, the private sector and the legislature seeks to institutionalize the belief and discourse of tourism development and prioritize it. In addition, it is necessary to strengthen support and coordination within and between sectors, motivation and commitment to implement tourism development and attract executive resources to benefit from the achievements and positive results of the rapidly growing industry for the society and economy of the country. Finally, it is necessary to state that the weight and value of each of the dimensions identified in this study can be different from other socio-cultural, political, environmental, and structural conditions by experimenting in other contexts and contexts. Further studies in other real fields can help to enrich this conceptual framework and the mechanisms that affect it. Apart from all this, another issue in which the executive elite can play a role is multidimensional planning, which will play an effective role in the development and organization of tourism.

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