

# **The Pivotal Spirituality Approach to Tourism (A New Revolution in Consolidating Peace and Friendship from the Local to the Global Scale)**

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## **Abstract**

One of the ways to consolidate peace and friendship despite the remarkable progress of humanity is tourism and spirituality. Tourism can change the tourists' worldview and attitude by increasing their knowledge from visiting the landscapes of nature, geographical locations and legacy of the ancients, a change in adherence to the principles and values and the Slavery of the unique god. Being combined with peace and friendship, tourism can create a strong friendship and solidarity in the minds of tourists through recognizing the legacy of the past and the recognition of different nations and religions and different ethnicities and cultures. This solidarity and friendship is very important especially in the current and global era due to the problems of community life such as air pollution, psychological problems, cyber threats, and social abnormalities. Given this approach and employing the analytical-descriptive method, this paper seeks to answer the following question: How the tourism-related dimension of spirituality can be able to create peace and stability and to strengthen peace and friendship among different societies from a local to the global scale? The findings of the research indicate that in the event of spirituality overcome in the tourist industry and travel of tourists, all activities of the tourist have the capacity to establish peace and cooperate on all scales. And tourism and spirituality for peace and friendship between nations and cultures are a powerful tool and a good platform.

**Keywords:** Local to global, Peace and friendship, Scale, Spirituality, Tourism.



پروپوزیشن گاہ علوم انسانی و مطالعات فرہنگی  
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## **Introduction**

Tourism in the present age is not merely the commuting of travelers to different places of the world and visiting different places, but there are various consequences in economic, cultural, peace and friendship and other fields, and the travel of a tourist can be derived from the belief and culture of the tourist based on values. The issue of peace and friendship from the local to the global level has been one of the main challenges in human history. In addition, to date, there are various ways to maintain peace and stability globally and regionally, as well as the domestic environment and various scholars and thinkers have commented on this. But the achievement of sustainable peace and friendship at different levels requires the provision of security and peace in various dimensions. It is not possible to achieve lasting stability and security, and consequently, permanent peace and friendship around the world, due to the fluidity of human activities as well as the changing conditions of the universe. However, by adopting new tactics and Effective, it was possible to some extent hope for peace and stability in the region and the world. The spiritual dimension of tourism, which has different economic, cultural, social, political, can pave the ground for strengthening the mechanisms of unity and solidarity of nations and countries in various dimensions. The present study, therefore seeks to examine the point whether tourism and spirituality can be able to create peace and friendship on a variety of scales; and why is it an important factor in creating peace at different levels.

## **2. Research Method**

This research is an applied-developmental research and based on the descriptive-analytical method while the needed data and information has been collected from library and internet resources. It has been tried to explain and analyse the findings and present solutions related to the research based on scientific reasoning.

### **3. Theoretical issues**

#### **3.1. Tourism and its necessity**

Tourism is an opportunity for the exchange and interaction of two cultures. UNESCO insists that a cultural dimension should be added to social and economic activities and this is only possible with the goal of mass flow of tourists and turning it into positive action. Cultural tourism is the main philosophy of UNESCO (Dolatabadi and Yaghub Zadeh, 2009). Tourism provides the opportunity for travel and recognition of other cultures, and its development will lead to the development of close relations and peace between people. Tourism also promotes awareness between cultures and makes people respect each other's cultures and ways of life (Chandra Sins, 2011: 41). Travel and tourism in the world today are the largest international trading resource and economically important and valuable. Countries competition in this field has now become a marathon of development. The World Trade Organization (WTO) has introduced tourism as the second largest service sector in international trade after Banking. The global scope of the tourism industry, the development of technological innovations, the flow of capital, culture, information, and increased revenues, and the improvement of communication conditions, have made tourism a more distinctive service (Amir ezdi and Rajae, 2010). Tourism is gaining momentum in the world and it is a new revolution in the history of human development.

Different courses of revolution in human development include: (A) Agricultural revolution for livelihoods and human nutrition; (B) Industrial revolution for the production of materials and tools and for the comfort of human life; (C) The information revolution that came with the invention of computers and electronic industry (ICT) and led to the digitization of information; (D) The virtual revolution that led to the expansion of the World Wide Web and information technology, the second space of virtual nature (Hafez Nia and Kaviani Rad, 2014: 272);

and (E) Revolution of tourism: considering the conditions of today's world, the reality is undeniable and countries can take advantage of this industry to have appropriate and constructive communication and interaction with their surroundings and have successfully implemented the culture of tourism in their community.

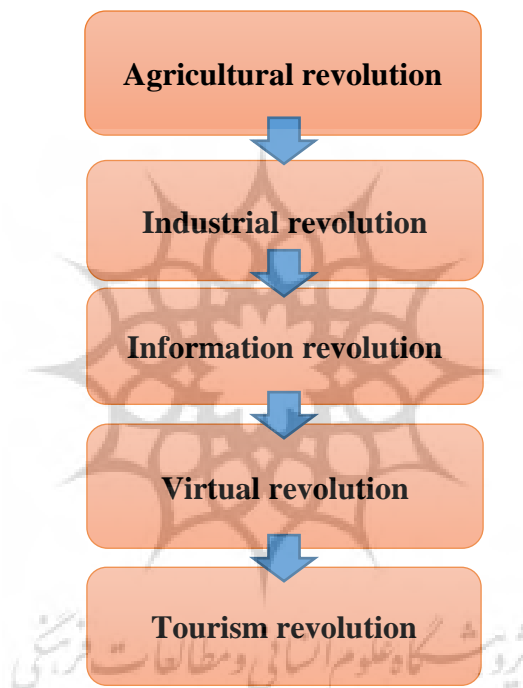


Fig 1. The stages of the evolution of the human revolution  
(Writer,2017)

### 3.2. Axial Spirituality and Tourism

The world today, in spite of the marvellous advances in communication and technology, scientific and economic development, not only secured mental health, but also added to psychological, emotional, fear, insecurity and anxiety. Religion can be an agent of anxiety control and feelings of insecurity and a means to calm down (Wali Zadeh and Momeni, 2014). The spiritual tourism is one of the ways to better understanding the history, culture and values of religious beliefs and the peaceful coexistence of religions among countries.

In addition, religious places, in addition to their sacredness and their unique spirituality, represent the customs, beliefs and thoughts of the people (Ahmadi Shapur Abadi and Sabzabadi, 2010). The existence of religious had such credibility that, in many cases, the main reasons for initial establishment were considered as the next development of cities. Is one of the key elements for meeting the spiritual needs of humans (Soltani, 2015). Spirituality is not necessarily religion. It is a way of being, attained via cultivation of body, mind, emotions and energies that blossoms within us. The feelings of being overwhelmed by a powerful and blissful experience. A spiritual seeker seeks experience that makes them joyful and peaceful (Kaism, 2016). The importance and necessity of the development of Spiritual tourism with its functions such as: Income generation, growth in the field of economics at the regional level and more important than its functions and its effects on the development of Spiritual values, culture at the regional, national and international levels (Ahmadi Shapur Abadi and Sabz Abadi, 2010). Because all human beings have a common ground, they can have a peaceful and friendly life together. Tourism is a valuable tool for introducing it. In sum, it can be said that tourism and spirituality have different social and cultural functions in society.

### **3.3. Tourism and Peace**

From a political point of view, tourism has an impact inside and outside countries. From Geopolitical and geopolitical capital point of view, tourism introduces new theoretical issues that some of which are competitive, and some promote international cooperation (Dolatabadi and Yaghubzadeh, 2009). The more communications in the areas of tourism, societies are more closely aligned and cooperate instead of the conflict (Abbasi and Ali-Mardani, 2014). Tourism has grown exponentially and overshadowed the fate of countries, international relations, and national and global economies. By adapting their national structures to this fact, countries are trying to process the potential and capabilities of attracting tourism, especially in the international and spherical dimension. On the other hand, they are building new tourism

capacity (Hafez Nia, 103: 2006). There is no doubt that if tourism and spirituality develop and evolve, they will have positive effects in establishing peace and friendship on a local, national, regional, and global scale. Moreover, the result will be peace and tranquillity throughout the universe.

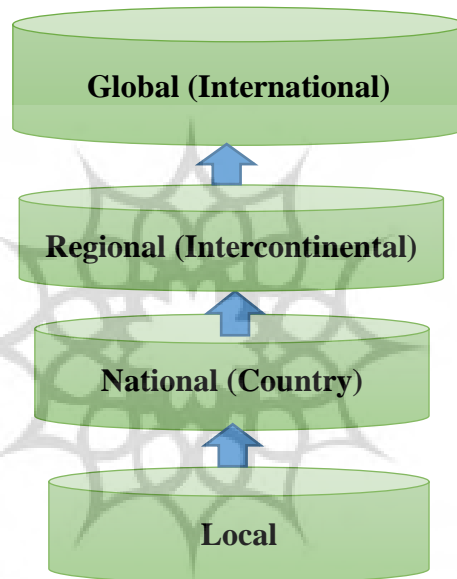


Fig. 2. Different Levels of Tourism in Creating Peace and tranquility  
(Writer, 2017)

In fact, geographic factors are involved at all levels. Global strategies should be made available through geographic information resources and high-level decisions are essentially geopolitical (Ezenty, 2010: 29).

The approaches that govern sustainable and peaceful tourism are as follows:

A) The Polar contradiction approach: In this approach, sustainable tourism and mass tourism are considered as two-way;

B) Continuous approach: In this attitude, sustainable tourism and mass tourism have never been mutually controversial, but the community is constantly trying to diverge towards sustainable tourism;

C) Motion approach: By adopting realistic and positive solutions and practices, mass tourism is gradually oriented towards sustainable tourism; and

D) Convergence approach: An approach that takes all of the tourism options toward sustainability (Taulaie, 2006: 128). It is clear that tourism once will move towards convergence that the dominant model of which is spirituality, and its infrastructure and its substrates. Levels should also be started from the local level to the further learn later.

#### **4. Research findings**

##### **4.1. Tourism and peaceful spirituality at a local scale**

Peace and friendship must first be established in small areas, in order to expand its effects on the scale. Meanwhile, tourism is facilitating such a situation with a spirituality perspective. It is certain that unity and solidarity are a long-term process, so, in order to evolve this process, the first smaller environments in this direction would rise to see its expansion in larger dimensions. Spirituality and Peace have effective functions. In other words, relations between political actors, governments and individuals can have the following results: (A) National Security and Public; (B) Co-operation and assistance to achieve common goals and to resolve local, regional and global issues; and (C) National development utilizing the conditions of security and peace, as well as the cooperation and assistance of other actors (Hafeznia, 2006: 349). Many researchers consider tourism as a tool for economic development, especially in local communities because tourism development can increase national and local development (Ziaee and others, 2013: 60). Among the leisure activities, tourism has the greatest diversity and mobility and, on the other hand. One of the goals of tourism is to raise awareness, to create vitality, peace and satisfaction from the leisure of people using natural and cultural resources (Ahmadian and Baghernia, 2014). Cultural relations between tourists and hosts, while it can change host culture in order to adapt to



the culture of tourists, it can restore cultural identity at the local level. (Ghadiri maesum, 2011: 121).

Spirituality and tourism are factors that boost local economy and create jobs as well as improving the infrastructure (Shamaie, 2008). Studies show that the sustainability and learning of national communities in diverse societies, is based on the low-quality relationship between people in different regions. Development of tourism and domestic tourism, especially in the aspect of its central spirituality, is one of the propositions that can be of great help in creating effective communication and is of great help in strengthening the convergence of the. In order to boost local tourism with a spiritual approach, the tourism culture in the community must dominate and the central government will grant widespread local authority to the sectors to provide a platform for expanding local tourism and subsequently to strengthen national convergence in countries. Tourism and spirituality have a high potential for the emergence of correlative functions if these potentials are properly planned in line with the policies of the country. In addition, the attention must be paid to the culture of different provinces and their markets to promote the economic level of these subcultures and preserve their culture and historical works. With this view (spirituality), the multiplicity of subcultures is not a threat, but an opportunity to promote and expand cultural exchanges.

#### **4.2. Tourism and Peaceful Spirituality on a National Scale**

When the culture is the goal of development, tourism is considered as one of the important sources of socio-economic development. On the other hand, the capabilities of the tourism industry in each country are cultural capital itself. Hence, the relationship between cultural capital and tourism industry is directly and reciprocally (Karroubi and Zandi, 2014). At the national level, tourism and spirituality are a strategy for national unity therefore; the country's leaders and thinkers should provide targeted measures to promote the tourism industry at the

national level. At the national level, the economic and spiritual aspects of tourism are important factors in the development of peace and national security; because it brings together religions, ethnicities and different cultures. The spiritual culture is the main body of a national culture and the point of transcendence of the national life of that culture. Arts, language, literature, philosophy, politics, beliefs, traditions, laws, and sciences are considered as elements of spiritual culture (Chandra Sins, 2001: 23).

One of the main concerns of multi-ethnic nations, such as Iran, is maintaining national solidarity. Because of the presence of centrifugal forces, it reinforces the divergence and threats of national unity in such societies. Therefore, these countries are always seeking to consolidate national identity and convergence of ethnic groups for their survival. In the meantime, spiritual factors, have an irrefutable role in the cohesion and unity of different ethnic groups. One of the solutions to the unity of ethnicity and the strengthening of patriotism is the attention to the tourism industry, especially tourism and spirituality. Due to the privileged capabilities of spiritual tourism, this kind of countries has favourable conditions for the creation and development of national identity among the ethnic groups. For example, the existence of these elements (spiritual agents) in all Iranian ethnic groups is one of the factors that can play an indispensable role in shaping the collective identity of Iranians. The common history of the tribes, under the name of the Iranian nationality, the Persian language which is known as the common language, common myths and heroes and common national characters, and finally, national identity are among the important elements of convergence (Salehi Amiri, 2006: 408). That is, by increasing the inter-ethnic cooperation that the tourism boom is an example of this cooperation, the sense of national solidarity and the acceptance of plurality will be strengthened (Maghsudi and Arsia, 2011). Due to the cultural-religious situation of Iran among other countries, spiritual tourism has a significant cultural development in Iran. also plays a role in the scientific circles as a coordinating factor (Karroubi and Zandi, 2011: 129). Other branches of tourism, such as

sports tourism, medical tourism, etc., are also important. Moreover, at national level, educational institutions should be fully committed to promoting the culture of tourism and spirituality to overcome the positive consequences of tourism on its negative points, to provide peace and stability at the national level throughout the country. In fact, at the national level of tourism industry, it should start from childhood and in educational centres, to promote the general culture of tourism. It will pave the way for the development of the country in various dimensions. Education plays the most important role in this regard and an important factor in satisfying tourists and, consequently, sustainability of the flow of tourism to the destination. (Ziaei, 61:2012).

### **4.3. Tourism Spirituality and Regional Peace**

Spirituality and tourism are a good opportunity for governments to reassert the issue of dialogue between cultures and reject the hypothesis that the encounter between cultures and civilizations is unavoidable. (Maghsudi and Arsyah, 2009). Regional systems include geography-based regional system; regional system based on a social system in which the cultural-social consistency of human groups refers to a vast geographical area; and a regional system based on co-operation, solidarity and cooperation among governments in various cultural, political and economic spheres (Ghadiri, 2011: 123). Tourism can contribute to the development of peace (Zargham Borujeni and Khosravani Dehkordi, 2012). This situation leads to the creation of peace in a region or world through the expansion of technical, economic and commercial, ideological, cultural and political ideologies. Tourism as a converging factor creates the opportunity for countries in a region to exploit the potential of each other in a cooperative way. Finally, regional ties that produce historical, natural, geographical, economic and security needs, can lead to global understanding during the final evolutionary process (Amir Ozdi and Rajai, 2010). The new regionalism approach conceptualizes convergence as a multidimensional phenomenon based on a social construct. Within that framework, there is cooperation on economic,

political, environmental and development issues (Hatna, 2012). One of these convergence mechanisms is the regional level of the tourism industry and its spirituality. Countries that share a large amount of historical and cultural coexistence in the region can use the potential of this industry to grow their region, like the Muslim countries, who should balance their inclination towards the economic growth of the tourism industry and the preservation of people's religiosity (Timothy and Alsen, 2013). International and regional tourism is a tool for world peace through dialogue and dialogue between cultures and civilizations and is very effective in realizing the spirit of solidarity, peacefulness and avoidance of hostility and violence. Islamic countries are well-positioned due to cultural diversity, customs and traditions, environmental diversity, and the talent necessary to expand the tourism industry and the spirituality of the tourist. This could provide grounds for the issuance of peaceful spirits of Islam to the nations.

#### **4.4. Spirituality of tourism and peace on a global scale**

International tourism, with a spirituality approach, is an instrument for world peace through dialogue between cultures and civilizations and is very effective in realizing the strengthening of the spirit of solidarity, peacefulness and the avoidance of hostility and violence. Tourism is the gateway to the world; it is a tool for public diplomacy and international development and a powerful response to global challenges and terrorism (Zargham Borujeni and Khosravani Dehkordi, 2012). The tourism industry is not a way to entertain or monetize, but it is the cause of the world people's relationship and peace and friendship in the world. According to the liberal view of tourism, it increases the economic ties between governments and individuals internationally. Person-to-person communication created through commerce and services leads to increased wealth and the creation of a conscious middle class calling for political freedoms (such as democracy). Therefore, tourism at both micro and macro levels can act as a catalyst for the development of peaceful relations (ibid. 26). The tourism industry has the capacity to operate peaceful ideas internationally and in the world, which, if accompanied by spirituality, will lead to lasting

peace and friendship among nations. Like the conversation of civilizations (Ahmadian and Baghernia, 2014). The approach to social tourism values is related to the dimensions of the humanitarian behavior of the human being based on age, nationality, cultural and intellectual education of the social environment, thought, religion, and imitative factors. The benefit of living together with satisfaction and meeting the spiritual needs (happiness and tranquility) is a concern for maintaining the health and morality of the changing values of the tourism industry. Recent global developments that ultimately lead to a new global system will be created as a result of the evolution of geostrategic fronts. It seems that due to the approaching goals of the strategies of the great powers to each other, especially because of the deadlock of reaching military strategies, new geostrategic aspects will fit into the world's most sensitive areas, and this will make a big change in the application of geostrategic realms that will certainly increase their numbers (Ezita, 189:2010). The global system is also moving toward macroeconomic competition, that is, the world passes through the geostrategic stage and goes to the geotechnical foundation (Ezita, 2010: 221). This evolution of geo-economics and global convergence will be facilitated and implemented through the tourism industry and spirituality. To achieve international solidarity in the direction of tourism there must be some barriers such as negative propaganda, misconceptions, lack of awareness of the lack of welfare and medical facilities, disregard for the demands of tourists, and the weakness of the statistical and monetary system. must consider the external and internal factors influencing tourism.

Eliminates and mitigates weaknesses and strengthens strengths and replaces economic perspectives with human attitudes (Asad Zadeh, 2013: 8).The World Tourism Organization (UNWTO) argue that awareness between cultural and personal friendships created by tourism is a strong drive to promote international understanding and contribute to peace among the nations of the world. In fact, the full subset of tourism is built around the concept of promoting peace through travel ([www. mehrnews.com](http://www.mehrnews.com)). The development of tourism

and spirituality at the global level requires the participation of countries, governments, nations and various organizations.

### 5. Important factors in the creation of tourism spirituality

At the end of the research and in the following figure, the important elements that have played role in the creation of tourism and spirituality, followed by the development of peace on a variety of scales are pointed out as follows:

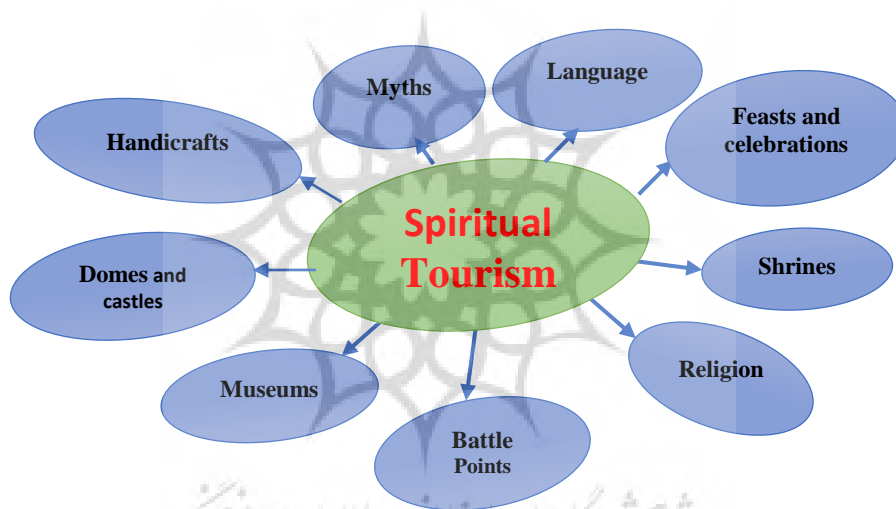


Fig. 3. Important factors in the creation of tourism spirituality

That is, tourism involves by definition travel from one place to another and, hence, the relationship or connectedness between tourists and the places where they both come from and travel to very much determines the nature of the tourism experience, including its potential spiritual dimension (Sharples, 2016). The cultural heritage in every country is sometimes tangible, such as mosques, shrines, churches, temples, sometimes intangible such as customs, and spiritual and religious rituals. However, it should be noted that spirituality is not necessarily in religious aspects but everything associated with the human soul can have a root in spirituality (Johannian, 2017).

For example, The Islamic religion was accepted because of its powerful spiritual attraction and its emergence in the neighborhood of the Iranian civilization, and Iranians have made great efforts to promote and advance it. Religion is one of the most important pillars of human spirituality tensions (Rajabi and Sartipi, 2011). The tourism industry creates an opportunity for residents to present their culture directly and without intermediary to the enthusiasts in real form. This practice, in particular, strengthens the pride and solidarity of the host society and increases the threshold of tolerance to other cultures (Maghsudi and Arsia, 2011). Today, tours of war zones in the world, in addition to being an opportunity to celebrate the defending warriors of each country; serves as a school for teaching and promoting a culture of peace and showing the devastating consequences of war and violence to future generations, and a review of lessons and testimonies from which bloody battles can be exploited. In addition, visiting such places and memorials will strengthen the unity and integrity of the ethnic groups, groups and subcultures within a country (Imani, 2015: 8). Tourism in war zones has a decisive role in the cohesion and unity of the tribes. This is important by recreating the scenes and events of the battle by the survivors, and describing and paying for these issues for future generations. The cultural heritage of any nation that influences its national identity includes a collection of general rituals, architectural styles of traditions, celebrations, myths, customs and culture of people and language (Maghsudi and Arsyia, 2011). National and religious festivals and celebrations are among the other symbols of national solidarity. Participating in these celebrations and observing the ancient customs, sympathies and thoughts are displayed symbolically by the people. Moreover, through this, at least once a year, they renew their bondage with their ancestors and relatives and give them new life to their legacies (Gharakhlu, 2001: 22).

## **6. Conclusion**

The tourism industry and its spirituality approach in the current and in the age of globalization is one of the most important dominant



discourses for creating peace, stability, security and the evolution of human society in various dimensions. Indeed, new revolutionary tourism is in the history of humankind and has significant and effective implications in political, economic, cultural and other fields. However, one should not neglect the negative aspects of this industry, if the various components of tourism, such as health tourism, religious tourism, sport tourism, are used optimally. Creating lasting peace and friendship in the world requires convergence and unity on a local, national and regional scale to provide a platform for global peace and security. This will be achieved with the proper development of the tourism industry and the promotion of the spirituality approach. In fact, local, national, regional, and global levels are complementary, and tourism and spirituality are the connecting link between these levels. Of course, in the meantime, the national level, given the significant impact on other scales, is the most important part of tourism for spirituality and peace and friendship. Therefore, the necessity of national level measures and solutions is worth paying attention to tourism development and spirituality. In general, it can be said that if spirituality-oriented tourism is well implemented, it will bring about the following consequences in creating peace:

**At local scale**

- ✓ Creation of employment and economic and cultural development (national satisfaction of the inhabitants of the region and the continuity of peace and stability);
- ✓ Prevention the migration of indigenous people (the rise of patriotism and the establishment of national unity);
- ✓ Increasing the spirit of self-esteem and self-confidence (awareness and National pride);
- ✓ People's coexistence (strengthening peace and friendship).

**At national scale**



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- ✓ Development of the country (increased self-awareness and national prestige);
  - ✓ Introduce the culture and history of the country to foreign travelers (the creation of a culture of peace and friendship);
  - ✓ Interaction and communication with other countries (establishing peaceful relations and introducing peace and friendship);
  - ✓ Entry of foreign investment (national development and progress);
  - ✓ National solidarity and correlation (establishment of national stability and authority).

#### **At regional scale**

- ✓ Preventing War and Violence (Regional Peace and Stability);
- ✓ Establishment of unions and tourism organizations (regional integration);
- ✓ Investment in the field of tourism and competition with other regions of the world (regional development and progress);
- ✓ Traveling to neighbouring countries (establishment of regional unity and security);

#### **At global scale**

- ✓ Investing in economic and cultural fields and reducing military spending (creating global peace and security);
- ✓ The link between nations (creating peace and friendship in the world);
- ✓ Familiarity with religions, cultures and civilizations in the world (establishing a sense of world-class friendship);
- ✓ To hold conferences on the promotion of tourism and spirituality (global cultural and scientific partnership);
- ✓ The mentioned issues include the positive effects of the promotion and growth of the tourism industry and spirituality, and the creation

of peace and security on a variety of scales. At the end of the discussion, there are some suggestions for the growth of tourism and spirituality, as well as the areas of global peace and friendship:

Considering the spiritual tourism, peace and friendship in cyberspace and preventing extremism in it;

- The need for more spiritual tourism, given their high effectiveness in creating peace;
- Strengthening tourism diplomacy with a central spiritual approach in the region and in the world for greater peace and stability;

Involving the private sectors in various countries in the development of tourism and spirituality and the strengthening of peace – friendship;

Establishment and formation of international and regional trade unions and organizations in the field of tourism and spirituality for sustainable peace and security;

Conducting national, regional and global conferences with subject tourism and spirituality;

Introduction of the new generation with tourism opportunities and spirituality in schools and higher education institutions;

Establishing a global television network, in order to benefit from its privileges in various fields, especially in the spiritual aspect, due to its profound effects; and

- Convening the spiritual interactions of international tourists through the establishment of non-governmental associations for peace and friendship

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