

Index

- Abbasid Revolution, 32
Accessibility, 249–250
Active participation, 178–179
and memories, 183–185
Adjusted goodness of fit index (AGFI), 237–239
Adolescents, 137, 138, 141
motivations and satisfaction, 141
Amir Bazaar, 37–38
Anglo-Soviet invasion of Iran, 33–34
Anthropocentrism, 270
Anthropologists, 47–48
Anti-Western authoritarian theocracy, 34
Apadana, 31
Apathy, 258–259, 261, 264–269, 313
and community development, 264–270
dimensions based on literature, 272
individual aspects of, 270–271
meaning and related constructs, 265–269
Architectural heritage, 214
Architectural renaissance, 32–33
Art history, 35, 140–141
Art tourism, 213
Arts tourists, 108
Ashura (10th day of Muharram in Islamic calendar), 305
Authenticity, 77, 173, 210, 211–212, 312–313
Authoritarian theocracy, 34
Autobiographical memory, 87–89
Average variance extracted (AVE), 234–237, 248
Awareness, 6, 76, 89–90, 224–225, 229, 287–291
brand, 225–226, 231
Bakhtiari, 208
Banks, 55
Basking, 89, 96–97
Benchmarking and culture, 90–93
Biodiversity, 69
Booking sites, 191
Booking.com, 190
databases of, 195–196
Bootstrapping, 250–251, 252
Bourgeoisie, 17
Brand
awareness, 225–226, 231
equity concepts, 225–226
image, 313
personality, 226
value, 225
Branding, 218–219
operations, 313
Bridging Tourism Theory and Practice, 2
Cambridge History of Iran, The, 30–31
Caspian Sea region, second-home tourism in
economic impacts, 280–281

- environmental impacts, 281–282
host community attitudes toward
second-home impacts,
288–291
second homes in Iran, 279–280
second-home market, 278–279
sociocultural impacts, 282–283
study methodology, 283–285
study results, 285–291
- Casual leisure, 107
Chicago Institute & The Oriental
Institute (2014), 36
- Chronology, 5–6
Civilization, 97–98
Co-creation, 122–124
Coding procedure, 178, 180
Collective memory, 70
Communication, 125–126
development, 190
heritage, 217
systems, 192–203
- Community, 78
community-based approach,
112–113
community-based tourism
development, 259
development, 264–270
heritage and culture, 112
- Community participation and
limits, 260–261
limitations to community
participation in tourism, 261
- Comparative fit index (CFI),
237–239
- Composite reliability (CR),
234–237, 248
- Confirmatory factor analysis, 231
- Constitutional Revolution
(1905–1911), 33
- Constitutionalists, 33
- Constructed assets, 119–120
Constructive authenticity, 122
Consumer behavior, eWOM
and, 194
- Consumer-generated content
(CGC), 176
- Contact dimension, 107
- Content analysis, 175–176,
177–178, 181
- Country's morphology, 208–209
- Critical incidents, 43–44, 51
- Critical invisible cultural heritage
features, 67
- Cronbach's alpha, 234
- Cross-cultural relations, 114–115
- Cultural heritage, 30, 67–68,
69–70, 105, 120, 211, 216,
218, 309, 314
- management, 120–121, 216–217
- sites, 213–214
- tourism, 120–122, 170
- See also* Intangible cultural
heritage (ICH)
- Cultural tourists, 1–2, 105–115,
311
- host–guest relations and expected
sociocultural impacts,
109–113
- prospects of tourism development
in Iran, 113–115
- Culture, 1, 19, 50, 61–62, 67,
90–93, 104–105, 137–138,
155–156, 311–312
- assets, 66
- attractions, 106, 180–181
- barriers, 258
- challenges, 19
- chronology and heritage
of Iran, 30
- confusion, 49–50

- contacts, 107
- contrariety, 13
- culture-led agendas, 78
- of destination, 2
- diversity, 213
- encounters, 49
- exchange, 209–210
- identity, 136
- landscape, 2, 35, 73–74
- resources, 171, 214–215
- tourism, 1–2, 30, 39–42, 65–66, 105, 109, 208, 311
- Currency, 55
- Customary laws, 75
- Customer
 - engagement, 123–124
 - enthusiasm, 225
 - satisfaction, 54–55
- Customs, 19
- Dark tourism. *See* International tourist arrivals
- Data extraction process, 196
- Decentralization of tourism management, 309–310
- Decision-making processes, 12–13, 139
- Deductive procedure, 179
- Deductive thematic analysis, 126–127
- Deductive-inductive analysis approach, 180–181, 182–183
- Demographic variables, 231
- Descriptive coding, 180
- Destination, 224
 - branding, 217, 218–219
 - destination-specific attributes, 125
 - image of, 6–7
 - personality, 6, 228, 231, 313
- Destination brand awareness (DBA), 227–228, 231, 235–237
- Destination brand image (DBI), 225–240, 235–237
 - convergent and discriminant validity and model fits, 238
 - data analysis and study results, 231–240
- demographic profile of respondents, 232–234
- exploratory factor analysis results, 235–237
- hypothesis development, 227–229
- research methodology, 229–231
- Destination brand value (DBV), 227, 235–237
 - development, 225
- Destination image (DI), 171–185, 224, 244–253
 - measurement model, 249–250
 - profile of respondents, 247
 - structural model, 250–253
 - study methodology, 246
 - study results, 246–247
- Destination loyalty (DL), 226–227, 244–253
- Destination personality contemporaneity (DPC), 235–237
- Destination personality excitement (DPE), 235–237
- Destination personality ruggedness (DPR), 235–237
- Divorce, 45
- Domestic tourism, 76, 208
- Driving behaviors, 52–53
- Durbin-Watson test, 142

- E-commerce, 190
E-democracy, 261
Ecocentrism, 270
Economic(s), 46–47, 55
challenges, 17–19
diversification, 276
system, 46
Ecotourism, 104, 208
Education and learning, 138
Educational and multidisciplinary agency, 34
Eiconics, 173
Eid al-Adha (feast of sacrifice or Hajj festival), 305
Eid al-Fitr (marking end of Ramadan), 305
Elamite civilization, 34–35
Electronic word of mouth (eWOM), 192, 193
and consumer behavior, 194
tourism development, 193
Emotional labor, 50
Emotions, 50, 178–179
Encyclopædia Iranica, 30–31
Engagement, 119, 122–124
Enthusiasm, 50
Entry visa, 15–16
Environment(al), 137–138
apathy, 270
impacts of second-home tourism, 281–282
Ethnicity, 34
Ethnography, 71–72
Evolution, 192–193
Exceptional hospitality, 312
Existential authenticity, 122–123
Experiential images in photographs, 176
“Exuberance” category, 180–181
Facebook, 59, 312
Factor loadings, 234–237
“Fake culture”, 282–283
Fars Province, 213–214
Feminine cultures, 93
Festivities, 69
Feudalism, 16–17
Flickr, 176
Food, 53, 54
Fruitful policy approach, 113
Functioning cultural heritage site experience, 119–130
co-creation, socialization, and engagement, 122–124
cultural heritage tourism, 120–122
memorable tourism and positive post-travel intentions, 124–126
study methodology, 126–127
study results, 127–130
See also Intangible cultural heritage (ICH)
Gastronomic tourism, 213
Gay relationships, 45
Generic process, 90
Geopolitical borders, 70–71
Global Muslim Travel Index, 301–302, 305
Glocalization, 11–12
of tourism, 20–22
Gonbad-e Qabus, 37
Goodness of fit index (GFI), 237–239
Governance, 12–13
Government, 12–13, 18
control economic processes, 14
Great Persian Famine (1870–1871), 33

- Great Silk Road, 163
 Gross domestic product (GDP), 40–41
 Guest–host relationship, 122–123
- Hadis*, Islamic traditions, 161
 “Hajj”, Ancillaries of Faith, 92
 Halal, 296–297
 accommodation, 298–299
 airport services, 299
 destination facilities, 300–301
 finance, 300
 food and beverage, 298
 tour packages, 299–300
 Halal tourism, 296, 297
 in Iran, 303–305
 in Islamic countries, 301–302
 Hamadan, 213–214
 Handicraft production, 15–16
 Handicrafts townships, 104
Haram, 298
 Health tourism development, 208–209
 Healthcare, 58
 Heritage, 2, 34, 67–68, 104–105, 119–120, 137–138
 experience, 121, 183
 tourists, 108, 171–185
 value, 182–183
 Heritage attractions (NA), 249–250
 Heritage sites of Shiraz, 5, 244
 destination image, satisfaction, and loyalty in, 244–253
 measurement model, 249–250
 profile of respondents, 247
 structural model, 250–253
 study methodology, 246
 study results, 246–247
 Heritage tourism, 135–136, 170, 171, 172, 212–214, 263
- cultural heritage, 34–37
 cultural tourism, 39–42
 historical context, 31–34
 historical perspective, 30–42
 Islamic and post-Islamic heritage, 37–39
See also Intangible cultural heritage (ICH)
- Heterogeneity, 106
 Higher education, 58
Hijab (Islamic dress), 305
 Historical heritage, 30–31, 104
 Hospitality, 2–3, 5–6, 312
 in everyday life, 157–166
 history of hospitality in Iran, 163–164
 Iranian food hospitality, 162–163
 Iranian literature, 159–160
 Iranian people, 164–166
 Iranian religious beliefs, 160–162
 Host communities, 6–7, 258, 269–270
 Host culture, portraiture of, 59–62
 Host–guest relations, 109–113
 Hostilities, 30, 34
 Hotel performance indicators, 195
 Hotel search engines, 190
 Human behaviors, 19
- Ideology, 13
 Image, 171, 173
 of destination, 210, 244–245
 formation of Iran, 170
 values, 313
See also Destination brand image (DBI); Destination image (DI)
- Imports, 55
 Incident analysis, 52–53, 54–55, 56–58

- Incomplete formation of civil government, 16–17
- Independent* (newspaper), 164–166
- Independent traveler, 191
- Inductive procedure, 179
- Inductive thematic analysis, 126–127
- Information processing theory, 174
- technology, 172
- Infrastructure (I), 249–250
- maintenance, 75
- Innovation, 312–313
- in territorial governance, 214–216
- Instagram, 312
- Institutional barriers, 20
- Intangible asset, 65–66
- Intangible cultural heritage (ICH), 65–66, 67–78, 172, 310–311
- domestic and international tourism, 76
- interaction within Persian context, 70–71
- study methodology, 71–72
- study results, 72–76
- beyond tangible, 68–69
- tourism and ICH interaction, 69–70
- See also* Heritage tourism
- Intangible culture, 1
- Intangible heritage, 120
- Intellectual comprehension, 178–179, 182–183
- Intellectual motivations, 136
- Intention to recommend (IRC), 235–237
- Intention to revisit (IR), 235–237
- Intercultural dialogue, tourism and, 216–218
- Internal marketing, 313
- International calendar (Gregorian) system, 15–16
- International tourism, 76
- activity, 211
- development, 312–313
- industry, 156–157
- in Iran, 211
- market, 104–105
- See also* Tourism
- International tourist arrivals, 13
- Internet, 176, 190, 192–193, 196, 199
- Interview process, 127
- Iran, 2, 3, 7, 11–12, 70, 208, 212–213, 224–225, 296, 305
- cultural heritage, 34–37
- future of past in, 218–219
- future of tourism in, 208
- halal tourism in, 303–305
- heritage tourism in, 212–214, 263
- innovation in territorial governance, 214–216
- second homes in, 279–280
- tourism and intercultural dialogue, 216–218
- tourism development in Iran, 210–219
- tourism in, 302–303, 304
- Iran Cultural Heritage and Tourism Organization (ICHTO), 20
- Iran National Tourism Development Plan, 15, 20
- Iranian, 155–156
- automobile industry, 55
- citizens, 85
- cultural beliefs, 157
- food hospitality, 162–163

- history, 30, 39
 hospitality, 53
 Islamic architecture, 37
 literature, 159–160
 monuments (1931), 36
 Muslims, 92
 people, 164–166
 Plateau, 29–30, 31
 religious beliefs, 160–162
 society, 14–15, 34, 43–44, 52,
 155–156
 tour guides, 43–44, 51
 tourists, 84
- Iranian cultural heritage (ICH),
 212–213
 sites, 119
- Iranian Cultural Heritage,
 Handcrafts and Tourism
 Organization (ICHHTO), 34
- Iranian culture
 approaching cultures, 44–62
 economics, 46–47, 55
 of hospitality, 158–159
 kinship, 45–46, 51–55
 knowledge emotions, 49–50
 politics, 48–49, 57–59
 portraiture of host culture, 59–62
 religion, 47–48, 55–57
 study method and results, 50–51
 tour guides, 50
- Iranian Revolution (1979), 34
 Islam, 84–85, 161
- Islamic
 architecture, 214
 culture, 161, 214
 festivals, 158–159
 finance, 300
 heritage, 37–39
 national symbols, 156
 religion, 32
- Islamic Republic of Iran. *See* Iran
 Islamic Revolution (1979), 17–18,
 304–305
- Islamic tourism
 concept and practice, 296–305
 halal accommodation, 298–299
 halal airport services, 299
 halal destination facilities,
 300–301
 halal finance, 300
 halal food and beverage, 298
 halal tour packages, 299–300
 halal tourism in Iran, 303–305
 halal tourism in Islamic countries,
 301–302
 tourism in Iran, 302–303
See also Second-home tourism
- Jafari's tourist immersion model, 86
- Japanese economic marketing
 methods, 20–21
- Kandovan. *See* Kandovan Village
 Kandovan Village, 118
 “Karans”, 118
 Kermanshah, 213–214
 Khuzestan Province, 213–214
 Kinship, 45–46, 51–55
 Kinship, economics, religion, and
 politics (KERP), 44–45, 59
- Knowing, 89
- Knowledge, 50
 accessibility, 61–62
 emotions, 49–50, 59
 and skills, 138
- Land, 69
- Learning, 139–140

- Leisure, landscapes, and learning tourists (3 “L” tourists), 210–211
- Life, 69
- Life-enriching activity, 93
- Likert scale
- 5-point, 230, 231
 - 7-point, 230, 231
- Linear regression analyses, 142, 144–145
- LISREL version 9, 30, 234
- Literary heritage, 213
- Literature, 69
- Local community, 258, 277, 278, 313–314
 - engagement, 215
- Local lifestyle, 73–74, 279
- Longevity, 85
- Loyalty, 226–227
 - of tourists, 244
- Luxuriating, 89
 - commentary, 100
- Market segment, 276
- Marketing, 218–219
- Marriage, 51–52
- Marveling, 89
- Masculinity tendencies, 93
- Mashhad, 304
- Masjed-e Jame* (Friday mosque), 37
- Material heritage, 67, 68
- Mausoleum of Oljaytu, 37
- Mazandaran province, 284
- Means, 143
- Measurement model, 249–250
- Medieval-style Muslim society, 33
- Memorable experience, 5, 107, 116, 124–125, 132
- Memorable tourism, 124–126, 130
- Memorable tourism experiences (MTEs), 87–89
- Memory and savoring, 85–99
 - benchmarking and culture, 90–93
 - key positive savoring terms, 89
 - mean scores for savoring
 - dimensions, 95
 - study findings, 94–99
 - study method, 93–94
 - value of vacations, 89–90
- Memory-based story, 86
- Mesopotamian models, 36
- Metasearch engines, 190
- Migration of tribes, 41
- Mithraism, 160–161
- Mixed-method approach, 312
- Motivations, 137
 - motivational factors, 137
 - to visit museums, 139–140
- Mozaffarieh Bazaar*, 37–38
- Multivariate statistical analysis technique, 246
- Museums, 136
 - measures and data analysis, 142–143
 - motivation to visit museums, 139–140
 - satisfaction and experience, 140–141
 - study methods, 141–142
 - study results, 143–145, 147
 - and tourism, 137–145
- Muslim conquest of Persia (633–656 CE), 31–32
- Muslim-friendly tourism, 297
- Naqqali* (Iranian art of dramatic storytelling), 212–213
- National economic development, 18

- National Geographic* (newspaper), 164–166
- National identity of Iran, 310
- National oil-based economy, 16
- Natural heritage, 170, 177
- Natural resources, 171, 214–215
- Niche market, 170
- Nomad tours, 208
- Nonmaterial heritage, 67
- Normed fit index (NFI), 237–239
- Nowruz* (ancient Persian New Year), 212–213
- Object-based authenticity, 122
- Oil, 11–12
- income, 17–18
 - oil-based economic society, 17–18
- Online comments, 191
- Online commercialization, 190
- Online reputation
- of hotels, 194–195
 - management, 191
- Online travel agencies (OTAs), 190, 192
- Organization of Islamic Cooperation (OIC), 301
- Organizational structure, 20
- Organized tour, 182–183
- “Paideia approach to cultural heritage management”, 217
- Parse-Pasargad Research Foundation, 35, 36
- Partial least squares (PLS-SEM), 246
- Pasargadae Ensemble, 35
- Pearson’s bivariate correlations, 143
- Perceived authenticity, 77, 173
- Performative labor, 50
- Performing arts, 69
- Persepolis, 39
- Persia. *See* Iran
- Persian, 156
- culture, 32, 92, 311
 - Gardens, 35–36
 - Gulf, 31
 - heritage, 70–71, 84–85
 - interaction within Persian context, 70–71
 - politeness, 54
- Persianate process, 32
- Persianization, 32
- Perso-Islamic gardens, 35–36
- Photo-based research
- approaches, 175
- Photographs, 176
- Pictorial analysis method, 179–180
- Pictorial image, 6
- Pictorial materials, 175
- Pilgrimage, 36, 38, 41–42, 56, 96–97
- Policymaking, 12–13
- for tourism development, 23
- Political beliefs, 13
- Political economy, 12, 15
- development, 11–12
 - economic challenges, 17–19
 - glocalization of tourism, 20–22
 - incomplete formation of civil government, 16–17
 - institutional barriers, 20
 - priorities of tourism policymaking in Iran, 23
 - sociocultural and religious challenges, 19–20
 - study results, 22–23
 - and tourism in Iran, 12, 14–23
- Political ideology, 13, 19

- Political tensions, 30–31, 40
Politics, 48–49, 57–59
Portraiture of host culture, 59–62
Positioning of hotel, 191
Positive post-travel behavioral intentions, 130
Post-Islamic heritage, 37–39
Post-revolution tourism movement, 313–314
Post-travel intentions, 124–126
Pre-Islamic era, 30
Pre-Islamic Iranian architecture, 35
Pre-Islamic national symbols, 156
Pre-Revolution period, 14
Preachers Travels, The, 39
Price, 312
Price and value (PV), 249–250
Protection of World Cultural and Natural Heritage (1972), 68
Psychology, 270–271
and memory studies, 84
Public participation, 215
Pyramidal stepped monument, 34–35
Python programming language, 196–197
Qashqai, 208
R-square value (R^2 value), 253
Recollection of experience, 87
Recreational experiences, 121
Religion, 47–48, 55–57
Religious beliefs, 47–48, 70, 160–162
Religious tourism, 19–20
Reproductive technologies, 45
Residents, 262
Residents' apathy, 258–259, 264
and tourism community development, 259–271
Respondents, 143
Restoration of relics, 104
Risk averse cultures, 93
Root mean square error of approximation, (RMSEA), 237–239
“Royal garden”. *See* Perso-Islamic gardens
Royal Mosque (Masjed-e Shah), 38–39
“Royal Road”, 31
Rural development, 287
Rural tourism, 276
Russo-Persian Wars (1804–1813 and 1826–1828), 33
Sacred natural sites, 76
Sacred symbolism, 38
Satisfaction, 224, 228–229
of destination, 244–253
and experience, 140–141
Savoring, memory and, 85–99
benchmarking and culture, 90–93
key positive savoring terms, 89
mean scores for savoring dimensions, 95
study findings, 94–99
study method, 93–94
value of vacations, 89–90
Schools, 136
Scrappy, 196–197
Sea, sand, and sun tourist (3 “S” tourist), 210–211
Second generation of web-based services, 176
Second homes
in Europe, 280
in Iran, 279–280

- market, 278–279
 owners, 283
 users, 278–279
- Second-home tourism, 276–291, 313–314
 economic impacts, 280–281
 environmental impacts, 281–282
 growth of, 277
 host community attitudes toward second-home impacts, 288–291
 second-home market, 278–279
 sociocultural impacts, 282–283
 study methodology, 283–285
 study results, 285–291
See also Islamic tourism
- Segregated public spaces, 56
- Semiotic analysis, 175–176
- Sensory perception, 178–179, 181–182
 “Serious leisure”, 107
- Shab-e Chelleh, 158
- Shab-e Yalda, 158
- Sharia tourism, 297
- Shia Muslims*, 158–159
- Silk Road, 39, 163
- Sizdah Bedar*, 212–213
- Smart tourism, 261
- Smart-PLS, 246, 250–251
- Social elements, 69
- Social exchange theory, 264, 277
- Social factors, 121
- Social media, 312
 average rating of staff, 201
 average value of comfort, 200
 comments by country within Booking. com, 202
 and communication systems, 192–203
- databases of TripAdvisor and Booking. com, 195–196
- eWOM and consumer behavior, 194
 filtering, 58–59
 for marketing purposes, 176
 online reputation, 194–195
 study methodology, 196–197
 study results, 197–203
 websites, 176
- Social process, 47
- Social travelers, 210–211
- Socialization, 122–124, 129, 145
- Society, 18
- Sociocultural conditions, 12
 effects, 110
 factors, 14–15
 and religious challenges, 19–20
- Sociocultural impacts, 109–113
 of second-home tourism, 282–283
- Socioeconomic activity, 76
- Solar (Hijri) system, 15–16
- Souvenirs, 85–86, 157, 162
- Spectrum of accessible knowledge, 60
- Spillover effect, 108
- Spirituality, 69
- Sport tourism, 208–209
- SPSS 23.0, 234
- Spyder, 197, 199
- Staff rating, 199
- Stakeholders, 259, 278
 attitudes, 277
 theory, 278
- Standard deviations, 143
- Standardized root mean square residual (SRMR), 237–239
- State ideology, 11–12, 13–14

- State policies, 12–13
Storytelling, 6
Storytelling, 312
“Stranger” culture, 282–283
Strategic management theory, 66
Strategy making, 71–72
Structural equation modeling (SEM), 246
Structural model, 250–253
Sunni sect, 56
Surprise, 49
Sustainability, 277–278
 assessment, 47
Sustainable development, 67, 136,
 277–278
Sustainable policy, 259
Sustainable tourism
 development, 65–66, 262
 programs, 259
Symbols, 69
- Ta’arof*, 54, 157
Takht-e Soleyman, 37, 215–216
Tangible asset, 65–66
Tangible cultural assets, 164
Tangible culture, 1
Tangible heritage, 120
Tangible pre-Islamic assets, 159
Territorial governance, innovation
 in, 214–216
Textual analysis, 178–179
Textual and visual-based exposition
 of Iran
 active participation and
 memories, 183–185
 emotions category, 180–181
 heritage tourist and DI, 171–185
 intellectual comprehension
 category, 182–183
- pictorial analysis method,
 179–180
sensory perception category,
 181–182
study methodology, 176–180
study results, 180–185
 textual analysis method, 178–179
Textual data, 170, 175, 178
Thanksgiving, 89, 95–96
Time-based momentum, 86
Times, The (newspaper), 164–166
“Top Things to Do” category,
 177–178
Tour guides, 50
Tourism, 1–2, 13–14, 49, 66,
 137–138, 171, 210–211,
 277, 313–314
 activity, 211–212
 behavior, 119
 decisionmakers, 75–76
 destination, 300–301
 future in Iran, agenda for, 309
 government and governance,
 12–13
 and hospitality industry, 2–3
 and ICH interaction, 69–70
 impact, 110
 and intercultural dialogue,
 216–218
 in Iran, 192, 302–303
 Iran’s political economy and
 tourism, 14–23
 management, 75–76
 in Muslim, 296
 photography, 175–176
 planning and development, 258
 planning and strategy making,
 71–72
 state ideology and tourism,
 13–14

- Tourism community development, 259–271
 apathy and community development, 264–270
 community participation and limits, 260–261
 conceptual frameworks, 270–271
 factors shaping residents' support, 262–263
 heritage tourism in Iran, 263
 Tourism development, 209, 215, 258, 309–310, 312–313
 based on eWOM, 193
 in Iran, 113–115, 209–219, 314
 Tourism-phobia, 263
Tourismification process, 309–310
 Tourist(s), 70
 cycle, 86
 experience, 224
 stories, 87–89
 tourist-generating markets, 15
 tourist-oriented reproduction-style alternatives, 121
 Tourist's satisfaction (TS), 140, 224, 226, 228–229, 235–237
 Trackers, 196
 Traditional Islamic hospitality, 41
 Traditions, 156–157
 Transformational tourism, 218
 Travel, 93
 career, 108–109
 encounters, 71
 photography, 175
 and tourism, 296
 Travel companion, 142
 Travel Environment (TE), 249–250
 TripAdvisor, 170, 177–178
 databases of, 195–196
 normalizes WOM
 recommendations, 125–126
 Twitter, 59
 Two-step model approach, 234
 UNESCO Creative Cities Network (UCCN), 213
 UNESCO World Heritage Convention (1972), 120
 United Nations Educational, Scientific and Cultural Organization (UNESCO), 163
 world heritage site, 118–119
 United Nations World Trade Organization (UNWTO), 15
 “Unnatural” culture, 282–283
 Urban cultural tourists, 113–114
 Urban destinations, 113
 User-generated content, 177–178
 Vacation memories, 90
 “Value & significance” category, 180–181
 “Value co-creation”, 119
 Value of vacations, 89–90
 VB-SEM, 248
 Visit museums, motivation to, 139–140
 Visitors' satisfaction, 137
 Visual content analysis, motifs/objects extracted from, 185
 Visual data, 175
 analysis, 170, 174
 Visual image, 171
 Visual movement, 174
 Visual stimuli, 175, 184–185
 Visual support, 174
 “Vitality & fascinating” category, 180–181
 Volcanic remnants, 118

- Vulnerability of mono-economy, 208
- Web Qualitative Data Analysis (webQDA), 178, 180
- White Revolution, 33–34
- Wi-Fi, 199
- Women
- clothing, 55–56
 - public wear, 161–162
 - in society, 52
- Word of mouth (WOM), 192–193
- recommendations, 125–126, 245
- World Development and Annals of Tourism Research*, 12–13
- World Health Organization (WHO), 138
- World Heritage List (WHL), 30–31
- World heritage sites, 109, 170, 177
- World Tourism Organization, 106–107
- World Travel & Tourism Council (2017), 40–41
- YouTube, 176, 312
- Ziyarat, 303–304
- Zoroastrianism, 32, 74–75, 160–161