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Investigating the role and importance of historical architecture in the tourism industry; a case study of Iran

Turizm endüstrisinde tarihi mimarinin rolü ve öneminin araştırılması; İran vaka çalışması

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ABSTRACT

Architecture is an essential part of historical and cultural attractions. Iran has a special position for tourism due to its geographical, cultural, artistic, and historical location. Iran, a country with different ethnic groups and thousands of years of culture and colourful history, has a special position among the world's countries. Iran is proud of its rich history, diverse civilisations, and unique collection of historical monuments that are a testimony to its ancient past. These historical buildings not only show the brilliance of the architecture of the past but also provide a glimpse of the culture and heritage of this land. This study aims to investigate the fundamental relationship between architecture and tourism, the two main industrial and historical architectures in the geographical context of Iran. Considering the importance of architecture in the tourism industry, this article attempts to examine and introduce historical architectural works in important cities of Iran and the impact of these places on the tourism industry. Considering the necessity and importance of the research, the research method used in this qualitative study was the descriptive method. Architecture is one of those documents that bring rich resources from the past, and in this regard, paying attention to historical buildings and traditional contexts and getting to know local architecture, traditions, and Iranian culture as well as possible can bring valuable results. The results showed that architecture and tourism affect each other's development and success. Architecture is a powerful tool that can be used to develop tourism, and if it is not used, development and progress cannot be made for tourism in any region.

ÖZET

Mimarlık, tarihi ve kültürel cazibe merkezlerinin vazgeçilmez bir parçasıdır. İran, coğrafi, kültürel, sanatsal ve tarihi konumu nedeniyle turizm açısından özel bir konuma sahiptir. Farklı etnik gruplara ve binlerce yıllık kültüre ve renkli tarihe sahip bir ülke olan İran, dünya ülkeleri arasında özel bir konuma sahiptir. İran, zengin tarihi, çeşitli medeniyetleri ve kadim geçmişine tanıklık eden benzersiz tarihi anıt koleksiyonuyla gurur duymaktadır. Bu tarihi yapılar yalnızca geçmişin mimarisinin parlaklığını göstermekle kalmaz, aynı zamanda bu toprakların kültürüne ve mirasına da bir bakış sağlar. Bu çalışma, İran'ın coğrafi bağlamında iki ana endüstriyel ve tarihi mimari olan mimari ve turizm arasındaki temel ilişkiyi araştırmayı amaçlamaktadır. Mimarinin turizm endüstrisindeki önemini göz önünde bulundurarak, bu makale İran'ın önemli şehirlerindeki tarihi mimari eserleri ve bu yerlerin turizm endüstrisi üzerindeki etkisini incelemeyi ve tanıtmayı amaçlamaktadır. Araştırmanın gerekliliği ve önemi göz önünde bulundurulduğunda, bu nitel çalışmada kullanılan araştırma yöntemi tanımlayıcı yöntemidir. Mimarlık, geçmişten zengin kaynaklar getiren belgelerden biridir ve bu bağlamda, tarihi yapılara ve geleneksel bağlamlara dikkat etmek ve yerel mimariyi, gelenekleri ve İran kültürünü mümkün olduğunca tanımak değerli sonuçlar getirebilir. Sonuçlar, mimarlık ve turizmin birbirlerinin gelişimini ve başarısını etkilediğini göstermiştir. Mimarlık, turizmi geliştirmek için kullanılabilecek güçlü bir araçtır ve kullanılmazsa, hiçbir bölgede turizm için gelişme ve ilerleme sağlanamaz.

1. Introduction

The tourism sector is the most peaceful movement within the human family. It directly affects the advancement of

education, culture, and the economics of countries. It also serves as the primary driver of global peace and understanding between nations (Rostad & Bidarigh Mehr, 2019). The tourism industry, along with proper planning and design in the

countries with the potential, increases the work capacity, obtains national income, earns foreign exchange, and circulates financial resources, which leads to the development of different countries (Olcár, 2020; Abedifar, 2013).

Modern tourism and tourism architecture are transforming depending on changing planning approaches, new functional requirements, new typologies, and architectural programmes depending on socio-economic and political developments (Sakar & Ünlü, 2019). The relationship between tourism, which is a cultural activity, and architecture is a mutual relationship that is difficult to consider independently of each other. There is almost no tourism area that is not architecture-related (Samlioglu, 2021). Architecture is one of the important elements to be considered in the tourism industry, as it is an indicator of embodied cultural heritage (Scerri et al., 2016). Architectural tourism is an important type of tourism that increases the tourism potential of destinations by attracting the attention of tourists with historical and modern architectural structures (Ercan & Doğan, 2023). Nowadays, it is revealed to researchers that architectural structures play an important role in revitalising cities and developing tourism (Tan & Kusumo, 2022; Scerri et al., 2019). Although not much emphasised, tourism and architecture have a close relationship, which is of serious importance for the country's economy (Cheirchanteri, 2021).

Touristic destinations use the attractiveness of architectural structures such as museums, monuments, places of worship, and historical cities to become the centre of attention of tourists. These structures play an important role in the tourism industry by allowing tourist destinations to compete (Koçoğlu & Sipahi, 2022). The architecture itself was created to meet many human needs (Farajirad & Eftikharian, 2012). The structural, aesthetic, and functional elements of architectural products and especially the qualities that make them unique increase their touristic appeal. Architecture constitutes the physical dimension of tourism with its concrete existence and is indispensable in conveying the artistic, historical, ethnographic, and social elements that make up the culture of a place to visitors in an integrated manner. Architecture is the manifestation of lifestyle, individual tastes, and the spirit of eras and cultures that have emerged in a building, and tourism is the introduction of unfamiliar audiences to the identity of a space, city, etc. (Heshmati, 2022).

Architectural tourism is a type of tourism that offers the opportunity to visit not only historical but also modern architectural structures and feel and experience the spirit of the period (Nadirov, 2021; Nadirov & Dönmez, 2021). In developing countries, tourism is an activity that brings necessary economic benefits to communities and encourages local people to participate in the development process (Yanes et al., 2019). Iran is a developing country that needs to revitalise its economy through tourism development (Nematpour et al., 2021). Despite the enormous tourism potential that Iran's historic cities offer, prior research indicates that the growth of tourism in these locations is beset by serious problems related to sociocultural, environmental, and economic sustainability (Khani, 2012; Eftekhari et al., 2011a; 2011b; Ghaderi & Henderson, 2012; Kalantari et al., 2008).

Architecture plays an important role in Iran's tourist attractions, and a large number of tourists come to Iran to visit historical architectural monuments. Due to its geographical location and its history, civilisation, ancient culture, the existence of ethnic groups with different cultures and languages, and the existence of multiple religious trends in different periods, Iran has great potential to attract and develop architectural and cultural tourism. Iran's architecture is a mainstay of tourism and includes many important structures from the Islamic, Persian, Sassanid, Selcuk, and Safavid periods. The city's historical fabric, which spans several historical eras and possesses cultural heritage values, is composed of physical and spatial aspects. The values attached to it, as well as how important and ranked they are, can have a significant impact on how cultural tourism is protected and invested in. Familiarity with Iranian architecture gives the audience an understanding of Iranian identity, culture, and lifestyle values. Therefore, one of the main elements of attracting tourists is historical architecture, which deserves the attention of experts and tourism planners in the country. There are many cities and villages in Iran that can be chosen as architectural tourism destinations. Tabriz, Isfahan, Shiraz, Yazd, and Kerman are among the most important cities with potential in this field. Architectural tourism in many parts of Iran, especially areas that have pre-Islamic antiquities, is associated with archaeological tourism.

This study aims to investigate the fundamental relationship between architecture and tourism, the two main industrial and historical architectures in the geographical context of Iran. Considering the importance of architecture in the tourism industry, this article attempts to examine and introduce historical architectural works in important cities of Iran and the impact of these places on the tourism industry. In this research, traditional literature review and the "descriptive" method, which is a qualitative research design, were used. In the research, local and foreign theses, articles, magazines, books, many descriptive sources (Wikipedia, blogs, and tourism sites), and the authors' personal experiences of visiting historical monuments were used.

2. Theoretical Framework

2.1. History of Architectural Tourism

Architecture is mentioned as a cultural wealth that attracts tourists. The more this cultural production is looked at more deeply and is derived from the climate, background, and culture of the region, the greater the richness of the tourism industry in that region. These are part of the challenges that give meaning to the close and two-way relationship between architecture and tourism, but this issue has broad roots that can be investigated in various sectors. Throughout history, tourists have sought out impressive architecture, from the Grand Tours of the past centuries to today's religious pilgrimages. Interrelationships between architecture and travel have existed since ancient times. There has not been a day when architecture is not considered a tourist attraction. Temples of gods, magnificent theatres, stadiums, and other ancient public buildings are the best examples in this field. It cannot be denied that architecture is an expression of the lifestyle and spirit of the culture that was created based on it (Deriu et al., 2016).

Architecture has once again become a centre of attention due to its ability to influence and revitalize cities. Modern architecture still has the same allure as historical buildings, which served as the foundation for cultural and architectural tourism in the past. Tourists who travel to these cities to see St. Peter's Basilica in Rome, the Louvre Museum or the Berlin Wall. There are many such modern and ancient architectural works around the world. These buildings occupy a large portion of tourists every year. For example, we can mention the Emirate of Dubai. Dubai is one of the cities that has made great progress in the last few decades. Many architectural engineering masterpieces are found in this city. Due to this, Dubai has become one of the biggest tourist destinations in the world (Milyani & Mofarhi, 2016).

Architectural structures in a destination can be an attractive element for tourists due to their historical significance, aesthetic value, originality and uniqueness, and as part of their cultural heritage. Historical and architectural structures are valuable assets that form the identity of a country or region and represent an important part of its cultural heritage. For this reason, the preservation of these structures can strengthen the economy and cultural values of the country or region by contributing to the development of tourism activities and the marketing of the destination (Uğur & Dönmez, 2021).

The support of local people is very important for the development of tourism and adequate protection of cultural heritage in tourism destinations with a very rich potential in terms of cultural heritage values (Coşkun & Okuyucu, 2022). It seems that the general desire and interest in the world to create a connection between architecture and tourism is rapidly increasing, and we should expect more examples of architectural works that are designed and built in line with the goals of the tourism industry in the future.

Preserving historical identity in modern or developing cities is a concern that exists not only in Iran but also in other countries. The country's historical monuments and buildings are a major part of culture and civilization, which in a way lead to the transmission of culture. Cultural heritage reveals the identity of the past, which, with proper management and extensive public protection, can be optimally used for the economic exploitation of these places so that society can grow and become dynamic. Protecting historical monuments and cultural heritage not only allows individuals in a society to enrich their culture but also promotes cultural growth and development. In this regard, a society will be able to achieve balanced, coordinated, and sustainable development when informed planning and policymaking are put on the agenda to protect cultural heritage.

2.2. Architecture and Tourism Industry

Throughout history, engineering works have been associated with the level of development of cities and have played a role as elements of tourism. Architectural and engineering works have always been attractive in terms of tourism. Throughout history, advanced civilizations have established themselves with the engineering works they have built (Terzi & Gürbüz, 2020). Considering the extensive economic, technological, cultural, and social changes and the impact of the tourism industry, there will always be a need to redefine the design of

living spaces. In this regard, creative architectural and urban design based on new social relations and the development of new technologies, discourse on the importance of historical buildings, the gradual evolution of the regional context and their care, and sometimes changing their use as cultural heritage are necessary.

Tourism has created sustainable jobs, protected the environment and natural resources, protected historical buildings and cultural places, and protected cultural values (Farajirad & Eftekharian, 2012). Negative impacts of tourism occur when visitor use exceeds the capacity of the environment. Tourism creates good employment opportunities and economic growth, even in rural or remote areas. The economy generated by tourism is often spent on improving local infrastructure, and sustainably managing and protecting the natural wonders that attract visitors. Better infrastructure and services have a positive impact on the environment. They revolve around resource consumption and management. Tourism also directly helps to finance conservation activities for historical monuments as well as other tourist attractions. The success of tourism relies on good infrastructure and good quality services. The industry therefore contributes to the development of society and brings new sources of inspiration and motivation to protect natural areas rich in biodiversity, etc.

Today, the emerging industry of Archi tourism, or "architecture for tourism," is one of the most popular and important branches in the science of tourism and architecture. The term "architectural tourism" means going on a trip to see historical monuments and buildings (Farajirad & Eftekharian, 2012). The relationship between economics and architecture is intertwined; economic conditions influence the design and construction of buildings, and architecture, beyond construction, influences the economy. Therefore, architecture should not be understood only from an artistic perspective, but should be considered as a part or an inherent element of the economic growth potential of cities. Some architectural works are built with the sole purpose of attracting tourists and achieving significant success. Many largely unknown cities have attracted global attention due to the existence or construction of a building or set of structures. This issue is related to the importance of architecture's contribution to the growth and success of tourism. Historical monuments are recognized not only as valuable architectural and artistic works but also as representatives of the cultural and social identity of societies. As evidence of the history, traditions and lifestyles of people, these monuments offer a deeper understanding of local culture. By examining the history of these monuments, new generations can establish a deeper connection with their past and culture and strengthen their sense of belonging to their community. Also, as spaces for social and cultural interactions, historical monuments provide the necessary platforms for holding local events and festivals, which in turn helps to strengthen human relations and increase public awareness of cultural and historical values.

2.2.1 Analysis of the interaction between architecture and tourism

Architecture works through its quality, and the quality of

architecture is summarized in the following cases.

- High-quality architecture means functionality and comfort

Orientation, function, and quality of space are essential factors. For this reason, attention should be paid to these things for the satisfaction of tourists. Short distances and proper access to all facilities prevent traffic interference and increase passenger satisfaction (Sameh, 2018).

- High-quality architecture means identity

The first feedback from tourists and potential customers often happens in an architectural body. Impressive physical and sensory perceptions, as well as imagery, create memories. The special design can be easily remembered; therefore, it positively affects the decision-making process.

- High-quality architecture is a kind of competitive advantage

A good architectural composition is something special and unexpected. The conflict of history and environment makes it possible to differentiate from competitors (Naghavi & Mazaherian, 2019).

- High-quality architecture is an expression of lifestyle and way of thinking

The superior atmosphere attracts customers who value the quality of leisure and vacation. Contemporary architecture generates public attention through the media and early adopters. Finally, it becomes the main element of advertising, i.e., word of mouth.

- High-quality architecture means the quality of employees' work

Entrepreneurs who build spaces using contemporary and high-quality architecture create their workspaces based on their goals. This fact enables them to serve their customers and tourists in the best way. Also, high-quality spaces enable employees to work efficiently and effectively.

- High-quality architecture is somehow sustainable.

A well-planned architecture can easily adapt to changing demands over time and is therefore cost-effective. To maintain its value over time, it requires the highest level of planning in terms of the quality of space, location orientations, and openings of the building. Factors that cannot be changed after the construction process is finalized. On the other hand, the interior can easily adapt to trends and demands (Mahmoodi, 2011).

- Architecture is a powerful marketing tool in the tourism industry

Creating a remarkable brand through architecture; Brands can be created through structural design, values, and lifestyle creation. As a result, ordinary, special, unique, and distinctive elements become the target.

Increasing product value through architecture; As a strong means of expression, architecture has an emotional impact on its viewers. A product's cultural and experiential value are both enhanced by well-designed architecture.

Using architecture as a subject in communication and marketing; Tourism spaces and buildings create messages through two channels: directly and through display, or through architectural style and quality, which in this case target specific groups. In addition, countless stories can be told through architecture and about architecture.

2.2.2. The importance of architecture in the development of the tourism industry

The first encounter of every tourist will be with the architecture and space built into the destination. Therefore, architecture plays a decisive role in attracting tourists and promoting the tourism industry. It is clear that, for the development of this industry, more attention should be paid to architecture and related factors. Architecture can create attractive spaces with high quality and functionality. It can also be a change of use of a built space. or even re-creation or revival.

The architecture and construction of new buildings, as well as the restoration of past buildings, all play a fundamental role in the tourism industry. Another reason that can increase tourists and encourage them to visit a particular city or country is the creation of new buildings with modern styles unique to the region. The construction of new tourist buildings, such as tourist attractions, is also one of the things that attracts people. Seeing different styles of architecture and comparing new and old buildings can be a convincing reason for tourists.

2.2.3. The contribution of architecture to the growth of the travel and tourism sector (with an emphasis on architectural attractions)

Today, with the expansion of tourism science and industry, new angles have been placed on its study. This expansion is to the extent that almost all human needs are taken into consideration. Architecture itself has been created to solve many human needs. Architecture is a powerful tool that can be used to develop tourism. If architecture is not used, development and progress cannot be considered for the tourism of any region.

Today, the tourism industry is one of the strong foundations of the global system and one of the most effective factors in cultural exchanges between countries, and as the largest service industry in the world, it has a special place. Tourism has many infrastructures that form the basis of its development and progress in any region. Architecture is a huge industry that, along with the vast tourism industry, has found a necessary role for each other and somehow affects each other's evolution and success. In addition to providing tourism infrastructure, architecture also plays an essential role in tourist attractions. In other words, from the point of view of tourism, architecture has two essential roles in the field of tourism industry infrastructure and cultural attraction. Most of the tourists enter the host society to visit the architectural works and experience the new spaces that architecture provides them with creativity and new technologies.

Architecture can recognize the needs, objectives, and different aspects of tourism and use it for the development of tourism. Architecture, with the right combination of facilities and opportunities, can be a way to advance the development of

tourism. By creating attractive and spectacular architectural works, even the tourist spots of the world can be changed. It is based on this that nowadays architecture and tourism have created a close relationship. Architecture can make a building stand out and create attractive and needed spaces for tourists. Also, in Iran, contemporary architects can create valuable buildings that increase tourist attractions by using traditional architectural principles.

2.2.4. Mutual effects of architecture and tourism

Tourism is a phenomenon that is related to human beings and their motivations, desires, needs, and aspirations that originate from the culture of society. It can be said that the main motivation for tourism is the difference between cultures. Culture, with its powerful influence, can explain the nature, purpose, structure, and function of tourism. The tourist and the host have different cultures and social patterns, and during the tour they interact with each other, which can be seen in different parts, including architecture. The ability of certain architectural creations to draw travellers to previously undiscovered locations has brought attention to the importance of architecture to the growth and prosperity of the tourism industry in recent years. The results of the studies show that the desire of the public around the world to create a connection between architecture and tourism is increasing rapidly. After that, by creating cultural changes and local tastes, it has both spread and strengthened positive architectural elements and created anomalies in this category.

2.2.5. The economic effects of architecture in the tourism industry

The tourism sector with its unique characteristics is considered as a growing sector with a promising future. Countries with tourist attractions are witnessing an increase in investment in this sector. This industry generates new jobs in addition to contributing to the growth of the national economy and foreign exchange profits. Appropriate planning and worldwide investment in the tourism sector suggest that industrial tourism is one of the businesses that distributes income. The main purpose of this industry is to use the methods of stabilizing income sources and benefiting from natural landscapes and historical and architectural attractions, as well as remembering the traditions and cultures of attracting and attracting tourists and such exchanges (cultural, social). Finally, it increases employment, development, and creativity, and on the other hand, symbols in tourism architecture play an important role in architectural design and urban design. Today, architecture and the tourism industry are more and more connected, which provides global competition and supports the development of countries (Milady Lari & Milady Lari, 2014).

2.2.6. The role of architectural and urban heritage values in the development of cultural tourism

Today, all available dimensions have been used for the tourism industry, and the important role of architecture in the classification of tourist attractions cannot be ignored. Tourism in today's form first developed based on the attention paid to the historical buildings of other countries in Europe. It was these architectural attractions that attracted wealthy tourists

and then other people. Traveling to see the cultural attractions of a city or country, such as contemporary and modern historical buildings, has a long history. So, it can be said that the relationship between tourism and architecture is not new. Today, the attractiveness of contemporary and modern buildings and architecture, along with traditional and ancient architecture, is welcomed by tourists. This change of interest can provide a very suitable basis for the development of this type of tourism.

The historical context of cities as places with cultural heritage values, by covering different historical periods, has features consisting of a physical-spatial structure. The values attributed to it and determining their importance and grading can play an important role in the direction of protection and investment in the form of cultural tourism. Paying attention and portraying values can be a basis for making decisions related to tourism and cultural heritage.

2.3. Architecture and Tourism Industry in Iran

Tourist attractions with great diversity are scattered all over Iran. The unique architectural features, buildings related to different periods of history, morphology, and specific urban structures are among the strong points of this country that attract domestic and foreign tourists. At any time, the capable hands, creative minds, and taste of the art-loving people of this land have created wonderful phenomena, the principles of which have become the roots of world architecture in many cases (Abedinipour, 2021; Afsari et al., 2014). In the traditional architecture of Iran, the buildings are formed according to the Iranian and ethnic identity and culture, and the composition and architecture of the buildings have never been contrary to the cultural, religious, and ethnic beliefs of the people of that area. The land of Iran, with its historical, artistic, and cultural heritages, was considered the best destination for travellers of the ancient era. In some cities, there are old buildings with historical value that were designed and implemented by the artists and architects of that time. Relying on authentic Iranian architectural tools and designing inspiring, impressive and memorable buildings and elements, emerging from the ancient history of Iran and in line with today's world architecture, it will attract tourism, especially architectural tourism, as an added value.

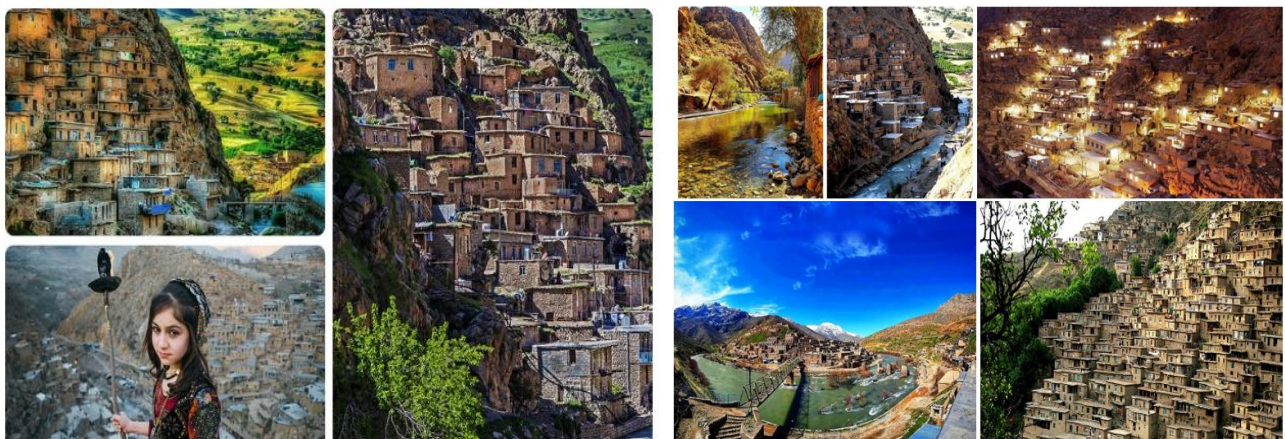
The art of architecture in Iran has an ancient history, and at any time, the hands, capable creative minds, and taste of the art-loving people of this land have created wonderful phenomena, the principles of which have become the roots of the world's architectural art in many cases. Some of these works in the vast country of Iran preserve the magnificent architecture of thousands of years on the stable foundations of buildings (Afsari et al., 2014; Mohseni & Ghazanfari, 2011). The ancient historical, which are mostly in the form of architectural structures, are each a sign of the cultural behaviors and ways of life of our predecessors and their civilizational power. The importance of each of these histories depends on how we understand the various aspects of the behavior of our ancestors in the past. More attention and protection of ancient works can be seen from the better use of architecture in tourism, and with the increase in tourism prosperity, we will see economic dynamics. Iranian-Islamic



The Village of Kandavan, Tabriz



The Underground City of Meimand Village



Palangan Village

Figure 1. Rural architecture of Iran (historical and natural places)

Source: (Dornagasht, 2020; Eavar, 2023; NGO, 2020)



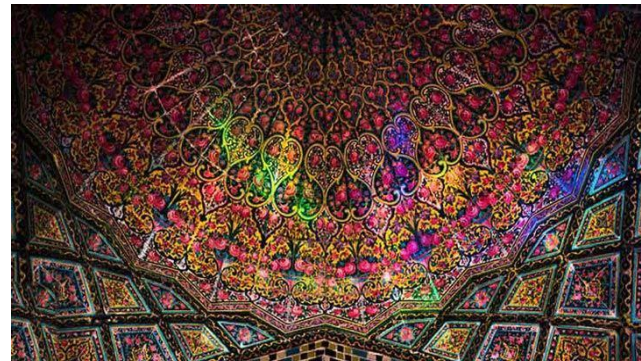
White Like Azadi Tower (Tehran)



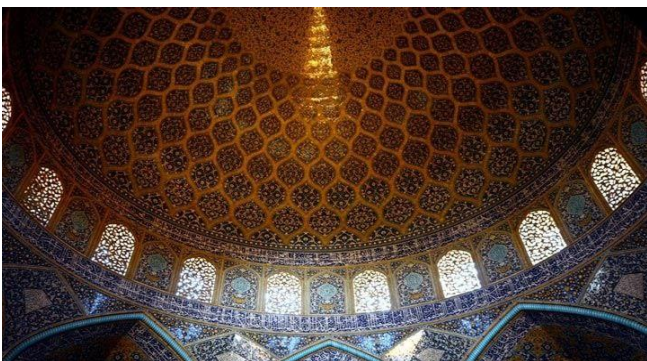
Iranian Blue (Mescid-i Şah, Isfahan)



Turquoise Like Heaven (Jameh Mosque of Yazd)



Pink Like Qajar Rose (Nasir-ol-Molk Mosque, Shiraz)



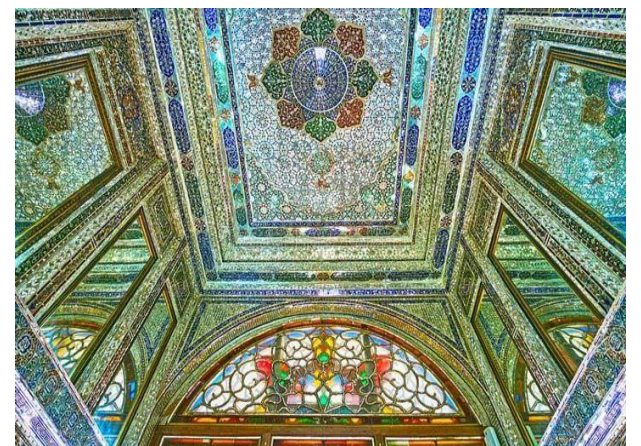
Golden Like Luxury and Wealth (Sheikh Lotfollah Mosque, Isfahan)



Coexistence Of Stone and Soil (Yazd and Kashan)



Colourful Like an Iranian Carpet (Tabriz)



Silver Colour Like Expensive Jewellery (Garden of Narenjestan, Shiraz and Saadabad Palace, Tehran)

Figure 2. Colour architecture in different climatic regions in Iran

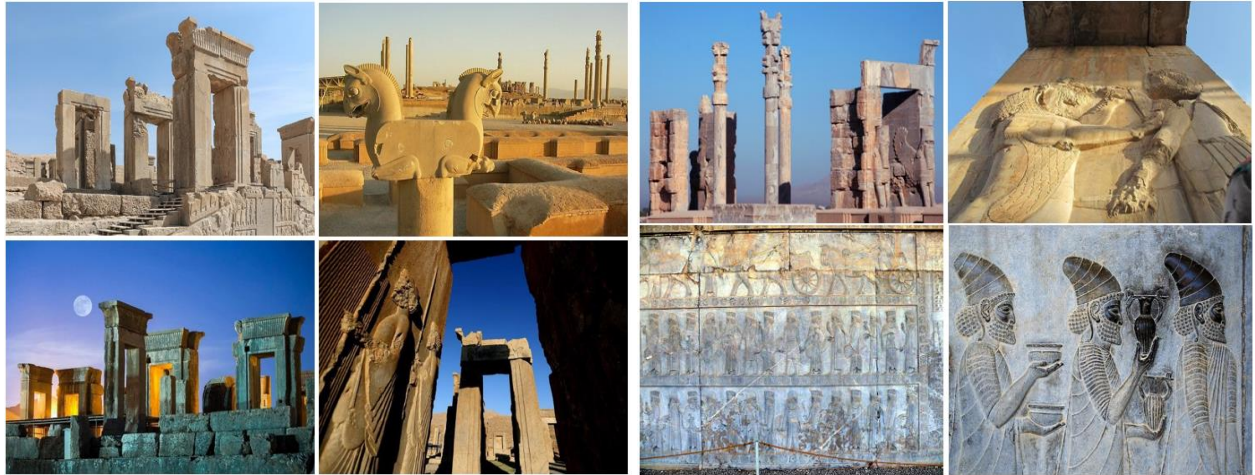
Source: (CyrusCrafts, 2022)



Khajoo Bridge (Isfahan)



Si-o-se Pol (Isfahan)



Persepolis (Shiraz)

Figure 3. Iran's architecture and historical buildings**Source:** (ArchDaily, 2017)

architecture is a clear manifestation of the art of Iranian culture and identity. In this architecture, attention has been paid to all aspects and human requirements for residence, trade, education, travel, religious relations, social communication, etc. Today, architecture and tourism are more connected than before, and this connection has provided the grounds for the formation of a new trend in architecture. Countries that do not have rich traditional architecture have tried to build buildings to attract tourists, which critics refer to as architecture for tourism. There is a growing global public desire to establish a link between architecture and tourism; as a result, more architectural works will be developed and constructed with the objectives of the tourism sector in mind. Considering that the country of Iran has its own ancient historical and rich traditional architecture, it is necessary to pay attention to the goals and demands of tourists in this field. Native architecture, including Iranian architecture, is a generation of sustainable architecture that not only pays attention to energy efficiency but also ecological conditions so that it can significantly reduce the living costs of residents. Attracting tourists is one of the issues for which paying attention to native architecture is essential, which ultimately leads to the economic stability and development of that region. Due to the ever-increasing growth of tourism and the expansion of the tourism industry, creating spaces to respond to this purpose, as well as creating healthy places to spend time, as well as business centres, have been given more attention.

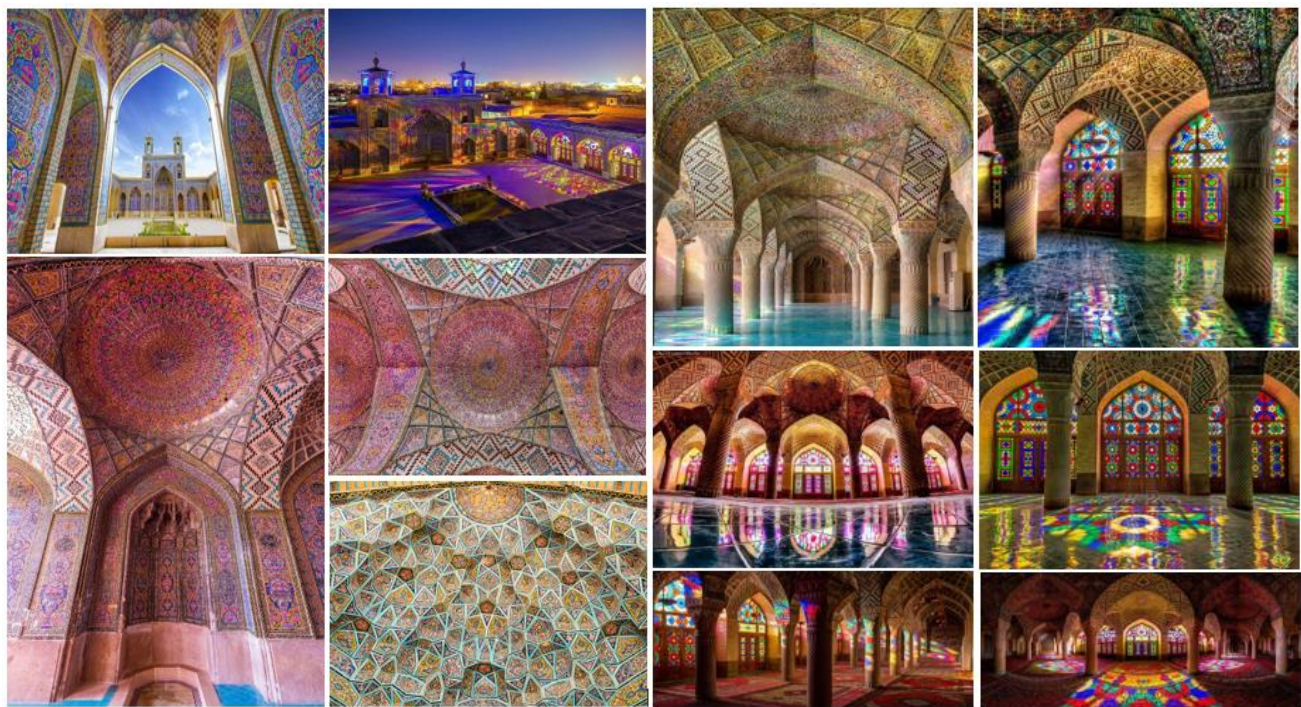
3. Methods

Iranian historical architectural works that have a high potential to attract tourism include historical contexts (residential and houses), complexes that were government centres, caravanserais, baths, reservoirs, schools, gardens, and religious buildings, including mosques, which directly indicate Iranian lifestyle and culture. Paying attention to the spiritual need of man to create a beautiful environment and original decorations derived from Iranian art in buildings and so on can be understood. This study aims to investigate the fundamental relationship between architecture and tourism, the two main industrial and historical architectures in the geographical context of Iran. Considering the importance of architecture in the tourism industry, this article attempts to examine and introduce historical architectural works in important cities of Iran and the impact of these places on the tourism industry. Considering the necessity and importance of the research, the research method used in this qualitative study was the descriptive method.

In this research, traditional literature review and the "descriptive" method, which is a qualitative research design, were used. This method is used for in-depth investigation of the processes of formation, classification, extraction, and development of concepts based on the examination of texts, situations, and events (Ergün, 2023). For this reason, the



Naqsh-e Jahan Square (Isfahan)



Nasir el-Mülk Camii (Shiraz)



Vank Katedrali (Isfahan)

Figure 4. Some examples of Iran's historical and cultural heritage
Source: (*Legendary Iran*, 2020)



Figure 4. Some examples of Iran's historical and cultural heritage (continued)

Source: (*Legendary Iran*, 2020)

library method was used to collect information on the theoretical foundations of the research literature, using the information in articles and reference books. In the research, local and foreign theses, articles, magazines, books, many descriptive sources (Wikipedia, blogs, and tourism sites), and the authors' personal experiences of visiting historical monuments were used. To achieve this goal, some of the most well-known and important historical monuments of Iran are examined as case studies in this article to examine the function of tourism architecture in the travel industry and to establish a harmonious relationship between historical architecture and tourism.

4. Results

Many historical buildings are multi-purpose. These buildings usually have a special visual and functional appeal. People refer to or visit these buildings for various purposes, such as business, administrative, cultural, meetings and conferences, entertainment, and tourism. The most important attractions of villages can be seen in their architecture and customs. So, the characteristics of rural architecture are different from those of urban architecture. This difference attracts many tourists from other areas. The architectural style in the villages, in addition to the pattern of the formation of the villages, can be found in

the houses, especially the houses of the lords and elders of the village, which are usually built in the form of palaces or castles. Village architecture has become one of the most important attractions today. Among the most important of these villages in Iran, we can mention Kandavan, Maimand, Palangan, and Tens of other villages with valuable architecture (Figure 1).

Geographical and climatic factors have played a decisive role in the formation of architectural spaces in different climatic regions of Iran. The natural colours of the materials have been matched with the spirit, climate, and culture of that region, and in this way, the colour of each region has been established and is considered an aspect of the identity of that region. The goal of all artistic endeavors is to extract the spiritual essence and nature of form and colour and release them from the prison of the material world. We build buildings whose content lies in their performance. At the same time, buildings are not symbols of thoughts and ideas; rather, they are the embodiment of purposeful thoughts (Figure 2). The historical and cultural contexts of the cities are considered important parts of the city that are a sign of local culture and knowledge of architecture and urban planning, a part of the social identity of every nation and country. One of the attractions of historical tourism, especially in Iran, is historical structures. Architecture



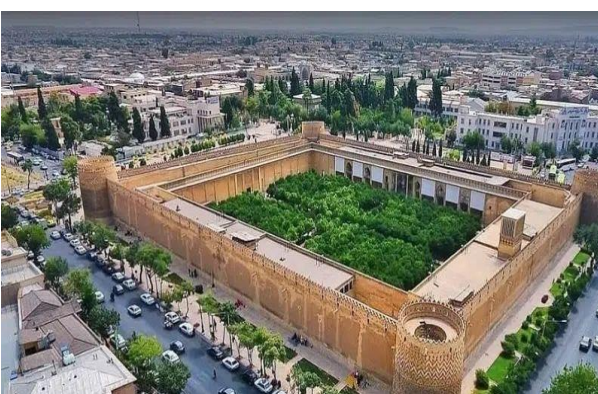
Shapur Khast Castle, Falakol Aflak (Khorramabad, Lorestan)



Babak Fort (Kalibar – Tabriz)



Arg-e Bam (Kerman)

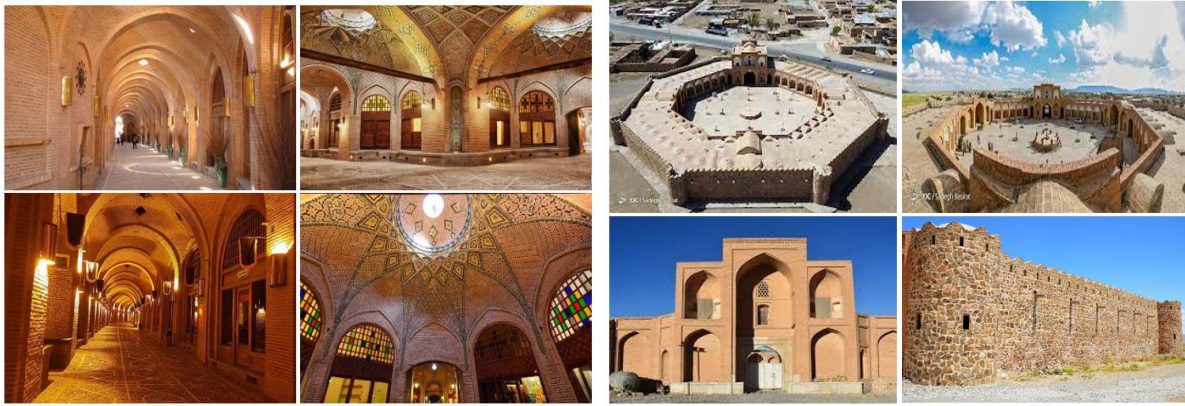


Arg of Karim Khan (Shiraz)



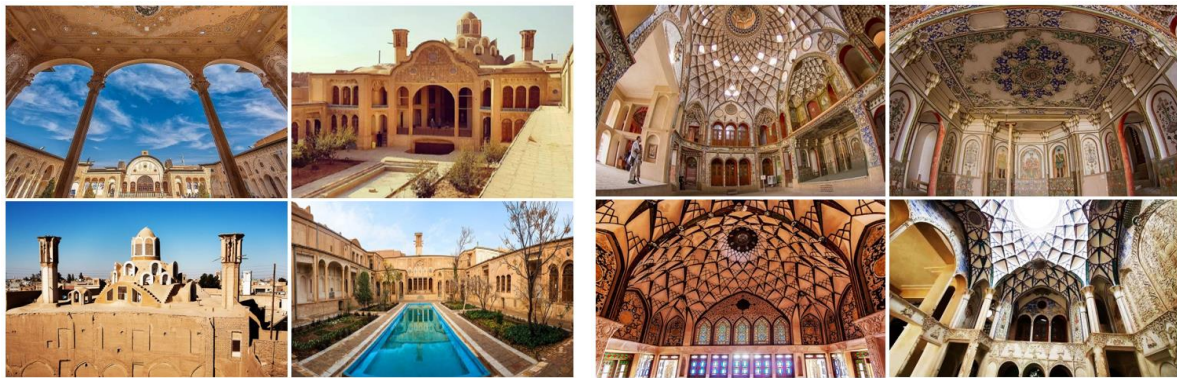
Golestan Palace (Tehran)

Figure 5.. Historical monuments and architectural masterpieces of Iran
Source: (*Legendary Iran*, 2020)

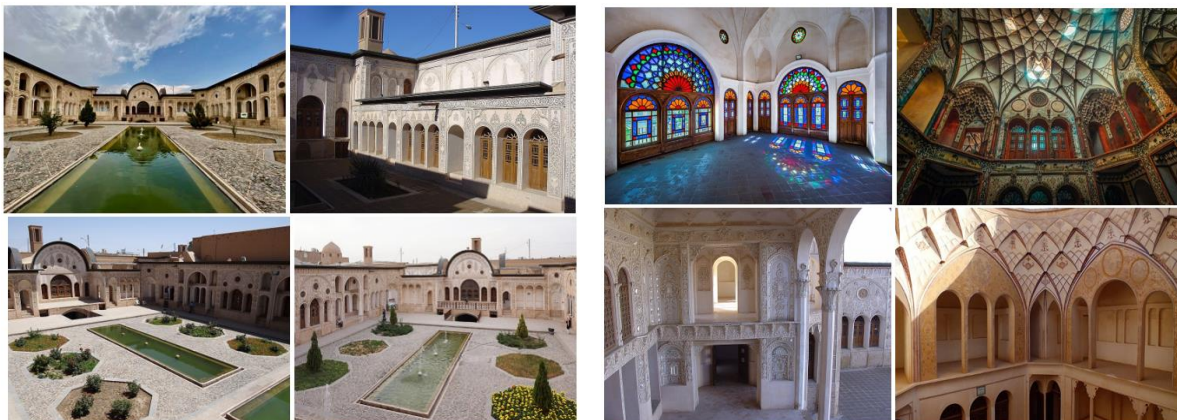


Sa'd al-Saltaneh Caravanserai (Qazvin), it is the largest indoor caravanserai and urban business center in the country.

Âmin Abad Caravanserai (Shaherza)



Borujerdi House (Kashan)



Tabatabaei Historical House (Kashan)



Dehdashti House (Isfahan)

Figure 5.. Historical monuments and architectural masterpieces of Iran (continued)

Source: (*Legendary Iran*, 2020)



Eram Garden (Shiraz)



Afif Abad Garden (Shiraz)

Figure 5. Historical monuments and architectural masterpieces of Iran (continued)*Source: (Legendary Iran, 2020)*

and historical textures in Iran, which has a history of ancient urbanization (Figure 3). It is the holder of elegance and beauty, as well as the creative spirit of the people. The old fabric is the primary core of the city and a part that shows the way of thinking and attitude of our ancestors toward different aspects of life and should be given special attention. Historical and cultural contexts, as well as the old and historical core, have many capabilities to welcome tourists. Historical tourism includes visiting cultural, historical, and ancient areas and old attractions such as the Seven Attractions of the World. Historical attractions include historical and cultural places that are very important in terms of cultural heritage and for this reason, are very attractive and spectacular for tourists. Historical contexts are considered one of the most important parts of Iran's identity, and its emergence follows the obedience of climatic structures and culture. Historical contexts each have a unique attraction, which includes architecture, culture, economy, social exchanges, etc., an urban structure with the historical background of that particular place.

In Islamic cities, mosques, bazaars, and baths have been important urban elements and formed the core of cities, and as a result, the architecture of the city has been influenced by these elements. In new cities, however, urban architecture and urban planning patterns have changed, and other elements

such as administrative centres, Business centres, highways, airports, etc. are also effective. Iran is known for its handicrafts, carvings, mosques, and thousands of immortal works. Iran is a civilized country with a seven-thousand-year-old culture that has many works of art, and each work has many words to say (Figure 4).

Looking at the historical attractions of Iran, we realize that more than 85% of the historical architectural attractions were previously built for other purposes and later became historical. In the history of Iranian architecture, some works were not the main goal of the builders and designers of tourist attractions. Rather, motivations such as religion under the protection of defense factors, knowledge gathering, etc. were among the main goals considered by architects. Since these works follow a specific purpose, they were built in harmony with the intended function and created masterpieces that are at the top of tourist attractions today (Figure 5).

Any nation's historical documents and cultural legacies constitute its birth certificate. Any land's age, history, and civilization can be determined by this ancient item. Exploring these architectural wonders is not only a feast for the eyes but also a journey through time that reveals the fascinating layers of Iran's past. Iran is a country with different ethnic groups, thousands of years of culture, and a colorful history. It has a special position among the countries in the world. Iran, with a

rich collection of civilizations and diverse cultural heritage, is home to a lot of historical that are several thousand years old. These magnificent structures not only display the architectural ability of their respective eras but also serve as evidence of Iran's rich history and cultural heritage.

Iran is the cradle of civilization and the cradle of culture and knowledge, and it is full of sights that can be seen in abundance throughout the country. The contents and places presented in this research are only a few examples of Historical monuments that have been imprinted in the landscape of Iran. Every Iranian city has several sightseeing centres. Each historical monument tells a unique story and opens a window to Iran's rich cultural heritage. Iran is a country full of beautiful and different traditions and cultures, and this country, with its Historical monuments, is a tourist attraction on the planet that cannot be ignored. On average, you can find a work of art related to ancient times in every city in Iran, and even in some cities, you can find ancient works.

5. Conclusion and Discussion

Tourism first flourished based on attention to historical monuments in other countries, and it was the architectural attractions that attracted wealthy tourists and then other people. The existing historical contexts of cities are an inseparable part of the identity of the city and its citizens. In this sense, neglecting it causes the disappearance of these environmental values. The mentioned environmental values belong not only to the owners but to all citizens. From this point of view, maintaining the identity of the urban image is not only a principle but also a duty. Although tourism is an important part of the economy and is a key indicator element in achieving development and progress, it is necessary to pay attention to various factors that mainly contribute to optimal performance in the development of sustainable tourism. Architecture is a huge industry that, along with the huge tourism industry, has found a necessary and necessary role for each other and somehow affects each other's evolution and success. Tourism first flourished based on attention to historical monuments in countries, and architectural attractions attracted wealthy tourists and then other people. Architecture is a powerful tool that can be used to develop tourism, and if it is not used, development and progress cannot be made for tourism in any region.

Among the research carried out in this field, we can mention the research done by Farajirad and Eftekharian (2012). The results of the research show that architecture plays an essential role in Iran's tourist attractions, and a large part of tourists enter Iran to visit architectural works. Comparing the results of the present research with the results of the research of Farajirad and Eftekharian (2012), it is clear that common results have been obtained in the same subjects studied in the development of sustainable tourism. In this research, the role and importance of historical architecture in the sustainable tourism industry have been investigated. Also, the impact of historical architecture on sustainability and its multiple effects (economic, cultural, and environmental) have been discussed. In the article by Farajirad and Eftekharian (2012), the general impact of architecture in Iran on the tourism industry without a specific focus on sustainability and a general focus on contemporary Iranian architecture is discussed. Also, the

impact of contemporary architecture on sustainability and economic, cultural, and environmental effects has not been discussed.

5.1. Practical Implications

Iran's rich cultural and historical heritage has great potential for sustainable tourism. Practical contributions of research on the role and importance of historical architecture in the sustainable tourism industry specific to Iran are:

Education and research; Research on Iran's historical architecture enables the production of new knowledge in the national and international academic world (Academic Contributions). Contribute to the development of training programmes and courses for the preservation of historical and cultural heritage (Educational programmes).

Innovative tourism experiences; Iran's historical sites offer original and unique experiences to tourists (Authentic Experiences). Cultural events held in historical places diversify tourism (Cultural Events).

Cultural and Historical Protection; Helps identify best practices for preserving Iran's unique historical structures, e.g., Persepolis, Shah Mosque in Isfahan, and Golestan Palace in Tehran (Local Preservation Strategies). Raises awareness about the value of Iran's historical and cultural heritage among both locals and tourists (Cultural Heritage Awareness).

Economic Development; Transforming historical and cultural assets into tourist attractions increases Iran's tourism revenues (Tourism Revenues). Income from the tourism sector stimulates the local economy and increases employment opportunities (Local Economy).

Environmental Sustainability; Practices to increase the energy efficiency of historical buildings support environmental sustainability (Green Building Practices). Preservation of historical buildings also contributes to the protection of natural resources (Protection of Natural Resources).

Social and Community Benefit; Iran's historical structures strengthen the society's cultural identity and sense of belonging (Social Ties). Active participation of local people in the preservation of historical places increases social solidarity (Social Participation).

International Image and Relations; Iran's historical and cultural heritage strengthens the country's image internationally and supports cultural diplomacy (Cultural Diplomacy). Cultural and historical assets increase Iran's soft power elements and make positive contributions to international relations (Soft Power).

These practical contributions can help Iran strengthen sustainable tourism strategies and achieve economic and social benefits by preserving its cultural and historical heritage.

5.2. Theoretical Implications

Today, the development of tourism is based on advertising for existing resources and attractions and trying to create the attractions of a destination. What is evident is that paying attention to the events and the growing technology of

architecture in the last century is the main solution to this progress. It is impossible and unlikely to expand tourism without taking advantage of architectural creativity. Architectural attractions are at the top of Iran's tourist attractions and play a significant role in the region and the world. So, Iran's Historical monuments are among the top ten in the world. But what is more necessary and practical is relying on this powerful and original tool, i.e., Iranian architecture, as a driving factor in the development of Iran's tourism. Iran's architectural attractions are mainly old buildings that had other uses and are now used as attractions.

Marketing in the tourism industry needs to satisfy tourists, which has caused a competitive environment in this industry. To step into this competitive market and introduce the original architecture, historical heritage, and rich culture of Iran, it needs to invest in marketing and tourism infrastructure. Applied conferences in the field of architecture and tourism can show the importance of paying attention to architecture and tourism. Also, it should be effective in presenting examples, models, and approaches in the field of architecture in the direction of influencing the prosperity of the tourism industry and attracting investors.

Architecture is a powerful tool that can be used to develop tourism, and if it is not used, development and progress cannot be considered for tourism in any region. In addition to providing tourism infrastructure, architecture also plays an essential role in tourist attractions. In other words, from the point of view of tourism, architecture has two essential roles in the field of tourism industry infrastructure and cultural attraction. Most of the tourists enter the host society to visit the architectural works and experience the new spaces that architecture provides them with creativity and new technologies.

Architecture and tourism influence each other's development and success; architecture plays an important role among Iran's tourist attractions, and a large part of tourists enter Iran to see architectural works. The geographical location of Iran and the variety of climates, as well as the ancient Iranian civilization, and many ancient historical, and amazing architecture, show the capabilities of attracting tourists. The capacity of the country in terms of the number of tourist places, attracting religious tourists as well as attracting medical, therapeutic, and scientific tourists, should also be taken into consideration.

The architecture of Iran is created in every place based on the nature and culture of that region and has created unique features and beauties. One of the most basic principles in the expansion of the tourism industry is to pay attention to the differences in perspectives. Architecture is one of these perspectives in the cultural scope of Iran, which has a special place at the international level. This importance can be studied from the perspective of sustainable development in tourism, and as a result, the economic and social issues will be expanded as much as possible.

Unfortunately, it can be seen that there is a deep gap between Iran's traditional architecture and our modern architecture. It can be said that modern architecture is not attractive to tourists, and perhaps modern architectural technology has not yet been fully introduced in Iran. What should be paid

attention to and, in a way, can be referred to as the added value of tourism, especially cultural tourism, is the creation of new attractions based on the Iranian cultural background and according to modern architectural technology. By using the artistic patterns of traditional Iranian architecture, which is undoubtedly one of the first schools of architecture in the world, and Iranian literature, which includes many stories, unique architectural and cultural works can be created.

5.3. Limitations and Future Research

This research has been done descriptively to investigate the fundamental relationship between the two huge industries of architecture and tourism in the geographical context of Iran. Considering that the descriptive sources used in this research are theses, articles, magazines, books, and the author's personal experiences of visiting historical monuments, therefore, the research results are limited. On the other hand, the investigations are limited to the years 2010 to 2020. In future research, it is recommended to review other research than descriptive articles. It is also possible to conduct empirical research (including tourists' visits to Iran's historic buildings and architecture) using data collection tools such as interviews, questionnaires, etc. In future research, it can be evaluated whether the tourist destinations described in this research can be effective in the development of architectural tourism by analysing the opinions of users in the coming years. With the data obtained, the strengths and weaknesses of tourist destinations, historical architectures, and other related institutions and organisations can be identified. It is possible to provide solutions to improve the weaknesses of architectural tourism destinations and determine and implement architectural tourism development strategies based on existing facilities.

Iran is highly susceptible to the growth of tourism since it is one of the most historically significant nations with a vibrant culture and a favourable climate. The following are the ways that the current research's findings can be used to further the primary objective, which is Iran's tourist industry's sustainable development:

- Governments and the general public should pay more attention to historical structures and architecture.
- Constructing fresh architectural landmarks in towns and cities.
- The focus of architects is on the resurgence of historic architecture and its provision to the public and visitors in new construction.
- In the connected fields of urban planning, architecture, and tourism, give greater consideration to the principles of architecture.
- Creating a marketing strategy for the nation's historical sites and cultural assets.
- Implementation and hosting of unique cultural events instead of priceless architectural creations, as well as their worldwide replication and promotion.
- Sufficient promotion of architectural attributes and structures worldwide to foster the growth of the travel

and tourist sectors.

- Old structures are being restored and rebuilt to prevent damage to visitors.
- Adhering to a building's physical tolerance coefficient and guarding against visitor damage.
- Creating a tourism route that includes stops at historical sites and directing visitors to prevent monument destruction.

Ethics Statement: Ethics committee approval was not obtained for this study as it did not require ethics committee approval. In case of detection of a contrary situation, TO&RE Journal has no responsibility, and all responsibility belongs to the author(s) of the study.

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