

Analyzing the discourse of tourism development with a justice-oriented and moderate approach

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Abstract

The aim of the current research is to analyze the discourse of tourism development with a justice-oriented and moderate approach. The present research method was discourse analysis and applicable in terms of purpose. The statistical sample in this research was a total of 60 texts, including all texts expressed by government managers in the tourism sector in two historical periods of governance in the Islamic Republic of Iran, with justice-oriented discourse and moderation discourse in 8-year periods. The library method was also used to collect data. The findings showed that the characteristics of traditional public administration included: applying the authority of the government over all departments, intense hierarchical structures, integrity of regulations and working procedures, separation of administration from politics, and strict controls. Also, the characteristics of modern public administration included: deregulation, privatization, adjustment of manpower, and market competition. Justice-oriented discourse management is close to modern public administration and includes features of good governance. Also, moderation discourse management is closer to modern public administration and includes features of traditional public administration.

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Extended Abstract

Introduction

Tourism is an ancient phenomenon that has existed in human societies for a long time and has gradually reached its current technical, economic and social position during different historical stages (Razvani, 2007). In addition, due to its special geographical location and the existence of its culture and customs, historical works, art and cultural heritage, Iran has definitely been considered the best destination for travelers and tourists of the ancient era (Hasanpour et al., 2012). The tourism industry in Iran was officially formed half a century ago in order to introduce the greatness of Iran and the civilization of this ancient land, and for the first time since 1314, an office was established in the Ministry of Interior called the Department of Tourism Affairs. In 1385, with the approval of the Supreme Administrative Council, the Handicrafts Organization was merged with the Cultural Heritage and Tourism Organization. According to the above, it can be generally said that the tourism industry is a nascent industry in the country, which is still at the beginning of its work (Nemati, et al., 2014).

Although in recent years various political, social, economic events and even natural disasters have brought many sudden shocks to the world tourism industry, this industry has shown that it has a lot of resistance and can continue to grow despite all these conditions and make more progress every day than yesterday (Bakar & Rosbi, 2020). Since Iran has been experiencing climate change and drought in the last few years, agriculture is not in a very favorable situation, and this is where the tourism industry becomes an important issue for employment. When we pay attention to the priority of the tourism sector, we see Iran at the 117th rank, a position that shows that even though everyone knows the colorful role of the tourism industry in economic prosperity and employment, little effort is being made to grow this industry in Iran. (Research Institute of Cultural Heritage and Tourism, 2016). Based on the mentioned materials, the purpose of this research is to answer the question: what is the analysis of the discourse of tourism development with a justice-oriented approach and moderation in Iran?

Theoretical Framework

Justice-oriented discourse: The election of the ninth presidential term with the inauguration of the Ahmadinejad government represented a fundamental change in the country. Ahmadinejad was the head of the government of the Islamic Republic of Iran in the years 1384 to 1392. The main orientation of Ahmadinejad's positions was around topics such as justice, self-belief, religiosity, reformism, fight against corruption, centralism, fight against the welfarism and luxury of managers, paying attention to the deprived and oppressed groups and the marginalized. The discursive approach of his government is on the way to return to the foundations of the Islamic Revolution, but in practice, the populist approach of the government presents a vulgar interpretation of the ideals of the revolution. In terms of basics, the discourse of the Ahmadinejad government should be understood in its mass nature and the tendency to see things in a mass way; hence, this discourse has been introduced as the duty-oriented mass discourse (Darabi, 2009).

Moderation Discourse: After winning the elections of the 11th and 12th periods from 1382 to 1400, Rouhani assumed the presidency of the government of the Islamic Republic of Iran in this period, and according to himself and his colleagues in the government, he formed the moderation discourse. Rouhani tried to instill hope and peace and win the voters' opinion by using descriptive combinations as well as hopeful terms such as Alhamdulillah and Ansha'Allah. He considered his discourse of moderation different from other previous discourses and even his election rivals. Rouhani believed that the 11th government is the government needed by the Islamic Republic of Iran because progress in the economy,

prosperity of business and creation of employment in the country requires the normalization of relations with neighbors and international forums, and the government has a very high ability in foreign and international relations (Mirzaei & Rabbani Khorasghani, 2015). Tourism is an important part of economic services. According to studies by the World Tourism Organization and the World Travel and Tourism Council in 2013, the total share of travel and tourism in the global economy has increased to 9.5% of the global GDP (\$7 trillion), which not only produces wider economy, but also is growing faster than other important sectors such as financial and commercial services, transportation and construction; and in total, in 2013, it created nearly 266 million jobs (Pratt & Tolkach, 2018).

The participation of indigenous people in the development of tourism is one of the main criteria of social power. It is obvious that if the natives do not have a correct view of the tourism industry, they will not provide proper services to tourists or even in some cases they may consider tourists as invaders and usurpers. In these conditions, the development of the tourism industry in the region will face serious problems (Iqbal et al., 2022). The received positive effects, as a result of tourism, encourage the society to support the development of the tourism industry and especially the activity in this industry. But the perceived negative impacts prevent residents from supporting tourism development (Shokohi et al., 2012). The cultural point of view of the people of the region in the field of tourism has a significant impact on the development of the tourism industry in tourism areas. Culture is an influencing factor that must be formed and promoted bilaterally. Cultivation and cultural acceptance are two important categories in the development of the tourism industry, which must be done by both the host and the guest (Hezarjaribi & Najafi, 2011).

Research methodology

The current research is among the qualitative researches and seeks to analyze the discourse of government management in the tourism development sector. Discourse analysis is a new method for research in communication texts that has been used to understand the message and meaning used in communication messages. In the beginning, this method was largely indebted to linguistics (Altamirano, 2022). The statistical population of this research includes all the texts expressed by government managers in the tourism sector in two historical periods of governance in the Islamic Republic of Iran, including the justice-oriented discourse (1384 to 1392), and the moderation discourse (1392 to 1400) in 8-year periods, published in newspapers, magazines and the website of the presidency etc. The sample size of the research was a total of 60 texts that were interpreted and analyzed. Finally, with the results of the investigations, it was concluded that all 60 are basic texts. Thematic analysis method was also used to analyze the data.

Research findings

Based on the analysis of the texts of each of the justice-oriented and moderation-oriented discourses and the statistics of the characteristics of each, the findings showed that the characteristics of traditional public administration include: applying the authority of the government to all sectors, intense hierarchical structures, the integrity of regulations and work procedures, Separation of administration from politics, and strict controls. Also, the characteristics of modern public administration included: deregulation, privatization, adjustment of manpower and, market competition. Justice-oriented discourse management is close to modern public administration and includes features of good governance. Also, moderation discourse management is closer to modern public administration and includes features of traditional public administration.

Discussion

In the justice-oriented period, modal constructions of coercion and obligation are almost at the level of the reform period, which indicates the democratic management style of delegation. During this period, Mr. Ahmadinejad delegated the affairs to the managers of the tourism department, Mr. Mashai and Baghai. In this period, the definite cognitive aspects have the highest rank, which indicates the high efficiency and performance in the development of the tourism sector. It should be noted that this research is based on the texts expressed by the discourse analysis method and only the literary aspect of the discourse has been examined. For this reason, since the intervening variables have not been examined in the research, the researcher's publication believes that according to the various influential variables, the efficiency and performance in all four periods in the tourism development sector was low, but considering the improvement of the country's conditions compared to the beginning of the Islamic Revolution, the justice-oriented period had better conditions and grounds for the development of the tourism sector. In this period, modal doubtful constructions are more than the period of moderation and less than the period of construction and reforms, and this is where the inefficiency of the managers of the tourism development sector is seen, because in this period, due to the improvement of the country's conditions compared to the previous periods and the absence of Corona and the increase in oil prices, this doubt is a sign of extreme weakness of the relevant managers.

In the period of moderation, non-modal constructions of compulsion and obligation are at a higher level than average and indicate the existence of command management style and pressure from top to bottom. In this period, definite cognitive constructions are less than the justice-oriented period and more from the period of construction and reforms, which can, considering the increase in the number of tourists in this period and the existence of the corona crisis, sanctions and the reduction of oil prices, etc., the performance and efficiency of the government in this field considered high or relatively acceptable. In this period, the constructions of the doubt have the lowest level compared to other periods, and this indicates the sufficient knowledge and expertise of the government managers of the tourism sector. In this period of doubtful cognitive constructions are more than the justice-oriented period and less than the period of construction and reforms, which indicates an average level of transparency of government affairs in the tourism development sector in this period. Looking at the data in the table, it can be said that almost the level of expertise of the managers of all four periods is in the average level and it has affected the efficiency and effectiveness.