

STUDYING THE POSSIBILITY OF THE NAVY ENTREPRENEURSH IN TOURISM INDUSTRY

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ABSTRACT

Tourism industry is one of the greatest industry in the world and although Iran regarding natural resources and tourism industry is located on the dimension of 10 first countries but all statistics of global organization of tourism denotes little share of Iran from achievements of tourism industry in the world. Process of economic development in developed countries denotes this reality that economy is affected by entrepreneurship and entrepreneurs are people or groups that do innovation among organizations that didn't exist before. On the other side the most important factors at choosing destination of travel, is political stability and different dimensions of security that in case of existence cause tourism attraction. For achieving competitive excellence in security practical district, by the existence of background of Middle east and negative advertisement, the necessity of cooperation and entrance of forces and other organizations is felt that in between Iranian navy can create an image of service quality and personal security to national and regional security for a tourist regarding legal, geographical and skill abilities by staff or duty, symbolically and supplying security of internal and external tourist at the moment of entrance or accompanying them as leader or cooperator of tourism tours. Pioneering opportunities creates unique economic entrepreneurship opportunity for both travel service agencies and navy forces, except result of its development.

KEYWORDS: Entrepreneurship, navy, security, tourism.

INTRODUCTION

Tourism industry is one of the greatest industries in the world, has devoted almost 11% of global gross domestic product to itself and created job for 200 million people and present services for 700 million tourists through the world (Salavati and Khani, 2013). Development of tourism industry as part of dimensions of social and cultural development of each country, besides attention to income, employment, and the category of culture and economy is very important. Most governments are going to supply important section of their national per capita income from this industry; because income in this industry comparing to its little cost is a lot (Norouzi *et al.*, 201). The thing has changed tourism to a factor at the process of development, is movement of capital, culture and information, in comorbidity with factors such as increase of income, welfare level, more leisure time and information improvement (Ghafari and Torki, 2009). Although Iran is located at the realm of 10 first countries in the world regarding natural resources and tourism attraction, unfortunately all statistics of global tourism organization denotes slow process of entrance of tourist into Iran (ibid) and little share of Iran from tourism industry in the world and gross income (Taghavi and Gholipour, 2009). Although identification of attractions seems necessary at the first step (Ebrahimzadeh *et al.*, 2011) achieving development goals in this industry needs planning, security and extensive investment (Yavari, 2013).

Economic development process in developed counties denotes this reality that the economy is affected by entrepreneurship (Ahmadpour and Moghimi, 2012: 90). Organizational entrepreneurship is one important factor that has the highest effect on success and economic growth of institutes countries and governments. Entrepreneur organizations are risk-taking, innovator and pioneer (Yadollahi *et al.*, 2009). An entrepreneur identifies a gap or opportunity that seems exists in a special industry or market and then it distinguishes whether it has the ability to fill the gap (Ardichvili *et al.*, 2003).

TOURISM

Global tourism organization defines tourism as: tourism means activity of people who travel outside the environment of their residency for rest, work or other reasons and are living there for maximum one year (Fat'helipaei, 2010) because this activity, accompanies different economic, social and political functions it can be said that tourism is common behavior of human resources that form in the form of political and administrative structure and governments have taken main function (Kiakejoori and Kalili, 2012). Therefore most countries observe tourism as a necessity and use all their capacities and facilities to achieve considered benefits and advantages (Ghalibaf And Shabanifard, 2011). In this

direction marketing location is formed that is all activities related to informing, attracting people and change of their behavior of places and facilities of a city, region and country (Roosta *et al.*, 2010). Tourism industry in recent years has had the highest effect on economic, social and cultural situation of the world for example we can mention the ability of creating job, exchange technology, regional balance, help to global peace, helping investment in cultural heritage and improvement of environment (TaHERi *et al.*, 2011). Tourism factors are consisting of three main sections: primary factors of tourism attraction (includes: visiting places and identification; like historical effect, parks, cinemas, rivers and so on (secondary factors of tourism include: accommodation facilities and shops and third section are other factors that do the action of leading and tourism services (Zanad Moghaddam and Ranjbary, 2010). In the process of constant development of tourism, the key role of attitude of residents and tourist has been emphasized for perception and constant evaluation of belief, manner of thought and their speculations than tourism in destination by using mental indices and attempt for developing this type of indices (Ghadami and Aghilizadeh, 2012).

A. Primary factors of tourism attraction:

Attractions and activities in destination that are primary reasons of travelling for tourist regarding climate, historical, cultural, natural views are called primary attractions (Ebrahimzadeh *et al.*, 2014). Marketing strategies is the process of decision-making in this case that each marketing combined component is paid attention for achieving organizational goals. The process of choosing probable tourists is called segmentation or goal setting. In other word segmentation of tourism groups give positive response to different sections probably to the informing messages about advantages of country. The process of segmentation and goal setting is not omitting other tourist for travel; instead using promotional messages about advantages of country for people, who their encouragement for travel to Iran is easier, facilitates this process (Shabgoo, 2013).

Main strategies about cross-market is categorized as (Hosseyni, 2006: 38):

- 1-geographical variables
- 2-demographic variables
- 3-psychometric variables
- 4-behavioural variables

Climate condition parallel to other environmental factors is the most important effective factor in tourism of the region (Hosnimehr and Abdollahzadeh, 2011). For market division based on geographical factors and regarding natural conditions and other factors that geographically divide different regions from each other, geographical division for presenting services in tourism section is done easily (Hosseyni, 2006). Therefore considering geographical environment us very important for identification and perception of opportunities and environmental threats (Karami, 2004).

Geographical, economic and political situation of Iran in Middle east are opportunities and key power at enhancing strategic situation of citifies in the direction of constant development of tourism (Ghadami, 2011). Iran is an extensive country with various geographical conditions that it causes having many capabilities about tourism and ecotourism environmentally, tourism and economically (Noori and Ehsanzadeh, 2012). For assessing and prioritizing attractions usually different criteria such as economic, social-cultural, infrastructural, environmental, institutional, legal and geographical criteria are paid attention so that we can decide about different attractions (Ghalibaf and Shabanifard, 2011). Tourism development in coastline area is the fastest developing area of tourism in the view of people. Among all activities that are done at coastlines none of them is increasing more than tourism and coastline recreation regarding volume and variety and has changed to multipurpose activity. The nature of variable of this section and its volume knows this point necessary that plans, policies and governmental plans related to tourism in coastline should be paid attention (Aghilizadeh, 2012). Iran has 3000 kilometers water border that 1000 kilometer is overlooking the sea and at internal approach 24 province of the country don't access it (Zare, 2011). One important are regarding having tourism potential and ecotourism in Iran is Persian Gulf that has neglected main capabilities of this sea and its marine tourism. Iranian Islands of Persian Gulf in northern and central section of Hormoz strait and geological features and historical effects related to military and administrative installations of different historical periods and beautiful forest of Hara are capabilities that the Sea has for using and benefiting tourism (Hashemi and bayat, 2014). Mangroves jungle is one of the societies and interesting plant aspect of Iran that has been located in coastline of Persian Gulf and Omman sea. Mangrove has little extent in the world and even among countries of Persian Gulf; there are the highest levels of natural jungle of Mangroves in Iran (Noori and Ehsanzadeh, 2012). Khazar region of the north of Iran by having temperate

climate and beautiful coastline, plain and mountainous viewpoint, is counted as the most important tourism pole of the country (Amirentekhabi, 2010). Guilan province by its especial geographical and natural condition in Iran is unique and its viewpoint in this small area has great potential (Hosnimehr and Abdollahzadeh, 2011). Sand and attractive coastlines of Bandar Anzali, Astara, Kiashahr, Chamkhaleh of Langeroud, Chaboksar and Kalachay, is visual promenade and proper place for sailing, fishing and swimming (Shabakenews, 2012). Natural attraction in Mazandaran and Golestan provinces has been the familiar land of travel writer and culture and history of the region as another border of Khazar sea border province (Poorahmad *et al.*, 2012).

On the other hand, ports as one important center and center of economic activities transportation since past has played important function at economy of countries; in ports of second generation, the function of distribution and good processing and industries related to ship adds the activity of ports and public viewpoint has changed from a border and custom area to a service and industrial environment with capability of creating value added (Jafari *et al.*, 2012). However for example tourism development has been emphasized after creation free zone in Chabahar but due to various reasons such as gossip of region insecurity, tourism hasn't had significant growth in Chabahar and the least degree of attracting internal and external tourist among other business free regions was related to Chabahar (Aghilizadeh, 2012). Also nowadays urban tourism is mentioned as one important economic, social and welfare factor of city and citizens. The thing that is related to tourism considers city as the destination of tourism and in fact the goal of entrance of tourist to city atmosphere, that is city, is as destination of tourism and a tourist enters that atmosphere with the aim of city's tourism attraction (Ghalibaf and Shabanifard, 2011). Therefore authorities of tourism and city affairs are going to enhance it. However this enhancement needs creation of especial structural, cultural and social conditions. Only background of the city, precious historical and cultural heritage, many cultural and recreational places and places similar that are not sufficient for success of each city at tourism development; but it needs existence of proper urban infrastructure and reasonable management in political and cultural and social area. In other word a city needs conscious management compromising with global criteria aware of affairs and mental and behavioral features of tourists and their demands (Varethi *et al.*, 2011). Any phenomenon besides its advantages can have damages but tourism can be developed as don't lead to heavy social cost (Goeldner and Ritchie, 2011). Some special conditions in Iran such as excuse of accepting some tourists due to lack of adapting with especial cultural and religious conditions and priority of diplomatic relations with Muslim countries, friend and neighbors, creates the necessity of attention to special criteria (Shabgoo, 2013). Ability in marketing places, constructions, historical buildings and recreations, needs familiarity with special marketing activities that requires special people although this kind of marketing needs planning, education and different facility if is useful for the society (Roosta *et al.*, 2010).

B. Secondary factors:

Any tourist needs entertainments the main need of travelling for sleeping, resting and supplying food (Badri and Tayebi, 2012). The most important factor of tourism industry is residential units of travelers and tourists. These installations include hotels, guest houses, motel, public house, camps, coastline and mountainous cottage, boarding, touristic houses, pilgrim house (Taheri *et al.*, 2011) that under the title of hotel industry are the most important tourism infrastructure and guaranteeing tourist welfare. As these two sections are necessary for each other and occurrence of any challenge and in accordance in one them has direct and frail effect on another one. Although spatial situation of hotel is the most important factor of its success but existence of 70 years antiquity of hotel industry in Iran, weakness at educational, managerial, welfare subjects, lack of proper public facilities, difference between supply and demand, few enter of foreign tourist and lack of interest of internal tourists for residing in expensive hotels, leads to the ambiguity in the future of hotel industry in Iran. In strategic analysis of hotels of Isfahan, with the help of research that was done by experts, deficiencies and threatening parameters in hotel industry was distinguished in inappropriate and distressing situation with high negative score level (Varethi *et al.*, 2011). Khalili (2012) besides considering the function of available problems in hotel industry and tourism and field of entrepreneurship in them, know the function of government and its policies important at these business. Especially by identification of capacities of this industry in society for improvement of marketing performance and also presenting better services to a customer by satisfying them that leads to acquiring competitive excellence or even providing financial and education field for real entrepreneurs. The result of research of Taheri *et al.*, (2011) shows that there is meaningful gap between the degree of importance of tourism perception about service quality in hotels of Shiraz in all dimensions, even security and it means that accommodation in Shiraz couldn't give proper response to the level of tourist's expectations in any dimensions or service quality is higher than it and perceived quality of services by tourist was less than their expected quality. Varthi

et al., (2011) in strategic analysis of positive and negative points, opportunities and external and internal threats of Isfahan in the view of experts distinguished the most important weak points related to the deficiency of educated and experienced people.

C. other factors:

Nowadays customers are faced with various suggestions that encouraged their easiness and comfort (Sarafrazi and Memarzahneh, 2010). Nowadays like past, consumers are not satisfied to accept any service (Ahmadpour and Moghimi, 2012). With the increase of available services and also increasing sidelong services, more income is given to investors and generally tourism industry (Taheri *et al.*, 2011). Tourism attraction needs different mechanism that one of them is tourist satisfaction (Hezar jaribi and Najafi, 2012). Studying perceptions and expectation of tourist is important that hotel and tourism as service industries more than other industries depends on presenting proper services to customers (Karoobi and Yousefi, 2010). Therefore organizations that can't meet expectation of their customers are exited out of competition (Ahmadpour and Moghimi, 2012). People regarding the goal that have from travel can have different expectations from involved organization. These expectations are affected by advertising plans and sale advancement, previous experience and even legends (Karoobi and Yousefi, 2010). Generally making relationship with customers for informing and affecting their attitude and behavior are called advertisement (Esmaeilpoor, 2012). At internal district, Badri and tayebi (2012) concluded that weakness of advertisement and informing is counted as one common characteristic about many cities of the country that has tourism capability; as organization of cultural heritage and tourism of provinces are satisfied with presenting a tourism map in the form of brochure. In external district the organization of cultural heritage of craft and tourism of the country, by prioritizing country's goal, take action for advertisement and sending advertisement cases with rising process of sending them to different countries in the world at macro level (Rasoolzadeh and Hasannejad, 2012). Because the main viewpoint about advertising activities is at its tourism industry that this type of advertisement doesn't have cost but is a kind of fundamental investment for advancing organizational and national goals and in case of correct and fundamental implementation it can lead to valuable achievement in different dimensions (Ibid). As based on research of Hezar Jaribi and najafi (2012) if tourism satisfaction increases, their tendency to residing in Iran and even another trip will increase to the same degree. In this field participation of public and private sector accompanied by participation of residents is a suggestion that Faraji (2010) presented after doing a research. Also where some travelers like to experience more purposeful relationship, this experience can be given to travel agencies (Goeldner and Ritchie, 2011). Fathelipaei (2010) after doing research in this field knows the strategy at leading internal and foreign tourist with planned tours for public staff, pensions, students of universities and schools and by using experts in affairs. Therefore increase of number of travel agencies causes increase of tourism foreign income and regarding the function of agencies at informing, advertisement, leading tourists and introducing attractions to them, attention to the growth of quantity and improvement of their performance quality will have more effective function at increase of enter of foreign tourist into Iran (Taghavi and Gholipour, 2009).

FEELING OF SECURITY & SITUATION ENTREPRENEURSHIP AT TOURISM

It should be paid attention that the one, who travels, knows unfamiliar environment not only geographically but also personally, socially and culturally. The degree of making relationship of travelers with new culture that enters it is different. Travelers may tend to determination off cultural limit distance and achieve results from their decisions (Goeldner and Ritchie, 2011). Although geographical and political borders don't have the ability of limiting people (Sarafrazi and Memarzahneh, 2010). Clark (2010) believes that a series of cliché are considered as distinct patterns that there are in the mind of people of a country or different regions of a country. These patterns are combination of features that are attributed to special people and all of them affect interpretations and judgments. Since travel experience is one significant memory of life, has deep effect on him and the society. This action by awareness of parties about features of each other, will lead to the evaluation and respect. Because reciprocal interaction among host and guest can break cliché and remove the act of grouping people based on a unit dimension (Goeldner and Ritchie, 2011). Distinguishing these factors is important both for tourist and sponsors of this action. Reality depends on the subject of ability that the criteria of reality in it become obvious and respond tourist demands that have role in this activity (Clark, 2010).

Unknowns cause almost fear. In travel most phenomenon are unknown for travelers. Events that happen in the world, concentrate public attention toward countries and special regions of the world. War, distress and negative advertisement about a region cause doubt and fear in mind of travelers toward that region. Tourism has shown ugly face of it and prevents people from travelling (Goeldner and Ritchie, 2011). As destination countries have less political tension and

closer relations with other countries, the possibility of tourism attraction will become more because tourists feel more security psychologically (Mirazzizi, 2014).

Security:

Security in word means calmness, not having worries and being certain (Ehteshami, 2008). The role and importance of security in development of each society is to the degree that has been known as the prerequisite of any development (Mohseni and Heydari, 2011). Because the subject of security or insecurity is not limited merely to being or not existing of war, challenge and crisis in the society (Basmanji and Heydari, 2012). On the other hand regarding cultural-social difference there isn't united criteria for measuring human security (Mohammadnasl, 2008). However regarding attitude of people to himself and the society, security is divided into two parts of mental security and physical security. Although based on difference of feeling and reality we can separate them but the speculation of probability of any damage casualties and financial damage is a kind of insecurity (Faghihi and Zanjani, 2013). Therefore feeling security means a kind of positive mentality and mental positive direction toward inefficiency of occurrence of events (Mohseni and Heydari, 2011). Feeling security is making the field of development of human societies (Kamran and Shoa'abadi, 2010) and when the relationship of people, organizations and environment is identified its connotation meaning is that entrepreneurship is implemented by opportunists (Ahamdpour and Moghimi, 2012: 164).

Entrepreneurship:

Entrepreneurs are people or groups who act independently or by an organizational system, create new organizations and do innovation among organization that didn't exist before. As this definition shows, entrepreneurs can act whether independently or as a function of an organization; although their independent and personal activity is current and they has got the most attentions (Moghimi and Pazooki, 2008). Entrepreneurship means innovative action that by benefiting available resources creates new capacities for producing wealth (Haroonhafeez *et al.*, 2010). Therefore staff job in an organization can be included in this concept (Ahamdpour and Moghimi, 2012). Organizations can cause innovation through encouraging staff and motivating them to organizational entrepreneurship and then give freedom of action to these people to be able to implement their plans without involvement with rules and regulations (bureaucracy) (Alipour and Marzban Moghadam, 2013). Entrepreneurship with its positive functions and consequences is a proper way for passing through internal crisis of the country (Ramzanpour *et al.*, 2014). For targeting special opportunities, the process of creating idea is not the thing to be done at an occasion but it is a process that needs time and interactional process and its steps doesn't happen linearly (Gilaninia, 2010). Business plans for directing their activities in the direction of achieving determined goals (Ahamdpour and Moghimi, 2012). The meaning of goal in planning is points that our attempts and activities are toward them (Nasiri, 2004).

Security in Iran:

The most important factor at choosing travel destination is political stability and different dimensions of security (like social, psychological, mental, financial and medical security) that in case of existence causes tourist attraction (Basmanji and Heydari, 2012). Therefore after Islamic revolution and occurrence of war the entrance of foreign tourist into our country has faced many fluctuations. Entrance of foreign tourist into country depends on creation of proper infrastructure and also saving and strengthening security and social stability in the country and this attempt is done in the form strategies made in development plan and 20 years viewpoint document (Heydarizadeh, 2010). Most tourists who travel to Iran feel insecurity at the beginning of entrance (Basmanji and Heydari, 2012). As Varethi *et al.*, (2011) evaluated negative advertisement of some countries to insecurity of Iran and Isfahan city as the factor of decreasing number of foreign tourist. This is while some countries of the region could use available tensions in the Middle east in the area of economy, attracting foreign investors and tourism (Malayeri, 2012). On the other hand in a situation that attitudes about a destination is negative, it is not important how much attempt is done for advertising excellence of a region because reduction of fame of a tourism destination leads to its failure (Goeldner and Ritchie, 2011). In micro level, feeling, perception, mentality and analysis of each person in system is important; because the final reference for the degree of security, are human and government and other institutes are trying human have more positive and optimistic feeling and feeling of security (Mohseni and Heydari, 2011).

Any system has two external and internal environment; if we could control and penetrate in component and factors of internal environment, there would not exist any control at internal environment and only we can add penetration of its

component by some tools (Nasiri, 2004: 30). As security may not exist in any society and citizens don't feel security and vice versa (Mohseni and Heydari, 2011).

Security or decentralization:

With the development of responsibilities and increase of government's duty, his cost increases and in some cases the highest section of incomes and resources and costs is controlled by government. However by classification and setting priorities with confirming and coordination and approving owners of benefits and facilities, for consumption and manipulation, we can do affairs and meet needs (Farhangmehr, 2002). In Iran government has determining role at creating necessary capacities for effective exploiting of global economy opportunity (Zamani, 2005). In entrepreneurship approach and business Tetzschner and Herlau (2003) during a research concluded that based on attracting principles and by paying attention to its importance at development of local business, it needs more concentration on semi-public organization of tourism and this is while service section needs more work than capital (Esmeilpour, 2012).

Security and police:

When we talk about security and sense of security of tourists and on the one side background of the region and negative advertisement is for achieving competitive excellence, the necessity of military forces effect on practical district is felt. On the other hand, domestic security encompasses various range of subjects such as border subjects, social leading (Ehteshami, 2008). Therefore military forces can use security forces in especial places of tourism and by creating tourism security that in general made encompasses physical and financial security of travelers and tourist and supplying necessary infrastructures helps development of this industry but mental security of a tourist should be considered (Basmanji and Heydari, 2012). During a research specialized committee of architecture and urbanism, existence of security forces and other similar methods although causes exit of abnormal behavior form recreational places like parks, it has negative effect for public use and makes dissatisfaction (Khoshfar *et al.*, 2013). Basically assessing efficiency of police is lack of crime and disorder not merely police action in confronting them (Mohammadnasl, 2013: 48). In this direction and at tourism strategy the result of research of Khoshfar *et al.*, (2013) showed that existence of tourists and citizens in recreational places cause increase of security. On the other hand besides military forces, performance of other organizations is effective at the feeling of security. As about combating with narcotic drugs, 13 organizations and about traffic 17 organizations are responsible (Esrafil, 2008). It doesn't mean that representatives in interferer in operation of police, but means accepting leadership of police in one important aspects of urban development and tendency in decentralization and interference of local organization for help and support that it is predicted to increase over future years (Mohammadnasl, 2013). Therefore police can be exploited for other duties that help societies that apply their tools for supplying security (Ibid: 44).

Besides that and apart from this subject that how much people know social controlling organization effective like police, public expectations and demands are contradicted in some cases (Kamran and Shoa'abadi, 2010). Research of Chalom *et al.*, showed that conflict between repressive traditional role of police with its historical reasons and new preventing function of police at their speculation causes condition of uncertainty or even negative attitude (Mohammadnasl, 2013: 78). Because the relationship of social functions of police with degree of sense of mental security is more than physical and financial security (Mohseni and Heydari, 2011). As some believe that development of physical and financial security actions may strengthen cities and districts and the cost that is paid for this subject is a lot. In a research it was distinguished that the degree of fear increases by the increase of controlling actions. Interference in environment may induce others the message that their living environment is dangerous (Mohammadnasl, 2013: 80). Because general perception is that the constant existence of police is in places that crimes happen or is probable to happen in future (Esrafil, 2008). Now in our country like many countries in the world, police play reactive traditional role about crime and disorder in the society (Mohammadnasl, 2013). Appearance of a new social function needs participation culture. Police forces are always responsible for preserving rules but conformation of a center for cooperation between police and local authorities causes better perception of limitation of police activity and strengthening trust to police (Mohammadnasl, 2008). Ghadami (2011) by using research result advices unity of process in activities of involving organizations at tourism through definition and resetting roles and concentrated supervision on activities.

Tourist Police:

Although for 10 years the word tourism police has entered literature of tourism authorities of the country and although two stations are launched in provinces of Isfahan and Golestan, military force as another party of the event doesn't have distinct accompanying with this plan (Isna, 2014). A resolution that is issued by representatives of parliament in spite of disagreement of government representative from organization of cultural heritage and foreign ministry has controlling aspect for tourist in this field than service (Sedayeeghtesad, 2014). Vietnam, Malaysia, Thailand, South Korea, Nepal, Serilanka, India and Peru are the countries that acted about launching tourism police. Tourism police dominate some languages of the world and do activity under supervision of that country's tourism ministry and their duty is investigation tourists' complaints, supplying security and leading them (shia-online, 2014). For example unit of Malaysia tourism police is a specialized unit of Malaysian police that constitutes in 1985 and present information about law, tradition, culture and local attractions and helps preventing crime in tourism regions (Wikipedia, 2014). Although creating and educating tourism police in touristic places with beautiful uniform in the direction of security and certainty of tourist (Basmanji and Heydari, 2012) is the presented suggestions, in practice using military formal cloth and using degrees and clothes without change or little change cause less mistake, has legal forbid and consequences (Mansour, 2004).

ENTREPRENEURSHIP IN ISLAMIC REPUBLIC OF IRAN NAVY

Belief of target group changes when trust specially and reliability of the source and advertiser tries not to have direct effect in audience (Soltanifar, 2008) and this subject appears more in service section; because reliance and fame of company delivering services has high significance (Esmailpour, 2012). Here entrepreneurship means action for innovation regarding opportunities for creating a new capacity. Because business process instead of explaining products and services that is the result of a process emphasizes the way of doing affairs (Ahmadpour and Moghimi, 2012). Based on the article 143-147 of constitutional law of Islamic Republic of Iran, army, has taken watching independence and integrity by exploiting competent people and do duty besides people and in the direction of their compromise and during peace can use its people and facilities to the degree that doesn't damage their combat readiness in the direction of serving people in educational and productive affairs due to governments request (Mansour, 2004). Navy in all countries during war and peace plays significant role at economic and industrial development that this characteristic beside military mission for development of country's coastline is significant (Zare, 2011). Because the most important cities of the world are located beside sea and in future it is expected the main sources be next to the sea in all aspects for human us. In discussion of observing sea, for Iran that is aimed to be a navy force various parameters are needed that one of them is proper coast and it denotes that how much displaying country's authority and exploiting sea facilities needs a significant navy (Sayari, 2011) and tourism in national scale is counted the best mean for growing national identity, Patriot and peace (Heydarizadeh, 2010). Strengthening self-esteem and sense of cultural pride in local residents and honor to historical and cultural background and also identification of values and identity of the region are the function and positive social effects of tourism in touristic societies (Sarafrazi and Memarzadeh, 2010).

Benefiting this opportunity needs having sea-oriented development strategy in all area and in order Iran has all his navy share presence in different sea fields (maritime, economy, industry, knowledge, culture, policy) is the first and most important step (Sayari and Khanzadi, 2012).

Benefiting human resources in navy:

Competitive excellence in tourism industry is achieved through workforce (Yavari, 2013). Management of human resources has been defined identification, choosing, employment, education of human resource for achieving organizations goal (Yarahmadi *et al.*, 2012). In the process of management of human resource an organization should access save of human resources to be able to choose a capable staff among them and should predict type of required skill among them and choose people who can meet their needs better and for doing their duties guide them and make them familiar with their job situation (Ahmadpour and Moghimi, 2012) and index of assessing the degree of excellence of organizations toward each other are staff of an organization (Sadeghi and Mohtashami 2011). Internal marketing emphasizes on how to attract and keeping aware employees of the organization needs (Doaee *et al.*, 2010). Military personnel are counted as assets and capitals of each country (Farajzadeh *et al.*, 2008) and one main tool of actualizing potential opportunity of organizational changes, is useful application of human capital (Yarahmadi *et al.*, 2012).

Based on army rule, staff of army are those who are accepted to services based on conditions and regulations inserted in employment law of armed forces or conscription law (Mansour, 2004: 90). Devoting conscript by general plan of annual need of military and police forces in related commission that includes need of each period is done by coordination and by office of general duty (Ibid: 546). Every year thousands talented forces or with different expertise enter military or police organization and are available to these organizations for doing military services for determined period. Then this great force will be work and production force and future managers of the country (Farahi *et al.*, 2009). Thus in this direction by doing different tests before choosing soldiers and applying them in service class regarding their specialty and interest (Abedi and Mazrouee, 2010) we can act complementary educations about the way of confronting tourists by using special periods (Basmanji and Heydari, 2012). This is while an officer of navy forces apart from being a sailor should be placed a selective scientific-social personality in behavior and politeness and at high level of expectations (Sayari and Khanzadi, 2012).

Tourism experience in navy:

Nowadays internal marketing has been identified as a strategy for implementing plans of an organization. Studies in this field denote that activity of internal marketing through penetration and motivation in staff, improves competition of the organization and enhance its competence (Abzari *et al.*, 2009). Maybe for this reason in all points attracting tourist in Iran like Kish, Gheshm, Sari, Zibakendar, Mashhad different organization have supplied accommodation for their staff. However in the view of tourism experts, this subject is a factor for depression and even destruction of hoteling industry. With this explanation that based on presented statistics in first 6 month of the year 2013, 20 million tourists have visited Khorasan Razavi province but the share of hotels of this provide about the number of tourist was 30% and 70% reside at schools, pilgrim house and renting house. Although in all touristic countries, hotel, motel, guest house, camp or any other residential place are available for tourist and they use them regarding financial power or the goal of their traveling and all these places have proper job coefficient but in Iran the subject is totally contradicted and sometimes the only cost that is spent in a recreational travel for some days in destination, is the cost of petrol of tourist's car (Biznews, 2014).

Islamic republic of Iran navy although present such facilities regarding work travel and missions and even spirit and welfare of staff and their families and although definition of global tourism organization encompasses even working travel, the difference is that in hoteling section, navy welcomes other tourist and use his experience in this field and identification o perceptions and expectation of customers is the fundamental subject and concepts in management of service institutes (Karoobi and Yousefi, 2010). Hospitality is affective and positive experience that is done between hostess and guest that this relationship can be effective at improvement of social transactions (Varethi *et al.*, 2011). Regarding that army of Islamic republic of Iran is one people-oriented army in the world that is in the direction of creating different cultural, social, innovative honor for people (Taghribnews, 2012) can be changed into a successful and face in this case. On the other hand tourism development in any country shows stability of national security of that country (Basmanji and Heydari, 2012) that is the existential goals of a powerful army (Malayeri, 2012) and this dependency is mutual and infrastructural for decreasing economic distance of Iran with other countries (Zare, 2011).

RESULTS AND DISCUSSION

Regarding the meaning extension of tourism in different activities and unique talent and special geographical situation of Iran with its variety of climate attention to its sea coastlines in the south and north and capability of exploiting its internal and external tourism regarding high capacity was less paid attention and or under the effect of inappropriate attitudes, it has been located due to common and cultural limitations. On the one hand rising and falling situation of Middle East and ideological tension in countries of the region cause improper viewpoint and insecurity feeling and finally lack of motivation in choosing Iran as destination of foreign tourism. The necessity of security in all dimensions especially psychologically and mentally that has high effect in creating calmness and human decisions even for Iranian tourists, it will have high satisfaction and makes obvious the necessity of cooperation and entrance of forces and other organizations for induction and experiencing the sense of calmness and satisfaction at the realm of tourism security. Regarding legal, geographical, skill, experience and feeling ability of navy its cooperation in this field was problem solving and will have many economic, political, social and national benefits. The existence of navy military force, regarding being international and mental perception of people and in accordance of negative perceptions toward military and army forces symbolically in appearance or practically by transferring information, guiding and supplying security of internal and foreign tourist at the moment of entering or accompanying them as leader or cooperater of

tourism tours, creates an image of the service quality and personal to national and regional security for a tourist. Regarding that Islamic Republic of Iran Navy cares coastline borders and has station and physical presence in many coastline places can exploit experienced human resources of its personnel to tourism service centers from this capacity and its facilities for proper use and direct entrepreneurship, by conforming sightseeing, sea, urban and historical tours or devoting a person as leader of military tour with ceremonial uniform and to be changed to a form of tourism police. Although benefits of using workforce returns directly to an organization but in using personals of soldiers, regarding the necessity of military service, creating high capacity and excellence in the area of selection toward environment, choosing with inclusion criteria an scientific selection, delivers skillful workforce after military service for production of wealth to the society. It seems pioneering opportunity regarding the need to security in all tourism affairs, has created unique economic entrepreneurship opportunity both for travel agencies and navy forces apart from its developing result for the country. Although sensitivity of this action in its positive and negative result and aspect of navy and army of any country is as entering this area shouldn't be done without exact planning, selection and caution.

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