

**Community-Based Management of the Bisetoun Site:
a UNESCO World Heritage Site in Iran**

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ABSTRACT

The purpose of this study is to investigate the indicators of Support for Sustainable Tourism Development (SSTD) by communities in the case of Bisetoun site in Iran, which is listed in UNESCO world heritage site in 2006. A survey research (with 489 questionnaires) was administered to obtain perception of four communities regarding impact of perceived benefit, perceived costs, community attachment, community involvement in the process of tourism development in Bisetoun heritage site. Means, standard deviations, correlations, reliability test, structural equation modeling (SEM), and invariance metric tests were performed to test measurement and research model. The results revealed that community attachment, community involvement, and perceived benefits significantly and positively related to SSTD, while perceived costs do not significantly related to SSTD. The results also show that the effect of community attachment and community involvement on SSTD is statistically and partially varied among communities which contribute to tourism development in Bisetoun site.

Keywords: Heritage Tourism, Community-Based Tourism, Iran-Bisetoun, Structural Equation Modeling (SEM), Invariance Metric Tests, Correlation Matrix.

ÖZ

Bu çalışmanın amacı İran'ın Bisetoun şehrinde yaşayan yerel halkın Sürdürülebilir Turizm Desteğinin Geliştirilmesi (STDG) ile ilgili göstergelere olan yaklaşımların araştırmaktır. Bisetoun şehri UNESCO tarafından 2006 yılında dünya tarih mirası listesine eklenmiştir. Bu çalışmanın amacı çerçevesinde, dört ayrı topluluğun algısını ölçmek için bir alan çalışması (toplamda 489 anket) uygulanmış, ölçülen algılar sırasıyla; algılanan faydalar, algılanan maliyetler, bağlılık, katılımcılık olarak tanımlanmıştır. Araştırma modelini test etmek için ortalamalar, standart sapmalar, korelasyonlar, Cronbach Alpha güvenilirlik düzeyleri, yapısal eşitlik modeli (YEM) ve değişmezlik metrik testleri ortaya konulmuştur. Analiz sonuçları bağlılık, katılımcılık, ve algılanan faydaların STDG'yi artırdığını gösterirken, algılanan maliyetlerin STDG üzerinde anlamlı bir etkisinin olmadığını deruhte etmiştir. Bağlılık ve katılımcılığın STDG üzerindeki etkileri kısmi olarak dört topluluk arasında farklılık göstermiştir. Bu bulgu Bisetoun şehrindeki turizm gelişimine etkili bir şekilde katkı sağlayacaktır. Araştırma içerisinde toplum temelli turizmin tarihi mirasın gelişimi açısından uygulamaya yönelik sonuçları da tartışılmıştır.

Anahtar Kelimeler: Kültürel Miras turizmi, bağlılık, katılımcılık, algılanan faydalar, algılanan maliyetler, sürdürülebilir turizm gelişimi, toplum temelli turizm, Biseton/Iran.

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LIST OF ABBREVIATIONS

UNESCO	United Nation Economic Scientific and Cultural Organization
UN's	United Nations
WHSs	World Heritage
SSTD	Support for Sustainable Tourism Development
NGOs	Non Governmental Organizations
STD	Sustainable Tourism Development
Cs	Communities
WCED	World Commission on Environment and Development
UNWTO	United Nation World Tourism Organization
CBLG	Community-Based Local Government
CBH	Community-Based Handicraft
CBB	Community-Based Business
CBF	Community-Based Farmer
OST	Open System Theory
CBT	Community-Based Tourism

Chapter 1

INTRODUCTION

1.1 Introduction

Tourism has been known as a sector which leads to bring economic benefits and social change to local communities. The question is whether communities are aware of the nature of tourism sector that requires informed communities involvement in its sustainability in terms of various social and environmental impacts (Lee, 2013). Previous studies have revealed that in those communities which are affected by tourism development, some of the traditional local industries and new businesses have flourished as well (Mehmetoglu, 2001, Bramwell & Lane, 1993). Furthermore, tourism development can result in structural changes economically, politically, socially and environmentally in the communities (Simpson, 2008). When communities are involved and informed, they can contribute to the implementation of sustainable tourism development by bringing local knowledge to the process (Burby, 2003; Thapa & Ko, 2009). However, community's involvement in the process of tourism development depend upon communities perceptions (i.e., *perceived benefits, perceived risk, attitudes, and community attachment*). Most of the scholars have focused on these dimensions in order to explore the factors that motivate communities to participate in and enticed to actively become part of the tourism development towards (Lepp, 2008, Dyer et al., 2007, Nicholas et al., 2009, Nunkoo & Ramkisson, 2011).

Nowadays, community-based tourism has been established as a major discourse in tourism literature as the significance of community's role is becoming a powerful tool for a successful tourism development with respect to benefiting the local people who are the true owners of the resources. According to Arnstein, 'citizen participation is the redistribution of power that enables the have-not citizens... to be deliberately included in the future. It is the means by which they can induce significant social reform, which enables them to share in the benefits of the affluent society' (as cited in Tosun, 2006, p.494).

Tourism provides diverse opportunities for communities, and policy makers should facilitate community's involvement in the process of decision making. This might sound rather simplistic approach to community and tourism; in fact the issue is much more complicated, especially in those political and social environments where condition is not conducive to this concept. Traditional bureaucratic culture and highly centralized political structure do not provide an encouraging attitude toward this end. This is why scholars have tried to understand the very factors/variables that need to be explored in order to design models to embed communities in the process of tourism development that aims to uphold sustainability. No wonder Brand (2001, p. 571) claimed:

'One of the most important lessons development agencies claim to have learned over the past decades is that the absence of local participation at various stages of project planning and implementation leads to what at best can be termed "inferior results." The conclusion that community participation is necessary (if not sufficient) for project success has developed concomitantly with the belief in the halls of power

that the state is not the ideal executor of a variety of tasks previously deemed its proper realm’.

In terms of perceived benefits, as a catalyst for participation, Teater and Baldwin(2012) explored that social connections through participation in a program is a significant factor that contributes to perceived benefits by the community. Perceived benefits by the residents of community will result in their support for tourism development. Perceived benefits also mediate participation in tourism as the process will end in well-being of the community members (Wyman and Stein, 2010; Morrow-Howel et al, 1999). However, tourism may have some drawbacks; it is the responsibility of skilled planners of tourism to explain the drawbacks and allow the tourism community members to understand the shortfalls. At the end, communities are given the opportunity to compare the perceived benefits and possible drawback. This will also prepare the communities to deal with possible negative impacts and commit to mitigating approaches.

Additionally, it has been confirmed that local communities play remarkable role in supporting tourism development. Their perceptions and attitudes on tourism development are highly crucial for success and sustainability of tourism, especially in heritage tourism protection (Eshliki&Kaboudi, 2012). The perceptions of local communities on the benefits and costs of tourism have been demonstrated as the major factors for success and tourist satisfaction (Andriotis& Vaughan, 2003). If planners are looking for constant success and sustainability in tourism development, they necessarily should understand the role of host community as an essential factor./Bisutun[bee-suh-toon] is located along the ancient trade route linking the Iranian high plateau with Mesopotamia and features remains from the prehistoric

times to the Median, Achaemenes, Sassanian, and Ilkhanid periods. The principal monument of this archaeological site is the bas-relief and cuneiform inscription ordered by Darius I, The Great, when he rose to the throne of the Persian Empire, 521 BC (<http://whc.unesco.org/en/list/1222>). It is also a village in W Iran by the ancient road from Ecbatana to Babylon. On anearby cliff is an inscription by Darius in old Persian, Elamite, andBabylonian describing his enthronement (<http://dictionary.reference.com/browse/bisutun>). The site was officially declared a World Heritage Site by the UNESCO in 2006 (<http://www.worldheritagesite.org/years/2006.html>). It is located in the province of Kermanshah, Iran.

The heritage sites have become attractive tourism resources around the world (Landorf, 2009;Adams, 2010). Heritage site is covering a vast area with several communities surrounding the site. The aim is to investigate the degree of involvement of these communities in the process of planning, management, and maintenance of this site in the context of sustainable approach as the relics and monuments are highly vulnerable to damage and weathering effects. As Landorf (2009, p. 53) noted: ‘...all World Heritage Sites (WHSs) must now develop and implement a management plan to mitigate tourism impacts and sustain site significance’. This is possible, if key principles of sustainable practice are in place. One of the key principles of sustainable heritage tourism is an implementation of a planning process that is long term and holistic, and is open to stakeholder participation (i.e., communities that are attached to the heritage site). Factors of perceived benefits, perceived costs, attitudes, and community attachment are categorized as mediating factors in community’s willingness to involve in the process of protection and maintenance of heritage site. The assumption is that when

communities are part of the planning and implementation process, the possibility of a successful implementation increases (Burby, 2003); however, the question is what factors mediate community's commitment to the process of sustainable heritage planning and management.

1.2 Problem Statement

World Heritage Sites registered by UNSECO are popular tourist destinations internationally, and cultural/historical icons nationally. However, each site should be studied and understood in the context of its spatial distribution. Heritage site is unique in terms of area that it covers and communities that surround it. The problem is whether communities are part of the management, planning, marketing and protection processes of the site. Rationally stating, its sustainability depends on its integration into the community's active involvement in every aspect of the site. Furthermore, as we found this is the first study of the site in the context of sustainable tourism development. However, the participation of the communities in a comprehensive tourism planning process requires exploration of factors that will entice and motivate community members to commit themselves to this process. For this to happen, Larson and Poudyal (2012) in their study of a heritage site claimed that 'all parties with a vested interest in tourism need to come together and engage in participatory planning focused on unified goals. To achieve this, certain prerequisites need to be clarified; and this study will try to explore those aspects.

1.3 Significance of the Study

Heritage site is a valuable tourism resource besides its cultural and historical significance. It is and will remain a prominent source of income and business activities for the area and communities. Therefore, its sustainability as an economic as well as historical/cultural value demands a unique planning and management

approach as the site is a unique heritage resource. There are ample examples of lack of understanding of some similar sites and as a consequence reduction of their values. A recent uproar by UN's general directorate on world heritage sites, Irina Bokova, who claimed the catastrophic consequences of destruction of world heritage sites in Iraq and Syria due to conflict (<http://www.bbc.com/news/world-middle-east-32820857>).

1.4 Objectives and Purposes of the Research

The main aim of this research is to explore and identify the role of communities in supporting sustainable tourism development in world heritage site of Iran. There are many communities including: community-based farmer, community-based business, community-based handicraft, and community-based local government who are affected by the sites tourist draw. The study tries to understand how and based on what constructs these communities can involve in protection and sustainability of the site. UNESCO has also considered a strategic approach to World Heritage planning in pertinent to the communities (Kristina, 2015).

1.5 Methodology

For this research proposed to use quantitative method in order to analyze the data in terms of support for sustainable tourism development by different communities (community-based local government, community-based handicraft, community-based business, and community-based farmer). Community attachment, community involvement, perceived benefits, and perceived costs were useful variables that all pertaining data would collect and analyze for determining the degree of support for sustainable tourism development.

It would be used quantitative descriptions corresponding with manageable form while All study variables were measured with five-point Likert scale ranging from “strongly agree” (1) to “strongly disagree” (5) (Trochim, 2006).

1.6 Findings of the Research

It is expected to increase the level of support for sustainable tourism development by communities due to community attachment, community involvement, and perceived benefits. However, it is predicted that communities will not support for sustainable tourism development by perceived costs.

1.7 Organization of the Study

This thesis is consists of five chapter, chapter 1 includes introduction and explains the role of communities in support for sustainable tourism development especially for those communities which are influenced by World Heritage sites. Chapter 2 contains literature review which expresses an overview for tourism and the variety types of tourism. Furthermore, this chapter includes two different theories particularly open system theory which are using in social science and tourism. Chapter 3 focuses on the case study of in Iran that explains briefly the position of Iran, the Province of Kermanshah. Chapter 4 reveals the methodology research and data collection with analyzing the data. Chapter 5 as the last chapter but not least terminates the process of study alongside conclusion and the result of this research.

Chapter 2

LITERATURE REVIEW

2.1 Tourism: An Overview

Tourism as a significant socio-economic activity can have an effective impact on local economy. Tourism sector has been recognized as a main economic contributor that plays a critical role in promoting community welfare, community stability, community progress, and community identity (Sebele, 2010). Furthermore, tourism advocates export industries which it is one of the most important factor for development (Tang & Abosedra, 2014).

‘Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure’ (<http://media.unwto.org/en/content/understanding-tourism-basic-glossary>).

Tourism has been broadly categorized as domestic or international. Domestic tourism is referred to: ‘tourism involving residents of one country traveling only within that country. A domestic holiday is a holiday (vacation) spent in the same country; this class may overlap with staycation (in British English), a vacation spent in the same region’ (https://en.wikipedia.org/wiki/Domestic_tourism).

2.2 Types of Tourism

Notwithstanding different types of tourism, it can be categorized into three broad segments as follows:

- *International tourism*: Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. This is also in reference to *inbound tourism*.
- *Domestic tourism*: Domestic tourism is the tourism of resident visitors within the economic territory of the country of reference.
- *Outbound tourism*: Outbound tourism comprises the activities of a resident visitor outside the country of reference, either as part of an outbound tourism trip or as part of a domestic tourism trip(<http://media.unwto.org/en/content/understanding-tourism-basic-glossary>).

However, tourism has come a long way since its domination by domestic tourism in its early development (Pierret, 2011). Overall, the literature is focused on two dominant form of tourism namely mass and alternative. Such classification is the ramification of negative impacts of mass tourism, especially in three decades of post-World War 2. To combat the negative impacts of mass tourism, alternative tourism has become synonymous with any form of tourism that is not *in masse*. Nevertheless, mass tourism is perceived as “a form of tourism that involves tens of thousands of people going to the same resort often at the same time of year. It is the most popular form of tourism as it is often the cheapest way to holiday, and is often sold as a

package

deal”

(<http://www.coolgeography.co.uk/GCSE/AQA/Tourism/Mass%20Tourism/Mass%20Tourism.htm>).

At any rate, types of tourism are surging ahead as different attractions are created for the amusement of the travelers. Figure 1 illustrates some of the types of tourism that are operational these days.

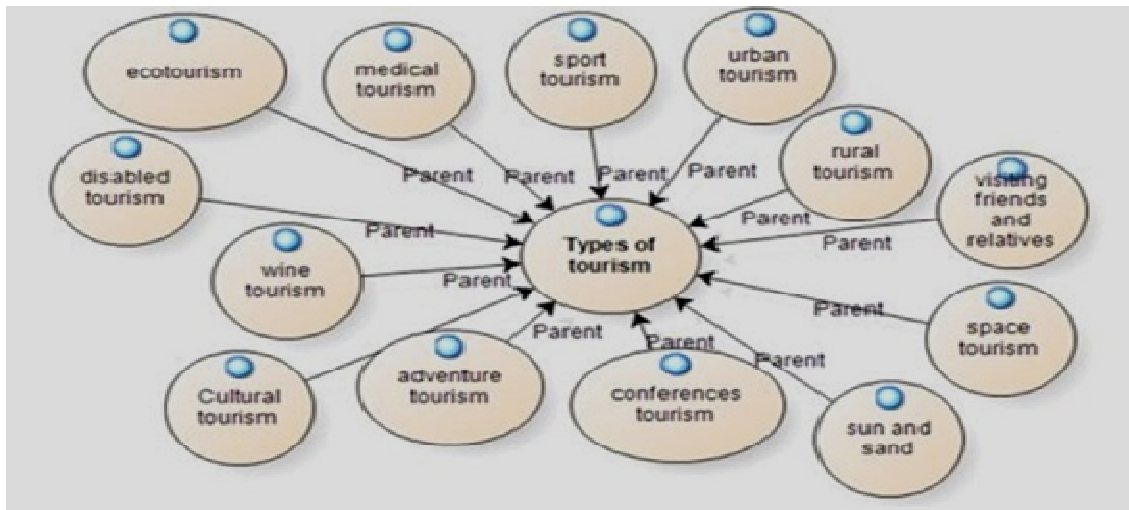


Figure 1: Types of Tourism

Source: https://en.wikipedia.org/wiki/Category:Types_of_tourism

However, some of the traditionally popular types of tourism have been around for sometimes and they are not necessarily mutually exclusive. This means that they can occur at the same time as they are embedded in travel packages.

2.2.1 Ecotourism

Protecting natural resources and environment are important in ecotourism that travelers and tourists should aware about ecological life and natural resources for conserving the environment as well as possible. Hynonen (2001), cited several characteristics for visiting natural areas or ecotourism as following; increasing

training and encouraging visitors for conserving the environment more, decreasing manipulation in environment by people, supporting financially wild life and the environment, advocating of local culture and respect to human rights.

2.2.2 Leisure Tourism

This kind of tourism refers to relaxation time and when we usually spend our time away from work (Crouch, 2000). Also, it implies to holiday vacation like, walk on the beach, relaxation and sport activities, visiting friends in other regions, and shopping in local market or Bazaars.

2.2.3 Medical Tourism

Medical tourism occurs when people because of their health conditions or disease travel to destinations for an operation or treatment. Based on medical tourism people compare their own domestic facilities with destinations that find better quality of accommodations and care in destination, therefore they decide to travel in order to get therapy (Connell, 2005).

2.2.4 Wellness Tourism

There are some locations or destinations that offer some services for personal health or wellness which people prefer to travel for using the destination goodness. According to Pucsko and Smith (2008), this classification of tourism is including, unique and special facilities, massages, body and facial treatment, and special exercises in destinations.

2.2.5 Adventure Tourism

This kind of tourism refers mostly to hobbies and outdoor activities that people are looking in unusual and almost dangerous areas like, mountains, hills, rivers, and sea. These people as adventurers usually want to achieve services from their activities

such as, surfing, rafting in rivers, jumping, rock climbing, and paragliding (Weber, 2001).

2.2.6 Business Tourism

This form of tourism considers more on business activities and the economical purposes of business which imply to; trading, buying and selling, contracts, conferences, and business meetings (Hankinson, 2005).

2.2.7 Wildlife Tourism

Usually traveling to non-domestic wildlife for observation and photography of animals is wildlife tourism. According to Braithwaite and Reynolds (2001), nowadays despite of its own risks, so many tourists around the world want to travel to visit these wildlife areas.

2.2.8 Religious Tourism

This category of tourism involves those tourists who travel to holy places and sites for pilgrimages. Religious people mainly travel to these destinations for using and enjoying these religious environments (Rinschede, 1992).

2.2.9 Sports Tourism

The intentions of tourists in this form are sporting events like, Formula 1, World cup, and Olympics. This kind of tourism has more profitability for destinations and lots of tourists also attract by sport tourism (Gibson, 1993).

2.2.10 Cultural and Heritage Tourism

Cultural Tourism notion is equal with heritage tourism that retrieved from historical sites, resident's culture, religion, and traditional architecture. Nowadays, this is one of the popular types of tourism that attract more tourists around the world. The cultural and traditional areas enable to attract those travelers who are eager to visit

traditional and historical places in return these regions can perceive the economic benefits from these tourists (Jolliffe & McDonald, 2003).

Despite of different background among world heritage sites, all of them have remarkable value for human beings (Su & Li, 2012). The UNESCO designation scheme intends to encourage the identification, protection and preservation of cultural and natural heritage resources.

Heritage tourism positively influences social and local economic, while it may have negative impacts on regions and communities (Chhabra, 2010). Indeed, by relying on sustainability and encouraging communities for participation in decisions can provide a situation to mitigate negative impacts and also strengthen positive aspects of heritage tourism. According to You et al. (2014), nowadays, tourism based on World Heritage Sites has become one of the most popular forms of tourism sector. Additionally, it brings huge benefits to regions and local communities. In other hand, the protection of Heritage sites is important for local communities; they would like to preserve these sites as valuable assets. Hence, communities are more enthusiastic to collaborate in order to managing and protecting the heritage sites effectively. Petridis (2012) indicated that participation of communities and their helpful intentions toward heritage site can make the protection more convenience.

2.3 World Heritage Site and Community

In heritage tourism, many stakeholders are involved, but local communities have a significant role at World Heritage Sites. They aware more about local traditions, environments, and they have efficient knowledge with more experience to face local issues (Su & Li, 2012). Making more community engaged in taking decisions

pertaining to heritage sites, is directly dependent on site manager structure, community's roles and their responsibilities (Su & Wall, 2013). According to Tosun (2006), in tourism, community involvement can be categorized in two sections; participation in benefits or participation in decision making. Therefore, while communities are engaged in decision making or perceived benefits, they will certainly support tourism development in heritage sites.

Despite of the registration as one of the World Heritage Site, it's not so popular for tourists. There are not recorded any relevant empirical studies on this distinctive Historical Site. Also, the appropriate introducing of this significant site has not been done yet for neither domestic, nor international tourists. The astonishing historical site has potentials to attract more tourists around the world by a comprehensive and effective planning. Therefore, the major stakeholders especially communities surrounded in the region should contribute and support tourism development in order to achieve sustainability and provide an overall plan for attracting more tourists. Bisetoun region Despite of heritage attractions has a variety natural landscape which able to attract those visitors who are interested in natural tourism. Developing each kind of tourism plan can be implemented conveniently by "communities support" and their contribution.

Furthermore, one of argumentative issues for academics and practitioners is the effect of World Heritage sites on regions and communities attitudes, as (UNESCO) United Nations Educational, Scientific and cultural organization has claimed that the perceptions and supportive intentions of the communities play crucial role in order to implement tourism plans straightforwardly and more efficient.

Additionally, the significant variables which impact on communities around as a World Heritage site in terms of supporting for sustainable tourism development and theoretical model (see Figure 2) presented as following:

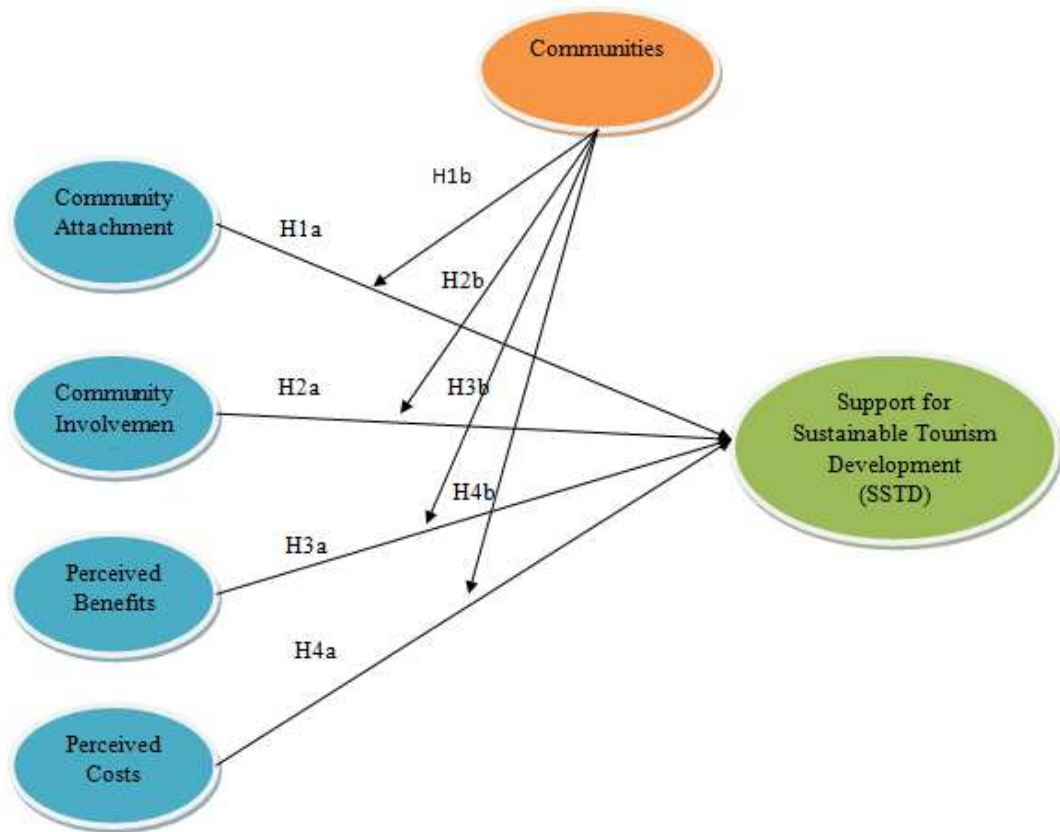


Figure 2: Theoretical Model

2.3.1 Community Attachment

According to article 12 of operational guidelines (World heritage center of UNESCO, 2011) the definition of community is including local communities, local and regional governments, site managers, NGOs and the other relevant sections as stakeholders.

Local communities around historical sites according to Kristina (2015) are those people who are living permanently together with the same culture and tradition in relationship with World Heritage site.

Besides, attachment in communities refers to a psychological link among the meaningful factors and the people who are living in the communities. It has recognized diverse attachments to communities such as attachment to job, places, or parents, and so on (Sekin et al., 2010). Therefore, "Community Attachment" simply refers to emotional connection between a person and a specific community that ordinarily leads to social participation (Martin & McCool, 1994). In addition, community attachment is the sense of belonging and individual's rootedness to a community (Kasarda&Janowitz, 1974). According to Kyle et al. (2004), attachment to community has the same concept with, community dependence, social bonding, community identity, and also special regard to a community.

The link between community attachment and support for tourism development has been illustrated in different perspectives, meaning that the sense of attachment to a specific community usually cause individuals to support sustainable tourism development (Pennington-Gray, 2005). Additionally, there are some other researchers who agree that community attachment have positive and direct impact on Sustainable Tourism Development (STD) (Nicholas et al., 2009, Rutherford &Gursoy, 2004).

By investigating precisely in the empirical researches related to region as one of the World Heritage Sites, a few studies have been done which none of them have studied the relationship between community attachment and support for sustainable tourism

development. The communities which have selected from the surrounding areas of heritage site are including these regions; city, Al Zahra town, Songhor, Nejobaran, and Chehr villages. Analyzing different perceptions of diverse communities in these regions on tourism development would be interesting, and would enrich this study. Based on aforementioned discussions the following Hypotheses presented;

H1a: Community attachment positively related to support for sustainable tourism development

H1b: The effect of community attachment on support for sustainable tourism development statistically varied among different communities.

2.3.2 Community Involvement

Based on UNESCOs article 5(a) “community involvement” is to: “[...] adopt a general policy which aims to give the cultural and natural heritage a function in the life of the community” (UNESCO, 1972, p. 3).

Community involvement refers to residents engaged in community issues which these issues have connected directly the resident’s lives to their community (Lee, 2013). Another definition of Community involvement is presented by the following; sharing issues by residents with their community for taking effective decisions (Nickolas et al., 2009).

Tosun (2006) defined community involvement in two forms; participation in decision making and perceived benefits by communities. Participation in decisions by the local community in a heritage site occurs when they share their experiences, knowledge, and opinions to develop the tourism sector. Additionally, when some

opportunities have provided due to tourism development for local residents to achieve benefits, meaning that communities have participated in benefits, also. (Timothy & Boyd, 2003).

Benefits for community around heritage sites have two different forms; 1) Economic benefits which refer to increased job opportunities and raise income. 2) Other benefits may focus on cultural and social perspectives such as; to strengthen social capital, feeling deeper attachment, and increased sense of pride to heritage sites (Su & Wall, 2013).

The level of participation by people who are living in a community, especially community based tourism can motivate and entice local communities for supporting more sustainable tourism development.

Consequently, in community based tourism community involvement can be considered as an essential indicator for development that participation and involving more residents in community's decisions lead to more support by residents (Lepp, 2007). Based on aforementioned discussions the following Hypotheses presented;

H2a: Community involvement positively related to support for sustainable tourism development

H2b: The effect of community involvement on support for sustainable tourism development statistically varied among different communities.

2.3.3 Perceived Benefits

In this study, perceived benefits and perceived costs have examined in order to determine their effects on support for sustainable tourism development. When

communities understand that the perceived benefits of tourism development in their area outweigh of perceived costs, they will surely advocate tourism development. Therefore, planners and policy makers in the tourism sector should consider more the role of communities as a critical factor in their planning. Generally, the perceived benefits in sustainable tourism notions are included; economic benefits, cultural benefits, and social benefits (Lee, 2013). By depth surveying, development practices due to tourism sector could bring to community residents many variety benefits such as social, economic, and environmental. When we compare developed regions with undeveloped regions, we will understand surely that undeveloped regions are dependent more on the tourism sector and its benefits. Actually, tourism could provide new job opportunities for residents, income generation, and enhancing the quality of life, especially for local communities (Wang et al., 2014).

Many studies have investigated to clarify the relationship between the degree of perceived benefits and resident's perception toward tourism development which revealed the positive effect of perceived benefits on community attitudes in tourism development (Nicholas et al., 2009, Rutherford & Gursoy, 2004, Gursoy et al., 2002). It means, when residents receive plentiful benefits from tourism, they will be enthusiastic highly in supporting tourism development. Based on aforementioned discussions the following Hypotheses presented;

H3a: Perceived benefits positively related to support for sustainable tourism development

H3b: The effect of perceived benefit on support for sustainable tourism development statistically varied among different communities

2.3.4 Perceived Costs

While communities receive costs more than relevant benefits in tourism development plan; they will may oppose or at least not support the tourism plan. Hence, the role of communities as one of the main stakeholders in comprehensive planning would be considered more because the success key for development definitely depends upon their advocacy. Of course, tourism development will not occurred correctly unless the participation of communities.

By searching in the past decades, it has shown that the tourism sector has some social and cultural costs. Tourism costs can be; crowding, raised life costs, congestion, pollution, conflict among tourists and community residents, and so on. If the costs of tourism development become more than economic, social, cultural, and environmental benefits, people will not support tourism development essentially (Wang, Zhen, Zhang, & Wu, 2014). The relationship between perceived costs and the resident's perception is negative, which Lankford proved (1996). Based on aforementioned discussions the following Hypotheses presented;

H4a: Perceived costs negatively related to support for sustainable tourism development

H4b: The effect of perceived costs on support for sustainable tourism development statistically varied among different communities

2.3.5 Supporting for Sustainable Tourism Development

The definition of sustainable tourism development, according to the World Tourism organization is; "Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is

envisaged as leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems” (World Tourism Organization, 1998, p. 20). The sustainable development has defined by (WCED) World Commission on Environment and Development as following; “meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987, p. 43). Further on, sustainable tourism in heritage region is trying to find a balance between economic profit for local communities and the protection of the heritage resources. As it cited, the community plays a crucial role in supporting sustainable tourism development. In local areas, where people are aware about most of the potentials of their region, their participation is essential for sustainable development. Relying on the tourism literature, the effect of resident’s attitudes and their support in the tourism development would explain by following; if a community discovers that by the growing influx of visitors they perceive more benefits, it will definitely support tourism plans. In other hand, if they find out that by the coming visitors their costs will increase compared to the benefits received, they probably will oppose the tourism development. Nunkoo and Ramkisso (2011) have been examined the perceived costs and the perceived benefits as variables to determine directly the effect on sustainable tourism development (STD). However, we found that, any study of perceived benefits and perceived costs impacts as two moderators on relationship between community attachment, community involvement and support for sustainable tourism development has not been done yet. Communities based tourism will be satisfied when they can see the positive impact of the tourism sector in their life. They support certainly tourism development in order to promote their

region and raise their income. The perceptions and attitudes of local communities toward tourism planning are recognized as main factors for supporting sustainable tourism development (Choi & Sirakaya, 2006). The historical site has selected to assess the impact of community attachment and community involvement on the level of supporting for sustainable tourism development. Furthermore, and based on diverse communities in the region, the communities that perceive benefits (economic, social, cultural, and environmental benefits) more than costs in tourism planning, they seem to advocate strongly tourism development.

2.4 Community-Based Tourism

In developing countries community based tourism has been encouraged for several years. Community based tourism serves as a way of development in which, environmental, social, and economics of the local residents. In most developing countries community based tourism is preferable as compared to mass tourism.

In 1983 the strategy of community based tourism adopted; it has sought to encourage a tourist industry that is compatible with the culture and aspiration of host communities.

According to Jain and Triraganon (2003), the concept of community based tourism during recent years has identified by community, private, business, and government sectors as a tool for both conservation and development. Community based tourism has four objectives; first, ownership and empowerment: providing a situation for improving community ownership and empowerment through community involvement and participation in the planning of tourism in protected areas. Second, conservation of resources: in protected areas increasing positive effect on protection

of cultural and natural resources through tourism. Third: economic and social development: in protected area increasing and keeping social and economic development. Fourth, quality tourist experience: environmentally and socially responsible that tourist visitor experience is of high quality (Hiwasaki., 2006. 20).

The Thailand Community Based Tourism Institute defines CBT more rigorously as: “tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life.”

There were four Cs (Communication, Credibility, Conservation, and Capacity Building) that in 2007 the fifth one “Community” joined, which is defined by UNESCO (2007, p. 2) as following;

[. . .] all forms of non-State actors. That is, from the smallest groups of citizens, in whichever form they manifest themselves. They may range from groupings of peoples as indigenous, traditional and/or local peoples. They may be presented as, inter alia, community groups, tribes, non-governmental organizations, private enterprise and/or local authorities.

The significant issue in this research is analyzing different community’s perceptions in region. As it cited above, inscription is one of the UNESCO World Heritage Site since 2006, and as an important point, we understood that, it was not any relevant empirical study based on communities’ attitudes and their impacts on support for sustainable tourism development.

2.5 Theoretical Frameworks and Community

For this research different theories in the field of social science can be used as follows, but we found that the suitable theory which can cover all dimensions of sustainability, especially for a heritage site is Open System Theory. Several justifications are elaborated for using this theory as follows.

2.5.1 “Social Exchange Theory”

One of the most referenced among resident’s attitude theories toward tourism has definitely been social exchange theory. According to Skidmore (1975), this theory points out that individuals will involve in exchange while, the advantages of process are valuable, and the exchange leads to valued rewards, ultimately perceived benefits outweigh perceived costs. As Turner (1986) mentioned, residents will be enthusiastic to accept tourism development while they can get benefits more than costs.

Residents usually evaluate tourism development in terms of their expectation on its benefits and costs in comparing with all services that their community should supply. Therefore, the residents constantly expect tourism development to provide benefits to their community in order to enhance the quality of their life (Ap, 1992).

2.5.2 “Open System Theory”

Bertalanffy (1956) described two types of systems; Open systems and closed systems. The open systems are those that have dynamic interactions with their environment, they ordinarily exchange material, energy, and information mutual with the environment. Even though, closed systems or isolated systems have not any interactions with the environment.

For the first time the concept of an open system was used to clarify the connection between thermodynamics, evolutionary theory and the theory of the organism. This concept was expanded upon information theory, and consequently systems theory. Generally an open system comprises; input, process, and output. Nowadays the applications of the open systems have been expanded in the social and natural sciences. ([http://en.wikipedia.org/wiki/Open_system_\(systems_theory\)](http://en.wikipedia.org/wiki/Open_system_(systems_theory))).

As some examples in the social sciences area and According to Pondy (1979), one organization as an open system usually is affected by environment, or it can impact on the environment, or in other way it can interact with the environment.

Moreover, Katz and Kahn (1978) described the open system as a concept in which the input section, the energy causes movement and behavior of individuals; while the output path connects the micro and the macro levels of people's behavior in the larger environment.

However, Gunn (1988) described "*Tourism as a System*", which this dynamic system consists of two significant parts; demand side and supply side (see Figure 3). He called that, "the functioning tourism system". This system indicates relationship between components (demand and supply side), which demand side is including population, and supply side is containing attractions, transportation, promotion/information, and services/facilities. Further on, Gunn determined those factors which impact on tourism system, like cultural resources, natural resources, community, competition, labor, finance, entrepreneurship, organization/leadership, and government policies.

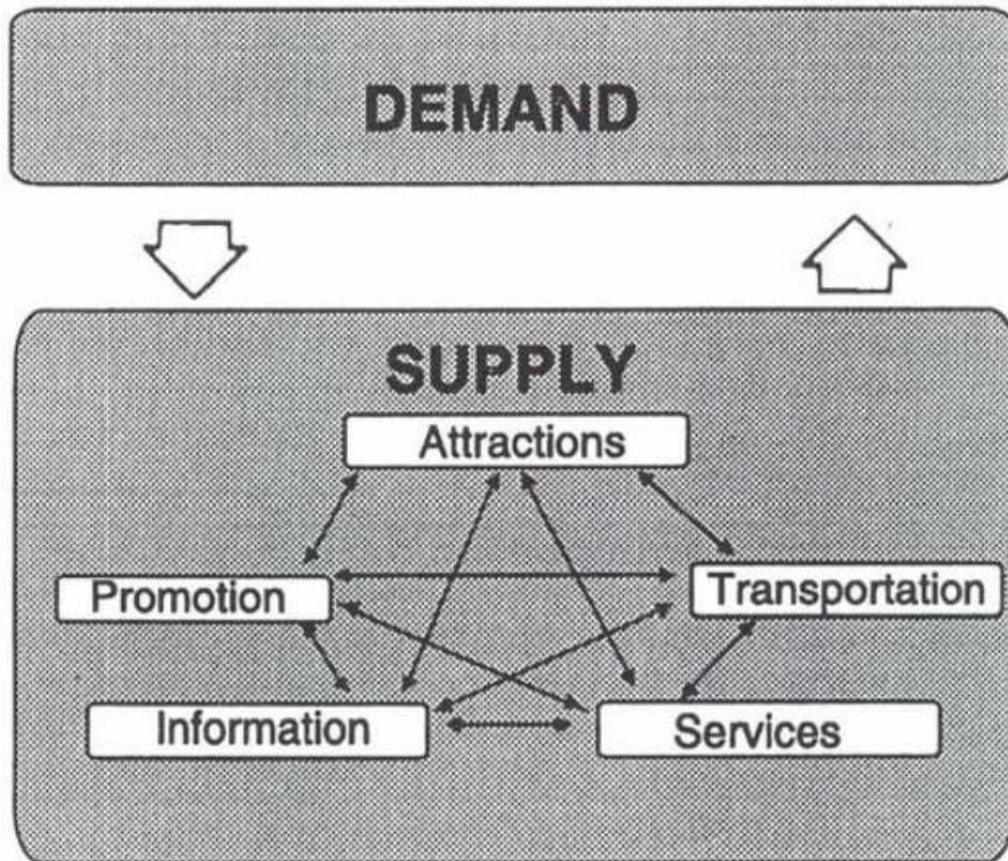


Figure 3: The Tourism Functioning System¹

Also, according to Zhao and Ritchie (2007), tourism is an open system which regularly has interaction with other systems in its environment. Also, Kozak and Luisa (2006), described tourism as an open system by global (macro) environment. In this study open system theory would employ to express the effect of perceived benefits, perceived costs, community attachment, community involvement, on support for sustainable tourism development.

Indeed, a suitable theory that can be useful and capable to cover all dimensions in sustainable tourism development, especially upon cultural and social issues is an

¹. Virtually all of the elements of tourism can be modeled as an interrelated demand and supply side. The five supply side components are interdependent and require planning that relates to market trends as well as to physical characteristics of land and resources, Gunn and Var (2002).

open system theory. Tourism as a highly dynamic system has variety interactions with other systems and its environment. Analyzing the level of support for sustainable tourism development can be done appropriately by utilizing the open system theory. To the best knowledge of the author, in this study for the first time the open system theory has applied for determining the degree of residents support for sustainable tourism development in cultural and archeological site of which is valuable for local and global communities as a World Heritage Site. Sustainable tourism alongside multidimensional aspects and due to its consideration of community welfare and quality of life is an open system. Tourism is interacting in wide range with its natural, political, economic, and social environment. Furthermore, Sustainable Tourism is known as a multidimensional concept which has diverse interactions with other systems and its environment as well (Farsari, Butler, & Szivaz, 2011). Sustainability is more than just involvement many stakeholders in terms of management, but also includes a mutual acting among local and global issues as a logical process (Teo, 2002).

Most scholars have been using social exchange theory in tourism literature, but this theory as Zafirovski (2005) mentioned, has some drawbacks as following; “one limitation of [social exchange theory] is the relative inattention to issues of cultural context and cross-cultural variations in the norms and rules that regulate social exchange [...]”. Variations of cultures and culture context are neglected by social exchange theory, meaning that for this theory rewards concept is predominantly defined, while in cultural issues and in some cultures may the rewards are not applicable for a relationship.

Several reasons are elaborated in following section to justify application of open system theory in this study;

Firstly, as Gunn (1988), defined; “Tourism as a System” which has mutual interactions with the environment and other systems. During these interactions, essentially energy, material, and information are exchanging with the environment in order to enhance the performance of the system. Therefore, tourism is a dynamic system that needs to consider all of the relevant dimensions (social, political, economic, and cultural) while we are going to have an effective plan in a region or community based tourism.

Secondly, this study focuses on one of World Heritage Site which is called. The “Dynamism” is a specific characteristic of a World Heritage Site as well as an open system. Because it is a world heritage site and it should be conserved for all humankind to the next generations. A world heritage site as an open system has constant interactions with all of local and global stakeholders. Local communities feel pride and strength for protection the World Heritage site. In another aspect, the UNESCO as an international organization accepts the responsibility of conservation from these Sites where are not substitutable. Meaning that under each situation the maintaining and protection of this amazing historical site are going to be done by local and global communities.

Thirdly, for communities around this historic site, most of time preservation and protection this valuable site is more important than its economic benefits. Local communities have sense of glory toward these monuments, thus it seems to support any planning in order to develop this inimitable site by communities even without

perceived economic benefits. As Su and Wall (2013), indicated clearly that, the benefits of community around heritage sites have two different forms; 1) Economic benefits which refer to increased job opportunities and raise income. 2) Other benefits may focus on cultural and social perspectives such as; to strengthen social capital, feeling deeper attachment, and increased sense of pride to heritage sites. Nonetheless, based on social exchange theory, individuals will involve in exchange while, the advantages of process are valuable, and the exchange leads to valued rewards, ultimately perceived benefits outweigh perceived costs. But, for some communities around the world heritage sites the weight of cultural issues would not be less than economic benefits. It means that most of time keeping and conservation of a heritage site are much more vital for local communities than perceived economic benefits.

Fourthly, this study has investigated the level of support for “Sustainable Tourism Development” by local communities. As it cited and according to the World Tourism organization; “Sustainable tourism development meets the needs of present tourists and host regions while enhancing opportunities for the future. It is envisaged as leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.” (World Tourism Organization, 1998, p 20). Hence, the conservation of the world heritage site for future generation based on “Sustainable Tourism Development” is a necessity for communities. This process as a system has not just consider on rewards and economical profits, while focusing on all related dimensions such as, social, economic, political, environmental, and cultural benefits altogether. As it above mentioned, it occurs most of time supporting for tourism development by local

communities without any perceived economic benefits in order to maintain a World Heritage Site.

As a result, utilizing open system theory can provide an opportunity for analyzing more efficiently the impact of resident's perceptions on the economic, social, cultural, and environmental benefits toward tourism development.

However, Social exchange theory can be applied in this study as a theoretical framework. Since indicators of support for sustainable development have been investigated, a theory must be used to provide a comprehensive insight toward a process of sustainable tourism development in world heritage site. Social exchange theory emphasizes on the economic benefits that it should be more than costs. But in open system theory, tourism has described as a system that several factors are included and there is an engine which the role of some variables such as community attachment and community involvement (the input part of the system) during a process leads to support for sustainable tourism development by communities (output of the system). Surprisingly, there are two indicators as perceived benefits and perceived costs that work as a trigger of the engine in the tourism system. It means that by the perceived benefits (social, economic, cultural, and environmental benefits) the speed of the engine will increase sharply, whilst this speed will maybe decrease by perceived costs.

Chapter3

THE CASE OF BISETOUN-IRAN

3.1 Tourism Development in Iran

Iran is the eighteenth largest country in the world. It is located in the Middle East and Southwest Asia with an area of 1,648,000 Sq. km² land area. The map of Iran and the location of Bisetoun as a World Heritage Site are provided in Appendix A.

Iran with over 70 million populations, it has been an important country in the region due to its geostrategic position (SCI, 2006). Petroleum and natural gas have made Iran as one of the most important country around the world in terms of energy. The country has rooted in 5000 BCE for historical and urban settlements; also it owns one of the oldest major civilizations in the world (Mohammadi & Khalifa, 2010). Seventeen historical sites of Iran have registered under World Heritage, while 60 more sites are ready for registration (UNESCO, 2006). One of the important attractions of the country is Heritage sites that can contribute to tourism development. However, Iran has remained far behind in terms of tourism notwithstanding its high ranking as a potential destination (see Figure 4).

International Tourism Arrivals: COMCEC Middle East ('000 - 2012)



Figure 4: International Tourism Arrivals

Source: https://www.google.com.cy/?gws_rd=cr,ssl&ei=y6msVdCMKIGVsgHps67QAw#q=international+tourist+arrivals+in+iran+

Iran is the home of rich civilizations that located in Asia continent (Middle East). According to World Tourism Organization (WTO), Iran has ranked 10th in ancient and historical attractions and 5th in natural attraction in the world. Despite of this touristic potential resource, Iran cannot grasp prospering position in the world tourism market.

In an antiquity era (before Islam), development of cities, roads, settlements, and relative safety across the Persian Empire encouraged merchants and blue-blood peoples to travel. After invasion of Iran by Arabs, the prosperity of the states demised. Since, Muslims have followed the conquest and exploration of other lands, tourism has flourished after 9 and 10 AD. Naser Khosro Ghobadiani is one of the

well-known tourists in the 9th century. There are some reports regarding the journey to the East, including Iran in the 7th century.

During the Safavid dynasty (16th and 17th AD.), Iran was able to attract European tourists as appealing destination. Anthony and Robert Sherley, Jean Babtiste Tavernier, Thomas Herbert, Pietro Dela Valle, Adam Olearius, and Jean Clardin were some of western tourists. After this dynasty, there was an unsafe and unstable condition till the middle of the Qajar period (about a century ago). Internal gradual stabilization and development of colonialism and led to European power outpace to travel to Iran.

The first official tourism organization was established in 1935 that named Attraction Tourist and Advertisement Office. After the Islamic revolution in 1978, tourism activities assigned to Tourism and Pilgrimage Affairs Department of the Ministry of Culture and Islamic Guidance. In 2001, responsibility of tourism affairs consigned to Iranian Tourism and Touring organization. Afterward, Tourism and Cultural Heritage Organization track the relevant issues in 2003 that separated from Industries and Mines industry and named as Cultural Heritage, Handicrafts and Tourism Organization (Resalat Newspaper, 2011). Development of tourism industry is neglected by both academia and public sector (Alipour & Heidari., 2005); such that tourism did not recognize as an industry till 2013. According to WTO's report (2013) about 2 percent of GDP allocated to tourism and ranked 147 out of 147.

Tourist international arrival of tourist in Iran has been shown in Figure 5 (WTO, 2012 and CHHTO, 2013). It can be clearly seen that the arrival of international tourist has increased trend from 1993 to 2013.

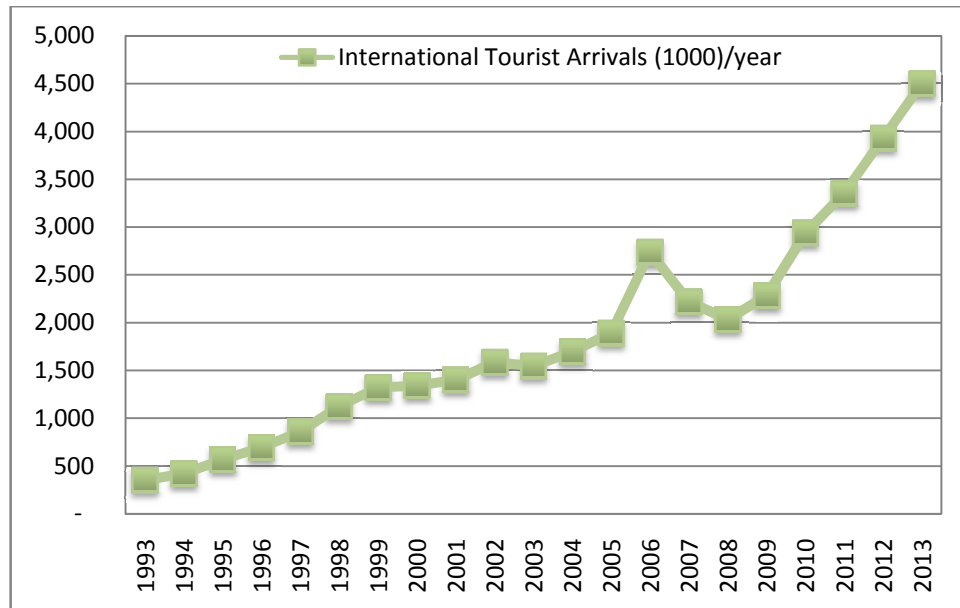


Figure 5: Arrival of International Tourist to Iran from 1993 to 2013

Iran's receipts from international tourism show moderate growth from 1993 to 2011 (Figure 6). As aforementioned, both international tourist arrival and receipts boost during three recent decades, considering unique tourist attractions, Iran cannot find its location in the competitive environment of tourism international market.



Figure 6: International Tourism Receipts of Iran from 1993 to 2011

The Iranian tourism industry has experienced remarkable slump in 2009, which went back to the political issues of the presidential election (Figure 5).

There are no validating statistics about job creation of tourism industry in Iran. According to Manouchehr Jahanian, Deputy Head of the ICHTO for Tourism Affairs, "Iran's tourism sector witnessed a 26-percent rise in the number of foreign tourists in comparison with the corresponding period last year. More than 4.5 foreign tourists have entered Iran in the last year creating jobs for over 2.5 million people either directly or indirectly by spending more than \$9bln in the country." (<http://www.eturbonews.com/39184/iran-tourism-26-percent-rise>)

These statistics need to confirm by other official relevant organizations. Because based on the employment statistics of the Iranian National Statistical Center, seven million job positions have been created in all sectors during the 8 years (www.amar.org.ir), which totally denied by the new labor ministry and modified to just 600,000 (<http://www.rouhaninews.com/12445>). Such reports proved that Jahanian's claims is not logical that mentioned more than 2.5 million profession vacancies is generated by tourism sector. Interestingly, receipt of tourist reported by \$ 9 billion that has clear contradicted with the corresponding period last year's issued by WTO (2013).

3.2 Kermanshah Province

Kermanshah province is located in west of Iran with 24,434.25 sq km land area that is approximately 1.5 percent of total land area in Iran. This province has a moderate mountainous climate. It has been the home of human kind since the Paleolithic and Neolithic. Evidences of historical monuments found in this province suggest that

Kermanshah was wonderful in the Achaemenid and Tasmanian eras which were more than 1400 years ago.

3.3 The Case of Bisetoun as a UNESCO World Heritage Site

Site is located in the small town of in the province of Kermanshah in Northwest of Iran (see Figure 4). The population of registered about 5,107 according to the last census; however, it draws great attention of international and domestic tourists in Iran. Its population is experiencing rapid growth in comparison with other cities in the province (see Figure 7).

Name	Native	Status	Population Census 1996-10-25	Population Census 2006-10-25	Population Census 2011-10-24
Bāvāngān [Bavangan]	باينگان	City	2,265	1,788	1,731
Bīsotūn [Bisotun]	بيستون	City	...	2,095	5,107
Eslāmābād-e Gharb [Eslamabad-e Gharb]	اسلام آباد غرب	City	81,614	89,904	94,699
Gahvāreh [Gahvareh]	گهواره	City	...	4,918	4,619
Gīlān-e Gharb [Gilan-e Gharb]	گیلانغرب	City	16,813	19,493	20,922
Halashī [Halashi]	هلشي	City	...	457	769
Harsīn [Harsin]	هرسين	City	55,079	51,636	49,967

Figure 7: Population Exhibit

Source: (<http://www.citypopulation.de/php/iran-kermanshah.php>)

As one of the popular sites in Iran and the subject of great attention by international tourists, the Bisetoun heritage site will continue to draw more tourists in the future.

Figure 8 demonstrate the tourism movement in Bisetoun heritage site, which for the time being is dominated by domestic tourism.

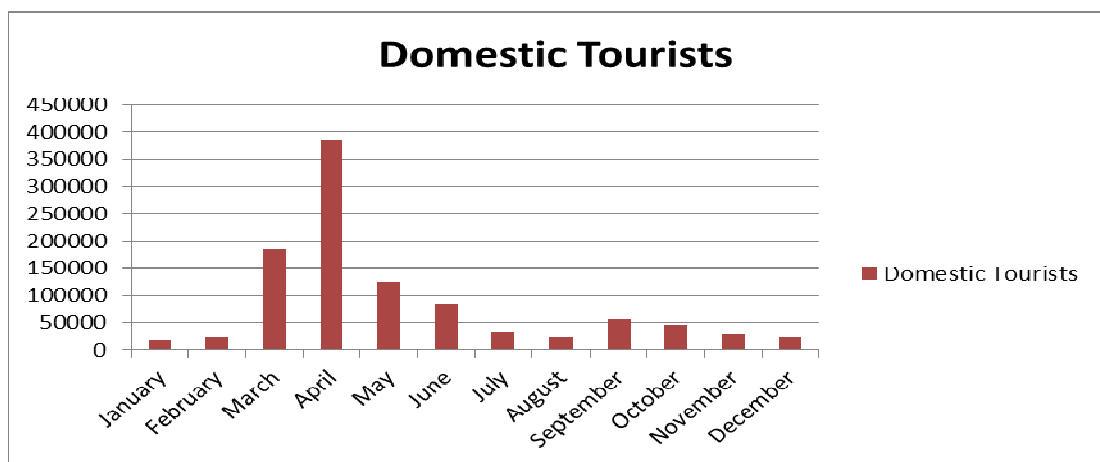
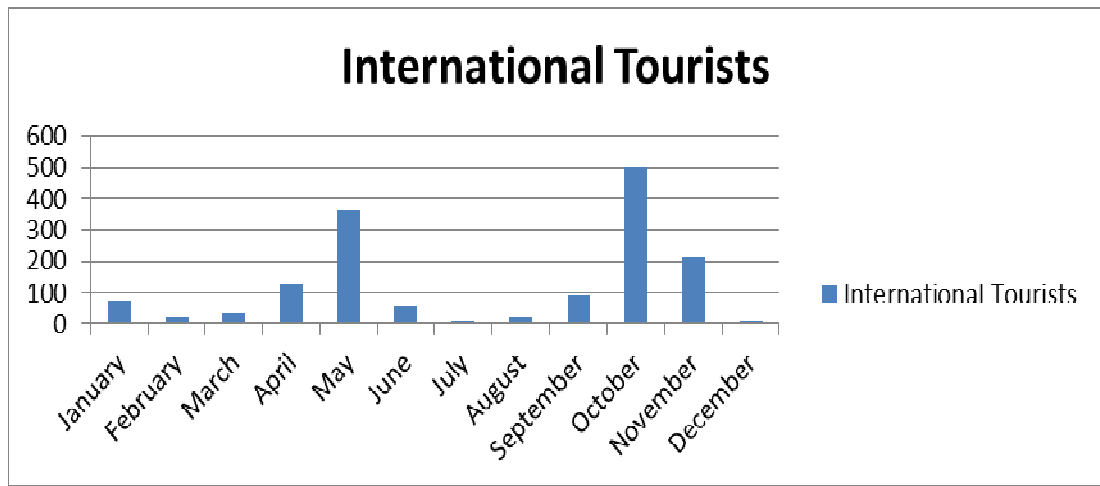


Figure 8: Tourism Movement in Heritage Site for year 2012
Source: <http://isna.ir/fa/news>

The site of composed of numerous historical relics and monuments. However, the Inscription carved in rock is the primary monument. It dated back to 521 BC during the era of Darius the Great when he conquered the Persian throne. It was recognized and registered as one of the World Heritage Sites by UNESCO in 2006 (UNESCO, 2006). The Inscription is written in three ancient languages; Babylonian, Elamite, and Old Persian (UNESCO, 2006). Heritage site has an array of diverse attractions including cultural, historical, as well as, natural landscape. The Heritage Site of has an area of about 200 hectares.

Some of the relics and monuments of the site are illustrated in Figure9. Including: a) Farhad taras, b) Inscription of Darius, c) Shah-Abassi Caravanserai, d) Pole Kosrow (Kosrow Bridge), e) The relief and inscription of Gotarzes II, f) The Seleucid figure of Heracles, g) Median temple, h) Bridge, and i) Shekarchian Cave).

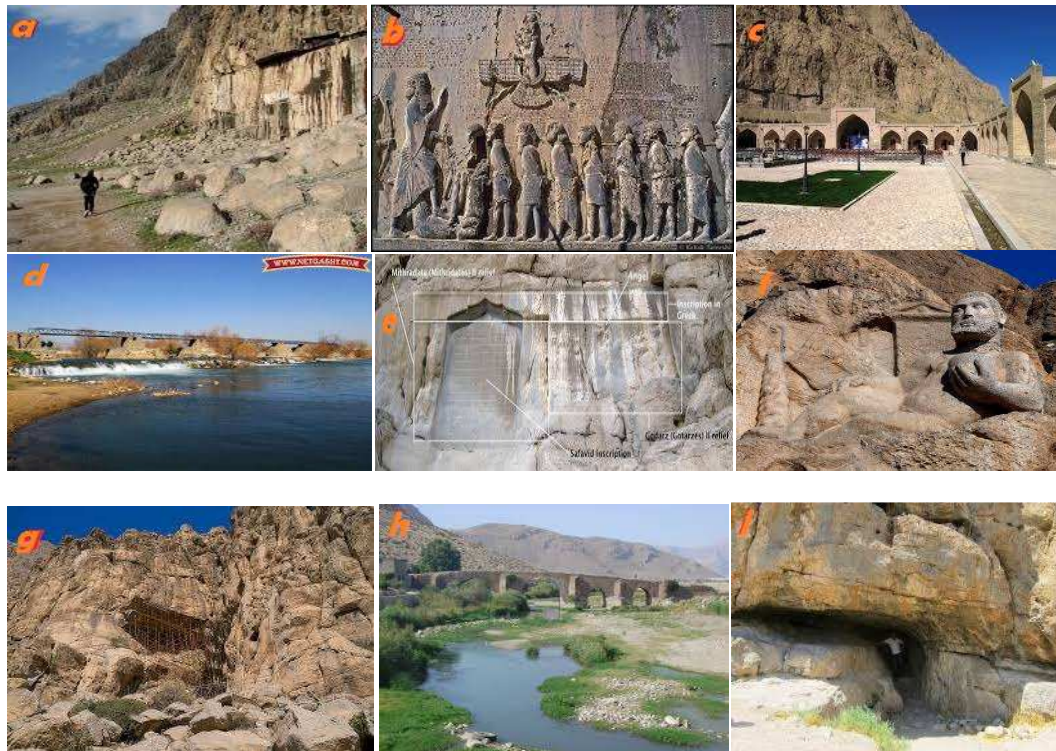


Figure 9: Relics and Monuments of Bisetoun Heritage Site
 Source: https://en.wikipedia.org/wiki/Behistun_Inscription

Documents by archaeological excavations indicate that ancient communities were settled in the region, which dated back to the Middle Paleolithic (https://en.wikipedia.org/wiki/History_of_Mesopotamia). In the region some monuments have been registered as historical sites in the national list. These monuments are as following; the relief and inscription of Darius, median worshipping place, Shekarchian cave, the Seleucid figure of Heracles, the relief of Mithri (dates II), the relief of GozarzesII, Parthian worshipping place, the relief of Balas (Parthian slope), incomplete Sasanian palace, Sasanian dressed stone blocks,

farhadtarash, Safavid caravanserai, Shaikh Ali Khan Zangana Waqf inscription, and Ilkhanid caravanserai. The Profiles of monuments in Bisetoun heritage site provides in Appendix A.

Chapter 4

DATA AND METHODOLOGY

4.1 Research Approach

According to Gunderson and Aliaga (2000), quantitative research is “Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics)”.

The systematic empirical investigation refers to quantitative research that usually via mathematical and statistical techniques observes phenomena. The main goal of quantitative research is extending and using hypothesis, theories, and mathematical models based on phenomena. The other characteristic of the quantitative research is process of measurement which basically indicates the researcher’s observation by mathematical forms. Therefore, percentages, ratios, statics, and other numerical form of mathematical expressions are related to quantitative data. Quantitative research is used in social sciences such as; sociology, economics, psychology, human and health development, community health, and often in history and anthropology.

In social science and other researches usually quantitative or qualitative methods are used. For this study, quantitative method is used in order to clarify the impact of some variables such as community attachment, community involvement, perceived benefits, and perceived costs of supporting for sustainable tourism development. Furthermore, the effect of different communities like, community-based Local

Government, community-based Handicraft, community-based Business, and community-based Farmer is investigated as moderator.

4.2 Sample and Procedure

Data was collected from Bisetoun city, Al Zahra town, Bisetoun site, and Songhorabad, Nejobaran, and Chehr villages which were surrounded Heritage Site and four communities were selected among these area as following; community-based Local government, community-based Handicraft, community-based Business, and community-based Farmer. It is worth noting here that community-based local Government (site) was referred to those employees who were working under governmental Tourism organization on World Heritage Site. Local government essentially would consider on infrastructure more than revenue or beneficial profits in terms of development (Devlin et al., 2011). Making necessary infrastructure by local government would provide an opportunity to reform at the level of the local community (Johnson Morgan & Summers, 2012).

Furthermore, in community-based handicraft, production would have advantages based on five headings as follows; sustainability, product development, tourist education, compatibility with rural activities, and economic benefits (Higham& Luck, 2007). In Community-based business, particularly in rural areas, tourism would help two kinds of business, first; those businesses which involved directly in tourism such as, hotels, restaurants, and so on. Second; those businesses which involved indirectly like, grocery stores, stations, and so on (Wilson et al., 2001). Also, organizations in community-based Farmer would support more those agents that work to extend agriculture (Buse et al., 2008).

4.3 Data Collection

A pilot study was conducted before data collection in field from 12 of March to 15 of March by 35 questionnaires. The result revealed that all questionnaires are clear and understandable.

After that, from 24 of March till the first of April, 550 questionnaires distributed among the communities which have surrounded the World Heritage Site. In total, for analyzing 489 questionnaires were completed, which is 89%. The respondents' profile is presented in Table1. Of the 489 respondents, 231 (47.2%) were between the ages of 18-27, 166 (33.9%) were between 28-37, 60 (12.3%) were between 38-47, 27 (5.5%) were between 48-60, and 5 (1.0%) were the ages more than 60 years. The educational level of respondents was divided into 5 degrees, secondary school were 94 (19.2%), high school were 184 (37.6%), bachelor were 170 (34.8%), master were 36 (7.4%), and 5 (1.0%) were doctors. Income condition of respondents was in four levels, which 265 (54.2%) had less than 2000, 11 (2.2) had between 2000-5000, 146 (29.9%) had between 5000-8000, and 50 (10.2%) had between 8000-11000\$ income per year. The communities were categorized in four groups that community-based local government were 109 (22.3%), handicraft were 119 (24.3%), business were the most by 146 (29.9%), and farmer were 115 (23.5%). Of the total respondents, 227 (46.4%) were single and 262 (53.6%) were married. Also, 334 (68.3%) of respondents were male and 155 (31.75) were female (see Table1).

Table 1: Respondents' Profile

Variable	N	%	Variable	N	%
<i>Age</i>			<i>Educational Level</i>		
18-27	231	47.2	Secondary school	94	19.2
28-37	166	33.9	High school	184	37.6
38-47	60	12.3	Bachelor	170	34.8
48-60	27	5.5	Master	36	7.4
>60	5	1.0	Doctoral	5	1.0
Total	489	100.0		489	100.0
<i>Income level (annually)</i>			<i>Community based Categories.</i>		
Less than 2000 \$	265	54.2	Local Government	109	22.3
2000-5000	11	2.2	Handicraft	119	24.3
5000-8000	146	29.9	Business	146	29.9
8000-11000	50	10.2	Farmer	115	23.5
	489	100.0		489	100.0
<i>Marital status</i>			<i>Gender</i>		
Single	227	46.4	Male	334	68.3
Married	262	53.6	Female	155	31.7
	489	100.0		489	100.0

4.4 Measurement Scales

In this research five main constructs were employed. In order to measure the support for sustainable tourism development 6 items were used (Nicholas et al., 2009; Carmichael et al., 1996), one inquiry as an example was: "I support the development of Community-based sustainable Tourism initiatives".

For measure of the community attachment some items were used from the findings of; Kyle et al., (2004); Bilim and Yuksel, (2010). As 2 items (social bondings), 3 items (affection attachment), 2 items (place identity), and one item (place dependence) were used. A sample of the questions was: "I prefer living in this community over other communities".

In order to measure community involvement some items extracted from; Tosun (2006), Nicholas et al. (2009), Zhang et al. (2013). Three items, which were related

to involvement, used from findings of Tosun (2006), for participation in decision making used from the findings of Nicholas et al. (2009), and one item from Zhang et al. (2013) for the contribution of communities were used. One example of the questions was: “I participate in sustainable tourism-related activities”.

For measure perceived benefits some items were used from: Simpson (2008), Rutherford and Gursoy (2004), Yoon et al. (2001). Four items (perceived economic benefits), 4 items (cultural benefits), and two items (social benefits) were used for measuring perceived benefits variable. One example of inquiries was: “Increase employment opportunities”.

In order to measure perceived costs six items were used from: Simpson (2008), Rutherford and Gursoy (2004), Yoon et al. (2001), Dyer et al. (2006), Chris Choi (2005). The items were based on social and cultural costs. One sample of the questions was: “Increase environmental pollution”.

All study variables were measured with five-point Likert scale ranging from “strongly agree” (1) to “strongly disagree” (5).

The questionnaires consist of two sections that first section allocated to five aforementioned study variables and second section used for measurement of demographic variables, including, age, gender, education level, marital status, and annual income.

Chapter5

RESULTS

5.1 Measurement Results

During confirmatory factor analysis, one item was discarded. The item (The settings and facilities provided by this community are the best) was one of community attachment scale that was dropped because of low standardized loadings ($\lambda < .4$). The results of fit statistics: ($X^2=1982.623$, $df= 551$, $\chi^2/df= 3.598$, $GFI= .798$, $NFI= .716$, $CFI= .775$, $PNFI= .663$, $RMSEA= .073$), revealed that proposed model well-fitted with empirical data (see Table 2). Also, the results demonstrated that all items were loaded at significant level ($p < .01$) and the standardized loadings ranged from .43 to .83. Thus, the results indicated that standardized factor loading of all items loaded on the relevant variable at the significant model ($\lambda > .40$, $P < .01$), which proved convergent validity of variables (Larcker and Fornell, 1981; Gerbing and Anderson, 1988).

Table 2: Results of Confirmatory Factor Analysis

Scale items	Λ	Model Fit Statistics	
Support for sustainable tourism development (Nicholas et al., 2009; Carmichael et al., 1996)			
1. I support the development of Community-based sustainable Tourism initiatives	.62		
2. I participate in sustainable Tourism-related plans and development	.71		
3. I participate in cultural exchanges between local residents and visitors	.66		
4. I cooperate with tourism planning and development initiatives	.67		
5. I participate in the promotion of environmental education and conservation	.44		
6. Further tourism development would positively affect my community's quality of life	.43		
Community attachment (Kyle et al., 2004; Bilim and Yuksel, 2010)			
7. The settings and facilities provided by this community are the best	-		
8. I prefer living in this community over other communities	.61		
9. I enjoy living in this community more than other communities	.62		
10. I feel that this community is a part of me	.75		
11. Living in this community says a lot about who I am	.65		
12. Living in this community means a lot to me	.81		
13. I feel a strong sense of belonging to this community	.71		
14. Many of my friends/family prefer this community over other communities	.51		
Community involvement (Tosun, 2006; Nicholas et al., 2009; Zhang et al., 2013)			
15. I participate in sustainable tourism-related activities	.53	X^2 : 1982.623, df: 551, χ^2/df : 3.598; GFI: .798; NFI: .716; CFI: .775; PNFI: .663; RMSEA: .073.	
16. I support research for the sustainability of this community	.72		
17. I am involved in the planning and management of sustainable tourism in this community	.54		
18. Local residents should be consulted in the tourism planning	.59		
19. I am involved in the decision-making for the sustainable tourism of this community	.55		
Perceived benefits (Simpson, 2008; Rutherford and Gursoy, 2004; Yoon et al, 2001)			
20. Increase employment opportunities	.50		
21. Increase shopping opportunities	.64		
22. Increase the revenues from visitors for local governments	.55		
23. Increase business for local people and small businesses	.54		
24. Increase opportunities for leisure and tourism	.69		
25. Improve the conditions of roads and other public facilities	.68		
26. Provide an incentive for the preservation of local culture	.70		
27. Develop cultural activities by local residents	.71		
28. Increase cultural exchanges between visitors and residents	.83		
29. Increase positive effects on cultural identity	.57		
Perceived costs (Simpson, 2008; Rutherford and Gursoy, 2004; Yoon et al, 2001; Dyer et al., 2006; Chris Choi, 2005)			
30. Increase the prices of goods and services	.65		
31. Increase environmental pollution	.59		
32. Increase conflicts between visitors and Residents	.65		
33. I often feel irritated because of tourism in the community	.67		
34. I do not feel comfortable or welcome in local tourism businesses	.70		
35. Tourism is likely to result in traffic congestion	.64		

Note: λ is standardized factor loading.

Means, correlations, standard deviations, and Chronbach alpha of variables used in Table 3. According to the results, the correlations between variables were significant. As the results depicted correlation between community attachment and community involvement was significant ($r=.361, p<.01$). Community attachment and perceived benefits correlated positively and significantly ($r=.285, p<.01$). Also, the correlation between community attachment and perceived costs was significant ($r=.286, p<.01$). In addition, the correlation coefficient was significant between community attachment and SSTD ($r=.4, p<.01$).

The correlation between community involvement, with perceived benefits and SSTD was significant ($r=.473, p<.01, r=.655, p<.01$, respectively). But, the correlation between community involvement and perceived costs was not significant ($r=.06$, non-significant). Similarly, the correlation between perceived benefits and perceived costs was not significant ($r=-.033$, non-significant). However, the perceived benefits and SSTD has a significant correlation ($r=.655, p<.01$). Additionally, the correlation between perceived costs and SSTD was not significant ($r=.024$).

All Chronbach alphas are more than commonly accepted level ($\alpha>.7$) (Cortina, 1998). It means there is no any concern regarding reliability issues (Table 3).

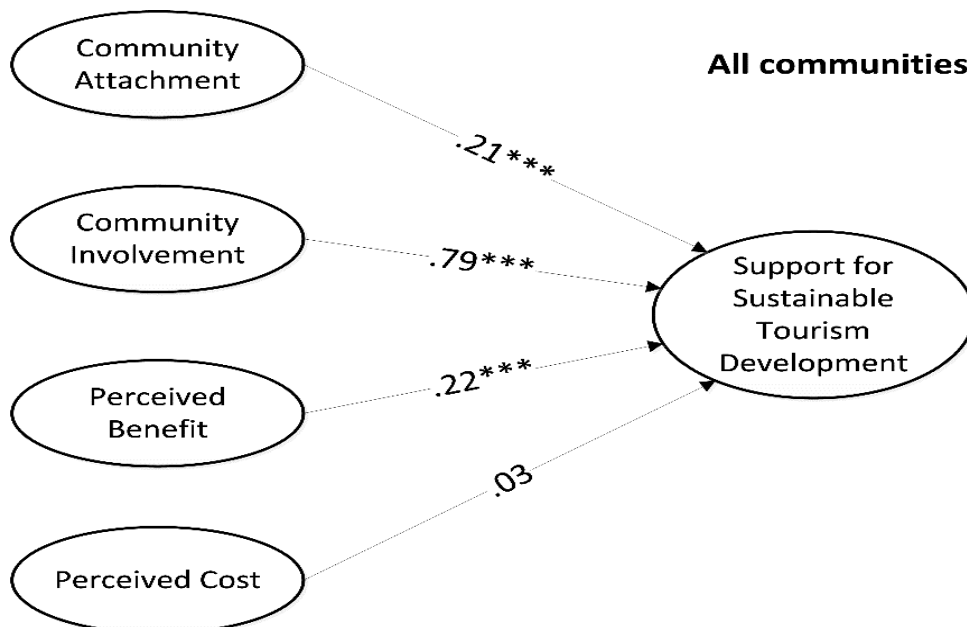
Table 3: Means, Standard Deviations, Correlations and Chronbach alpha

Variable	1	2	3	4	5
1. Community Attachment	(.843)				
2. Community Involvement	.361**	(.720)			
3. Perceived benefits	.285**	.473**	(.861)		
4. Perceived costs	.286**	.060	-.033	(.816)	
4. Support for Sustainable Tourism Development	.400**	.655**	.486**	.024	(.757)
Mean	2.177	1.954	1.828	2.943	1.706
Std. Deviation	.868	.684	.695	.840	.597

Note: **. Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed). Chronbach alpha for reliability check is presented within the parenthesis.

5.2 Tests of Hypotheses

The theoretical model for all communities that fits the empirical data (χ^2 : 1942.552; df: 523; χ^2 /df: 3.714; GFI: .798; NFI: .711; CFI: .769; PNFI: .663; RMSEA: .075), was used for testing the hypotheses (See Figure 10). The results demonstrated that community attachment positively and significantly related to support for sustainable tourism development. Then, Hypothesis 1a was supported. Also, the results showed that community attachment positively and significantly impacted on support for sustainable tourism development. Therefore, Hypothesis 2a was supported. Furthermore, it revealed that the perceived benefits positively and significantly related to support for sustainable tourism. Hence, The Hypothesis 3a was supported. However, the results indicated that the perceived costs did not significantly relate to support for sustainable tourism development. Then, Hypothesis 4a was not supported.



Note: Model Fit Indices: χ^2 : 1942.552, df: 523, χ^2 /df=3.714; GFI: .798; NFI: .711; CFI: .769; PNFI: .663; RMSEA: .075.

Figure 10: Results of Hypothesis Testing (H1a-H4a)

5.3 Moderation Hypotheses Tests

Results of metric invariance test for moderation analysis (measurement and structural invariance) revealed (χ^2 :4158.93; df: 2068; GFI: .67; CFI: .70; NFI: .55; RMSEA: .04 and $\Delta\chi^2$ (102): 71.43^{n.s.}), thus the status expressed that Full-metric invariance supported. Also, the status for value of index in terms of baseline model fit statistics (χ^2 :4371.77; df: 2170; GFI: .65; CFI: .69; NFI: .53; RMSEA: .04) was good fit (See Table 4).

Table 4: Results of Metric Invariance Test for Moderation Analysis (Measurement and Structural Invariance)

Measurement invariance	χ^2	df	GFI	CFI	NFI	RMSEA	$\Delta\chi^2$	Status
Non-restricted model	4158.93	2068	.67	.70	.55	.04	$\Delta\chi^2$ (102)=	Full-metric invariance supported
Full-metric invariance model	4371.77	2170	.65	.69	.53	.04	71.43 ^{n.s.}	
Baseline model fit statistics	χ^2	df	GFI	CFI	NFI	RMSEA		Status
Value of index	2171.05	1046	.64	.67	.52	.07		Good fit

Note: GFI: goodness of fit Index; CFI: comparative fit index; NFI: normed fit index; RMSEA: root mean square error of approximation. ^{n.s.}: non-significant.

The structural invariance showed the effect of community attachment on support for sustainable tourism development partially varied among different communities (community-based local government CBLG, community-based handicraft CBH, community-based business CBB, and community-based farmer CBF), as the results indicated all communities had the same perspective toward the effect of community attachment on support for sustainable tourism development except two groups, namely, community-based handicraft with community-based business ($\Delta\chi^2$ (1)= 7.40, $P < .01$) and community-based business with community-based farmer ($\Delta\chi^2$ (1)= 3.99, $P < .01$) have different perspectives (See Table 5). Therefore, the Hypothesis 1b is partially supported (See Table 6). According to the results, there are similar

perspectives among CBLG with CBH, CBLG with CBB, and CBLG with CBF. But, community-based handicraft with community-based Business and community-based Business with community-based farmer had the different perspectives regarding to the effect of community attachment on support for sustainable tourism development.

Table 5: Results of Metric Invariance Test for Moderation Analysis (Structural Invariance)

Structural invariance	<i>Gruorp1</i>	<i>Gruorp2</i>	<i>Baseline model</i>	<i>Nested Mode</i> (fully constrained)	$\Delta\chi^2$	Status
H1b: CA→SSTD√	<i>B</i>	<i>B</i>	(unconstrained)			
Government & Handicraft	.19**	.16*	χ^2 (12)= 119.03	χ^2 (13)= 119.66	$\Delta\chi^2$ (1)= .63	-
Government & Business	.19**	.30***	χ^2 (12)= 173.15	χ^2 (13)= 175.26	$\Delta\chi^2$ (1)= 2.11	-
Government & Farmer	.19**	.17*	χ^2 (12)= 152.78	χ^2 (13)= 152.90	$\Delta\chi^2$ (1)= .12	-
Handicraft & Business	.16*	.30***	χ^2 (12)= 127.45	χ^2 (13)= 134.85	$\Delta\chi^2$ (1)= 7.40**	Supported
Handicraft & Farmer	.16*	.17*	χ^2 (12)= 107.14	χ^2 (13)= 107.35	$\Delta\chi^2$ (1)= .21	-
Business & Farmer	.30***	.17*	χ^2 (12)= 161.25	χ^2 (13)= 165.24	$\Delta\chi^2$ (1)= 3.99*	Supported
Structural invariance	<i>Gruorp1</i>	<i>Gruorp2</i>	<i>Baseline model</i>	<i>Nested Mode</i> (fully constrained)	$\Delta\chi^2$	Status
H2b: CI→SSTD√	<i>B</i>	<i>B</i>	(unconstrained)			
Government & Handicraft	.54***	.39****	χ^2 (12)= 119.03	χ^2 (13)=123.70	$\Delta\chi^2$ (1)= 4.67*	Supported
Government & Business	.54***	.65***	χ^2 (12)= 173.15	χ^2 (13)=175.01	$\Delta\chi^2$ (1)= .14	-
Government & Farmer	.54***	.58***	χ^2 (12)= 152.78	χ^2 (13)=152.80	$\Delta\chi^2$ (1)= .02	-
Handicraft & Business	.39***	.65***	χ^2 (12)= 127.45	χ^2 (13)=144.77	$\Delta\chi^2$ (1)= 17.32***	Supported
Handicraft & Farmer	.39***	.58***	χ^2 (12)= 107.14	χ^2 (13)=113.44	$\Delta\chi^2$ (1)= .63**	Supported
Business & Farmer	.65***	.58***	χ^2 (12)= 161.25	χ^2 (13)=162.96	$\Delta\chi^2$ (1)= 1.71	-

Structural invariance H3b: PB → SSTD ×	<i>Gruorp1</i> <i>B</i>	<i>Gruorp2</i> <i>B</i>	<i>Baseline model</i> (unconstrained)	<i>Nested Mode</i> (fully constrained)	$\Delta\chi^2$	Status
Government & Handicraft	.19*	.31***	χ^2 (12)= 119.03	χ^2 (13)=119.17	$\Delta\chi^2$ (1)= .14	-
Government & Business	.19*	.12*	χ^2 (12)= 173.15	χ^2 (13)=173.41	$\Delta\chi^2$ (1)= .26	-
Government & Farmer	.19*	.14	χ^2 (12)= 152.78	χ^2 (13)=153.16	$\Delta\chi^2$ (1)= .38	-
Handicraft & Business	.31***	.12*	χ^2 (12)= 127.45	χ^2 (13)=128.55	$\Delta\chi^2$ (1)= 1.1	-
Handicraft & Farmer	.31***	.14	χ^2 (12)= 107.14	χ^2 (13)=108.56	$\Delta\chi^2$ (1)= 1.42	-
Business & Farmer	.12*	.14	χ^2 (12)= 161.25	χ^2 (13)=161.29	$\Delta\chi^2$ (1)= .04	-

Structural invariance H4b: PC → SSTD ×	<i>Gruorp1</i> <i>B</i>	<i>Gruorp2</i> <i>B</i>	<i>Baseline model</i> (unconstrained)	<i>Nested Mode</i> (fully constrained)	$\Delta\chi^2$	Status
Government & Handicraft	-.09	.01	χ^2 (12)= 119.03	χ^2 (13)=119.09	$\Delta\chi^2$ (1)= .06	-
Government & Business	-.09	-.09	χ^2 (12)= 173.15	χ^2 (13)=173.18	$\Delta\chi^2$ (1)= .03	-
Government & Farmer	-.09	-.06	χ^2 (12)= 152.78	χ^2 (13)=152.92	$\Delta\chi^2$ (1)= .14	-
Handicraft & Business	.01	-.09	χ^2 (12)= 127.45	χ^2 (13)=128.85	$\Delta\chi^2$ (1)= 1.4	-
Handicraft & Farmer	.01	-.06	χ^2 (12)= 107.14	χ^2 (13)=107.48	$\Delta\chi^2$ (1)= .34	-
Business & Farmer	-.09	-.06	χ^2 (12)= 161.25	χ^2 (13)=161.61	$\Delta\chi^2$ (1)= .36	-

Note: ***: $P < .001$; **: $P < .01$; *: $P < .05$. Critical value at 95% confidence interval is 3.84 and critical ratio at 99% confidence interval is 6.13.

Checking the moderating role of the variable using invariance analysis become a popular approach in the field of tourism and business management (Assakaer and Hallak, 2013; Lee and Back, 2009). This is a useful approach that demonstrates the statistical difference between the groups using X^2 test.

If the results of invariance test show that there are significant differences among the communities, it means that different plan and practices are required to encourage different communities to support sustainable tourism development in the study area. For example, handicraft and business have different perception toward the impact of community involvement on support for sustainable tourism development. In other words, the effect of community involvement on support for sustainable tourism development for business community ($\beta=.65$, $P<.001$) is more than the handicraft-based community ($\beta=.35$, $P<.001$) (Table 5).

In contrast, if there are no any significant differences among the communities regarding the effect of perceived benefits and perceived costs by communities on support for sustainable tourism development, it means there is an integrity and solidarity among four communities in the study area in these issues. It means that no need to prepare different strategies to have support of all communities based on the benefit and cost of sustainable tourism development in Bisetoun site.

Additionally, the results showed that the effect of community involvement on support for sustainable tourism development partially varied among different communities. Three groups of communities (CBLG with CBH, CBH with CBB, and CBH with CBF) have different perspectives regarding the effect of community involvement on sustainable tourism development. While, the other three groups have the same perspectives, that CBLG with CBB, CBLG with CBF, and CBB with CBF and have no differences toward the effect of community involvement on sustainable tourism development (See Table 5). Thus, the Hypothesis 2b is partially supported (See Table 6).

Surprisingly, the results showed that the impact of perceived benefits and perceived costs on support for sustainable tourism did not significantly varied among different communities. It means that all groups have the same perspectives regarding to the effect of perceived benefits and perceived costs on support for sustainable tourism development. Then, Hypothesis 3b, 4b were not supported (See Table 6).

Table 6: Summary of Hypotheses Testing

No.	Hypothesis	Status
H1a	Community attachment positively related to support for sustainable tourism development	Supported
H2a	Community involvement positively related to support for sustainable tourism development	Supported
H3a	Perceived benefit positively related to support for sustainable tourism development	Supported
H4a	Perceived cost negatively related to support for sustainable tourism development	Not-Supported
H1b	The effect of community attachment on support for sustainable tourism statistically varied among different communities	Partially Supported
H2b	The effect of community involvement on support for sustainable tourism statistically varied among different communities	Partially Supported
H3b	The effect of perceived benefit on support for sustainable tourism statistically varied among different communities	Not-Supported
H4a	The effect of perceived cost on support for sustainable tourism statistically varied among different communities	Not-Supported

Chapter 6

CONCLUSION AND IMPLICATIONS

6.1 Discussion and Conclusion

Research in heritage sites in the context of sustainable tourism development is scant. This is more so in the case of in Iran. Furthermore, this study tried to embed the ‘community’ aspect / profile to explore an integrative relationship between heritage resource, community perception / involvement towards support for sustainable tourism development. This study has also applied a rare approach to investigate and determine the effect of *perceived benefits* and *perceived costs* on support for sustainable tourism development where the heritage site is the main resource.

Findings indicate that community attachment, community involvement, and perceived benefits significantly enhance support for sustainable tourism development. However, such result is case specific. Nevertheless, the result is in consonance with the findings of Nicholas et al., (2009) and Kalternborn et al., (2008), who investigated the effect of perceived benefits on support for sustainable tourism development. It means all communities have the same perception regarding the impact of perceived benefits on support for sustainable tourism development. According to the results, perceived costs had not significant effect on support for sustainable tourism development, and the impact of perceived costs on support for sustainable tourism development is the same among communities. This finding does not consonant with principles social exchange theory. It means that communities

probably support tourism planning even with perceived costs. Therefore, this finding was not the same with the result in Western countries which investigated in previous studies by Kendal and Gursoy (2006), and Nicholas et al (2009). However, the Open System Theory (OST) is a suitable framework to explain this finding, other theories (e.g. social exchange theory) fail to explain this, OST reiterates that 'boundaries around and within the social or economic system are mutable; for at least one of the following reasons: a) social structures may evolve, b) connections between structures may change, c) the structure-agent relation may change' (Chic and Dow, 2011, p. 366). There are four reasons that justify application of OST as a theoretical framework of this study. Firstly, tourism defined as a complex system that has inputs (e.g. community attachment, community involvement, perceived benefit, and perceived cost) and output (e.g. support for sustainable tourism development). Secondly, based on OST, one of main properties of a system is dynamism. Since, case study is world heritage site and all national and international communities are care about visitation and conservation of such site, dynamism of this heritage site. Thirdly, research model tested with empirical data that collected from a historical site, which has a special culture and values for local communities. It means that local communities have a sense of glory and pride for attaching this world heritage site to their identity. This can be a reason that perceived cost has not significant and negative association with their support for suitable tourism development. This is not matched with principle of social exchange theory. This issue can be defined and justified in an open and dynamism system. Fourthly, a sustainable way of tourism development is targeted that, based on specific culture of local communities, does not justified by other theories, especially, social exchange theory. As aforementioned, dynamism and suitability are two key characteristics of tourism as

an open system. Then, we can claim that this study provide a strong theoretical contribution by application of open system theory as a theoretical background of a research model. By applying the OST, certain ethnicities that are living around the Bisetoun historical site have special and unique culture (i.e., agents in connection to system) who are supporting heritage tourism protection and committed to its sustainable development notwithstanding perceived costs. There is an affinity to historical monuments which is considered as ‘identity’ of the communities. Furthermore, Bisetoun heritage site management can utilize the principles of OST to explore innovation, change, and complexity of sustainable tourism in the context of a case study approach where communities are active agents in the process of sustaining the system (Anaf et al., 2007). Actually, these communities have a sense of pride toward these historical monuments, and they are willing to collaborate and cooperate in various ways related to tourism development in this region. Thus, this study contributes to the literature for using open system theory and also proposing and testing a research model in order to determine the level of support for sustainable tourism development by different communities in the Bisetoun heritage site.

Furthermore, this research revealed that community attachment significantly and positively related to support for sustainable tourism development. This finding is in line with findings of Lindên et al. (2015) who examined residents’ support for local projects by utilizing community attachment theory in small municipalities. They explored that the attitude of communities were positive in small municipalities with weak economy.

Additionally, the results indicated that community involvement is strong among the residents who perceive and evaluate tourism development as predictor of quality of

life. This is also verified by Woo et al. (2015) who stated that ‘Since the value of tourism has changed over the years, moving away from the economic value of tourism toward a more of abstract value of tourism, it is also important to look at the perceived value of tourism development within the context of improving the quality of life, or well-being, of community residents’ (2015, p. 85).

Further on, this research showed the effect of community involvement on support for sustainable tourism development partially varied among different communities. It means that some of the community groups (Community-Based Local Government (CBLG) with Community-Based Handicraft (CBH), Community-Based Handicraft (CBH) with Community-Based Business (CBB), and Community-Based Handicraft (CBH) with Community-Based Farmer (CBF) have different perspectives regarding the effect of community involvement on support for sustainable tourism development.

6.2 Implications

Conservation of cultural and natural resources and attraction of tourists usually leads to economic and cultural benefits for both nations and local communities. Then, community-based tourism in terms of sustainability is worthwhile. According to this study community attachment and involvement positively are related to support for sustainable tourism development. Therefore, this study provides a useful and practical means for managers to design policies based on community’s participation, involvement, and identity through the planning process to conserve and sustain heritage site. Tourism institutions can design various programs to encourage community attachment, participation, and involvement. There are different mechanisms how to allow and encourage community members to become partners in

the process. For instance, organizing different festivals and events can strengthen community attachment, because these relevant activities cause the residents to feel more close to their communities and places of their residence. Also, managers should make some programs in order to involve more communities, because more involved communities lead to more participation in decision making and support for sustainable tourism development. In addition, community managers should consider some activities that can lead to benefits for communities, that this makes more support for sustainable tourism development. These activities can be, increasing opportunities for leisure and tourism, cultural activities, and improving cultural exchanges among residents and tourists.

6.3 Recommendations for Future Studies

This study has some limitations in spite of its contributions that should be considered in future researches. This research investigated four communities which are related to tourism, but for future relevant studies it can be examined the perspective of other communities, toward support for sustainable tourism development. Also, this research has done in West of Iran among communities that they have very strong and specific culture, the future studies would be done in other regions with different culture and ethnicity. Additionally, for the next relevant researches, it would be better to collect data during year for determine correctly the level of support for sustainable tourism development by communities. Nevertheless, community involvement/participation is hotly debated issues in the context of overall community development, especially in the cases where tourism is playing an important role as economic means. Some authors are critical of dwelling on community involvement and consider it as hazard to the process of development (cons) (Bierle & Konisky, 2000; Day, 1997). However, 'pros' of community involvement are growing as

various empirical research established plausible argument that community participation in the process of decision making results in implementation of the plans (Hanna, 2000; Burby, 2003; & Murphy, 2004). At the end, this study is one more layer of support (pros) for the notion that community involvement in the planning process is effective for sustainable tourism, especially in the case of Bisetoun heritage site.

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APPENDICES

Appendix A: Map of Iran and location of Bisetoun



Map of Iran and location of Bisetoun.

Appendix B: Profiles of Monuments in Heritage Site

Shekarchian Cave, Hunters Cave

It is a small cavity and as the name Shekarchian indicates, it is probably used as a lurking place by hunters' community for hunting animals in the Middle Paleolithic. Then, in this cave hunters prepare the corps of hunting animals in order to transporting to residents. By archeological excavations some historical works as following have found; ceramics from Achaemenian period, stone tools, a forearm of Neanderthal man, and remains of animal bones like boars, horse races, wild cows, deer, and gazelles. It is also the only cavity of Iranian Zagros famous to have delivered human remains discovered in a Middle Paleolithic level.



Shekarchian Cave

Median temple

The terrace below the relief and inscription of Darius, which was covered with debris from the relief, has made of undressed stones which have been put on together without any mortar between them. The platform is 1.5 m high, 10.5 m long and 7 m wide. A corridor (1.5 m wide and 7 m long) divided this terrace in two parts. At the

end of the corridor there is a room which two lateral walls of it are mountain cliffs and its third wall at the back. Before the Islamic revolution, German archeological expeditions excavated the site and introduce it as a Median worshipping place.



Median temple

The relief and inscription of Darius

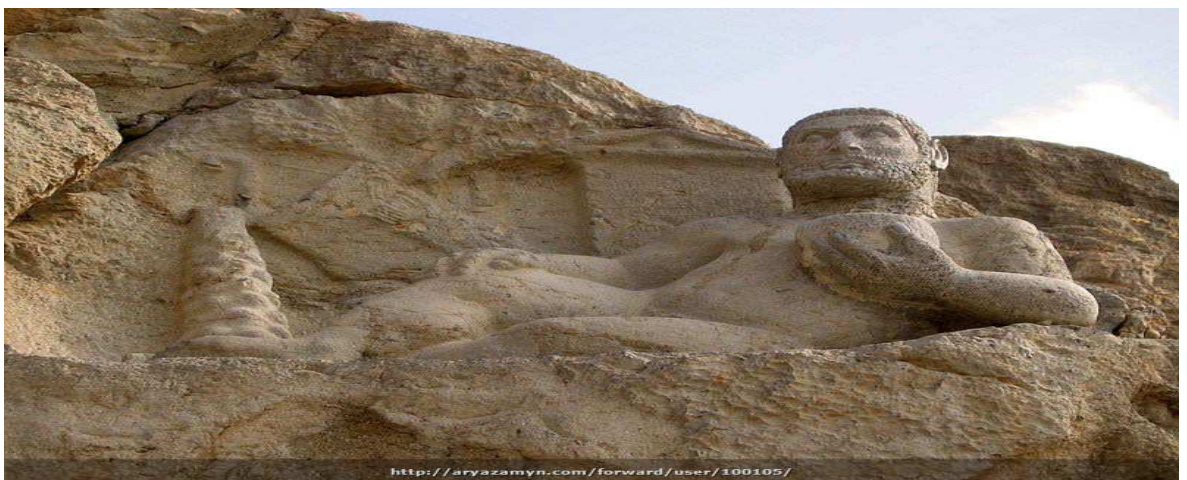
The monumental relief of Darius the Great (6.5 m long and 2.3 m high), representing the king victory over the usurper Gaumata and the nine rebels, is surrounded by a great trilingual inscription in Old Persian, Elamite, and Babylonian. The prisoners are in front of the king and their leader Gaumata lies under the foot of Darius. He puts up his hands indicating submitted to the king. Over the head of captive Farvahar (symbol of God Ahura Mazda) who is repeatedly invoked in the inscription that have been carved. This monument was created between the ends of Darius first regnant year (in 520 B.C) and after the end of his third (in 518 B.C). Darius in his inscriptions introduced his family and him at the beginning of the inscription and then he explains defeat and murder of Gaumata in the details and at the end placed a curse on those who try to damage this relief. This inscription is the most important document of the entire ancient Near East and a major key to understanding its languages. It alone made it possible to decipher the cuneiform writing and thus to open the door to previously totally unknown ancient civilizations.



The relief and inscription of Darius

The Seleucid figure of Heracles

This figure represents the most famous Greek hero, Heracles, who is shown naked with curly hair and beard, resting on the lion skin. Beside him an olive tree is seen, carved on the wall while a quiver full of arrows is hanging from it and a club is also put near that. An inscription in the old Greek and in seven lines is written behind the head of Heracles with a frame such as Greek temples on a smooth space. According to this inscription, the figure was carved in the year 164 of Seleucid era that is, 148 B.C on the occasion of a conquest for the Greeks against Parthian.



The Seleucid figure of Heracles

The relief and inscription of Mithridates II

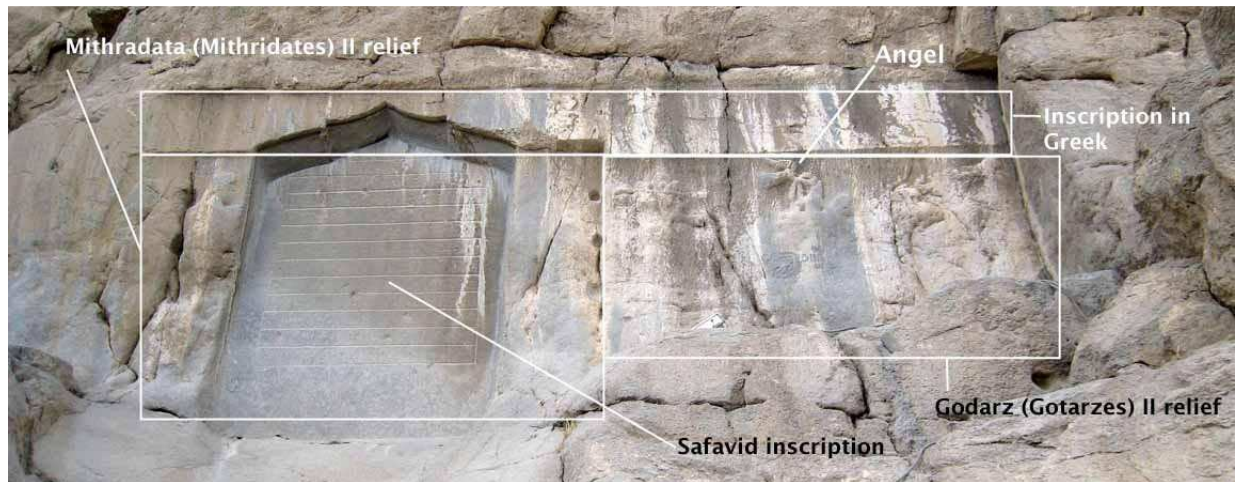
The relief of Mithridates II (123- 87 B.C) depicts four satraps in a line before the king, with all the figures in profile. The name of these four satraps has been carved in a Greek inscription on top of the relief. Unfortunately, the main part of the Mithridates relief has been obliterated by the inscription in the year 1684 A.C of a waqf inscription by Shaikh Ali Khan Zangana.



The relief and inscription of Mithridates II

The relief and inscription of Gotarzes II

The relief of Gotarzes II has been carved on the right of Mehrdad relief. This Parthian relief dates back to A.D 38 to 51 and represents the victory of Gotarzes over one of the Parthian prince, Mehrdad. Nike is hovering above and some horsemen in combat have showed in this relief. The name of Mehrdad and Gotarzes has been carved with a Greek inscription on top of the relief.



The relief and inscription of Gotarzes II

The relief of Balas (Vologases)

Some figures have been carved on three sides of this rectangle block stone. The middle figure represents Parthian king Balas. He holds a bowl in his left hand while stretching his right hand to a fire alters and pouring something in it. A Parthian inscription is written in 9 lines on the fire altar meaning; “This is the figure of Balas, king of kings, son of Balas, king of kings, grandson ...” On the right side of Balas another person is shown who move towards Balas. Also on the left side a man can be seen, his right hand is up and caring something in his left hand. These figures must be carved between the first to the third centuries A.D, because the name in the inscription has been read as Balas. Five Parthian kings named Balas reigned between 51 and 228 A.D .



The relief of Balas (Vologases)

Parthian worshipping place

So called Parastesh- GageParthi comprising of two mason platforms carved from the mountain and have been connected to each other by ten stone steps. Some steps have 80 cm long. Over the upper platform some holes carved out of stone with 35 cm diameter believe that these rounded wholes were for performance religious ceremonies during the Parthian era.



Parthian worshipping place

FarhadTaras

This section of the cliff is a chiseled rock face approximately 200 m wide and 36 m high, with a retaining wall ca. 150 m in front of it; it is thus the biggest such work in Iran. Interpretation have differed widely: the site for a Sasanian kings palace; a field prepared for an inscription of Darius and a huge terrace at a higher of 30 m and an enormous ayvan hollowed out of the rock, probably on the same scale as the Taque Kesra at Ctesiphon, with reliefs on either side but recently considered it as an unfinished monument dating to the Khosrowll region. Separated stone blocks from the monumental also used in other masons construction in the vicinity such as, incomplete Sasanian palace, retaining wall near Gamasiab and Khosrow and bridges. They also remained unfinished.



Farhad Taras

Bisetoun Bridge

Bridge, also called Safavid Bridge, is 144 m long, 7.60 m wide, with east-west axes and included 6 arched opening that two of them were filled deliberately. The piers of the bridge (built from dressed stone block) have been attributed to the late Sasanian period. In the early Islamic period (4-5 centuries), the Kurdish monarch Hananuya built rounded arches on Sasanian piers. Also, in more recent Islamic times (Safavid

and Pahlavi) it has been restored frequently. During recent archeological excavations by Iranian expeditions in north-eastern parts of the bridge, a series of monument such as the remaining of Sasanian dressing stone block, Islamic grave stones and remaining of brick and lime kiln have been unearthed (see Figure 19).



Bridge of Bisetoun

Pole Kosrow (Kosrow Bridge)

Pole Kosrow is 80.152 m long, 2.7 cm wide, with east-west axes. The piers of the bridge have been attributed to the late Sasanian period. The masonry consists of a rubble- concrete core faced with stone blocks. Nine piers, each painted on both sides, are still standing, but none of the superstructure remains. German architect, Kleiss examined and measured the bridge in 1966-1967 and surmised that it had been left unfinished, for no remains of arches could be found in the riverbed. It provided crossing of a straight road running due east in the direction of Takte Shirin; the course of this old road can be clearly seen, especially from the Farhad Taras. These traces are evidence for the Sasanian surveying system, based on accurate reckoning of the north –south and east-west coordinates. That is about 500 m east of the parallel to the retaining wall. Keliss inferred that the rectangular area, thus defined, with the river flowing through it, was probably a marshy preserve for hunting wild boars, as

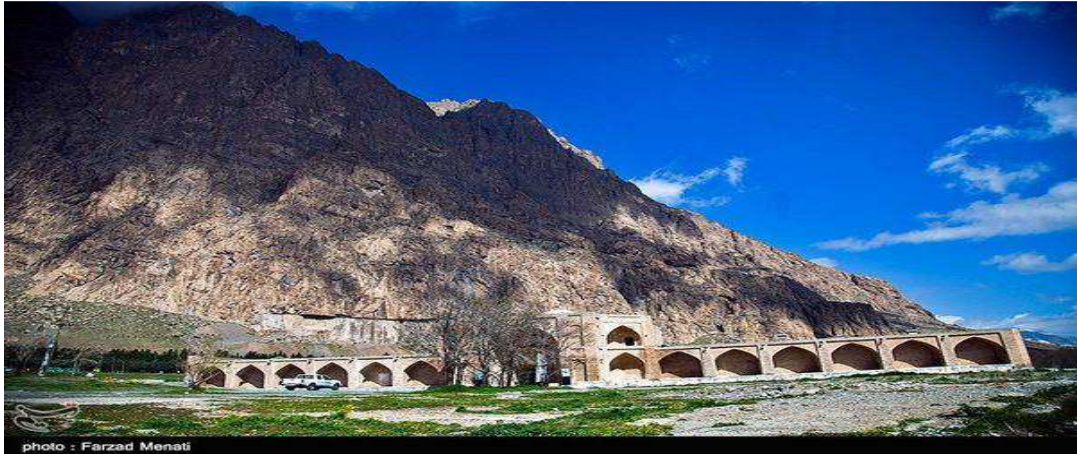
depicted in the TaqueBostan relief. It has approximately the same as the paradeisos in front of Taque Bostan. Only two fragments of the southern boundary wall of this hunting park are visible.



Pole Kosrow (Kosrow Bridge)

Shah-Abassi Caravanserai

This Caravanserai has 90 m long and 80 m wide; the interior courtyard is 50×52 with four ayvans. The adjacent sleeping rooms are vaulted stabling behind. Four towers in different shapes were already in four corners of the building but today only one of them exists which has round shape and has placed in north-west of the monument. The name of the founder is known but probably it was built by the order of Shah-Abass Safavid. But regarding to an inscription which has placed on the entrance door this building was completed by efforts of Sheikh Ali Khan Zangeneh, the Chancellor of Shah Soleyman Safavid.



Shah-Abassi Caravanserai

Incomplete Sasanian Building-Ilkhanid Caravanserai

This rectangular shape construction with east-west direction is 139 m long, 83 m wide and consisting of two square parts. Some stone blocks of this building have signs of Sasanian masons. Based on archeological excavations, only outer walls were finished during Sasanian era and other parts left unfinished. In Ilkhanid era a Caravanserai with 85 m long and 80 m wide was built on the eastern part of the incomplete Sasanian palace. This building lost its function after enormous earthquake occurred during the Ilkhanid period.



Incomplete Sasanian Building-Ilkhanid Caravanserai

Waqf inscription by Shaikh Ali Khan Zangana

According to this Waqf inscription, in 1684-1685 (Safavid period) the chancellor of Shah Soleyman safavid, Sheikh Ali Khan Zanganeh dedicated four share of his properties of Garehvali and Chambatan for Sadats (descendants of Mohammad Prophet) and also two share for repairing Safavid Caravanserai.



Waqf inscription by Shaikh Ali Khan Zangana