

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

**HAMIRA ZAMANI-FARAHANI**

**THESIS SUBMITTED IN FULFILMENT  
OF THE REQUIREMENTS FOR THE  
DEGREE OF DOCTOR OF PHILOSOPHY**

**DEPARTMENT OF MARKETING  
FACULTY OF BUSINESS AND ACCOUNTANCY  
UNIVERSITY OF MALAYA**

**JANUARY 2011**