1. Record Nr. UNINA9910962603703321

Titolo	Experiencing Persian heritage : perspectives and challenges / / edited by Antonia Correia, Metin Kozak, and Ana Isabel Rodrigues
Pubbl/distr/stampa	Bingley, England : , : Emerald Publishing, , 2019
ISBN	9781787548145 1787548147 9781787548121 1787548120
Edizione	[First edition.]
Descrizione fisica	1 online resource (417 pages)
Collana	Bridging tourism theory and practice, , 2042-1443 ; ; volume 10
Disciplina	306.48190955
Soggetti	Tourism - Iran Culture and tourism - Iran Hospitality industry - Iran Travel, Special Interest - General Tourism industry Iran History Iran Civilization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references (pages 315-377).
Nota di contenuto	Front Cover -- Experiencing Persian Heritage: Perspectives and Challenges -- Copyright Page -- Contents -- Acknowledgments -- Introduction: Sociocultural Contexts -- The Making of this Volume -- PART I CONTEXTUAL SETTING -- Chapter 1 Tourism in Iran: A Political Economy Perspective -- Introduction -- Government and Governance -- State Ideology and Tourism -- Iran's Political Economy and Tourism -- Incomplete Formation of the Civil Government -- Economic Challenges -- Sociocultural and Religious Challenges -- Institutional Barriers -- Glocalization of Tourism -- Study Results -- Conclusion -- PART II TAXONOMIES AND TYPOLOGIES OF CULTURAL AND HERITAGE TOURISM -- Chapter 2 Heritage Tourism in Iran: A Historical Perspective -- Introduction -- Historical Perspective on Heritage Tourism -- Historical Context -- Iran's Cultural Heritage -- Islamic and

Post-Islamic Heritage -- Cultural Tourism -- Conclusion -- Chapter 3 Encounters with Iranian Culture: A Critical Incident Approach in Tourism -- Introduction -- Approaching Cultures -- Kinship -- Economics -- Religion -- Politics -- Knowledge Emotions -- Tour Guides -- Study Method and Results -- Kinship -- Economics -- Religion -- Politics -- Portraiture of the Host Culture -- Conclusion -- Chapter 4 Intangible Cultural Heritage in Tourism Strategy: Insights from Iran -- Introduction -- Intangible Cultural Heritage -- Beyond Tangible -- Tourism and ICH Interaction -- Interaction within the Persian Context -- Study Methodology -- Study Results -- Two Sides of the Same Coin -- Conclusion -- PART III VISITORS' PERCEPTIONS OF HERITAGE SETTING AND CULTURAL ATTRACTIONS -- Chapter 5 Savoring Persian Travel: Analyzing Iranian Tourists' Memories -- Introduction -- Memory and Savoring -- The Value of Vacations -- Benchmarking and Culture -- Study Method -- Study Findings -- Conclusion.
Chapter 6 Host-Guest Relations: Cultural Tourists in Iran -- Introduction -- Host-Guest Relations of Cultural Tourists -- Host-Guest Relations and Expected Sociocultural Impacts -- Prospects of Tourism Development in Iran -- Conclusion -- Chapter 7 Kandovan Troglodyte Village: A Functioning Cultural Heritage Experience -- Introduction -- The Functioning Cultural Heritage Site Experience -- Cultural Heritage Tourism -- Co-creation, Socialization, and Engagement -- Memorable Tourism and Positive Post-travel Intentions -- Study Methodology -- Study Results -- Conclusion -- Chapter 8 Effects of Museum Visits on Adolescents' Motivations and Satisfaction -- Introduction -- Museums and Tourism -- Motivation to Visit Museums -- Satisfaction and Experience -- Study Methods -- Measures and Data Analysis -- Study Results -- Conclusion -- PART IV EMERGING MEANS OF PROMOTION AND MANAGEMENT -- Chapter 9 The Meaning of Hospitality in Iran -- Introduction -- History of Hospitality in Everyday Life -- Iranian Literature -- Iranian Religious Beliefs -- Iranian Food Hospitality -- History of Hospitality in Iran -- Iranian People -- Conclusion -- Chapter 10 A Textual and Visual-based Exposition of Iran as a Destination -- Introduction -- Heritage Tourist and Destination Image -- Study Methodology -- Methods of Textual Analysis -- Methods of Pictorial Analysis -- Study Results -- Emotions Category -- Sensory Perception Category -- Intellectual Comprehension Category -- Active Participation and Memories -- Conclusion -- Chapter 11 Social Media and Hotels in Iran: Online Reputation of Hotels on Booking.com -- Introduction -- Social Media and Communication Systems -- eWOM and Consumer Behavior -- Online Reputation -- Databases of TripAdvisor and Booking.com -- Study Methodology -- Study Results -- Conclusion.
Chapter 12 Authenticity and Innovation: The Future of Tourism in Iran -- Introduction -- Tourism Development in Iran -- Heritage Tourism in Iran -- Innovation in Territorial Governance -- Tourism and Intercultural Dialogue -- The Future of the Past in Iran -- Conclusion -- PART V IMAGE OF IRAN AND COMPETITIVE POSITIONING -- Chapter 13 The Impact of Branding on Tourists' Satisfaction and Loyalty in Iran -- Introduction -- Destination Brand Image -- Hypothesis Development -- Research Methodology -- Data Analysis and Study Results -- Conclusion -- Chapter 14 Tourist Satisfaction and Destination Loyalty in Heritage Sites of Shiraz, Iran -- Introduction -- Destination Image, Satisfaction, and Loyalty -- Study Methodology -- Study Results -- The Measurement Model -- The Structural Model -- Conclusion -- Chapter 15 Residents' Apathy and Heritage Tourism Development -- Introduction -- Tourism Community Development --

Community Participation and Its Limits -- Factors Shaping Residents' Support -- Heritage Tourism in Iran -- Apathy and Community Development -- Conceptual Frameworks -- Conclusion -- Chapter 16 A Holistic Analysis of the Second-home Tourism Impacts in THE Caspian Sea Region of Iran: From Host Communities' Perspective -- Introduction -- Second-home Tourism -- The Second-home Market -- Second Homes in Iran -- Economic Impacts -- Environmental Impacts -- Sociocultural Impacts -- Study Methodology -- Study Results -- Conclusion -- Chapter 17 Islamic and Halal Tourism in Iran: Toward New Horizons -- Introduction -- The Concept and Practice of Islamic Tourism -- Halal Food and Beverage -- Halal Accommodation -- Halal Airport Services -- Halal Tour Packages -- Halal Finance -- Halal Destination Facilities -- Halal Tourism in Islamic Countries -- Tourism in Iran -- Halal Tourism in Iran -- Conclusion.
Conclusion: The Agenda for the Future of Tourism in Iran -- References -- About the Contributors -- Reviewers of This Volume -- Index.

Sommario/riassunto

The book analyses new perspectives and challenges for the development of tourism and hospitality in emerging international destinations, based on Iran as a heritage destination.