

اولين كنفرانس بين المللي مديريت، گردشگری و تکنولوژی

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Management, Technology, Tourism, and Multilingualism

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Abstract

1 *The purpose of this short paper is threefold. On the practical philosophy level, it attempts to point out that without an appropriate sound management, there would not exist either proper technology or tourism of the right type or even both. On the technology level, it aims to support the fact that what brings the sustainable technological development is primarily rational management. On the management level, it supports the interactive effect of quality management practice and technological breakthrough. Technology and tourism of the right type or degree would not exist unless the management system is sound and conducted by well-informed persons in charge. Hence, the paper tries to tap both qualitative as well as quantitative domains. On the qualitative side, an attempt was made to touch on the issues interrelating the three preceding terms. On the quantitative flank, through an open-ended set of questions rendered to would-be tourists of all walks of life attending the researcher's translation bureau to prepare documents and deeds in foreign languages before acquiring visas to travel overseas, a questionnaire was developed and later administered to some 39 participants in the study whose responses were categorically classified based on frequency of responses. The findings seem to support that the participants believed tourism is highly interwoven with sound management and technological factors. It is no more an era in which one would expect a tourist coming to pay a visit to a so-called tourist destination on donkey or mule back.*

Keywords: management, technology, tourism, fairness, priority of needs



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Introduction

2

When we take a look at the history of man on earth, we see that societies formed and developed based on the primary cause of man's needs. The need to drink, flocked them close to rivers, the need to feel secure put them in caves, and the need to create art and enjoy, and perhaps to leave something behind to remember, put them make fantastic paintings on the inner sides of caves. What Maslow (1943) called hierarchy of needs triggered the making of what I propose to be the righteous needs: One would not tolerate to be without oxygen for more than a couple of minutes, and without water for a few days depending on a couple of factors, and without food for a fortnight. As it is said: 'first things first'. Other needs happen to impose themselves on a normal human being merely after the very first needs are attended to. Hence, various forms of human settlements occurred for the pressure of various needs, with an eye onto the circumstances of the time and place. (Azimi, 2008) The more societies improved, the more some aesthetic aspects of life were attended to, let us say, at least by the rich. This would also include taking trips to other locales in order to spend one's leisure time and enjoy more, let alone carrying out some transaction of goods in faraway lands to make one's kin happy and sometimes a little bit of show off in order to win attraction amongst them, among other reasons. (Azimi, 2006) It should be noted that tourists are tourists because of some pulling or pushing interpersonal or intrapersonal push or force, and there are many factors which make a person a tourist and it is not merely that they themselves choose to leave where they live for a short or longer time. In short, the impetus does not exclusively arise from a very highly planned schedule, and it might be abrupt. As an instance, one might refer to the cases of midlife crisis when someone becomes overwhelmed with the need to escape and run away from what he is and where he is. (Azimi, 2006) One might feel that one prefers to be just alone not for a couple of hours but for days, weeks, or even months. The destination is perhaps unknown first but management and technology would give a hand in this regard so that he would be lead to go somewhere the end result of which he does not know about at all. The financial factors would also decisively affect one's tourist destination selection. Yet, let's suppose a country's aim is to attract more tourists as more tourists might mean more money for the local people. What are the requirements?

Management

The very first thing would be managing almost everything. To that end managers should be familiar with history, both world history and the history of the area in question in order to know why people of some countries, areas, languages, religions might like or hate to take a trip to the area concerned in order to find appropriate solutions to the problems they might face.

The management system should know some psychology in order to know how to manage the likes and dislikes of the would-be tourists so that clashes of any type would not arise or would not be triggered.

The management should know some economics so that based on an eagle's eye view, they should estimate what is fair and win-win and what is not. Both the tourists and the local people should not feel to be losers and pathetic. Otherwise, sooner or later the balance would be lost and clashes would arise.

The management should know some sociology so that gender preferences, minorities' likes and dislikes, sects, and tribal people's sensitivities are cared for and tourists are made familiar with in one way or another, in a way that tolerance is enhanced in both sides of the transaction, a tourist and a local person.



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Depending on the number of tourists paying a visit to an area, tour leaders might be used speaking those languages. This would reduce probable tension among the tourists and the local people.

The management should be closely in touch with technologists and get to incorporate the very latest findings, of course only after thinking and rethinking the matters at hand to know again what is fair and useful and what is not. He should not be allured by some money hungry selfish people who just care for the emptying of the tourists' pockets and grabbing their money. Fairness is the very controlling criteria sharing in all and influencing all decision-makings regarding tourism. After all, we are all human beings! (Azimi, 2009)

Technology

The simplest case of use of technology in present societies might be the use of an ATM [Automatic Teller Machine] that most of us have to use almost every day. Would the life without the ATMs be satisfactory enough? The answer to which by some might be a flat 'No'. (Mohagheghnia et al, 2014) From very simple tools made by man up to the most recent breakthroughs in the area of cyber technology which are said would prevail the world in upcoming decades, human beings need to use more of their brain rather than their muscles. Technology per se might be cold-blooded and cruel while its application alongside art might change it quite positively into two feet on which to walk, so that a fair treatment of various aspects of human life and societies towards sustainable development is attained in a way that it does not cost too dear at the price of destruction of some generation or cultivation. (Azimi et al, 2009)

3

Technology helps facilitate various types of physical activities and might be a good replacement for drudgery imposed on man in general because of ignorance and/or poverty. How can tourists easily pay a visit to every corner of the globe without jet planes? Rather impossible. Hence, if we discard technology, both sound effective management and stress-free tourism cannot be imagined. Whether it is the matter of protecting the nature from filth or poison, some of which might be incurred by tourists, which touches on ecotoxicology (Azimi, 2016a), whether it is the monetary needs to protect the nature (Azimi, 2016b), and or whether it be familiarity with some foreign languages to be timely informed and be made cognizant of consequences and upshots of use or lack of use of some form of new findings of man (Azimi, 2016c), we are actually in the realm of technology and its impacts.

Tourism

All countries might be interested in obtaining foreign tourists' money. However, fairness is still the critical criterion. Fairness might be the very matter of concern in the case some bullies depriving the third world nations of their cultural and historical heritage on the one hand, and in the case of attempting to sell things of low quality at high prices to tourists on the other, among other things. Such a question might boggle the mind of a person who hears about millions of pieces collected at a museum like, to name a few, Hermitage in Russia, the British Museum, or the Louvre in Paris, as to whether all those accumulated pieces were righteously and fairly obtained or not. Or one might ask whether some wars occur or rather are formed merely for the looting of historical pieces of some nations so that those pieces finally reach the hands of museums in order to further collect tourists' money in prospect. The ignorance



1st International Conference on Management, Tourism and Technology (ICMTT)

November 12th & 13th, 2020 | Penang, Malaysia

of some naive societies as well as artificially created poverty further accelerates this process of transfer of the looted pieces.

Multilingualism

To speak another language shared by some of those who are or live around you is an advantage. It was said in various religious texts about the Babylon Tower and Wrath of the Almighty which resulted in the dispersing of various languages among human beings and the resultant battles. The inference is that the more understanding there exists among human beings, the lower the probability of clashes. Tolerance is enhanced when you come to an understanding with some other persons that each of us might be partly wrong. If the world is going towards the global village, it might simply mean that there is a need for the people to speak other languages. The more we share, the fewer the differences, and the lower the probability of clashes.

Questionnaire Administration and the Upshots

4 On the quantitative side of this study and primarily, following interview-like dialogs, would-be tourists of all walks of life attending the researcher's translation bureau were asked questions to see why they do what they were doing. Later, open ended series of questions were developed accordingly and the respondents were requested to provide their ideas. The final group to whom the very last questionnaire was rendered were similar participants – i.e.: the would-be tourists of all walks of life attending the researcher's translation bureau to prepare documents and deeds in foreign languages before acquiring visas to travel overseas. The very last questionnaire which was developed was administered to some 39 participants in the study. Their responses were categorically classified based on frequency of responses. The questionnaire which was administered to seek the ideas of some 39 outgoing tourists of both genders provided the following upshots ranked according to the frequency of occurrence of each response:

1. Fair behavior and attitude towards both eastern as well as western countries and societies appears the right path;
2. Management of the right type, in which there is equal behavior towards both the east and west, sounds necessary;
3. To know some European Language seems a fantastic thing; to be multilingual is superb;
4. A country cannot disregard the west at all; or else, it would not seem normal;
5. The States, in general, seems the top country in various regards though it might have problems as well;
6. The States and European Tourists mostly seem to be rich;
7. The rich are scared of lack of security more than others;
8. Tourists appear to be scared of going to locales where human rights are not satisfactorily respected;
9. Without fair clever management, modern technology is expensive or impossible to obtain;
10. Technology is quite necessary;

To put all in a nutshell, it seems to be the case that management, technology, and tourism, among other things, are all part and parcel of the greater socioeconomic status and infrastructural map of the politics



1st International Conference on Management, Tourism and Technology (ICMTT)

November 12th & 13th, 2020 | Penang, Malaysia

of a country. Although the earth on which we live appears to be a global village even more and more, each neighborhood might have potential do's and don'ts that every now and then hinder the peace of tourists as well others. Wise management using the language tools, among other ones, might be able to resolve some of the obstacles involved.

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