

An Empirical Evaluation of Tourism Policy and Planning: The Case of Isfahan

Mahsa Ahmadi

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

Master of Science
in
Tourism Management

Eastern Mediterranean University
February 2021
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

Prof. Dr. Ali Hakan Ulusoy
Director

I certify that this thesis satisfies all 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. Prof. Dr. Ali Ozturen

3. Asst. Prof. Dr. Amir Khadem

ABSTRACT

Tourism has been considered an alternative approach for economic development of urban areas. To live up to a sustainable approach towards tourism, many actors such as residents, NGOs, locals, industries and government and authorities must be involved in the planning and implication of any tourism project. Therefore, it is utmost important to understand the viewpoint of each of these stakeholders. Nevertheless, what is less considered in the literature is the perception of sustainability by these stakeholders, especially in non-western context. Therefore, to fill this gap, this research would take Isfahan as a case that is one of the most important cities in the field of tourism industry that has a unique role in the tourism economy system of Iran and as an international destination is visited annually by thousands of domestic and foreign tourists.

As such, the purpose of the study is to deeply comprehend the perception of tourism strategy and arrangement by authorities in the case of Isfahan. This survey aims to identify current Isfahan's tourism policy and planning. Then the study will find out new planning strategies for the case of Isfahan in order to improve the number of tourist flows.

Following a qualitative approach and based on semi-structured interviews of 21 respondents who were in charge of city planning and tourism in Isfahan. The study finds various problems blocking the path to the sustainability of tourism development in the city. As a result, compelling solutions and insight for better planning and

implication of the city has been provided. Further implications for theory and practice have been discussed in-depth.

Keywords: tourism policy, tourism planning, sustainable tourism, tourism strategies, tourism projects, case of Isfahan

ÖZ

Turizm, kentsel alanların ekonomik kalkınması için alternatif bir yaklaşım olarak görülmüştür. Turizme yönelik sürdürülebilir bir yaklaşımı sürdürmek için, herhangi bir turizm projesinin planlanmasına ve uygulanmasına sakinler, STK'lar, yerel halk, endüstriler ve hükümet ve yetkililer gibi birçok aktörün dahil olması gerekir. Bu nedenle, bu paydaşların her birinin bakış açısını anlamak son derece önemlidir. Bununla birlikte, literatürde daha az ele alınan şey, bu paydaşlar tarafından özellikle Batı dışı bağlamda sürdürülebilirlik algısıdır. Bu nedenle, bu boşluğu doldurmak için, bu araştırma İsfahan'ı, İran'ın turizm ekonomisi sisteminde benzersiz bir role sahip olan turizm endüstrisi alanındaki en önemli şehirlerden biri ve uluslararası bir destinasyon olarak her yıl ziyaret edilen bir vaka olarak alacaktır. binlerce yerli ve yabancı turist tarafından.

Bu nedenle çalışmanın amacı, İsfahan örneğinde yetkililer tarafından turizm stratejisi ve düzenlemesinin algılanmasını derinlemesine kavramaktır. Bu anket, mevcut İsfahan'ın turizm politikasını ve planlamasını belirlemeyi amaçlamaktadır. Daha sonra çalışma, turist akışlarının sayısını iyileştirmek için İsfahan vakası için yeni planlama stratejileri bulacak.

Nitel bir yaklaşımı izleyerek ve İsfahan'da şehir planlama ve turizmden sorumlu 21 katılımcının yarı yapılandırılmış görüşmelerine dayanmaktadır. Çalışma, şehirde turizm gelişiminin sürdürülebilirliğine giden yolu tıkayan çeşitli sorunlar buluyor; Sonuç olarak, şehrin daha iyi planlanması ve uygulanması için ikna edici çözümler

ve içgörü sağlanmıştır. Teori ve pratik için diğer çıkarımlar derinlemesine tartışılmıştır.

Anahtar Kelimeler: turizm politikası, turizm planlaması, sürdürülebilir turizm, turizm stratejiler, turizm projeleri, İsfahan örneği

ACKNOWLEDGEMENT

To my precious supervisor, Prof. Dr. Habib Alipour, his great patronage to conduct this thesis covers the supreme standards is consequential and memorable. I am profoundly thankful for his support, inspiration and consultation over the last two years. I first and foremost appreciate him as he has always motivated me with respect to improvement with my thesis and afterwards making me submit my chapters on time.

My particular thanks go to love of my life who is always supporting. My words are not enough to express my feelings towards his support and the way he inspired and help me was unforgettable. I am extremely thankful for his forbearance and affection. And now I would like to thank my lovely family as well and I tried to present you my effort, discipline and designation by completion this thesis as a present to you. I aspire you will be proud-hearted of me by accomplishing it.

I want to declare my extreme gratefulness, sincerity, and gratitude to the all individuals who have stood up for me in my perusals during Master Program in tourism industry and they have made it happen to amplify my learning and my occupational enhancement.

TABLE OF CONTENTS

ABSTRACT	iii
ÖZ	v
ACKNOWLEDGEMENT	vii
LIST OF TABLES	xii
LIST OF FIGURES.....	xiii
1 INTRODUCTION.....	1
1.1 Introduction	1
1.2 Problem Statement	3
1.3 Aim of the Study	4
1.4 Contribution	4
1.5 Method	5
1.6 Organization of the Study	5
2 LITERATURE REVIEW.....	7
2.1 Tourism: An Overview.....	7
2.1.1 History of Tourism	8
2.1.2 The Impact of Tourism	11
2.1.3 History of Forms of Tourism.....	14
2.2 Types of Tourism	23
2.2.1 Mass Tourism	23
2.2.2 Alternative Tourism.....	23
2.2.3 Urban Tourism.....	24
2.2.4 Types of Tourism Definition and Rreview of Urban Tourism.....	25
2.2.5 What is Urban Tourism?.....	25

2.2.6 Sustainable Urban Tourism	28
2.2.7 Urban Tourism Destinations.....	29
2.2.8 Tourism Destinations.....	29
2.2.9 Types of Tourism Destinations.....	30
2.2.10 Life Cycle of Tourist Destination.....	30
2.3 Tourism Effects	31
2.3.1 Economic Effects of Tourism.....	31
2.3.2 The Effects of Tourism on National Income	32
2.3.3 The Effects of Tourism on Employment	32
2.3.4 Impact on Prices	33
2.3.5 Impact on Public Budget	34
2.3.6 Behavioral Tendencies of Tourists	34
2.3.7 The Mental Image of the Destination	35
2.3.8 Attitude to the Destination.....	36
2.4 World Cities	36
2.4.1 Capitals	37
2.4.2 Cultural Capitals	37
2.4.3 Heritage Cities	37
2.4.4 Art Cities.....	37
2.4.5 Creative Cities	37
2.4.6 Sports Cities.....	38
2.4.7 Ultra-Modern Cities.....	38
2.4.8 Problems and Difficulties of Urban Tourism Management	38
2.5 Satisfaction of Tourists From Isfahan	39
2.5.1 Challenges For Tourists.....	47

2.5.2 Special Attention to the Provision of Tourism Infrastructure	49
2.5.3 The Concept of Sustainable Development	50
2.6 Tourism Planning	52
2.6.1 Tourism Planning and Sustainability.....	52
2.6.2 Why Tourism Planning.....	53
2.6.3 Planning Perspectives	55
2.6.4 Planning Models	55
2.6.5The Case of Isfahan	56
2.6.6 Geography	57
2.6.7 Population.....	58
2.6.8 History	59
2.7 Smart City	60
2.7.1 Esfahan; Leading in the Realization of Smart City	62
2.7.2 Why do Cities Need to Move Towards Smarter?.....	62
2.7.3 In What Areas Should This Development Be Applied?.....	63
2.7.4 How Much Attention Has Been Paid to the Ict Category in Isfahan?.....	63
2.7.5 In Which Area Has the City of Isfahan Taken Steps to Realize a Smart City?.....	64
3 METHODOLOGY.....	65
3.1 Methodology	65
3.1.1 Introduction	65
3.1.2 Sampling.....	66
3.1.3 Respondents' Profile.....	66
3.2 Data Analysis	68
3.2.1 Word Cloud Analysis	68

3.2.2 Categorization.....	70
3.2.3 Data Analysis Matrix.....	71
3.2.4 Code Co-occurrence Model (Code Intersection).....	73
4 DATA ANALYSIS.....	74
4.1 Findings and Discussion.....	74
5 DISCUSSION AND CONCLUSION.....	85
5.1 Conclusion.....	85
5.2 Limitations and Further Research Suggestions.....	90
REFERENCES.....	92
APPENDIX.....	106

LIST OF TABLES

Table 1: Respondents' Profile.....	67
Table 2: Respondents Occupational Characteristics.....	67
Table 3: Initial Categories	71
Table 4: Data Analysis Matrix and Axial Coding	72

LIST OF FIGURES

Figure 1: Word cloud of all the interviews.....	69
Figure 2: Codes intersections and co-occurrences	73

Chapter 1

INTRODUCTION

1.1 Introduction

The tourism industry is ranked third in the world in terms of revenue generation, so countries are working to develop and improve the tourism industry and are always planning to promote, earn money and create employment through this industry. Tourism, as the largest business sector in the world, has created employment for more than two hundred million people and more than eight percent of the world's jobs are allocated to the tourism industry and is one of the five sources for producing foreign currency in developed and developing countries. It is the main source of foreign income and in 60 countries, tourism is considered as the first industry and the first source of income. Tourism is considered as the preliminary source of overseas exchange production of more than 83% of developing countries and as the main foreign exchange sector for 1.3 of the poorest countries (Yazdanshenas, & Adibpour, 2018).

In fact, tourism has always been considered and praised for having high capabilities in creating and promoting the components of national, regional, urban and rural development. The importance of paying attention to it as an income-generating and economically viable industry with the creation of cultural and social exchanges between different nations due to the lack of environmental pollution, is an issue that has been considered since the 1980s. In this regard, the increasing growth of

urbanization and the approach to geography and leisure in recent decades has led to attention to the tourism industry as the largest and most diverse industry and as an achievable goal in the process of sustainable development in urban areas, much attention as tourism renovates cities, places of entertainment, etc. and brings a lot of income to tourist cities (Egbali, Nosrat, & Pour, 2010).

A smart city uses information and communication technology to collect and measure the condition of streets, buildings, transportation and air. This means installing sensors and other technologies in one destination to monitor and collect information for everything from water and traffic to energy consumption. Data is then transmitted through a device called the Internet of Things (IoE) via wired and wireless communications. The data is then reduced or analyzed to assist government and business decision-makers. The smart city approach is to use the latest and greatest technology to deliver each of these solutions in any part of the city. For tourists, residents, business owners and investors, the result is a greener and cleaner destination that leads to a healthier place to visit, live and trade (Tu, & Liu, 2014)

Tu and colleagues (2014) stated that the most important point of this approach is that when a destination follows an intelligent approach, as mentioned in the mentioned places, new job opportunities appear, especially in travel and tourism. Hotels, restaurants, transportation related to tourism and attractions benefit from increased quality of life throughout the destination. In fact, this theory is a broken window. Disruption, such as breaking a window in a building, absorbs more disruption, while window repairs have a different effect. Tourists arrive at a high-quality place. Smart city technology helps to better monitor and manage the population. That is, through ticket pre-sale, visit time and dispersion, and so on.

Many of the technologies used throughout the smart city, such as energy, waste and water monitoring and efficiency gains, are beneficial to both tourism and in terms of quality and cost savings in the tourism industry, especially for many hotels. And hotel chains are on the path to adopting sustainable technology. Also, for the customer experience and even the globe. However, there is still a long way to go. Of course, not all destinations, hotels, tour operators or other tour operators have yet taken sustainable and technological measures. For emerging purposes, the adoption of costs and the implementation of technologies can be a deterrent at first. Especially if their incoming tourism flows are very sensitive to natural or man-made disasters. However, the smart city movement will grow exponentially (La Rocca, 2014).

1.2 Problem Statement

The development of the tourism industry in the world in recent years has made this industry one of the most lucrative industries in the world, an industry that has a small share in Iran and due to its very competitive environment needs to use innovations in this field (Seyfi, & Hall, 2018). Cities and institutions Tourism companies invest huge resources in smart system initiatives because information technology is an important factor in competing for a city destination.

Isfahan is one of the most important cities in the field of tourism industry and has a unique role in the tourism economy system of Iran and as an international destination is visited annually by thousands of domestic and foreign tourists.

The seasonal nature of tourism demand on the one hand and the unbalanced spatial distribution of demand in the province on the other hand, has led to many resources and capabilities of Isfahan province, which in the tourism industry market system

alone are considered a weight in the international level. Do not enter the cycle of activities of this industry and are not fully exploited. Therefore, the purpose of this study is to investigate the role of smart city and feasibility study of smart city implementation in tourism development in Isfahan (Shamai & Mosivand, 2011).

1.3 Aim of the Study

The objective of survey is to find out about tourism strategy and schematization in the case of Isfahan. This thesis aims to identify current Isfahan's tourism policy and planning. Then the study will find out new planning strategies for the case of Isfahan in order to improve the number of tourist flows.

Although the smart destination in tourism is a special example of a smart city, an innovative destination whose infrastructure is based on technology created in tourist areas. As cities gradually join smart management models, the study of tourism will change. The concept of tourism in a smart city has many features that define smart cities. Smart cities are also becoming the places that offer the most travel experience in the world (González-Reverté, 2019).

1.4 Contribution

My study examines the problems and challenges facing tourism policy and the planning process in terms of social, cultural, environmental, economic and political issues in the field of sustainable tourism development in Isfahan. The result of this study will help the appropriate policy process with a sustainable tourism approach in Isfahan. This study can also be a resource for future researchers and those involved in solving the problems and challenges of tourism development.

Isfahan is a city with a long history and has been known as the cultural capital of the world for many years. Tourism policies and the tourist area of Isfahan city are derived from the Isfahan Cultural Heritage and Tourism Organization. In addition, there are some local companies that have paid for tourism projects (Nor & Shah, 2012).

The creation of low-star hotels and hostels strengthens the tourism sector in the city and has a positive effect on the foreign arrival of tourists.

1.5 Method

My thesis is conducted according to the qualitative research methods of data collection and analysis. I use the interview practice to collect data, which is derived from the approaches of experts in several public and private sectors, such as the Isfahan Cultural Heritage and Tourism Organization, the Isfahan Hotels Organization, the director of Isfahan Tour Guilds, and university lecturers. My respondents have a direct connection with the tourism sector. I spent 15-20 minutes during the interview for each respondent based on the audio recording. My respondents are between 20 and 60 years old.

1.6 Organization of the Study

In the second chapter, the researcher presents the theoretical foundations and background of research on the development of the tourism industry, smart city, and the city of Isfahan. In the third chapter, it is explained the research method. In fact, in this chapter, we show how the population and the statistical sample are selected, and then the research questionnaires and their scoring method are described. In fact, in this chapter, we show that the statistical population and sample of Chapter 4 actually include research findings. In Chapter Five, we will scrutinize the findings obtained in

Chapter 4, which is in fact the evaluation of research data and discuss the meaning of the findings in Chapter 4. Eventually, we indicate the findings of this research, and also in the most crucial part of this chapter, we deliver applicable suggestions also, research idea offers for future studies. After the fifth chapter, the applied sources in this thesis are mentioned and, ultimately, the details of the appendices are presented, which encompass raw tables of software data.

Chapter 2

LITERATURE REVIEW

2.1 Tourism: An Overview

Iran is among the superlative spectacular countries in the world. this country is one of the top ten countries in the world in terms of tourist attractions, one of the top five countries in terms of tourism diversity and one of the top three countries in the world in terms of handicraft diversity. Iran has the highest tourism ranking in South Asia after India (O’Gorman, McLellan, & Baum, 2007). Also, Isfahan is one of the most attractive regions of Iran. Isfahan province also ranks first in the country in terms of attracting tourists and the number of tourist monuments and scenic areas. The city of Isfahan is located in the geographical center of Iran and in a sedimentary plain on the edge of the desert. Provides for tourists (Zangiabadi, Mohammadi, & Zirakbash, 2006).

Zangiabadi and colleague (2006) indicated that demographic characteristics of Isfahan provide the possibility of development planning and the existence of some infrastructure facilities in the field of tourism advancement. Meanwhile, Isfahan has long welcomed tourists and provided them with suitable facilities. But today, each of these facilities has drawbacks that have made the city unable to attract tourists due to its historical location and many attractions.

In this chapter, we want to address the theoretical foundations of the smart city, tourism development and tourism industry in Isfahan.

2.1.1 History of Tourism

The tourism industry is considered the largest and most diverse industry in the world. Many countries consider this dynamic industry as the main source of income, employment, industrial sector growth, and infrastructure development. Especially around the world in developing countries, where other forms of economic development, such as the production or extraction of natural resources, are not economically viable or do not play an important role in trade and commerce, and pay much attention to the development of the tourism industry (Walton, 2005).

Tourism is a great element of the modern world. Today, countries that are more concerned with their economic development see the tourism and leisure industry as an important necessity. As a result, tourism has expanded tremendously in most countries, especially in the West, with France receiving more than 76 million tourists in 2005 alone, a significant increase over time (Hall, Smith, & Marciszewska, 2006).

According to the World Tourism Organization, the number of people traveling on international travel is expected to reach 935 million by 2010; That is almost double the number of 500 million people who traveled abroad in 1993. This number was only 25 million for 1950 (Mahmoudi Nejadi, Panah, & Hosein Zadeh Dalir, 2020).

Nejadi and colleague (2020) stated that many economic activities are related to the activities of tourists, the most important of which are: public transport, airlines, car rental companies, cruise lines, train and motor vehicle travel, including hotel Meetings, conference centers, and other public accommodation are also added.

Others include businesses that organize and expedite travel, such as travel agencies and travel agencies, and tourist attractions such as national parks and theme parks that provide recreational and entertainment facilities for visitors. Provide. Many other companies are also involved in tourism-related activities, of which restaurants are one of the main entities.

Nejadi and colleague (2020) revealed that undoubtedly, many countries in the world in close competition are seeking to gain more and more social, economic, and political benefits in various countries and increase the level of employment resulting from the optimization of this industry. Certainly, taking advantage of the opportunities in the tourism industry, like any other activity, requires the adoption of principled policies and the design of programs based on scientific research and management.

One of the most basic activities of governments in designing and formulating macro policies and programs (Hall, & Jenkins, 1995). The country's policies and programs pay special attention to tourism as an effective tool in continuing the process of political, cultural, and economic development (Hall, 1994).

A brief look at the statistics and growth trends provided by the World Tourism Organization reveals what important effects this industry has had on the global economy, and this shows the importance and breadth of its role in countries (Lew, 2011) Despite the increasing and rapid expansion of the tourism industry in the world and despite the abundant resources, attracting tourists in our country, according to available statistics indicates the failure of this industry in our country (Abyareh, 2009).

For example, during the years of the first, second, and third economic, social and cultural development plans of the country, this industry has not achieved all its set goals (Torabi Farsani, 2020).

Iran is currently entering a special stage in the history of its economic life, and having realistic analyzes and plans will help planners to prevent the occurrence of undesirable phenomena by adopting appropriate policies. The most important features of the new stage of Iran's economy are the sharp decline in productivity of material and human resources of society, varies in the age pyramid of the inhabitants number and significant supply of labor demand, lack of mechanisms to create high and sustainable growth (Amuzegar, 2005).

The current economic and social situation of our country is such that it is necessary to review the existing facilities and capabilities, to find a way to deal with problems such as dependence on oil, labor growth, and a worrying increase in unemployment. Our country's potential capabilities in the tourism industry are among the areas that, if realized, can be effective and efficient in solving many of the mentioned problems and issues.

Today, the tourism industry in the world is one of the most important sources of income for countries and as the major service industry globally, has a special place in the economic, cultural, social, and political fields, according to the latest report of the World Tourism Organization (WTO) In 2007, about 903 million tourists moved to the global tourism market. Revenue from total tourism trips around the world this year was about \$ 856 billion. Studies show that the share of European countries in the global tourism market in 2007 was 6.53 percent, the United States 8.15 percent,

Asia and the Pacific 4.20 percent, the Middle East 3.5 percent, and African countries 9.4 percent. (Muhanna, (2007); among these, our country has a history of several thousand years and despite having countless cultural and natural tourist attractions that are ranked in the top 10 countries in terms of tourist attractions has a small share in the global market so that according to the latest report of the World Tourism Organization, Iran has been able to 1/6 to attract millions of tourists and revenue from the arrival of this tourist amounted to \$ 0.074 million, which in the South Asian region has only 1.22 percent of the tourism market. Meanwhile, India, which is located in this region, has been able to occupy 44.9% of the tourism market (World Tourism Organization., 2005), according to Iran's position and resources in the world share. Iran hardly even reaches 0.1 percent, which is a very small share. It is clear that success in this industry and achieving material and immaterial benefits and benefits from it, first of all, requires comprehensive and comprehensive studies to identify the dimensions, facilities, and limitations of the country's development.

According to Chen, Bloomfield, & Cabbage, (2008), tourism is a multidisciplinary science that would certainly not be complete without detailed political analysis, well-codified plans, and development. Edward Inscape, a tourism planning expert in his book *Development Planning Tourism* (1991) has always considered tourism planning as dynamic and sustainable and sees governments in order to identify the effects and future of tourism in order to increase their role in these processes. (Edward, 1991).

2.1.2 The Impact of Tourism

Tourism development affects different sectors in various ways, including positive and negative. Thus, economic prosperity, social welfare, and employment benefits from tourism development are destinations that are known to have a positive impact, and government assistance to tourism development in the aspect of money is popular

as a negative influence. Some elements encompass historical, cultural, environmental, social, political, religious, economic-economic, etc. determinant that directly affect the growth of tourism. Therefore, environmental factors also positively and negatively affect the progress of tourism. The positive impact includes raising public awareness about environmental protection, which includes the protection of natural and cultural resources, unique plants, and animals. In addition, suitable weather includes seaside tourist centers in hot seasons and mountain skiing in cold seasons, and “beautiful landscape” that includes lakes and rivers of Mountain View, shores, sunsets, and sunrises. Positively affects the growth of tourism plays a vital role in attracting visitors (Cohen, 1978).

In addition, Cohen (1978) indicated that several environmental determinants such as climate change, soil erosion, and environmental degradation have a negative effect on tourism development.

In addition, socio-economic elements such as “accessibility” which includes various transports including roads, railways, air, and water, “accommodation” which includes catering media, the standard of living, tourist lifestyle, nature Services, necessities or somewhen known as complementary services that encompass banking and finance, internet and telecommunications, hospitals, insurance as well as affect tourism developments. Further, the mutual relations between the host and the tourist, which lead to cultural exchanges, etc., have a positive effect on the development of tourism. Unfavorable behavior of tourists such as prostitution, using alcohol beverages and drugs, increasing issues related to villainy and the spread of infectious diseases, etc. have a negative impact on tourism development (Akama, & Kieti, 2007).

Akama and colleague (2007) stated that economic factors have a negative and positive effect on tourism development. Therefore, foreign exchange earnings, job creation, encouragement to invest in infrastructure and local economic development, increase government revenue, the balance of payments, etc. have a positive effect on tourism development. In addition, high inflation, which is caused by economic crises, particularly in European territories, infrequent employment, shortage, economic dependence, etc., has a negative effect on tourism progression.

There are several diplomatic determinants such as battle, terrorization, racial and religious crisis, unfavorable relations with neighboring nations, constraints on legislations, and emancipation of the people, which result from the undesirable policy of the government and negatively affect the development of tourism. Due to domestic political inconsistency and the issue of terrorism, which makes Turkey and Egypt one of the principal tourist destinations in a global level, the number of overseas tourists coming to the Middle East, especially in Egypt and Turkey, has boosted. In addition, demographic change and migration have a negative impact on tourism development (Britton, 1982).

Further, "historical and cultural factors" that include the safekeeping of ancient and cultural sites, cultural ancestry absolutely affect the growth of tourism, which tourists adopt to visit the classical monuments, castles, forts, amazing. Religious elements, including people's beliefs, also influence the progression of tourism, with tourists preferring to visit religious or sacred sites such as Mecca and Medina in Saudi Arabia (Ismagilova, Safiullin, & Gafurov, 2015).

2.1.3 History of Forms of Tourism

Prior to World War I, there was no possibility of distinguishing between forms of tourism according to social classes, while today factors such as time, place, motivation, and purpose should be used according to the length of stay or In other words, the duration of travel can be talked about short-term tourism and long-term tourism and they can be separated from each other. The season of the year can also identify two types of tourism, which include winter tourism (from November to April) and summer tourism (from May to October). The place of travel or accommodation chosen by the tourist also offers a certain shape. Accommodation may be in a hotel, camping, private villa, or rental house. Such trips are usually made by land, air, or sea, which can also create a special form of tourism called land, air, and sea tourism (Rezvani, 2006). What follows is about the type of markets that reflect the demands of travelers and tourists.

Eco-Tourism or Ecotourism is an abbreviation of the term Ecological - Tourism, which is known in Persian literature as environmental tourism. Although in Persian, there is no difference between environmental tourism and natural tourism, basic scientists in this field have differences. They agree between these two terms and consider ecotourism as a subset of nature tourism, but due to not entering into philosophical discussions, we consider the discussion of these two terms to be the same with a bit of neglect (Saeb, Hajati, & Rezai, 2012).

"In general, nature tourism is a type of tourism that takes place in the context of nature, the purpose of which is to provide headquarters between the tourist and the environment in which the environment is not harmed (Ghoddousi, Pintassilgo, Mendes, Ghoddousi, & Sequeira, (2018).

The history of ecotourism dates back to 1965 when the word ecotourism was coined from the acronym Ecological and Tourism and is defined in the general sense as follows: Ecotourism Travel to undamaged or non-polluted natural areas for the purpose of study, observation, and enjoyment It is one of the beauties and native plants and animals, or cultural symbols of these places (Dowling, 2013).

Paying attention to all tourist areas, including natural forests, national parks and wildlife, rivers, and nature around them, especially mountains, mountains and waterfalls, hot springs, natural springs, summers, and special areas. Hunting and fishing, seas and lakes, beaches and shores around them, natural habitats of migratory and native birds, and other reptiles, as well as natural caves, especially the pristine nature within them, determine the scope of this part of tourism.

Certainly, excessive attention and concentration of tourists in a certain area are more harmful than beneficial, so the use of tourist areas, especially pristine natural areas, should be under special supervision (Heydari Chianeh, Del Chiappa, & Ghasemi, 2018).

Ecotourism has been defined in terms of the labor market as a kind of naturalistic tourism, but since 1990 it has been proposed and studied by NGOs, experts, and academics as a tool for sustainable development (Ladkin, 2011). Thus, the term ecotourism refers to a concept that is subject to a set of principles and rules, and on the other hand to a specific segment of the labor market of the International Ecotourism Institute in 1991, among the first description of ecotourism: "Ecotourism is a accountable journey to indigenous regions that preserves the surroundings and

establishes the comfortable lives of domestic people." In 1996, the IUCN defined ecotourism as follows:

Ecotourism is environmentally responsible travel and visits relatively untouched natural areas, and its purpose is to enjoy and use nature and any cultural phenomenon associated with it, past or present, that strengthens resources and has a little negative impact. It activates local communities that are socially and economically beneficial to them (Goodwin, 1996).

Ecotourism has the following four characteristics:

- Be dependent on nature;
- It should be ecologically sustainable and in other words, it should not have the least damage and adverse effects on nature;
- Educating and presenting the values of the visited area should be the main element of that visit. - Local and host communities should participate in it (Diamantis, 1999).

Ecotourism activities include planned station walks as well as range climbing, crossing roaring rivers by inflatable boats, traveling to summer areas and visiting nomads and natives of these areas, traveling to villages and farms around villages in order to Enjoy nature and get acquainted with cultures, mountaineering, travel to impassable natural areas, visit natural caves, study natural flora and fauna, watch animals and birds, get acquainted with the natural environment in another form called safari and using cars Open-air sightseeing for animals and birds is also not an activity that includes hunting, skiing, and adventure tours, which have many destructive effects on the natural environment. According to the WTO, while the overall growth of the tourism industry for the first decade (2000 to 2010) is projected at between 3.4 and up to a maximum of 7.6 percent, the available findings indicate

that most of this growth is in the ecotourism sector. Occurred and in general, the growth of this sector will be between 10 and 30% (Ana, 2017).

Thus, in another decade, the number of nature walkers, who now make up seven percent of the world's total travelers, is expected to reach more than 20 percent. (Ahmadi, & Khajeh, 2015).

Ahmadi & Khajeh (2015) indicated that the category relied on this study defines ecotourism as the part of trips that are made in order to enjoy traveling in nature and to visit its attractions. This definition is not comprehensive in its general form and does not include important sections such as sports tourism, migration tourism, rural tourism, etc. Now, with the addition of these sections to the above category, the share of ecotourism in the world tourism industry for the next decade has greatly increased, and according to some other estimates, even 50% of total trips in the world Be will also go beyond.

In 1995, a conference was held in one of the Spanish Canary Islands with the aim of preventing the uncontrolled development of certain tourist areas and with the assistance of the World Tourism Organization, the United Nations Environment Program, UNESCO, and the Canary Islands and Spanish government officials. In the opening session of the conference, the message of the Secretary-General of the World Tourism Organization was read, stating: "The future of tourism depends on the protection of the environment and nature of the earth, and achieved the following consequences and examined the trade between the two" (Bianchi, 2004):

- 1- The expansion of tourism will increase the level of public awareness about the environment and natural and national resources;

- 2- Organized tourism is a friend and supporter of the environment and natural resources;
- 3- An efficient and successful tourism industry definitely needs a rich and capable environment and nature. (Bianchi, 2004).

Estimates by TES (The Ecotourism Society) show that nature lovers are in a certain age group depending on their travel motivation. A group of nature lovers is looking for adventure, visiting pristine lands as well as sports tourism, often in the age group of fewer than 40 years, and their background is in the age range of 19 to 35 years.

However, the group that deals with ecotourism with the aim of enjoying nature and visiting wildlife is in the age range of 35 to 54; it should be noted that this study considers international ecotourists and nature lovers on a national scale and Locals generally cover a wider range (Barkauskiene, & Snieska, 2013).

Barkauskiene and Snieska (2013) indicated that ecotourists do not have a specific gender composition and often their sex ratio is 50 to 50 (but it is generally expected that due to some restrictions that exist for women nature walkers in Iran, this ratio will change to some extent in favor of men).

TES surveys also show that more than 80% of international nature walkers have higher education. This number is close to one hundred percent for nature lovers who are interested in touching nature and visiting its attractions, mainly people who go hiking to change the mood of their personal life. But the adventurous nature lovers, given that they are generally young, are often students or even high school students; estimates also show that the vast majority of nature lovers (about 60% prefer group

trips, 15% are interested in family trips, and 13% often travel alone (Barkauskiene, & Snieska, 2013).

Barkauskiene and Snieska (2013) stated that the average travel time of about 50% of nature walkers is between 8 to 14 days. Depending on the type of trip, this figure also indicates that it does. Most international hunting tours are planned for more than 20 days and adventure tours are approaching 30 days. However, trips on a local scale are much shorter, but it is noteworthy that typically travel time for nature lovers is longer than travel time for those interested in historical, cultural, and other attractions. Or commercial. Even recreational trips are made on a shorter time scale than naturalism, which plays a very important role in the analysis of the ecotourism market. Studies on ecotourism show that nature lovers make more money than other groups of travelers.

Ecotourism resources are provided by the nature of each region, and in regions such as our country, which have a full range of diverse climatic landscapes and demographic practices in accordance with these climatic conditions, the category of nature tourism destinations will be very different from other regions with different sources.

In one category, TES generally divides nature walkers into two categories:

- a) Those who want to enjoy the pleasure of seeing and attending nature;
- b) Those interested in experiencing new places and moods (Barkauskiene, & Snieska, 2013). There is a close connection between tourism and the environment; many natural and structural landscapes are attractive to tourists, and in this regard, tourists can also help protect the environment. Tourism development and tourists'

use of the environment can have different effects on the environment. If tourism is well planned and managed and well developed, it can have positive effects (Asadi, 2011).

In relation to man and nature and the damages that he inflicts on it even unintentionally, the following should be mentioned:

- Mountaineering, cave hiking, boating, and the use of motor vehicles such as motor boats, snowmobiles, and sandbags, motorcycles on rough roads that are in themselves dangerous to biological systems.
- Fishing and hunting and causing poisoning and pollution that occurs due to the release of fishing lead in the water of lakes and rivers.
- Damage to desert ecosystems by vehicles – Damage to climbers and riders to mountain vegetation – Damage to recreational vehicles on coastal sand dunes – Disruption of the natural behavior of animals due to manual (artificial) feeding (Asadi, 2011).

Factors affecting the negative effect of tourism on the surroundings: Population density, rampant development, noise pollution, garbage, hostility to art and wildlife, airport noise, road traffic, off-road driving, motorboats, hunting, walking and strolling in animal habitats, collection Souvenirs, collecting wood for fuel, feeding animals, posting advertisements (Eshliki, & Kaboudi, 2012).

From a theoretical perspective, ecotourism is mainly a type of individual or small-scale tourism that is implemented by small to medium-sized companies in natural areas. (Buckley, 2002).

The main programs for ecotourism are:

- Establishing heavy regulations for the protection of the natural environment, plant and animal communities, and historical and ancient sites;
- Development of standards for environmental tolerance capacity, so that tourism facilities are not overdeveloped and the environment is not overused by visitors;
- Development of tourism equipment on a small scale and in accordance with the environment of the region should be designed;
- Reducing the effects of development techniques on the environment – In design, pay attention to seasonal diversity (Ahmadi, & Khajeh, 2015).

However, the construction of ways and methods of waste disposal warns of some of the problems associated with the side impacts of tourism industry equipment. The continuation of these issues does not end here. The supply of other items such as fuel and drinking water can also have harmful consequences for the environment. In beach resorts, wells are sometimes drilled to supply drinking water, which results in lower groundwater levels. Declining water levels, in turn, cause the surface to dry up, wet and water-impregnated habitats dry up, and as a result, all plant-animal communities associated with this type of habitat are destroyed (Sugathan, & Ranjan, 2019).

Sugathan and Ranjan (2019) indicated that in the design phase of tourist facilities, designers and planners pay special attention to the basic needs of tourists who will visit these areas in the future. These designers now have to think about the non-native impacts that these organizations and equipment have on the environment, because neglecting these predictions, in addition to the dangers and disturbances it poses to wildlife communities, may lead to ecological changes in the environment.

Ecotourism offers tourism groups and tourist areas investment opportunities to gain a comparative advantage. Meanwhile, the pristine wildlife sanctuary is a significant attraction for ecotourists (Dargahov, & Karimov, 2014).

Dargahov and colleagues (2014) stated that the credibility of ecotourism has more than increased tenfold over the past 10 years. These findings demonstrate its importance in the gross national product. Most third world countries have a lot of problems in terms of paying their debts. Therefore, ecotourism creates a good opportunity to invest in many natural attractions. Development of ecotourism as one of the tourism options should be done on a small scale and within the activities of local owners.

The widespread nature of ecotourism development, as well as the large demand for it on a small scale, should be able to provide a higher level of public (local) participation than traditional tourism and by employing local people directly or indirectly (Barkauskiene, & Snieska, 2013).

Barkauskiene and colleague (2013) indicated that there are more ecotourists than in developed countries. As a result, during their travel and stay, they need to cooperate with the countries they travel to. The spread of tourism of any kind can be expected even in the absence of sufficient investment in the Third World economy. With the rapid growth of the tourism industry, ecotourism is gaining traction as an investment project and is a major business. The Economic Information Union estimates that the desert ecotourism market generated \$ 10 million in revenue in 1989.

2.2 Types of Tourism

2.2.1 Mass Tourism

Mass tourism is mostly related to packaging holidays that include accommodations, accommodations, transportation, and food stated that beaches, sunsets, and sunrise places are among the important causes for visitor travel for any tourist location that is the main nature of this kind of travel (Papatheodorou, 2004).

Singh (2012) says that mass tourism is not sustainable tourism that is not desirable for tourism growth. However, mass tourism is extremely popular and publicized.

Amongst the tourists that individuals choose this kind of tourism all around the world. Singh (2012) pointed out that scope, time, perspective and observational determinants should be considered in mass tourism, which can change with the impact of the aforementioned factors. Therefore, due to the impact of these factors on the tourism industry, all destinations can be researched alone.

2.2.2 Alternative Tourism

Tourism-related writers viewed the concept of alternative tourism in the 1980s as the opposition of mass tourism. Distant from mass tourism, alternative tourism is recognized as a considerable field of tourism in an international level. Therefore, alternative tourism needs more time (Weaver, 2001).

Weaver (2001) stated that according to people interests, demands, abilities, and desires of travelers versus mass tourism. Thus, that is changing tourism, recent visitors are intending in modern experiences and events, cultures and attributes during their travels.

In alternative tourism, visitors are interested in connecting with locals rather than historical sites and ancient infrastructure. Therefore, variable tourism is more in accordance with domestic social and indigenous materials and wealth, artifacts, customs, proficiencies, norms, and particularly domestic offerings. In various kinds of literature, several authors mention that alternative tourism generates situations for the protection of domestic communities in terms of environmentally and socially sustainable practices (Weaver, 2001).

In addition, Trunfio and colleague (2006) stated that some important factors, including experienced tourists, global economic reconstruction, and environmental constraints on growth, such as ozone depletion and global warming, need to be changed at the destination.

2.2.3 Urban Tourism

The World Tourism Organization has provided an acceptable definition of sustainable tourism development on which there is consensus. According to this organization, sustainable development is a method that meets the demands of current visitors and the host community, while supporting this need at the same time and strengthening its future. Tourism is one of the fastest-growing industries in the world today and it can be said that the arrival of every twelve tourists is creating a new job (Motevalli, & Ranjbar, 2016). The tourism industry is considered an attractive economic activity for investment for both developed and developing countries due to its low capital requirements and short payback period. Tourism also plays a major role in diversifying economic activities and helping to reduce regional imbalances in developed countries (Timur & Getz, 2009). All over the world, urban tourism is undoubtedly one of the most important forms of tourism. Cities are one of the most visited tourist destinations in the world, receiving millions of tourists every year.

Tourism management has now become an significant activity that shapes the flow of work, social action, and spatial change, especially in European countries (Gârbea, 2013). Development policymakers cite the tourism industry as a key pillar of sustainable development, leading to marginal economic mobilization and development through job creation and income for society (Timur & Getz, 2009).

Tourism has become one of the most lucrative economic sectors in recent years, and everyone is trying to make the most of this market. Today, it has been proven to everyone that the development of tourism can create employment, increase income, welfare and improve people's livelihood and ultimately lead to urban and regional development, provided that with proper planning, the negative aspects And possibly its destructiveness should be prevented and controlled and its positive aspects should be strengthened (Novy , & Colomb, 2016).

2.2.4 Types of Tourism Definition and Review of Urban Tourism

The city is the main structure that forms many types of tourism and many tourists cannot be considered without a presence in the city. But there is a type of tourism that has long been discussed in tourism communities and its main purpose is the cities themselves (Gârbea, 2013).

2.2.5 What is Urban Tourism?

Urban tourism is about visiting cities and the goal is to visit places of interest, shopping, doing business or enjoying entertainment. Urban tourism is one of the first types of tourism industry that almost gave way to rural, coastal and mountain tourism between 1950 and 1980. Urban tourism is one of the largest and most important forms of tourism and is one of the most complex types of tourism in terms of management. However, the number of cities that want to attract tourists is increasing

every day. Even former industrial cities are being rebuilt and relocated as tourist destinations (Fainstein, & Gladstone, 1999).

Urban revelation is often considered an important tourist destination due to its many historical and cultural attractions. Cities usually have a variety of attractions, including museums, monuments, theaters, sports stadiums, parks, amusement parks, shopping malls, areas of historic architecture, and places of interest for celebrities, which in turn attract many tourists. In addition, even if the tourist attractions are located in non-urban areas, because cities, in spatial objectification, form a crystallization of space in relation to their surroundings. In this urban space, the close function of the city and its surroundings is of fundamental importance. It has spatial implications, yet a large amount of tourism is concentrated in cities. Because accommodation, food service, communications, transportation and other tourism services are located in cities that are used by visitors from the area around the city and the city itself (Timothy, & Olsen, 2006).

In the meantime, the growing desire to differentiate in postmodernity has blurred the boundaries between work and leisure, and work has become part of contemporary life. With the disappearance of the distinction between work and leisure, the two merge into one and the same, leading to the formation of a style of life called expressionist style. In this lifestyle, a man tries to create something that makes his life exciting and enjoyable. One of the characteristics of this lifestyle is its great dynamism and flexibility. Therefore, urbanization has facilitated tourism in such a way that the compaction of space-time in the postmodern context has formed a high percentage of urbanization and has caused the explanation of the accumulation of capital in metropolitan cities. Along with that, the estimation of leisure spaces in

relation to leisure places in different radii to meet the needs of this type of lifestyle and also provide profit in the process of investing in space follows (Rudsari, & Gharibi, 2019).

Meanwhile, the activity of tourists in urban spaces around attractions, the texture of the city, shopping, accommodation, and ancillary activities is crystallized in the approach to museums, theaters, exhibitions, entertainment centers, and the like. This type of tourism in urban space is formed in the direction of different motives, which include the following (Hall, & Jenkins, 1995):

- Visit friends and relatives
- Business travel
- Attending exhibitions and conferences
- Visiting cultural heritage
- Religious trips (pilgrimage)
- In order to attend events
- Leisure shopping
- Daily trips
- personal reasons.

Based on these motivations, action in urban space is multidimensional, which estimates an inward approach in responding to economic needs and an outward approach in cultural interaction or, in some cases, the resulting contradictions (Hall, & Jenkins, 1995).

2.2.6 Sustainable Urban Tourism

The basis of sustainable tourism progression is to consider the relationship that exists between the three components of the tourism environment. This relationship can be constructive or destructive. The goal of sustainable tourism is to maintain a balanced balance between these three components of tourism by preserving natural resources in the long run (Aronsson, 2000).

Aronsson (2000) stated that according to the World Tourism Organization, sustainable tourism development is a type of tourism that causes the management of whole resources, in a way that protects cultural variety, fundamental environmental processes, diversity of environmental determinants, and life support systems. Schematization for sustainable tourism growth is an effort to equilibrate the capitals and costs of the industry. In the tourism sector, sustainable progression means focusing the natural and man-made environment in a way that not only maintains the quality of the present situation but also improves them.

Furthermore, sustainable tourism growth is a procedure that satisfies the needs of exiting tourists and the host society, while at the same time assisting this demand and fortifying its future. Sustainable tourism development has basic principles that should be implemented in the framework of capacity and measuring its boundaries and in the form of integrated policies and planning in coordination with the concept of sustainable development of economic, socio-cultural, and ecological factors. They are of special importance. Sustainable tourism requires visitor satisfaction and retention by providing high-quality services and memorable experiences. In summary, sustainable development should address a diverse mix of interests of key tourism stakeholders. Three key dimensions have been identified for assessing

sustainable tourism development: assessing the effects of tourism on the host community, visitor satisfaction in general, and the degree of public participation in tourism development (Sofield, 2003).

Culture is a vital resource for tourism development and on the other hand, tourism plays an important role in cultural development. Sustainable development can be guaranteed if cultural factors are considered an integral part of strategies to achieve it. Therefore, these strategies should be designed in light of the historical, social, and cultural context of each society. In the present era, there is a two-way relationship between culture and tourism. When tourists go to a destination, they encounter the culture of that place, and from the beginning of the arrival, cultural interactions between the guests and the hosts begin. The appearance, behavior, and demands of tourists have an impact on the host community. At the same time, tourists are inevitably influenced by the host culture. So that tourism is one of the most important channels of cultural exchange (Weaver, & Oppermann, 2000).

2.2.7 Urban Tourism Destinations

Although it is difficult to differentiate the motivation of urban tourists, in the urban tourism scale, its special features are used as unique promises in sales to gain a competitive advantage over other cities. Then it is acquainted with the typology of tourism preparations (Blank, & Petkovich, 1987).

2.2.8 Tourism Destinations

The destination can be considered the focus of infrastructures and offerings that are planned to cover the demands of the tourist. However, a tourist destination is described as a geographical area that includes the focus of tourist movement and its effects. In fact, the destination encompasses all aspects of tourism. Demand,

transportation, marketing supply is where the attractions and all the supply facilities needed for tourists are found (Boniface, Cooper, 2006).

The position that a particular place (destination) has among the public is the means of introducing that destination and the criteria for evaluating it. Some specific places or activities offer a different look from the country in which they are located, but in other cases, the general appearance of the country itself is predominant (Buhalis, & Amaranggana, 2013).

2.2.9 Types of Tourism Destinations

The elements of tourism destinations combine in different ways and in different cultural, economic and environmental contexts to create different destinations, including beach resorts, mountain resorts, historic towns and cities, festivals. And events, individual destinations that are built for a specific purpose (such as Disneyland Paris), and conference / conference complexes for business tourists (Candela & Figini, 2012).

2.2.10 Life Cycle of Tourist Destination

Over the last 150 years, tourism has witnessed an evolutionary pattern of promenade development. Innovation in the transportation industry, especially in rail transport, and to a lesser extent in maritime transport, and in the last decades of the twentieth century by car and aircraft, has fueled this phenomenon (Cooper, & Jackson, 1989).

Cooper and colleague (1989) indicated that the life cycle of a tourist destination, like the product life cycle. According to the theoretical perspective, a destination attracts the attention of different markets during its growth and development. The warm-hearted tourist is in search of unfamiliar, pristine and untouched destinations. On the contrary, passive and familiar tourists prefer the second destination.

Most tourism destinations are managed by public sector companies that own or control only parts of the tourism product. Most parts of the product are in the hands of the private sector, over which the public sector has little control. Most destinations are managed and marketed by the public sector with limited budgets that cannot match the power of tour operators, chain hotels and foreign airlines (Getz, 1992).

With the spread of international interest in community-based tourism, the task of maintaining the cultural and environmental integrity of small and sensitive communities has never been so important. Despite the potential for rapid economic gains, this integration may be undermined by short-sighted and detrimental development plans, ultimately hurting both the community and tourists. In fact, it depends on how economic development can be achieved without destroying the social, cultural and environmental heritage of the destination (Conceição Gonçalves & Águas, 1997).

2.3 Tourism Effects

Usually, the effects and consequences of tourists' presence in three areas of economic, socio-cultural and environmental are evaluated using specific criteria. The presence of tourists in a destination will have positive and negative results that planners and policy makers should pay enough attention to the positive results and negative effects of this presence in order to plan tourism and policy-making programs (Blake, 2000).

2.3.1 Economic Effects of Tourism

Countries and societies are increasingly recognizing the fact that they must take the initiative to find new ways to improve their economic situation. Although the situation is different in different regions of the world, but the tourism industry has

always been a factor in improving the economic situation. The industry can also cause economic and social change. Tourism affects the country's economy through its effect on national income, employment, price changes and national trade balance (Blake, 2000).

2.3.2 The Effects of Tourism on National Income

The extent of this impact depends on the type of investment and the position of this industry in the national economy. For example, if it is developed through foreign capital, the profit from this investment and the payment of foreign employees' salaries include significant amounts of non-permanent currency in the country that is transferred to other countries (Aref, 2011). Foreign exchange provides higher purchasing power in the international market for a country with low currency, as foreign exchange may be a means of purchasing goods that it cannot produce locally.

Tourism with the ability to generate foreign currency can be formed and developed as a new activity in some developing countries. Katia, for example, is an example of a country where a high percentage of gross national income (90% in 1989) comes from the currency of travelers and tourists who travel to this country, and this figure plays a very important role in the balance of payments. (Eshliki and Kaboudi, 2017).

2.3.3 The Effects of Tourism on Employment

Given that tourism is a labor-intensive service activity, it is a good factor in creating job opportunities for the simple, unskilled workforce and semi-skilled workers. In some developing countries, more than 50 percent of the active workforce is engaged in activities directly or indirectly related to tourism. Such countries are usually single products. In Iran, where tourism activity is very limited, the workforce constitutes less than 5% of the active population of the country (Onder & Durgun, 2008).

Onder and colleague (2008) indicated that comparing the cost of job creation resulting from the development of tourism with other economic sectors is not comparable, because it depends on the level of professional services in the industry.

For example, the cost of creating a job in a residential facility varies greatly depending on whether it is a 5-star hotel or a 1-star guest house. Therefore, in choosing the desired type of tourism, attention should be paid to the maximum possible employment by considering the level of technology in the country and the available facilities.

2.3.4 Impact on Prices

The impact of the tourism industry on the general level of prices of goods and services depends on the position of this industry in the national economy. Increasing the presence of tourists in an area is a good incentive for the development of tourism facilities by non-native investors. This is a good factor to increase the price of land in the tourist hubs. Rising land prices in tourist areas will increase land prices throughout the country, which will affect not only tourists, but also applicants in the agricultural, industrial and social sectors. Lack of some consumer goods of local residents (such as bread, meat, rice and fruit, whose supply is inflexible) is also a consequence of the presence of tourists. The result of this increase in demand is inflation, which is reflected throughout the country. This inflation can be curbed by reducing the demand for tourism, increasing national production by increasing imports in the currency that foreign consumers pay for them. The risk of inflation due to tourism development makes the need for effective planning to manage the development of the tourism sector more obvious (Blake, 2000).

2.3.5 Impact on Public Budget

Improvement and development of infrastructure facilities puts the greatest pressure on the country's public budget. Proponents of tourism development believe that tourism uses existing infrastructure, to some extent this belief is valid (Ghaderi & Henderson, 2012).

Ghaderi and colleague (2012) stated that these facilities (port, airport, road, telecommunications, safe water distribution network, electricity, gas, waste disposal and health services, which inevitably delay the development of many public services, to for this reason, it is necessary to meet the expectations of tourists in industrialized countries, improve the quality and standards of these facilities and equipment to the level of those countries. Development of such facilities is very costly, but increases people's comfort, living standards and expectations.

2.3.6 Behavioral Tendencies of Tourists

The competitiveness of a destination can be described as the ability of that destination to deliver tourism merchandises and offerings to target customers at a higher level than competitors. The tourist experience of a destination is a fundamental product in tourism. For this reason, the tourist destination is in the center of competition (Masoud, Mortazavi & Farsani, 2019).

Destination marketing is one of the most important tasks of destination tourism organizations. Destination marketing planning is an important and long-term priority for this organization. This planning must be done professionally and correctly; destination marketing planning should not be done without a plan and requires a step-by-step system. 3 to 5 years since destination marketing has been used in the field of tourism (Kheiri, Nasihatkon, Soleimaninejad, & Salahesh, 2015).

2.3.7 The Mental Image of the Destination

A mental image of a destination includes a personal or group perception or perception of a destination. In addition, the mental image can represent a simplified set of multidimensional perceptions that contain a lot of information about a place. Destination image marketing is the starting point for successful tourism marketing.

Because the mental image of the potential tourist of the destination plays an important role in choosing the travel destination. The expected image of the trip, which is also effective in the tourist's future trips, is reinforced by the same. Since the destination image is a strong motivator for leisure and leisure travel, the success or failure of tourism development in many destinations around the world depends on the potential tourist's mental image of the destination and how this attitude is managed by local government and tourism planners (Mahmoodi, Ranjbarian & Fathi, 2015).

It is widely acknowledged in the tourism literature that the overall picture of a destination is influenced by the assessment of cognitive and emotional imagery. Cognitive evaluation refers to beliefs and knowledge about an object with a subject and emotional evaluation refers to feelings about that object with a subject. Most research on the destination image has treated it as a purely cognitive assessment, and only a few studies have used both cognitive and emotional dimensions to understand the overall picture of a destination. Emotional evaluation refers to feelings about an object with a subject. The emotional dimension includes the emotions and feelings that a person feels about a place or expects to experience in that destination, such as feelings of joy, pleasure, excitement, and the like. In fact, the emotional image expresses an inner feeling towards that place (Esmaili, et al., 2017).

2.3.8 Attitude to the Destination

Tourists' attitudes describe the psychological tendencies expressed by their positive or negative evaluations when they engage in certain behaviors. The attitude prepares the individual to show the specific behavior that has been addressed in tourism behavior. The tourist attitude is an effective predictor of the tourist's decision to travel to a particular destination (Jalilvand, Esfahani & Samiei, 2010).

Jalilvand and colleague (2010) indicated that it is stated that the more desirable the attitude towards a behavior, the more he will be inclined to do that behavior. Lee also found in his research that tourists' attitudes influence their future behaviors. Past surveys have shown that there is a positive correlation between the image of a destination and future attitudes towards it, and a tourist with a positive image of a destination is more likely to revisit it and recommend it to others. The results of Jang et al.'s research showed that both positive and negative feelings have significant effects on travel motivations and only positive feelings are significantly related to future travel desires.

2.4 World Cities

Global cities are the post-cities that have been talked about in terms of processing theory. These cities are economically, politically, and culturally heterogeneous, and their borders seem endless. Global cities are a hybrid landscape in which forms created or belonging to different periods of the city's history are placed on top, meaning other new forms of contemporary life with purely historical forms. This is perhaps the best description of these cities (Maitland & Newman, 2014).

2.4.1 Capitals

New news in a lot of research "being the capital" has been reviewed for most cities. Capitals play an important role in tourism games because they provide political, economic, administrative, cultural, and symbolic functions. Tourism research is especially attractive for the capital, which is the location of the capital, the relation of which is unknown, or the life of awareness and visiting tourists under the heavy shadow of another national city, such as Madrid and Barcelona, Canberra and Sydney, Ankara and Istanbul (Judd & Fainstein, 1999).

2.4.2 Cultural Capitals

Cultural capitals are those capitals that have many artistic and heritage attractions and are usually aesthetically pleasing or beautiful. However, they are usually very popular among tourists and can be very crowded (Liu, 2014).

2.4.3 Heritage Cities

Heritage cities usually have historical centers that are visited a lot. In such cities, in the second stage of the development of a heritage city, we will probably encounter an old center and a newer margin (Van der Borg, Costa & Gotti, 1996).

2.4.4 Art Cities

Van der Borg and colleagues (1996) stated that art cities are usually cities that have many galleries, museums and art places. Vienna, for example, has a museum district; Many cities, such as Florence and Rome, are famous for their historical art collections.

2.4.5 Creative Cities

Many cities can perhaps be called "creative cities". These creations are not necessarily related to culture and art, and may be the result of a number of innovative

features or the appeal of high-tech businesses. These cities have 3 elements which are called 3T: Tolerance, Talent and Technology (Alvarez, 2010).

2.4.6 Sports Cities

Sports cities are usually developed due to hosting a number of important sporting events such as the Olympic Games and the FIFA World Cup, or having permanent sports venues and holding regular events (Turner & Rosentraub, 2002).

2.4.7 Ultra-Modern Cities

Ultra-modern cities are constantly developing new elements and features with advanced technology. These features include innovative architecture or unique attractions. For example, Kuwait is currently competing with Dubai to become a state-of-the-art destination. Tourists are attracted to the imaginary nature of these developments (Henderson, 2002).

2.4.8 Problems and Difficulties of Urban Tourism Management

Creating and developing urban tourism requires strong management and creating appropriate infrastructure. Below are some of the needs and problems and difficulties that arise in managing cities when tourists are present. It should be noted that all these cases can be problematic in cities that do not even have many tourists, so tourism is not associated with problems, but requires appropriate structures for development:

- Overcrowding
- Protection and protection of the environment
- Shipping issues
- Need access to accommodation located in the city center
- Simultaneous management of the needs of local residents and tourists
- Manage visitors and streams

- Need for a lively and night-driven economy to encourage overnight stays
- Preserve the character by creating a sense of place
- Marketing and promotion (Selby, 2003).

Urban tourism in Isfahan: Tourism infrastructure in the city of Isfahan, as expected, is not suitable for welcoming tourists, and in order to achieve the standards of this industry, appropriate cultural, residential and security infrastructure must be created in Isfahan (Ghaed Rahmati & Daneshmandi, 2018).

Ghaed Rahmati and colleague (2018) stated that challenges such as traffic, rising accommodation rates during peak tourist seasons, the lack of traffic police cooperation on tourist car traffic, low levels of trained people, working hours of tourist sites, poor infrastructure and problems such as unsafe and inadequate roads seem to be challenges, Lack of proper development of rail transportation network and lack of hotels in Isfahan are among the most important problems facing the tourism industry, and the existence of each is certainly the most important reason for attracting tourists. Now, considering that according to the implemented planning such as the provincial planning document, the provincial section of the sixth development plan document, tourism has become one of the most important and basic axes of development of Isfahan city and province, so it is necessary to look at providing tourist services as the most basic part of this industry.

2.5 Satisfaction of Tourists from Isfahan

According to surveys of travelers who traveled to Isfahan, the satisfaction rate with services was 82.5%, including 97% cleanliness, 97% security and public order, 95% beautification of the city, 93% of citizens' treatment of travelers. It turned out that the

most negative points they made were about the lack of parking and parking and toilets.

According to the survey, 30% of passengers described the condition of transportation, parking lots and parking spaces as very bad. Regarding the state of health services, according to the results of this survey, 25% reported very bad. Other negative points in the survey of Nowruz travelers were the lack of supermarkets and bakeries, the high rates of some accommodations, the unsuitable rates of some taxis, and the traffic at the entrances and exits to the city center (Farsani, Esfahani & Shokrizadeh, 2019).

Farsani and colleague (2019) indicated that it goes without saying that in this study, the positive points of tourism in Isfahan province have been extracted, the most important of which include beauty, security and tranquility, antiquity of the province, supply of souvenirs, presence of guiding forces in cities and tourist and historical places and cleanliness of Isfahan city and province.

Isfahan province in general, except for the city of Isfahan and its historical sites, has wonderful places to attract tourists. But in the tourism development plan and planning for it, one of the main axes of the indigenous people of the region is that they should be aware of the conditions. One of the methods of informing is the use of publications, media and radio and television, etc. that cultural heritage has been active in this field and has provided information.

Changes have been made in the cultural management of the province to develop tourism. The whole point is that we must follow the path of moderation in all areas;

Isfahan province, as a province that is the center of culture and civilization, where we see works of art everywhere, from buildings to handicrafts and art, is rippling throughout the province and is full of artists. Naturally, one must use its artistic capacities and all government officials in Isfahan province, including the governor and other officials, must implement and operationalize the general vision of the government, which is the vision of moderation in all areas.

From the perspective of the interviewees, sustainable tourism, relying on the concept of sustainable development, wants the tourism industry to have the least impact on the host community and the environment while being economically profitable.

In the 21st century, advances in technology are making human time more free and more time consuming. For this reason, this century has been called the century of the tourism industry. Due to the technological, cultural, political, social and economic infrastructures created in the 21st century, the phenomenon of tourism will be an inevitable fact in human behavior and action to satisfy his curious spirit.

Tourism always has an impact on the environment and the target communities. These effects are both positive and negative. But tourism development, without managing its effects, can cause damage to the environment, culture and host community. Sustainable tourism development, by managing the effects of tourism on the environment, the economy and the destination community, preserves the destination resources and even promotes them.

Tourism as a source of income and job creation at the local level can be a solution for economic development. Tourism in particular is a viable alternative and a

development strategy when the profits of other economic sectors are declining. Today, the tourism industry is so important in the economic and social development of countries that economists call it “invisible exports.”

As the tourism industry expands in different parts of the world, some of the leading countries in this industry are facing problems due to adverse effects on natural resources, environment, pollution, consumption patterns and social systems. Today, with the increase in the number of tourists worldwide and with the aim of preserving, protecting and protecting the environment, social structures, cultures and customs, the new concept of “sustainable tourism” has received much attention. By observing sustainable tourism, the positive points of tourism can be added as much as possible and its negative points can be reduced. Sustainable development is a key condition for ensuring a secure and sustainable life that strives to minimize resource waste, environmental degradation, and social instability. Sustainable development is development that meets the needs of the current generation without compromising future generations.

Since tourism has a direct relationship with human beings, culture and resources, the category of sustainable tourism development has emerged in the world in recent decades. Sustainable tourism development requires patience, effort and long-term commitment. Achieving sustainable tourism development requires ecological, economic, social, institutional and cultural indicators that are interrelated and interact with each other.

Sustainable tourism means visiting a place or destination and not harming or damaging it as little as possible and preserving it in general. It is said that since any

industry has consequences, tourism will never be completely sustainable (or ineffective), but at least it can take steps to become more sustainable and environmentally friendly. The importance of the issue of sustainable tourism in the world is such that 2017 was chosen by the World Tourism Organization as the World Year of “Sustainable Tourism: A Tool for Development” (Lane, 2005).

According to the Secretary General of the World Tourism Organization, designating 2017 as the “World Year of Sustainable Tourism: A Tool for Development” is a unique opportunity to further help tourism realize the concept of sustainability (from all three aspects of economic, social and environmental) and raise public awareness of Increase to an industrial dimension whose true value is often underestimated. 11% of employment statistics (direct or indirect) in the world are affected by the tourism industry. Abundant advertisements and attractive statistics on the income of countries and job creation due to tourism make countries, remote and less developed regions think more and more about investing in this field (Glaesser, Kester, Paulose, Alizadeh & Valentin, 2017).

But some global news and damage to ecology and resources show that policymakers and investors in countries have not been successful in protecting tourism resources, and therefore there is no doubt that trustees and policymakers with the special cooperation of experts, private and public investors to strengthen and pay attention.

Try tourism resources. Because in the not-too-distant future, they will have no tools for development unless they use the slogan of sustainable tourism; A tool for further development of the economy.

The principles of sustainable tourism can be stated as follows:

- Use of sustainable nature of resources: Preservation and use of resources (natural, social and cultural) is very important and means long-term business.
- Reducing excessive consumption and waste: which prevents the costs of reconstruction, long-term losses and contributes to the quality of tourism.
- Preserving diversity: Preserving and promoting natural, social and cultural diversity is of particular importance for the long-term sustainability of tourism and creates a flexibility base for tourism.
- Planning: Tourism development that enters into a local and national strategic planning framework and takes into account environmental impacts to increase the long-term sustainability of tourism.
- Supporting the local economic system: Tourism that supports and covers a large number of local economic activities and the values and costs of the environment. In addition to supporting these economic systems, it prevents environmental degradation.
- Involvement of local communities: Overall participation of domestic societies in the tourism field not only assists them and the environment, but also boosts the type of tourism experience.
- Consulting with stakeholders and the general public: Consulting amongst the tourism industry and host communities, companies and institutions is important, provided they cooperate together and put aside differences of interest.
- Crew training: Crew training that introduces sustainable tourism into employment methods, integrating hiring local crew at all stages, develops the quality of tourism.

- The responsibility of marketing the tourism industry: Because it supplies tourists with complete information, it not only enriches respect for the cultural, social and natural environment of the sights, but also increases customer satisfaction.
- Conducting research: Developing and monitoring research through industry using effective analysis and data collection not only helps people solve tourism problems, but also has benefits for destinations, industry and customers (Sharpley, 2000).

The current global community is aware that tourism is developing and becoming more widespread at an incredible rate. As a result, increasing people's awareness of the environmental, cultural and economic effects of tourism on destinations has led to a sustainable theoretical and practical view of tourism management.

Considering issues such as sanctions and currency exchange problems in Iran, this is one of the problems of Isfahan tourism, but it can turn these threats into opportunities. Corona virus is also an influential factor in tourism and Isfahan is no exception. However, it can be said that the weaknesses of Isfahan in tourism are the lack of proper parking in Isfahan, the lack of proper accommodation in Isfahan, the lack of international advertising and most importantly the lack of a proper transportation system in Isfahan.

To solve these cases, in the process of sustainable tourism development in Isfahan, the mentioned cases should be prioritized in tourism planning. It can be said that the mechanisms to prevent the negative effects of tourism in Isfahan are also weak. As mentioned, tourism, in addition to the many benefits it brings to each country, can

also cause problems for the environment and the indigenous people. Therefore, attention to this important issue should be included in the tourism planning agenda.

Considering issues such as sanctions and currency exchange problems in Iran, this is one of the problems of Isfahan tourism, but it can turn these threats into opportunities. Corona virus is also an influential factor in tourism and Isfahan is no exception. However, it can be said that the weaknesses of Isfahan in tourism are the lack of proper parking in Isfahan, the lack of proper accommodation in Isfahan, the lack of international advertising and most importantly the lack of a proper transportation system in Isfahan.

To solve these cases, in the process of sustainable tourism development in Isfahan, the mentioned cases should be prioritized in tourism planning. It can be said that the mechanisms to barricade the unfavorable effects of tourism in Isfahan are also weak. As mentioned, tourism, in addition to the many benefits it brings to each country, can also cause problems for the environment and the indigenous people. Therefore, attention to this important issue should be included in the tourism planning agenda.

One overarching mechanism of tourism planning is strategic planning. Strategic tourism planning is a process that aims to optimize the benefits of tourism in such a way that the result is a balance between quality and quantity of supply with the right amount of demand, without incompatibility with social, economic, environmental and sustainable development. The strategic planning process is such that a destination must adapt to new trends, changing markets, and a competitive market environment.

Sustainable tourism management, which is known as an important aspect of tourism planning, is currently receiving a lot of attention. In short, tourism planning is a prerequisite for future sustainability and should protect the resources to which tourism depends and increase the quality of life of the majority of residents.

A good tourism program has many benefits for a destination, including:

1. There is a close relationship between policy and planning. Tourism planning strengthens the atmosphere of tourism policy.
2. Tourism planning is an organized effort of rational thinking, which focuses on location-based goals.
3. Tourism planning consists of different steps that start from the inventory of the product of the environment in order to form a work plan.
4. Tourism planning balances economic goals with the need to preserve the environment and improve the quality of life of local people.
5. Strategic tourism planning affects the quality, productivity and effectiveness of the whole process (Dwyer, Edwards, Mistilis, Roman, & Scott, 2009).

2.5.1 Challenges for Tourists

The fact is that the service to a tourist starts from the airport of each country to stay and receive health services that are defined for each standard, and unfortunately in our country and province, such services are not accompanied by favorable conditions. To the extent that the unfavorable condition of some of Iran's international airports during the arrival and departure of passengers has caused protests by many foreign tourists and has been accompanied by consequences such as negative publicity for the country's tourism; Also, in the peak season of the trip, we face a shortage of accommodation units, the same limited number of which do not have a suitable and standard quality (Ghaderi, Hatamifar & Henderson, 2018).

On the other hand, we face a shortage of active and specialized manpower to receive foreign tourists. Although there are many universities and educational facilities in this field, but due to lack of planning, proper training to train human resources in the field of tour operators and reception services, accommodation, Cook, waiter, etc. is not done. In addition, the unfavorable condition of off-road resorts, restaurants, and especially toilets usually create an unpleasant experience for tourists (Masoud, Mortazavi & Farsani, 2019).

Mortazavi and colleague (2019) stated that although Isfahan is considered as one of the tourism hubs of the country, but the conditions of Isfahan airport are not suitable for tourism development; Therefore, the first infrastructural problem is the expansion of Isfahan tourism in the airport transportation sector. The airport has been planned several times so far, but this has faced obstacles.

Also, the intercity and intercity transportation system for tourists faces major weaknesses, especially since the non-operation of Isfahan high-speed train is another infrastructural problem in the transportation sector of this historic and tourist-friendly city that must be addressed (Masoud, Mortazavi & Farsani, 2019).

Another issue that is always criticized by tourism activists is the small number of accommodation centers in the country. In Isfahan, as an attractive tourist province, there are not enough 4- and 5-star hotels for foreign tourists and according to the statistics, there are only two five-star hotels in this city (Gordin, Trabskaya, & Zelenskaya, 2016).

In addition to the lack of suitable hotels and accommodation centers for tourists, another challenge such as the lack of some on-road welfare centers or the provision of poor-quality services in tourist centers is another problem facing tourists, especially foreigners (Seyfi & Hall, 2018).

Foreign tourists who travel to Iran enter this land with various motives. Some travel for tourism and some for business; Therefore, each requires a different type of service, and all tourism centers, including hotels, travel agencies and transport companies, must be adequately prepared according to the type of tourist (Aghdaei, Barzoki, & Samani, 2014).

Aghdaei and colleague (2014) explained that it is noteworthy that the lack of access to appropriate facilities for tourists on intercity routes, including the lack of proper health services, quality restaurants and places to provide appropriate technical services to cars, as one of the weaknesses of the country's tourism system, is always mentioned by industry experts. Taken and emphasized on its elimination; However, in practice and to date, there has been no significant change in this area and the country's tourism officials have cited the cross-sectoral nature of this area as a reason for the lack of progress in organizing plans for bypass routes.

2.5.2 Special Attention to the Provision of Tourism Infrastructure

Tour guides are among the factors that provide the best atmosphere and conditions for a tourist because of the encounter and direct interaction they have with tourists during the trip in providing a memorable trip and pleasant travel experience in the memory of tourists and, consequently, increase enthusiasm. They are very effective in re-experiencing to travel back to that destination (Jabbari, et al., 2013).

Jabbari and colleague (2013) stated that in Isfahan, according to statistics, only 34% of the 150,000 foreign tourists use the services of travel agencies and tour guides. This statistic is not a good number for travel agencies and guides in Isfahan.

A high percentage of foreign tourists, in addition to being interested in touring and visiting the historical monuments of this city, are inclined to get acquainted with the customs of Isfahan, which helps agencies and tour guides to create special opportunities for tourists, and in this case tour leaders can be motivated. Provide a pleasant and memorable stay for travelers. In fact, real art is a guide to create a good feeling for travelers and the desire to return to the same area (Ghaderi, Hatamifar & Henderson, 2018).

Another problem that tourists face in Isfahan is related to the limited menu of its restaurants. In Isfahan, despite the unique variety of food, there is no news of colorful and numerous menus in restaurants. He continues: "Another noteworthy point in this regard is the lack of restaurants with non-Iranian food. Usually, tourists are looking for restaurants with international food menus, but there is no restaurant with these features in Isfahan yet, and this problem becomes more pronounced when there is a lack." We are trained and fluent staff to communicate with foreign customers. The lack of any of these infrastructures is an obstacle to attracting tourists. Perhaps in this case, the province needs more special attention, basic measures and infrastructure works that should not be overlooked by the officials (Jabbari, et al., 2013).

2.5.3 The Concept of Sustainable Development

Sustainable development is not just about protecting the environment, it is about a new concept of economic growth that has chosen justice and livelihoods for all the

people of the world, not just a few. In the process of sustainable development, economic, financial, trade, energy, agricultural, industrial, etc. policies are designed in such a way as to continue economic, social, and environmental development. Finally, sustainable development means not imposing economic and social harm or ecological to future generations. (Farsani, Shafiei, Adilinasab & Taheri, 2017).

All countries, both developed and underdeveloped, have accepted that any development is possible only through planning. This is especially important in the context of sustainable development. The development of sustainable tourism, due to its importance and the potential positive and negative economic, social, cultural, political, and environmental effects, will not be possible without planning. In general, planning can play a key role in resolving the conflicts that this development can create. On the one hand, tourism development can have positive economic, social, cultural, and even environmental effects and benefits in the tourist society, and on the other hand, it can have negative effects on various dimensions, especially in the environmental dimension. Balance in this field, so that the positive effects are more than the negative effects, requires the adoption of principled policies through the process of planning and management (Khaksar, Tahmouri & Hoseinrazavi, 2011).

The concept of sustainability is an attempt to achieve the best results in human and natural environment programs for the present and indefinitely for the future. From the principles of urban sustainability to such things as the existence of a sustainable urban economy creating work and wealth, urban solidarity and cohesion, sustainable urban shelter creating suitable and affordable housing for all, sustainable urban environment creating sustainable ecosystems, Sustainable urban access create

resources that protect the capabilities of social mobility, sustainable urban life creates a vibrant city, and sustainable urban democracy creates empowerment of citizenship rights and status (Hall & Pfeiffer, 2000).

Sustainable development also includes three dimensions: economic, social, and ecological. These dimensions have a specific and hierarchical military structure. In addition, each of these dimensions has its own weight in sustainable development (Butler, 1991).

2.6 Tourism Planning

2.6.1 Tourism Planning and Sustainability

tourism planning is complicated, multifaceted, and requires integration that includes profit-making, diplomatic, civic, and high-tech factors. Planning is about the bygone, actual, and futurity of tourism. The chronicle of tourism planning goes back to past decennaries. Therefore, tourism has whereas been recognized as an industry that includes economic models. Planning in rural and urban areas also affects tourism planning. It is essential for the sustainable growth of tourism (Gunn & Var, 2002).

In fact, planning includes "judgment", "sensitivity" and "creativity". Tourism planning is according to decision making and finds various methods to avouch their goals. "Planning is only a piece of a whole", "decision-making planning" and "different measures in that method can be arduous because the its procedure and other measures include elements like haggling as well as strengthening development." And implement new policies (Dredge & Jenkins, 2007).

Dredge and Jenkins (2007) stated that sustainable development consists of four main themes such as politics, technology, economics, and communications. The content of

politics is about creating institutions and conserving resources for sustainable tourism, in which the issue of technology focuses on the effects, demands, and expectations of tourism. The economic problem is based on interior and exterior influences as well as the costs and benefits of markets. The issue of communications focuses on self-regulation, which refers to the establishment of companies and employers.

2.6.2 Why Tourism Planning

As a consequence of tourism planning, tourism has become further competitive in recent years. Therefore, further attention was paid to increasing demand instead of supply in previous years. Most of the stakeholders, including public and private, in the world are improving new types of tourism, which include cultural, adventure, ecotourism, intellectual, and a new target has been created that conditions the enhancement of tourism planning. In the novel era, tourism chiefly concentrates on augmenting supply, which includes everyone, social and personal entities, because of tourists' interest in everything. Thus, it pays attention to the whole details in tourism planning in order to ensure the well-being of the local people (Gunn & Var, 2002).

In several countries, tourism development and management are provided by the public segment, which encompasses the function of the regulatory. Therefore, authorities accord and execute rules and legislations related to tourism progression.

Further, authorities expend financial sources from the government allocation to promote tourism and advertising that aims to attract tourists. In addition, authorities include tourist sites, including national parks, museums, and historical and cultural sites (Hohl & Tisdell, 1995).

Hohl and colleague (1995) stated that the main purposes of these places are to preserve the cultural and historical heritage of natural resources and also to trigger the entry of tourists to the country. Governments are also investing in modifying the new destination, as well as owning and managing more infrastructure.

The non-profit sector, which includes a voluntary organization working in the fields of health, archeology, history, recreation, and religion, also develops and plans tourism. Conservation of natural and cultural resources by eco-tourism communities and environmental protection organizations can attract large numbers of tourists.

Therefore, local people who are skilled instead of investing in foreign companies are working to grow tourism. Business tourism organizations also care about energy conservation and recycling. The main goal of this organization is to earn less from cultural and ideological advantages (Collins, 1999).

Professional consultants including building and landscape architects, civil engineers, and universities provide neutral information to investors that constructively help with tourism planning and development. Building architects involved in projects, designing tourist projects such as hotels and restaurants, etc. (Brown, 2006).

Brown (2006) indicated that landscape architects are involved in site design and land surveying. Civil engineers ensure the specifications and design of various tourism centers. Specialist advisers perform as a team to avoid planning challenges; Universities that encompass scholars and lecturers advise on tourism planning seminars, which include scientific and technical information.

2.6.3 Planning Perspectives

Tourism planning is an ongoing process that requires a regular control system. Tourism planning is associated with the behavior of countries, the appropriate economic context, the structure of the tourism industry, and the physical environment, which focuses on the general budget and the international tourism market. They describe four forms of the planning process based on scientific research and analysis, identifying development goals, creating a physical plan, and its effects; Thus, the analysis of scientific research examines the behavior and structures of states that discuss essential tourism flows (Dredge & Jenkins, 2007).

Dredge and colleague (2007) stated that another identification of development goal is the analysis of destination attractions, feasibility, and priority development based on the dominant tourism products discussed with market segments. Creating a physical plan required new facilities, estimated impacts on desirable sites, and destinations that focused on the consequences of identifying development goals.

2.6.4 Planning Models

There are several important models, among which the concepts of the region, destination, and site planning are very popular. Regional tourism development is mainly based on improving attractions, facilitating services, transportation, and advertising information for tourists. Therefore, the concept of regional planning is mainly focused on increasing participation with the aim of increasing the number of tourists and their participation in various tourism activities (Getz, 1986).

Getz (1986) indicated that it depends on more demand, which is based on the desire and ability to participate and expand supply, which is based on increasing the capacity of the current physical plant, as well as increasing the number of facilities;

Further demand depends on the vast markets that intend to increase the ability of tourists to travel and spend money in tourist destinations. In addition, developed markets are also intended to improve image values in regions, increase market mobility, and reduce social and governmental constraints. In addition, the mobility of friends and relatives, proximity to attractions, and population growth expand markets. Extensive supply depends on the development of resources that are rich in natural and cultural resources, easy access, appropriate service communities, existing tourism development, favorable development image, local tourism acceptance, favorable government controls as well as land availability, entrepreneurs, managers, labor and financial department.

The concepts of destination planning are also known as “community tourism” and “destination area”. Attraction complexes that include geographical locations with natural and cultural resources such as national parks, connections between attraction complexes and the community, which are based on the design material to ensure the visual introduction of attraction complexes, access including transportation and gates. Including a map, brochures and personal tips are key components of destination planning concepts (Costa, 2006).

2.6.5 The Case of Isfahan

Isfahan is a historic city in the center of Iran. This city is the capital of Isfahan province and also the city of Isfahan. Isfahan is the third-largest city in Iran, the third most populous city in Iran after Tehran and Mashhad, as well as the one hundred and sixty-fifth most populous city in the world and the ninth most populous city in West Asia. Isfahan is also the fourteenth most populous metropolis in the Middle East.

This city became the capital of Iran between 1050 and 1722 AD, especially in the 16th century AD during the Safavid kingdom (Ghaderi, Hatamifar & Henderson, 2018).

There are several monuments in the city, some of which are registered as UNESCO World Heritage Sites. The city is famous for its beautiful Iranian architecture, covered stairs, mosques, and unique minarets. This has caused Isfahan to be called half of the world in popular culture. This city, along with Rasht as the first city in Iran, joined the network of creative cities in the world under the supervision of UNESCO in December 2015. According to UNESCO standards, a creative city is a city that benefits from the innovations and capabilities of its citizens in sustainable urban development. Naghsh Jahan Square is a prominent example of Iranian architecture. The city has fifteen urban areas. Other historical monuments of Isfahan include Minar Janban, 33 Pol, Khajoo Bridge, Chehel Soton Palace, Aali Qapo Mansion, and many other historical places.

Among the active industries in Isfahan, we can mention the large companies of Iran Aircraft Manufacturing, Mobarakeh Steel, SNOWA, and Isfahan Steel. The gold industry in Isfahan has the largest workshops and the largest gold factories in Iran; Isfahan's numerous handicrafts have long been one of the foundations of Isfahan's economy (Farsani, Shafiei, Adilinasab & Taheri, 2017).

2.6.6 Geography

The formation of the city of Isfahan has its roots in pre-Islamic history. This city was formed during the Achaemenid period on the banks of the Zayandeh River.

Zayandehrud became a suitable place to create a new human center due to its flooding and the creation of suitable agricultural lands. The foundation of this city was built in the middle of the Iranian plateau and gradually over time and the development of urban planning in each historical period, this city also expanded. The city was initially used for military purposes and later during the Sassanid era, it merged with its neighboring city, Ji, and took the general name, Jey (Shamai & Mosivand, 2011).

Shamai and Mosivand (2011) stated that geography of Isfahan is such that this city is located between the two main mountain ranges of Iran, Alborz, and Zagros. The location of this city for various geographical and climatic reasons has made this city in a low area and without roughness. The surrounding of the city by these two mountain ranges has also affected its climatic factors and has created dry and low rainy weather in it.

Zayandehrud plays the most important role in the climate and geography of this city. This river originates from Zardkuh of Zagros mountain range and passes through this city on its way to the Lut desert. During this passage, Zayandehrud has created urban freshness in Isfahan and has played the most important role in urban divisions throughout Isfahan. Zayandehrud river has been so important that it has been used to show off the beauty of this city and the masterpieces of 33 bridges and Khajoo bridge have been made to show the beautiful view of Zandehrood (Shamai & Mosivand, 2011).

2.6.7 Population

Also, the population of the province is estimated at 5 million 120 thousand 850 people, of which 2 million 599 thousand 477 people, ie about 51% are men and 2

million 521 thousand 373 people, ie about 49% are women, which is 44% of the population. The province lives in the city of Isfahan and 40% in the city of Isfahan (Fakharyan, et al., 2012).

The population growth rate in Isfahan province has been announced as 0.97 percent and the population density is per capita.

2.6.8 History

Throughout history, it is not easy to follow the traces of Isfahan continuously; However, Isfahan was located in the center of the Iranian plateau. Due to the fact that in the pre-Islamic period, the stronghold of the Achaemenid to Sassanid empires was the western territory of these empires, especially the Mesopotamians, this city was not in the center of attention of these dynasties. Throughout history until the Islamic era, in the current location of Isfahan, the traces of different cities under different names, different neighborhoods, and even different people can be traced (Farsani, et al., 2017).

The city of Isfahan from ancient times to the present: Apadana, Asefahan, Asbahan, Asbahan, Spatna, Espadna, Espahan, Aspadan, Espadaneh, Espahan, Spinner, Esfahan, Esfahan, Asbahan, Asbahan, Aspadaneh, Isfahan, Isfahan, Isfahanak Besfahan, Ji, Dar al-Judai, Rashurji, Sepahan, Sepaneh, Shahrestan, Safahan, Safahan, Gaba have been famous (Nouri Janian, 2013).

Nouri Janian (2013) stated that he palace of Isfahan has been attributed to Tahmourth, the third king of the Pishdadian dynasty. In ancient history, Isfahan was known as Upper Pars and it was also called Gabai or Tabai. This city was also the

intersection of major roads and the royal residence of the Achaemenid kings. The Greek geographer Strabo named Isfahan as the center of Iran.

When Cyrus the Great captured Babylon and rescued the Jews from the captivity of Nebuchadnezzar, king of Babylon, a number of Jews returned to Palestine, and a number of them came to Iran and settled in this area, which was called the Judean Palace. This area was next to the Jay area, which later connected to each other and created the city of Isfahan. Ibn Faqih Hamedani, a 10th-century Iranian historian, writes:

When the Jews fled from Jerusalem and fled from Nebuchadnezzar, they took with them some of the soil and water of Jerusalem. They did not live anywhere without first testing the soil and water. They continued to do so until they reached the city of Isfahan. There they rested and tested its soil and water and found it to be similar to Jerusalem. When they settled there, they started planting in the ground and gave birth to children and grandchildren, and today the name of this region is Judea (Durand-Guédy, 2020).

2.7 Smart City

Introducing the concept of smart city, we have to answer some basic questions. First of all: What is the purpose of this concept? We can say that the goal is to turn today's cities into smart cities so that we can develop sustainably in the future, this raises another question for us: How is a smart city built? (Gretzel & Koo, 2016).

Gretzel and colleague (2016) stated that there is a difference between smart growth and smart city. If smart growth plays a role in the physical nature of urban areas, the smart city is part of it and as the content of urban areas. The idea of a smart city is

due to two dynamic conditions: first, to increase the development of technology, and second, to meet the needs of the people. Intelligent growth is one of the efforts to control the consumption of natural resources. The goals of the smart city are to create a high-quality life.

Smart growth is healthy development in the economy, environment and society. The main concepts of smart growth are: mixed or combined land use, intensive and effective design of buildings in the city, easy access to the environment on foot, having a strong sense of place or environment, protection of open spaces, development based on the needs of the community, having the right to choose the means of transportation, deciding on fair and cost-effective development based on the agreement of the people and other stakeholders (Buhalis & Amaranggana, 2013).

Buhalis and colleague (2013) indicated that the improvement of the smart city concept is formed by a complex combination of technologies, social and economic factors, government procurement, and policymakers and economists. Therefore, the deployment of the concept of smart city follows various ways that depend on the particular policies or policies of each city, its goals, funding and scope. Any definition of an efficient city needs to combine the above conditions, and at the same time must be able to better understand the good performance, scaling potential and development of relevant policies. In order to improve the quality of life of citizens, smart cities face a combination of various political, governance, economic, social goals, as well as a range of concepts related to human-centered cities. The following table shows the concepts of success in future cities.

2.7.1 Esfahan; Leading in the Realization of Smart City

According to the director of the ICT Organization of Isfahan Municipality, during the last two years, the city of Isfahan was recognized as a leading city in the realization of a smart and sustainable city because it had full knowledge of the indicators and moved (Torabi Farsani, et al., 2016).

Torabi Farsani and colleague (2016) indicated that “Smart city”, which is considered as one of the ideals of metropolises today, with criteria in various fields, provides a better environment in terms of welfare and, of course, by fulfilling its characteristics for people. But how to meet the criteria for the realization of such a city in the economic, cultural, social and other components?

According to global studies, these characteristics can only be achieved if cities are equipped with “ICT” infrastructure.

2.7.2 Why do Cities Need to Move Towards Smarter?

Given the population of 7 billion and 560 million people in the world today and the migration of these people to cities, it is predicted that by 2050, 6 billion people will return to cities. Cities must also be equipped with smart equipment. There are currently 4 billion people living in cities around the world, and many challenges such as noise pollution, air, soil and water, and other problems have arisen due to overpopulation. Increased demand for limited spaces such as green space, housing and recreational spaces, and traffic problems are other problems of urbanization (Zhang, Hes, Wu, Hafkamp, Lu, Bayulken & Li, 2016).

The solution to these problems depends on moving towards “development”, which means increasing the welfare of citizens, but in the last half century, development has

meant (economic development) and the maximum use of available resources. But in the last half century, according to the Rio Conference, development has meant sustainable development, which means using resources without compromising future generations (Ng, 2019).

2.7.3 In What Areas Should This Development Be Applied?

Development in economic, social, cultural and other components must take place, these are the things that the smart city is measured by these factors, and these things must all exist in the realization of the smart city (Ng, 2019).

Ng (2019) stated that in a more precise sense, the smart city has come to create sustainable development. The world has studied how to achieve a sustainable smart city, which according to studies, the realization of such a city will be based on communication and information technology, and this means that ict plays a leading role in the realization of a smart city.

2.7.4 How Much Attention Has Been Paid to the Ict Category in Isfahan?

Based on comprehensive studies, we have come to the conclusion that ict is important, but we have problems during the operation. Unfortunately, urban management in this area has not used enough of this tool and urban management must use information technology at all levels of macro decisions and management.

Cities can no longer be managed in the traditional way, and it remains to be seen how cities in the world are managed using information technology (Seidiy & Moghadam, 2012).

2.7.5 In Which Area Has the City of Isfahan Taken Steps to Realize a Smart City?

Isfahan Municipality ICT collection has determined the evaluation indicators of the country's smart cities, and based on this, the country's cities are being evaluated in terms of these criteria. Two years ago, the city of Isfahan was recognized as a leading city in achieving a sustainable smart city because it had full knowledge of the indicators and moved according to them (Ng, 2019).

Various institutions in the world, including the STC or the Smart City Council that exists in the United States, introduce these indicators. Each year, these institutions rank the cities based on these evaluation indicators and based on the ISO 37120 model, and in Iran we use the same model, because when the country moves according to this model, it meets local criteria. It is adapted, otherwise, if we make a move, it will be unacceptable by international standards, and it will not be considered in the world.

Therefore, the criterion for evaluating the smart cities of the country is the evaluation criteria of the smart cities of the world, which helps us to show ourselves in the field of international competitions in the future (Zhang, Hes, Wu, Hafkamp, Lu, Bayulken & Li, 2016)

Chapter 3

METHODOLOGY

3.1 Methodology

3.1.1 Introduction

Qualitative research has been an impetus to meet the aim and objectives of this study. This approach is facilitating the researcher to find the answers from set of activities (e.g. observation, interview, and wide-ranging contribution in research activities by participants), each of which aids the researcher to attain first-hand evidence on the subject under study (Charmaz, 2004). Thus, from the collected information, analytical, perceptual and classified descriptions could be obtained. In the method under discussion access to information; That is, deep comprehension of the people and their attitude being studied is obtained by learning about their culture, including their value, ideological, and behavioral basics, language, and trying to comprehend participants feelings, emotions and motivations.

In order to analyze the data with comprehension and precision, MAXQDA as an advanced software for qualitative data analysis, is applied for the aim of the study. This software has been used in the fields of social sciences and humanities (Kuckartz & Rädiker, 2019). This software is very useful for research methods including content analysis, thematic contents, interpretation of data, and representing them. Moreover, compatibility with Persian languages and transcript is an advantage of this software compared to others. Therefore, the researcher was able to conduct the

research in Persian language and then using back-translation method, revise the codes and transcriptions in the software where necessary.

3.1.2 Sampling

Judgmental sampling of 21 respondents in charge of planning in the city of Isfahan who has been in the managerial and decision-making positions at the time of the interview was the impetus as sample for this research. The sufficiency of the sample size was examined by theoretical saturation, in the current research this redundancy and repetition of interviews occurred after fifteen interviews however to provide more certainty, additional six interviews has been conducted.

Semi-structured interviews assessed to find the research question about the limitations, opportunities and ideal type of tourism planning in the city of Isfahan. The interviews started by a quick introduction of the study followed by asking questions regarding their general ideas about the tourism development and planning in the city, however, a question sheet was guiding the highlights of the interviews. To extract the main aim and objective of the research from the interviews, each interview was lasted about 15 – 20 minutes, and the sample questions consist of the interviewee's knowledge of mass tourism, alternative tourism, and tourism planning. Also, the role of institutions and community in the planning process. As well, their views regarding the nature of tourism planning have been discussed.

At last, they were asked to define an ideal model of tourism for the city of Isfahan, and give some information about their model of choice.

3.1.3 Respondents' Profile

The interviewees were reassured about their privacy and anonymity, and they were informed that the data will be analyzed using a number instead of their actual names.

Majority of the respondents were educated in universities, and they were in their middle age and married. Most of the participants were in managerial positions that were mostly occupied by males. Table 1. Provide an overview of respondents' profile and demography.

Table 1: Respondents Profile

Respondent	Sex	Age	Marital Status	Education
Interviewee 1	Female	36	Married	Master or higher
Interviewee 2	Male	40	Married	Bachelor
Interviewee 3	Male	40	Married	Bachelor
Interviewee 4	Male	34	Single	Master or higher
Interviewee 5	Female	40	Married	Master or higher
Interviewee 6	Male	38	Married	Master or higher
Interviewee 7	Male	36	Single	Some Diploma
Interviewee 8	Male	38	Married	Bachelor
Interviewee 9	Male	56	Married	Bachelor
Interviewee 10	Male	60	Married	Bachelor
Interviewee 11	Female	42	Married	Bachelor
Interviewee 12	Male	35	Married	Master or higher
Interviewee 13	Male	59	Married	Master or higher
Interviewee 14	Female	37	Single	Master or higher
Interviewee 15	Female	32	Single	Bachelor
Interviewee 16	Female	42	Married	Bachelor
Interviewee 17	Male	44	Single	Some Diploma
Interviewee 18	Male	53	Married	Bachelor
Interviewee 19	Female	29	Married	Master or higher
Interviewee 20	Male	41	Married	Master or higher
Interviewee 21	Male	57	Married	Bachelor

The occupational respondents' characteristics are as follows:

Table 2: Respondents Occupational Characteristics

Respondent	Position	Company Name
Interviewee 1	C.E.O	Parseh Isfahan
Interviewee 2	Sales Manager	Mahan Seir
Interviewee 3	Technical Manager	Avaye Aria
Interviewee 4	C.E.O	Pars Safir
Interviewee 5	C.E.O	Sadaf Seir
Interviewee 6	C.E.O	Keihan Gasht

Interviewee 7	Sales Manager	Atigh Gasht
Interviewee 8	Sales Manager	Espadana
Interviewee 9	C.E.O	Espadana Hotel
Interviewee 10	Marketing Manager	Espadana Hotel
Interviewee 11	Reception Manager	Espadana Hotel
Interviewee 12	C.E.O	Shafagh Gasht
Interviewee 13	Technical Manager	Shafagh Gasht
Interviewee 14	C.E.O	Azing Gasht
Interviewee 15	Technical Manager	Tolou Pardaz
Interviewee 16	Sales Manager	Tolou Pardaz
Interviewee 17	C.E.O	Jolfa Hotel
Interviewee 18	Reception Manager	Jolfa Hotel
Interviewee 19	C.E.O	Venous Isfahan
Interviewee 20	Technical Manager	Venous Isfahan
Interviewee 21	C.E.O	Safir Hotel

3.2 Data Analysis

3.2.1 Word Cloud Analysis

Word clouds are a very popular way to picture the words originate in a particular resource. A characteristic representation is an alphabetical list of the most mutual words in a source, so the most common words are presented in a larger font size. Usually, different colors are used. In fact, there are many different ways to demonstrate word clouds in general. Word clouds provides a fast summary of the most common phenomenon in a text. Such outlines are far more reachable rather than a table with a list of words and their occurrence. Initial assumptions can be inferred from word clouds, particularly if a great deal of data is being analyzed. Figure 1 depicts a word cloud of the interviewees with the most common words; Words such as “tourism,” “mass tourism,” “plan”, “infrastructure”, and “transportation” are more significant. We may reasonably assume that the concern in

this interview was around these topics. This will also provide further insights to produce and name the codes in qualitative data analysis.



Figure 1: Word cloud of all the interviews

The majority of the respondent were concerned about the issues on the way towards application of sustainable tourism, for instance:

Interviewee 2: “... The biggest issue in planning for tourism, is the lack of infrastructures in the country.”

Or,

Interviewee 3: “A concern for me is the political embargos that are partly resulting in a lack in planning, infrastructure or proper knowledge to be reflected in a sustainable approach for tourism”.

However, they were concerned about the negative affect of mass tourism, for instance:

Interviewee 4: “Mass tourism, a current approach that is being practiced in Isfahan, brings a huge number of problems such as destruction of heritages or valuable sites.”

Most of the interviewees believed that a main factor such as Covid-19 pandemic can negatively affect the implementation of sustainable tourism development projects.

Interviewee 7: “The Coronavirus will have negative affect on tourism in short-term, however, after COVID 19 pandemic era the destruction resulted from the companies who wants to have benefits as soon as possible will encourage mass tourism, and this is a dangerous approach towards sustainability.”

Interviewees were concerned about the role of institutions, government and community in sustainable tourism development, for instance:

Interviewee 10: “The ministry of tourism is facing many issues to maintain its existence, there are not acting professional, and do not have a proper development plan”.

Or,

Interviewee 19: “We developed a village next to Isfahan, and we did not even involve the locals in the process, the hoteliers were outsiders that made the local community very angry and anti-tourists.”

3.2.2 Categorization

The first step in data analysis is to transcribe the interviews. Next, all the transcriptions were entered into MAXQDA v. 2020 software and then have been analyzed by initial coding of the data (Kuckartz & Rädiker, 2019). As such, a line-by-line coding approach has been advocated to categorize the data, the next step was

focused coding. Focused coding allowed the researchers to limit the codes that were developed firstly, by generalizing and re-categorizing the initial codes into subcategories. This selective procedure, contributes to construction and clarification of theoretical phenomena. The mainstream constructs of the research were based on these categories which push the research towards an analysis by using axial-coding to assess causes, consequences, conditions, strategies, process, and interactions in building a higher level of phenomenon; this level is known as relationship building in qualitative research (Gandomani, Zulzalil, Ghani, Sultan & Sharif, 2014). The last step was to illustrate a semantic model throughout these available categories and to understand the content by a more formal model using Maxmaps (Amukotuwa, Bell & Thomas, 2020).

Table 3: Initial Categories

Category 1	Category 2	Category 3	Category 4
Negative impacts	Institutional issues	Infrastructures	Sustainable tourism
Environmental issues	Politics affecting tourism	capabilities	Tourism development
Social problems caused by tourists	Covid-19 pandemic	Ecosystem	Alternative tourism
Destructive actions	Direct Flights	Cultural heritage	Ecotourism
Pollution	Fake news and media effect	City structure	Community participation

3.2.3 Data Analysis Matrix

In this part the initial codes have been categorized into subcategories of bigger codes with their impacts on tourism in a data matrix table. the structure outline of the matrix is a technique for briefing and minimizing the abstract data in a table consisting of matching lines. It reflects cross-case to mastermind the data for each

code. Therefore, different themes can be extracted from the matrix table in a systemic manner. Moreover, in each cell, the source data is categorized that relates the intersection case frequencies, effects and initial coding.

Table 4: Data Analysis Matrix and Axial Coding

Code category	Tourism Impacts	Frequency	Initial coding
Lack of institution	Negative	24	Centralized policies
Limitations	Negative	132	The theocratic codes of conducts on tourism
Covid-19 pandemic	Negative	34	Flight restrictions, Mismanagement of the issue
Policies	Negative	20	The developing situations with western countries, Fake news and media effect, Destructive actions
Lack of infrastructure	Negative	93	Standard hotels, roads, touristic areas
Ecosystem	Negative/Positive	16	Mismanagements regarding ecosystem, Zayanderoud problems and issues
Cultural heritage	Positive	65	Ritch cultural heritage, historic sites, City structure
Knowledge of planning	Positive	36	Effects of mass tourism, capabilities of sustainable development
Community participation	Positive	56	Alternative tourism, addressing social problems caused by tourists

As seen in Table 3. The initial codes have been converted to an above coded categories, therefore, providing both a deep insight and an overview of the interviews as a nutshell. These categories are therefore extracted to illuminates the negative and positive issues that are concerned in sustainable development of the Isfahan city. As an example, Ecosystem has been categorized to have positive and negative impact from the interviewee's viewpoint. This is mainly for the fact that they mostly acknowledged the aesthetics of environment and the services offered by ecosystems

therefore it is to be beneficial for tourism. Nevertheless, the tourism may contribute negatively in maintaining these ecosystems as the practices in Isfahan is mainly mass tourism which disregards the carrying capacity of these environmentally valuable sites.

3.2.4 Code Co-occurrence Model (Code Intersection)

The codes are further investigated to deeply comprehend their negative and positive effects on the sustainable tourism development of the Isfahan city. As such, code occurrences have been calculated by the software, and their relationships to the sustainable tourism development has been excavated using schematic tools provided.

As a result, lack of institutions, limitations, covid-19 pandemic, policies, and lack of infrastructure are having a negative effect on implementing sustainable tourism development plans in the city of Isfahan. Moreover, Figure 2. Illuminates that ecosystem, cultural heritages, knowledge of planning, community involvement and participation will positively contribute to the sustainable tourism development which is an accepted model of tourism by the authorities in city of Isfahan.

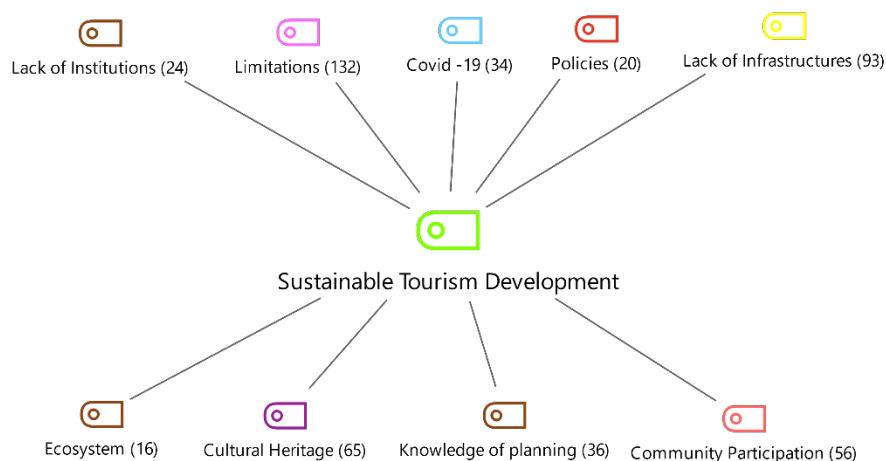


Figure 2: Codes intersections and co-occurrences

Chapter 4

DATA ANALYSIS

4.1 Findings and Discussion

As mentioned in Chapter 4, this study used a qualitative method, for which 21 experts and officials of the tourism industry in the city of Isfahan were interviewed online for quarantine and pandemic reasons. The questionnaire consisted of 24 questions. Knowing the subject and purpose of the research, the relevant issues were included in the interview questions. Due to different topics, these cases intend to examine the tourism process in Isfahan and its sustainable planning and development from the perspective of the interviewees. Finally, by collecting information from the interviewees in this section, we will analyze the information obtained.

The study showed that the development of all sub-sectors of the tourism industry, such as recreational, cultural, natural and historical tourism of Isfahan, in the first step requires the upgrade of required hardware such as roads and traffic infrastructure, both in the province and in major tourism cities. In recent years, although this has been considered, there is still a long way to go and it requires comprehensive planning.

In Isfahan province, the tourism department, which operates according to the auspices of the province's cultural hereditament and handicrafts entities, is a tourism-related institution. From the respondents' point of view, this office should be greatly

strengthened because it is directly related to tourism in the city of Isfahan, which is the tourism hub of Iran. In fact, all tourism agencies, hotels, ecotourism areas, etc. operate under the supervision of this office. More than 22,000 historical monuments and 850 national records of Isfahan are always in the focus of attention and selection of domestic and international tourists, and this multiplies the role and responsibility of the tourism organization.

Respondents also believed that the tourism industry needs the public effort and cooperation of various executive bodies, tourism is one of the serious approaches to currency exchange and this capacity should be used effectively. Isfahan province with a population of five million people as a tourism hub of the country has 107 cities and 1,934 villages. In this region, in addition to historical monuments, there are more than 600 historical houses, 90 historical museums, anthropology, culture and public and private nature. has it. There are 11,500 kilometers of roads in Isfahan province and due to its special geographical location, as a transit crossroads, it has the first rank of freight and the third rank of passenger transportation in the country.

Foreign tourists who come to Iran always choose Isfahan as one of their main destinations, so the goal in the region should be to improve the quality of services and infrastructure development and to accept more tourists from other parts of the world.

Foreign tourists in Iran benefit more from land travel, so the construction of standard and safe roads and easy and fast access to tourist destinations, especially in Isfahan and other central regions of the country will be useful and beneficial. The need to increase safe and up-to-date freeways and save time is always one of the main issues

for tourists, and they pay attention to speeding up travel, and undoubtedly freeways and proper transportation axes will be effective in this regard.

Tourism can be classified into two main groups which are known as mass tourism and alternative tourism. These two types of tourism are very different from each other. Mass tourism is an organized movement of large numbers of people to specialized places. Alternative tourism involves small groups of people or people traveling to places that are not popular tourist destinations. Therefore, the main difference between mass tourism and alternative tourism can be explained as the tourist population of a destination. There are many other differences between these two types of tourism.

Mass tourism can be defined as an organized movement of a large number of people to specialized places. In other words, it includes a lot of people who often go to a popular tourist destination during the peak holiday season. This is the most popular type of tourism because it is often the cheapest way to vacation. Mass tourism often involves closed holiday deals. A package deal is an arrangement in which all the tourist needs, including flights, activities, food, etc., are met by a company. Mass tourism is often the opposite of alternative or sustainable tourism.

Mass tourism may include places such as entire recreational cities, theme parks, commercial tourist areas, etc. that are very crowded. However, these crowded places can also add more space to garbage and damage. Some activities in mass tourism include sunbathing on a popular beach, visiting a theme park (Disney World), traveling with a traveler, skiing in the mountains and so on. Mass tourism can generate a lot of revenue for local areas. Hong Kong, Singapore, London, Bangkok,

Paris, Macau, New York and Istanbul are some of the world's most popular tourist destinations. These can be described as mass tourism destinations.

Alternative tourism is a combination of tourism products or individual tourism services. Simply put, it can be described as people who are exploring places and things other than the usual tourist attractions. Therefore, these areas include non-collapsible places and off-peak holiday seasons. These activities are characterized by individual activities and tourists' desire to experience the local culture and environment.

Alternative tourism can be divided into three groups known as cultural tourism, nature tourism and adventure tourism. These three groups can also be connected. Adventure tours, eco tours and theme tours and other small-scale tourism activities are examples of alternative tourism.

Because tourism is a personal experience, unlike mass tourism, where your tour is normally planned by someone else, you can plan and create your experience according to your own preferences. In addition, alternative tourism supports rural communities and facilitates the development of infrastructure in these areas. It can also be considered as a nature tourism because a limited number of people means limited waste and damage. Mass tourism must be controlled for environmental reasons.

One strategic plan may focus on location capacity and another focus on creating the right supply. Strategic planning in the tourism industry is usually a managerial, planning, political tool to help the essence of tourism to organize its goals while

focusing on the resources available to get the most resources. Many strategic tourism programs today involve a number of goals: developing a vision in one sentence, a mission statement outlining the vision, and then qualitative and quantitative goals, strategies and tactics. Some organizations also create situational and competitive analysis. In the beginning, a group of interested people should be formed.

Writing a vision is the first step in strategic planning. This sentence includes the ideals and aspirations of all destination stakeholders. Planners at this stage should have comprehensive information about the location. There are several ways to do this, including brainstorming, and other focus group techniques in which different ideas are categorized to shape the landscape.

The mission statement is the second essential step to explore ways to complete it, supporting the vision. The mission statement specifies how to achieve this. The objective goals of the driving force are what the program intends to achieve. A project can have short-term (1 year), medium-term (2 to 4 years) or long-term (4 and more) goals. It is better that these goals be measurable. Objectives are real and practical steps that define the expected achievements of the project.

Strategies refer to actions and activities that are necessary to achieve the objective goals of the program. Next are tactical strategies. In the tourism planning process, a tactic is a short-term activity implemented to quickly achieve goals. In fact, they are ways and means to ensure the goals set by the strategies.

Among strategic planning, one can use the table of strengths, weaknesses, opportunities and threats. In the goal setting phase, a country's program must have

specific, measurable, achievable, relevant, and flexible goals. For any tourism organization to make tangible decisions, the planning process should be based on valid data for both the tourism supply sector and the demand sector, which includes the internal and external environment.

Internal analysis:

Internal analysis identifies the factors that determine the destination. The necessary steps for internal analysis of tourism planning are:

- A: Analyze the natural environment of the destination.
- B: Analyze the accumulated factors.
- A: Do a thorough research of the visitor.
- D: Examine industry-oriented sectors.

External analysis:

For a tourist destination, it is crucial to understand how the larger tourism industry is coordinating and how different factors at all levels can influence visits at the local level:

- A: Examine the details of the larger tourism industry.
- B: Provide a competitive analysis.

Today, most strategic tourism programs consider sustainable tourism policies. Although sustainable tourism resources are a component of a successful destination, they are often overlooked by planners. In short, strategic tourism planning is an idea-based and practical way to improve the position of a destination for long-term sustainability. Successful implementation of good destination development strategies will lead to the creation of new jobs, higher visitor costs and tax revenues.

In addition to 395 billion tomans of damage to tourism in Isfahan province, in a situation where the pandemic of the world tourism corona has closed, Isfahan as one of the tourism hubs of Iran suffered irreparable damage that government support is not known to continue Travel services to keep tour guides in this area or not.

Before the Corona crisis, there was always talk of supporting and promoting the tourism sector by the provincial officials, but now it is in this situation that there is a need for empathy and convergence among the officials so that we can overcome these difficult conditions. Corona You would not find any officials, from executives to members of parliament, councils and municipalities, who could reach the tribune and not discuss Isfahan tourism, but now that Corona has taken over tourism, it is time for the main supporters of tourism to remain on the scene.

The government has made every effort to stay close to the crisis-ridden tourism to the full passage of the corona, but these are not enough, and in the future post-corona there are challenges that all institutions and individuals in society must work together to prevent tourism activists from getting stuck. Stand on their own two feet and their power and capacity is restored and recreated.

At a time when all airlines are facing many problems and tourist resorts from hotels and ecotourism to catering places, travel service offices and tour guides are having a hard time, a clear picture of the future of tourism does not appear and these doubts are facing tourism activists. To stay in this field more and more.

Corona may have strangled tourism more now than ever before, not in Iran and Isfahan, where it has squeezed everywhere, but in the past, Iranian tourism has been

in crisis and has struggled to cope with the consequences of domestic and foreign decisions.

There were many doubts about whether or not to stay in the Iranian tourist square, but Corona showed that the weak body of Iranian tourism could not bear these tragedies. The lack of the necessary infrastructure and hasty decisions in the domestic and foreign arenas in practice did not leave Johnny in the weak body of the tourism sector that could survive in the Corona crisis.

Isfahan may have been able to do somewhat well in areas where there are no problems in diplomatic relations, but it believes that positive things should happen at the State Department and in international relations because it is so influential in tourism and can only challenge the industry. Tourism overtook Iran.

By avoiding the problems and challenges of pre-Corona times; Refrain from rials or credits to be spent on advertising and marketing, before Corona, despite the fact that we thought Isfahan was known in the world, but our biggest challenge was the lack of knowledge and lack of proper, principled and appropriate marketing. All this while basic marketing is not possible without cost.

Naturally, Corona is a major challenge in the world and its effects have appeared in all areas, but in addition to the previous problems, including the lack of principled marketing that continues, we have challenges in the field of international relations that only positive developments in this area can make tourism Crises pass.

Government support for the tourism sector in the Corona crisis is insufficient and the payments of various tourism sectors should be given more time to breathe until tourism finds its own.

Allocating facilities at a rate of 12% and a six-month respite is not enough, and both the facility rate and the six-month period should be reconsidered. If we assume that we have restrained the corona as well, the month of Ramadan is immediately approaching and the tourism industry will take six months to re-emerge, and this breathing is not enough to repay the facility installments and will take longer.

The quarterly postponement of tourism employers' insurance and the pursuit of municipal tax exemptions are other measures that the Ministry of Cultural Heritage and Tourism has been able to take to overcome the Corona crisis.

The problems and issues of the airlines are serious and it requires more help from the Ministry of Foreign Affairs to solve them, the airlines have to maintain their position in order to stay in the domestic and foreign markets; So their problems are still there and they need special help.

Unfortunately, the problem with airlines has been twofold; Already the capacity for them was not complete and they provided for their expenses in the hope of ghosts and special occasions. At present, on the one hand, airlines cannot stop flights completely, and on the other hand, they must continue to operate at ten or 15 percent capacity.

While many staff in various tourism sectors have lost their jobs; Tourism in Isfahan and other parts of Iran will face many challenges. The main challenge is the evacuation of a large number of tourism activists who have been seriously questioned by pre-Corona crises such as the petrol crisis, the events of October and foreign policy decisions on the Ukrainian plane crash, and now with unfavorable economic conditions They do not have to give the tourist a gift to his rival.

Iran's tourism has suffered a great deal, and government support for overcoming the Corona crisis must be such as to prevent widespread unemployment among the manpower that is now experienced in the tourism sector.

Corona may be an opportunity to revisit tourism infrastructure. At present, it is necessary to lay the groundwork and plan for the position of each group and those who are in charge of tourism services and businesses; Because he believes that as soon as the feeling of comfort, finding and space is provided for sightseeing, tourism customers will definitely multiply. For the post-Corona era, the situation should be such that both the tourism facilities of its staff have been maintained and, while we have upgraded our training, I should pay more attention to the usual infrastructure in the tourism sector.

The Corona crisis is an opportunity to reconsider tourism infrastructure, and the future is unpredictable, but a set of innovations and a set of suitable contexts for modern tourism services must be planned.

We always say that tourism is a resistance industry that maintains itself and continues to grow in difficult and complex conditions, but perhaps we did not

anticipate such a situation that would disrupt the comfort of human society, and now I believe it is a special situation that tourism professionals should pay attention to. Focus on consolidating infrastructure.

It is now a situation where it is easy to understand what major and irreversible weaknesses we are facing and try to address these shortcomings. Isfahan province has more than 600 historical houses, more than half of which are located in Isfahan. According to opinion, the relationship between tourism planning and sustainability is weak. Respondents have a strong belief in public participation, but how it is implemented remains a weakness.

This study also showed the lack of a unified view of tourism planning and policy in the case of Isfahan. This indicates the lack of a uniform policy and approach to tourism policy and planning. Obviously, there is no institutional coordination in this regard. In fact, there is no single knowledge and perspective among tourism policy makers.

If we compare the results of the respondents, we can see the government's strategy in the tourism industry to certify their goal. In the study of literature, there are determinants such as social, cultural, economic, environmental that affect the country's tourism policy and planning.

One of the suggestions in the corona era for Isfahan tourism is the topic of online tourism and foreign advertising for Isfahan tourism. Of course, in the remaining time, a pandemic should be considered and planned for the easy entry of tourists to the country and issues such as visas, etc.

Chapter 5

DISCUSSION AND CONCLUSION

5.1 Conclusion

The tourism industry has been severely damaged by a growing lack of safety and security, but it is currently recognized by the worldwide community that the prosperity of tourism in a specific nation or region is straightly related to its potency to provide a assured and graceful visit to tourists. Terrorist acts, local wars, natural disasters, diseases or epidemics, as well as the negative attitude of local people, have significantly reduced security.

A terrorist act, a natural catastrophe, and the diffuse of disease can sometimes lead to an entirely unfavorable perception of all neighboring countries and a devastating global impact in the region; For example, the terrorist operations in the Middle East that result from these events, we see that due to a close relationship between tourism and other supporting industries, any negative experience with the first priority leads to direct economic resentment of the consequences of such events. In other words, the multiple effects of such events are both economic, social and psychological (Baker, 2014).

For several reasons, tourists are more vulnerable to tourism than ordinary citizens; First, tourists are lucrative targets for criminals by carrying money and valuables (such as cameras and bags); Insecure, tourists are more vulnerable than ordinary

citizens due to their ignorance of crimes, and tourists neglect normal care and attention, and pay less attention to safety and security advice. They do not report what they are committing against them because they have to leave the destination.

In this industry, each visitor has an undoubted risk cognition threshold that can be endured or endured, when the tourist's peril cognition level oversteps the threshold, it impacts the intent of their behavior. Tourists use their acceptable mental danger threshold and measure their dynamic perceived risk from a specific destination.

If conditions such as the security situation in a particular destination deteriorate before choosing a tourist destination, their risk of being removed from that destination may fall below their acceptable risk threshold, and if this is the case, the affected destination is clearly visible from the search spectrum. Their destination will be deleted. If a tourist feels insecure about traveling to a destination, he or she will not travel again to visit the destination or recommend another destination to others.

The security of the tourist destination is among the superlative vital factors impacting the loyalty of tourists, he says: Tourist loyalty is an important parameter in the development of destinations; Loyal tourists show a stable source of income, they are less price sensitive and more willing to pay; Also, the cost of serving this type of tourists is lower. This shows the need to pay more attention to the security of destinations as a factor for sustainable tourism development.

Experts believe that there is enough security for tourists in Iran and the main problem in attracting tourists is the lack of propaganda from Iran and other countries' anti-Iranian propaganda, but certainly in Iran one of the most important obstacles in the

development of the tourism industry. It can be described as a sense of insecurity and a sense of security; Although an important part of the views and insights in different countries of the world are affected by negative and sometimes far from reality propaganda and information about the current situation in Iran, but it must be admitted that at some point in time insecurity arising from the internal crisis in previous years and after the revolution and the eight-year war, it has been quite obvious and effective.

Security is one of the indicators of tourism development in the country that can be manifested in social, economic, political and cultural forms. In order to be able to talk about the security of tourism in Iran to the world, we must pay attention to it from all angles. From the role of cultural exchanges and political equations and economic thinking, to the role of law enforcement and tourism stakeholders and people in the streets and markets, which is very important and can be examined.

Social security, unlike political security, which is related to organized crime, is related to general crime; Cases such as theft, rape and murder, the occurrence of these factors, although there is a level of it in all countries, but the increase of these factors in the tourist destination will not be acceptable to tourists and will have a negative impact on their behavior and attitude towards the destination.

Social security is also related to the space and construction of the city, such as the state of public transportation, health issues (no infectious diseases, sleeping pills and addicts) and proper lighting for night tourism activities and the appropriate quality of these factors for a high level of social security (Mansfeld & Pizam, 2006).

Referring to economic security, he emphasizes: Economic security can be dependent on various factors, including the level of access to banks and financial institutions, the possibility of using credit cards such as MasterCard and Visa cards, lack of currency fluctuations (exchange rate), stability General considered the values of merchandises and offerings. Each of the criteria set in Iran outside the national prejudices is in an unfavorable situation.

Cultural security refers to the absence of any threat or aggression against beliefs, beliefs, customs, traditions and language, as well as the free performance of worship, rituals and religious norms of individuals and persons, as well as the establishment of appropriate communication with tourists. Having its own religious and historical-cultural laws has set special conditions for the entry of foreign tourists; Therefore, tourists enter with prior mental awareness, so there are the least tensions in this dimension of security.

Cultural security refers to the interaction and mutual respect between the two host and guest communities, states: Observance of cultural and religious laws of the host community by tourists as well as respect and some freedom for tourists if indigenous culture does not guarantee cultural security for the tourism process in Is the destination.

Tourism destinations have realized that they are not safe from crises, and they must have practical plans in place to prevent, respond to, and rebuild after the crisis (Reisinger & Turner, 2003).

Crisis management is a practical strategy that should be considered in the annual planning of destinations. Certainly, tourist destinations in every corner of the world experience some form of crisis at some point in their history, but there are still a few tourist destinations that plan. They have developed their crisis management to deal with such a possibility, one of which is the limitation of systematic field research.

The importance of adopting a strategic vision in the face of potential crisis events is particularly emphasized for those destinations that are characterized by a high share of tourism in their overall economic activities (Blake & Sinclair, 2003).

A tourism organization may identify a potential risk based on experience and be prepared to deal with it, which theoretically minimizes the chances of turning risk into a crisis if we can better prepare for any identified risk.

Managers who use a passive or reactive strategy do not have long-term planning perspectives and do not react until they feel the pressure of public opinion in a critical situation or act when they see a threat to themselves and their organization in a critical situation.

The leaders of a community have a key role to play in minimizing the dangers of tourist attractions; creating such a mindset will be crucial in taking the right approach to eliminating crisis factors; Therefore, to manage the crises in the tourism industry, researchers, while making continuous and extensive efforts by related organizations, with the understanding and preventive measures of events, manage and organize the impact of unpleasant events and a set of activities and plans to ensure the interests of individuals.

The results show that some of Isfahan's tourism policies and plans are weak. Current research has been compiled by tourism experts. All respondents have a direct relationship with the tourism sector. The main concept of this research is related to the Cultural Heritage and Tourism Organization, which is a public institution responsible for implementing tourism policy in the country. Is located. According to experts, the most important issue regarding planning for tourism in Isfahan was the issue of infrastructure, especially transportation and the condition of roads in the province. The lack of international publicity was also emphasized.

Lack of public participation in the tourism debate and the government's lack of attention to this issue were other related issues.

Therefore, the government should pay more attention to the tourism sector, especially the city of Isfahan, because according to the number of historical monuments and tourist sites, Isfahan is the main center of foreign tourism in the country. The lack of proper infrastructure in this city suffers. The allocation of low budgets by the government to the tourism sector has made things difficult for those involved, and it is hoped that in the time of Corona, these issues will be resolved and good publicity will be done in the international arena.

5.2 Limitations and Further Research Suggestions

One of the most important limitation of the study was the existence of COVID 19 pandemic that is why the possibility of face-to-face interview was taken away from the researcher and field research was not possible. Also, the lack of cooperation of some officials made it impossible to follow up on some of the issues highlighted by the experts.

We suggest that the government pay more attention to tourism and allocate appropriate budgets. Also, Isfahan tourism officials should feel the need of the tourism industry for tourism specialists and professors and leave the planning for the sustainable development of tourism in the hands of thinkers in this field. Also, the development of tourism in Isfahan requires the participation of all institutions with the institution responsible for tourism. In fact, in order to help the tourism industry in Isfahan, the infrastructure of the province must first be developed with the help of the relevant institutions. It is also necessary to use public and popular participation with proper training.

The smart city is a framework created primarily from information and communication technology (ICT) to develop, expand, and promote sustainable development practices, with the goal of addressing the growing challenges of urbanization. A large part of this framework is essentially an intelligent network of connected objects and machines that transmit information using wireless technology and cloud computing. Because citizens' time and energy are so important in a smart city, the management of a smart city is always trying to take action by making new ideas to make cities and businesses smarter. For this reason, it is suggested that the city of Isfahan, which is one of the main centers of tourism in this dissertation, be promoted with the smart city approach.

REFERENCES

- Abyareh, R. (2009). *Tourism attractions and their influence on handicraft employment in Isfahan*.
- Aghdaei, S. F. A., Barzoki, A. S., & Samani, L. G. (2014). Investigating the Effective Factors of Attracting Foreign Tourists (Case Study: Isfahan City). *International Journal of Academic Research in Business and Social Sciences*, 4(7), 271.
- Ahmadi, F., & Khajeh, O. (2015). Developing Principles and Criteria of Planning Ecotourism for Sustainable Management of Tourism. *OIDA International Journal of Sustainable Development*, 8(11), 63-70.
- Akama, J. S., & Kieti, D. (2007). Tourism and socio-economic development in developing countries: A case study of Mombasa Resort in Kenya. *Journal of sustainable tourism*, 15(6), 735-748.
- Alvarez, M. D. (2010). Creative cities and cultural spaces: new perspectives for city tourism. *International journal of culture, tourism and hospitality research*.
- Amukotuwa, S., Bell, L. C., & Thomas, D. L. (2020). Applications of Quantitative Perfusion and Permeability in the Brain. In *Advances in Magnetic Resonance Technology and Applications* (Vol. 1, pp. 369-403). Academic Press.
- Amuzegar, J. (2005). Iran's third development plan: An appraisal. *Middle East Policy*, 12(3), 46.

- Ana, M. I. (2017). Ecotourism, agro-tourism and rural tourism in the European Union. *Cactus Tourism Journal*, 15(2), 6-14.
- Aref, F. (2011). The effects of tourism on quality of life: A case study of Shiraz, Iran. *Life Science Journal*, 8(2), 26-30.
- Aronsson, L. (2000). *The development of sustainable tourism*. Continuum.
- Asadi, R. (2011). Strategies for development of Iran cultural tourism. *Australian Journal of Basic and Applied Sciences*, 5(8), 1021-1034.
- Baker, D. (2014). The effects of terrorism on the travel and tourism industry. *The international journal of religious tourism and pilgrimage*, 2(1), 58-67.
- Barkauskiene, K., & Snieska, V. (2013). Ecotourism as An Integral Part of Sustainable Tourism Development. *Economics & Management*, 18(3).
- Bianchi, R. V. (2004). Tourism restructuring and the politics of sustainability: A critical view from the European periphery (The Canary Islands). *Journal of Sustainable Tourism*, 12(6), 495-529.
- Blake, A. (2000). *The economic effects of tourism in Spain*. Nottingham: Christel DeHaan Tourism and Travel Research Institute.
- Blake, A., & Sinclair, M. T. (2003). Tourism crisis management: US response to September 11. *Annals of Tourism Research*, 30(4), 813-832.

- Blank, U. E. L., & Petkovich, M. D. (1987). Research on urban tourism destinations. *Research on urban tourism destinations.*, 165-177.
- Boniface, B., Cooper, C., & Cooper, R. (2006). *Worldwide destinations*. Routledge.
- Britton, S. G. (1982). The political economy of tourism in the Third World. *Annals of tourism research*, 9(3), 331-358.
- Brown, G. (2006). Mapping landscape values and development preferences: a method for tourism and residential development planning. *International journal of tourism research*, 8(2), 101-113.
- Buckley, R. (2002). Tourism ecocertification in the International Year of Ecotourism. *Journal of Ecotourism*, 1(2-3), 197-203.
- Buhalis, D., & Amaranggana, A. (2013). Smart tourism destinations. In *Information and communication technologies in tourism 2014* (pp. 553-564). Springer, Cham.
- Candela, G., & Figini, P. (2012). The economics of tourism destinations. In *The economics of tourism destinations* (pp. 73-130). Springer, Berlin, Heidelberg.
- Charmaz, K. (2004). Premises, principles, and practices in qualitative research: Revisiting the foundations. *Qualitative health research*, 14(7), 976-993.
- Chen, R. J., Bloomfield, P., & Cabbage, F. W. (2008). Comparing forecasting models in tourism. *Journal of Hospitality & Tourism Research*, 32(1), 3-21.

- Cohen, E. (1978). The impact of tourism on the physical environment. *Annals of Tourism research*, 5(2), 215-237.
- Collins, A. (1999). Tourism development and natural capital. *Annals of tourism research*, 26(1), 98-109.
- Cooper, C., & Jackson, S. (1989). Destination life cycle: The Isle of Man case study. *Annals of tourism research*, 16(3), 377-398.
- Costa, C. (2006). Tourism planning, development and the territory. *Tourism Management Dynamics—Trends, management and tools*, Dimitrios, B., Costa, C. (Eds.), Oxford: Elsevier Butterworth-Heinemann, 236-243.
- da Conceição Gonçalves, V. F., & Águas, P. M. R. (1997). The concept of life cycle: an application to the tourist product. *Journal of Travel Research*, 36(2), 12-22.
- Dargahov, V., & Karimov, R. (2014). Investment opportunities of tourism industry in Azerbaijan and its regions. *European International Journal of Science and Technology*, 3(7), 165-172.
- Diamantis, D. (1999). The concept of ecotourism: Evolution and trends. *Current issues in Tourism*, 2(2-3), 93-122.
- Dowling, R. (2013). The history of ecotourism. In *International handbook on ecotourism*. Edward Elgar Publishing.

- Dredge, D., & Jenkins, J. M. (2007). *Tourism planning and policy*.
- Durand-Guédy, D. (2020). *Iranian Elites and Turkish Rulers: A History of Isfahan in the Saljuq Period*. Routledge.
- Dwyer, L., Edwards, D., Mistilis, N., Roman, C., & Scott, N. (2009). Destination and enterprise management for a tourism future. *Tourism management*, 30(1), 63-74.
- Edward, I. (1991). *Tourism Planning An Integrated and Sustainable Development Approach*. New York.
- Egbali, N. A. S. E. R., Nosrat, A. B., & Pour, S. K. S. A. (2010). Investigation challenges and guidelines development of rural tourism—A case study of Rural Semnan Province. *South Asian Journal of Tourism and Heritage*, 3(2), 61-75.
- Eshliki, S. A., & Kaboudi, M. (2012). Community perception of tourism impacts and their participation in tourism planning: a case study of Ramsar, Iran. *Procedia-Social and Behavioral Sciences*, 36, 333-341.
- Esmaili, S., Rezaei, N., Abbasi, R., & Eskandari, S. (2017). The impact of marketing mix on perceived value, destination image and loyalty of tourists (case study: Khalkhal City, Iran). *Modern Applied Science*, 11(11), 96-108.
- Fainstein, S. S., & Gladstone, D. (1999). Evaluating urban tourism. *The tourist city*, 21-34.

- Fakharyan, M., Jalily, M. R., Elyasi, M., & Mohammadi, M. (2012). The influence of online word of mouth communications on tourists attitudes toward Islamic destinations and travel intention: Evidence from Iran. *African Journal of Business Management*, 6(38), 10381-10388.
- Farsani, N. T., Esfahani, M. A. G., & Shokrizadeh, M. (2019). Understanding tourists' satisfaction and motivation regarding mining geotours (case study: Isfahan, Iran). *Geoheritage*, 11(3), 681-688.
- Gandomani, T. J., Zulzalil, H., Ghani, A. A., Sultan, A. B. M., & Sharif, K. Y. (2014). How human aspects impress Agile software development transition and adoption. *International Journal of Software Engineering and its Applications*, 8(1), 129-148.
- Gârbea, R. V. (2013). Urban tourism between content and aspiration for urban development. *Management & Marketing-Craiova*, (1), 193-201.
- Getz, D. (1992). Tourism planning and destination life cycle. *Annals of tourism research*, 19(4), 752-770.
- Ghaderi, Z., & Henderson, J. C. (2012). Sustainable rural tourism in Iran: A perspective from Hawraman Village. *Tourism Management Perspectives*, 2, 47-54.

- Ghaderi, Z., Hatamifar, P., & Henderson, J. C. (2018). Destination selection by smart tourists: the case of Isfahan, Iran. *Asia Pacific Journal of Tourism Research*, 23(4), 385-394.
- Ghaed Rahmati, S., & Daneshmandi, N. (2018). Analysis of urban tourism spatial pattern (case study: urban tourism space of Isfahan city). *Human Geography Research*, 50(4), 945-961.
- Ghoddousi, S., Pintassilgo, P., Mendes, J., Ghoddousi, A., & Sequeira, B. (2018). Tourism and nature conservation: A case study in Golestan National Park, Iran. *Tourism management perspectives*, 26, 20-27.
- Glaesser, D., Kester, J., Paulose, H., Alizadeh, A., & Valentin, B. (2017). Global travel patterns: an overview. *Journal of travel medicine*, 24(4).
- González-Reverté, F. (2019). Building Sustainable Smart Destinations: An Approach Based on the Development of Spanish Smart Tourism Plans. *Sustainability*, 11(23), 6874.
- Goodwin, H. (1996). In pursuit of ecotourism. *Biodiversity & Conservation*, 5(3), 277-291.
- Gordin, V., Trabskaya, J., & Zelenskaya, E. (2016). The role of hotel restaurants in gastronomic place branding. *International Journal of Culture, Tourism and Hospitality Research*.

- Gretzel, U., Zhong, L., & Koo, C. (2016). Application of smart tourism to cities. *International Journal of Tourism Cities*.
- Gunn, C. A., & Var, T. (2002). *Tourism planning: Basics, concepts, cases*. Psychology Press.
- Hall, C. M. (1994). *Tourism and politics: policy, power and place*. John Wiley & Sons.
- Hall, C. M., & Jenkins, J. M. (1995). Tourism and public policy. *A Companion to Tourism*, 525.
- Hall, D. R., Smith, M. K., & Marciszewska, B. (Eds.). (2006). *Tourism in the new Europe: the challenges and opportunities of EU enlargement*. CABI.
- Hall, P. G., Hall, P., & Pfeiffer, U. (2000). *Urban future 21: a global agenda for twenty-first century cities*. Taylor & Francis.
- Henderson, J. C. (2002). Heritage attractions and tourism development in Asia: a comparative study of Hong Kong and Singapore. *International Journal of Tourism Research*, 4(5), 337-344.
- Heydari Chianeh, R., Del Chiappa, G., & Ghasemi, V. (2018). Cultural and religious tourism development in Iran: prospects and challenges. *Anatolia*, 29(2), 204-214.

- Hohl, A. E., & Tisdell, C. A. (1995). Peripheral tourism: Development and management. *Annals of tourism research*, 22(3), 517-534.
- Ismagilova, G., Safiullin, L., & Gafurov, I. (2015). Using historical heritage as a factor in tourism development. *Procedia-social and Behavioral sciences*, 188, 157-162.
- Jabbari, A., Agharahimi, Z., Hosseini, S., & Safari, F. (2013). Capabilities of infertility tourism in Isfahan: A qualitative study 1. *International Journal of Health System and Disaster Management*, 1(2), 99.
- Jalilvand, M. R., Esfahani, S. S., & Samiei, N. (2010). Destination branding and tourists' attitudes (the case of Isfahan as a tourism destination in Iran). *International Journal of Marketing Studies*, 2(2), 235.
- Judd, D. R., Judd, D. R., Fainstein, S. S., & Fainstein, S. S. (Eds.). (1999). *The tourist city*. Yale University Press.
- Khaksar, A., Tahmouri, A., & Hoseinrazavi, S. (2011). The Reciprocal Effects of Architecture and Tourism: The Sustainability Approach.
- Kheiri, J., Nasihatkon, B., Soleimaninejad, M., & Salahesh, N. (2015). Tourists' satisfaction, product quality, future behaviors: Sisangan Forest park, Iran. *Tourism Today* (15), 121-138.

- Kuckartz, U., & Rädiker, S. (2019). Documenting and Archiving the Research Process. In *Analyzing Qualitative Data with MAXQDA* (pp. 283-290). Springer, Cham.
- La Rocca, R. A. (2014). The role of tourism in planning the smart city. *TeMA-Journal of Land Use, Mobility and Environment*, 7(3), 269-284.
- Ladkin, A. (2011). Exploring tourism labor. *Annals of Tourism Research*, 38(3), 1135-1155.
- Lane, B. (2005). Sustainable rural tourism strategies: A tool for development and conservation. *Interamerican Journal of Environment and Tourism*, 1(1).
- Lew, A. A. (2011). Tourism's role in the global economy. *Tourism Geographies*, 13(1), 148-151.
- Liu, Y. D. (2014). Cultural events and cultural tourism development: Lessons from the European Capitals of Culture. *European Planning Studies*, 22(3), 498-514.
- Mahmoodi, S., Ranjbarian, B., & Fathi, S. (2015). Understanding the Effective Factors in the Mental Image of Foreign Tourists Who Visit Iran. *Journal of Tourism Planning and Development*, 4(13), 72-92.
- Mahmoudi Nejadi, M., Panah, E., & Hosein Zadeh Dalir, D. (2020). Qualitative Assessment of the Design of Major Elements of Spatial Construction of Cities in

- Iranian-Islamic Cities (Case Study: of Tabriz Metropolis). *Geography and Territorial Spatial Arrangement*, 10(35), 27-48.
- Maitland, R., & Newman, P. (Eds.). (2014). *World tourism cities: Developing tourism off the beaten track*. Routledge.
- Mansfeld, Y., & Pizam, A. (Eds.). (2006). *Tourism, security and safety*. Routledge.
- Masoud, H., Mortazavi, M., & Farsani, N. T. (2019). A study on tourists' tendency towards intangible cultural heritage as an attraction (case study: Isfahan, Iran). *City, Culture and Society*, 17, 54-60.
- Motevalli, S., & Ranjbar, K. (2016). A study on role of law and regulations in urban tourism development (Case study: shemiranat–District one).
- Muhanna, E. (2007). Tourism development strategies and poverty elimination. *Problems and Perspectives in Management*, (5, Iss. 1), 37-49.
- Ng, J. (2019). A smarter approach towards smarter cities. *Journal of Smart Cities*, 3(1), 14-22.
- Nor, S. A. M., & Shah, D. R. (2012). Review and identification of tourism potentials of Isfahan using SWOT model. *Life Science Journal*, 9(3), 2010-2017.
- Nouri Janian, M. A. R. I. E. T. (2013). Isfahan: city of tourism, history, art and culture.

- Novy, J., & Colomb, C. (2016). 1 Urban tourism and its discontents. *Protest and resistance in the tourist city*.
- O’Gorman, K., McLellan, L. R., & Baum, T. (2007). Tourism in Iran: central. *Tourism and indigenous peoples*, 251.
- Onder, K., & Durgun, A. (2008). Effects of tourism sector on the employment in Turkey: An econometric application.
- Papatheodorou, A. (2004). Exploring the evolution of tourism resorts. *Annals of tourism research*, 31(1), 219-237.
- Reisinger, Y., & Turner, L. W. (2003). *Cross-cultural behaviour in tourism: Concepts and analysis*. Elsevier.
- Rezvani, A. A. (2006). Geography and tourism industry. *Payam Noor University Publication, 6th edition, Tehran*.
- Rudsari, S. M. M., & Gharibi, N. (2019). Host-Guest Attitudes toward socio-cultural carrying capacity of urban tourism in Chalus, Mazandaran. *Journal of Tourism & Hospitality Research*, 6(2).
- Saeb, K., Hajati, R. J., & Rezai, S. (2012). An Investigation into Eco-tourism Potential of the Alamut Region of Iran using SWOT Analysis Model. *Ecologia Balkanica*, 4(1).

- Seidiy, S. E., & Moghadam, Z. H. (2012). Evaluation of the role of rural ICT offices in providing services to the rural areas of Isfahan province (case study: Seen, Mehregan, Mediseh and Kabutar Abad villages). *Geography and Environmental Planning*, 23(1), 129-146.
- Selby, M. (2003). *Understanding urban tourism: Image, culture and experience*. Bloomsbury Publishing.
- Seyfi, S., & Hall, C. M. (Eds.). (2018). *Tourism in Iran: Challenges, development and issues*. Routledge.
- Shamai, A., & Mosivand, J. (2011). Classification of cities of Isfahan province in view point of tourism infrastructure by using TOPSIS and AHP models.
- Sharpley, R. (2000). Tourism and sustainable development: Exploring the theoretical divide. *Journal of Sustainable tourism*, 8(1), 1-19.
- Singh, S., Timothy, D. J., & Dowling, R. K. (Eds.). (2003). *Tourism in destination communities*. Cabi.
- Sofield, T. H. (Ed.). (2003). *Empowerment for sustainable tourism development*. Emerald Group Publishing.
- Sugathan, P., & Ranjan, K. R. (2019). Co-creating the tourism experience. *Journal of Business Research*, 100, 207-217.

- Timothy, D., & Olsen, D. (Eds.). (2006). *Tourism, religion and spiritual journeys*. Routledge.
- Timur, S., & Getz, D. (2009). Sustainable tourism development: How do destination stakeholders perceive sustainable urban tourism?. *Sustainable Development, 17*(4), 220-232.
- Torabi Farsani, N. (2020). Promoting ghetto niche tourism in Isfahan, Iran. *Journal of Heritage Tourism, 15*(1), 93-102.
- Torabi Farsani, N., Sadeghi, R., Shafiei, Z., & Shahzamani Sichani, A. (2016). Measurement of satisfaction with ICT services implementation and innovation in restaurants (Case study: Isfahan, Iran). *Journal of Travel & Tourism Marketing, 33*(2), 250-262.
- Trunfio, M., Petruzzellis, L., & Nigro, C. (2006). Tour operators and alternative tourism in Italy. *International Journal of Contemporary Hospitality Management*.
- Tu, Q., & Liu, A. (2014, June). Framework of smart tourism research and related progress in China. In *International conference on management and engineering (CME 2014)* (pp. 140-146). DEStech Publications, Inc.
- Turner, R. S., & Rosentraub, M. S. (2002). Tourism, sports and the centrality of cities. *Journal of Urban Affairs, 24*(5), 487-492.

- Van der Borg, J., Costa, P., & Gotti, G. (1996). Tourism in European heritage cities. *Annals of tourism research*, 23(2), 306-321.
- Walton, J. K. (Ed.). (2005). *Histories of tourism: Representation, identity and conflict* (Vol. 6). Channel View Publications.
- Weaver, D. B. (2001). Ecotourism in the context of other tourism types. *The encyclopedia of ecotourism*, 73-83.
- Weaver, D., & Oppermann, M. (2000). *Tourism management*. John Wiley and Sons.
- World Tourism Organization. (2005). *Tourism Highlights: 2005 Edition*.
- Yazdanshenas, M., & Adibpour, M. (2018). The Impact of Empowering Leaders on Hotel Services Improvement; The Mediating Role of Psychological Contracts and Knowledge Sharing
- Zangiabadi, A., Mohammadi, J., & Zirakbash, D. (2006). The Analysis of the domestic tourism in Isfahan. *Geography And Development Iranian Journal*, 4(8), 131-156.
- Zhang, X., Hes, D., Wu, Y., Hafkamp, W., Lu, W., Bayulken, B., ... & Li, F. (2016). Catalyzing sustainable urban transformations towards smarter, healthier cities through urban ecological infrastructure, regenerative development, eco towns and regional prosperity. *Journal of Cleaner Production*.

APPENDIX

1. Now-a-days, tourism has become an important economic activity and Isfahan is promoting its tourism intensively; what is your view regarding tourism planning?
2. Do you think there should be an institution to involve in tourism planning?
3. Who should involve in tourism policy and plan making process?
4. What is the justification for tourism planning?
5. When and how the authorities started the planning process for tourism?
6. What is mass tourism and why it has been criticized?
7. Do you think mass tourism should be highly planned and controlled?
8. May I ask your view regarding the nature of tourism planning in Isfahan?
9. Which institutions do participate in tourism planning?
10. What do you think about tourism policy of Isfahan?
11. How do you evaluate tourism planning of Isfahan?
12. Now-a-days sustainable tourism‘ has become popular and desirable; what is Exactly sustainable tourism?
13. Overall, tourism is divided to two types: mass and alternative; What kind of tourism need to develop in Isfahan?
14. Do you have a well-established planning system for Isfahan?
15. Is it possible to study the tourism plan; can I have access to the plan?
16. What are the threats to and weaknesses of tourism in Isfahan?
17. Are there certain specific plans to address the issues mentioned?
18. Are there certain mechanisms and measures to prevent the negative impacts of tourism?
19. Are you familiar with _strategic tourism planning concept?
20. How do you see tourism ‘in the future in Isfahan?
21. Do you have a defined model for tourism in Isfahanan?

22. Would you please give me some information about the tourism model that you have; if you have any?

23. Do your tourism policies involve public participation and community involvement?

24. How often do you revise your tourism plans and strategies?