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An analysis of the place of Zoroastrian tourist attractions in developing the Iran's tourist industry.

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ABSTRACT

This research aims to analyze the place of Zoroastrian tourist attractions in developing the Iran's tourist industry. For this purpose, indicators were extracted by using a library method, mix method and consult with experts. T-Test and statistical analysis have been used to find the answers for the research questions. The results show that the Zoroastrian tourist attractions normally effect the development of tourist industry in Iran. Regarding the physical attractions, the states of Yazd, Fars, and Kermanshah, respectively, have the highest number, the states of Alborz, Golestan, Qazvin, and North Khorasan have the least number and finally the states of Qom, South Khorasan, Lorestan, Mazandaran, and Hormozgan have no tourist attractions. Also, among the considered places, the Centenarian Fete in Cham village in the state of Yazd has the most significant and the Fire Temple in the state of Kerman has the least effect on developing the tourist industry in Iran. All the chosen attractions are effective on all the criteria of developing the tourist industry except the dungeons of Yazd which have no effect on the criterion of "Injecting Happiness and Delight to the Society".

Keywords: The Zoroastrians, Tourist Industry Development, Tourist Attraction.

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Tourism has been considered as an industry due to its importance. This industry is so benefit that many countries have earned of this low-cost and lucrative industry as much as the oil incomes of Iran. The tourism industry is the third industry that make employment opportunities and capital after the oil and automobile industry (Littlejohn & Watson, 2004). Therefore, many governments, economic officials, and experts have paid more attention to its development in recent decades, and tried to attract global market of tourism industry for their communities. World tourism organization predicts global tourism income will reach 1.6 billion \$ by 2020 (Momenei et al., 2008). The industry, as a global system, accounts for a significant portion of gross worldwide production (Momenei et al., 2008).

According to Nobakht, the twenty-first century is an opportunity to benefit from valuable business opportunities in the services sector, especially tourism. Tourism is one of the world's largest industries that has steal overtaking many ancient industries. Momenei is said that the turnover of the world tourism industry has exceeded the turnover of the industry in this century. In this process, if countries that enjoy the vast tourist attractions reach to a percentage of the turnover of this industry, an annual income of about 20 billion dollars will be created (Momenei et al., 2008). This is significant for economies like the Iran economy and can affect all economic activities but unfortunately, Iran has a low income from this industry while according to the world tourism organization, Iran has the fifth place in terms of natural attractions and the tenth place in terms of historical attractions from all over the world. Nevertheless, in order to achieve such incomes, comprehensive planning and appropriate investments must be made (Momenei et al., 2008).

In addition, Iran has a good potential for religious tourism (Fallahtabar, 2016). For example, one of the aspects that can be considered is Zoroastrian tourism attractions (Hasannejad et al., 2014). Iran is considered as Zoroastrian homesteads in the world (Foltz, 2011). A large group of foreign tourists, and even domestic ones, go to cities such as Yazd, Tehran, Kerman etc. that have more Zoroastrians to be acquainted with this ancient religion, as well as its attractions. Therefore, the handling and development of Zoroastrian tourist attractions in Iran will promote tourism development in Iran, which will naturally lead to economic prosperity (Hasannejad et al., 2014).

Unfortunately, little attention is given to these attractions, and this attractiveness has been neglected despite being worthwhile. The issue is that whether the officials in Iran tourism industry are paying attention to this issue? Do they know which provinces have most and least Zoroastrian tourist attractions? Which Zoroastrian tourist attractions have the most and least impact on Iran's tourism development? Is there any plan to maintain the best one and promote the effectiveness of the least one? Is the attraction of Zoroastrian tourism influential on all the indicators of tourism development? Moreover, what should be done if they are not? Zoroastrian tourism attraction have the most and least effect on which index? What are the strategies for increasing the impact of Zoroastrian tourism attraction on tourism development indicators in Iran?

These questions and issues led to the present research to increase prosperity and income in the industry. Therefore, this research aimed to investigate the effect of Zoroastrian tourism attraction on the tourism development in Iran. This study firstly identifies Zoroastrian

tourism attractions and based on their nature, identifies the impact of these attractions. In this stage, in order to assess the validity of the extracted indexes, seven experts and pundits on branding field and personal branding were consulted. After surveying and evaluating their situation, they will be offered to improve their quality and performance. The main research questions are: (1) From the point of view of Zoroastrian tourists, what indicators do the tourist attractions of a place need in order for that place to be selected as a tourist destination? (2) What is the role of Zoroastrian tourism attractions in terms of role analysis variables? (3) What are strategies to improve the quality of Zoroastrian attractions based on research findings?

1. Background

Related literature is very limited that indicates the importance and necessity of research in this field. Some past investigations are summarized as follows. Marzieh Allahyari Valandani et al. (2015) in an article entitled "Patterns and attractions in religious tourism, a case study: Zoroastrians of Yazd" based on documents and library studies and using GIS technique to study tourism in the province Yazd have paid. The results indicate that Yazd has a good position in terms of tourist attractions, especially historical attractions. Factors such as lack of amenities, lack of infrastructure and lack of familiarity of tourists with the culture of religious tourism, has caused a stagnation in the flow of tourism in the city of Yazd. According to the results, the number of visitors to Zoroastrian antiquities in Yazd is more than other cities in the country, and among the Zoroastrian tourist attractions of Yazd, the fire temple (Atashkade) is in the first priority over the crypt (Dakhme) and other antiquities. Therefore, by attracting private and semi-private investments, tourism, economic and social development can be achieved.

Kheiri et al. (2016) in a paper titled "prioritizing tourism investment in the Zoroastrian villages of Yazd province", examined four Yazd Zoroastrian villages i.e., Rahmat Abad, Mobarake, Cham and Mazrae Kalantar from different aspects to prioritize investment in the tourism sector. Qualitative and quantitative data were used. Firstly, various criteria for investing in rural tourism were determined by technique AHP through literature review and expert's panels. Then local people were interviewed, and quantitative measures were measured through fuzzy TOPSIS method. The results showed that the Mazrae Kalantar village had the highest score (0.73) and was the best village for investment. Rahat Abad, Mobarake and Cham were the next priority for investment respectively.

Momenei et al (2008) in a paper titled "structure and functioning of religious-cultural tourism and the need for integrated management in Mashhad" have been studying how can be reduced the bad effects of religious-cultural tourism in spite of using its benefit. They found that the religious tourists lead to people's voluntary and charitable contributions, job creation, and income growth in Mashhad. Religious tourism also leads to informal settlements and urban management disruption.

Ebrahimzade et al. (2011) introduced Qom as the most important religious base of the Shiite world and the second pilgrimage center in Iran after Mashhad. However, so far has not been able to achieve its true position in attracting tourists, especially in terms of the resilience rate of tourists. The researchers explored the capabilities and functions of tourism in Qom using the strategic planning process, and offered practical strategies for tourism development with emphasis on the religious tourism of Qom. The results show that conservative strategies and aggressive strategies respectively are acceptable strategies for planning the religious tourism of this city.

Hasannejad et al (2014) named Imam Reza shrine as one of the main bases of the Shiite world. Considering its impact on the economy and development of the Mashhad, province and the country, the planners and investors of tourism industry more and more paid attention to it. Using strategic planning tools, while analyzing the strengths, weaknesses, threats and opportunities, they identified and prioritized appropriate strategies to improve and develop investment in this field. The results showed that the most appropriate way to get out of the crisis and possible challenges of religious tourism in the field of pilgrimage of Imam Reza shrine and develop of potential investment capacity in this field, is to adopt defensive strategies with an emphasis on addressing weaknesses and possible and existing threats. That the most important and effective defensive strategy that can be used in this process is to “establish an infrastructure for attracting domestic and foreign investment by relevant organizations and institutions”.

Rezaie et al (2014) did research titled “an analysis of the strategic planning of tourism of Shiite religions, emphasizing the potential of the ceremonies of MOHARRAM (case study: Taft city)” with the aim of optimal use of the Tasooa and Ashura ceremonies to develop the city of Taft and eliminate the obstacles to the religious tourism of this city, using the SWOT model. They concluded that the proximity to urban centers such as Yazd and the distinctive style of the ceremony, as compared with other parts of the province, are the best strengths of the religious tourism. However, short stays of tourists and the lack of economic benefits of tourism in the city are considered as weaknesses.

Firouzjaeian et al (2014) analyzed the functions of religious tourism and its positive and negative functions in Iran. The results of the research indicate that in the biologic subsystem religious tourism will improve the basic infrastructure in the region, create employment, increase incomes, and improve the economy of the tourism destination cities. In the personality subsystem, the impact of religious tourism on programs and policies is bilaterally this means that sometimes the increase of religious tourism and its related events will lead to the adoption of a policy, and vice versa, sometimes plans to increase the tourists and especially religious tourists, will be approved. Religious tourists influence the social subsystem by increasing the quality of life, increasing the facilities, and increasing social cohesion. Finally, the energy derived from tourism affects cultural subsystem, which cultural shows itself with the phenomenon of cultural transmission and cultural sharing and preservation of values.

Dehshiri (2015) assessed effective factors religious tourism development in Iran. Religious tourism development in Iran will be succeeding if this industry derived from knowledge-

based tourism in terms of structural and functional aspects. The scientific, research and educational approach to religious tourism and the best illustration of the positive consequences of this industry in the national and international society will provide its development.

2. Methodology

This applied research was conducted with a descriptive approach. Its structure is qualitative – quantitative depending on the nature of each step to answer questions and explain the hypothesis, adopt one of the appropriate strategies. The answer to the first question was based on the exploratory nature of the logic of examining the documents and records and taking notes. After studying the available resource and literature, suitable Zoroastrian tourism attraction-related were identified and extracted. In response to the second question, the quantitative approach was used to assess performance of the attractions based on tourists' views.

Data gathering was done through taking notes, close-ended questions, and checklist. Snowball sampling of experts was used in qualitative phase. Simple random sampling with 386 tourists (Cochran rule) was used in quantitative phase. Validity was checked based on literatures, expert panel (triangulation.). The Cronbach's alpha coefficient (0.92) has been calculated for assessing reliability, which is for this research.

Recognition of Zoroastrian tourism attractions through content analysis method was an elementary step of research to analyze the position of Zoroastrian tourism attractions on development of tourism in Iran. In content analysis as a method for data gathering, instead of directly observing the people' behavior or asking questions about, will pay attention to the relationships and the messages. Content analysis, reviews and evaluates letters, memorial notebooks, lectures, articles, laws and any other related document (Dehshiri, 2015). Extracted Indicators through the Zoroastrian religious books and the similar researches for each province of Iran are presented in table (1).

Table 1: Zoroastrian tourism attractions in Iran.

Province	Zoroastrian Tourism Attractions
East Azarbaijan	Zahak Castle, Babak Castle, Atashgah (Fireplace) Or Chartaghi Aghmiun, Gheyz Lar Ghale Si Historical Castle, The Remains of The Atashkade (Fireplace) Of Sasanian Time In The Marand's Khakestari (Gray) Hill
Fars	Sassanid Palace, Castle Of Izadkhast, Gadamgah Atashkade (Fireplace), Dehya Castle, Shapur And Rustam Naghsh, Azarjou And Azarakhsh Atashkade (Fireplaces), Bahman Band Dam, Shiraz Ateshkade (Fireplace), Semikan And Pasargad Atashkade (Fireplace), The Remants Of The Old City In The Northwest Of The City Of Current Firuzabad, Kenarsiyah, Sassanian And Frashband Atashkade (Fireplace), Sassanian Caravanserai In 3 Km South Of Firouzabad Sanssanian Atashkade (Fireplace), Dokhtar (Girl's) Castle, Ancient

	City Of Neyshabur, Kazerun And Bozorg (Big) Jare Atashkade (Fireplace), Takhte Jamshid, Estakhr (Swimming Pool) Castle, Estakhr (Swimming Pool) Old Town In 7 Km Of Takhte Jamshid, Bahram Naghsh, Pasargad
Sistan and Baluchestan	Khaje Mountain, Karkuye Atashkade (Fireplace)
Kurdistan	Sho Ancient Dam, Carftu Cave in The Caraftu Castle, Zivariye Castle and Hill, Oraman Takht Inscription with Cuneiform In The Hillside Of Zinane
Qazvin	Sassanid Gachbori (Building Plaster) Parts in The Khando Hill of Northeast Takestan
Isfahan	Sare Khoh Sangi (Rocky Mountain Summit) Atashkade (Fireplace), Kohan Dej (Ancient Fortress), Atashgah Mountain, Semirom Sngi Atashdan (Rocky Firebox), Bafran Rostam Castle, Ruined Castle of Nistanak
Ardebil	Rocky Crypt of Wind Village, Sasanian Shapur Inscription
Alborz	Karaj Zoroastrians Atashkade (Fireplace)
North Khorasan	Ospakh Temple
Razavi Khoransan	Mehr Azarborzin Atashkade (Fireplace), Hoor Baze Atashkade (Fireplace)
Ilam	Antiquities of Atashkade (Fireplace) In Zarne, Sam Atashkade (Fireplace), Antiquities of Sarab Kalan City, Ruins of Simre City, Beautiful and Historical Tong Of Bahram Chobine, Remnants Of The Cham Namesht Bridge, Sasanian Chartaghi
Bushehr	Kurosh Palace, Bardak Siyah (Black) Palace, Ardeshir Slope, Khormuj Atashkade (Fireplace), Gurdokhtar Building
Khuzestan	Apadana, Shaur Palace, Mizan Band, Arjan Castle, Gondi Shapur University, Shushtar Water Structures, Historical Area of Gondi Shapur, Ancient Enclosure of Lore Andimeshk, Painting on Rocks Of Ejdar Khoung, Sasanian Hormoz Guor (Grave)
Kerman	Bam Citadel, Old Distric of Gobra Gate, Kerman Atashkade (Fireplace), Zoroastrians Museum of Kerman
Zanjan	Cansir Castle, Shemiran Castle, Alzin Atashkade (Fireplace), Tashvir Atashkade (Fireplace), Sarcham Atashkade (Fireplace)
Gilan	Sassan Castle, Rostam Abad Cistern, Ruod Khan Castle
Hamedan	Nuoshijan Castle, Kharabe (Ruins) Castle, Choobin Castle, Ganj Name Inscription
Semnan	Ashkani Temple, Chehel Dokhtaran (Forty Girls) Tower, Lasgerd Castle
Kermanshah	Dej And Pasga Castles, Keykavos Tomb, Sassani Palace, Hoosh Kuori Palace, Tagh Bostan, Shahpur Palace, Darush Painting And Inscription On Rocks Of Bisotun Mountain, Painting Of Ashkani Second Mitridat Under The Inscription Of Bistun Hakhamaneshi, Stone Lion Under The Trunk Of Hercules Statue, Painting Of Ashkani Gudarz In The East Side Of Inscription Of Second Mitridat, Painting Of Parti Velgash (Velkhash) Around 400 M Inscription Of Gudarz In Bisotun Hillside, Parti Building In North Of Darush Carving In Bisotun, Shaved Page In The Eastern Side Of Inscription Of Ashkani Second Gudarz In Bisotun Mountain, Faratash (Farhadash) In Bisotun Hillside, Stones With Pahlavi Line

	Throughout The Village Of Bisotun, Ancient Inscriptions In Bisotun Village With Iran Bastani (Ancient) Line.
Kohgiluyeh and Boyer-Ahmad	Khosravi Tale (Hill), Dehdasht or Shapur Belad (Land) Ancient City, Sassani Atashkade (Fireplace) In Lande Village, Chas Gach Castle In Southwest Of Dehdasht That There Are Three Atashkade (Fireplaces) In It, Gabr Tal (Hill) In Center Of Chram City, Shapur Grave In Dehdasht, Sarvak Tong, Ancient Area Of Kheirabad
Yazd	Zoroastrian Atashkade (Fireplace) In Kashani Street, Bozorg Darmehr, Gohanbar-Khane Darmehr, Nosh Darmehr, Posht Khanali Darmehr, Tal Darmehr, Buik Kooche (Alley) Darmehr, Elahabad Darmehr, Abshahi Darmehr, Ahmad-Abad Damehr, Aharestan Darmehr, Taft Darmehr (Sardeg District), Taft Darmehr (Rahat-Abad District), Darmehr Taft (Baba-Khandan District), Jafar-Abad Darmehr, Cham Darmehr, Hasan-Abad Darmehr, Hossein-Abad Darmehr, Khorramshahr Darmehr, Kheyr-Abad Darmehr, Rahmat-Abad Darmehr, Zeyn-Abad Darmehr, Sharif-Abad Darmehr, Asr-Abad Darmehr, Ghasem-Abad Darmehr, Mobarake Darmehr, Mari-Abad Darmehr, Kalantar Mazrae (Farm) Darmehr, Narsi-Abad Darmehr, Nosrat-Abad Darmehr, Pier-Elias, Old (peer) tower, old master, old (peer) vahman emshaspand (district posht (back) khanali, old (peer) khaje khezr (elah abad), old (peer) sati peer (hotbed of taft nemat abad), old (peer) arghavan, old (peer) kamro, old (peer) hotbed (sarcheshme), old (peer) sarvcham, old (peer) rahgozar cham, old (peer) king (shah) verham izad (khoramshah), old (peer) shah cheragh, old (peer) home (manzel) morad, old (peer) sanjdak, old (peer) vahmand emshasmand, king old (peer sahh) eshtad izad (ardekan), king old (peer shah) teshtar izad (ardekan), king old (peer shah) mehr izad (ardekan), king old (peer shah) azar khoroh (ardekan), old (peer) morad (ardekan), king old (peer shah) fereydoon (ardekan), old (peer) morad= chelcheroo (chelcheragh) (ghasem abab), king old (peer shah) mehr izad (ghasem abad), daddy old (peer baba) sharafoddin (mobarake),old health (peer salamt), old (peer) khezr (mari abab), old (peer) belsgar (mari abad), old (peer) kooshak or kooshaki sooz (mari abab), old (peer) morad or old man (peer mard) (mari abad), sati old (peer) = asadan castle (ghale), old (peer) khaje khezer (kalantar farm (mazrae), old (peer) rafie abad (kalantar farm (mazrae), old (peer) farm (mazrae) haji (kalantar farm (mazrae), old hotbed (peer sarcheshme) (kalantar fram (mazrae)), old kharman (kalantar farm (mazrae)), old (peer) khaje khezr (kalantar farm (marae)), old down desert (peer paieen sahra) (kalantar farm (mazrae)), old (peer) mehr izad (narsoo abad), crypts of yazd (golestan and mankji), cham crypt (dakhme), crypts of sharif abad, crypt of elah abad, chek chek shrine, pars banoo (lady) shrine, harisht shrine, narstane shrine, narki shrine and zoroastrian musem of yazd.

Source: (Rajabi, 2019)

Appropriate variables (table 2) for analyzing the tourism attractiveness were extracted referring to available resources and literature.

Table 2: indicators.

Index	code	References
Creating new employment opportunities in the tourism sector	Creating new employment opportunities in the tourism sector can lead to tourism development	Sintayehu et al (2016)
Providing new entertainment destinations		Masip (2006)
Increasing the number of tourist destinations	To promote tourism, new tourist destinations must be introduced to tourists.	Lisowska (2017)
Creating joy and happiness in society	Happiness in a community is an important factor in attracting tourists as well as developing tourism.	Rivera et al (2016)
Maintaining national customs, managers' attention to the preservation of local attractions	The protection and maintenance of customs and attractions of any country is one of the most important factors in the development of tourism in that country.	Kreag (2001).
Providing new destinations for leisure and promote passion for travel		Littlejohn et al (2004)
Increasing the tourist's satisfaction	Increasing the satisfaction of tourists leads to the return of tourists and the introduction of the region by them, which leads to the development of tourism.	Okello & Yerian (2009)
Increasing demand for travel to Iran	Increasing the demand for tourism leads to the development of entrepreneurship in responding to the needs of tourists, which leads to the development of tourism.	Wardman et al (2004)
Promoting the tourism brand of Iran	Promoting a city brand in tourism is a winner card in economic and social competitions for tourism development.	Kim & Lee (2018)
Improving the structure of tourism and tourism management in Iran		Barišić, & Marić (2012)
Maintaining and reconstructing roads and local services	Maintenance and reconstruction of roads and local services is one	Bowitz & Ibenholt (2009)

	of the strategies for tourism development.	
Increasing income from the tourism industry	Increasing income from the tourism industry is one of the signs of tourism development	FaladeObalade & Dubey (2014), Eeckels et al (2012)
Developing local hand crafts, increasing the tourists	The growth and development of handicrafts has an effective role in the development of tourism	Upchurch & Teivane (2000), Zaei & Zaei (2013)
Protecting and reconstructing ancient and historic site	To achieve the development of tourism, the protection of cultural heritage and their revitalization is of great importance.	Ismagilova et al (2015)
Increasing mutual respect between different cultures	tourism development led to respect between different cultures	Lyons et a. (2012)
Exchange of cultures and customs	The development of tourism as a cultural phenomenon expands the opportunities for cultural exchange between the tourist and the host community. Cultural tourism is the movement of people to visit cultural attractions, which is done with the aim of gaining new information and experience to satisfy cultural needs.	Sheldon & Var (1984)
Rising the indigenous people' culture	One of the consequences of tourism development is raising the level of culture of the local people, which in itself can lead to further development of tourism.	Fagence (2003)

Seven university professors in the field of tourism management as well as experts in the field of tourism were consulted to assess the validity of the extracted indicators. Therefore, some indexes have been removed and several indicators have been added to the list of indicators. The table 3 shows the final - indexes.

Table 3: Output of expert panel.

Index
Creating new employment opportunities in the tourism sector
Providing new entertainment destinations for leisure and promoting passion for travel
Increasing the number of tourist destinations
Creating joy and happiness in society
Maintaining national customs
Managers' attention to the preservation of local attractions
Providing new tourist destinations
Increasing the tourists' satisfaction
Increasing demand for travel to Iran
Promoting the tourism brand of Iran
Improving the structure of tourism and tourism management in Iran
Maintaining and reconstructing roads and local services
Increasing income from the tourism industry
Developing local hand crafts
Increasing the incoming tourists
Protecting and reconstructing ancient and historic site
Increasing mutual respect between different cultures
Exchange of cultures and customs
Rising the indigenous people' culture

Source: Research results

The desired table was distributed in the form of a closed questionnaire among 386 tourists (due to being unlimited of the research community) and they were asked to comment on the impact of each of the selected attractions on the tourism development indicators, with a score of 1 to 5 (according to the Likert scale). The collected data were analyzed using t-test. The matrix sample is given in Table 4.

Table 4: Sample matrix

Indices of tourism development	Creating new employment opportunities in the tourism sector	Increasing the number of tourist destinations for leisure and promoting destinations	Increasing the number of tourist destinations	Creating joy and happiness in society	Managers' attention to the preservation of local attractions	Maintaining national customs	Providing new tourist destinations	Increasing the tourists' satisfaction	Increasing demand for travel to Iran	Promoting the tourism brand of Iran	Improving the structure of tourism and tourism management in Iran	Maintaining and reconstructing roads and local services	Increasing income from the tourism industry	Developing local hand crafts	Increasing the incoming tourists	Protecting and reconstructing ancient and historic site	Increasing mutual respect between different cultures	Exchange of cultures and customs	Rising the indigenous people' culture	Zoroastrian tourist attractions
Yazd Catacombs																				
Azargashsb Atashkade (Fireplace)																				
Naghshe Rostam																				
Sade Celebration (Cham)																				
Chek Chek Shrine																				
Zoroastrian Museum of yazd																				
Tehran Atashkade/Fireplace																				
Taghbostan Kermanshah																				
gashsb																				
Kerman Fireplace																				
Zoroastrian Museum of Kerman																				

3. Data analysis

The results of the following table (t-test) show that all selected tourist attractions affect all the tourism development indicators. The Yazd cripples is an exception, which only do not affect on the indicator of "Create joy and happiness in society". The table 5 shows tourist attractions numbered 1 to 11 (indicating Yazd Atashkade/Fire Place 1, Yazd Catacombs 2, Chek Chek 3, Yazd Zoroastrians 4, Azargashsb 5, Naghshe Rostam 6, Kerman Atashkade/Fireplace 7, Zoroastrians Museum of Kerman 8, Kermanshah Taghbostan 9, Tehran Atashkade/Fireplace 10, and Sade Cham Celebration 11).

Table 5: The effect of Zoroastrian tourist attractions on tourism development indicators

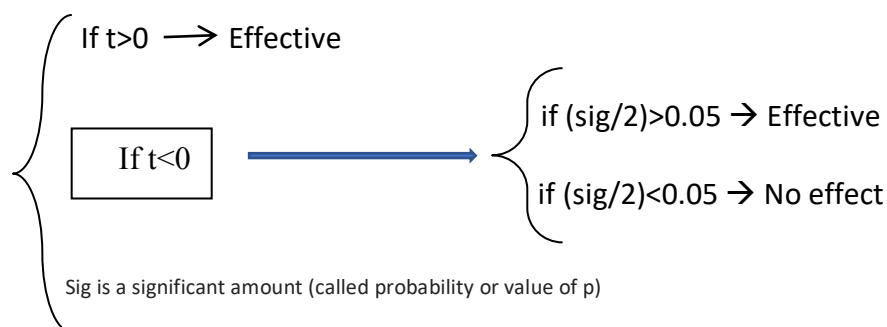
mean	t	sig	Decision making			mean	t	sig	Decision making			mean	t	sig	Decision making			mean	t	sig	Decision making		
3.7787	11.447	0	approved	1	Increasing the number of tourist destinations	4.1441	18.999	0	approved	1	increasing the tourists	3.6325	8.607	0	approved	1	managers' attention to the preservation of local attractions	3.5588	7.732	0	approved	1	Creating new employment opportunities in the tourism sector
3.6364	8.969	0	approved	2		3.8491	12.914	0	approved	2		3.5391	6.603	0	approved	2		3.3922	5.376	0	approved	2	
3.9333	14.063	0	approved	3		4.1261	19.517	0	approved	3		3.8202	11.158	0	approved	3		3.7895	11.407	0	approved	3	
3.5695	7.909	0	approved	4		3.7244	10.522	0	approved	4		3.5244	6.842	0	approved	4		3.5378	7.376	0	approved	4	
3.7602	10.733	0	approved	5		3.8687	12.054	0	approved	5		3.5306	6.498	0	approved	5		3.6051	7.854	0	approved	5	
3.9850	13.594	0	approved	6		4.4020	6.664	0	approved	6		3.7413	9.390	0	approved	6		3.7673	10.150	0	approved	6	
3.5968	8.101	0	approved	7		3.6524	8.388	0	approved	7		3.4432	5.468	0	approved	7		3.3763	4.821	0	approved	7	
3.5538	7.228	0	approved	8		3.6011	7.649	0	approved	8		3.4118	5.071	0	approved	8		3.3369	4.277	0	approved	8	
3.9686	13.464	0	approved	9		4.1302	17.018	0	approved	9		3.6927	8.030	0	approved	9		3.8281	11.465	0	approved	9	
3.5179	6.633	0	approved	10		3.6198	8.128	0	approved	10		3.4219	5.041	0	approved	10		3.4359	5.406	0	approved	10	
3.9393	12.066	0	approved	11		3.4366	4.887	0	approved	11		4.5300	29.045	0	approved	11		3.4359	5.406	0	approved	11	
3.4323	6.148	0	approved	1	Improving the structure of tourism and tourism management in Iran	4.0897	18.406	0	approved	1	Increasing income from the tourism industry	4.0549	15.346	0	approved	1	Exchange of cultures and customs	3.3675	5.036	0	approved	1	Providing new entertainment destinations
3.2756	3.717	0	approved	2		3.7478	10.825	0	approved	2		3.7056	9.584	0	approved	2		3.3203	4.192	0	approved	2	
3.4820	3.717	0	approved	3		4.0179	16.170	0	approved	3		4.1217	16.328	0	approved	3		3.8170	12.001	0	approved	3	
3.3028	3.789	0	approved	4		3.7091	10.018	0	approved	4		4.0489	14.704	0	approved	4		3.5536	7.931	0	approved	4	
3.3490	4.391	0	approved	5		3.8376	12.107	0	approved	5		3.8535	11.724	0	approved	5		3.5000	6.790	0	approved	5	
3.5357	6.614	0	approved	6		4.1040	16.103	0	approved	6		3.9015	11.984	0	approved	6		3.6453	8.427	0	approved	6	
3.2896	3.668	0	approved	7		3.7204	9.062	0	approved	7		3.7302	9.130	0	approved	7		3.3369	4.219	0	approved	7	
3.2216	2.708	.07	approved	8		3.7112	9.513	0	approved	8		3.8466	10.794	0	approved	8		3.3830	4.998	0	approved	8	
3.4385	5.071	0	approved	9		4.0885	16.204	0	approved	9		3.8549	10.949	0	approved	9		3.7668	10.272	0	approved	9	
3.2287	2.674	.08	approved	10		3.7330	9.343	0	approved	10		3.7680	9.873	0	approved	10		3.4301	5.590	0	approved	10	
3.9439	12.326	0	approved	11		4.2130	18.203	0	approved	11		3.8832	5.246	0	approved	11		4.0694	14.940	0	approved	11	
3.6207	8.800	0	approved	1	for destinations for leisure and recreation	400	16.338	0	approved	1	Promoting the tourism brand of the	3.6596	9.400	0	approved	1	the indigenous people'	3.1915	2.434	.016	approved	1	Creating joy and happiness in society
3.5044	7.301	0	approved	2		3.7807	10.788	0	approved	2		3.5263	7.222	0	approved	2		2.8210	-2.395	.017	disapproved	2	
3.8206	7.301	0	approved	3		3.9867	14.834	0	approved	3		3.7269	10.349	0	approved	3		3.6356	9.095	0	approved	3	
3.5450	7.005	0	approved	4		3.6892	9.368	0	approved	4		3.7679	10.645	0	approved	4		3.1390	1.820	.070	approved	4	

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3.6134	7.930	0	approved	5	Protecting and reconstructing ancient and historic site	3.7959	10.691	0	approved	5	Increasing demand for travel to Iran	3.7165	9.535	0	approved	5	Increasing mutual respect between different cultures	3.1846	2.381	.018	approved	5	Maintaining and reconstructing roads and local services
3.7626	9.726	0	approved	6		4.0640	15.708	0	approved	6		3.7650	10.290	0	approved	6		3.2950	3.667	0	approved	6	
3.4140	5.770	0	approved	7		3.5936	7.692	0	approved	7		3.5968	7.932	0	approved	7		3.1141	1.385	.168	approved	7	
3.4054	5.476	0	approved	8		3.5615	7.059	0	approved	8		3.6452	8.493	0	approved	8		3.1514	1.803	.073	approved	8	
3.8449	11.794	0	approved	9		4.0365	14.296	0	approved	9		3.7895	10.590	0	approved	9		3.4684	5.667	0	approved	9	
3.4219	5.538	0	approved	10		3.5573	7.047	0	approved	10		3.6580	8.152	0	approved	10		3.1474	1.732	.085	approved	10	
3.6730	8.284	0	approved	11		4.0467	13.872	0	approved	11		4.2977	18.726	0	approved	11		4.2326	19.686	0	approved	11	
4.0297	15.961	0	approved	1		3.9274	15.476	0	approved	1		4.1780	18.681	0	approved	1		3.2821	3.651	0	approved	1	
3.7739	10.535	0	approved	2		3.6957	9.740	0	approved	2		3.8174	11.856	0	approved	2		3.5108	6.564	0	approved	2	
3.9563	10.535	0	approved	3		3.9559	14.168	0	approved	3		4.1586	11.856	0	approved	3		3.9289	12.144	0	approved	3	
3.6741	8.829	0	approved	4		3.4126	5.466	0	approved	4		4.0225	15.103	0	approved	4		3.2000	2.526	.012	approved	4	
3.8274	10.626	0	approved	5	3.7310	10.088	0	approved	5	4.0225	15.103	0	approved	5	3.5909	7.504	0	approved	5				
3.9653	12.536	0	approved	6	4.0600	15.453	0	approved	6	3.8218	10.654	0	approved	6	3.8408	10.643	0	approved	6				
3.6524	8.469	0	approved	7	3.5108	6.626	0	approved	7	3.8054	10.481	0	approved	7	3.3710	4.504	0	approved	7				
3.6223	8.461	0	approved	8	3.4301	5.564	0	approved	8	3.7754	9.872	0	approved	8	3.2919	3.534	.001	approved	8				
3.9948	12.873	0	approved	9	3.9215	12.741	0	approved	9	3.8586	11.203	0	approved	9	3.7526	9.336	0	approved	9				
3.6425	7.945	0	approved	10	3.5078	6.229	0	approved	10	3.8711	11.370	0	approved	10	3.2552	2.819	.005	approved	10				
4.1916	16.661	0	approved	11	4.1065	15.569	0	approved	11	4.0841	15.659	0	approved	11	4.3814	22.041	0	approved	11				
					Increasing the tourists satisfaction	3.7735	11.83	0	approved	1	3.3915	4.866	0	approved	1	Developing local hand crafts	4.1489	17.472	0	approved	1	Maintaining national customs	
						3.5435	7.720	0	approved	2	2.9563	-.555	.580	approved	2		3.8017	10.882	0	approved	2		
						3.7556	10.824	0	approved	3	3.3694	4.388	0	approved	3		4.1360	17.885	0	approved	3		
						3.5134	7.062	0	approved	4	3.6741	8.433	0	approved	4		4.1239	16.989	0	approved	4		
						3.6410	8.352	0	approved	5	3.3434	4.078	0	approved	5		3.9091	11.629	0	approved	5		
						3.8600	11.951	0	approved	6	3.3950	4.745	0	approved	6		3.9064	11.627	0	approved	6		
						3.4022	5.164	0	approved	7	3.3048	3.613	0	approved	7		3.8342	11.061	0	approved	7		
						3.4462	5.883	0	approved	8	3.5479	6.516	0	approved	8		3.9789	13.186	0	approved	8		
						3.8571	12.072	0	approved	9	3.3895	4.465	0	approved	9		3.8238	10.643	0	approved	9		
						3.4352	5.762	0	approved	10	3.2176	2.518	.013	approved	10		3.9275	12.010	0	approved	10		
						400	13.333	0	approved	11	3.5587	6.253	0	approved	11		3.9296	11.806	0	approved	11		

Source: Research results

Based on t-test in spss, and Due to the the following instructions:



4. Results.

Considering that Iran is the origin of Zoroastrians in the world, it has numerous tourism attractions from the past to the present time of this religious minority. The present study was conducted to analyze the status of Zoroastrian tourist attractions on the tourism development in Iran. Effective indicators on tourist attractions were extracted using library studies and consulting with experts. Indicators are evaluated and ranked based on their average impact on attractions. The effect of each attraction on indicators is sort in desending order as follow.

Table6: The effect of each attraction on indicator

Zoroastrian Tourist Attractions		Impact on Indicator
Yazd Atashkade (Fireplace)		The most impact: Increasing incomes from the tourism industry
		The least impact: Creating joy and happiness in society
Yazd Caves		The most impact: Increasing the number of tourist
		The least impact: Creating joy and happiness in society
Chek Shrine	Chek	The most impact: Increasing mutual respect between different cultures
		The least impact: Indigenous and local
Yazd Zoroastrian Museum		The most impact: Maintaining national customs
		The least impact: Creating joy and happiness in

		society
Azargushb Fire Temple		The most impact: Preserving national customs
		The least impact: Creating joy and happiness in society
Naghshe Rostam (Marvdasht)		The most impact: Increasing the number of incoming tourists
		The least impact: Creating joy and happiness in society
Temple of Kerman		The most impact: Maintaining national customs
		The least impact: Creating joy and happiness in society
Zoroastrian Museum of Kerman		The most impact: Maintaining national customs
		The least impact: Creating joy and happiness in society
Tagh (Tabat) Bostan (Kermanshah)		The most impact: Increase the number of tourists
		The least impact: Indigenous and local input
Temple of Tehran		The most impact: Maintaining national customs
		The least impact: Creating joy and happiness in society
Sade Celebration (Cham)		The most impact: Maintaining national customs
		The least impact: Indigenous and local

Source: Research results

Interesting point is that among the 19 indicators of tourism development, "maintaining national customs", is affected mostly and "creating joy and happiness in society" is affected leastly. Indicators that had a weak effect on the attraction were shown in the table 6. It was determined based on the average of the tourism development indicators for each attraction and based on:

2-3.5: Weak indicators

3.51-4: Medium Indicators

4 <: acceptable Indicators

Table 7: Indicators that had effect on the attraction

Tourist Attractions	Weak indicators	Medium Indicators	acceptable Indicators
Yazd Atashkade (Fireplace)	(1) Providing new entertainment destinations (2) Creating joy and happiness in society (3) Maintaining and reconstructing roads and local services (4) Developing local hand crafts (5) Improving the structure of tourism and tourism management	1) Creating new employment opportunities in the tourism sector (2) Maintaining national customs, managers' attention to the preservation of local attractions (3) Rising the indigenous people' culture(4) Promoting the tourism brand of Iran	(1) Maintaining national customs (2) Exchange of cultures and customs (3)Increasing mutual respect between different cultures (4)Protecting and reconstructing ancient and historic site (5) increasing the tourist (5)Increasing income from the tourism industry
Yazd Catacombs	(1) Creating new employment opportunities in the tourism sector (2) Creating joy and happiness in society (3) Maintaining and reconstructing roads and local services (4) Developing local hand crafts (5) Improving the structure of tourism and tourism management	(1) Maintaining and reconstructing roads and local services (2) Maintaining national customs (3) managers' attention to the preservation of local attractions(4) Exchange of cultures and customs	
Chek Chek	(1) Developing local hand crafts (2) Improving the structure of tourism and tourism management	(1)Developing local hand crafts, increasing the tourists(2) Improving the structure of tourism and tourism	(1)Maintaining national customs(2) Exchange of cultures and customs(3) Increasing mutual respect

		management in Iran	between different cultures(4) increasing the tourist (5)Increasing income from the tourism industry
Zoroastrian Museum Of Yazd	(1) Creating joy and happiness in society (2) Maintaining and reconstructing roads and local services (3) Increasing demand for travel to Iran (4) Improving the structure of tourism and tourism management	(1) Creating joy and happiness in society (2) Maintaining and reconstructing roads and local services (3) Increasing demand for travel to Iran (4) Increasing demand for travel to Iran	
Azargashsb Atashkade (Fireplace)	(1) Providing new entertainment destinations (2) Creating joy and happiness in society (3) Developing local hand crafts (4) Improving the structure of tourism and tourism management	(1)Providing new entertainment destinations (2) Creating joy and happiness in society (3) Developing local hand crafts (4) Improving the structure of tourism and tourism management in Iran	
Naghshe Rostam	(1) Creating joy and happiness in society (2) Developing local hand crafts	(1) Creating new employment opportunities in the tourism sector(2) Providing new entertainment destinations(3) Maintaining and reconstructing roads and local services(4) Maintaining national customs, managers' attention to the preservation of local	(1) increasing the tourist(2) Increasing income from the tourism industry(3)Promoting the tourism brand of Iran(4)Increasing demand for travel to Iran

		<p>attractions(5) Exchange of cultures and customs(6) Rising the indigenous people' culture(7) Increasing mutual respect between different Cultures(8) Protecting and reconstructing ancient and historic site(9) Increasing the tourists satisfaction(10) Increasing the number of tourist destinations</p>	
Kerman Atashkeade (Fireplace)	<p>(1) Providing new entertainment destinations (2) Creating joy and happiness in society (3) Maintaining and reconstructing roads and local services (4) Developing local hand crafts (5) Improving the structure of tourism and tourism management (6) Managers' attention to the preservation of local attractions (7) Increasing the tourists' satisfaction (8) Providing new entertainment destinations for leisure and promoting passion for travel (9) Creating new employment opportunities in the tourism</p>	<p>(1)Maintaining national customs (2) Exchange of cultures and customs(3) Rising the indigenous people' culture(4) Increasing mutual respect between different cultures(5) Protecting and reconstructing ancient and historic site(6) increasing the tourists(7)Increasing income from the tourism industry(8) Promoting the tourism brand of Iran(9) Increasing demand for travel to Iran(10) Increasing the number of tourist destinations</p>	

	sector.		
Museum Of Zoroastrians In Kerman	(1) Providing new entertainment destinations (2) Creating joy and happiness in society (3) Maintaining and reconstructing roads and local services (4) Increasing demand for travel to Iran (5) Improving the structure of tourism and tourism management (6) Managers' attention to the preservation of local attractions (7) Increasing the tourists' satisfaction (8) Providing new entertainment destinations for leisure and promoting passion for travel (9) Creating new employment opportunities in the tourism sector	(1) Maintaining national customs (2) Exchange of cultures and customs (3) Rising the indigenous people' culture (4) Increasing mutual respect between different cultures (5) Protecting and reconstructing ancient and historic site (6) Developing local hand crafts, (7) increasing the tourists (8) increasing the tourist (9) Increasing income from the tourism industry (10) Promoting the tourism brand of Iran	
Taghbostan Kermanshah	(1) Creating joy and happiness in (2) Developing local hand crafts (3) Improving the structure of tourism and tourism management	(1) Creating new employment opportunities in the tourism sector (2) Providing new entertainment destinations (3) Maintaining and reconstructing roads and local services (4) Maintaining national customs(5) Maintaining and	(1) increasing the tourist(2) Increasing income from the tourism industry(3)Promoting the tourism brand of Iran

		reconstructing roads and local services (6) Exchange of cultures and customs (7) Rising the indigenous people' culture(8) Increasing mutual respect between different cultures (9) Protecting and reconstructing ancient and historic site(10) Increasing demand for travel to Iran(11) Increasing the tourists satisfaction(12) Increasing the number of tourist destinations(13) Providing new destinations for leisure and promote passion for travel	
Tehran Atashkade (Fireplace)	(1) Providing new entertainment destinations (2) Creating joy and happiness in society (3) Maintaining and reconstructing roads and local services (4) Developing local hand crafts (5) Improving the structure of tourism and tourism management (6) Managers' attention to the preservation of local attractions (7) Increasing the tourists' satisfaction (8)	(1) Maintaining national customs (2) Exchange of cultures and customs(3) Rising the indigenous people' culture (4)Increasing mutual respect between different cultures (5) Protecting and reconstructing ancient and historic site (6) increasing the tourist (7)Increasing income from the tourism industry (8) Promoting the tourism brand of Iran (9) Increasing demand for	

	Providing new entertainment destinations for leisure and promoting passion for travel (9) Creating new employment opportunities in the tourism sector	travel to Iran (10)Increasing the number of tourist destinations	
Sadeh Cham Celebration	(1) Developing local hand crafts	(1)Maintaining and reconstructing roads and local services (2)Maintaining and reconstructing roads and local services (3)Protecting and reconstructing ancient and historic site(4)Increasing demand for travel to Iran(5)Increasing the tourists satisfaction(6)Increasing the number of tourist destinations(7)Improving the structure of tourism and tourism(8)management in Iran	(1)Creating new employment opportunities in the tourism sector(2)Providing new entertainment destinations(3)Creating joy and happiness in society(4)Maintaining national customs(5)Exchange of cultures and customs(6)Rising the indigenous people' culture(7)Increasing mutual respect between different cultures(8) (9)increasing the tourist (10)Increasing income from the tourism industry Promoting the tourism brand of Iran

After data analysis, seven tourism experts consulted again for providing strategies for indicators that were affected weakly by attractions. It should be noted that since some strategies overlap with more than one indicator, mentioning a strategy/strategies for each item separately is avoided.

Table 8: the strategies and suggestion

Tourist Attractions	strategies and suggestion
Yazd Atashkade (Fireplace)	Creating a rotary motion bar in the fire room to watch the fire and the installed boards, creating permanent exhibitions with live music, play videos about the Zoroastrian custom and celebrations, diversify the hall by placing religious tables and photographs about the Zoroastrians. creating permanent exhibitions of Zoroastrian crafts and sell Iranian and foreign books about Zoroastrian religion, providing a brief brochure on the history of fire temples, establishing Zoroastrian tourism guides in the fire temple to explain and answer tourists' questions, holding Zoroastrian customs and celebration symbolically.
Yazd Catacombs	Turning Khile into traditional residences, turning khile into handicraft stores, allocating khile to schematic dolls to show the custom of making Dakhme, hiring more personnel to create safety and health, and develop escalators and telecabin, holding real and symbolic Zoroastrian celebrations, entertaining facilities such as camel, safari, horseback riding and more
Museum Of Zoroastrians In Yazd	Creating new advertising methods emphasizing green tourism, holding symbolic and real Zoroastrian celebrations, using Zoroastrian tourism guides to explain and answer questions, creating handicraft stores, traditional food stores, etc.
Azargashsb Atashkade (Fireplace)	Creating handicraft stores, performing Sassani kings' theaters, setting up entertainment facilities such as camel, safari, horseback riding and etc
Naghshe Rostam	Holding Nowruz celebrations and local competitions on-site, visits with camel riding or horse riding, sale and training of the local craft
Kerman Atashkade	More introduction, providing catalogs for introducing buildings, establishing Zoroastrian tourism guides on-site for

(Fireplace)	answering questions and explaining the building, collaborating of Zoroastrian officials with the Cultural Heritage Organization, holding handicraft exhibitions, providing traditional food and customs, Adding live programs as live museums, symbolic and real performances of Zoroastrian events, provision of traditional clothes for taking photos, increasing working hours
Museum Of Zoroastrians In Kerman	More introduction, providing catalogs for introducing buildings, establishing Zoroastrian tourism guides on-site for answering questions and explaining the building, collaborating of Zoroastrian officials with the Cultural Heritage Organization, holding handicraft exhibitions, providing traditional food and customs, Adding live programs as live museums, symbolic and real performances of Zoroastrian events, provision of traditional clothes for taking photos, increasing working hours
Taghbostan Kermanshah	Holding celebrations and theaters related to the coronation of the Sassani kings, selling and teaching the regional handicrafts
Tehran Atashkade (Fireplace)	More introduction, providing catalogs for introducing buildings, establishing Zoroastrian tourism guides on-site for answering questions and explaining the building, collaborating of Zoroastrian officials with the Cultural Heritage Organization, holding handicraft exhibitions, providing traditional food and customs, Adding live programs as live museums, symbolic and real performances of Zoroastrian events, provision of traditional clothes for taking photos, increasing working hours
Sade Celebration (Cham)	Selling, training and displaying of Zoroastrians and natives handicrafts
Chek Chek	Creating handicraft stores, traditional Zoroastrian food stores, meeting standards, and implementing innovative designs.

It is important to mention that most above-mentioned solutions are affected by sympathetic, expert, and professional managers. The main result of this research according to table (1) is that apart from the centenary celebration that was held in the village of Cham (Yazd), the rest of the studied attractions affect relatively the indicators of tourism development in Iran. Its generalization to all the Zoroastrian tourism attractions in Iran. The main hypothesis of the research (i.e. the effect of Zoroastrian tourist attractions affect on the tourism development in Iran) is approved.

Among the provinces of Iran, Yazd, Fars, Kermanshah have the most Zoroastrian tourism attractions, and Alborz, Golestan, Qazvin and North Khorasan have the lowest Zoroastrian tourism attractions. In addition, Qom, Mazandaran, Lorestan, Hormozgan, and South Khorasan have no Zoroastrian tourism attraction. All selected attractions affect tourism development indicators, except for the Yazd cripples, which only do not affect on the indicator of "Create joy and happiness in society". Another interesting point is that selective attractions have had the most impact on the "Maintaining national customs" and had the least effect on the index of "creating joy and happiness in society". Another finding of this research is that the celebration of the Sadeh (Cham) and fire temples of Zoroastrian Kerman had the highest and least impact on the tourism development in Iran respectively.

Based on the findings, it was found that indicators of "Creating joy and happiness in society", "Developing local hand crafts", "Improving the structure of tourism and tourism management", are weak-affected indicators. These are common in nine attractions out of 11 attractions and have the highest degree of repetition. Among the indicators that are moderately affected by attractions, the index of "increasing the number of tourism destinations in Iran" is seen in all the attractions. Among the acceptable indicators, "Increasing the number of incoming tourists" and "increasing incomes from the tourism industry", have the highest degree of repetition.

Comparison with previous research.

Marzieh Allahyari Valandani et al. (2015) in their research concluded that factors such as lack of amenities, lack of infrastructure and lack of familiarity with the culture of religious tourism has caused a stagnation of tourism in Yazd. According to the results, the number of visitors to Zoroastrian antiquities in Yazd is more than other cities in the country, and among the Zoroastrian tourist attractions of Yazd, the fire temple (Atashkade) is in the first priority over the crypt (Dakhme) and other antiquities. Therefore, by attracting private and semi-private investments, tourism, economic and social development can be achieved. However, in this study, the celebration of the century that is held in the village of Cham Yazd has the greatest impact on the development of tourism in Iran. Also, among the nineteen indicators of tourism development, the index of "development of handicrafts, indigenous and local" had the least effect on tourism development, which fix this shortcoming requires management, planning and efforts of national and provincial officials and Zoroastrian community.

5. Conclusion

Today, historical -religious tourist attractions have played an effective role in rebuilding the life of cities throughout history and today. The growth and development of many cities has been rooted in the historical and religious function of those cities and sometimes has given these cities a global status and role. According to the results of this research, that most of the Zoroastrian tourist attractions in Iran, act poorly in creating joy and happiness in society. Therefore, it is necessary for the Cultural Heritage Organization and relevant sectors to be more active and creative in this field through holding real and symbolic celebrations, creating recreational facilities such as motorcycling, camping, horseback riding, safari, performing live music etc. This can bring the spirit of enthusiasm and joy for tourists.

Considering that among the 11 studied attractions, Kerman fire temple had the least impact on tourism development in Iran It is appropriate that the Zoroastrian Association of Kerman, which is responsible for this attraction, take serious measures to overcome this problem. It can be done through more effective communication with the Cultural Heritage Organization, further introducing the fire temple to both domestic and foreign tourists, proving catalogs for introducing the building, the establishment of the Zoroastrian leaders and Zoroastrian tourist guide in the fireplace to answer questions and explain the building, holding handicrafts exhibitions, presenting traditional foods and customs, adding live programs as live museums, symbolic and actual Zoroastrian events, providing traditional clothes for taking photos, increasing working hours, and etc.

Also, considering that among the 11 studied attractions, 9 ones has a weak impact on indices of "Developing local hand crafts", "Improving the structure of tourism and tourism management", It is recommended to the Cultural Heritage Organization, Handicrafts and Tourism Organization to provide help in setting up handicraft stores in or around these attraction. It is also evident that the creative, professional, and specialist leaders must manage such organs.

Tours, especially combined tours that use religious, natural, recreational and historical tourist attractions simultaneously, is a good opportunity to take advantage of the tourism capacities and introduce the tourist attractions of Yazd.

Strengthening Efforts to introduce the city's tourist attractions and creating symbols for the city as well as branding and defining the role of tourism for this city are suggested for developing tourism in Yazd.

Providing a coherent and coordinated program and integrated management in all sectors of the tourism sector by providing the necessary infrastructure and preparations to attract tourists can be effective on the development of tourism in Yazd and then Iran.

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