

## **AIRPORT DEVELOPMENT IMPACT ON THE SUSTAINABLE DEVELOPMENT OF THE NATIONAL TOURISM INDUSTRY**

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### **ABSTRACT**

With the development of transportation industry especially in air transportation and the increase in the number of inland and outland journeys, tourism has gradually taken a new form and nowadays it is a lucrative and infinite industry. Tourism as a stable economical source with high financial turnover is considered to be an important economical source especially in developed and powerful countries and is specifically considered as an important topic to achieve economic development in under-development countries. Developing state of any community is also apparent from its ability in international communication. Among these, airports can be mentioned as one of the most important gates of communication, the development of which can be considered as a major step in improving development of a country. In this article we are trying to not only present correct definitions of tourism and sustainable development, and explain features, capabilities and deficiencies in the aviation industry and provide suitable planning and strategies, but also to improve tourism and consequently increase national income.

**Keywords:** *Sustainable development, Tourism, Aviation industry, Airport*

### **INTRODUCTION**

Currently tourism or in better words tourism industry is known as one of the most profitable industries in the world. Nowadays in global economy, the service sector and tourism industry are considered as the key components of development and among these, transportation industries are dramatic elements in the growth and development of economic and cultural basis of societies and tourism industries including scientific, recreational, and even medical treatment tourisms are tied to different centers and goals. Huge revenues from tourism industry which is annually more than 550 billion dollars and provides more than 750000 job opportunities, has created a kind of international competitive environment.

Since tourism contribution in the economy of country is equal to other economic sectors including oil industry, trying to develop this industry can be the aim of all in the growth and economy industry of the country.

Nowadays, because of different reasons including nascent tourism industry and the lack of necessary infrastructures, lack of skill in this and other sectors, country's unique capabilities are not properly.

Prerequisite for such a progress in tourism is the long term fundamental planning for developing the goals of tourism. Since our country, Iran, has various attractions in different branches of tourism industry and has the required fields for its growth, the necessary planning must be done to provide infrastructures and skills.

Apparently transportation industry as the most obvious way to target one of the critical infrastructures of this sector, must be expanded by the use of strategies and implementation, and must cover the easy access to all parts of the country.

In this way, airports and airlines are of great importance because of their savings in time.

The development of domestic and foreign aviation industry can gain international market to a significant degree, and country can change to a top destination for tourists and be the main factor to stimulate national economy and sustainable national development.

### **RESEARCH METHOD**

In this research, considering the aims and the research method, descriptive analytic method is used and the required data is gathered from the related sources, documents, and websites and finally there is the conclusion.

### **CONCEPTS**

#### **TOURISM CONCEPT (TOURISM INDUSTRY):**

Tourism is a French word which was taken from the root tour. Tour in French means circular motion, the action of passing, travelling, going on journey, or tourism (Rezavani, 2003: 19). The term tourism was used in a magazine named Sporting Magazine for the first time. Tourist is called someone who travels for hobby and recreation apart from the curiosity. Totally a tourist is someone who has gone away from his permanent place of living intending to work, entertain, or enjoy the surrounding environment, and for a period of time which can be between one day or a year he stays in another place. Tourism is industrial if it deals with tourists and giving them services and it can be a/n economic, religious, recreational, scientific, business, or emotional activity (Veysi, 2007: 32).

Chuck Wi-gay in a division divided tourism into eight categories:

1. Travelling to observe
2. Trips of new era
3. Adventurer trips
4. Business trips
5. Rural tourism
6. Travel for treatment
7. Educational trips
8. Cultural tourism

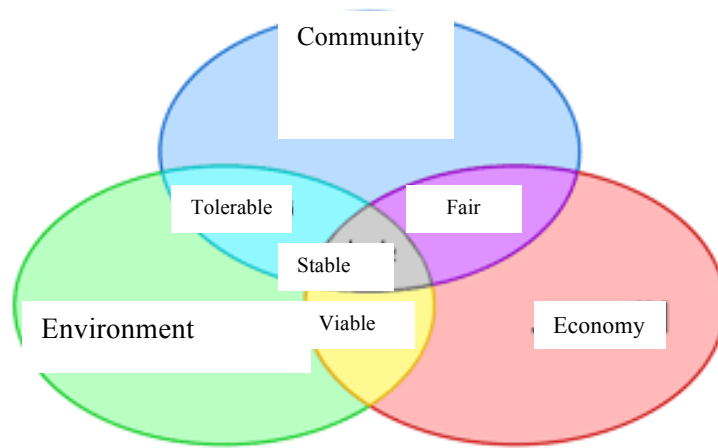
(Rezavani, 2003: 45)

#### **THE CONCEPT OF SUSTAINABLE DEVELOPMENT:**

In recent years, sustainable development has been known as a new way through which communities can think about living level, social justice, and conserving resources.

The three pillars of sustainability are as follows:

- Environmental sustainability, which means that development is compatible with conserving ecological and biological processes, and relevant industries.
- Cultural and social sustainability which means that development increases human's control in his life, and development is not in contrast with cultural and value factors which are affected on this way, and strengthens community's identity.
- Economic sustainability means that from economic view, development has occurred with high efficiency, in a way that necessary monitoring and control is applied on the resources and it can be preserved for future generations.



**Figure 1:** areas related to sustainable development

Generally speaking, sustainable development pursues the following objectives:

- Improving the host society's quality of life
- Regarding equality between two generations and within a generation
- Maintaining the quality of the environment by preserving ecological system
- Maintaining the integrity and cultural cohesion and solidarity between human societies
- Creating facilities in a way that visitors gain valuable experiences.

#### **SUSTAINABLE TOURISM:**

Sustainable tourism means sustainable goals which make it necessary to know the future of tourism products. In other words, sustainable tourism must transfer the effective and efficient goals (making strategic decisions and implementing them) and has the accurate, masterly and possible approach in tourism development process and must have complementary service of the desired objectives. The policies affecting sustainable tourism in a community are as follows:

1. Improving local development and the quality of the host society
2. Promoting cultural, domestic and historical features and other values of a society
3. Coordination between the needs of tourism business quality and residents' quality of life
4. Maintaining the quality of environment on which, both the host community and tourists are depended.

#### **AVIATION INDUSTRY AND AIRPORT**

Transportation in word means to move up or take something somewhere. In economy it has been defined as moving someone or something from one point to another point. In some books the word "haml o naql" which is the translation for the word "transportation" is used as "traffic or forwarding". Availability of suitable, reliable, convenient, easy, fast and cheap transport facilities is the prerequisite for development.

Now about aviation industry it can be said that this industry includes a wide set of services which are provided by the domestic or foreign aviation lines in the airports, that this type of service is depended on the movement of cargo demand type or passenger from one airport to another airport.

## AIRPORTS

Airport is a place which is designated for airplanes' taking off and landing. While small airports may be built of small soil or sandy airstrips (one to two kilometers), major airports which are used for international flights usually have asphalt and long airstrips, the length of which can reach to several kilometers. Small airports and major airports can be equipped with traffic control tower or if it is not necessary may lack it which depends on the volume of traffic in the area as well as the investment made in the airport, although in most international airports, flight care unit is based in airports.

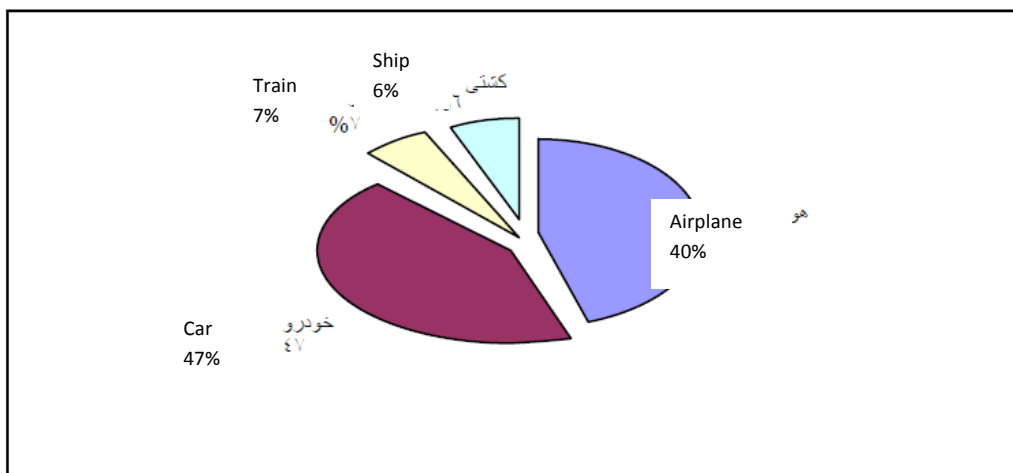
Now there are 69 civilian airports in Iran which have the capacity of transporting 85 million people per year. According to what official say, from 69 airports only six airports including Mehrabad, Shiraz, Isfahan, Tabriz, Mashhad, and Kish are economic and the other 63 are non-economic.



**Figure 1:** the country's aviation industry (Mehrabad airport), taken from Hamshahri website

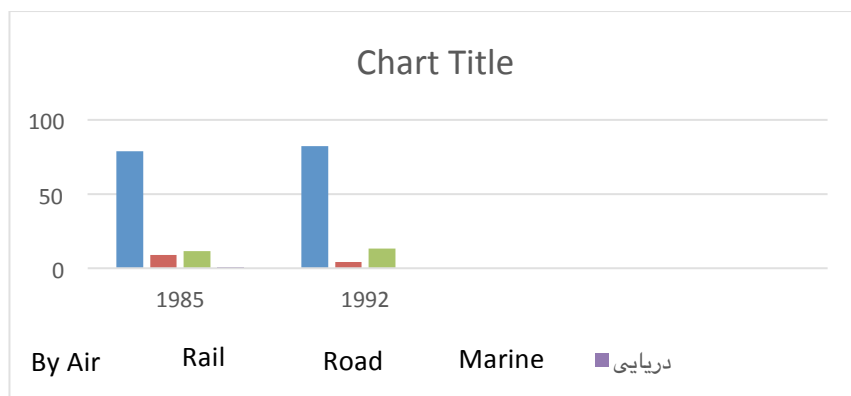
## REVIEW OF LITERATURE

Transportation structure and easy and high quality access for tourists is one of the most important requirements for making any tourism areas. In most developed tourism areas, there is extensive and suitable transportation network. In the U.S, transportation system is of more importance. In the U.S, 15% of intercity trips is done through air transport, in Iran this value is about three percent.



**Figure 2:** transport vehicles used by tourists in 2007(source is air consultants of Maab, 2008)

Unlike other regions of the world, 82 percent of international tourists have traveled by airplane to South Asia (Goharian, 2009: 95). Generally according to statistics tourism in Middle-East is so weak, because in this area there are a few roads to connect with the countries inside it, and Iran is also located in this area.



**Figure 3:** transport vehicles used by tourists in South Asia

In aviation, Iran has a background of 60 years. The first recorded airline company in Iran, is Iranian Airline which was founded in 1946 and in 1957 it joined Air Transport Association (IATA). Domestic airlines which work in within or outside the country or some international routes include Aseman, Aria, Iran Air, Iran Air Tour, Eram, Taban, Zagros, Saha, Sepahan, Fras, Air Qeshm, Caspian, Kish Air, Mahan, Meraj, and Naft. The process of country’s airport network development can be divided into four groups: 1. International airports (11 airports). 2. Airports with air border (21 airports). 3. Domestic airports (25 airports). 4. Airports under study and construction (five airports). In 2008 the total number of airports has been reported to be 83 and the airports under the supervision of specialized holding company were 54 (airports holding company of the country).

Airports’ passenger capacity in the country has raised from 29 million people per year in 1988 to 73 million people in 2008. Aviation passenger fleet has increased from 25 aircrafts in 1978 to 176 aircrafts in 2008. The average time of using each aircraft has reached from 6.8 hours in 24 hours in 1988 to 7.4 hours in 1997, it is while the average use in the world in 1997 was equal to 12 hours.

In the following, we will investigate Iran air fleet performance in 2014 in the form of some tables:

**Table 1:** Air fleet status of domestic airlines (source: information technology and statistical analysis office of civil aviation organization of the country)

month	Total flight	Airport transit	local	Internal		External	
				programmin g	non-programmin g	programmin g	non-programmin g
Farvardin	49959	1496	11160	25656	4073	6882	692
Ordibehesh t	51527	1498	12419	26678	4610	5999	323
Khordad	52876	1888	13702	26168	4596	6250	272
Tir	48448	1739	12185	24847	4139	5318	220
Mordad	54788	1888	14518	28047	3736	6241	358
Shahrivar	58283	1618	16943	28625	4957	6688	353
Mehr	57218	1635	18633	26026	4382	6092	450
Aban	49718	1535	14875	24084	3551	5462	211
Azar	52447	1770	1419	25346	4386	6523	226

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Dei	56112	1647	1840 2	25412	4201	6239	211
Bahman	55007	1802	1759 1	25421	3508	6292	393
Esfand	50380	1383	1412 9	24731	3508	6334	295
total	63676 3	19899	1412 9	311041	49647	74320	4004

**Table 2:** statistics of landing and takeoff share of country's airports (source: information technology and statistical analysis office of civil aviation organization of the country).

month			growth(%)
Farvardin	14968	15570	4.0
Ordibehesht	13848	15337	10.8
Khordad	13254	14238	7.4
Tir	13282	14648	10.3
Mordad	13009	21840	67.9
Shahrivar	14333	27573	92.4
Mehr	15039	26935	79.1
Aban	16928	27916	64.9
Azar	16057	28062	74.8
Dei	16929	27009	59.5
Bahman	16128	26623	65.1
Esfand	14910	26830	79.9
total	178685	272581	52.5

**Table 3:** comparing the number of flights all around the country (source: information technology and statistical analysis office of civil aviation organization of the country).

Company Name	Airbus				Boing				Fokker		M D	AN1 40	AT R	IL76 C	BA E	Su m
	A30 0	A31 0	A32 0	A34 0	B72 7	B73 7	B74 7	B76 7	F5 0	F10 0						
Iran Air	14	4	6		3	1	9			16	4					57
Iran Air Tour											5					5
Aseman			3	1	4			1		19			6			34
Mahan Air	20	11		3			5								17	56
Kish Air										3	8					11
Taban		2									5					7
Zagros			4								10					14
Caspian											5					5
Naft_e_Iran									6	4						10
Pooya Air												3		2		5
Ata			3								6					9
Atrak			2													2
Sepahan											4					4
Qeshm Air	5		3					4	4						5	21
Meeraj	2		4													6

Airports are regarded as the most basic part of aviation system infrastructure. It is because the presence of the new generation of aircrafts, modern navigation aid equipment, rapid growth of traffic, and travel demand together with coherent international regulations and standards and strict regulations of flight operation have resulted in these infrastructure's being introduced as a complex and dynamic system and one of the central elements of air transportation. Also airports are considered as the symbol of a country or city. Beauty, glory, facilities, architecture and size of an airport represents the social, cultural, and even political status of that country or city.

Airport is considered as the integral part of a city's infrastructure, which not only helps to increase the trade, but also is the first rendezvous of tourism in the region.

### **THE NECESSITY TO PLAN FOR TOURISM**

Tourism is the process of travelling from source to destination and the reverse, which requires planning and providing proper facilities for being done. The two-way equation of tourism and its fragile market expresses the necessity to make policies (Nazari, 2006:35).

Tourism planning and its development need the recognition and harmonization of the market with tourists' needs, requests, and demands. Therefore in identifying the capability, and planning the elements of civil tourism, it is essential to evaluate tourism feature and demand. By understanding the characteristics of tourist and analyzing demand, and segmenting it, it would be possible to present the proper product for various groups (Khademolhosseini 424: 2006). In order to achieve success in managing and developing tourism, planning tourism at all levels is essential.

Tourism is a rather complex activity that involves several sectors of society and economy. Without planning it may cause unexpected injuries (World Tourism Organization, 11: 2000).

Therefore, the necessity to plan for tourism industry can be categorized as follows:

- specifying tourist attractions and codifying regulations related to sustainable use of them
- controlling the supply and demand of the product in different seasons of the year
- codifying catering and tourism applications in line with the degree of local residents and non-native tourists' use.
- providing the required infrastructure facilities for the reception of tourists
- increasing economic benefits and creating sustainable wealth for the community
- increasing branches of human development
- integrated management of urban tourism

### **POLICY MAKING AND PLANNING FOR TOURISM INDUSTRY**

Before any planning, it is required to codify policy making in tourism areas in line with national and regional policies. These policies provide the general guidance of government sector about the reasons of tourism development and the way of investment in this sector for planning. These policies can be written by city managers and participation of local people considering religious values and principles of sustainable development at municipal level. In making policies for tourism development three groups of applicants should be considered.

- International tourist group: planning for increasing the inflow and attraction of tourists. Attracting this range can result in currency gaining and regional and local effect at national level.
- National tourist group: planning for attracting this group takes place through traditional ceremonies and festivals and increasing the duration of their stay.

- Local tourist group: this group mostly entertains and has recreation within the city where they live and do not stay overnight (Municipalities Organization 154: 2005).

After policy making it is essential to have planning for implementing the policies. Planning for tourism consists of foresight and regular change in a system to achieve regular expansion and growth of development in a way that results in the enhancement of socio-economic and environmental benefits (Monshizade 88:1997). In the planning stage in destination, the following basis must be considered:

Tourists' demand, supply of touristic products and services, tourism effects on environment, financial and economic issues and a practical plan

The process of tourism and entertainment planning is often due to involvement of a set of landowners of public and private sectors from user groups and is very complex and difficult.

Planning stages include studying, planning, and performing, which in the following we will mention the studying stages of tourism.

### **THE INTERACTIONAL EFFECT BETWEEN TOURISM INDUSTRY AND AVIATION INDUSTRY**

Tourism is considered as one of the most important and most profitable industries in the world at the beginning of the third millennium, which allocates a significant portion of country's foreign exchange to itself. This growing industry according to the declaration of the World Trade Organization (WTO) won the third place in the international trade in 2000, and is known as the largest industry of the world after oil industry and automobile industry. The air transport system is one of the main elements of tourism industry which accounts for part of tourists' spending, so that in planning for tourism development, paying attention to this part and current and future capacity of it, is and will be of great importance. Basically tourism is in fact obtained by mobility and moving from source and people's permanent place of living to remote areas; and issues such as the need for accommodation, food, hygiene and security are raised after it. It is because of this that principally tourism in its modern form primarily has become prevalent in the world with industrial revolution and development and expansion of tools and forms of transportation. However, reversely it can be argued that development and expansion of tourism is of determining factors in the development of transport facilities. In a way that nowadays in most studies on economic evaluation, creating and expanding infrastructures and facilities of transportation between different destinations, the welcome of tourists from transport services has been regarded as one of the main factors. Aviation has accumulated a significant portion of tourists' transport to itself with providing easy, fast and secure access to different points and far places and therefore there is a significant relation between tourism industry and this industry.

Buildings and monuments, mild climate, various customs and traditions, different dialects and numerous places and holy shrines are of conditions that attract a large number of tourists to Iran, and investment in this sector can to a great extent survive the country from mono-product economy. From the other side, tourism is considered a job making industry and can be regarded as a solution for part of the problem. But unfortunately now Iran's share of the global tourism is very small and in 2002 has been only one million and 584 thousand, i.e. 7.5 percent of Middle East tourism. Iran's tourism industry downturn has created unfavorable economic conditions for many travel agencies. From another side the main complaint of tourist agencies, is the weakness of aviation services and backwardness of aviation industry which is due to many different factors and also can result in the fail of programs done in the areas of tourism industry. Studying interactional effects of aviation development on the development of tourism industry and the reverse, identifying the share of air transport in tourism spending basket and also calculating the impact of tourism growth in the transport industry of the country can prevent the waste of resources and national opportunities and help planners and policy makers of both economic sectors in codifying the related policies and with proper strategy can improve and develop the above mentioned sectors.



## **CONCLUSION**

Regarding the presented material about the interactional effect of tourism and aviation industry and strategies and suggested plans for the growth of tourism industry, it can be concluded that planning for the development of transport industry especially aviation industry can be considered as the most important infrastructure in achieving the objectives mentioned in the above query.

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