

عنوان مقاله:

Evaluation of factors affecting the financing of tourism industry in Iran

محل انتشار:

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خلاصه مقاله:

Tourism industry of revenues , direct and indirect employment and value added , of great importance in developing countries. Iran is among the few countries that have four seasons and unique civilization is thousands of years old . It is also the country's global ranking of countries in terms of tourist attractions in the first ten rows of the world. But there has not yet achieved its real place in the world. The present study aimed is identifying and prioritizing the factors affecting the financing of tourism industry in Iran. The sample size of this study , 26 cases of financial experts in the tourism industry of the country. The first step is to identify the factors of the fuzzy Delphi method was used to obtain the 10 factors. Then the factors of the method of paired comparisons were weighted and prioritized. The results of this method, the rules as the most important factor introduced. In the final stage of analysis the effect of these factors on Travel Agents, Company Advertising, Hotels, Airlines and Tourists examined and through using of Borda method , Were ranked. Results showed that these factors will have the greatest impact on travel agencies

کلمات کلیدی:

Financing, Tourism industry, Fuzzy Delphi, Paired Comparisons, Borda Method

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