

# **Desert Tourism in Iran: Challenges and Prospects**

**Mahboubeh Niknejad**

Submitted to the  
Institute of Graduate Studies and Research  
in partial fulfilment of the requirements for the degree of

Master of Science  
in  
Tourism Management

Eastern Mediterranean University  
September 2019  
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

---

Prof. Dr. Ali Hakan Ulusoy  
Acting Director

I certify that this thesis satisfies the requirements as a thesis for the degree of Master of Science in Tourism Management.

---

Prof. Dr. Hasan Kilic  
Dean, Faculty of Tourism

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Science in Tourism Management.

---

Prof. Dr. Habib Alipour  
Supervisor

---

Examining Committee

1. Prof. Dr. Habib Alipour

2. Asst. Prof. Dr. Mehmet Guven Ardahan

3. Asst. Prof. Dr. Mahlagha Darvishmotevali

## ABSTRACT

Iran is ranked fifth in the world in terms of its natural attractions and is ranked tenth in the world for her ancient attractions. Meanwhile, more than two thirds of the country are affected by the warm and dry climate that produces magnificent desert landscape. Desert tourism is a growing mode of tourism and is rapidly expanding where ever the resources are available. This research revolves around a question, Why Iran? Notwithstanding its potentials have not enabled it to compete or attract desert tourists in comparison to destinations with similar resources. This study when applied to a quantitative method in order to investigate existing desert tourism while administering a survey to staff and managers that desert tourism segments are experiencing. The aim is to reveal the factors of the full growth of desert tourism in Iran. For this purpose, 131 respondents were surveyed that were randomly selected. Survey questionnaires contain 35 items and categorized into four main sections. Management and planning infrastructure, economics and socio-cultural Elements. Cronbach's alpha method was used to measure the reliability of the questionnaire. The SPSS 25.0.0.0 version was utilized for the purpose of data analysis. The results revealed that the main challenges for desert tourism are inadequate infrastructure, lack of productive planning strategies, and lack of knowledge of desert tourism, its specific challenges, and inadequate public sector support.

**Keywords:** desert tourism, desert tourism challenges, role of public sector, desert tourism strategy, desert tourism in Iran.

## ÖZ

İran, doğal atraksiyon açısından dünyada beşinci sırada ve antik atraksiyonları bakımından da dünya sıralamasında onuncu olarak yer alır. Bununla birlikte, ülkenin üçde ikisinin sıcak ve kurak iklimden etkilenmesinden dolayı muhteşem çöl peyzajı oluşur. Gittikçe büyüyen bir turizm çeşidi olarak çöl turizmi kaynakların mevcut olduğu her yerde hızla yayılmaktadır. Bu araştırma, İran'ın kendi potansiyellerine rağmen, diğer benzer kaynaklara sahip olan destinasyonlarla karşılaştırıldığında neden çöl turizmine turist çekmek için bu destinasyonlarla rekabet edemeyi sorusu etrafında döner. Bu çalışma nitel araştırma yöntemi kullanarak, şu anda çöl turizmi yapılan mevcut kuruluşlardaki çalışan ve yöneticilere anket uygulayarak, çöl turizmi sector dalının karşılaştığı zorlukları incelemiştir. Amaç, İran'daki çöl turizminin büyümesini ve yayılmasını engelleyen faktörlerin ortaya çıkarılmasıdır. Bu amaçla, rastgele seçilen 131 katılımcıya anket uygulanmıştır. Anket toplamda 35 soru içerip, ve dört ana bölüme ayrılmıştır: Yönetim ve Planlama, Altyapı, Ekonomi ve Sosyo-kültürel faktörler. Anketin güvenilirliğini ölçmek için Cronbach'ın Alfa yöntemi kullanılmıştır. SPSS 25.0.0.0 sürümü (<https://spss.en.downloadastro.com/>) veri analizi amacıyla kullanılmıştır. Sonuçlar, çöl turizminin karşılaştığı ana zorluklar yetersiz altyapı, proaktif planlama strateji eksikliği, çöl turizm hakkında bilgi eksikliği ve bunun belirli zorlukları ve yetersiz kamu sektörü desteği olduğunu ortaya çıkarmıştır.

**Anahtar kelimeler:** çöl turizmi, çöl turizminin karşılaştığı zorluklar, kamu sektörünün rolü, çöl turizm stratejisi, İran'da çöl turizmi.

## **ACKNOWLEDGMENT**

Thanks to Almighty Allah for giving me the strength, to learn, understand and complete these studies.

I would first like to address a word of thanks to my supervisor, who has given a great deal of support and assistance, whose expertise was invaluable in the formulating of the research topic and methodology in particular. He was always open whenever I ran into trouble, or about my research and writing.

I would like to thank all of my professors from Eastern Mediterranean University who shared their knowledge and wisdom in order that it may come to fruition in my future career endeavors.

I would like to thank my parents and my sibling for their great patience and moral support during all the years of my studies.

Finally, I must express my very profound gratitude to Milad Rezaei, Adila and my friends for providing me with their unfailing support and continuous encouragement throughout my years of study and through the process of researching and writing this thesis.

# TABLE OF CONTENTS

ABSTRACT.....	iii
ÖZ .....	iv
ACKNOWLEDGMENT.....	v
LIST OF TABLES .....	x
LIST OF FIGURES .....	xi
1 INTRODUCTION .....	1
1.1 Introduction.....	1
1.2 Problem Statement .....	3
1.3 Aim and Objective .....	3
1.4 Methodology .....	4
1.5 Research questions .....	5
2 LITERATURE REVIEW.....	6
2.1 Theoretical framework.....	6
2.2 Tourism and Development.....	7
2.3 Tourism Background.....	9
2.4 Tourism Impact .....	11
2.4.1 Environmental Impact.....	12
2.4.2 Economic Impact .....	13
2.4.3 Socio-Cultural Impact .....	14
2.5 Types of Tourism .....	15
2.5.1 Mass Tourism.....	16
2.5.1.1 Leisure Tourism .....	17
2.5.1.2 Historical Tourism .....	17

2.5.1.3 Urban Tourism .....	17
2.5.1.4 Religious and Pilgrimage Tourism .....	18
2.5.1.5 Sport Tourism .....	18
2.5.2 Alternative Tourism .....	18
2.5.2.1 Rural Tourism .....	18
2.5.2.2 Health Tourism.....	19
2.5.2.3 Social Tourism .....	19
2.5.2.4 Business Tourism.....	19
2.5.2.5 Cultural Tourism .....	19
2.5.2.6 Education Tourism.....	20
2.5.3 Sustainable Tourism.....	20
2.5.3.1 Ecotourism .....	20
2.5.3.2 Wilderness Tourism .....	20
2.5.3.3 Adventure Tourism .....	20
2.6 Desert Tourism.....	21
3 DESERT TOURISM.....	25
3.1 Desert Tourism.....	25
3.2 Potentials .....	28
3.2.1 Natural' Resources.....	28
3.2.2 Human Resource .....	28
3.2.3 Tourism Activities.....	29
4 THE CASE OF IRAN .....	31
4.1 Country study .....	31
4.1.1 Iran of pre-Islamic.....	33
4.1.2 Iran Post-Islamic .....	34

4.2 Resources .....	36
4.2.1 Natural Resources in Iran.....	36
4.2.2 Tourism Resource in Iran.....	37
4.2.2.1 Natural Attractions in Iran .....	37
4.2.2.2 Cultural and Historical Attractions .....	39
4.3 Geography.....	41
4.3.1 Topography .....	42
4.3.2 Climate .....	43
4.4 Economy .....	44
4.5 Tourism .....	45
4.5.1 Desert Tourism in Iran .....	47
4.5.1.1 potentials .....	48
4.6 Challenges .....	49
5 METHODOLOGY AND DATA ANALYSIS .....	52
5.1 Research method .....	52
5.2 Study area.....	53
5.3 Data collection process .....	55
5.4 Sampling .....	56
5.5 Reliability Analysis.....	57
5.6 Data Analysis process .....	61
5.7 Result .....	62
5.7.1 Demographic Result.....	62
5.7.2 Measurement Results .....	63
5.8 Finding .....	75
6 DISCUSSION AND CONCLUSION.....	77



6.1 Conclusion .....	77
6.2 Contributions.....	79
6.3 Limitations .....	79
6.4 Recommendations .....	80
REFERENCES.....	81
APPENDICES .....	97
Appendix A: The Questionnaire by English languages .....	98
Appendix B: The Questionnaire by Persian languages.....	104
Appendix C: Autobiography .....	106

## LIST OF TABLES

Table 1: Reliability and Item-Total Statistics for Management and planning .....	57
Table 2: Reliability and Item-Total Statistics for Infrastructure .....	58
Table 3: Reliability and Item-Total Statistics for Economic .....	59
Table 4: Reliability and Item-Total Statistics for Cultural and Social.....	60
Table 5: Demographic of the Gender variable.....	62
Table 6: Demographic of the Participant Job Title variable .....	62
Table 7: Demographic of the Educational level variable.....	62
Table 8: The frequency of variables.....	63
Table 9: Paired Samples Statistics for four factors .....	65
Table 10: Paired Samples Test for four factors.....	65
Table 11: The comparison between the four factors and Gender by independent sample T-Test Group Statistics .....	67
Table 12: The comparison between the four factors and Gender by independent sample T-Test.....	68
Table 13: The comparison between the four factors and Educational level by One Way ANOVA.....	69
Table 14: The comparison between four factors Educational level by ANOVA .....	70
Table 15: Multiple Comparisons between the four factors and Educational level by Post Hoc Tests Tukey HSD .....	70
Table 16: The comparison between the four factors and Participant Job Title by One Way ANOVA.....	72
Table 17: The comparison between the four factors and Participant Job Title by ANOVA .....	73

## LIST OF FIGURES

Figure 1: Natural' Resources in Valley of Fire (Nevada).....	28
Figure 2: Matinabad Camp in desert of Iran .....	29
Figure 3: Specific activities in the desert areas .....	30
Figure 4: The geographic location of Iran in the world, Maplink, 2010.....	31
Figure 5: Map of Iran Pre-Islamic- Courtesy University of Calgary, 2013 .....	33
Figure 6: Map of Territorial change of Persia/ Iran in the 19 <sup>th</sup> and the 20 <sup>th</sup> centuries	36
Figure 7: Natural Attractions in Iran.....	39
Figure 8: Cultural and Historical Attractions in Iran .....	40
Figure 9: International tourism, number of arrivals in Iran- worldbank .....	47
Figure 10: Iran desert areas .....	55

# Chapter 1

## INTRODUCTION

### 1.1 Introduction

The subject of this thesis is about one of the most attractive tourist attractions in Iran, which captures a remarkable part of Iran's ecological systems. Therefore, 'desert tourism' has become one of the most sought after tourist attribute of Iranian plateau domestically and internationally. The desert areas that once threatened to be geographically harsh environment; nowadays, it has become the magnet for adventurers and scientists. Desert tourism has become popular alternative tourism in destinations with this type of endowment (<https://www.bookmundi.com/uae/desert-safaris/a139-bm>). However, notwithstanding the abundance of desert environments in Iran, there has not been significant growth due to major challenges in terms of planning, marketing, accommodation, and transportation, to name a few (Eshraghi et al, 2010; Jiang, 2008; Mousavi pour, 2006).

Organized tourism today is considered a very important part in the economic system of the world so that the economies of some countries more than 80% are affiliated with the tourism industry. For centuries, low-income countries considered tourism as a relatively simple and easy way to promote living standards, but in recent years, most people have a more cautious attitude.

Nowadays, many countries, due to the observation of some negative effects on mass tourism such as Nepal; view traditional tourism as very unstable, therefore, many governments have come to the conclusion that the lack of proper planning of tourism can lead to the disappearance of this industry. Many countries in the world place great emphasis on environmental issues in their policy and provide the realization of tourism goals through appropriate measures and proper political relations. One of the new and popular models for tourism in the world is alternative tourism that includes a variety of types, among which ecotourism is one of the most important.

Special interest tourism in the context of ‘alternative’ tourism has been growing for a long time (Agaliotou, 2015). This phenomenon has roots in critical analysis of mass tourism which began to appear in the literature since 1970s (Burns, 1999). To avoid the unpleasant consequences of tourism and its negative impacts, special interest tourism/alternative tourism adopted by many destinations. Desert tourism, among many other forms of alternative tourism, is recognized as a win/ win venture where the resources for this form of tourism is abundant. It is a sustainable form of tourism as the number of tourists is small, but up-market in character and the benefit goes to the local population who are desperate for having job and income (Atkinson, 2016). Therefore, desert tourism is well placed as a sustainable project if it is planned and managed based on the normative principles of the ideal model of sustainability.

Nowadays, desert tourism, wherever the resources are available, have flourished and Iran possesses a vast amount of deserts which has attracted tourists recently (Adventure Iran company, 2006). There are no statistics available for the exact numbers of desert tourists in Iran; however, this form of tourism has been active for domestic and international tourists in recent years. As it is in its initial stage, many

challenges are facing the policymakers and planners to manage and protect the valuable assets for desert tourism and prevent a *laissez-faire*<sup>1</sup> approach to its development.

## **1.2 Problem Statement**

The geographic location and topographic characteristics of Iran are highly conducive for special interest tourism, more importantly, desert tourism. However, it should not be taken for granted and to become a destination for short term gain by tour operators which might be accompanied by a myopic approach to desert tourism by policymakers. The challenge is that this form of tourism requires an adaptive strategy and an incremental process to overcome the negative consequences that might arise due to the absence of an institutionalized planning system suitable for this particular case. In the context of the desert, tourism challenges are immense. Issues of Ecosystem, Social challenges, Planning, Public participation, and lack of Relevant laws...etc.

## **1.3 Aim and Objective**

This study aims to investigate and explore the present processes and organizations of desert tourism in Iran in order to identify and analyze the barriers, problems, deficiencies that might undermine the sustainability of this unique form of tourism. An examination of the planning process of desert tourism with respect to scale, scope, resource protection, product development, and institutional responsibilities. It also aims to explore the compatibility of the present approach with the needs of the communities in and around desert tourism sites and zones.

---

<sup>1</sup> Laissez-faire is an 18th-century economic theory that opposes any government intervention in business. The principle of driving Laissez-faire is a French term meaning "leave alone" (literally, "let's go"), the less government involvement in the economy, the better the business - and by extension, society in general, the Laissez-faire economy, is an important part of free-market capitalism. Jim Chappelow. (2019, July 25). **Laissez-faire**. <https://www.investopedia.com/terms/l/laissezfaire.asp>

## **1.4 Methodology**

A quantitative research method has been administered for the purpose of this study which was suitable for this case as a larger sample population and quantifies attitudes; opinions were possible by a survey method. The target population for sampling has been deserting tour operators who are dependent on desert tourism for income. Data analysis was being based on the canons of qualitative data analysis with SPSS software has been utilized. Contribution of the study has been discussed

## **1.5 Organization of the study**

The investigation consists of 6 chapters which go hand in hand with each other. The first chapter of the thesis includes an introduction, problem statement and, aims and objectives and adapted research methodology. Chapter 2 explores the theoretical background of the topic, after it, the Third and Fourth chapters, in general, zooms the current issues in desert tourism and will be focusing on potentials and challenges in desert tourism case on Iran. Later on, the 5th and 6th chapters present Quantitative research and the results, which are the basis for the conclusions.

The research was on vast range carried out on previous postgraduate studies, and it was observed that few of them focused on the challenges of the desert tourism in Iran, not neither the courses nor even the speeches devoted to it. It seems that due to the fact that this brunch of eco-tourism is young, the research and scientific research in this field has been less than other types of tourism.

## **1.6 Research questions**

Starting research on questions "Iran is a desert country. Why is this type of tourism ignored in Iran?", "How many public and private organizations are investing in this type of tourism?" and "What are the main challenges in attracting desert tourists?" and many other questions that could not be rebutted when discussing this issue were discovered.



## **Chapter 2**

### **LITERATURE REVIEW**

#### **Tourism: An Overview**

##### **2.1 Theoretical framework**

Although tourism acknowledged for its tremendous economic and social benefits, which is an economic savior by creating jobs and boosting GDP, it has been accused of being the source of a wide range of serious problems, especially in developing countries (Smith, 1989). The four main influential phenomena have led to the need for a different approach to tourism; 1) economic issues such as economic growth not alleviating poverty, 2) environmental issues referring to the impact of mass tourism on the environment. 3) political issues that reflect the political economy of the international tourism industry that has become a natural continuation of historical inequalities between the First and Third World; and 4) social issues including the new travel market of postmodern culture (Macleod, 2004). Thus, the "new" form of tourism was aroused, and many people instinctively embraced it even if they could not define it exactly. Today, however, it is surprising that no universal definition or accepted global agreement has been found of alternative tourism, and no explicit lines have been drawn between its various forms. This different approach can have less severe and adverse effects on the destination areas and their populations. This new "form" of tourism has emerged as an alternative to the most unfavorable type of tourism "mass tourism" or "ordinary/commercial tourism" or "traditional tourism" (Butler, 1992).

Ecotourism, is a type of alternative tourism, although short-lived in Iran, on a growing and evolving path; however, what has been identified by activists as obstacles to ecotourism growth, The overall challenges are the tourism industry in the country; the lack of eco-tourism accommodation, the lack of road transport and the lack of development of rail lines on difficult access routes and the training of human resources are among the most pressing issues for tourists working in the field of ecotourism. Therefore, the main theme of this research can be justified by arguing why the desert tourism industry has not been addressed in Iran?

## **2.2 Tourism and Development**

Tourism is an ancient phenomenon that has long existed in societies and has gradually grown in the economic and social fields (Negi, 2003). Nowadays, the tourism industry has become an important source of income and a huge economic activity. So that many planners and Policymakers from the tourism industry are consider as the main of Sustainable development. This dynamic industry in many countries is the main source of income, job creation, private sector growth, and infrastructure development (Dallen, 2014).

The tourism industry plays a significant role in the economic development of different regions and can create important cultural and social changes in the destination and through income distribution, employment, and poverty reduction, will lead to social development. This industry has a significant impact on the economic performance of cities, regions, and countries such as: Employment, human resources, per capita income, international trade balance, etc. (Landberg, 2010).

The World Travel and Tourism Council (WTTC), according to 2017 statistics, recorded the fastest growth in travel and tourism among all major sectors of the economy. This figure reflects all economic activities in the form of hoteliers, travel agencies, airline, and other passenger transportation services, and includes activities such as restaurants and entertainment centers, which mainly relate to tourism and travel. The growth will continue in 2018, but due to rising oil prices, the growth rate will be lower than last year. According to forecasts, this figure will increase by 4% this year, and by 2028, with an average annual growth of 3.8%, it will reach \$ 3,890 billion, accounting for 6.3% of the world's gross domestic product.

According to the report, in 2017, more than 118 million and 454 thousand job opportunities around the world, with 3.8 percent of the total, were directly related to travel and tourism. This figure is projected to increase by 2.4% this year and within the next 10 years the participation of travel and tourism will increase to 25% in employment, and by 2028 more than 400 million jobs will be directly or indirectly related to tourism. Thus, from every 10 jobs in the world, at least one is connected with tourism.

The growth of the field of travel and tourism in the employment debate has been far beyond previous predictions. The World Travel and Tourism Council predicted last year's report that the number of related businesses in this area will not exceed 298 million in 2017. Over the past year, more than 7 million job opportunities have been created in the travel and tourism sectors, and one in a half of all job opportunities around the world have somehow been related to tourism.

## **2.3 Tourism Background**

Tourism seems to be a new phenomenon in human history, while this industry is rooted in the history of human life, and has existed from different periods of time in different forms (Alvani & Pirozbakht, 2006). The Temporary movement of people for the purpose of out of work and permanent residence, activities carried out during their stay in these destinations and facilities created to meet their needs (Hunt & Layne, 1991).

People traveled in pre-historic civilizations to obtain basic needs or to relocate to areas with better weather; in the following periods, the incentives for trade and commodity exchange were added (Alvani & Pirozbakht, 2006). With the expansion of the ancient empires, a new period of official and state travel began, sending delegates to distant places for war or taxes. But during the reign of royal families in Egypt, travel was done with the intention of commerce and recreation (Zamani Farahani & Henderson 2010).

Centuries BC, the Phoenicians started business trips. They traveled through the sea and the land to sell their products and buy goods and products from others. And this kind of journey paved the way for the dissemination of civilization and the spread of different cultures and familiarity with each other. Subsequently, Roman merchants began to travel within the territory of the Roman Empire (Kazemi, 2006).

Ancient Greece in two stages has promoted the development of travel and tourism; first by coin and second, with the expansion of the Greek language, made passengers comfortable to communicate easily. However, during the middle Ages (fifth to fourth

centuries), travel and trade lost their importance and prosperity, and most religious trips were) (Özer et al., 2012).

In the fourteenth century, religious trips were a massive and organized phenomenon. During the Renaissance (fourteenth to seventeenth years), most trips were done with goals such as education (Zamani Farahani & Henderson 2010). But the Industrial Revolution (1750-1850) was the basis for the beginning of mass tourism; Social changes triggered Change in the middle class of society and expanded the journey. The growth of economic prosperity and the emergence of leisure time, as well as the introduction of Thomas Cook's packages and cheap travel, the introduction of cars and air travel, created a new era in the history of tourism (2014-1944) (Özer et al., 2012). Another major incident affecting the tourism industry was the modern banking technology, including the traveler's checklist that Americans invented. Increasing revenues, increasing leisure time, and expanding fast and inexpensive transportation networks, all created conditions that spurred growth in the tourism sector (Kazemi, 2006).

The growth of economic prosperity and the emergence of leisure time, as well as the introduction of Thomas Cook's packages and cheap travel, the introduction of cars and air travel, created a new era in the history of tourism. (1944-1800), the milestone was the beginning of mass tourism after World War II (1945), when industrialists such as George Westinghouse created the paid vacation. In fact, in the 21st century, most workers in almost all industrialized countries have several week holidays that they may decide to spend on travel.

In 1950, a safe trip was born in the form of a credit card (Diners Club card), credit cards passengers with the power of purchase anywhere in the world without the risk of carrying cash and the hassle of exchanging currency, Time, Money, Safety and a willingness to travel together in the unique era of tourism growth that continues today (Belozerskaya, 2010).

## **2.4 Tourism Impact**

Tourism is an industry (reliant on labor force) that not only contributes to a significant improvement in employment status for tourism purposes but also helps to develop infrastructure, maintain financial resources, and restore historical and new tourist sites (R. Sharpley, & J. Sharpley, 1997).

Nevertheless, tourism is still known among the general public as a luxury industry limited to the wealthy people. Of course, it cannot be concealed that this negative perception, at least in some societies, corresponds to reality. The poor management of the tourism sector can have irreversible negative effects in cities, national parks, and historic monuments, and endangers local infrastructure, indigenous populations, and resources. (Gee, 1984).

Sustainable Tourism, more than ever, is now considered by international institutions. The World Tourism Organization, which is affiliated with the United Nations, defines sustainable tourism as "Sustainable tourism is fully responsible for its present economic, social and environmental impacts, its present and future, and the needs of tourists, the tourism industry, the environment, and host societies."

Hence the identification of the aftermath and effects of the residual in the tourism areas studied. To the extent possible, these positive and negative effects of tourism

should be identified and categorized as specific. These categories include: economic, social, cultural, and environmental and political.

#### **2.4.1 Environmental Impact**

Tourism and the environment is mutually interdependent (Hunter, 1997). On the one hand, the natural and man-made environment has created many attractions and natural resources of tourism, and on the other hand, tourism development can have positive and negative effects on the environment (Mahdavi, 2004).

The development of tourism in the natural areas can cause many problems for the people of those areas (degradation of forests and vegetation, an increase of waste, the creation of noise). Or on the contrary, it can have positive effects, such as environmental protection, the conservation of ancient and historical sites and their restoration, landscaping, and the provision of infrastructure and services.

Hence, the development and management of tourism in a manner consistent with the environment is considered a key factor in achieving sustainable development. Therefore, in order to plan tourism in terms of the environment, understanding the effects of tourism on the environment is the first issue (Ranjbarian et al., 2017).

According to the surveys done, we can say the main common ground found in many studies on the impact of tourism development on the habitat environment is the question: why tourism is considered as a source in many areas (Butler, 2001).

Strategies for planning and managing this industry are being implemented to reduce the negative effects and increase the positive effects of tourism activities (Kazemi, 2006).

Considering the need to address environmental health standards in tourism development programs and policies, The question arises as to how the potential impact of tourism on the environment can be assessed and in order to prevent the destruction of this environment and, in fact, the rising benefits of tourism and its maximum utilization, incorporate this assessment into balanced overall development plans?

It seems, first of all, that some environmental assessment methods should be carried out before the launch of any tourism development program.

Tourism projects are often closely related and have a high environmental quality. Environmental assessment, if properly done, will correct plans and prevent the failure of tourism development and prevent unforeseen environmental degradation (Moradi, et al., 2013).

#### **2.4.2 Economic Impact**

The tourism industry has significant economic and social impacts, creating employment and achieving sustainable and decent foreign exchange earnings, as well as cultural mutual recognition of international peace of the social and economic effects of this industry (Makyan & Naderibani, 2004). Creating employment, earning money for the host country, increasing tax revenues from the economic activities related to tourism, creating regional equilibrium, transferring income from urban areas to villages from the economic effects of tourism. On the other hand, it is very important for the local economy, for local produce such as handicrafts or agricultural products, in addition to improving the quality of agricultural products and handicrafts. (Perez & Cuello 2001)



In most assessments of the development of tourism in the Third World, economic effects are more important than other considerations (Mahdavi, 2004).

In fact, tourism has become very important in recent years as a major and very effective economic factor. Therefore, it is tried to prevent the effective factors in reducing the flow of tourism and to provide the necessary facilities for its development (Rezvani, 2003).

In industrialized countries, the development of the tourism industry leads to a diversification of incomes and reduces inconsistencies in the economy, and it creates an opportunity for export in developing countries (Spenceley, 2003). Therefore, tourism is a reliable source in many developed and developing countries, which can have an increasing impact on income growth both nationally and in terms of increased job opportunities, wage increases, and the development and expansion of productions.

#### **2.4.3 Socio-Cultural Impact**

The purpose of the social impact of tourism is the changes that occur in the lives of the people of the host society and these changes are due to direct contact between local residents and tourists and the purpose of cultural effects is the changes that occur in the arts, habits, customs, and architecture of the people living in the host society. These changes are long-term and will result in the development of the tourism industry. As a result of the tourism industry causes changes in the daily life and culture of the host community, the term "socio-cultural effects" means the changes that occur in the daily experiences of values, lifestyles and artistic and intellectual products of the host society (Scheyvens & Russell, 2012). However, the development of tourism in a region has caused social and cultural changes in that

region and should be considered and addressed in order to prevent negative effects and to enhance its positive effects in the host society (Mahdavi, 2004).

Various experiences have shown that tourism influences the culture and the host society of the tourist. Tourism protects the cultural heritage of the region as well as maintains and promotes cultural patterns in the fields of music, dance, theater, clothing, arts and crafts, customs, lifestyle and architectural style, which is one of the major tourist attractions that is spread by Tourism, provides the basis for their preservation and improvement (Ranjbarian et al., 2000).

Today, in many Asian, African, Latin American, or Middle Eastern countries, the tourism industry has redeveloped the techniques and production of many items of goods and crafts (Mahallati, 2001). Considering that the social, cultural and tourism impacts are very wide. Below, a review of various studies in this area summarizes some of these aspects not mentioned in the text:

- Tourism development increases crime and other social deviations
- Creating new attractions such as cultural facilities, sports (R. Sharpley, & J. Sharpley, 1997)
- The level of people's lives improves and helps to improve the services and social facilities (financially) (Ranjbarian et al., 2000).

## **2.5 Types of Tourism**

Tourism has a variety of types and the recognition of different types of tourism is essential for planning in the field of tourism. Because of the demands and services needed by tourists are different; For example, tourists traveling to relatives and friends usually do not need a hotel or even a restaurant outdoors, but they use other

amenities. In contrast, for tourists who travel for business, facilities such as hotels and accommodations can be of great importance and, on the other hand, they are not interested in local markets. It is also likely that the tourist rural does not want to have a municipal service and resides throughout his time in the village.

Accordingly, researchers and international organizations have, according to different criteria, presented several categories of tourism, for example, Mass tourism, Alternative tourism and Sustainable tourism (weaver & lawaton, 2004)

### **2.5.1 Mass Tourism**

Following the Second World War and the economic growth of Western countries, the phenomenon of mass tourism has come to fruition. The obvious feature of mass tourism is the concentration of a large number of tourists in places known as tourist attractions of that city of a country. In this type of travel, organizations or travel agencies serve a large number of domestic and foreign tourists by presenting organized programs or packages (Saraf et al., 2004).

This is the most popular type of tourism because it is often the cheapest holiday option and is often sold as a PACKAGE DEAL, in which all tourism needs are provided by a company (such as Thomas Cook), these are travel/flights, activities, accommodation and sometimes food (called full board when all meals are included, half board includes two meals a day whilst self-catering means you cook for yourself). These types of holidays are often opposed to sustainable tourism, extreme tourism, and ecological tourism.

There are several types of Mass tourism, including skiing in the mountains, sunbathing on the beach, visiting a recreational park (like the Euro Disney near

Paris) or taking a cruise. Governments and locals often support mass tourism, because they generate a lot of income for local areas. For example, the shores of the Mediterranean Sea are a good example for mass tourism. The increase in travel to these coasts from European countries after World War II has increased dramatically. In general, mass tourism showed significant consumption of leisure time in standardized places, which increased the use of tourist spaces; especially on the shores of maximum impact Negative was created.

#### **2.5.1.1 Leisure Tourism**

In this type of tourism, coastal tourism is very popular, and tourists often travel to coastal areas for the use of three (S) (sun, sea, sand).

#### **2.5.1.2 Historical Tourism**

This type of tourism, also known as heritage tourism, including visiting museums, historic sites, and buildings, nowadays constitutes a major part of tourism.

#### **2.5.1.3 Urban Tourism**

Urban areas are often considered important tourist destinations because of their many historical and cultural attractions. Cities usually have diverse attractions such as museums, monuments, theaters, sports stadiums, parks, town parks, shopping malls, which attract many tourists. "With the development of tourism in urban areas, more support services, such as restaurant and residence, are being built to meet the needs of tourists. Of course, visitors coming from outside the city are not the only ones who use these facilities, and the people of the city also benefit from the infrastructure."  
(Papoli Yazdi, 2006).

#### **2.5.1.4 Religious and Pilgrimage Tourism**

This kind of tourism is one of the most popular forms of tourism around the world. Religious attractions, shrines and holy places attract a large number of tourists every year.

#### **2.5.1.5 Sport Tourism**

A large number of guests from different countries are people who have been traveling with sports or training, watching matches of their teams or players, or going to sports camps. Exercise for some travelers is leisure. Like those who travel to a country because they are interested in surfing, sailing, climbing, skiing, or watching sports, and for some professional people, like teams or players who go to other countries to hold a sporting competition or exercise.

#### **2.5.2 Alternative Tourism**

Today, one of the new and popular models for tourism in the world is alternative tourism, which includes several types, among which ecotourism is the most important. Alternative tourism is the opposite of mass tourism and has been criticized by academic members; hence, alternative tourism advocates generally focus on the uncertain and unpredictable disadvantages of mass tourism. It called "Peaceful, Ethical, Environmental, and Tourism" that has its own audience. Most of this market is made up of "backpackers" or "non-destination" travelers. This type of tourism can be divided into two types of tourism culture and nature tourism (Marzouki et al., 2012).

##### **2.5.2.1 Rural Tourism**

A researcher named Lane in 1994 defined rural tourism as: "Rural tourism is a tourist activity that takes place in the countryside." The field of tourism activities in the village is sightseeing, Aerial activities, ground activities, Sports activities,

Exploration activities, Cultural activities, Skills learning courses (Sharpley, R., & Sharpley, J, 1997).

#### **2.5.2.2 Health Tourism**

Traveling people from a permanent place of life to maintain, improve, and achieve physical and mental health is referred to for more than 24 hours and less than one year.

#### **2.5.2.3 Social Tourism**

This type of tourism is popular in many countries where government supports travelling for people who may not afford to travel.

#### **2.5.2.4 Business Tourism**

Travel for professional reasons. In general, this type of tourism covers all trips that target their business and commercial interests. The most important activities on business trips include appointment and attendance at conferences and exhibitions, and when people travel to such a business from governments or non-profit organizations, their travels are categorized as commercial tourism.

#### **2.5.2.5 Cultural Tourism**

Tourism, which is all or part of its interest in historical, artistic or cultural heritage and lifestyle of the tourist destination (community, region, group or institution visited). Cultural tourism is part of the tourism industry, which emphasizes cultural attractions. In developed regions, cultural attractions, museums, theaters, orchestras and other musical performances in less developed regions include religious ceremonies, crafts, and cultural activities.

Cultural tourism is the perception of social traditions, religious traditions and cultural unaware heritage. Therefore, cultural tourism is a general term and includes "cultural

heritage tourism", "historical tourism", "art tourism" and "ethnic tourism". Although cultural tourism is not a new phenomenon, it only attracted much attention only after discovering the dangers of mass tourism in cultures and societies. This type of tourism, as part of the new tourism market, claims to promote sustainability through respect for host societies and cultures.

#### **2.5.2.6 Education Tourism**

Nowadays tourism education is conducted with a variety of goals, such as professional and specialized skills development, knowledge and skills training, and acquisition of experiences around the world. Accordingly, this type of tourism is offered to tourists in a variety of formats.

#### **2.5.3 Sustainable Tourism**

##### **2.5.3.1 Ecotourism**

Ecotourism is rapidly gaining interest and becoming a large-scale industry. Activities include bird watching, exploration, and reef diving tourists who travel to discover and learn about the natural environment and believe in wildlife conservation. Only a small number of tourists participate in this type of tourism, but it includes all age groups.

##### **2.5.3.2 Wilderness Tourism**

Typical activities include hiking, camping and sailing, and traveling to areas that have little contact with humans. This is a personal experience, often done alone or in small groups. Most of the participants are young people; the goal is to experience wilderness first-hand, who wants to keep rugged environments free from crowds.

##### **2.5.3.3 Adventure Tourism**

Common activities include climbing and white water rafting, which tourists seek adventure and dangerous activities. Some adventure tourism is in the form of team

sports and there are those who are interested in sports and most of the youth. Adventure tourism is relatively popular.

In another division, tourism is divided into three types of cultural, naturalistic and adventurous, which is briefly described as Adventure Culture Ecotourism (ACE) (Fennel, 2003).

Different types of tourism can be distinguished from each other, depending on the duration of travel, the type of travel and the type of facilities being used, the season and how to organize the trip, and the various motivations that lead to the emergence of a tourist flow. But the factors that are used to classify different forms of tourism are not the same. (Gee, 1984). Until the First World War, there was no possibility of segregation of forms of tourism with respect to social classes, while today it is necessary to use factors that include factors such as time, place, travel, motivation, and purpose. Naturally, this type of categorization will be the most complete type of tourism classification and subsequently will lead to a more detailed planning in line with the objectives of tourism development.

## **2.6 Desert Tourism**

Desert tourism has become so widespread that the United Nations Environment Program has issued guidance on desert tourism management, especially with regard to socially and environmentally sensitive areas (UNEP, 2006).

Desert tourism can be referred to as "frontier tourism", i.e. "traveling to places that are currently on the fringes or extremes of our world, or experiences, geographically and socially / culturally, in places without a resident population." Permanent and/or are considered. Or existing tourism infrastructure, and include a high degree of pre-



planning and, authenticity, risky activities, and extraordinary experiences" (Laing & Crouch, 2011).

The potential of the integrative approach for enhancing market demand for tourist visitation in desert areas was introduced by Reichel and Uriely (2003) as a major strength of their suggested tourism development plan.

The common notion of frontier desert tourism is usually distinct from contrived attractions. It is often associated with concepts such as nature, 'eco', sustainable and adventure tourism. In this context, Weaver (2001) suggests that desert areas are appropriate for the development of ecotourism since they are usually unspoiled by industrial or other human activity, consist of geological attractions, provide the visitors with excellent conditions of visibility and facilitate encounters with undisturbed local cultures. However, it is clear that the 'contrived' has penetrated the desert environment. For example, the City of Las Vegas, where gaming is conducted in simulated environments of theme-related hotels/casinos, is currently one of the most impressive illustrations of mass tourism based on contrived attractions.

Desert tourism has also created a new appreciation of the spiritual dimensions of exploring arid and remote areas, giving rise to concepts of "sacred spaces", a "nature religion" or spiritual pilgrimages (Narayanan & Macbeth, 2009).

Participants distinguish between the physical emptiness of the desert and their inner/spiritual emptiness. The two are interwoven. The physical emptiness of the desert is a means to reflect on one's inner emptiness, in the hope of filling in this emptiness through finding answers about identity and meaning. Many authors (e.g.,

Cova, 1999; Goulding, 2000) argue that: “Postmodern society is namely characterized by fragmentation, confusion, emptiness, alienation and by a crisis of morality and identity. Hence, people have become more concerned with identity, meaning, and values” (Kolar & Zabkar, 2010).

Tourism in the desert began relatively late in comparison with tourism in other destinations, including mountains, towns or historic buildings. One reason was the lack of necessary infrastructure, as well as the perceptions and dangers associated with the desert from the late 20th century onwards, tourism in the desert was introduced as a particular type of tourism in the world, Conducting Enormous Tours of desert, Organizing Desert Areas, establishing tourism facilities in these areas and the exploitation of the natural attractions of these areas annually brings a lot of income. And have invested in this field Scientifically, desert tourism is a Subcategory of ecotourism, which is nowadays expanding considerably in the world; But perhaps because of the young of this branch of ecotourism, Scientific research and research has not been sufficient in this regard Some of these studies are conducted individually, and some of these studies are the result of the efforts of research institutes and organizations working in the field of desertification and tourism. However, in the tourism literature, there are few sources can be found that considered to desert as a tourist destination Many academic associations in the tourism economy are also focused on a particular country or region. Actually, the academic literature on the desertification is very low. Tourism in the desert areas is mostly seen in the topics of sustainable tourism and ecotourism, but in ecotourism literature, it is generally focused on the effects of tourism on a local level. And researchers in this area have focused more on specific types of development for

particular environments. This can be because tourism issues and challenges in the field of ecotourism are more relevant to the place where tourism occurs since the deserts are mostly in remote areas and are out of reach, no major research has been done on the ecotourism values of desert areas in general. Among the tourism literature, the emphasis is on desertification and on the repetition of the negative effects that tourists can have on fertile and lush areas. Due to the increasing proliferation of desertification in the world and the need to create programs for sustainable development in arid and desert areas to tackle this phenomenon, based on 2012/2013 data (Namibia Ministry of Environment and Tourism, 2014) the World Ecotourism Year 2002 marked the launch of a seminar in Algeria on the sustainable development of ecotourism in desert areas during this seminar. 23 reports and case study was discussed and discussed (United Nations Environment Program / United Nations World Tourism Organization 2002). It needs to be institutionalized, organized and planned based on certain approach which this study will explore.

The diversity of natural phenomena has led Iran to be recognized as the fifth most populous country in the world, but planning to use these conditions is still at an early stage and there is no essential work for the exploitation of natural attractions. as well as the situation The ecotourism of the country has many social, economic and management problems that, in order to plan for eliminating it, we must first identify these challenges and, taking into account the opportunities that are available in this field, we will prevent future problems. The present study uses a quantitative method and collecting information in the form of a library, a documentary to aim at identifying and reviewing the most important challenges of the Iranian eco-tourism industry.

## **Chapter 3**

### **DESERT TOURISM**

#### **3.1 Desert Tourism**

Desert ecosystems have become one of the hotbeds of nature tourism due to its unique attractions and socio-economic values. Deserts and desert areas have important capabilities in the field of desert tourism. Around more than one third of the Earth's surface is covered with dry areas, which includes 15% of arid and 6.14% of semi-arid regions. About 49 million square kilometers of the Earth's surface is affected by drought (Light, 2008). Nowadays, desert regions are attracting adventurous tourists and desert tourism has become a new form (Moghaddam, 1391), for example, in Dubai and Kuwait have capitalized on their desert tourism with a measurable success for both international and domestic tourists (Mahgoub, 2007).

The word "desert" not only refers to densely populated areas, though they certainly are important. Areas are also referred to as "deserted", for example, remote, low population and usually not a mass destination.

"Desert tourism" can be considered a type of golden tourism in which certain type of people (usually a minority of tourists, despite a significant number) are offered visits to unusual places that are particular places of special interest or activity.

Desert tourism, like any of its tourism counterparts, is in line with the interests of the stakeholders, the products of tourists, their experiences, the national and local economy, and the livelihoods of the locals and a range of complex interactions. According to (Tremblay, 2006), "the scientific literature has very little to say about "desert tourism "although tourism in desert areas is more sustainable in the tourism discourse and in general, eco-tourism" There has been the growth of tourism in deserts or remote areas such as Sahara Desert or Outback in Australia.

Namibia's Namib Desert is currently one of the most important tourist attractions, especially among German tourists, who make up 17% of its tourists. Desert tourism has become very widespread, with the UN Program Guide to Desert Tourism, especially in socially and environmentally sensitive areas (UNEP, 2006). Over the past few decades, desert tourism has become an attractive attraction with a wide range of specialized tourism markets.

In Israel, desert areas attract thousands of travelers annually to visit archaeological sites, unique geological structures, and beautiful landscapes. Many travelers perform countless activities such as long-distance hiking; rock climbing, and off-road driving created by a specially trained volunteer unit to assist tourists (Orly et al., 2002). Natural attractions, including geology and star watching, are most attractive in the Negev desert region (Reichel et al., 2008). Nature-based desert tourism in Namibia is growing rapidly and offers a pleasant climate of economic diversification for a mine-dominated economy (Nyakunu and Rogerson, 2014). Tourism is an important source of income in Nepalese communities and attracts tourists who wish to visit indigenous groups in a mountainous environment (Chatterey, 2006). In the Shapotou Tourist Area of China, south of the Tangier Desert, tourism activities include dune sliding,

river rafting, sand sculptures, riding camels and sleeping in tents (Tourism Review, Beijing 2007), desert museums, including the Tucson Museums, Arizona (Allen, 2009) and Alice Springs, Australia. Dedicated to promoting sustainable living and protecting the environment in desert environments. In Australia, Outback four-wheeler tourism is aimed at tourists interested in wildlife activities (such as birdwatching and fishing) or those who like to test their driving skills in a harsh environment. Enjoy the natural wilderness. Attractions may not require violent life. This can be compatible with luxury facilities, such as Dubai's natural resources (Ryan & Stewart, 2009).

Desert tourism has also shown new appreciation for the spiritual dimension of discovering dry and remote areas, the concepts of "sacred spaces", "religion of nature" or spiritual pilgrimages (Narian and Macbeth, 2009). Desert tourism can be described as a subset of "Frontier tourism" which means "Traveling to places that are currently marginalized or extremist in our world or in geographical and social/cultural experiences in places without minorities." Are permanent and/or existing tourism infrastructures, including a high degree of pre-parathion and planning, authenticity, risky activities, and extraordinary experiences" (Laing and Crouch, 2009), especially striving for solitude. It is important in a world full of our population and is associated with restoration, reconstruction, self-esteem, self-sufficiency.

## **3.2 Potentials**

### **3.2.1 Natural' Resources**

The natural resources of the desert consist of a variety of natural resources that have been created from the interaction of topography, climate, water resources, and

vegetation density. Some of these resources include desert landscapes, desert skies at night, wildlife and dunes such as figure 1 in Valley of Fire (Nevada) that due to severe erosion of the earth and winds creates various forms of towers.



Figure 1: Natural' Resources in Valley of Fire (Nevada),  
<http://parks.nv.gov/parks/valley-of-fire>

### **3.2.2 Human Resource**

Those categories of human life in today and in the past that lie in the wilderness and desert bed, along with traditional social practices, local beliefs, traditions and customs, historical and ancient monuments, that are in demand for tourism. Some of these resources include ancient monuments in the desert (caravansaries and bridges), ancient caves of ancient anthropology, shrines, architectural attractions of human settlements, handicrafts, sports and games, local people's traditional way of life, human coexistence with nature, ritual ceremonies and etc. such as Metin Abad Tourism Model Area The first eco-camp in Iran was established in 2007 with the aim of developing sustainable and responsible tourism and supporting the local

community and eco-region. Providing types of accommodation using indigenous materials, training and employment for indigenous people, thereby helping to reduce the region's indigenous migration, solar energy use, organic farming, camel and ostrich breeding, child playground construction using Indigenous materials are among the activities of Matinabad Tourism Area (Figure 2).



Figure 2: Matinabad Camp in desert of Iran  
<https://matinabad.com>

### 3.2.3 Tourism Activities

Wilderness tourism activities are limited but specific to these natural areas. These activities relate to tourism resources, desert weather, and land-use. The following is a list of possible recreational activities in desert areas. Sand therapy, walking in the wilderness, cycling in the desert, motorcycle with wide-wheel motors, wildlife rides, cross-country skiing, camels, aquatic and aquatic birds watching, star observation, cycling in the desert thickets, shopping Handicrafts, shopping from local markets, visiting historical monuments and pilgrimages, hunting, village planning, climbing (Figure 3).





Figure 3: Specific activities in the desert areas

## Chapter 4

### THE CASE OF IRAN

#### 4.1 Country study

IRAN is one of the oldest country and civilizations in the world, the habitat of humans has been far away. The land of, located at the intersection of the three continents of Asia, Africa, and Europe, (Figure 4) an important part of the Silk Road to the south passes through Iran.



Figure 4: The geographic location of Iran in the world, Maplink, 2010

The prehistory of human life on the Iranian plateau, which began in Neolithic, began with the formation of the Elamite kingdom in the fourth millennium BC, which was united by the Iranian Madis in the 7th century BC. That became the largest realm of the world in the sixth century BC. And at the time of the Great Cyrus, the

Achaemenid Empire became one of the greatest empires of history. In the 4th century BC, the realm of Iran was handed over to Alexander and was divided into several countries. And with an Iranian uprising, it became a Parthian empire that became a world power in the third century AD by the Sassanian Empire. In the 7th century Arab Muslims seized power and Islam was the religion of the country's predominant religion. This era was a golden age in the history of Islam, which resulted in Iran's major contributions to art and science in the field of Islamic rule. After two centuries, a series of different native Muslim dynasties began, later obtained by the Turks of the Seljuks and the Mughals of Ilkhanat. The rise of the Safavids in the 21st century led to the restoration of national identity in Iran. During the Nadir Shah era, Iran was one of the most powerful states of the eighteenth century, However, in the nineteenth century, a series of conflicts with the Russian Empire led to significant casualties in the region. In the early 20th century, the constitutional revolution of Iran led to the establishment of the first constitution of the country (Young, 1973).

The 1953 coup initiated by Britain and the United States led to more tyranny and political influence on the West. Widespread and unrest against the monarchy led to the 1979 revolution and the establishment of an Islamic republic, a political system that includes elements of a parliamentary democracy controlled by a religious government under the leadership. In the 1980s, the country was involved in the war with Iraq, which lasted for almost nine years and brought many losses to both sides.

History of Iran is divided into two general periods of Iran's history pre-Islamic and the history of Iran Post-Islamic (Gnanadesikan, 2011).

#### 4.1.1 Iran of pre-Islamic

There are two different narratives of pre-Islamic Iran's history: one of the mythic narratives based on the ancient historical books (including the Shahnameh) and the first King of the *Ciomars* (which is the king of the world and not only of Iran) and includes the dynasties of the kingdom of the Prophets, the *Kayanian*, *Parthian* and *Sasanian* (Freeman, 1978). (Figure 5).

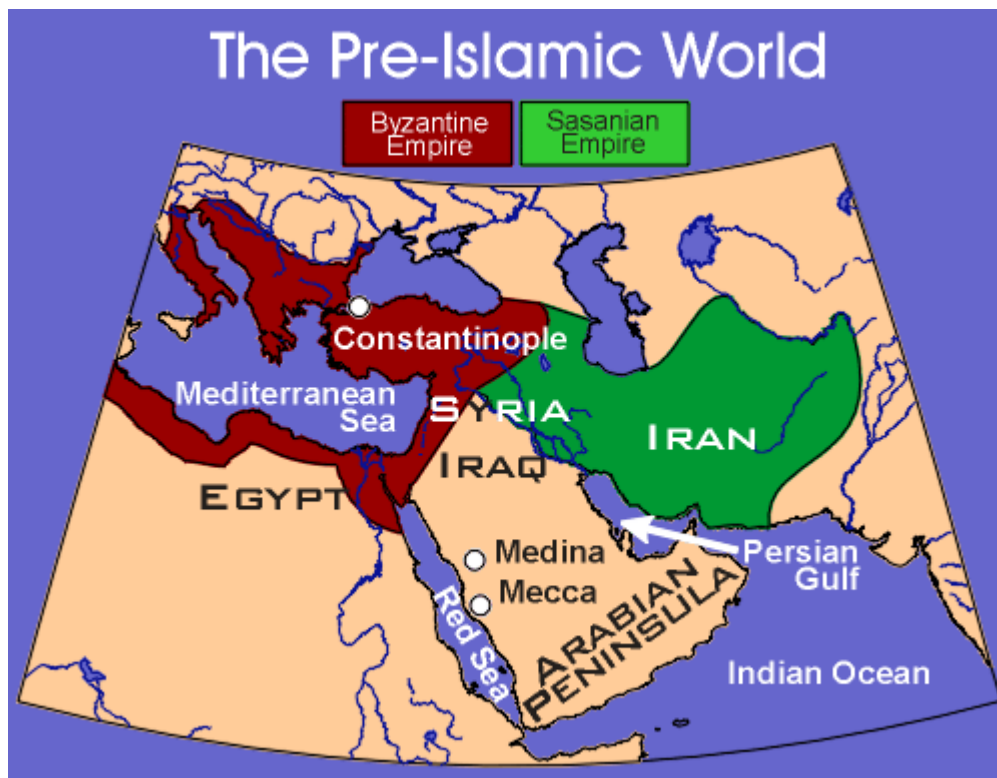


Figure 5: Map of Iran Pre-Islamic- Courtesy University of Calgary, 2013

#### **4.1.2 Iran Post-Islamic**

Nahavand's war broke out in the 20th century, after which the Arabs entered Iran. Over the next twenty years, all lands of Iran, including Khorasan and Sistan, were also conquered. Many years have passed, and during this time, a great deal of internal conflict arose between Muslims. Umayyad, during their Caliphate, made the greatness of the Arabs and the humiliation of other nations in their slogans and Iranians were dissatisfied with the government's pressures. Gradually, at the end of the Umayyad, Khorasan became a base for their opponents. And the Abbasid government was formed and held power for 500 years. However, with the weakness of the Abbasid Caliphate and the withdrawal of some territories from under its influence, governments were created in the corners of Iran and declared they independent of the caliphate system. These states include Tahirid and Safarian. The Iranian empire of Samanid emerged in Mesopotamia. Many years ago, the Turkish people had penetrated the Caliphate and other governments, so they were able to create the Ghaznavid dynasty in eastern Iran. After the Ghaznavids, the Seljuk Turks came to power, which Iran was able to return to its greatness. The Seljuqs even captured the Abbasid Caliphate and succeeded in waging war against the Eastern Roman Empire. After this victory, preparations were made for the Crusades, until formally in 1099 AD, the wars began. After the Seljuks, the Khwarizmians came to work. In this period, the Muslim world faced a great catastrophe: Mongol invasion. Many of the cities in the city of Abad became destroy and hundreds of thousands of people were killed and displaced. The Abbasid Caliphate collapsed and its caliph was killed.

Eventually, Shah Ismayil Safavi ended this dynasty and founded the Shiite dynasty of Safavid, but the Safavid was also exterminated by the invading Afghans. Then Nader Shah established the Afshariyah dynasty. He arranged attacks against India. Then the Zandieh dynasty, whose founder was Karim Khan Zand, established a government that did not last long and with attacks, Muhammad Khan was destroyed. Since then, the Qajar period has begun, which lasted for many years. Among the kings of this dynasty are Fath Ali Shah, Nasir al-Din Shah, and Muzaffar al-Din Shah. During this period of war between Iran and Russia occurred, because of the inefficiency of Qajar kings, many of the lands of Iran were separated from the country.

The last kingdom that ruled Iran was the Pahlavi dynasty. Reza Shah reigned by a coup that was held on March 3, 1299, and later announced the extinction of Qajar. At the same time as the Second World War, the Allied forces arrived in Iran in September 1920 to provide the Soviet with the fighting against Germany. Reza Shah left Iran on the orders of the British government and his son, Mohammad Reza Shah, sat down on the throne. The Pahlavi era continued until February 1979 when the Islamic Revolution won (Figure 6).

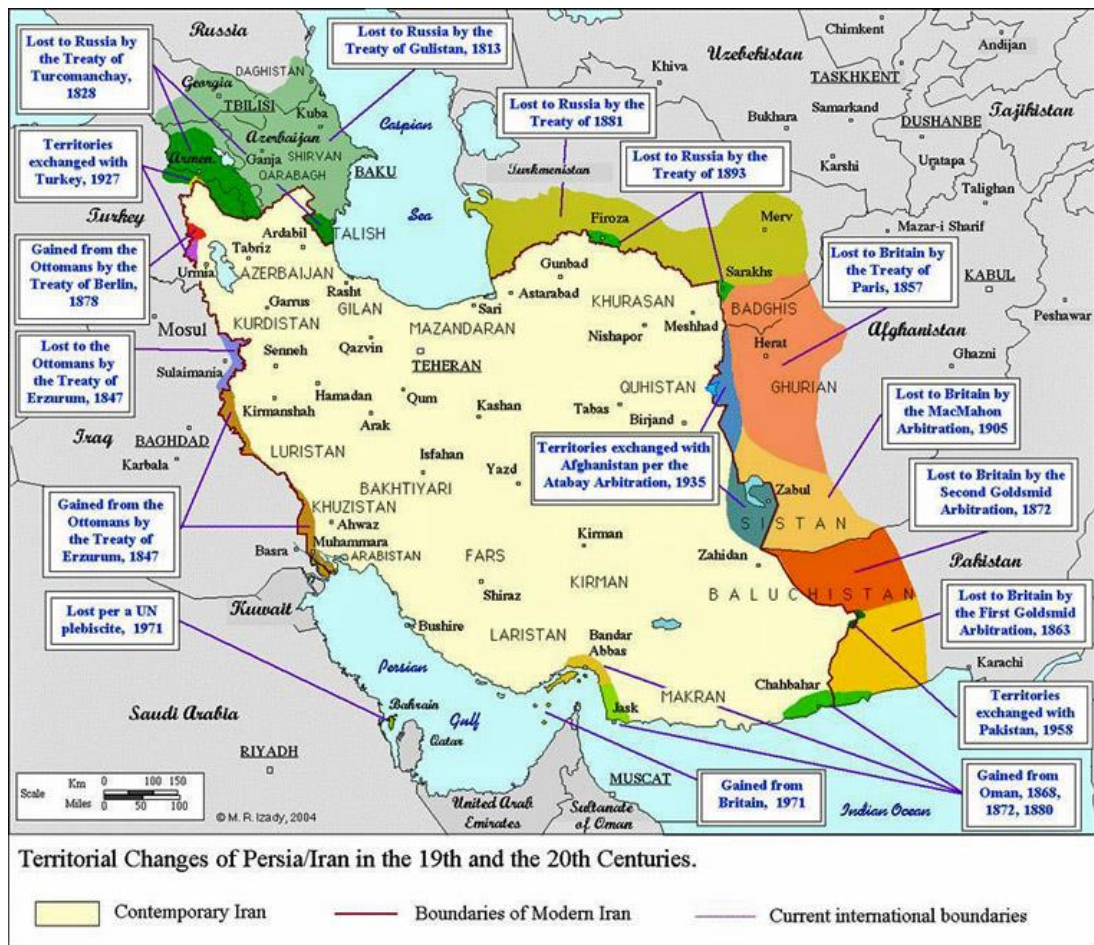


Figure 6: Map of Territorial change of Persia/ Iran in the 19<sup>th</sup> and the 20<sup>th</sup> centuries, <http://i.imgur.com>, 2012

## 4.2 Resources

### 4.2.1 Natural Resources in Iran

Iran is one of the richest countries in natural resources. Different provinces of the country have different types of natural resources, weather, languages, ethnicities, history, and so on. (Hippen, 2008).

“Mines” Extraction and processing of Oil is undoubtedly the single most important economic activity in Iran and is the most important in terms of income. The Iranian National Iranian Oil Company (NIOC) produces oil for domestic exports and consumption. Iran's natural Gas reserves account for more than a tenth of the world's

total. Iran is the largest gas pipeline in the Middle East, and Iran has contracted to supply natural gas to Russia, Eastern Europe, Pakistan, Turkey, and India through pipelines (Paterson, 2018). And other mines include coal, lead minerals, Zinc, and copper mines. "Agriculture" As mentioned above, each province and region of Iran has a special climate and agricultural products. The most important exports and industries of Iran are wheat, rice, sugar, pistachio, saffron, fish (both saltwater and freshwater), various types of fruits and vegetables, mineral water (we export to some Arabian Gulf countries) (Bostock, 2014). However, due to the adoption of catastrophic policies and several severe droughts, unfortunately, has undermined Iran's agricultural industry.

#### **4.2.2 Tourism Resource in Iran**

There are two groups of tourism attractions: the attractions that are made by humanity and the attractions that nature has brought to us. We refer to these attractions as tourism resources because most of the tourism is related to its business and is, in principle, therefore referred to as "industry" (Ghaderi & Henderson, 2012).

##### **4.2.2.1 Natural Attractions in Iran**

In the northern regions of Iran, can be seen from Caves, Caspian seaside, Anzali lagoon, and Masouleh mountainous region in Guilan province, where houses are made of wood lattice windows overlooking each other on a hillside. Among the natural attractions of this area is the forest park of Sisangan, located in the east of the city of Noshahr. Another outstanding natural attraction is Golestan National Park, which is located between Gonbad Kavos and Bojnourd (Kiakalayeh et al., 2008).

The southern shores of Iran, the Gulf and the Strait of Hormuz, are good because of the warm weather for spending their free time, especially in winter. Magical woods



of Hara. The western and northwest areas, the Alborz altitudes, and the Zagros Mountains during the winter are winter sports. In the summer, the slopes of these heights with temperate climates, beautiful natural scenery, waterfalls, and natural caves become attractive areas. The slopes of Shahu and Abidar in Kurdistan, as well as the slopes of Sabalan and Sahand in Azerbaijan and Mragheh, Ardebil and Meshgin Shahr Damavand area in Alborz and ..., are among the main areas of passenger attraction in the summer. Among the important areas of winter sports in Iran can be Abali, Dizin, Shemshak and Resort in the Alborz Highlands. (Ghazi et al, 2013).

Mineral water springs are considered as one of the factors of tourism development in each region. Most of these springs are concentrated in such areas as Mashgin Shahr, Sarein, Maragheh, Larijani, Avaj and others (Kazemi, 2008).

In different regions of the country (semi-arid, dry, semi-desert and desert), we have about 45-50 pieces of desert, such as: East Azarbaijan Desert (known as Kaboodle Desert), Arak Desert (famous to the Pakeha Desert), deserts of Qom area and several desert sections in arid regions such as the desert of Bojistan and Kavir Khaf and Desert Jajarm of Khorasan. However, the largest desert is Iranian desert. Also in semi-desert areas such as Yazd, we have five pieces of desert, such as Abraku Desert, Marve Desert, Siahkouh Desert, etc., and even in the Lut desert, there are deserts or salt mines that are generally completely free of plants (Kazemi, 2008) (Figure7)



Figure 7: Natural Attractions in Iran

#### 4.2.2.2 Cultural and Historical Attractions

Due to the history of Iran, Iran has diverse attractions that their visit can satisfy the curiosity of tourists. Any traveler with any motive to travel to Iran can find his or her favorite destinations in accordance with his goals, wishes, and plans. Such as "Religious places" those centers in Iran constitute the most important tourist attraction resources. The city of Mashhad is the most important religious pole of the country because of the shrine of Imam Reza (AS). There are also numerous monuments around the shrine, such as the courtyard of the mosque Goharshad and ... which are considered to be the most interesting religious buildings in terms of tile, architecture and decorative arts. Shrine of Masoumeh (AS) in the religious city of Qom, Prince Abdul Azim Hassani in Rey and Shah Cheragh son of Imam Kadhim

(AS) in the city of Shiraz and the barrage of Seyyed Jalaluddin Ashraf, Imam Reza's brother in Astaneh Ashrafieh, also among the major centers of religious tourism in Iran Are considered (Koomen, 2012). "buildings and historical monuments" Fars province, with prehistoric buildings and ancient monuments including post-Islam monuments, (Aref, 2010), the city of Isfahan, Meydan nagshe jahan square, mansions, mosques and various parts of the architecture, miniatures, tiling and carvings as the cultural capital of Islamic Iran Are known. Kermanshah province, in spite of the prehistoric monuments such as the Paleolithic Museum, the rock paintings and post-Islamic monuments such as the Caravanserai, the mosques, and the largest traditional Middle East market, architecture, work mirror, tiling are of the cultural and historical tourist points of Iran (Figure 8).

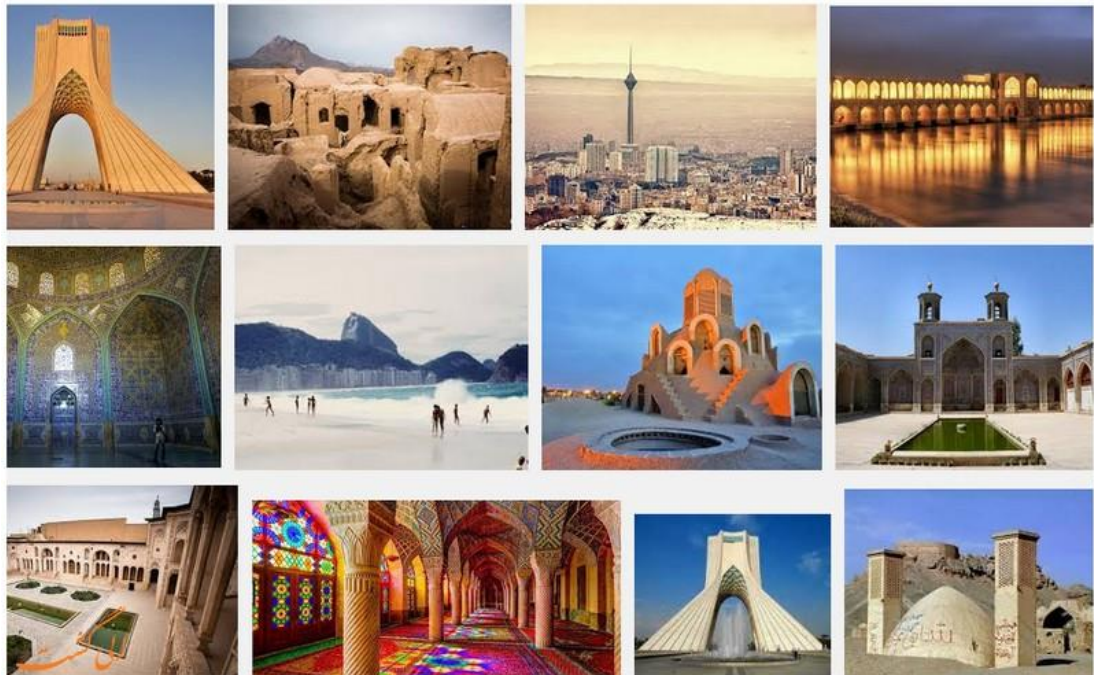


Figure 8: Cultural and Historical Attractions in Iran

### **4.3 Geography**

Iran is the 16th largest country in the world. Iran is located in the northern hemisphere, the eastern hemisphere on the Asian continent and in the western part of the Iranian plateau and is part of the Middle East.

Iran with 1648195 square kilometers of area, from north with Armenia, Azerbaijan, and Turkmenistan, all three from the former Soviet republics and the Caspian Sea, from the east to Afghanistan and Pakistan, from the west to Turkey and Iraq, and from the south with the Persian Gulf and the Oman Sea neighbor Is. Iran is one-fifth of the total area of the United States and almost three times the size of France and with a population of about 79 million, one of the largest countries in the region. Tehran is the largest and most densely populated city as the political center and capital of Iran. Along with Afghanistan and Tajikistan, has the official Persian language and its official religion is Islam.

The number of provinces: 30, the number of cities: 335, the number of sections: 889, the number of cities: 1015 and the number of villages: 2400.

The flag of Iran is three colors, which consist of three equal horizontal rows, and include green colors at the top, white in the middle, and red in the lower. The national alphabet (Allah) is in red in the middle of the flag.

The political system of Iran is based on the constitution (1979), with a religious rule, which Islamic jurists rule in one sense (the leader of Iran). The leader in Iran is the highest officially held by Seyyed Ali Khamenei since 1989. The president is elected by the vote of people for a term of four years.

Before 1979, the Iranian regime was secular, and after the revolution, Islam became the official religion and religion of Shi'a. 98 percent of Iranians are Muslim and 2 percent of the population are religious minorities including Zoroastrian, Christian, and Jewish. Iran is a country with cultural multiplicity. 51% of Iranians are Fars, 24% Azeri, 8% Gilak and Mazandaran, 7% Kurdish, 3% Arab, 2% Lar, 2% Baloch, 2% Turkmen and 1% Other ethnicities. Many Iranians speak Persian, Azerbaijani, Kurdish, Lori, Baluchi, Gilaki, Taleshi and Arabic languages of Iran, but the official language in Iran is Farsi (Katzman, 2010).

Iran is considered one of the oldest countries and one of the first founders of human civilizations in the world. It has positioned an important strategic role through the Middle East region. Iran is a member of the United Nations, the Non-Aligned Movement, and the Organization of the Islamic Conference, the countries that produce and sell oil: OPEC, ECO, and many other international organizations (Leader & Whip, 1979).

#### **4.3.1 Topography**

Iran is a mountainous country. More than half of the country's land is mountains and heights, and less than one-fourth of it is also arable land. Iran's altitudes can be divided into four Mountain ranges: North, West, South and Central and Eastern, which is in the 23rd place in the mountains of the world.

There are three mountain ranges in Iran: The Sabalan and Talesh Mountains in the northwest, the high and very ancient mountain range of Zagros (belonging to the Jurassic era) in the west and southwest, and the Alborz mountain range in the north, Damavand, the highest peak of Iran, is 5670 meters in elevation has it. Damavand is

the most important peak in the north-east of Tehran. Only 14% of Iran's lands are cultivated 8% of Iran's forests, 55% for natural pastures and 23% for deserts (Brown, 2018). Approximately 200 km<sup>2</sup> of Iran's territory is covered with forests, about 55.5% of which are in the western forests of the country. North forests in the southern margin of the Caspian Sea, 19%, pistachio forests in the south and east 13.3%, Aras mountain forests 6.6%, and the tropical and desert forests are 5.6%. In the center of Iran, there are two large deserts called the kavir plain (with more than 200,000 square meters) and the Lute plain (166,000 square meters) (Haftlang & Lang, 2003).

Most rivers in Iran are low in the water and its only navigable river is the Karun River. The most important intestines in the Gulf of Persia and the Oman Sea include: Karun, Surgical, Karkheh, In, Zohreh, Daleki, Arvand Rood, Mehran, Minab, Sarbaz, with Hookat, Thaiip, Nayband, Shourmand, and Karun River with 950 km long, 48 of the rivers in the world. Iran is located in the middle of the Middle East and connects the Caspian Sea (the world's largest lake) to the Persian Gulf and the Oman Sea (from north to south). It is a crossroads for the cultural-political connections of the East and West.

#### **4.3.2 Climate**

Iran is an elevated plateau, located in the Northern Hemisphere and in the warm region. Desert and semi-desert areas occupy more than half of the country's land area. About a third of Iran is mountainous and a small part of Iran (including the southern plain of the Caspian Sea and the Khuzestan plain) is composed of fertile plains. Iran's climate has 11 types of climates. So has a high climatic diversity. From the north to the south, we gradually face different climate zones. Iran is considered as

dry and semi-arid weather conditions. Annual precipitation varies in different parts of the country and in different seasons. Annual rainfall is between 135 and 355 mm. (Jahdi, et al, 2015). Clear Springs, pistachio gardens, plains full of tulips, diverse seasons, mountains and rocks, endless rugged terrains, snowy passive volcanoes, the Alborz forests and beautiful beaches of the Caspian Sea are among the most beautiful sights of Iran, all of which The year attracts the attention of many tourists, in addition to the characteristics of the great land of Iran, which is of great importance to tourism, the existence of high mountains, vast plains, deserts, rivers, and lakes, all together have created a special geographic situation, which can be visited at any time in one of the regions of Iran.

#### **4.4 Economy**

Before the Iranian Revolution (1979), Iran's economic growth was rapid. During the 1950s, Iran has turned away from traditional agriculture and became industrialized. The capital of Iran just before and after the revolution to 1980 was about 30 to 40 billion dollars. The rapid increase in oil revenues and foreign aid has led to more investment and rapid economic growth, mainly in the public sector. As a result, inflation increased the value of the national currency (Rials) fell. After nationalization in 1979 and the beginning of the Iran-Iraq war, more than 80 percent of the economy was under government control. The eight-year war with Iraq cost about \$ 500 billion.

Iran's economy is a hybrid economy, with the vast majority of exports in Iran based on oil and gas (80%). The Iranian economy is one of the few major economies not directly affected by the financial crisis of 2007-2009. Inflation since has been started in 2013 had reached by the end of 2018 had reached the highest level. The high oil

price in recent years for the government has valued annual revenue of over \$ 90 billion. And in 2018 GDP was 988 trillion RR. In fact, it has risen 8.3 times over the past 41 years. But the economy continues to show a negative rate in 2018, -2.8 percent. The economic performance of 2018 was most affected by the status of US sanctions and its economic response. Inflation has risen by 35%. The unemployment rate in 2018 has risen by 1.9% to 12.1%. The unemployed population in 2012 was about 2,960,000.

According to the State Department, Iran is the world's eighteenth largest economy, the world's fourth-largest oil producer, has the world's second-largest gas reserves, ranked tenth in the tourism industry and fifth in ecotourism, it has aluminum, manganese and copper reserves, as well as a variety of agricultural products.

Iran is the largest producer of pistachios, saffron, caviar, barberry, turquoise, shaft fruits (such as apricots) and handmade carpets in the world. It also has the largest reserve in the world.

#### **4.5 Tourism**

Iran is one of the ten major centers for the formation of human civilization in the world. The first monuments of civilization discovered on this land date back to 5000 BC. However, studies and research on tourism and travel, and its practices and rules in ancient Iran and even in post-Islamic Iran have been less studied. But in Iran before Islam and even before the arrival of the Aryans, special privileges for travelers and tourists were considered. Written writings indicate that the Greeks and Romans visited Iran during the pre-Islamic period. Historical works also show the expansion of cities, roads, and resorts in the same period. After undergoing a critical



period early in the entrance of Islam to Iran, the literary, cultural and scientific approach in Iran was resumed and continued to flourish day after day.

Poets and writers went to the Islamic lands and depicted the geography, culture, and civilization of those times in their travelogues such as Naser Khosrow Ghobadi is a 5th-century philosopher and travel writer. Iran, from the seventeenth century under the rule of the Safavids, became a tourist destination for tourists. Hundreds of travelers who had traveled to Iran before the 17th century can be considered the starting point for attracting foreign tourists to Iran during the 17th century, especially during the reign of Shah Abbas I (in conjunction with the 11th and 12th centuries AH), during this period, various tourists, including Peter Delavall, Jean Chardin, Tavernier, etc. In the 19th century, many travelers, diplomats, tradesmen, archaeologists, scholars, and even curious people came to visit Iran to learn about it. In the second half of the 19th century such as Lady Shell, Watson, Gubinho, and Dr. Borgesi provided interpretations of Iran in their books. Despite the growing growth of Iranian travelers, tourism was not systematically organized with special rules and regulations, and revenue was not considered. Statistics of tourist arrivals to Iran, which is one of the main indicators of performance measurement of the tourism industry of a country, according to the World Bank collection of development indicators, compiled from officially recognized sources, international tourism, shows the number of arrivals to Iran in the last 10 years. For example, in 2016 reported 4949,000. (Figure 9) Also according to the Supervisor of the Central Headquarters of the coordination of travel services "In 2017 observed 5.100.000 foreign tourists entering the country, and 7.800.000 in 2018, representing a 52 percent increase over the same period last year," Surveys showed growth of 16.75 foreign tourists arriving

in the country in the first month of the New Year (1398 or March 2019) compared to the same period last year. Unfortunately, there were not accurate statistics on domestic tourism, especially on the Adventure tourism.

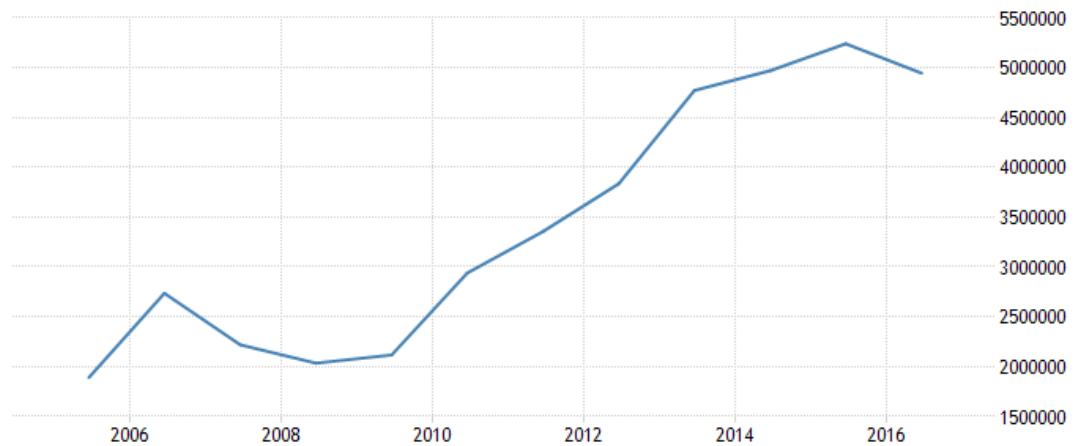


Figure 9: International tourism, number of arrivals in Iran- worldbank, <https://tradingeconomics.com/iran/international-tourism-number-of-arrivals-wb-data.html>

#### 4.5.1 Desert Tourism in Iran

During the period of the Earth's evolution, two natural phenomena arose in our country, one, the phenomenon of drying the seas, but the remaining two seas in the north and south of the country (the Caspian Sea in the north, the Persian Gulf and the Oman Sea in the south) And secondly, And the emergence of mountainous regions that cover a large part of the country.

About a quarter of Iran's area is desert. The area of Iran's deserts is 32 million and 500 thousand hectares, distributed in 18 provinces of Iran. Tourists, usually in the fall and winter, go to these areas.

Deserts of Iran according to the site of "Kavireh and Deserts of Iran" are divided into 5 areas: The Central Desert/ Dashte Kavir, Small desert/ Masileh Desert, Rige Jen Desert, the desert areas of Tabas and Yazd and Lut Desert that One of the impassable parts of the world. There are no living creatures in the desert, even bacteria.

#### **4.5.1.1 Potentials**

Deserts of Iran are major tourist attractions Although our country, with its many beautiful seas in the north and south of the country, and diverse forests in different regions, lush valleys and highland vegetation and muddy rivers and various mineral waters, as well as wildlife, is naturally one of the Areas of the world that have a variety of tourist attractions, but deserts of Iran have a special feature. Even some of them are unique and not seen in other countries of the world. Therefore, while interesting for every Iranian person, they are very interesting and valuable for foreign tourists, especially those who deal with deserts and related sciences (desert geologists). The most important factors that can be described as the ecotourism capacities and capabilities of the desert areas of the country and its special and diverse natural attractions are as follows:

- *Specific geomorphological attractions:* The western margin of the Lut Desert due to severe erosion of the earth and winds creates various forms of towers that are remotely similar to a large city known as the fantasy city of Lut
- *Uninhabited area and hot:* According to (Kordvani, 1386), the warmest point in the world is located in the city of Kalut is located in the western margin of this desert.
- *Desert Lakes:* Beautiful landscape of desert lakes in the central part of the Iranian deserts with the possibility of skiing on its salt surface. Marshy desert in winter and spring, limestone caves will be of interest to Eco tourists.

- *Desert Nights Vision:* The star-studded desert nights with beautiful silence are a delight to any human being, as well as sunrise and sunset.
- *Wildlife Conservation Park:* Among the parks as a wildlife habitat, we can mention the Desert National Park, which has unique species such as the Asiatic Caracal ram that lives in the central desert areas of Iran.

The other desert attractions include forests, caravansaries, inns and some buildings and monuments.

#### **4.6 Challenges**

Today's organized tourism is a very important part of the economic system of the countries of the world, as the economics of some countries is more than 80% dependent on the tourism industry.

According to the Secretary-General of the World Tourism Organization, the Middle East has seen the highest growth in tourism in recent years, but Iran's position in the large tourism market is lower than Estonia, Cyprus, Uruguay, and even small Bahrain. Its share in the world tourism market is only 1%. For instance, one-fifth of Iran's total area is desert and although some of us imagine that desert and abandoned lands do not have any capacity for tourism, while this is not the case, and these areas are full of their particular sights, and about a million monuments of the country are on their path. In the desert, we can create huge tourist facilities and turned it into a paradise for tourists, the reality is happening now in some parts of the country, including the Bybanak area. In explaining some of the obstacles and factors affecting the development of the tourism industry in Iran, the following issues should be considered:

- *Non-specialist managers:* the managements in current positions have experience, skills, and knowledge inadequate.
- *Extrajudicial structures of power in tourism management:* structures and relationships between different administrative bodies in Iran are still and distinctly not based on the legal definition, but on reliance on extra-legal and non-statutory powers, bands and influential political groups and affiliations existing at different levels of power
- *Instability and wide-ranging changes of managers*
- *lack of cohesion and coordination between organizations*
- *lack of a shared agenda between the public and private sector.*
- *Lack of technical standards:* Each of the resorts, hotels, tourist centers, and tourism service units must operate in a uniform manner in the country in order to provide more desirable and quality services.
- *The necessity to identify tourism capacities and areas:* Failure to identify recognizable tourist sites, historical sites, natural attractions, and non-recognition in world tourism sites is another complication of Iranian tourism.
- *The inappropriate conditions of communication routes*
- *Lack of direct flight to Iran:* Lack of direct flights between Tehran and some major cities even in Europe is one of the obstacles for foreign tourists to Iran.
- *Tourism marketing and advertising status:* The lack of a single system in advertising and marketing is one of the obstacles to the development of the tourism industry. In tourism marketing and agency, offices have no representation in their public sector and no financial backing and just have brochures and sites only if they make the major contribution to tourism

development. Another factor is negative publicity to distort the image of Iran and the isolation of our country internationally.

- *The private sector's unwillingness to invest:* Other impediments and factors affecting the development of the tourism industry in the country are the reluctance of the private sector to invest in the industry due to a lack of profitability, inadequate government support and restrictive tastes and actions by some irresponsible authorities.
- *Mechanization and Technology:* The tourist must be able to book their destination and hotel tickets online and use a credit card.
- *Lack of attention to the urban landscape,* the appearance of individuals, cleanliness of passages and buildings, disregard for social order and laws and regulations are all considered as factors and obstacles to tourism development.

## **Chapter 5**

### **METHODOLOGY AND DATA ANALYSIS**

#### **5.1 Research method**

For the purpose of this study, a quantitative/deductive methodology has been employed which was suitable for this case as the number of respondents was high and a deeper insight was possible by a survey method. Nevertheless, the process consists of expressing the type of research, defining the statistical population, sample size and sampling method, measuring tools and evidence related to their reliability (Bryman and Bell, 2015). Quantitative Research involves the use of computational, statistical, and mathematical tools to derive results (Aliaga & Gunderson, 2000). One of the most important aspects of this process is selecting the right sample for data collection. The data are then carefully collected from the only people most relevant to the study objectives. This sample is known as a target segment, a group of people who are similar across a variety of variables, data collection tool for quantitative research, surveying, and testing. Experiments can provide specific results on the causality relationship of several independent or interrelated factors in relation to a particular problem. In the quantitative method of study, the researcher provides knowledge by collecting numerical data and observing samples and then presenting this data to numerical analysis (Gall et al., 2003).

## 5.2 Study area

As mentioned before, this research seeks to identify the challenges in desert tourism in Iran. Therefore, the study area includes deserts, which have an attraction capacity that occupies a vast area of Iran. For this investigation, three desert areas were considered. (Figure10) First desert was **Lut desert** is Located in southeastern Iran. And with an area of about 175,000 kilometers, covers about 10 percent of Iran's vast territory and is the 27th largest desert in the world. Lut desert is divided into three parts: 1. North Lut 2, central Lut 3, south Lut.

Second was **the small desert** (Massileh kavir) is located between the provinces of Qom and Isfahan. The breadth of the Kiverbish is about 1,000 hectares, in fact, it is one of the desert forests in Iran that includes the Maranjab Desert, Band e Rig, Nakhjir Valley, Semnan Desert, and Salt Aran Lake, Hawz Sultan and mountains such as Siyah Kuh, Sefid Ab, Mount Talhe, and Yakhab Mountain.

Last area was **Rig Jen desert**, in the southwest and west of Desert, south of Semnan, east of the Desert Conservation Area, with an area of 3800 square kilometers (Nazar, 1387).





Figure 10: Iran desert areas  
<http://www.the-persians.co.uk>

### 5.3 Data collection process

Data collection tool for quantitative research surveying and testing, experiments can provide specific results on the causality relationship of several independent or interrelated factors in relation to a particular problem, for the present research was used a structured questionnaire. This method was chosen because it has better response rates than other methods used in theoretical studies (Andereck and Nickerson, 1997). It is the most common way to do quantitative market research. Surveys can include interviews, which can be done in several different ways,

including in-person, telephone, online or computer interviewing. This research used the internet method. The questionnaire consisted of two sections: First part was "Management and Planning" variable including 13-item, second was "Infrastructure" according to the 6-items in the questionnaire, "Economics" had 7-items, and last part was "Socio-cultural factors" Of which 9-items were picked. In this part, administering a survey to staff and managers to explore the challenges that desert tourism segment is experiencing. According to the 35-items in the questionnaire, that was measured on the 5-point Likert scale where 1 indicated "Strong agree" and 5 "Strong disagree". The aim is to reveal the factors inhibiting the full growth and expansion of desert tourism in Iran. For this purpose, 131 respondents were surveyed which were randomly selected.

All items in the survey instrument were performed in English and then translated into Persian by using back-translation Method, the cross-linguistic comparability of the questionnaire was further tested with my supervisor who was fluent in both languages. Made online questionnaire by Drive software than sent to the target persons by and they responded by online that all investigations have been fully completed; 131 survey results were included in the analysis. Data were gathered during the summer 2018 in Iran.

#### **5.4 Sampling**

The survey population existing desert tourism establishments with administering a survey to staff and managers (judgment sampling), for this purpose, 131 respondents were surveyed which were randomly selected. The utilized in this study to investigate the effect of some demographic characteristics such as Gender (Female& Male) and Education level (Master and Doctorate degree, Bachelor's degree, Associate's

degree and Diploma) and Participant Job title (Tour Agency Manager, Desert Residence Manager, Tour-guides, Office workers that works in tour agency and desert residence) Other that include workers, drivers...).

## **5.5 Reliability Analysis**

Reliability refers to the consistency of the results that the measuring tool produced. The main method for estimating data reliability is Cronbach's alpha, which is the internal consistency coefficient (Cozby & Bates, 2011). The results showed that all dimensions of the model for this research show a significant level of internal consistency as measured by Cronbach's. The Management factor consisted of 13 items ( $\alpha = 0.879$ ) (Table 1), The Infrastructure factor consisted of 6 items ( $\alpha = 0.737$ ) (Table 2), The Economic factor consisted of 7 items ( $\alpha = 0.726$ ) (Table 3) and The Cultural and Social factor consisted of 9 items ( $\alpha = 0.741$ ) (Tables 4). Cronbach's alpha values above 0.07 are acceptable (Nunnally & Bernstein, 1994 as cited in Zaibaf et al., 2013).

Table 1: Reliability and Item-Total Statistics for Management and planning factor

<b>Cronbach's Alpha =0.879</b>	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1. Lack of a shared agenda between the public and private sector have undermined the tourism industry.	0.330	0.883
2. The instability and wide-ranging changes of managers do not contribute to overall progress in tourism.	0.517	0.873
3. Tourism policy and planning formulation dominated by the government.	0.565	0.871
4. The tourism sector lacks multiple stakeholder involvement in its planning and development.	0.527	0.874
5. The visitor experience management is inadequate in desert tourism.	0.508	0.873
6. There is no cohesion and coordination between regional tourism development and desert tourism.	0.663	0.865
7. There are a lot of resources and potentials in the desert and desert in Iran that requires a stable system. The role of the government in implementing the principles of sustainable development is greater than the private sector.	0.419	0.879
8. The weakness of the participation of indigenous communities in restoring the historical culture and the supply of crafts and customs to tourists is influential in the development of tourism.	0.710	0.863
9. Reviewing the policies and strategies of the educational system in order to empower the development of Promotion Cultural Literacy and community awareness in desert areas has a significant impact on sustainable tourism development.	0.565	0.870
10. The existence of a local guide to the ecosystem has a significant impact on the sustainability of desert areas.	0.663	0.865
11. The lack of adequate supervision of unauthorized tourist tours to the high-risk areas of desert areas without sufficient information has caused distrust and reduced security for tourists.	0.619	0.867
12. Supervision of managers on training tours and the construction of places for star observation can compensate for the dramatic decline of tourists in the heat seasons.	0.613	0.868
13. Inappropriate management of the attractions of the native and desert regions, the lack of design of a specific route on the sites has a monumental effect on the number of tourists entering.	0.699	0.864

Table 2: Reliability and Item-Total Statistics for Infrastructure factor

<b>Cronbach's Alpha =0.737</b>	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
14. The management of rural residences will be helped by the indigenous people to advance the aims.	0.307	0.743
15. The shortage of accommodation for tourists has a significant impact on the tourism situation.	0.456	0.704
16. Failure to take into account international standards and customer management system and their implementation in the industry in various sectors, such as residential centers (hotels and guesthouses), catering centers and transportation systems, are effective in attracting tourists.	0.559	0.678
17. The inappropriate conditions of communication routes, especially the communication routes leading to desert camps, are crucial in shaping and mapping the future of tourism in the region.	0.502	0.693
18. The lack of international and financial ties to 5 countries has led to the reduction of foreign tourists due to political issues.	0.539	0.682
19. The lack of mobile and Internet services, lack of safety services such as Red Crescent stations, the ambulance has been affected in the tourism industry.	0.495	0.693

Table 3: Reliability and Item-Total Statistics for Economic factor

<b>Cronbach's Alpha =0.726</b>	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
20. The sale of handicrafts and local artifacts is a great help for the local economy.	0.529	0.671
21. The lack of facilities and the lack of proper infrastructure and access routes to tourist camps have had an effect on the distaste of economic activists.	0.370	0.710
22. Exclusive advertising of desert attractions on the websites and television networks has a significant role in attracting foreign and domestic investors.	0.485	0.683
23. The support of private sector investors in these areas can be a factor in the prosperity of the economy and the prosperity of the tourism capabilities of these desert cities.	0.394	0.704
24. Economic development of villages and the preservation of their historical identity due to the supply of handicrafts and indigenous culture to tourists are significant in the tourism industry of the region.	0.579	0.661
25. Inadequate advertising to identify the culture and history of the current and coming tourist status of the region's tourism has had a profound impact.	0.363	0.711
26. Seasonality of the desert areas due to the weather conditions affects the number of domestic and foreign tourists.	0.395	0.716

Table 4: Reliability and Item-Total Statistics for Cultural and Social factor

<b>Cronbach's Alpha= 0.741</b>	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
27. Expansion of tourism in desert areas can provide security in these areas.	0.418	0.718
28. The construction of places for observation of stars significantly affects the tourism status of the region.	0.493	0.703
29. Historic caravans in the desert areas where communication between different cultures can play a role in mapping the status of cultural tourism in the region...	0.362	0.737
30. Traditional culture and knowledge of indigenous people, especially in the field of handicrafts and the provision of the car and medicinal plants, is effective in the tourism process of the desert region.	0.384	0.726
31. The significance of landscape and natural phenomena along with religious and traditional beliefs and ceremonies in the tourism industry.	0.557	0.692
32. Preparing places for staying and introducing the traditions and customs of clothing, food and appropriate ecotourism activities to preserve the desert region.	0.464	0.714
33. The lack of awareness indigenous people with foreign tourists has a profound impact on tourism.	0.417	0.720
34. Considering that Iran is known as a country without health facilities and this has a significant impact on the attraction of domestic and foreign tourists, the private and public sectors have not done much to solve this problem.	0.338	0.729
35. The low quality of the dining halls, the inappropriate nature of the residences, the lack of health centers and the lack of expert and efficient people pose a threat to the tourism industry.	0.456	0.714

## 5.6 Data Analysis process

Data was analyzed by SPSS 25.0.0.0(<https://spss.en.downloadastro.com/>) software.

In this study, some analytical tools have been used to report the results of experimental research. The frequency was used to report the demographic characteristics of the samples.

Questionnaire surveys using the Likert scale are one of the most popular research projects. It is often used to measure respondents' attitude by asking whether they agree or disagree with a particular question or statement. Likert scale questions are one of the most widely used tools in public opinion research. They use psychometric testing to measure beliefs, attitudes, and beliefs. (Bowling, 1997; Burns, & Grove, 1997) Table 8 showed the extent of agreement and disagreement with each item.

The paired samples t-test is usually used to calculate the confidence interval and to test the hypothesis of the mean differences between the two populations in pairs. "A paired-samples t-test was conducted to compare the management, infrastructure, economic and social factors".

Independent sample t-test (or independent t-test for shortening) compares the tool between two non-dependent groups (gender). Which were in the report below?, Was performed to examine whether there were differences in the gender of employees and their understanding of the dimensions of management, infrastructure, economic and social."

The descriptive table provides a very useful descriptive statistic, including (standard deviations, mean, and 95% confidence intervals for each separate group, as well as when All groups are combined (total). "To examine the impact of the two Job title and Educational variables on the four factors, the One-way study was conducted between the ANOVA".



## 5.7 Result

### 5.7.1 Demographic Result

Table (5, 6, 7) showed the demographic profile of the sample population, from the total number of valid questionnaires accounting 131 respondents, 67 Female (51.1%) and 64 Male (48.9%). The educational level was divided into four levels: Master and Doctorate degree (n =50, 38.2%), Bachelor's degree (n= 66, 50.4%), Associate's degree (n=10, 7.6%) and Diploma (n= 5, 3.8%). Participant Job Title was divided into five options: For this survey, the Job title was divided into five: Tour-guides 42 respondents (32.1%), Office workers in both sectors 40 respondents (30.5%), Tour Agency Operators 17 respondents (13.0%), 18 respondents other (workers, drivers...) (13.7%) and Desert Residence Operators 14 respondents (10.7%).

Table 5: Demographic of Gender variable

Items	Frequency	Percent
Female	67	51.1
Male	64	48.9
Total	131	100

Table 6: Demographic of Participant Job Title variable

Items	Frequency	Percent
Tour Agency Operator	17	13.0
Desert Residence Operator	14	10.7
Tour-guide	42	32.1
Office worker	40	30.5
Other (workers, drivers...)	18	13.7
Total	131	100

Table 7: Demographic of Educational level variable

Items	Frequency	Percent
Master & Doctorate Degree	50	38.2
Bachelor's degree	66	50.4
Associate's degree	10	7.6
Diploma	5	3.8
Total	131	100

### 5.7.2 Measurement Results

Likert item was used to measure respondents' attitudes to questions. For analysis, data were coded as follows. (1= strongly agree, 2= Agree, 3=I don't know, 4=Disagree, 5= Strong agree).

Table 8: The frequency of items

Items	Strong agree		Agree		I don't know		Disagree		Strong disagree	
	f	%f	f	%f	f	%f	f	%f	f	%f
Q1	32	24.4	88	67.2	3	2.3	7	5.3	1	0.8
Q2	36	27.5	90	68.7	1	0.8	4	3.1		
Q3	21	16.0	96	73.3	6	4.6	8	6.1		
Q4	17	13.0	101	77.1	9	6.9	3	2.3	1	0.8
Q5	35	26.7	90	68.7	3	2.3	3	2.3		
Q6	47	35.9	80	61.1	2	1.5	2	1.5		
Q7	22	16.8	91	69.5	3	2.3	11	8.4	4	3.1
Q8	21	16.0	99	75.6	3	2.3	8	6.1		
Q9	21	16.0	99	75.6	5	3.8	6	4.6		
Q10	47	35.9	80	61.1	2	1.5	2	1.5		
Q11	34	26.0	90	68.7	3	2.3	4	3.1		
Q12	16	12.2	109	83.2	3	2.3	2	1.5	1	0.8
Q13	19	14.5	107	81.7	3	2.3			2	1.5
Q14	27	20.6	87	66.4	1	0.8	16	12.2		
Q15	32	24.4	89	67.9	2	1.5	8	6.1		
Q16	32	24.4	93	71.0	1	0.8	3	2.3	2	1.5
Q17	27	20.6	97	74.0	6	4.6	1	0.8		
Q18	50	38.2	77	58.8	1	0.8	2	1.5	1	0.8
Q19	36	27.5	88	67.2	3	2.3	3	2.3	1	0.8

Table 8: Continues

Items	Strong agree		Agree		I don't know		Disagree		Strong disagree	
	f	%f	f	%f	f	%f	f	%f	f	%f
Q20	39	29.8	90	68.7			2	1.5		
Q21	23	17.6	103	78.6			4	3.1	1	0.8
Q22	28	21.4	99	75.6			4	3.1		
Q23	25	19.1	103	78.6			3	2.3		
Q24	28	21.4	102	77.9					1	0.8
Q25	11	8.4	114	87.0			6	4.6		
Q26	16	12.2	74	56.5			41	31.3		
Q27	26	19.8	99	75.6			6	4.6		
Q28	25	19.1	101	77.1	4	3.1	1	0.8		
Q29	19	14.5	102	77.9	6	4.6	4	3.1		
Q30	19	14.5	106	80.9	4	3.1	1	0.8	1	0.8
Q31	29	22.1	100	76.3	2	1.5				
Q32	28	21.4	103	78.6						
Q33	15	11.5	109	83.2			7	5.3		
Q34	31	23.7	98	74.8			2	1.5		
Q35	24	18.3	103	78.6			4	3.1		
Average	27.371	20.897	95.914	73.22	3.304	2.534	5.741	4.390	1.454	1.136

Due to the obtained by averaging of the table (8) almost all questions were in positive view (Average of Strong agree & Agree = 94.1%).

Table (9,10) is the paired samples t-test that compares all four factors with each other.

Table 9: Paired Samples Statistics for four factors with each other

		M	N	SD	Std. Error Mean
Pair 1	Management and planning	1.910	131	0.449	0.039
	Infrastructure	1.846	131	0.442	0.038
Pair 2	Management and planning	1.910	131	0.449	0.039
	Economic	1.884	131	0.293	0.025
Pair 3	Management and planning	1.910	131	0.449	0.039
	Cultural and Social	1.880	131	0.318	0.027
Pair 4	Infrastructure	1.846	131	0.442	0.038
	Economic	1.884	131	0.293	0.025
Pair 5	Infrastructure	1.846	131	0.442	0.038
	Cultural and Social	1.880	131	0.318	0.027
Pair 6	Economic	1.884	131	0.293	0.025
	Cultural and Social	1.880	131	0.318	0.027

Table10: Paired Samples Test for factors

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1	0.064	0.363	0.031	0.001	0.127	2.027	130	0.045*
Pair 2	0.026	0.418	0.036	-0.046	0.098	0.714	130	0.477
Pair 3	0.030	0.401	0.035	-0.039	0.099	0.859	130	0.392
Pair 4	-0.03	0.394	.034	-0.106	0.029	-1.11	130	0.269
Pair 5	-0.03	0.397	0.034	-0.103	0.034	-0.99	130	0.324
Pair 6	0.004	0.266	0.023	-0.042	0.050	0.172	130	0.864

\* P< 0.050, \*\* P< 0.010, \*\*\* P< 0.001

The result of the paired samples t-test showed that there was a significant difference between Management and planning (M=1.910, SD=0.449) and Infrastructure (M=1.846,

SD=0.442) conditions;  $t(130) = 2.027, p=0.045$ . In order to explore whether there was any difference between the four factors according to male and female employees, independent t-test has been conducted and the results are shown in Table (11).

Table 11: The comparison between the four factors and Gender by independent sample T-Test Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Management and planning	Female	67	1.899	0.547	0.066
	Male	64	1.922	0.321	0.040
Infrastructure	Female	67	1.768	0.541	0.066
	Male	64	1.927	0.289	0.036
Economic	Female	67	1.838	0.313	0.038
	Male	64	1.933	0.264	0.033
Cultural and Social	Female	67	1.824	0.302	0.036
	Male	64	1.939	0.326	0.040

As far as gender is concerned, illustrated that both Female and Male employees view, Infrastructure (m=1.768, 1.927) more important than Management, Economic and Cultural Challenges.

However, to find out if the observed discrepancy between the variable is statistically significant or not performed the inferential statistics table (12).

Table 12: The comparison between the four factors and Gender by independent sample T-Test

Levene's Test for Equality of Variances				t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Management and planning	Equal variances assumed	2.090	0.151	-0.299	129	0.765	-0.023	0.078	-0.179	0.132
	Equal variances not assumed			-0.303	107.60	0.763	-0.023	0.078	-0.178	0.131
Infrastructure	Equal variances assumed	6.454	.012*	-2.073	129	0.040	-0.158	0.076	-0.309	-0.007
	Equal variances not assumed			-2.100	101.75	0.038*	-0.158	0.075	-0.308	-0.008
Economic	Equal variances assumed	1.961	0.164	-1.872	129	0.063	-0.095	0.050	-0.195	0.005
	Equal variances not assumed			-1.879	127.08	0.062	-0.095	0.050	-0.195	0.005
Cultural and Social	Equal variances assumed	0.505	0.478	-2.094	129	0.038*	-0.115	0.054	-0.223	-0.006
	Equal variances not assumed			-2.090	127.07	0.039	-0.115	0.055	-0.223	-0.006

\* P < 0.050, \*\* P < 0.010, \*\*\* P < 0.001

"There was a significant difference in the Infrastructure factor between Female (M=1.768, SD=0.541) and Male (M=1.927, SD=0.289) conditions;  $t(102) = -2.10$ ,  $p=0.038$  and in the Cultural and Social factor was a significant difference between Female (M=1.824, SD=0.302) and Male (M=1.939, SD=0.0326) conditions;  $t(129) = -2.094$ ,  $p=0.038$ ."

A One-way ANOVA was conducted to compare four factors on the Educational level (Table 13, 14, 15).

Table 13: The comparison between the four factors and Educational level by One Way ANOVA

		N	M	SD	Std. Error	95% Confidence		Minimum	Maximum
						Lower	Upper		
Management and planning	Master & Doctorate Degree	50	1.864	0.360	0.050	1.762	1.967	1.00	3.38
	Bachelor's degree	66	1.983	0.493	0.060	1.862	2.104	1.00	5.00
	Associate's degree	10	1.792	0.573	0.181	1.382	2.202	1.23	3.15
	Diploma	5	1.639	0.236	0.105	1.346	1.932	1.38	1.92
	Total	131	1.910	0.449	0.039	1.832	1.988	1.00	5.00
Infrastructure	Master & Doctorate Degree	50	1.806	0.314	0.044	1.717	1.896	1.00	2.33
	Bachelor's degree	66	1.891	0.511	0.063	1.765	2.017	1.00	4.83
	Associate's degree	10	1.733	0.344	0.108	1.487	1.979	1.33	2.50
	Diploma	5	1.866	0.739	0.330	0.948	2.785	1.17	3.00
	Total	131	1.846	0.442	0.038	1.769	1.922	1.00	4.83
Economic	Master & Doctorate Degree	50	1.868	0.319	0.045	1.777	1.959	1.00	2.29
	Bachelor's degree	66	1.937	0.275	0.033	1.869	2.005	1.00	2.71
	Associate's degree	10	1.671	0.191	0.060	1.534	1.808	1.43	2.00
	Diploma	5	1.771	0.216	0.096	1.502	2.040	1.57	2.00
	Total	131	1.884	0.293	0.025	1.833	1.935	1.00	2.71
Cultural and Social	Master & Doctorate Degree	50	1.848	0.343	0.048	1.751	1.946	1.00	2.33
	Bachelor's degree	66	1.947	0.286	0.035	1.877	2.018	1.00	3.11
	Associate's degree	10	1.744	0.262	0.082	1.556	1.932	1.44	2.33
	Diploma	5	1.577	0.337	0.150	1.159	1.996	1.22	2.11
	Total	131	1.880	0.318	0.027	1.825	1.935	1.00	3.11

"You can see from the above output that all group education pay attention to factor 2 (M =1.846, SD = 0.442) more than another factors."



Table 14: The comparison between the four factors and Educational level by ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Management and planning	Between Groups	0.965	3	0.322	1.612	0.190
	Within Groups	25.349	127	0.200		
	Total	26.314	130			
Infrastructure	Between Groups	0.343	3	0.114	0.577	0.631
	Within Groups	25.136	127	0.198		
	Total	25.479	130			
Economic	Between Groups	0.714	3	0.238	2.886	0.038*
	Within Groups	10.474	127	0.082		
	Total	11.188	130			
Cultural and Social	Between Groups	0.992	3	0.331	3.448	0.019*
	Within Groups	12.183	127	0.096		
	Total	13.176	130			

\*  $P < 0.050$ , \*\*  $P < 0.010$ , \*\*\*  $P < 0.001$

"The analysis showed that the between Education level in Economic and Cultural and Social factor was significant,  $F(3,127) = 2.886$ ,  $p = 0.038$ ,  $F(3,127) = 3.448$ ,  $p=0.019$ "

Table 15: Multiple Comparisons between the four factors and Educational level by Post Hoc Tests Tukey HSD

	(I) Education	(J) Education	Mean		Sig.	95% Confidence Interval	
			Difference (I-J)	SD		Lower	Upper
Economic	Bachelor's degree	Associate's degree	0.265*	.097	0.03	0.012	0.519
	Associate's degree	Bachelor's degree	-0.265*	.097	0.03	-0.519	-0.012

\* P< 0.050, \*\* P< 0.010, \*\*\* P< 0.001

The means of the four conditions were unequal according to a one-way ANOVA, ( $F(3,127) = 2.886, p = 0.038$ ), ( $F(3,127) = 3.448, p=0.019$ ). Pairwise comparisons of the means using Tukey's Honestly Significant Difference procedure indicated only one significant comparison: subjects by Associate's degree ( $M = 1.671$ ) reported that the was significantly ( $p = 0.038$ ) in economic more than subjects by Bachelor's degree ( $M = 1.937$ ), with a 95% confidence interval of the difference between means from -0.012 to -0.519. The other comparisons were not significant ( $ps > .05$ ). According to previous tables to compare four factors on the "Participant Job title" (Table 16, 17).

Table 16: The comparison between the four factors and Participant Job Title by One Way ANOVA

		N	M	SD	Std. Error	95% Confidence Interval for Mean			
						Lower	Upper	Minimum	Maximum
Management and planning	Tour Agency Operator	17	1.828	0.321	0.077	1.662	1.993	1.00	2.23
	Desert Residence Operator	14	1.920	0.127	0.033	1.847	1.994	1.58	2.08
	Tour-guide	42	1.906	0.194	0.029	1.846	1.967	1.46	2.31
	Office worker	40	1.826	0.455	0.072	1.681	1.972	1.00	3.38
	Other	18	2.175	0.879	0.207	1.737	2.612	1.46	5.00
	Total	131	1.910	0.449	0.039	1.832	1.988	1.00	5.00
	Tour Agency Operator	17	1.911	0.377	0.091	1.717	2.106	1.00	2.67
	Desert Residence Operator	14	1.988	0.257	0.068	1.839	2.136	1.33	2.17
Infrastructure	Tour-guide	42	1.785	0.276	0.042	1.699	1.871	1.17	2.17
	Office worker	40	1.833	0.395	0.062	1.706	1.959	1.00	3.00
	Other	18	1.842	0.860	0.202	1.414	2.270	1.00	4.83
	Total	131	1.846	0.442	0.038	1.769	1.922	1.00	4.83
	Tour Agency Operator	17	1.941	0.346	0.084	1.763	2.119	1.00	2.29
	Desert Residence Operator	14	1.979	0.321	0.085	1.794	2.165	1.00	2.14
	Tour-guide	42	1.904	0.208	0.032	1.839	1.969	1.29	2.14
	Office worker	40	1.810	0.325	0.051	1.706	1.914	1.00	2.14
Economic	Other	18	1.873	0.305	0.072	1.721	2.025	1.43	2.71
	Total	131	1.884	0.293	0.025	1.833	1.935	1.00	2.71
	Tour Agency Operator	17	1.843	0.338	0.081	1.669	2.017	1.11	2.33
	Desert Residence Op	14	1.857	0.312	0.083	1.676	2.037	1.00	2.00
	Tour-guide	42	1.920	0.281	0.043	1.833	2.008	1.33	3.11
	Office worker	40	1.841	0.350	0.055	1.729	1.953	1.00	2.67
	Other	18	1.925	0.330	0.077	1.761	2.090	1.22	2.44
	Total	131	1.880	0.318	0.027	1.825	1.935	1.00	3.11

"You can see from the above result that all group job title pay attention to factor 2 (M= 1.846, SD = 0.442) more than another factors."

Table 17: The comparison between the four factors and Participant Job Title by ANOVA

		Sum of		Mean		
		Squares	df	Square	F	Sig.
Management and planning	Between Groups	1.658	4	0.415	2.119	0.082
	Within Groups	24.655	126	0.196		
	Total	26.314	130			
Infrastructure	Between Groups	0.515	4	0.129	0.650	0.628
	Within Groups	24.963	126	0.198		
	Total	25.479	130			
Economic	Between Groups	0.419	4	0.105	1.224	0.304
	Within Groups	10.770	126	0.085		
	Total	11.188	130			
Cultural and Social	Between Groups	0.196	4	0.049	0.477	0.753
	Within Groups	12.979	126	0.103		
	Total	13.176	130			

\* P< 0.050, \*\* P< 0.010, \*\*\* P< 0.001

In result as can be seen, the views of all jobs title on all factors were the equal sig>0.05, and Tukey showed not Significant Difference.

## **5.8 Finding**

This research revolves around the question of why Iran, notwithstanding its potentials, has not been able to compete to attract desert tourists in compare to destinations with similar resources. This study to investigate the existing desert tourism establishments with administering a survey to staff and managers to explore the challenges that desert tourism segment is experiencing according to their, gender, and education levels and job titles.

This study is the first research that evaluated and investigated the challenges of desert tourism in Iran. Even though, there are some studies about desert tourism; however, none has investigated the challenges experienced by the desert tourism establishments and managers. This study revealed that one of the main challenges facing desert tourism sector is lack of adequate infrastructure. This is consistent with previous research (Mishra, Narendra, & Kar, 2013). This study also revealed the role of government in directing and supporting desert tourism, which this study showed the governmental support and guideline, lacked in this case. Government can play an important role in various ways, especially in the area of human resources and infrastructural development.

The research also showed the inadequacy of marketing desert tourism in Iran. Marketing desert tourism can be applied domestically and internationally. A formidable marketing policy is needed in order to compete with the similar destinations with similar product. Overall, respondents agreed that desert tourism in Iran faces numerous challenges and desert tourism is going to be a sustainable sector, these challenges must be overcome and removed. An interesting finding is related to

the issue of seasonality. Survey revealed that seasonality did not pose a challenge for this sector. Concerning involvement of indigenous people in the structure and processes of desert tourism should take place incrementally in order to allow them to gather knowledge and expertise for the future management of the sector (Jonckers, 2005). An outstanding manager can improve a bunch of clever employees and bring high profit for the local tourism economy. Study has also revealed that desert tourism in Iran is at the stage of development and the main challenges are not cultural or political but infrastructural and strategic. Furthermore, the public sector's direct and active involvement can make a big difference.

## Chapter 6

### DISCUSSION AND CONCLUSION

#### 6.1 Conclusion

The tourism industry has grown considerably in recent years, it is inevitable to investigate the damage and development of this industry. Since the expansion of this industry is part of the general trend of globalization, it is consequently influenced by the laws of the capitalist system and the study of the tourism industry cannot be solved without regard to the processes of the capitalist system. Therefore, in view of this introduction and according to the respondents, infrastructure is considered as an obstacle in the development of the desert tourism industry. The results showed that the non-standardization of roads and the weakness of the road transport system, the lack of standards and the lack of hotels and other service centers are the underlying obstacles to the development. While outlining barriers to the development of desert tourism in Iran, these can be mentioned as well, the lack of support for investors in this industry has been by the government and relevant institutions, that has led some investors in this area to consider leaving the industry. Management of the tourism industry is not only a non-expert management, but even from high-level management, there is still not much expectation, since issues such as the existence of a network of extraordinary powers of communication, the neglect of senior officials and the planner of the country, and then finally the budget and lack of facilities, will fail any effort.

Considering the above, the current state of human resources development in the desert tourism industry in Iran is urgently needed for cultural reform, to be corrected where such occupations, such as work in hotels and residential centers, are facing cultural barriers.

Industry experts also seem to be aware of the importance of training and developing human resources working in their centers, and they are also taking serious action in this regard. By establishing a human resources development unit, many of these institutions are seeking to increase their employees' skills, as well as job satisfaction that greatly affects the type of service they provide. Therefore, in a general summing up, the main challenges of the desert tourism industry in Iran are:

- Lack of accommodation facilities in desert areas and lack of adequate means of transport in accordance with international and non-standard standards of communication.
- The lack of international and financial ties to countries has led to the reduction of foreign tourists due to political issues.
- The lack of clear objectives and policies of traveling and tourism.
- The existence of negative propaganda in foreign media in order to provide an undesirable image of the country and isolate Iran.
- Lack of sufficient information about the attractions of the desert and effective advertising, such as organizations, offices and information agencies both inside and outside the country.
- Lack of trained manpower and specializes in tourism (such as hotels, agents and tourist guides).



- Coordination and cooperation of governmental organizations that are effective in improving tourism, such as Governorates, Governors, Municipalities, Ministry of Foreign Affairs, Ministry of Roads and Transportation, Advertising and Customs Organization.
- Lack of facilities for lending with appropriate conditions to encourage the private sector and insufficient supervision.
- Lack of willingness and guarantee of domestic and foreign investment in the participation and construction of tourist facilities.

## **6.2 Contributions**

In addition to providing some directions for future research, my study has helped to explore the challenges of desert tourism, because research in this area is relatively new and related literature is still limited. Initially, this study has examined a vast area, as opposed to previous research that only focused on specific areas. For example, Lut desert, Kashan and Semnan. Second, examine existing challenges from the point of view of related occupational, not just from the perspective of tourists.

## **6.3 Limitations**

Sample size - Low sample size was one of the important constraints. In this research, only the perspective of occupations associated with desert tourism was considered because of this sample size was limited. And finding a significant relationship of data was difficult.

Financial and Time - To increase the size of the sample, it was necessary to travel to other parts of the country, which required a significant cost and need time. Access- The process of collecting information was a very time-consuming task. Finding the

right people and adjusting the time with them, especially managers of each section, were other significant constraints.

Lack of previous studies- On the subject, previous studies have been discussed more about the ecotourism challenges of the desert, and less has been discussed with the challenges of desert tourism, and the reason for not developing this industry in Iran.

## **6.4 Recommendations**

- Improving the quality of accommodation facilities, transportation status in desert areas and rising accommodation.
- Equipping the single system in advertising and marketing, raising the marketing situation and tourism advertising.
- Establishing standards for the service providers of tourism services.
- Identification of desirable desert areas, historical sites of the regions, and their introduction at global tourism sites.
- Trained and expertly trained in human resources training.
- Transfer of the desert tourism sector to a single organization to prevent interference of the duties of different organizations, which creates a parallel in the organization of tourism.
- Breaking the state monopoly in tourism and supporting the private sector to invest in the tourism industry.
- Providing electronic services via the Internet, creating a credit card network for the welfare of foreign tourists.
- Creating a database of information and tourism databases.

## REFERENCES

- Abrahamian, E. (2000). Cyrus Ghani. Iran and the Rise of Reza Shah: From Qajar Collapse to Pahlavi Rule. London: IB Tauris. 1998. Pp. xiv, 434. \$45.00.
- Ali, M. M., & Jeff, M. C. (2011). *The early caliphate*. Ahmadiyya Anjuman Ishaat Islam Lahore USA.
- Alternative tourism, from <https://www.bookmundi.com/uae/desert-safaris/a139-bm>
- Agaliotou, C. (2015). Reutilization of industrial buildings and sites in greece can act as a lever for the development of special interest/alternative tourism. *Procedia- Social and Behavioral Sciences*, 175, 291-298.
- Aghajanian, A. (1991). Population Change in Iran, 1966-86: a stalled demographic transition? *Population and Development Review*, 703-715.
- Alvani, S. M. Pirozbakht, M (2006). *Tourism management process*.
- Aref, F. (2010). Residents' attitudes towards tourism impacts: a case study of Shiraz, Iran. *Tourism analysis*, 15(2), 253-261.
- Ansari, A. M. (2012). *The politics of nationalism in modern Iran* (Vol. 40). Cambridge University Press.

- Atkinson, D. (2016). Is South Africa's Great Karoo region becoming a tourism destination? *Journal of Arid Environments*, 127, 199-210.
- Axworthy, M. (2010). *The Sword of Persia: Nader Shah, from Tribal Warrior to Conquering Tyrant*. IB Tauris.
- Banani, A. (1961). The Modernization of Iran Stanford: Stanford University Press. *Google Scholar*.
- Belozerskaya, M. (2010, March). The first tourist. *History Today*, 60(3), 26–32.
- Bernardini, M. (2010). Timurids in Transition. Turko-Persian Politics and Acculturation in Medieval Iran. Leiden-Boston, Brill, 2007, 411 p. (Brill's Inner Asian Library, 19). *Abstracta Iranica. Revue bibliographique pour le domaine irano-aryen*, (Volume 30).
- Bianquis, T. (1990). A Chronology of Islamic History, 570-1000 CE, by Rahman HU. ix+ 181 pages, 3 maps, 3 genealogical tables, index. GK Hall, Boston 1989. \$45.00. *Review of Middle East Studies*, 24(1), 94-96.
- Blair, S. (Ed.). (1992). *The monumental inscriptions from early Islamic Iran and Transoxiana* (Vol. 5). Brill.
- Bostock, F., & Jones, G. (2014). *Planning and Power in Iran: Ebtehaj and Economic Development under the Shah*. Routledge.

- Briant, P. (2006). *From Cyrus to Alexander: A History of the Persian Empire*. Eisenbrauns.
- Brown, B. K. (2018). *Deterrence vs. assurance: the US Naval presence in the Persian Gulf*. Naval Postgraduate School Monterey United States.
- Bulliet, R., Cook, D., Euben, R. L., Fahmy, K., Griffel, F., Haykel, B., ... & Moosa, E. (2012). *The Princeton encyclopedia of Islamic political thought*. Princeton University Press.
- Burns, P. (1999). Paradoxes in planning tourism elitism or brutalism? *Annals of Tourism Research, 26*(2), 329-348.
- Butler, R. W. (2001). Seasonality in tourism: Issues and implications. *Seasonality in tourism, 5-21*.
- Butler, R., O'Gorman, K. D., & Prentice, R. (2012). Destination appraisal for European cultural tourism to Iran. *International Journal of Tourism Research, 14*(4), 323-338.
- Burn, A. R., & Gershevitch, I. (1985). *The Cambridge History of Iran*.
- Canfield, R. L. (Ed.). (2002). *Turko-Persia in historical perspective*. Cambridge University Press.

- Carter, E., & Stolper, M. W. (1984). *Elam: surveys of political history and archaeology* (Vol. 25). Univ of California Press.
- Cronin, S. (2012). The impact of Imperial Russia and the Soviet Union on Qajar and Pahlavi Iran: notes toward a revisionist historiography AfShIN MA TIN-AS gAR I. In *Iranian-Russian Encounters* (pp. 31-66). Routledge.
- Curtis, V. S. (2007). The Iranian revival in the Parthian period. *The Age of the Parthians*, 7-25.
- Dallen, J. (2014). *Tourism and economic growth*. Dehli publish.
- Daryaee, T. (2014). *Sasanian Persia: the rise and fall of an empire* (Vol. 8). Ib tauris.
- Fattah, H. M., & Caso, F. (2009). *A brief history of Iraq*. Infobase Publishing.
- Fennell, D. A. (2003). *Ecotourism: An introduction.*, London: Routledge.
- Finlay, G. (1851). *The history of Greece: from its conquest by the crusaders to its conquest by the Turks, and of the empire of Trebizond: 1204-1461*. W. Blackwood.
- Floor, W. (2018). ACS Peacock, The Great Seljuk Empire, Edinburgh: Edinburgh University Press, 2015. With illustrations and maps, 378 p. incl. appendices, bibliography, and index, ISBN: Paperback: 9780748638260, Hardback: 9780748638253. *Der Islam*, 95(1), 247-249.

- Freeman, L. G. (Ed.). (1978). *Views of the Past: Essays in Old World Prehistory and Paleanthropology*. Walter de Gruyter.
- Frye, R. N. (1984). *The history of ancient Iran* (Vol. 7). CH Beck.
- Gee, C. Y., Choy, D. J., & Makens, J. C. (1984). *The travel industry*. AVI Publishing Company, Inc.
- Ghaderi, Z., & Henderson, J. C. (2012). Sustainable rural tourism in Iran: A perspective from Hawraman Village. *Tourism Management Perspectives*, 2, 47-54.
- Ghani, C., & Ghanī, S. (2000). *Iran and the rise of the Reza Shah: from Qajar Collapse to Pahlavi Power*. IB Tauris.
- Ghazi, J. M., Ólafsdóttir, R., Tongkul, F., & Ghazi, J. M. (2013). Geological features for geotourism in the western part of Sahand Volcano, NW Iran. *Geoheritage*, 5(1), 23-34.
- Gnanadesikan, A. E. (2011). *The writing revolution: Cuneiform to the internet* (Vol. 25). John Wiley & Sons.
- Grigor, T. (2013). Shifting Gaze. *Architecturalized Asia: Mapping a Continent through History*, 217.
- Haftlang, K. K., & Lang, K. K. H. (2003). *The book of Iran: A survey of the geography of Iran*. Alhoda UK.

- Hamdheidari, S., Agahi, H., & Papzan, A. (2008). Higher education during the Islamic government of Iran (1979–2004). *International journal of educational development*, 28(3), 231-245.
- Hanaoka, M. (2016). *Authority and Identity in Medieval Islamic Historiography: Persian Histories from the Peripheries*. Cambridge University Press.
- Hassan, R. (2014). Islamic modernist and reformist discourse in South Asia. In *Reformist Voices of Islam: Mediating Islam and Modernity* (pp. 181-208). Routledge.
- Hemmasi, F. (2013). Intimating dissent: Popular song, poetry, and politics in pre-revolutionary Iran. *Ethnomusicology*, 57(1), 57-87.
- Hippen, B. E. (2008). Organ sales and moral travails: lessons from the living kidney vendor program in Iran.
- History of the tourism industry, Journey through history. (2016, October). Kaenaval Website. Retrieved from <https://www.karnaval.ir/history-tourism-journey-history>
- Hock, H. H., & Joseph, B. D. (2009). *Language history, language change, and language relationship: An introduction to historical and comparative linguistics* (Vol. 218). Walter de Gruyter.
- Hunt, J. D., and Layne, D. (1991, Spring). Evolution of travel and tourism terminology and definitions. *Journal of Travel Research*, 29(4), 7–11.



- Hunter, C. (1997). Sustainable tourism as an adaptive paradigm. *Annals of tourism research*, 24(4), 850-867.
- Iran Desert Tours. (2006). Adventure Iran Website. Retrieved from <https://www.adventureiran.com/adventure-iran-tours/iran-desert-tours>.
- Jahdi, R., Salis, M., Darvishsefat, A. A., Alcasena, F., Mostafavi, M. A., Etemad, V., ... & Spano, D. (2015). Evaluating fire modelling systems in recent wildfires of the Golestan National Park, Iran. *Forestry*, 89(2), 136-149.
- Jones, K. R. (2006). *Provincial Reactions to Roman Imperialism: The Aftermath of the Jewish Revolt, AD 66-70*. ProQuest.
- Jiang, J., (2008), Evaluation of the Potential of Ecotourism to the Contribute to Local Sustainable Development: A Case Study of Tengtou Village, China, Massey University, New Zealand.
- Katzman, K. (2010). *Iran sanctions*. DIANE Publishing.
- Kazemi, M. (2006). Tourism management. *Tehran: Samt*, 5-9.
- Kazemi, Z. (2008). Study of the effective factors for attracting medical tourism in Iran.
- Khanbaghi, A. (2006). *The fire, the star and the cross: minority religions in medieval and early modern Iran* (Vol. 5). IB Tauris.

- Kiakalayeh, A. D., Mohammadi, R., Ekman, D. S., Chabok, S. Y., & Janson, B. (2008). Unintentional drowning in northern Iran: A population-based study. *Accident Analysis & Prevention*, 40(6), 1977-1981.
- Kolar, T., & Zabkar, V. (2010). A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing? *Tourism Management*, 31, 652–664.
- Komaroff, L. (Ed.). (2012). *Beyond the legacy of Genghis Khan* (Vol. 64). Brill.
- Koomen, M. W. (2012). *Dissonance Online: The Islamic Republic of Iran, Music, and the Internet* (Master's thesis).
- Laing, J. H., & Crouch, G. I. (2011). Frontier tourism: Retracing mythic journeys. *Annals of Tourism Research*, 38(4), 1516-1534.
- Lamberg-Karlovsky, C. C. (1971). The Proto-Elamite Settlement at Tepe Yahyā. *Iran*, 9(1), 87-96.
- Landberg, G. (2010). *Tourism development in urban region*, New York: Long man.
- Lange, C. (Ed.). (2011). *Seljuqs: Politics, Society and Culture: Politics, Society and Culture*. Edinburgh University Press.
- Leader, S., & Whip, M. (1979). the entire wiki with video and photo galleries find something interesting to watch in seconds. *Constitution*.

- Mahdavi, M. (2004) investigated the relationship between tourism expansion and economic development in rural areas, social, cultural and environmental, MSc Tarbiyat Modares University.
- Mahallati.S. (2001) Introduction to Tourism, Printing and Publishing Center, Shahid Beheshti University.
- Makyan. S. Naderibani. M. (2004). A Study of Tourism Industry in Yazd, 15-1, (4) 2
- Martin, V. (2005). *The Qajar pact: bargaining, protest and the state in nineteenth-century Persia* (Vol. 4). IB Tauris.
- Marzouki, M., Froger, G., Ballet, J., (2012). Ecotourism versus mass tourism. A comparison of environmental impacts based on ecological footprint analysis. *Sustainability*,4, 123e140.
- Mathee, R. (2009). Was Safavid Iran an Empire? *Journal of the Economic and Social History of the Orient*, 53(1), 233.
- Melville, C., & Mitchell, L. (2013). The royal image in Mongol Iran. *Every Inch a King. Comparative Studies on Kings and Kingship in the Ancient and Medieval Worlds*.
- Moradi, R., Koocheki, A., Mahallati, M. N., & Mansoori, H. (2013). Adaptation strategies for maize cultivation under climate change in Iran: irrigation and planting date management. *Mitigation and Adaptation Strategies for Global Change*, 18(2), 265-284.

- Mousavi Poor, S., (2006), Economic Survey of Ecotourism Development Plan in Kavir, National Park in Semnan Province, Dissertation in Master Science, Shiraz University, Agriculture College, Management of desert regions.
- Muscarella, O. W. (2014). Forgeries of Ancient Near Eastern Artifacts and Cultures. *Critical Approaches to Ancient Near Eastern Art. Berlin: De Gruyter*, 31-53.
- Narayanan, Y., & Macbeth, J. (2009). Deep in the desert: Merging the desert and the spiritual through 4WD tourism. *Tourism Geographies, 11*(3), 369-389.
- Negi, J (2003). Travel Agency operation: Concepts and Principles, New Delhi: Kanishka Publishers, Distributors.
- Novelli, M. (2015). *Tourism and development in Sub-Saharan Africa: Current issues and local realities*. Routledge.
- Özer, K. O., Latif, H., Sarıışık, M., & Ergün, Ö. (2012). International competitive advantage of Turkish tourism industry: a comparative analyse of Turkey and Spain by using the diamond model of M. Porter. *Procedia-Social and Behavioral Sciences, 58*, 1064-1076.
- Pantin, D. A. (1998). *Tourism in St Lucia.*, Sustainable economic Development Unit for Small and Island Development States, University of the West Indies.

- Paterson, D. (2018). Street Theatre East of Eden: The 10th International Street Theatre Festival in Mariwan, Iran. *TDR/The Drama Review*, 62(1), 182-190.
- Perez-Ducy de Cuello (2001). *Financial Leakages from Tourism: Evaluation and Policy Issues for LDCs*. Report to the 3 United Nations Conference on the Least Developed Countries. UN, Brussels.
- Press, T. V. (2013). Iran Marks Islamic Republic Day. *accessed April, 1, 4*.
- Ramazani, R. K. (1975). *Iran's Foreign Policy, 1941-1973: A Study of Foreign Policy in Modernizing Nations*. Charlottesville: University Press of Virginia.
- Ranjbarian, B., Ghafari, M., & Oshrie, O. (2017). Traveling Motive and Its Application in Tourism Market Segmentation: Evidences from Isfahan. *Journal of Tourism and Hospitality Management*, 5(1), 73-80.
- Rezvani. A, (2003): *Geography and Tourism Industry*, Payame Noor, Tehran.
- Saraf, B., Raggi, A., Petti, L., Scimia, E., (2004). Implementation of LCA to services: case studies in the hospitality industry. In: *Proceedings of the Sixth International Conference on Eco Balance*, 25e27 October 2004, Tsukuba, Japan, pp. 127e128.
- Scheyvens R, Russell M 2012. Tourism and poverty alleviation in Fiji: Comparing the impacts of small-and Largescale tourism enterprises. *Journal of Sustainable Tourism*, 20: 417–436

Sharpley, R., & Sharpley, J. (1997). *Rural tourism. An introduction* (pp. 1-165). International Thomson Business Press.

Sheldon, P., Knox, J.M. and Lowry, K. (2005) Sustainability in a mature mass tourism destination: the case of Hawaii, *Tourism Review International*, 9, pp. 47–59.

Sherwin-White, S. M., & Kuhrt, A. (1993). *From Samarkhand to Sardis: A new approach to the Seleucid empire* (Vol. 13). Univ of California Press.

Sowerwine, J. E. (2010). *Caliph and Caliphate: Oxford Bibliographies Online Research Guide*. Oxford University Press.

Spenceley, A. (2003). *Tourism, Local Livelihoods and the Private Sector in South Africa: Case Studies on the growing Role of the Private Sector in Natural Resource Management (Research Paper 8)*, Sussex: Institute of Development Studies.

Spss statistics program, ( version 25.0.0.0), from <https://spss.en.downloadastro.com/>

Stillman, N. A. (1979). *The Jews of Arab Lands*. Jewish Publication Society.

Taagepera, R. (1979). Size and duration of empires: Growth-decline curves, 600 BC to 600 AD. *Social Science History*, 3(3-4), 115-138.

Taagepera, R. (1997). Expansion and contraction patterns of large polities: Context for Russia. *International Studies Quarterly*, 41(3), 475-504.

- Tezcür, G. M., Azadarmaki, T., Bahar, M., & Nayebi, H. (2012). Support for democracy in Iran. *Political Research Quarterly*, 65(2), 235-247.
- Tourism Highlights, (2015). UNWTO, p. 2.
- UNEP World Conservation Monitoring Centre, & Census of Marine Life on Seamounts (Programmed). Data Analysis
- Weaver, D. B., & Lawton, L. J. (2004). Visitor attitudes toward tourism development and product integration in an Australian urban-rural fringe. *Journal of travel research*, 42(3), 286-296.
- Whalen-Bridge, J. (2003). The Myth of the American Adam in Late Mailer. *Norman Mailer*, 213.
- White, J. M. (2012). Streusand Douglas E., Islamic Gunpowder Empires: Ottomans, Safavids, and Mughals. Boulder: Westview Press, 2011. *Comparative Studies in Society and History*, 54(2), 460-461
- Working Group. (2006). *Seamounts, deep-sea corals and fisheries: vulnerability of deep-sea corals to fishing on seamounts beyond areas of national jurisdiction* (No. 183). UNEP/Earth print.
- Yarshater, E. (Ed.). (1983). *The Cambridge History of Iran: Seleucid Parthian*. Cambridge University Press.

- Yeroushalmi, D. (2008). *The Jews of Iran in the Nineteenth Century: Aspects of History, Community, and Culture*. Brill.
- Young Jr, T. C. (1973). Archeology: The Cambridge Ancient History. Volume One, Part Two: Early History of the Middle East. IES EDWARDS, CJ GADD, and NGL HAMMOND. *American Anthropologist*, 75(4), 1110-1111.
- Zamani Farahani, H., & Henderson, J. C. (2010). Islamic tourism and managing tourism development in Islamic societies: the cases of Iran and Saudi Arabia. *International journal of tourism research*, 12(1), 79-89.
- Zumerchik, J., & Danver, S. L. (2010). *Seas and Waterways of the World: An Encyclopedia of History, Uses, and Issues* (Vol. 1). Abc-clio.



## **APPENDICES**

## Appendix A: The Questionnaire by English languages

This questionnaire is provided for a Master research project, the Challenges of Desert Tourism in Iran. The questionnaire consists of four sections. The first section addresses management challenges. The second section looks at infrastructure challenges, the third section on economic and the last is on cultural and social challenges. In all sections you will be asked to select the one you most agree with.

Thanks for your precise answers.

### Part 1:

#### A: Management and planning challenges

---

1. The instability and wide-ranging changes of managers does not contribute to overall progress in tourism.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

2. Lack of shared agenda between public and private sector has undermined the tourism industry.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

3. Tourism policy and planning formulation dominated by the government.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

4. The tourism sector lacks multiple stakeholder involvement in its planning and development.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

5. The visitor experience management is inadequate in desert tourism.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

6. There is no cohesion and coordination between regional tourism development and desert tourism.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

---

7. There are a lot of resources and potentials in the desert and desert in Iran that requires a stable system. The role of the government in implementing the principles of sustainable development is greater than the private sector.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

8. The weakness of the participation of indigenous communities in restoring the historical culture and the supply of crafts and customs to tourists is influential in the development of tourism.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

9. Reviewing the policies and strategies of the educational system in order to empower the development of Promotion Cultural Literacy and community awareness in desert areas has a significant impact on sustainable tourism development.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

10. The existence of a local guide to the ecosystem has a significant impact on the sustainability of desert areas.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

11. The lack of adequate supervision of unauthorized tourist tours to the high-risk areas of desert areas without sufficient information has caused distrust and reduced security for tourists.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

12. Supervision of managers on training tours and the construction of places for star observation can compensate for the dramatic decline of tourists in the heat seasons.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

13. Inappropriate management of the attractions of the native and desert regions, the lack of design of a specific route on the sites has a monumental effect on the number of tourists entering.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

---

B: Infrastructure challenges:

---

14. The management of rural residences will be helped by the indigenous people to advance the aims.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

15. The shortage of accommodation for tourists has a significant impact on the tourism situation.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

16. Failure to take into account international standards and customer management system and their implementation in the industry in various sectors, such as residential centers (hotels and guesthouses), catering centers and transportation systems, are effective in attracting tourists.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

17. The inappropriate conditions of communication routes, especially the communication routes leading to desert camps, are crucial in shaping and mapping the future of tourism in the region.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

18. The lack of international and financial ties to other countries has led to the reduction of foreign tourists due to political issues.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

19. The lack of mobile and Internet services, lack of safety services such as Red Crescent stations, the ambulance has been affected in the tourism industry.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

C: Economic challenges:

---

20. The sale of handicrafts and local artifacts is a great help for the local economy.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

21. The lack of facilities and the lack of proper infrastructure and access routes to tourist camps have had an effect on the distaste of economic activists.

---

---

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

22. Exclusive advertising of desert attractions on the websites and television networks has a significant role in attracting foreign and domestic investors.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

23. The support of private sector investors in these areas can be a factor in the prosperity of the economy and the prosperity of the tourism capabilities of these desert cities.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

24. Economic development of villages and the preservation of their historical identity due to the supply of handicrafts and indigenous culture to tourists are significant in the tourism industry of the region.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

25. Inadequate advertising to identify the culture and history of the current and coming tourist status of the region's tourism has had a profound impact.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

26. Seasonality of the desert areas due to the weather conditions affects the number of domestic and foreign tourists.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

#### D: Cultural and Social Challenges:

---

27. Expansion of tourism in desert areas can provide security in these areas.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

28. The construction of places for observation of stars significantly affects the tourism status of the region.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

29. Historic caravans in the desert areas where communication between different cultures can play a role in mapping the status of cultural tourism in the region.

---

---

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

30. Traditional culture and knowledge of indigenous people, especially in the field of handicrafts and the provision of the car and medicinal plants, is effective in the tourism process of the desert region.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

31. The significance of landscape and natural phenomena along with religious and traditional beliefs and ceremonies in the tourism industry.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

32. Preparing places for staying and introducing the traditions and customs of clothing, food and appropriate ecotourism activities to preserve the desert region.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

33. The lack of awareness indigenous people with foreign tourists has a profound impact on tourism.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

34. Considering that Iran is known as a country without health facilities and this has a significant impact on the attraction of domestic and foreign tourists, the private and public sectors have not done much to solve this problem.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

35. The low quality of the dining halls, the inappropriate nature of the residences, the lack of health centers and the lack of expert and efficient people pose a threat to the tourism industry.

Strongly Agree  Agree  I don't know  disagree  strongly disagree

---

**Part 2:**

Demographic characteristics, if willing complete the following question

Gender	Female <input type="checkbox"/>	Male <input type="checkbox"/>			
Educational Level	Master & Doctorate Degree <input type="checkbox"/>	Bachelor's degree <input type="checkbox"/>	Associate's degree <input type="checkbox"/>	Diploma <input type="checkbox"/>	
Participle job title	Tour Agency Operator <input type="checkbox"/>	Desert Residence Operator <input type="checkbox"/>	Tour-guide <input type="checkbox"/>	Office worker <input type="checkbox"/>	Other (workers, drivers...) <input type="checkbox"/>

## Appendix B: The Questionnaire by Persian languages

این پرسشنامه مربوط به رشته مدیریت جهانگردی در مقطع فوق لیسانس است با عنوان چالشهای توریسم بیابان گردی در ایران. این پرسشنامه از چهار بخش تشکیل شده است بخش اول مربوط به مشکلات مدیریتی بخش بعدی در مورد زیرساختها و بخش سوم در مورد مشکلات اقتصادی و آخرین بخش مشکلات اقتصادی را مورد بررسی قرار میدهد. در آخر پرسشنامه بخشی مربوط به مشخصات فردی است جنسیت، سطح تحصیلات و شغلی است. از اینکه این پرسشنامه را با دقت جواب بدهید سپاسگذارم.

الف: چالشهای مدیریتی و برنامه ریزی

---

بی ثباتی و تغییرات گسترده مدیران مشکلات زیادی را برای صنعت گردشگری ایجاد کرده است.

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

فقدان دستور کار مشترک بین بخش دولتی و خصوصی صنعت گردشگری را ضعیف کرده است.

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

سیاستهای گردشگری و تدوین برنامه ریزی تحت سلطه دولت است.

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

بخش گردشگری فاقد مشارکت سازمانهای ذینفعان در برنامه ریزی است

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

تجربه مدیران مربوط به بازدید کنندگان در بخش گردشگری بیابانی ضعیف است

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

هیچ انسجام و هماهنگی بین توسعه گردشگری منطقه ای و گردشگری بیابانی وجود ندارد.

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---



---

در قسمت کویری ایران پتانسیل های زیادی وجود دارد که نیاز به یک سیستم پایدار دارد و نقش دولت در اجرای اصول توسعه پایدار بیشتر از خصوصی است

خیلی  موافقم  نمی دانم  مخالفم  خیلی مخالفم  موافقم

---

ضعف مشارکت جوامع بومی در بازگرداندن فرهنگ تاریخی و عرضه صنایع دستی و گمرکی به گردشگران در توسعه گردشگران تاثیرگذار است.

خیلی  موافقم  نمی دانم  مخالفم  خیلی مخالفم  موافقم

---

بررسی سیاست ها و راهبردهای نظام آموزشی به منظور توانمندسازی توسعه سواد فرهنگی آگاهی جامعه در مناطق بیابانی تأثیر بسزایی در توسعه پایدار گردشگری دارد

خیلی  موافقم  نمی دانم  مخالفم  خیلی مخالفم  موافقم

---

وجود یک راهنمای محلی برای اکوسیستم ، تأثیر بسزایی در پایداری مناطق بیابانی دارد

خیلی  موافقم  نمی دانم  مخالفم  خیلی مخالفم  موافقم

---

عدم نظارت کافی روی تورهای توریستی غیر مجاز به مناطق پر خطر از مناطق بیابانی بدون اطلاعات کافی باعث شده است که بی اعتمادی و کاهش امنیت برای گردشگران ایجاد کند

خیلی  موافقم  نمی دانم  مخالفم  خیلی مخالفم  موافقم

---

نظارت مدیران در تورهای آموزشی و ساخت و ساز اماکن برای مشاهده ستاره می تواند برای کاهش چشمگیر گردشگران در فصول گرما را جبران کند.

خیلی  موافقم  نمی دانم  مخالفم  خیلی مخالفم  موافقم

---

مدیریت نامناسب جاذبه های مناطق بومی و بیابانی ، عدم طراحی یک مسیر خاص در سایت ها دارای تأثیر بسزایی در تعداد گردشگران ورودی دارد.

خیلی  موافقم  نمی دانم  مخالفم  خیلی مخالفم  موافقم

---

ب: چالشهای زیرساختی

---

مدیریت اقامتگاه های روستایی توسط مردم بومی به پیشبرد اهداف کمک خواهد کرد

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

کمبود مسکن برای گردشگران تاثیر قابل توجهی بر وضعیت گردشگری دارد.

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

عدم توجه به استانداردهای بین المللی و سیستم مدیریت مشتری و اجرای آنها در صنعت در بخش های مختلف ، از جمله مراکز مسکونی (هتل ها و مهمانخانه ها) ، مراکز کیتترینگ و سیستم های حمل و نقل ، تاثیر بسزایی در جذب گردشگران دارد.

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

شرایط نامناسب مسیرهای ارتباطی ، به ویژه مسیرهای ارتباطی منتهی به کمپهای بیابانی ، در شکل گیری و ترسیم آینده گردشگری در منطقه بسیار حائز اهمیت است.

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

فقدان روابط بین المللی و مالی با کشورهای دیگر به دلیل مسائل سیاسی منجر به کاهش گردشگران خارجی شده است.

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

کمبود خدمات تلفن همراه و اینترنت ، عدم وجود خدمات ایمنی مانند ایستگاه های هلال احمر ، آمبولانس صنعت گردشگری تحت تاثیر قرار داده است.

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

ج: چالشهای اقتصادی

---

فروش صنایع دستی و مصنوعات محلی کمک بزرگی برای اقتصاد محلی است

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

---

فقدان امکانات و عدم وجود زیرساخت های مناسب و مسیرهای دسترسی به کمپ های گردشگری تاثیری بر روی فعالان اقتصادی داشته است.

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

تبلیغات اختصاصی از جاذبه های کویر در وب سایت ها و شبکه های تلویزیونی نقش بسزایی در جذب سرمایه گذاران خارجی و داخلی دارد.

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

حمایت از سرمایه گذاران بخش خصوصی در این مناطق می تواند عاملی در رونق اقتصاد و رفاه قابلیت های گردشگری در شهرهای کویری باشد

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

توسعه اقتصادی روستاها و حفظ هویت تاریخی آنها به دلیل عرضه صنایع دستی و فرهنگ بومی به گردشگران در صنعت گردشگری منطقه قابل توجه است.

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

تبلیغات ناکافی برای شناسایی فرهنگ و تاریخچه وضعیت توریستی فعلی و آینده گردشگری منطقه تا به حال تاثیر عمیقی داشته است

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

فصلی بودن مناطق بیابانی به دلیل شرایط آب و هوایی بر تعداد گردشگران داخلی و خارجی تاثیر می گذارد

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

د: چالشهای فرهنگی و اجتماعی

---

گسترش گردشگری در مناطق بیابانی می تواند در این مناطق امنیت فراهم کند

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

---

---

ساخت مکان های مشاهده ستاره ها بر وضعیت گردشگری منطقه  
تاثیر معنی داری دارد

خیلی  موافقم  نمی دانم  مخالفم  خیلی مخالفم   
 موافقم

---

کاروان های تاریخی در مناطق بیابانی که ارتباط بین فرهنگ  
های مختلف است می تواند نقش مهمی در وضعیت گردشگری فرهنگی  
در منطقه ایفا کند.

خیلی  موافقم  نمی دانم  مخالفم  خیلی مخالفم   
 موافقم

---

فرهنگ و دانش سنتی مردم بومی بویژه در حوزه صنایع دستی  
و تهیه گیاهان دارویی ، در فرآیند گردشگری منطقه  
بیابانی مؤثر است.

خیلی  موافقم  نمی دانم  مخالفم  خیلی مخالفم   
 موافقم

---

اهمیت بالای چشم انداز و پدیده های طبیعی همراه با  
اعتقادات مذهبی و سنتی و مراسم ها در صنعت گردشگری.

خیلی  موافقم  نمی دانم  مخالفم  خیلی مخالفم   
 موافقم

---

آماده سازی مکانی برای اقامت و معرفی سنت ها و آداب و  
رسوم لباس ، غذا و فعالیت های بوم گردی مناسب برای حفظ  
مناطق بیابانی.

خیلی  موافقم  نمی دانم  مخالفم  خیلی مخالفم   
 موافقم

---

عدم آگاهی مردم بومی از فرهنگ گردشگران خارجی تاثیر عمیقی  
بر گردشگری دارد.

خیلی  موافقم  نمی دانم  مخالفم  خیلی مخالفم   
 موافقم

---

با توجه به این که ایران به عنوان کشوری بدون امکانات  
بهداشتی شناخته می شود و این امر تاثیر بسزایی در جذب  
گردشگران داخلی و خارجی دارد ، بخش های خصوصی و دولتی  
برای حل این مشکل توجه خاصی انجام نداده اند.

خیلی  موافقم  نمی دانم  مخالفم  خیلی مخالفم   
 موافقم

---

کیفیت پایین سالن ناهارخوری ، ماهیت نامناسب اقامتگاه ها ، کمبود مراکز بهداشتی و عدم وجود افراد متخصص و کارآمد تهدیدی برای صنعت گردشگری است.

خیلی موافقم  موافقم  نمی دانم  مخالفم  خیلی مخالفم

مشخصات فردی ، اگر مایل به تکمیل سوالات زیر هستید

جنسیت	<input type="checkbox"/> زن		<input type="checkbox"/> مرد		
مقطع تحصیلی	دکترای و فوق لیسانس <input type="checkbox"/>	لیسانس <input type="checkbox"/>	فوق دیپلم <input type="checkbox"/>	دیپلم <input type="checkbox"/>	
شغل	مدیر آژانسهای گردشگری <input type="checkbox"/>	مدیر کمپهای بیابانی <input type="checkbox"/>	راهنما <input type="checkbox"/>	کارمند هر دوبخش <input type="checkbox"/>	رانندگان و کارمندان خدماتی <input type="checkbox"/>

## **Appendix C: Autobiography**

### **Personal details**

Name and Surname: Mahboubeh Niknejad  
Telephone number: mobile 05338863721  
Birth date: 21 September, 1981  
E-mail: Niknejad\_mahboobeh@yahoo.com  
Nationality: Iranian

### **Education and qualifications**

1999-2002 Accounting- Ershad Damavand University (Bachelor)  
2008-2013 Tourism Management- Payam Nour University (Bachelor)  
2010-2010 A course on Travel Agency Accounting & Sales Reporting.  
2016-2019 Tourism Management- Eastern Mediterranean University (Master)

### **Work Experience**

2000-2015 Accountant and Financial Manager