



Evaluating the performance of tourism agencies in Esfahan city from the perspective of foreign tourists

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Abstract. One of the social transformations in contemporary societies is the emergence of leisure time as one of the fundamental requirements, for making a good life dominated by technology and in this regard tourism is developed as a means of spending leisure time. In the meantime tourism agencies and offices have a major role in the evolution and development of the world tourism industry. Tourism offices are considered as one of the basic infrastructures for tourism development and their performance reflects the development of tourism and related services in each community. These kinds of travel agencies are trying to get traveling information and activities and provide whatever is needed for tourists. The most important activity of the tourism offices is estimating demands or creating positive demand relative to tourist attractions and in another way predicting people's incentives for travel. Tourism offices play the role of facilitator in the service distribution channel of tourism industry. This study is aimed at evaluating the performance of tourism offices of Esfahan city from the perspective of foreign tourists; in order to study the strengths and weaknesses of the offices according to foreign tourists' ideas, and also to give strategies to improve the quality and quantity of the services they provide and thereby take effective steps to improve services and meet the needs of foreign tourists and provide the growth and further development of the country's tourism industry. The methods of this research is descriptive-analytical that in this regard, in addition to library research and field survey, questionnaires were distributed among foreign tourists visiting historic and cultural sites and attractions of the city to collect the necessary information, and data were analyzed using Excel and SPSS software and map out action. The results of the research suggests that just the existence of numerous tourism offices cannot be a factor that to attract foreign tourists and development of the tourism in the country, but there are other effective factors that considering them can meet the demands and needs of foreign tourists favorably and in addition to develop the tourism industry, provide economic development for the country.

Keywords: Tourism industry, Tourism offices, foreign tourists, tourist satisfaction, Isfahan city

1. INTRODUCTION

Several factors are involved in the management and development of the tourism industry, that one of the activists and major players in this industry is tourism and travel agencies. These offices deal with activities such as organizing travel plans, the sale of tickets, reservation of locations, getting visa, organizing and implementing domestic and international travel and every type of tourism services.

Tourist offices have important position in different policy-making bodies as well as in public institutions and unions of tourism organizations, and are of significance importance due to their effectiveness in tourism attitudes and sustainable development and also creating financial revenue in gross domestic product.

Given the great potential of tourism and the majority of tourist services in the Esfahan city, evaluating the performance of these offices, especially from the perspective of foreign tourists is necessary in order to identify and introduce the potentials of tourism offices and evaluate their obstacles and problems, suggest practical and effective solutions to improve promote their ability and the quality level of services of these offices in order to improve the sustainable development of tourism in Esfahan and also to attract more foreign tourists.

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Definitions and Concepts

Tourism offices

Tourism deal with activities such as organizing travel plans, the sale of tickets, reservation of locations, getting visa, organizing and implementing domestic and international travel and every type of tourism services. In marketing concept, travel agency of an office is an intermediate that provides the feasibility of the travel higher than a transporting firm, with a preliminary preparation (Garehnejad, 2007: 102). Travel agencies, are tourism companies whose main activity is selling tourism products to consumers for commission (Vela, François and Yonel Bichryl, 2005: 145). Travel and tourism agencies acts as intermediaries between services providers such as tour and transport companies and hotels on one hand and tourists in favor of travel on the other hand. In fact they are the pioneers of encountering first applicants with the tourism industry. Success or failure of these media is highly effective on the success or failure of programs with tourism goals and service providers of tourism (Ranjbariyan and Zahedi, 2005: 86).

Travel and tourism institutions and enterprises have played a major role in the evolution and development of the tourism industry. These kind of large enterprises try to provide travel information and activities and whatever is needed for tourists. The most important activity of the tourism offices is estimating demands or creating positive demand relative to visiting tourist attractions and in another way predicting people's incentives for travel. Advertising in the mass media, preparation and distribution of advertising maps and brochures, travel guides and travel programs for tourists are among the most important activities of institutions in providing information to tourists and in competing with other institutions. Tourism businesses try to introduce a new attraction or something original or a pristine phenomenon to outstrip their rivals. These measures in total increase public awareness as well as the development of the tourism industry (Rezvani, 1995: 45).

In general, the most important duties of tourism offices can be outlined as follows: Offer services such as preparing passports and visas, reservation and preparation of place in air, sea and land transportation from the source to the destination and vice versa, and preparing places in hotels or other accommodation and entertainment places in destination, providing means of transportation at the destination, arranging visits to a number of entertainment and historical places and tourism attractions at the destination, determining interpreter and guide for travelers, the travelers insurance against potential risks when traveling, selling tickets of train, airplane, etc. and organizing national and international tours (Dinari, 2005: 89).

Foreign tourism

Tourism is referred to those part of activities that its' vectors, means the tourists either in origin or the destination are not concerned with outside the political sphere of the country. In other words, the entry of all foreign nationals and exit of all nationals from the country is totally based on the motivation and purpose of tourism, foreign and international tourism of the country (Abbaszadegan, 1996: 140).

Tourist Satisfaction

Tourist satisfaction is to meet the needs and expectations and to create satisfaction among guests and customers. In other words, customer satisfaction before being dependent to the level of services provided by us depends on the extent to which their expectations have been met (Ashrafi, 2013: 11).

Services

A service is an activity or series of activities that are more or less intangible and they are not necessarily occur in interactions between customers and employees and are presented as the solutions to solve customer problems (Fitzsimoner, 2003: 83).

Tourism facilities

Tourism facilities in general, include all measures that can be used to provide welfare and satisfaction of tourists in the country in various fields. These facilities can be outlined as follows:

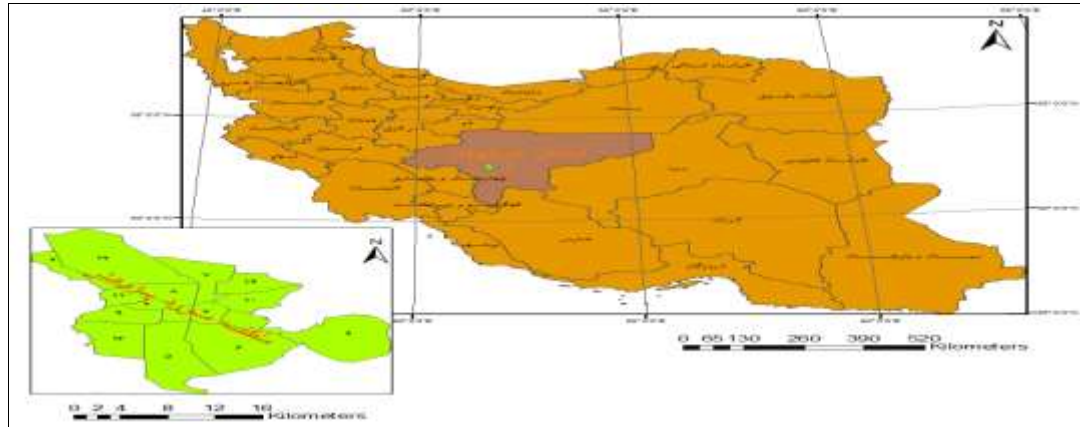
- placing trained and fluent guides in different languages in museums and historical and interesting places
- The establishment of cheap reception and staying facilities for tourists with lower incomes
- Coordination of tourism advertising programs with programs of other Iranian organizations operating outside the country, to encourage and attract the attention of Iranians abroad and international tourists to visit Iran
- Creating communication lines and access roads (highways, airlines and railways) to the country's tourism and pilgrimage places
- The reduction of visa formalities for foreign tourists
- The establishment and strengthening of academic fields related to tourism to train skilled experts and approach international standards.
- Establishing and strengthening information centers in the country's entry to guide tourists
- Government's support of tourism offices and the private sectors in order to develop tourism industry
- Close cooperation with neighboring countries to establish bilateral tours and use each other's facilities, especially in the field of pilgrimage tours (Saghaei, 2006: 443).

Geographical and political situation of Isfahan

Isfahan (Sepahan) the capital of the state of Isfahan, with a width of about 215 kilometers , is located in the heart of the Iranian plateau. This city with a length and width of 15 to 15 kilometers in and 1575 meters height above the sea level, with a longitude of minimum of 51 degrees 41 minutes east, or a maximum of 51 degrees 50 minutes east and also the latitude of minimum 32 degrees and 33 minutes North and a maximum of 33 degrees and 51 minutes north, after Tehran and Mashhad, is Iran's third largest city (Sajjad Naini, 2008: 12).

City from southeast is limited to Dolatabad and Shahin shahr, from east to Khomeni shahr, from southeast to Goret and Khorasegan and from east to the urban villages (Omrani, 2005: 33).

Evaluating the performance of tourism agencies in Esfahan city from the perspective of foreign tourists

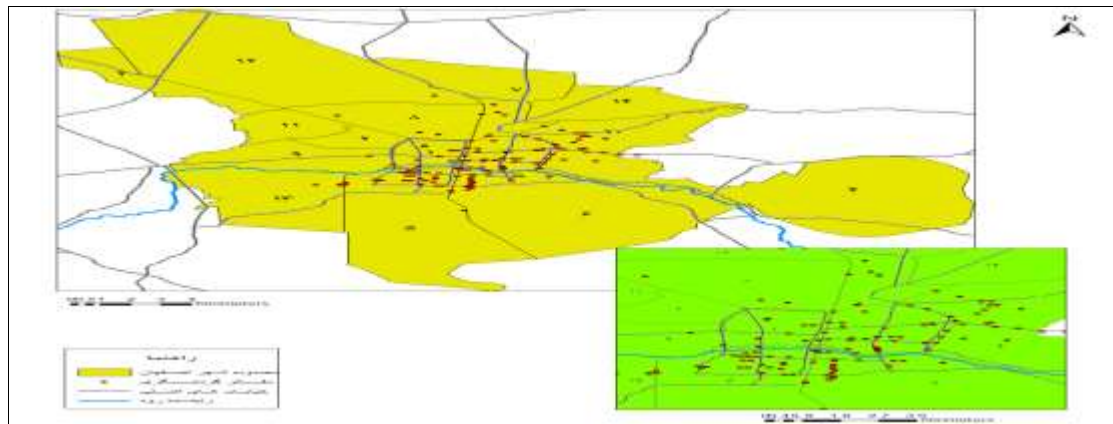


Map No.1: geographical location of the area under study map.

Drawing: authors

Tourism offices in Isfahan

According to the information obtained from the Cultural Heritage, Handicrafts and Tourism organizations of the state, more than 130 Travel & Tourism offices in the city and 40 offices in the cities of the province are working. Some of these offices has a license to sell tickets (section A) some take part under the supervision of Ministry of Hajj and charity and are the organizers of the tour to Mecca, Karbala, Syria (Section C), and another section under the supervision of Raja company work on selling train tickets (D), in addition, some offices at the same time have more than one license (Cultural Heritage, Handicrafts and Tourism Organization, 2013).



Map No. 2: Map of the distribution of tourism services in Isfahan

Drawing: authors

Legend

Boundary of Isfahan

Tourism offices

Main roads

Zayanderud River

Analysis of the questionnaire related to foreign tourists

In order to assess the city's tourism offices from the perspective of foreign tourists and to collect data and test hypotheses of putting Statistics Table 1 in Cochran formula, a 180-person sample was determined and to complete the questionnaire in hotels and historical places of the city, the sample was randomly selected and the questionnaires were distributed among them in the first 3 months of the year 2013 in Isfahan.

$$N = \frac{\frac{t^2 pq}{d^2}}{1 + \frac{1}{n} (\frac{t^2 pq}{d^2} - 1)}$$

Cochran formula:

(Hafez niya,1387:140)

Table 1. Statistics and the values used in Cochran formula .

N: population (the total number of tourists in Isfahan)	473198
The number of foreign tourists	60205
p: percentage of foreign tourists	13
The number of domestic tourists	412993
q:% of domestic tourists	87
T value	2
d value	5
The sample size (number of questionnaires)	180

References: of the Statistics (Cultural Heritage, Handicrafts and Tourism Organization Isfahan, Statistics 1392)

Sexual status of foreign tourists in Isfahan

In Table 2, data on the sexual status of foreign tourists in this table are indicated and diagram number 1 is plotted according to the table. In terms of gender, from among the 180 foreign tourists 63 percent of them were men and 37 percent were women.

Table 2. Sexual status of foreign tourists in Isfahan

Sexual status of foreign tourists in Isfahan	Male	Female	Total
Frequency	114	66	180
Percentage	63	37	100

Based on the following diagram, with respect to the gender of the respondents to the questionnaire, most foreign tourists of Isfahan are men.

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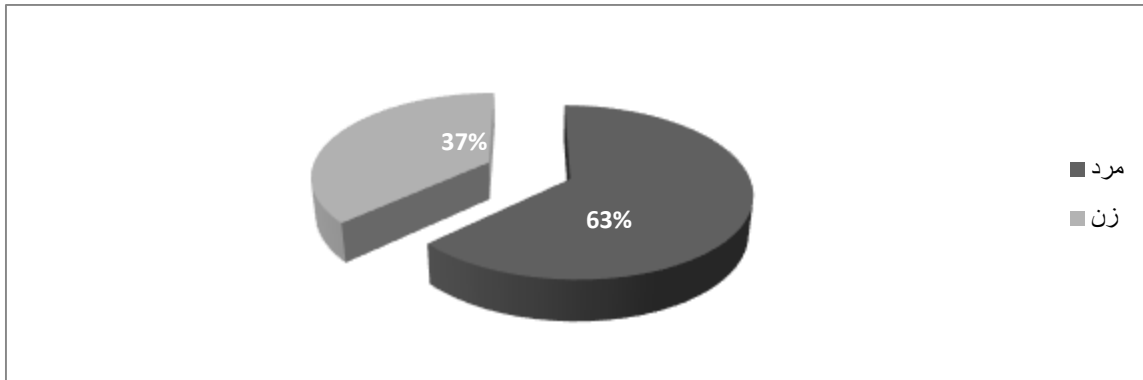


Diagram 1. Sexual status of foreign tourists in Isfahan.

The age status of foreign tourists in Isfahan

In table (3) the information about the age of the foreign tourists are indicated and diagram (2) is drawn according to this table. In terms of age status, 9% of the tourists are 20 to 29 years, 18 percent of them are 30 to 39 years, 45 percent were 40 to 49 years and 28 percent were more than 50 years.

Table 3. The age status of foreign tourists in Isfahan.

Age status	20-29	30-39	40-49	More than 50	Total
Frequency	17	33	80	50	180
Percentage	9	18	45	28	100

The following diagram indicates the age range of foreign tourists of Isfahan wherr the age range of 40 to 49 years has the highest frequency and percentage and age range of 20 to 29 years, has the lowest frequency and percentage.

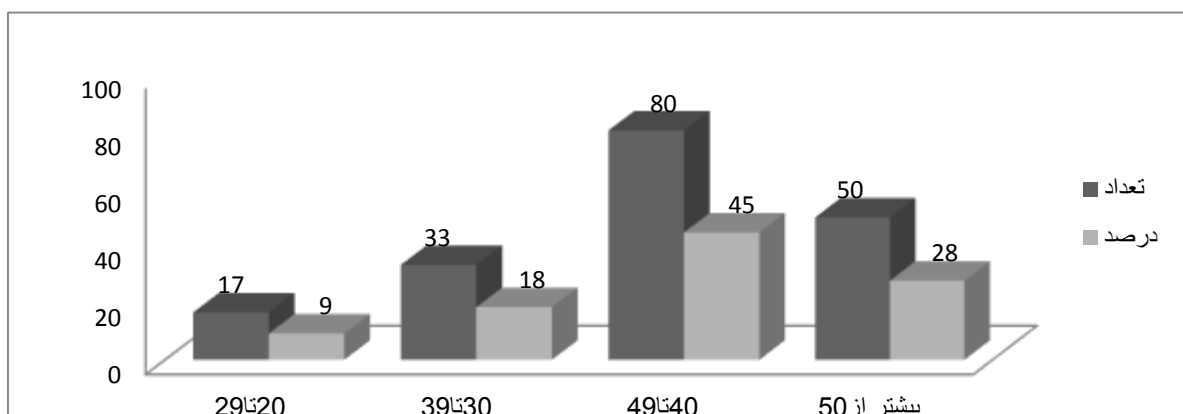


Diagram 2. The age status of the foreign tourists in Isfahan.

Education status of foreign tourists in Isfahan

Table (4) indicates information on the education status of foreign tourists and, according to the diagram (3). In terms of education, 24% of employees have diploma, 34 percent have bachelor's degree and 42 percent of the employees have a master's degree or higher.

Table 4. The education status of foreign tourists in Isfahan.

Education status	Diploma	Bachelor's degree	Master's degree or higher	Total
Frequency	44	61	75	180
Percentage	24	34	42	100

The following diagram indicates the level of education of foreign tourists of Isfahan where the tourists with a master's degree and higher has the highest frequency and tourists with a diploma has the lowest frequency.



Diagram 3. The education status of foreign tourists in Isfahan.

MA/MS and higher	BA/BS	Post-diploma	Diploma	Academic status
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Habitat of foreign tourists in Isfahan

Table (5) indicates the information about the habitat of foreign tourists in Isfahan and diagram 4 is drawn according to this table. In terms of the habitat, 49 percent of foreign tourists are from Europe, 10 percent of them are from Arabic countries, 26 percent are from South and South-East Asia and 15 percent are from other areas.

Table 5. Habitat of foreign tourists in Isfahan.

Habitat	European countries	Arab countries	Southern countries and Suth-East Asia	Others	Total
Frequency	89	17	47	27	180
Percentage	49	10	26	15	100

The following Diagram indicates the habitat of foreign tourists in Isfahan where most foreign tourists are from the European countries and the least number of tourists are from the Arab countries.

Evaluating the performance of tourism agencies in Esfahan city from the perspective of foreign tourists

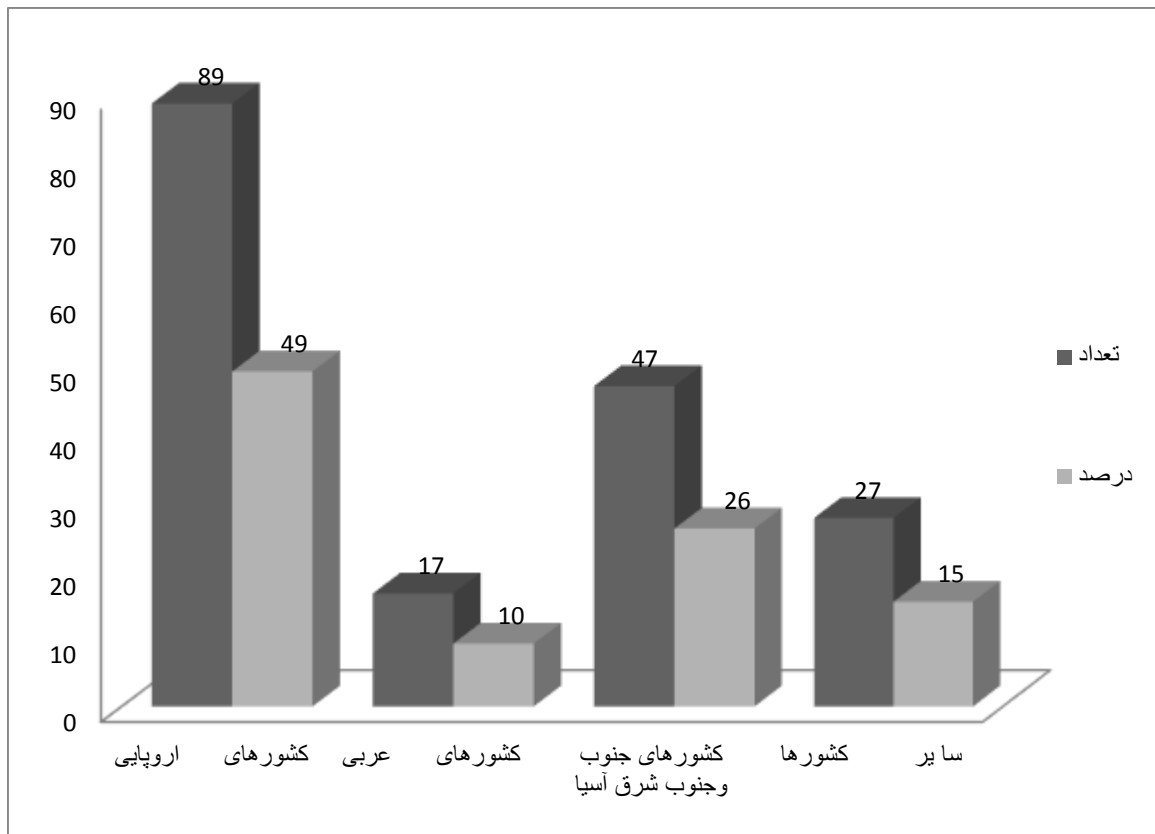


Diagram 4. Habitat of the foreign tourists in Esfahan.

The manner of familiarity of the tourists with tourism offices of Esfahan

Table (6) indicates the ideas of foreign tourists on how to get familiar with the tourism offices of Esfahan and diagram (5) was drawn according to Table (5). According to the table, 31 percent of foreign tourists have been introduced through the mass media, 5 percent were introduced through advertisements and advertising brochures, 33 percent were introduced through websites and 31 percent were introduced through friends and relatives.

Table 6. The manner of familiarity of the tourists with tourism offices of Esfahan.

The manner of familiarity of the tourists with tourism offices	Mass media	Advertisements and advertising brochures	Websites	Friends and relatives	Total
Frequency	55	9	61	55	180
Percentage	31	5	33	31	100

The following diagram indicates the manner of introducing foreign tourists to the tourism offices of Esfahan, where the highest frequency is related to the familiarity through websites, and the lowest frequency of familiarity is related to the familiarity through the advertisements and advertising brochures.

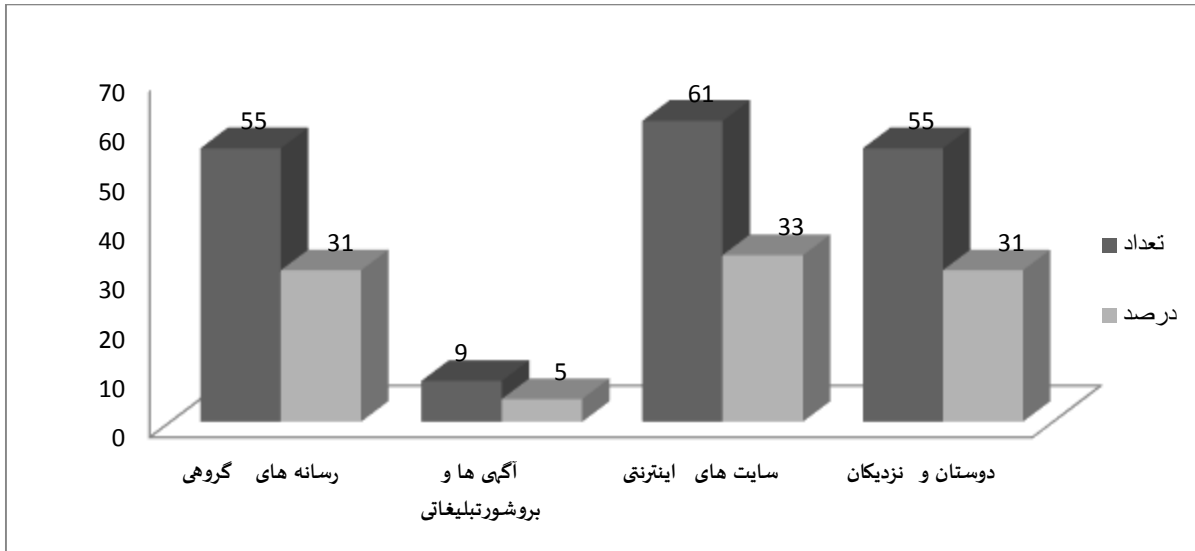


Diagram 7. The manner of familiarity of the tourists with tourism offices of Isfahan.

The frequency of the usage of foreign tourists from the tourist offices

Table (7) indicates the number of the usage of foreign tourists from the tourist offices and the diagram (6) is drawn according to table (6). According to the table, 71 percent of foreign tourists have used once, 19 percent have used twice, 8 percent have used three times and 2 percent have used more than three times.

Table 7. The frequency of the usage of foreign tourists from the tourism offices.

The frequency of the usage of foreign tourists from the tourist offices	Once	Twice	Three times	More than three times	Total
Frequency	127	36	14	3	180
Percentage	71	19	8	2	100

The following diagram indicates the frequency of the usage of foreign tourists from the tourism office of Isfahan, where the highest frequency is for once and the lowest frequency was for the three times usage.

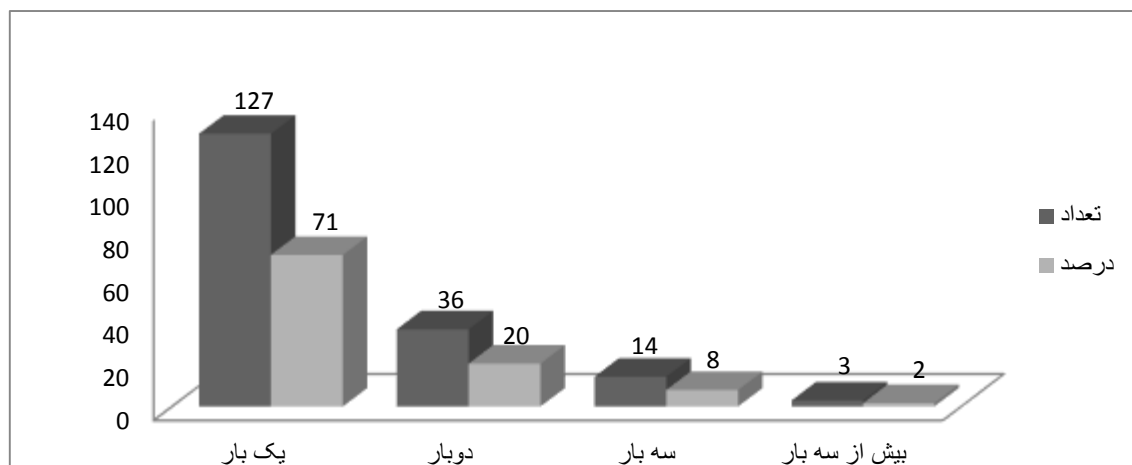


Diagram 6. The frequency of the usage of foreign tourists from the tourism offices.

The manner of treatment and behavior of the employees of the tourism centers from the perspective of foreign tourists

Table (8) indicates the manner of treatment and behavior of the employees of the tourism centers from the perspective of foreign tourists and Table (7) is drawn according to it. 42 percent of foreign tourists evaluate the behavior of the employees as very good, 48 percent evaluate as good, 8 percent evaluate as moderate and 2 percent evaluate as poor.

Table 8. The manner of treatment and behavior of the employees of the tourism centers from the perspective of foreign tourists.

The manner of treatment and behavior of the employees	Very good	Good	Moderate	Poor	Total
Frequency	77	86	14	3	180
Percentage	42	48	8	2	100

The following diagram indicates the treatment and behavior of the employees of the foreign tourism offices where the highest is good and poor was the lowest.

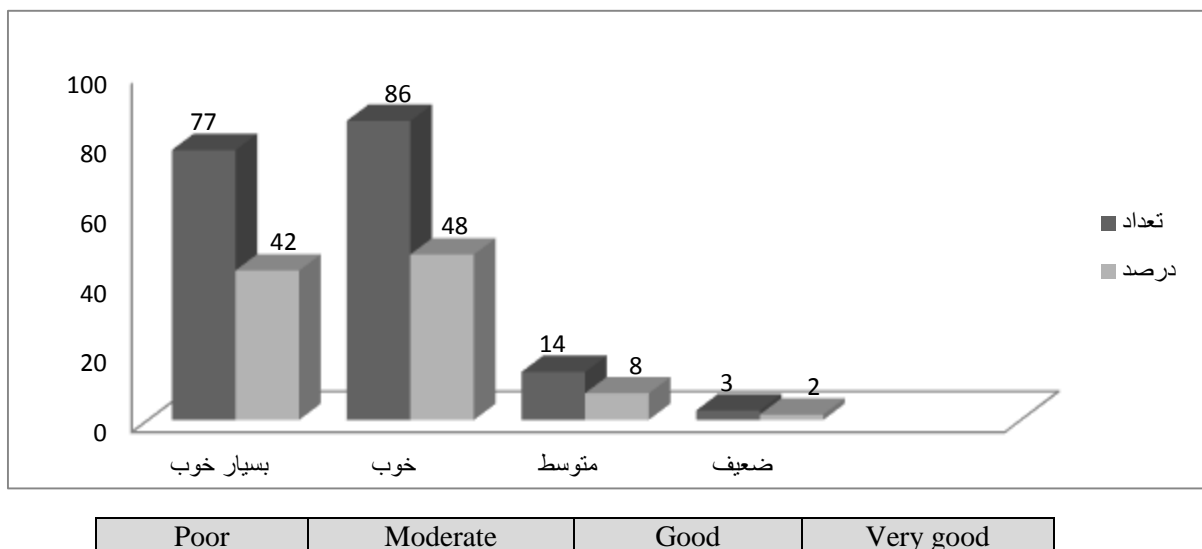


Figure 7. The manner of treatment and behavior of the employees of the tourism centers from the perspective of foreign tourists

Qualitative evaluation of the services provided by the tourism offices of Isfahan from the perspective of foreign tourists

Table (9) indicates the qualitative evaluation of the services provided by foreign tourists of Isfahan tourism offices listed and diagram (8) is drawn according to the Table. 32 percent of foreign tourists evaluate the quality of the provided services as very good, 55 evaluated as good, 11 percent have evaluated as moderate and 2 percent evaluated as poor.

Table 9. Qualitative evaluation of the services provided by the tourism offices of Isfahan from the perspective of foreign tourists

Quality evaluation of the services	Very good	Good	Moderate	Poor	Total
Frequency	58	99	19	3	180
Percentage	32	55	11	2	100

The following diagram indicates the evaluation of quality of the services provided by the tourism offices from the perspective of the foreign tourists where the highest frequency is good and the lowest is poor.

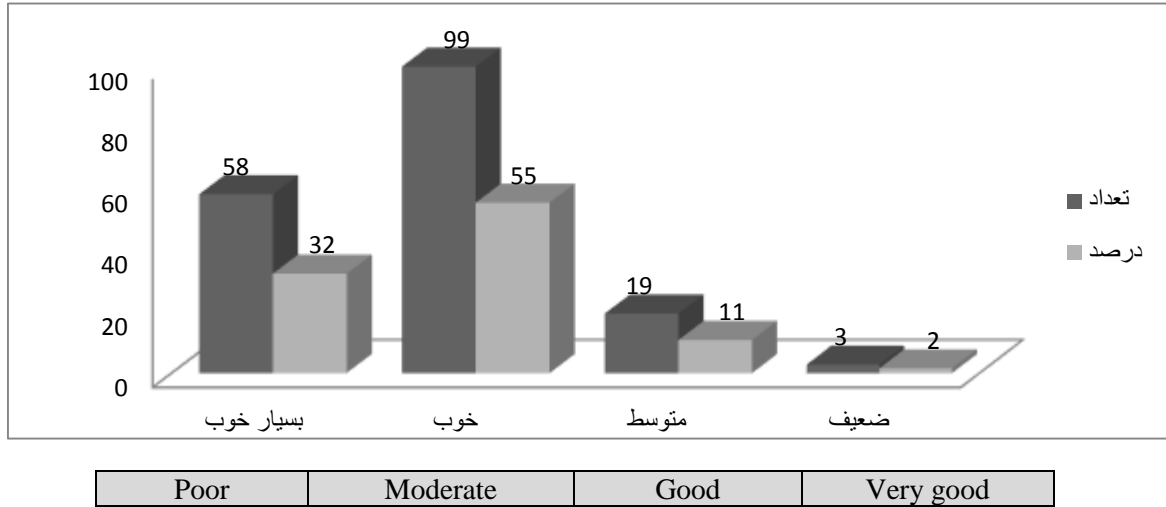


Figure 8. Qualitative evaluation of services provided by the tourism offices from the perspective of foreign tourists

Evaluating the performance of tourism offices of Isfahan in informing the foreign tourists

Table (10) indicates the performance of the tourism offices of Isfahan in informing the foreign tourists and diagram (9) is drawn according to this table. 29 percent of the foreign tourists have evaluated the performance of the tourism offices in informing as very good, 49 percent have evaluated as good, 20 percent have evaluated as moderate and 2 percent have evaluated as poor.

Table 10. Evaluating the performance of the tourism centers in informing the foreign tourists.

Informing the tourists	Very good	Good	Average	Poor	Total
Frequency	53	88	36	3	180
Percentage	29	49	20	2	100

The following diagram indicates the performance of the tourism offices of Isfahan in informing the foreign tourists where the highest frequency is good and the lower frequency is poor.

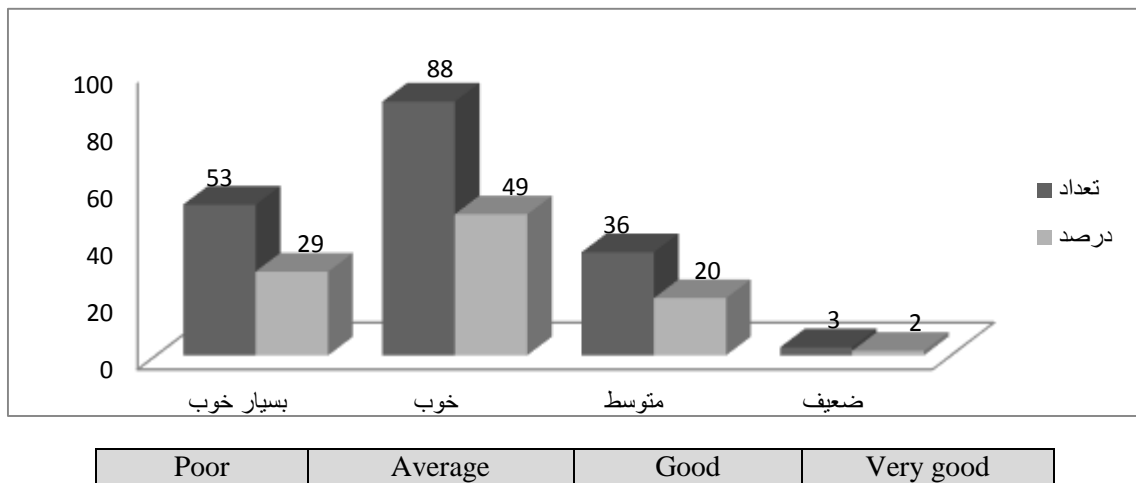


Figure 9. Evaluating the performance of the tourism services in informing the foreign tourists

Evaluation of the foreign tourists from the performance of the tourism offices in fulfilling the commitments

Table (11) indicates the evaluation of the performance of the services of tourism offices in fulfilling the commitments and diagram (10) is drawn according to this table. 31 percent of the foreign tourists have evaluated the performance of the tourism offices in fulfilling the commitments as very good, 54% good, 12 percent have evaluated as moderate and 3 percent have evaluated as poor.

Table 11. Evaluating the performance of the tourism offices of Isfahan in fulfilling the commitments

Performance of the tourism offices in fulfilling the commitments	Very good	Good	Average	Poor	Total
Frequency	55	97	22	6	180
Percentage	31	54	54	3	100

The following diagram indicates the evaluation of the performance of tourism offices in fulfilling the commitments from the perspective of the foreign tourists where the highest frequency is good and the lowest frequency is poor.

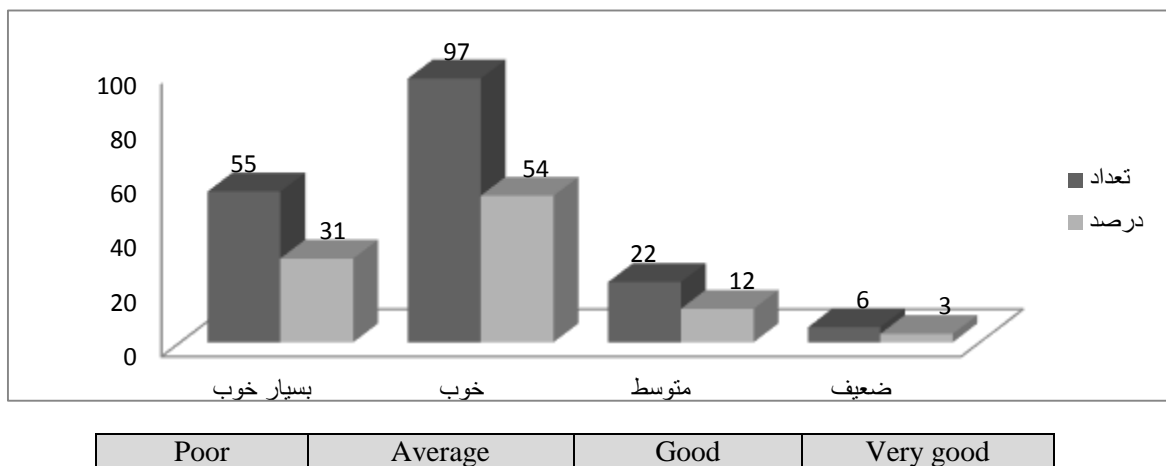


Figure 10. Evaluating the performance of the tourism offices in fulfilling the commitments.

Evaluating the appearance of the employees of the tourism offices of Isfahan by the foreign tourists

Table (12) indicates the evaluation of the appearance of the employees of the tourism offices of Isfahan by the foreign tourists and diagram (11) is drawn according to this table. 35 percent of foreign tourists have evaluated the appearance of the employees of the tourism office as very good, 51 percent have evaluated as good, 11 percent have evaluated as moderate and 3 percent have evaluated as poor.

Table 12. Evaluating the appearance of the employees of the tourism offices in Isfahan.

Evaluating the appearance of the offices and the employees	Very good	Good	Average	Poor	Total
Frequency	64	91	19	6	180
Percentage	35	51	11	3	100

The following diagram indicates the appearance of the employees and tourism offices of Isfahan in the perspective of foreign tourists where the highest frequency is good and the lowest frequency is poor.

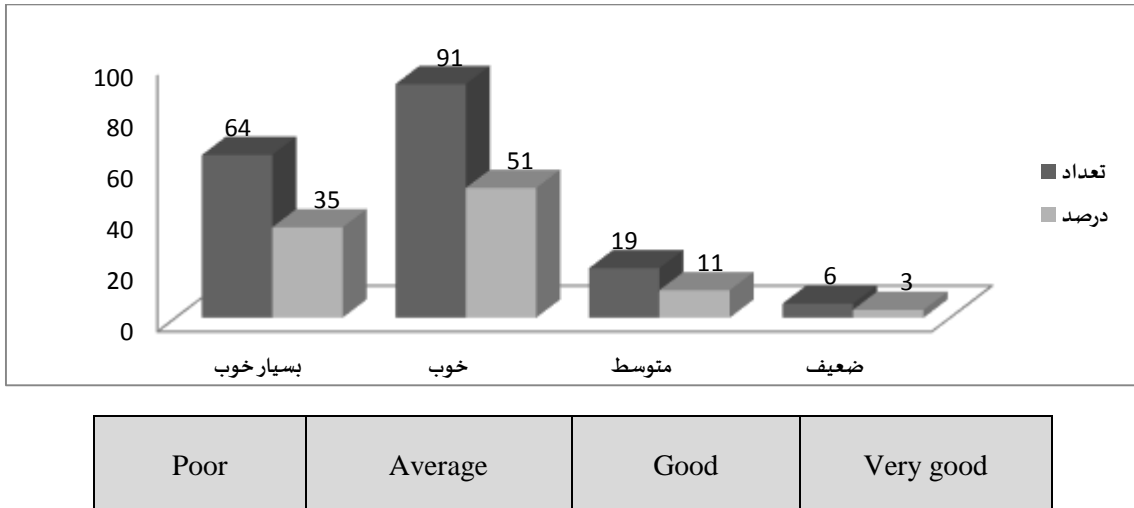


Figure 11. Evaluating the appearance of the employees and tourism offices of Isfahan.

Evaluating the state of facilities of the tourism offices of Isfahan by foreign tourists

Table (13) indicates the evaluation of the status of the facilities and services of tourism offices of Isfahan by foreign tourists, and diagram (12) is drawn according this table. 22 percent of the foreign tourists evaluated the tourism office facilities to be very good, 58 percent evaluate as good, 18 percent evaluated as moderate and 2 percent evaluated as poor.

Table 13. The status of the facilities and services of tourism offices of Isfahan

Evaluating the state of the facilities	Very well	Good	Average	Weak	Total
Frequency	39	105	33	3	180
Percentage	22	58	18	2	100

The following diagram indicates the state of facilities in Isfahan tourism of Isfahan which includes offices by foreign tourists in highest and the lowest group low.

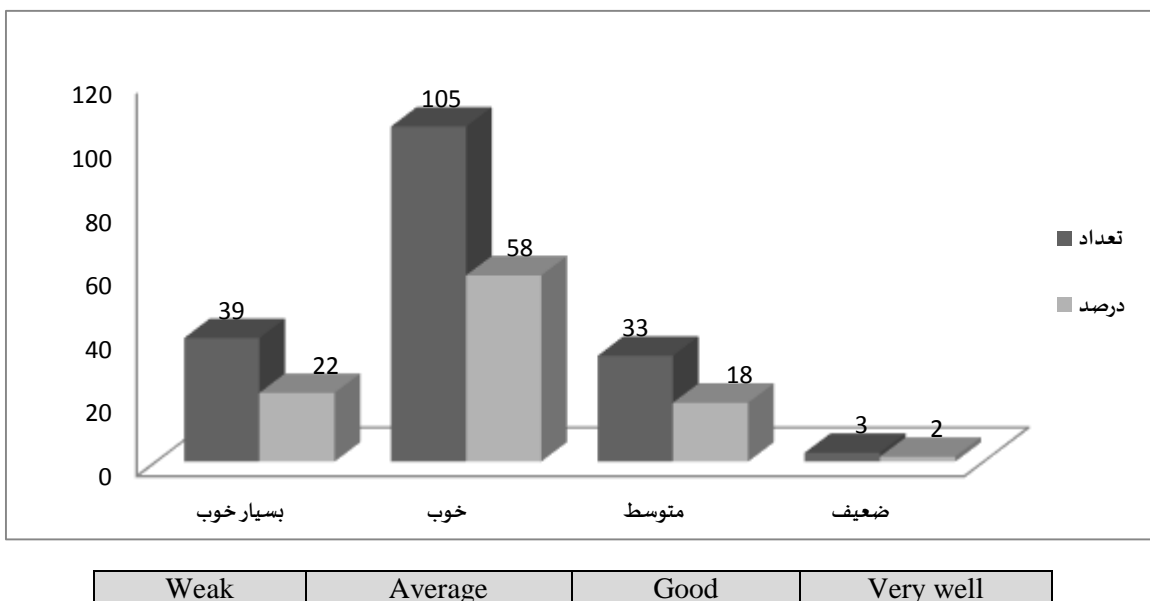


Figure 12. The state of the facilities of tourism offices in Isfahan

The main weaknesses of tourism offices of Isfahan according to the feedback from foreign tourists

Table (14) includes the feedback of foreign tourists about the weaknesses of Isfahan’s tourism offices and diagram (13) is drawn according to it. 15 percent of tourists reminded high prices of the services provided, 35 percent stated the lack of diversity in the services provided, 28 percent stated the lack of advertising and information and 22 percent stated the lack of the employees’ familiarity with international languages as the most important weaknesses of the tourist offices of Isfahan.

Table 14. The main weaknesses of tourism offices of Isfahan according to the feedback from foreign tourists.

The most important weakness of the offices	The high cost of the provided services	The lack of diversity in the provided services	The weakness of advertisement and informing	The lack of familiarity of the employees of the office with international languages	Total
Frequency	28	64	49	39	180
Percentage	15	35	28	22	100

The following diagram indicates the important weakness of the Isfahan's foreign tourism offices that the lack of diversity in the services provided has the highest value and a high price of the services has the lowest value.

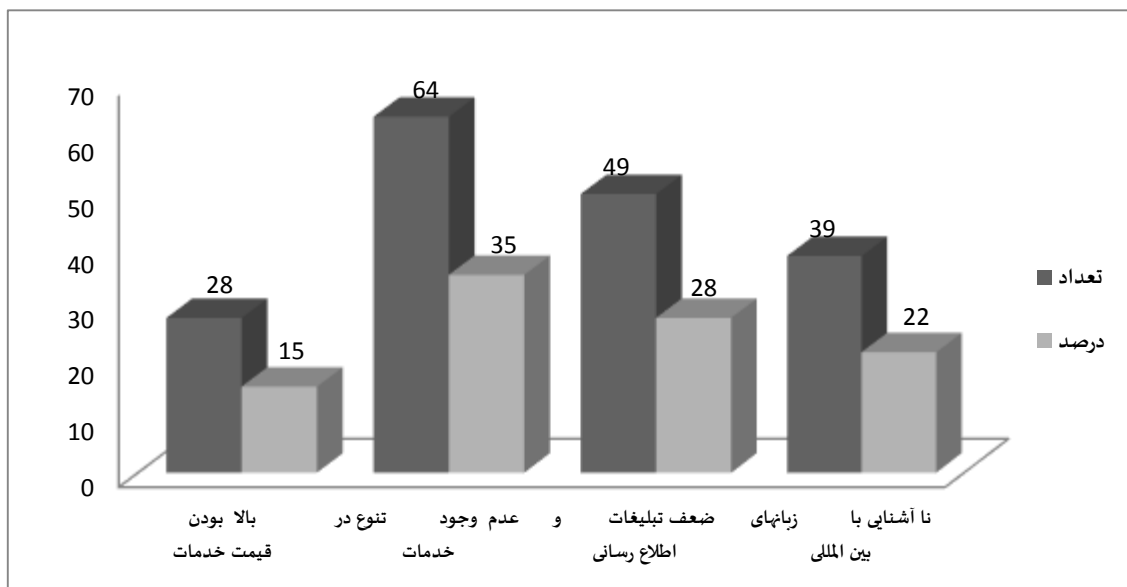


Figure 13. The main weaknesses of tourism offices of Isfahan according to the feedback from foreign tourists about another trip to Iran.

Feedback from foreign tourists about another trip to Iran

Table (15) represents the opinions of foreign tourists on traveling again to Iran and diagram (14) is drawn according to table (14). 97% of foreign tourists have chosen the option “Yes” and 3% have chosen the option “No”.

Table 15. Feedback of foreign tourists about another trip to Iran.

Travelling again to Iran	Yes	No	Total
Frequency	174	6	180
Percent	97	3	100

The following table indicates the tourist's opinion about travelling again to Iran the 97 percent tend to travel again to Iran.

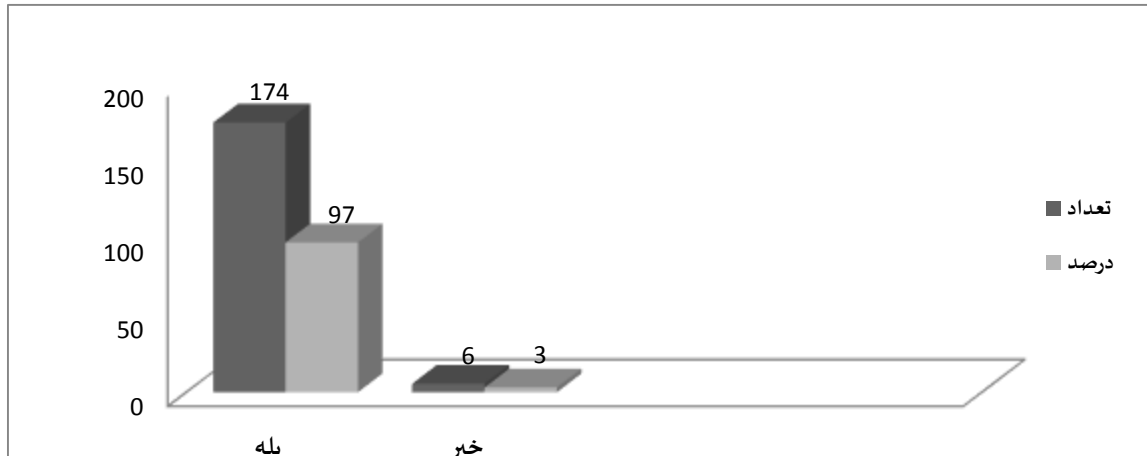


Figure 14. Surveys of foreign tourists about travelling again to Iran

2. CONCLUSION

Isfahan is one of the major tourist centers in Iran and has a long history in this field and hosts thousands of foreign tourists and millions of domestic tourists each year; however, according to the provided statistics from the World Tourism Organization (WTO), Iran is not included in the first fifty countries of the world regarding the arrival of foreign tourists. Investigating the opinions of the foreign tourists who have visited the Iran and Isfahan, spoke of the impact on the country's rich culture on them and this is obvious in reports published by the media. Now it is stated that why couldn't the authorities of the country's tourism benefit from the potential capacities of this industry, is due to the inconsistencies between different organizations related to the tourism industry and Isfahan also confronts with limitations and problems.

Development of tourism in Esfahan city needs to design and implement appropriate advertising programs with the aim of introducing and motivating tourists to visit this city, this issue can make a good background for the involvement of indigenous material and spiritual capital in developing city's tourism. This will also improve infrastructure and services related to tourism,

Accomplishing this issue in addition to improving the level of infrastructure and services related to tourism would increase the capacity and social acceptance of the residents and plays an important role in increasing the economic and cultural development of the city.

One of the reasons for the success of the high income countries in tourism section, is the existence of a clear and integrated advertisement system to identify and introduce tourism attractions and attract foreign tourists that because of the lack of an integrated system and also lack of an effective advertising and marketing to introduce and motivate international tourists, Iran has not been successful to reduce the world unawareness about Iran's tourism attractions. About Esfahan city, also foreign tourists can be attracted with effective advertising and marketing and also introducing tourism attractions and capabilities of Esfahan.

Investigating the research questionnaire shows that those offices that have more investment in marketing, advertising and identifying target markets of tourism, are more successful in attracting foreign tourists, and also on a wider scale countries that are more active in the field of advertising and marketing, and tourism investment are more successful in attracting foreign tourists and business benefits of tourism as well.

Today, education is one of the main needs of the tourism industry. Because tourism industry relies mainly on the efficient and professional human resources. Planned and systematic training methods train the staff in a uniform and effective way and create coordination between them. Investment in training programs and using knowledgeable and specialist human resources in the tourism offices is an infrastructure investment, because it saves the costs, customers are more satisfied, time management gets more leisure time and employee relations are improved. In general, the benefits of increasing the level of knowledge and expertise of employees in the offices of tourism can be seen on several occasions. The use of trained, knowledgeable and expert forces in the agencies can promote tourism and improve service levels and thus attract more foreign tourists to the offices.

Problems and limitations of the tourism agencies of Isfahan from the perspective of foreign tourists

- High prices of services and facilities to foreign tourists
- Unusual and inappropriate treatment of some managers and employees of the tourism agencies with the foreign tourists
- Lack of the familiarity of the staff and the managers of tourism agencies with the international language
- Lack of update informing in tourism agencies
- Poor performance of the tourism agencies in organizing tours
- The lack of diversity in services of the tourism agencies for the foreign tourists
- Lack of coordination in the management and administration of tourism agencies
- The presence of complex rules and regulations in tourism agencies
- Lack of the employees' knowledge and familiarity with the culture of the foreign tourists
- Lack of sufficient knowledge of the tour guides from foreign tourists

Some strategies for the improvement and development of the performance of tourism agencies in Isfahan

Macro Strategies

- The development of cultural-historical tourism through cultural-historical resources
- Improving the quality of services related to tourism centers and institutions using the available funding opportunities
- The development of tourism offices through new models in order to attract foreign tourists
- The establishment of proper planning structure based on strategic planning in order to attract foreign tourists
- Providing investment incentives for the investors of the tourism sector
- Using the strategies of differentiation and cost leadership in the provision of various services according to the needs of foreign tourists in each section
- The implementation of appropriate systems in order to provide a survey from foreign tourists
- The development of tourism based on the relative and competitive advantages of the tourism sector
- Promote access, and improve the quality of tourism services and facilities for the welfare offices more foreign tourists
- Providing competition between tourism agencies to increase foreign tours through offering financial incentives
- Improving information services to foreign tourists using the latest information and communication technologies

- Supporting small and medium enterprises
- The use of the companies providing professional internal and external consulting services in the field of planning and management

Sectional strategies

- Cooperation of local tourism offices and international tourism offices in the development of foreign tourism
- Variation of different services in various fields according to the tourists' tastes
- Providing low-cost services in various fields
- Creating Information offices abroad
- The use of specialized and experienced tour guides to attract foreign tourists
- Providing food packages appropriate with tastes and preferences of foreign tourists
- Improving the quality of air and ground transportation facilities
- Providing poster presentations and advertising brochures in international languages
- Facilitating the provision of using the latest communication and telecommunications facilities and the Internet.

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