

*Bridging Tourism Theory and Practice*  
*Volume 10*

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## **Experiencing Persian Heritage**

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Recognizing the increasing gap between what is researched in academic community and what is practiced in industry, this series aims to bring together academic and industry leaders in their respective fields to discuss, exchange, and debate issues critical to the advancement of tourism. The book series intends to not only create a platform for academics and practitioners to share theories and practices with each other, but more importantly, to serve as a collaborative venue for meaningful synthesis.

Each volume will feature a distinct theme by focusing on a current or upcoming niche or “hot” topic. It shows how theories and practices inform each other; how both have evolved, advanced, and been applied; and how industry best practices have benefited from, and contributed to, theoretical developments. Volume editors have both strong academic credentials and significant consulting or other industry engagement experiences. Chapter contributors will be identified through professional conferences and trade conventions. In general, the book series seeks a synergy of how concepts can inform actions, and vice versa. The book series will inspire a new generation of researchers who can translate academic discoveries to deliverable results valuable to practitioners.

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# **Experiencing Persian Heritage: Perspectives and Challenges**

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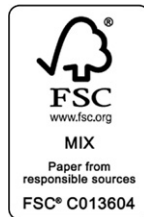
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Editors