

# **PPENDIX A**

## List of Masooleh Attractions

## **Masooleh Tourist Attractions and Travel Services**

### ***Natural and Historic Attraction***

Masooleh is rich with both natural and cultural heritage. The well-known natural, historical sites and monuments of Masooleh are the following:

- Nine Mountains (5 famous summits and the highest one is approximately 750 m height) the surrounding of the mountains provide many opportunities for recreational activities such as trekking, climbing and etc),
- Forests and Grasslands
- Three Rivers (Rood Khan, Plalang var, Siahrood)
- Three Waterfalls (Roodkhan (20m height), Khorambo, and Lar Cheshmeh)
- One cave (Boozkhaneh cave)
- Masooleh Park
- Three springs and five private reservoirs but only two springs can be used now (Elenzeh Khoni, Khaneh Bar, Kesheh Sar, Zomal Khoni, Sur Khoni, Emamzadeh Varkhoni, Hamoon Khoni, Bazar Khoni)
- Bazaar: The Bazaar of Masooleh is visited by thousands of domestic and foreign tourists throughout the year. It comprises of 120 shops and it is divided into four floors. In ancient times, merchants from Gilan and Zanjan exchanged goods in the 3<sup>rd</sup> and 4<sup>th</sup>Floors.

The plan of the town includes four main districts and an encircling of four –storied market place which is considered as the heart of Masooleh. This indicates that economic vigor of the market place has been the most important factor in shaping the whole town.

- Anthropology museum: Collection of tools and objects that were used by residents in Masooleh reflects their customs and lifestyle. This Museum is located on the southern entrance of the town with the surface of more than 102 square meters. Over 700 classified objects displayed in the museum are collected by a local over the period of 20 years.
- The most significant characteristics of this town is each house comprises of four stories and arranged in a stair step. Therefore, the roofs of some houses are the yards to others.

Among the uniqueness of houses in Masooleh are the rainwater canal at rooftops, layout of the houses, and the interconnection of the streets. Some of the old buildings with traditional architecture in Masooleh dates back to five hundred years ago. Now there are

only nearly 350 houses. The dwelling is situated near the three-storey bazaar. The architecture is appropriate with climatic conditions, topographical features and social circumstances of the region. It creates almost identical internal spaces for all houses.

*Among historical monuments are:*

-The mausoleum of Mohammad ibn Ali, Saheb Mosque, Saheb - O - Zaman mosque & Imam zadeh Hashem.

-Roudkhan Castle: It is situated 55 kilometers southwest of Masooleh; in an area of 2.6 hectares and with altitude of 680 meters. The Castle is situated on a steep mountain covered with huge trees. A total of 65 watchtowers are placed along the 1500 meter wall surrounding the Castle. The castle also comprise of guardhouse, water reservoir, prison and royal seats. It was originally constructed in the late 10th century, rebuilt on the 15<sup>th</sup> Century, and restored by Fouman ruler later in the 17 th century.

-There are five holy places (Imamzadeh and mosques) with traditional architecture. The most important is the tomb of Own-ebn-Ali, one of the grandsons of Imam Ali which is located at the center of Masooleh.

### ***Travel Services***

*-The accommodations of Masooleh consist of:*

- Hotels: 3 (Monfared 2B/C), Mehran(1T) and Navid,
- Inn: 1 (Kouhpayeh)
- Two government guesthouses
- 70 home stays

-Masooleh has *three restaurants*, few café shops, and food stalls located in the entrance of the town and bazaar environment.

*-Tourism Office:* A Cultural Heritage &Tourism base office (ICHTO) starting operating from 2001.

*-Hospital* (this hospital now run by medical doctors, accoucheuse, and nurse.

-Library (There are more than 1000 books and equipped with computers and audio-visual facilities).

-Sport facilities: Football ground and a salon sportive with 300 m<sup>2</sup> in the entrance of city

### ***Contributors to the Protection of the Historical City of Masooleh:***

1-The Cultural Heritage and Handicraft Tourism Office (ICHHTO) in Masooleh was established in October 2001. Among the Major activities by this organization are:

- Conservation and reinforcement of buildings
- Supervision over construction projects
- Research on archeology, anthropology, and linguistics
- Introduction, training and production of cultural products

#### 2- Municipality of Masooleh

Established about 72 years ago, it is responsible to protect the environment, construction public infrastructures, public service, restore, and re-coating the building and so on.

#### 3- The Islamic city council

Its members consist of influential people who live there and they were selected by the residents. They contributed to the facilitation and restoration of projects by negotiating with the owners and tenants.

## **APPENDIX B**

### List of Sare'in Spring Waters

## Sare'in Mineral Springs

	Spring	C °	Water PH	Water Color	Therapeutic Effect
1	Sabalan hydrotherapy complex	40	6/58	Colorless	Rheumatism, Joint Pain, Relaxation( Nervous Locomotive),Treating Inflammatory and Inflation
2	Gawmish-goly	46	6/58	Colorless	Rheumatism, Joint Pain, Relaxation( Nervous Locomotive),Treating Inflammatory and Inflation
3	Sarisou	45	6/58	Green-yellow	Rheumatism, Joint Pain, Relaxation( Nervous Locomotive), Treating Inflammatory and Inflation
4	Hamam-shafa	40	6/50	Colorless	Healing Eye Diseases and Eye Mucosa
5	Gharasou	44	6/30	Muddy	Relaxation (Nervous Locomotive )and Tranquillity, Treatment of Insomnia, Blithering
6	General	43	6/46	Colorless	Heal Wounds and Skin Itching
7	Besh-bajilar	35	6/49	Muddy	Skin Diseases; Heal Bee Venom Bites, Wounds Caused by Cuts
8	Ghahve-khaneh	44	6/54	Colorless	Rheumatism, Joint Pain, Relaxation (Nervous Locomotive), Treating Inflammatory and Inflation
9	Gozsouy	21	6/30	Colorless	Skin Disease and Eye Diseases
10	Pahlou	37	6	Green	Improving Circulation and Skin Capillaries and Vessels
11	Yalsouy	41	5/6	Muddy	Rheumatism, Joint Pain, Digestive Diseases
12	Villa-darah	18	6/2	Colorless	Kidney Disease, Digestive, Malnutrition and Trachoma

Source: Sare'in Municipally, 2006

## **APPENDIX C**

### List of Quranic Verses related to Tourism

## **List of Quran Verse related to Tourism**

The main verses which have significant scriptural support for travel are as following:

- \* Ali-Imran(The Amramites) :37/137

137: many were the ways of life that have passed away before you: travel through the earth and see what was the end of those who rejected Truth (Quran, 2005).

137: Systems have passed away before you. Do but travel in the land and see the nature of the consequence for those ho did deny (The Message) (Quran, 1976).

- \* Al-An'am(Livestock):11

11: say:' Travel through the Earth and see what was the end of those who rejected Truth ' (Quran, 2005).

11- Say (unto the disbelievers): Travel in the land and see the nature of consequence for the rejecters (Quran, 1976).

- \* Al-Nahl(The Bee)36

36: For We assuredly sent among every people an Apostle, (with the Command) , serve Allah , and eschew evil of the people were some whom Allah guided and some on whom error became inevitably 9established9. so travel through the Earth , and see what was the end of those who denied (the Truth) (Quran,2005).

36: And verily We have raised in every nation a massager,(proclaiming):Serve Allah and Shun false gods. Then some of them (there were) whom Allah guided, and some of them (there were) upon whom error had just hold. Do but travel in the lad and see the nature of the consequence for the deniers (Quran, 1976).

- \* Al-Naml(The Ant):69

69: Say:" Go you through the Earth and see what has been the end of those guilty (of sin)" (Quran, 2005).

69: Say (unto them, Muhammad): Travel in the land and see the nature of the sequel for the guilty (Quran, 1976).

- \* Al-'Ankaboot(The Spider):20

20: Say:" Travel trough the Earth and see how Allah did originate creation; so will Allah produce a later creation, for Allah has power over all things (Quran, 2005).

20: Say (O Muhammad): Travel in the land and see how He originated creation, then Allah bringeth forth the later growth .Lo! Allah is Able to do all things (Quran, 1976)

- \* Al-Room(The Romans):9/42

9: Do they not travel through the Earth, and see what was the end of those before them? They were superior to them in strength; they tilled the soil and populated it in greater numbers than these have done. Then there came to them their Apostles with Clear (Sings). (Which they rejected, to their own destruction).it was not Allah who wronged them, but they wronged their own souls (Quran, 2005).

9: Have they not traveled in the land and seen the nature of the consequence for those who were before them? They were stronger than these in power, and they dug the earth



and built upon it more than these have built. Messengers of their own came unto them with clear proofs (of Allah's Sovereignty). Surely Allah wronged them not, but they did wrong themselves (Quran, 1976).

42: Say: "Travel through the Earth and see what was the end of those before (you): Most of them worshipped others besides Allah (Quran, 2005)

42: Say (O Muhammad, to the disbelievers): travel in the land, and see the nature of the consequence for those who were before you! Most of them were idolaters (Quran, 1976)

\* Saba'(Sheba)18

18: Between them and the cities on which We had poured Our blessings, We had placed cities in prominent positions, and between them We had appointed stages of journey in due proportion: "travel therein, secure, by night and by day" (Quran, 2005).

18: And we set between them and the towns which We had blessed, towns easy to be seen, and We made the stage between them easy, (saying): Travel in them safely both by night and day (Quran, 1976).

\* Yousuf (Joseph) 109

109: Nor did we send before you (as Apostles) any but men, whom We did inspire (men) living in human habitations. Do they not travel through the Earth, and see what was the end of those before them? But the home of the Hereafter is best, for those who do right. Will you not then understand? (Quran, 2005).

109: We sent not before thee (any messengers) save men whom We inspired from among the folk of the townships - Have they not traveled in the land and seen the nature of the consequence for those who were before them? And verily the abode of the Hereafter, for those who ward off (evil), is best. Have ye then no sense? (Quran, 1976)

\* Al-Hajj (The Pilgrimage) 46

46: Do they not travel through the land, so that their hearts (and minds) may thus learn wisdom and their ears may thus learn to hear? Truly, it is not the eyes that are blind, but the hearts, which are in their breasts (Quran, 2005).

46: Have they not traveled in the land, and have they hearts wherewith to feel and ears wherewith to hear? For indeed it is not the eyes that grow blind, but it is the hearts, which are within the bosoms, that grow blind (Quran, 1976).

\* Al-Fatir (Initiator) 44

44: Do they not travel through the Earth, and see what was the end of those before them, though they were superior to them in strength? Nor is Allah to be frustrated by any thing whatever in the heavens or on earth, for He is all-knowing. All Powerful (Quran, 2005).

44: Have they not traveled in the land and seen the nature of the consequence for those who were before them, and they were mightier than these in power? Allah is not such that aught in the heavens or in the earth escaped Him. Lo! He is the Wise, the Mighty (Quran, 1976).

\* Ghafer = Al-Mu\_Min (Forgiver) 21/82

21: Do they not travel through the Earth and see what was the end of those before them? They were even superior to them in strength and in the traces (they have left) in the land, but Allah did call them to account for their sins, and none had they to defend them against Allah (Quran, 2005).

21: Have they not traveled in the land to see the nature of the consequence for those who disbelieved before them? They were mightier than these in power and (in the) traces (which they left behind them) in the earth. Yet Allah seized them for their sins, and they had no protector from Allah (Quran, 1976).

82: Do they not travel through the earth and see what was the end of those before them? They were more numerous than these and superior in strength and in the traces (they have left) in the lands: Yet all that they accomplished was of no profit to them (Quran, 2005).

82: Have they not traveled in the land to see the nature of the consequence for those before them? They were more numerous than these, and mightier in power and (in the) traces (which they left behind them) in the earth. But all that they used to earn availed them out (Quran, 1976).

\* Muhammad 10

10: Do they not travel through the Earth, and see what was the End of those before them (who did evil)? Allah brought utter destruction on them, and similar (fates wait) those who reject Allah (Quran, 2005).

10: Have they not traveled in the land to see the nature of the consequence for those who were before them? Allah wiped them out. And for the disbelievers there will be the like thereof (Quran, 1976).

\* Yunus (Jonah) 22

22: He it is who enables you to traverse through land and sea; till you even board ships; they sail with them with a favorable wind, and they rejoice thereat; then comes a stormy wind and the waves come to them from all sides, and they think they are being overwhelmed. They pray to Allah, sincerely offering (their) duty unto Him saying, "if you do deliver us from this, we shall truly show our gratitude" (Quran, 2005).

\* Al-Mulk (Kingship) 15

15: It is He who has made the Earth manageable for you, so traverse' you through its tracts and enjoy of the sustenance which he furnishes; and to Him is your final return (Quran, 2005).

The verse relevant Pilgrimage

(2) Cow: 125/126/158/189/196 to 203

(3) The Imrans: 97

(5) The table: 1/2/94 to 97

(9) Repentance: 3

(14) Abraham: 35/37

(22) Pilgrimage: 25 to 33/36/37

(28) The Narrative: 57

(29) The Spider: 67

# **APPENDIX D**

## Survey Questionnaire in English



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**SOCIO-CULTURAL IMPACTS OF TOURISM IN IRAN:  
A STUDY OF MASOOLEH AND SARE'IN**

Assalaamulaikum

Dear Mr / Mrs /Ms,

I am a PhD student from the University of Malaya (UM), Malaysia. As a part of the requirement for my doctoral degree program in the University, I am conducting a study with the title "Socio-Cultural Impacts of Tourism." The main purpose of this study is to understand the socio-cultural impact of tourism on the host community in Iran as perceived by the local people.

The aim of this research is to gain a clear understanding of major socio-cultural issues among residents that might affect and be affected by tourism development. This is crucial in developing and planning a tourism industry, which will be more sustainable in Iran and similar countries.

Your participation in this study is very much appreciated. This research is conducted purely for academic purposes and all the information obtained would be kept strictly private and confidential. Your answers to the questions would only be used in aggregate forms and in no circumstances, your name will be identified in the report.

Thank you very much for taking the time to complete this survey. Your cooperation is highly appreciated and a valuable contribution the success of this research.

Hamira Zamani- Farahani

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**General Instruction: With the exception of part E, all other parts require you to rate [✓ or✗] the statements using the five point Likert scale below:**

1 (strongly disagree), 2 (disagree), 3 (neither agree /nor disagree), 4(agree), 5 (strongly agree).

**PART A: Tourism Development Characteristics**

A-The following statements describe the characteristics of tourism development in your region.	Strongly Disagree to Strongly Agree				
	1	2	3	4	5
1-The public sector gives a lot of attention to promoting tourism in this area					
2-Tourism public authorities plan and manage tourism development well in my area					
3-Tourism is well promoted during the off-season					
4-Tourism is a major contributing factor to the development of this area					
5- The regional tourism authorities do an excellent job in making the right decisions for this area					
6- Tourism in this area is developing very rapidly					
7- Most people I know, are in favor of tourism development					
8-The host community is actively involved in tourism planning and management					
9-Tourism destination marketing and advertising are managed well in this area					
10- I fully support the future development of tourism infrastructures and facilities in my area					
11- In this region, local people control the development of the tourism industry					
12 -The majority of people who work in tourism public authorities are local people					
13- Most tourism investment in this area is by local people					
14-Public authorities always consult local people in the tourism development processes in this area					
15 -Further tourism development in this area would always be supported by local people					
16 -In this area the tourism rules and regulations do not need to be revised frequently					

**PART B: Host-Tourist Interaction**

<b>B- The following statements describe the level host-tourist interaction in your area.</b>	<b>Strongly to Strongly</b>				
	<b>Disagree</b>			<b>Agree</b>	
	1	2	3	4	5
1-Generally, tourists that I have met in this area have little consideration for local people					
2-I prefer local tourists to international tourists					
3- I have developed friendships with some tourists					
4-There are things that I cannot do in this area at certain times just because of the tourists					
5-I would like to meet tourists from as many countries as possible in order to learn about their culture					
6-I can extend my cultural experiences when I talk to the tourists					
7-I prefer only Muslim tourists in this area					
8- Sometimes there is resentment between local people and tourists when they come into contact					
9-I prefer tourists to stay longer in this region.					
10- I enjoy interacting with tourists					
11-I think that attracting more tourists to this area is a good idea					
12- When tourists are in my area, I am happy					
13- I prefer tourists on packaged tours to individual tourists					
14- I am always very friendly to the tourist					
15-The majority of tourists are interested in my culture					
16-The majority of tourists respects our culture					
17- The tourists who visits this region respect our rules and regulations					

**PART C: Tourism Socio-Cultural Impacts**

<b>C- The following statements describe your beliefs on the impact of tourism in your region.</b>	<b>Strongly Disagree to Strongly Agree</b>				
	1	2	3	4	5
1- Tourism development provides a better recreational opportunity for local residents					
2- Tourism development improves the positive image of the community					
3-Tourism stimulates a better maintenance of public facilities					
4- Tourism development increases the quality of life among local people					
5-Tourism development maintains my traditional way of life					
6-Tourism helps to preserve the cultural identity of my community					
7- Tourism does not disrupt the peace and tranquility of this area					
8- Tourism stimulates cultural exchange					
9- Tourism does not contribute to the increase of crime in this area.					
10-Tourism improves the provision of public health services.					
11-Tourism development does not affect the religious practices of local people					
12-Tourism stimulates local infrastructural development					
13-Tourism stimulates the maintenance of historical sites					
14-Tourism improves women’s socio-economic situation					
15- Littering does not get worse in this region because of tourism					
16- Tourism does not increase the amount of pick-pocketing and robbery in this area					
17- Tourism creates better job opportunities for local people					
18- Tourism encourages a variety of cultural activities among local residents.					
19-Tourism does not increase drug addiction and trafficking among local people					
20- Tourism improves the educational level of local people					
21-Tourism does not increase vandalism in this area					
22- Tourism development makes local people more satisfied with their living in this area					

23-Tourism does not increase alcohol consumption in this area					
24- Tourism does not increase prostitution in this area					
<b>PART D: Religiosity</b>					
<b>D- The following questions consist of statements describing the level of your devotion to your religion (Religiosity).</b>	<b>Strongly Disagree to Strongly Agree</b>				
	1	2	3	4	5
1-I strongly believe in God					
2-I read the Quran regularly					
3- I believe that Allah helps me					
4-I pray five times a day					
5- I perform the obligation of zakat maal (asset/income) annually					
6- I always perform my prayer on time					
7- The supplication (dua') helps me					
8- I performed my daily prayers in the mosque regularly					
9- I believe hejab is obligatory for all women					
10- Islam helps me lead a better life					
11- I fast the whole month of Ramadan					
12- Performing <i>haji</i> will be my priority the moment I've fulfilled all the necessary conditions					
13-In my personal life, religion is very important					
14-I regularly contribute to <i>charity/sadaqah</i>					
15- Muhammad (peace be upon him) instructs me in good conduct					
16- I perform my daily prayers in the mosque regularly					
17- I'm a religious person					



## PART E: Socio-demographic Profile

**This section enquires the information about your self.**

1-What is your gender?

1. Male     2. Female

2-What is your age? .....years

3-Your marital status:

- 1.Married  
 2.Engaged  
 3.Widowed  
 4.Divorced  
 5.Single

4-Where were you born?.....

5-Your length of residency in the present region:

- 1)Less than 5 years  
 2)5-10 years  
 3)11-20 years  
 4)21 years or more

6-Your highest level of education:

1. No formal educated  
 2.Primary School  
 3.Secondary School  
 4.High School  
 5.Diploma  
 6.Matriculation  
 7.Junior College Diploma  
 8.Bachelor Degree  
 9.Master Degree and above

7-What is your occupation? (Please specify).....

8-11-Is your job related to tourism?

- Yes  
 No

9-Personal income per month/in Toman (IRR)

- 1)100.000 and less  
 2)101.000-200.000  
 3)201.000-300.000  
 4)301.000-400.000  
 5)401.000-500.000  
 6)501.000 and above

10-Have you had any interaction with local tourists?

- Yes
- No

11-Have you had any interaction with international tourists?

- Yes
- No

12-Why do you think the tourist visits your region?

For:

- 1.Recreation
- 2.Culture/History
- 3.Scenery/Nature
- 4.Eco-Tourism
- 5.Shopping
- 6.Health(hot/cold mineral water)
- 7.Relaxing
- 8.VFR
- 9.Pilgrimage
- 10. Others (please specify).....

13-How do you rate the level of your devotion to your religion?

- 1.Not that religious
- 2.Quite religious
- 3.Religious

14- How do you rate your satisfaction with tourism development in your region?

- 1.Extremely not satisfy
- 2.Not satisfy
- 3.Neutral
- 4.Satisfy
- 5.Extremely Satisfy

Your comments are welcome

Please before handing over completed questionnaire; make sure all questions are completely answered.

*((Thank You for Completing this Survey))*

## **APPENDIX E**

### Survey Questionnaire in Persian (Farsi)



UNIVERSITI MALAYA

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بنام خدا

پاسخ دهنده عزیز  
برادر/خواهرگرامی

با عرض سلام و احترام، پرسشنامه ای که ملاحظه می فرمائید جهت تکمیل پایان نامه دکترای اینجانب تحت عنوان بررسی اثرات فرهنگی-اجتماعی صنعت جهانگردی تهیه و تدوین شده است. این پرسشنامه بدون ذکر نام بوده و ضمن مح فوظ ماندن تمامی نظرات و پاسخ ها نزد محقق، از اطلاعات مندرج در آن صرفاً به صورت یک مجموعه کلی و جهت تکمیل رساله فوق، استفاده خواهد شد.

از آنجا که اظهار نظر دقیق و درست جنابعالی می تواند به این تحقیق دانشگاهی اعتبار علمی بیشتری ببخشد و نتایج آن میتواند در شکوفایی و اثربخشی بیشتر صنعت جهانگردی کشورمان موثر و مفید واقع شود، خواهشمند است " تمامی " سئوالات زیر را با دقت مطالعه کرده و نظر خود را در جلوی هر پرسش با علامت (  $\sqrt$  و یا x ) در خانه مورد نظر مشخص فرمائید.

قبلاً از همکاری صمیمانه شما، کمال سپاسگزاری را دارم

با احترام مجدد  
همیرا زمانی فراهانی

دانشجوی دکترای مدیریت جهانگردی  
دانشگاه مالایا - مالزی

شماره تماس:-----

Email: h\_zamani2001@yahoo.com

دستور العمل: لطفاً با در نظر داشتن گزینه های زیر:

کاملاً مخالف: ۱

مخالف: ۲

بی نظر (نه مخالف و نه موافق): ۳

موافق: ۴

کاملاً موافق: ۵

نظر خودتان را با علامت (✓ و یا x) در خانه مورد نظر مشخص فرمائید.

**الف: سنوالات مربوط به مولف، مشخصات توسعه جهانگردی**

بسیار مخالف	بسیار موافق	بی نظر	مخالف	بسیار مخالف	بسیار موافق
۱	۲	۳	۴	۵	۱- سنوالات زیر مربوط به مشخصات توسعه جهانگردی در منطقه شما است.
					۱-۱- سازمان میراث فرهنگی و گردشگری اهمیت زیادی برای توسعه جهانگردی در این منطقه قائل است.
					۲-۱- برنامه ریزی و مدیریت توسعه صنعت جهانگردی توسط متولیان و مسئولین امر، بخوبی انجام میگردد.
					۳-۱- در اوقات کم مسافرت، اقداماتی جهت جلب گردشگر در این منطقه صورت میگردد.
					۴-۱- صنعت گردشگری مهمترین عامل توسعه این منطقه محسوب می شود.
					۵-۱- متولیان و مسئولان صنعت جهانگردی در این منطقه وظایف و تصمیم گیریهای خود را به نحو احسن انجام می دهند.
					۶-۱- توسعه جهانگردی در این منطقه بسیار سریع انجام میگردد.
					۷-۱- اکثر مردمی که می شناسم موافق توسعه جهانگردی در این منطقه هستند.
					۸-۱- مردم بومی فعالانه در برنامه ریزی و مدیریت صنعت جهانگردی مشارکت دارند.
					۹-۱- گردشگری (جهانگردی) صنعت مهمی برای توسعه این منطقه است.
					۱۰-۱- من کاملاً از توسعه زیر ساخت ها و امکانات مورد نظر آینده صنعت گردشگری، این منطقه حمایت می کنم.
					۱۱-۱- در این منطقه کنترل توسعه صنعت جهانگردی توسط مردم انجام می گیرد.
					۱۲-۱- اکثر مسئولین و متولیان صنعت گردشگری در این منطقه از بین مردم بومی انتخاب می شوند.
					۱۳-۱- بیشتر سرمایه گذاری های صنعت گردشگری، در این منطقه توسط مردم بومی انجام گرفته است.
					۱۴-۱- متولیان و مسئولین صنعت گردشگری این منطقه برای توسعه این صنعت با مردم مشورت می کنند.
					۱۵-۱- توسعه صنعت جهانگردی همیشه مورد حمایت مردم این منطقه خواهد بود.
					۱۶-۱- قوانین و مقررات فعلی جهانگردی نوازی به بازنگری و تغییر مجدد ندارند.

ب:سئوالات مربوط به مولفه ارتباطات بین مردم و گردشگر

بسیار مخالف	بسیار موافق	بی نظر	مخالف	بسیار مخالف	۲-سئوالات زیر مربوط به میزان و سطح ارتباطات شما با گردشگران است.
۱	۲	۳	۴	۵	
					۱-۲- به طور کلی گردشگرانی که به منطقه ما می آیند، اهمیت و احترام کمی برای مردم بومی قائل هستند.
					۲-۲- من گردشگران ایرانی را به گردشگران خارجی ترجیح میدهم.
					۳-۲- در بیشتر اوقات، ارتباط دوستی بین من و تعدادی از گردشگران برقرار می شود.
					۴-۲- در موقعیت هایی بوده که خواسته ام کاری را انجام بدهم ولی بعزت و جود گردشگران، نتوانسته ام.
					۵-۲- من مایل هستم گردشگرانی از چهار گوشه عالم به این منطقه بیایند، تا اطلاعات بیشتری از فرهنگ آنها بدست آورم.
					۶-۲- من میتوانم تجربیات فرهنگی خود را با گفتگو با گردشگران افزایش بدهم.
					۷-۲- من ترجیح می دهم فقط گردشگران مسلمان، به این منطقه بیایند.
					۸-۲- گاهی امکان درگیری و رنجش بین گردشگران و مردم بومی در برخورد ها پیش می آید.
					۹-۲- من مایل هستم ، گردشگران مدت بیشتری را در این منطقه بگذاراند.
					۱۰-۲- من از معاشرت با گردشگران لذت می برم.
					۱۱-۲- من فکر می کنم جذب بیشتر گردشگر به این منطقه عقیده خوبی است.
					۱۲-۲- وقتی که گردشگران را در اینجا می بینم، احساس خوشحالی می کنم.
					۱۳-۲- من گردشگرانی که با تور به این منطقه می آیند به گردشگران انفرادی ترجیح می دهم.
					۱۴-۲- من همیشه رفتار دوستانه ای با گردشگران دارم.
					۱۵-۲- اکثر گردشگرانی که به این منطقه می آیند به فرهنگ ما علاقه نشان می دهند.
					۱۶-۲- اکثریت گردشگران به فرهنگ ما احترام می گذارند.
					۱۷-۲- گردشگرانی که به این منطقه می آیند به قوانین و مقررات ما احترام میگذارند و آن را رعایت می کنند.

**ج-سئوالات مربوط به مولفه اثرات اجتماعی-فرهنگی صنعت گردشگری**

بسیار مخالف	بسیار موافق	بی نظر	مخالف	بسیار مخالف	بسیار موافق
۱	۲	۳	۴	۵	
					۳-سنوالات زیر مربوط به نظریات شما در ارتباط با اثرات اجتماعی-فرهنگی صنعت گردشگری در این منطقه است.
					۱-۳- توسعه صنعت گردشگری امکانات تفریحی بیشتری برای مردم بومی فراهم می کند
					۲-۳- توسعه صنعت گردشگری وجه و تصویر بهتری از منطقه نشان می دهد.
					۳-۳- صنعت گردشگری مشوقی، برای نگهداری بهتر امکانات و تسهیلات بخش عمومی به حساب می آید.
					۴-۳- توسعه صنعت گردشگری، باعث افزایش کیفی سطح زندگی مردم این منطقه شده است.
					۵-۳- توسعه صنعت گردشگری در حفظ روش های سنتی زندگی من، موثر است.
					۶-۳- صنعت گردشگری در حفظ هویت فرهنگی جامعه موثر است.
					۷-۳- صنعت گردشگری عاملی در جهت حفظ آرامش محیطی این منطقه محسوب می شود.
					۸-۳- صنعت گردشگری عامل تبادل فرهنگی است.
					۹-۳- صنعت گردشگری موجب افزایش جرم در منطقه نمیشود.
					۱۰-۳- صنعت گردشگری باعث بهبودی شرایط بهداشت عمومی می شود.
					۱۱-۳- صنعت گردشگری تاثیری بر روی انجام وظایف دینی مردم نمی گذارد.
					۱۲-۳- صنعت گردشگری باعث توسعه زیرساختار ها می شود.
					۱۳-۳- صنعت گردشگری باعث نگهداری از مکان های تاریخی می شود.
					۱۴-۳- صنعت گردشگری موجب ارتقاء موقعیت اجتماعی-اقتصادی زنان شده است.
					۱۵-۳- وجود گردشگران عامل افزایش زباله در معابر عمومی نمی باشد.
					۱۶-۳- توسعه گردشگری باعث افزایش انواع سرقت در این منطقه نشده است.
					۱۷-۳- صنعت گردشگری امکانات بیشتری را برای ایجاد شغل برای مردم بومی فراهم می کند.
					۱۸-۳- صنعت گردشگری انگیزه ای برای ایجاد انواع فعالیت های فرهنگی مردم منطقه بوده است.
					۱۹-۳- صنعت گردشگری موجب افزایش اعتیاد به مواد مخدر، در میان مردم بومی نمی شود.
					۲۰-۳- صنعت گردشگری موجب ارتقاء سطح آموزش (فرهنگ) مردم بومی می شود.
					۲۱-۳- صنعت گردشگری موجب افزایش وندالیسم (صدمه زدن به اموال عمومی توسط مردم) نمی شود.
					۲۲-۳- صنعت گردشگری موجب رضایت بیشتر مردم از زندگی در این منطقه شده است.



				۳-۲۳- صنعت گردشگری موجب رواج مصرف نوشیدنی های الکلی در این منطقه نشده است.
				۳-۲۴- صنعت گردشگری موجب رواج فحشا در این منطقه نشده است.

**د: سنوالات مربوط به اعتقادات مذهبی**

بسیار مخالف	بسیار موافق	بی نظر	مخالف	بسیار مخالف	۴-سنوالات زیر مربوط به اعتقادات مذهبی شما و تاثیر آن بر صنعت جهانگردی است .
				۱	۴-۱- من به خداوند متعال از صمیم قلبم اعتقاد دارم.
					۴-۲- من به طور مرتب قران می خوانم.
					۴-۳- من معتقدم که خداوند متعال به من درزندگی کمک می کند.
					۴-۴- من نماز های یومیه را بجا می اورم.
					۴-۵- من زکاتم را به طور مرتب پرداخت می کنم.
					۴-۶- من همیشه نماز های یومیه ام راسر وقت می خوانم.
					۴-۷- دعا در زندگی به من کمک میکند.
					۴-۸- من بیشتر اوقات نماز های یومیه را در مسجد می خوانم.
					۴-۹- من معتقدم حجاب برای همه بانوان واجب است.
					۴-۱۰- اسلام به من کمک می کند که بهتر زندگی کنم.
					۴-۱۱- من تمام ماه رمضان را روزه میگیرم.
					۴-۱۲- به نظر من انجام فریضه حج تمتع در صورت امکان مالی ، واجب است.
					۴-۱۳- در زندگی شخصی من، مذهب اهمیت زیادی دارد.
					۴-۱۴- من به طور مرتب مبلغی را به عنوان صدقه و یا برای امور خیر کنار میگذارم.
					۴-۱۵- رسول اکرم(ص)راهنمای من در زندگی است.
					۴-۱۶- من به طور مرتب فریضه نماز جمعه را به جا می اورم.
					۴-۱۷- من یک فرد مذهبی هستم.

## ه- مشخصات فردی پاسخگو

- ۱-جنسیت : مرد  زن
- ۲-سن:..... متولد سال :.....
- ۳-وضعیت تاهل :
- متاهل
- عقد/نامزد
- بیوه
- طلاق گرفته
- مجرد
- ۴-محل تولد:.....
- ۵- چند سال است در این منطقه زندگی می کنید؟
- کمتر از ۵ سال
- بین ۵ تا ۱۰ سال
- بین ۱۱ تا ۲۰ سال
- ۲۱ سال و بیشتر
- ۶-میزان تحصیلات:
- بیسواد
- ابتدایی
- راهنمایی
- دبیرستان
- دیپلم
- پیش دانشگاهی
- فوق دیپلم
- لیسانس
- فوق لیسانس و بالاتر
- ۷- شغل شما چیست؟(لطفا مشخص بفرمایید).....
- ۸- آیا شغل شما مرتبط با صنعت گردشگری(ایرانگردی و جهانگردی ) است؟
- بله
- خیر
- ۹-حقوق/درآمد ماهانه شما چه اندازه است؟
- صد هزار تومان(۱۰۰۰۰۰) و یا کمتر
- صد و یک هزار تومان(۱۰۱۰۰۰)تا دویست هزار تومان(۲۰۰۰۰۰)
- دویست و یک هزار تومان(۲۰۱۰۰۰) تا سیصد هزار تومان(۳۰۰۰۰۰)
- سیصد و یک هزار تومان (۳۰۱۰۰۰)تا چهارصد هزار تومان (۴۰۰۰۰۰)

--چهارصد و یک هزار تومان (۴۰۱۰۰۰) تا پانصد هزار تومان (۵۰۰۰۰۰)

--پانصد هزار و یک هزار تومان (۵۰۱۰۰۰) و بیشتر

۱۰- آیا شما تا کنون آشنایی نزدیکی با گردشگر داخلی (ایرانی) داشته اید؟

--بله

--خیر

۱۱- آیا شما تاکنون آشنایی نزدیکی با گردشگر خارجی داشته اید؟

--بله

--خیر

۱۲- به نظر شما بدلیل کدامیک از موارد زیر گردشگران به این منطقه می آیند؟

--تفریح

--فرهنگ و قدمت باستانی

--طبیعت

--اکو توریسم

--خرید

--درمان (آبهای معدنی)

--استراحت

--دیدار دوستان و اشنایان

--زیارت

--موارد دیگر (لطفا مشخص بفرمایید).....

۱۳- سطح و میزان اعتقادات مذهبی خود را چگونه ارزیابی می کنید؟

--غیر مذهبی

--مذهبی

--کاملا مذهبی

۱۴- میزان رضایت خود را از توسعه صنعت گردشگری در این منطقه چگونه ارزیابی می کنید؟

--کاملا ناراضی

--ناراضی

--بی نظر (نه ناراضی و نه راضی)

--راضی

--کاملا راضی

در پایان هر نوع نظر و یا پیشنهادی دارید لطفا ذکر فرمایید

خواهشمند است ، قبل از تحویل این پرسشنامه، با بازنگری مجدد، اطمینان حاصل فرمایید، که به تمامی پرسشها، پاسخ داده شده است.

« از همکاری شما بسیار سپاسگزاریم»

# **APPENDIX F**

## Field Research Pictures

## Masooleh

Figure 1: view of Masooleh



Figure2: Entrance of Masooleh

Figure3: Local Imamzadeh (holy place) in Masooleh located at center of town, near of Bazaar



Figure 4: Path way in Msooleh



Figure 5: A local handicraft shop in Masooleh's Bazaar

Figure6: Researcher is collecting the questionnaire in one of house in Masooleh



## Sare'in



Figure 7: View of Sare'in from Anihita Hill

Figure 8: the Researcher is standing in front a mosque in Sare'in



Figure9: Tourists in Sare'in



Figure 10: Anahita Hill  
in Sare'in



Figure 11: The Sablan  
Hydrotherapy Complex in  
Sare'in

Figure 12: Center of Sare'in  
during low season



## **APPENDIX G**

### List of Contributions of the Study

## JOURNAL

- 2008-** Residents' attitudes, and perception towards tourism development: A case study of Masooleh, Iran. *Tourism Management (ISI)*, 26(6), 1233-1236.
- 2008-** The influence of socio-demographic factors on social cultural impacts of tourism: Case studies of Masooleh and Sare'in, Iran. *International Journal of Culture and Tourism Research (Journal of World Cultural Tourism Association (IJCTR))*, 1 (1), 111- 121.
- 2010-** Islamic tourism, and managing tourism development in Islamic societies: The cases of Iran and Saudi Arabia. *International Journal of Tourism Research (ISI)*, 12(1), 79–89.
- 2010-** The influence of Islamic religiosity on residents' perceptions of socio-cultural impacts of tourism: Iran (Case Studies of Sare'in and Masooleh). *Tourism Management (ISI)*. Accepted, revised, re-submitted.

In addition to the above list, a few further papers are in process.

## CONFERENCE

- 2007(July)** - *Tourism in minority communities: An investigation on a small conserved heritage area in Iran*. Paper presented at the International Conference on Heritage and Tourism: Community, Enterprise, Government & Tourists, Guangzhou, China.
- 2007(July-August)** - *Masooleh, a preserved heritage area in Iran*. Paper presented at the 2<sup>nd</sup> International Conference on Tourism & Hospitality, Putrajaya (KL), Malaysia.
- 2008 (November)** - *The affect of state religiosity on managing tourism development in Islamic societies*. Paper presented at the RARC International Conference 2008, Penang, Malaysia (awarded paper).
- 2008 (November)** - *Measuring Tourism socio-cultural impacts: Iran as case study*. Paper presented at the 9th International Joint World Cultural Tourism Conference, Seoul, South Korea.
- 2009(November)** - *The impacts of crises on tourism development: Case of Iran*. Paper presented at the International Conference: Positioning Planning in the Global Crises, Bandung, Indonesia.
- 2010(July)** - *Socio-Cultural Impacts of Tourism and Sustainability*. Paper presented at the Annual Association of Pacific Rim Universities Doctoral Students Conference (APRU DSC): "The Research for the Sustainability of Civilizations: Past, Present, and Future", Jakarta, Indonesia.

And,

## CHAPTER IN BOOK

**2010** - Iran: Tourism, Heritage, and Religion. In J., Jafari & N., Scott (Eds.), *Bridging Tourism Theory and Practice (Volume2) Tourism in the Muslim World*, (207-222), UK: Emerald Group Publishing.

**2011-** Iran: Shia Pilgrimage, and Tourism, In *Religious Tourism in Asia and the Pacific*, Madrid: United Nation World Tourism Organization (UNWTO), (Accepted, in progress).