

## عنوان مقاله:

Iran and Missed Opportunities in Attracting Tourism: How Our Neighbors Thrive by Appropriating Iran's Cultural Heritage

## محل انتشار:

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## خلاصه مقاله:

This paper focuses on event-based tourism and its affection for the economy and society. As the number of tourists worldwide is rising, so do their expectations and needs for specific experiences. There lays the role of events and their significance in modern tourism. Events are one of the most important parts of tourism and an inseparable part of human society. They are a global phenomenon that is gaining greater and greater importance through the event industry. There are several different types of events in the world, and there are more arising every year. Under these circumstances, the critical role of an individual event's success lies in proper strategic planning. This paper aims to present the roles of events in contemporary tourism and define their origins, classification, tourist value, impacts, and outcomes. Various researchers argue the significance of events for tourism development. In the current paper, several cases from the event-based tourism literature and their results are studied. A general conclusion is that events affect host communities mainly by building community commitment, so impacts on the local population should be at the center of event management to achieve destination development. Further research is needed to be done in order to support such a statement. Tourism is the act of travel for the purpose of recreation and leisure, and also refers to the provision of services to achieve this goal. As the number of tourists worldwide is rising, so do their expectations and needs for specific experiences. There lays the role of events and their significance in modern tourism. Events are not only one of the most important parts of tourism, but also inseparable part of human society. They are global phenomenon which is gaining greater and greater importance through the event industry. There are a number of different types of events in the world, and there are more arising every year. Under these circumstances, the key role of success of certain event lies in proper strategic planning. The subject of this paper is to present the roles of events in contemporary tourism and to define their origins, classification, tourist value, impacts and outcomes. Tourism is the act of travel for the purpose of recreation and leisure, and also refers to the provision of services to achieve this goal. As the number of tourists worldwide is rising, so do their expectations and needs for specific experiences. There lays the role of events and their significance in modern tourism. Events are not only one of the most important parts of ... tourism, but also in

## کلمات کلیدی:

Tourism, Cultural Heritages, Landmarks, Negative Attitude

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