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Intergenerational Mobility VS Heritage Tourism in Hawraman

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Abstract

The current study aims and issues to investigate and interpret the relationship between cultural heritage tourism and intergenerational social mobility in the Hawraman region of Iran. Due to the conditions and requirements of the research, a mixed-method design has been selected to conduct the study. In the first phase of the research, a survey on the impact of heritage tourism on intergenerational mobility in the Hawraman region was conducted among 354 local community members. Using SPSS software, the data from this section were analyzed. Then, a grounded theory approach was employed to fulfill the aims of the research's second phase. Here, the required data was obtained from 17 "in-depth and free interviews" with native participants whose businesses were related to heritage tourism. The findings in the first part of the research show a significant correlation between heritage tourism as the independent variable and social mobility as the dependent variable. In the second part, 33 sub-categories and 12 major categories related to the impact of heritage tourism on social mobility were identified. The results indicate that heritage tourism has transformed the local economy in a way that has led to the social mobility of the current generation. This study has some useful implications both for policymakers and researchers to have a better image of heritage tourism establishments, their requirements, and impacts in the Hawraman region of Kurdistan province of Iran.

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Introduction

One of the most notable topics that has been dedicated to a vast extent of the research in tourism studies is the economic impact of tourism on the destination society (Mason, 2003). Most researchers agree that tourism affects human interaction with the destination in various environmental, economic, cultural, and social dimensions (Mason, 2003). However, economic impacts are paid more attention because of their significant role in the rapid development of a country's economy (Van Beugen, 2005; Tepelus, 2000; Wonbera, 2019), or being the main source of income for many countries (Stezhko et al., 2020; Chattopadhyay et al., 2021; Liu et al., 2022).

On the other hand, factors such as its big market size (Kerstetter et al., 2001; Huh et al., 2006; Baycan & Girard, 2011; Timothy, 2011; IMARC, 2023) its essentiality and profitability (Timothy & Nyaupane, 2009; Luo et al., 2022), and its economic gains to local people (Markman, 2020) has placed heritage related studies in the center of tourism researches.

As a well-known heritage destination, the Hawraman/ Uramanat region is one in which some economic impacts could easily be seen. In the old days, people in this region were engaged in farming, animal husbandry, and later smuggling goods. However, in 2021, a part of the Hawraman region was inscribed on the UNESCO World Heritage List as a cultural site under the name "Cultural Landscape of Hawraman/Uramanat". Yet, even long before the formal inscription, the region was impacted by general and heritage tourism activities, and many scholars have covered these impacts in their studies. But apart from some of the general impacts, some particular impacts need to be addressed. As some authors have stated, as a public good, heritage entails problems of intergenerational and intra-generational distribution of costs and benefits, and the local communities' final aim is to promote economic exploitation (Cellini & Cuccia, 2016). Also, some there are pieces of evidence show that heritage tourism has evaluated livelihood in the region. However, the existing studies have focused on the overall impact of tourism development on the general state of the local economy rather than the effects that a specific kind of tourism could have on a distinctive social class or generation. Also, these studies have been unable to identify the different beneficiaries in the local community. Inspired by these socio-economic impacts at the micro level, current study issues cover assessing and explaining the relationship between heritage tourism and social mobility in the Hawraman region. Accordingly, this research raises a question on the relationship between heritage tourism development and intergenerational social mobility and tries to describe, explain, and interpret this relationship.

Literature review

The background of this study can be divided into two categories: those that are indirectly relevant and those that are directly relevant. A review of the first category studies shows that they have focused on

some general economic impacts of tourism in destination societies. A large body of these studies has been done on tourism development and some general issues like economic growth, development, employment, and ... according to some studies, tourism development has a role in the reduction of inequality of income distribution through employment and job creation (Belisle & Hoy, 1980; Khan et al., 1990; West, 1993, Uysal & Gitelson, 1994; Archer, 1995, Davis et al., 1988; Hall, 2000; Durbarry, 2002, Balaguer & Cantavella-Jorda, 2002; Dritsakis, 2004; Chao et al., 2009; Garsous et al., 2017; Zhang & Yang, 2023). In addition, some other studies have concluded that tourism development has contributed to poverty alleviation in two factors: tourism contributes (Ayres, 2000; UNWTO, 2002; UNCTAD, 2013; Zhang & Yang, 2023). Another group of scholars' conclusion indicates that tourism development and its consequences, which have been addressed above, results in economic growth (Dwyer et al., 2009; Ekanayake & Long, 2012; UNCTAD, 2013; Rasool et al., 2021); economic development (Sahli & Nowak, 2007; Dwyer et al., 2009; Rasool et al., 2021), and welfare of the destination society (Chao et al., 2009). Some of these results indicate that tourism development has affected the quality of life in the destination society, both directly and indirectly (Ridderstaat et al., 2016).

Also, as far as directly related backgrounds are concerned, despite some critical views on the economic and socio-cultural impacts of tourism in the Hawrman region (Ghasemi et al., 2020), the general view on the tourism impacts in the district is positive, and there is a lot of indication on such an impact. Some authors (Mohammadi et al., 2018; Mirzaei et al., 2010) indicated the direct relationship between tourism development and the region's general livelihood. Others have mentioned some mediators to this relationship, including; job creation (Mirzaei et al., 2010), putting an end to youth migration (Habibi & Salimi, 2016), the establishment of tourism-related enterprises (Ghanian et al., 2012), development of the five dimensions of sustainable livelihood (Veisi & Nikkhah, 2019), and increasing standard level of life in the region through income average (Babakhanzadeh, 2013). Also, it has been stated that local people see these consequences as improving their livelihood and economic life (MohamadPour & Iman, 2008).

As it can be understood from the above review, previous studies have been conducted using quantitative methods like surveys or other statistical techniques, neglecting social actions and thoughts. The current study, however, covers these research gaps by focusing on a rather more specific subject and applying a more comprehensive in-depth method. This is a mixed method that enables the researchers not only to achieve a total insight into the ordering of reality but also to understand individuals' intentions and conditions.

Methodology

Although there are different methods for the analysis of intergenerational social mobility (Ritzer, 2007), according to the requirements of the subject of this research, an Explanatory Sequential mixed methods design - with a quantitative and a qualitative phase - was used as the research methodology. There are many reasons for using this type of research methodology (Maxwell, 2005; Cohen et al., 2007; Doyle et al., 2012; Creswell & Clark, 2017), however, as far as this study is concerned, a mixed method design has been used due to the complementarity and development of the process of research on the study phenomena.

Explanatory Sequential design arises in two different phases. First, the data required for the quantitative part of the research is collected and analyzed. Then, based on the results of the first phase, the second part of the research comes to pass by compilation and analysis of required qualitative data. (Johnson & Christensen, 2008; Creswell & Clark, 2017; Schoonenboom & Johnson, 2017; Shorten & Smith, 2017). In this design, a researcher follows up on a specific quantitative finding and explains it with qualitative data. Figure 1 indicates the explanatory sequential design phases.

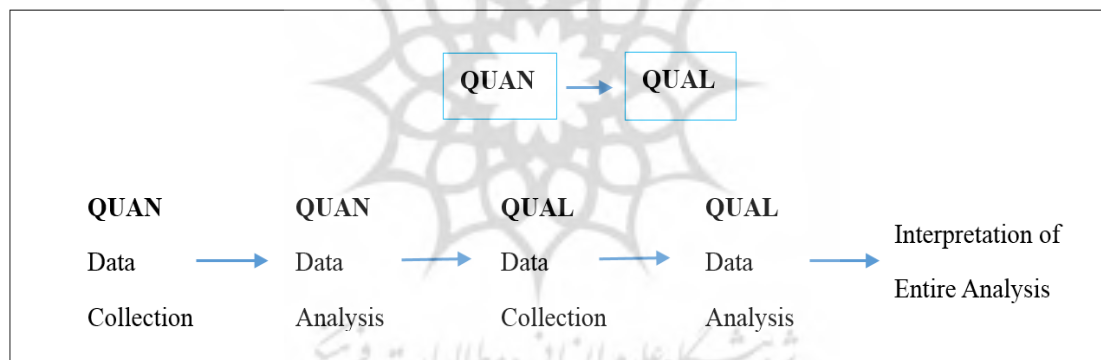


Figure 1. Explanatory Sequential design phases (Creswell, 2009)

Creswell and Clark (2017) suggest that a researcher should shift from a postpositivist to a constructivist theoretical assumption when this design is adopted in a study. The researcher follows the postpositivist assumption to select instruments and moves to the constructivist assumption as they value multiple perspectives and in-depth exploration (Creswell & Clark, 2017). Then, integration of the results of the two phases occurred during the interpretation phase, and the interpretation used convergence of the findings to strengthen the results.

Findings

Part 1: The Quantitative Analysis

This part of the research comprises a positivist approach in which a description and analysis of a causal relationship is aimed. The purpose of this part was to provide a descriptive-analytical perspective, which gives us an overview of the relationships between the research variables. Accordingly, the "survey" method was selected to collect the required data. After collecting the background and theoretical literature of the research, a questionnaire was compiled in two parts: the first on the status of heritage tourism in the region, and the second on the relationship between heritage tourism and social mobility. The next step was to select the sample community; first, among forty villages in the region, three tourism villages of Selen, Belbar, and Hawraman Takht were picked using the random sampling method. These three villages were the most visited ones. These three villages were also the number one preferred destination by heritage tourists. Then, using the Cochran formula, 354 residents of these three villages were determined as the sample size of the research. Of course, these samples were randomly selected, and the questionnaire was distributed among them.

validity and reliability of the questionnaire

The current research questionnaire was prepared under the supervision of the professors and experts, and finally, its validity was approved by them. Also, to measure the reliability of the questionnaire tool, Cronbach's alpha coefficient in SPSS software was used. Achieving the same results (de Vaus, 2014) shows the reliability of the indicators of the tool.

Table 1. The alpha value of the questionnaire tool (The research findings, 2024)

Construct	Questions	Number Of Questions	Alpha Value
Social Mobility	1-5	5	.895
Heritage Tourism	5-11	6	.934

Data Analysis Method

After distributing questionnaires and collecting the required data, SPSS software version 28 was employed to analyze the data. The analysis was done at two descriptive and inferential levels. In this way, the output of descriptive statistics, such as the percentage of answers to each question, mean, and standard deviation, was acquired. All the questions were tested for skewness and Kurtosis. Finally, after ensuring the normality of the data, Pearson and linear regression analyses were performed to test the hypotheses.

Descriptive findings

As presented in Figure 1, about 60% of the total research sample is male and 40% of the total research sample is female, and the age groups of 20-24 years for women and 25-29 years for men have the highest frequency. Also, Figure 2 shows that bachelor's has the highest frequency in the research sample followed by diplomas and below. Finally, according to Figure 3, gardening and agriculture jobs for the men of the research sample and housekeeping for the women of the research sample have the highest frequency.

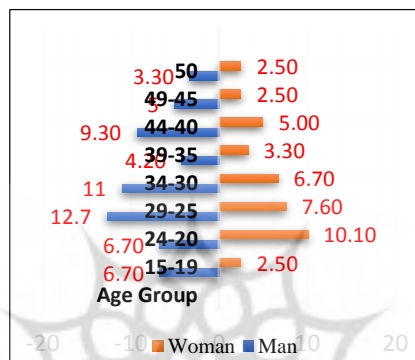


Figure 1. Percentage distribution of the research sample according to variables of Gender and Age groups (Research findings, 2024)

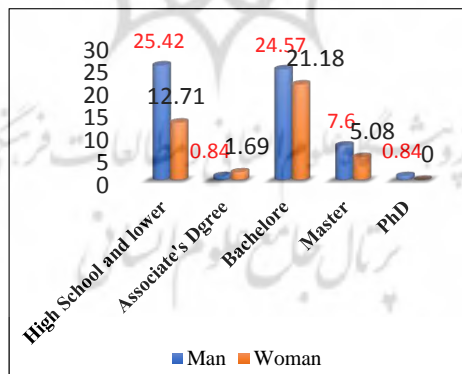


Figure 2. Percentage distribution of the research sample according to variables of Gender and Education (Research findings, 2024)

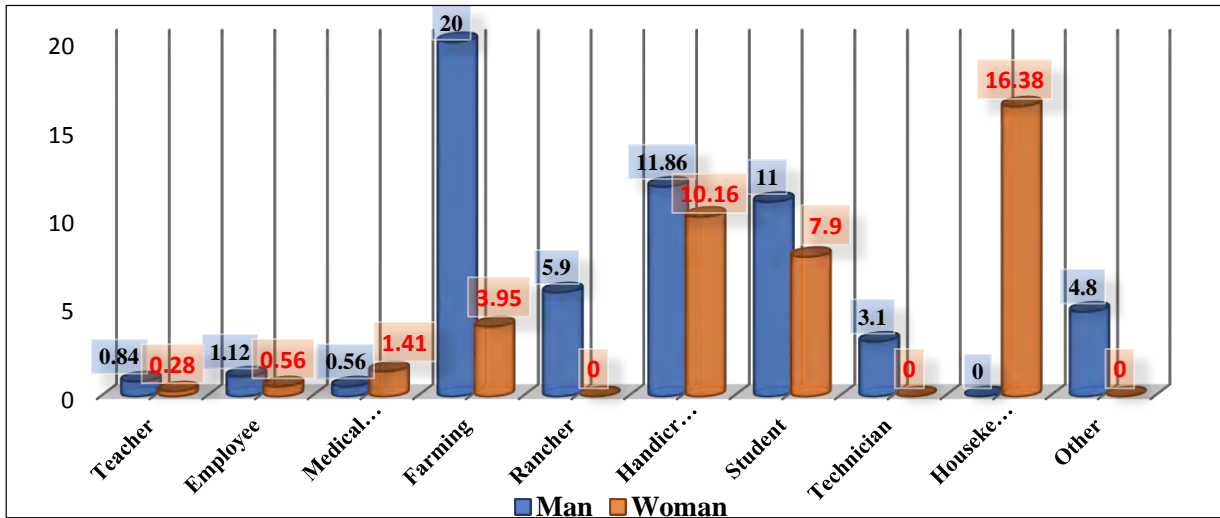


Figure 3. Percentage distribution of the research sample according to variables of Gender and Age Groups (Research findings, 2024)

Findings

After ensuring the normality of the population's distribution, the parametric tests of Pearson's correlation coefficient and linear regression were employed to test the research's hypotheses. The results of these tests, which are shown in tables 2 indicate that Cultural heritage tourism has been effective in the social mobility of the local community of Hawraman region. The results of Pearson's statistic for the above hypothesis confirm the existence of a significant relationship.

Table 2. Pearson Value for social mobility and heritage tourism (Research findings, 2024)

Social mobility	Heritage tourism	Pearson
.990**	1	
.000	Significance level	
	354	sum

The results of this table also show a positive correlation between heritage tourism as an independent variable and social mobility as a dependent variable. Also, the value .993 shows a direct and strong correlation.

Also, in the second place, a linear regression test was employed to explain and predict the relationship. The results of linear regression of the relationship between heritage tourism and social mobility are shown in Tables 3 to 5.

Table 3. Linear regression determination coefficient of the relationship between heritage tourism and social mobility (Research findings, 2023)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990 ^a	.980	.980	.17383

a. Predictors: (Constant), Heritage Tourism

Table 4. The results of the ANOVA test in the linear regression of the relationship between heritage tourism and social mobility

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	175.866	1	175.866	5819.895	.000 ^b
	Residual	3.505	352	.030		
	Total	179.371	352			

a. Dependent Variable: Social Mobility
b. Predictors: (Constant), Heritage Tourism

As Table 5 shows, the significance level is .000. Therefore, the regression model is suitable for expressing the changes in the dependent variable and helps to predict the dependent variable well.

Table 5. Coefficient of covariation of linear regression of heritage tourism and social mobility.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.222	.051		-4.337	.000
	Heritage Tourism	1.026	.013	.990	76.288	.000

a. Dependent Variable: Social Mobility

Part 2: The Qualitative Analysis

Qualitative Data Analysis:

This part of the research comprises an interpretive approach in which local actors' understanding of events is included. The purpose of doing this part was to complete, develop, and perceive those aspects of the subject that remained uncovered in the previous part. According to the fundamentals of interpretivism, the presence and participation of the researcher in the research field is one of the best ways to understand and interpret the studied phenomena. Consequently, due to its compatibility with the research approach, the grounded theory method was employed to carry out the qualitative part of the research. After that, considering the unique and sensitive nature of the research subject and the need to

access a particular subset of people, the purposive sampling technique was applied to choose the research samples. Then, using semi-structured interviews, the required data were collected from 17 interviewees (Although the data gathering reached saturation in the 15th interview, to ensure that no new category occurred, the interviews were continued). Finally, after completely transcribing, the interviews were transferred into MAXQDA software to conduct three levels of coding.

After completing the data analysis and drawing the related theoretical model to check and evaluate the reliability, the results and findings of the research were provided to some participants (member checking). Also, these findings, as well as all coding steps, were evaluated by experts in the field of grounded theory as well as supervisors and consultants (audit trail).

Along with doing open coding, 12 main categories, 32 sub-categories, and 483 concepts were identified. Next, axial coding was done, in which sub-categories were clearly linked to the 12 main categories. Also, the type of category was determined in terms of belonging to causal, process, and result categories. These categories and sub-categories are presented in the table 6.

Table 6. The categories of the qualitative analysis (Research findings, 2024)

Category Type	Main Categories	Sub-Categories
Contextual Conditions	Economic Competitions	Getting A Better Car, Buying A Property In The City, Conspicuous Consumption
	Changes In The Livelihood System	Poor Productivity In The Agriculture And Horticulture Sector, Growing Willingness To Work In The Service Sector, Lack Of Interest In Animal Husbandry
	Thriving Tourism Industry	The Increase In Housing Prices In The Villages Of The Region, The Increase In House Rent, Migration Or Travel Of Local People To Other Places
Causal Conditions	Escaping From Poverty	Struggling For A Better Life, Higher Living Expenses
	Saturation Of Other Sectors Of The Local Economy	The Lack Of Essential Agricultural Land, The Impossibility Of Providing Land And Farms By The New Generation, The Poor Productivity Of The Industrial Sector
	A Change In The New Generation's Attitude Toward Occupation	Interest In High-Profile Jobs, Interest In Easy Jobs
Evolving Conditions	Government Assistance To Promote The Tourism Industry In The Region	Allocating Funds And Credits To The Development Of Tourism, Holding Festivals And Other Cultural Programs To Attract Tourists
	The Relative Development Of Infrastructure	The Development Of Transportation Infrastructure, The Development Of Communication Infrastructure Such As The Internet
Action/Interaction Strategy	Savior Tourism	Lucrative Job, Amusing Profession, A Cheerful Life, Following A Tourism Lifestyle
	Development Of Communication And Socio-Economic Capital	Meeting People From Different Cultural Origins, Meeting Powerful And Influential People, Developing Business Interactions
Consequences	Improving The Individual's Financial Situation	Starting A Tourism Business, Reducing Unemployment, Increasing People's Income

	Improving Livelihood And Becoming Multi-Occupational	Working in The Tourism Sector as A Second Job, Increasing The Financial Circulation Of Money, Promoting Social Welfare
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Causal conditions:

Causal or causative conditions are those events that affect the phenomena (Strauss & Corbin, 2008). According to the data analysis, escaping from poverty, saturation of other sectors of the local economy, and A change in the new generation's attitude toward occupation have been identified as causal conditions of local people's turning toward tourism activities in the region. "Escaping from poverty" refers to the fact that the local people, especially the educated youth, do not have a fixed income or pension and live below the poverty line. Therefore, they will always look to a way out of the status quo. In this regard, participant "3" states: *"There is not much work to do here; depending on one's situation, one is forced to either go after COLBARI¹ Alternatively, enter this business [tourism]"*. Also, participant "8" says, *"The cost of living has skyrocketed here; whenever and wherever there is work, people [here] are there and go after it, especially if it is related to tourists."* "Saturation of other sectors of the local economy" is another causal condition in this research. Even before the boom of tourism, the Hawraman region was an exporter of labor, and hundreds of men migrated to the neighboring big cities to find jobs. Moreover, population growth, and the increasing number of educated people, have caused a shortage of job opportunities in the horticulture and animal husbandry sector for the young workforce. In this regard, participant "11" says: *"There is no land left; the elderies have taken over the farms; they have wives and children and have to work hard to make ends meet."* Also, participant "4" says: *"I calculated by myself; the technical work is not worth the effort. Because of the high injury rate, you have to spend most of your money there, and you do not have any comfort anymore."* "A change in the new generation's attitude toward occupation" is another identified causal condition in this research. This concept means that, unlike their predecessors, the current generation wants to avoid suffering and hardship in raising wealth, so they are not interested in doing things like gardening, animal husbandry, or any other manual work. Instead, they would prefer to enter more modern professions. In this regard, participant "1" says: *"To me, it does not matter how much I make; I studied for years and worked hard to avoid a series of out-of-date jobs."*

Contextual Conditions

Contextual conditions refer to a specific set of conditions that come together at a particular time and place to create a set of situations or issues that people respond to with their actions or interactions (Strauss & Corbin, 2008). According to the data analysis, "Economic Competitions," "Changes in the

1. A Kurdish term for describing someone whose job is to cross or smuggle goods from the Heavy border mountain into the country.

livelihood system,” and “Thriving Tourism Industry” have been identified as contextual conditions for local people’s turning toward tourism activities in the region. As a pervasive phenomenon, "Material competition" has affected Hawraman society too. Nowadays, people are looking for material well-being and showing it in every possible way, more than anything else. In this regard, participant "5" says: *"You should try expensive things, a luxury car, a stylish house, fancy clothes So that you look the best. If you have this, everyone will respect you, and you will get even better positions"*. Also, participant "7," says: *"I do not like to be here all the time, but I do not want to be disconnected from here either; so, the best way was to get a second home in the cit. Now many people are doing the same thing"*.

"Changes in the livelihood system" is another contextual condition for the current research. In this regard, we can mention the last few decades' technological changes, which led to the movement of a huge labor force from the agricultural sector to the industrial and service industries. The small size of the farming lands, and agricultural products imported, contributed to this process. In this regard, participant "9" says: *"People like us can no longer count on horticulture and agriculture Because first of all, we do not have land, and secondly, even if we had, the income would not be sufficient"*. Also, Participant "2" says: *"My friend and I, and even the rest of the same names that I know, have no interest in animal husbandry because we cannot go back to doing the same work as our fathers with so much studying, studying and struggling, now the era has changed and there is a lot of better jobs to do out there"*.

“Thriving Tourism Industry” is the other contextual condition in current research. For example, we can mention the government policies and the attractions of the Hawraman region itself. Since this boom has taken place during the economic turmoil period, it has had consequences that are also part of the conditions that indicate a tourism boom. "Increasing housing prices in the villages of the region" is one of the sub-categories of this section. In fact, during the last decade, the price of housing in the Hawraman region has increased dramatically. In some cases, it is even higher than the average increase in the cost of urban housing in Marivan and Sanandaj. In this regard, participant "15" says: *"Many of the city's residents sell their houses and buy houses here because they know that with the money they get from renting houses here, they can rent a better house in the city and cover part of their other living expenses too"*. On the other hand, this issue, as well as the lack of housing in the Hawraman region, has caused an increase in house rent. As participant "10" says: *"Due to the influx of tourists in the past few years, house rents have increased dramatically, and many who own land have started construction"*. Also, due to their routine dealings, travel, and recreation have become a core part of the local people's everyday lives. As Participant "6" states: *"In the last few years, people's traveling to other parts of the country has made them more familiar with tourism activities and its financial and non-financial advantages"*.

Evolving Conditions

Evolving conditions are those that mitigate or change the causal conditions in some way (Strauss & Corbin, 2008). In the current research, “Government assistance to promote the tourism industry in the region” and “The relative development of infrastructure” were identified as evolving conditions of social mobility through activities in the tourism sector. For instance, we could mention the government's plans for welfare in the region, which were implemented in two steps. The first step of this plan was the development and expansion of communication and transportation infrastructure, and the next step was aimed at telecommunications and the establishment of the Internet. These positive measures connected the mountainous area of Hawraman to the neighboring urban areas and, in this way, opened communication channels. In this regard, participant "12" says: *"I think in the past most of our problems were caused by lack of access, that is why we always had to do things in the most difficult way possible. Now the experience of others has come to our aid"*. Also, Participant "7" believes: *"The Internet has made me and people like me have interesting ideas about life, entertainment, business, etc. I can point to my work, the main idea of which I got from a foreign tourism website"*.

“Government assistance to promote the tourism industry in the region” is the other evolving condition of social mobility through tourism activity identified in this research. Currently, these aids are continued in the form of low-interest loans and grants, easy granting of licenses to businesses in the tourism sector, holding various festivals, etc. This is what Participant "3" clearly indicates: *"Here, many people started taking loans from the bank, implementing an eco-tourism plan, or working in the field of handicrafts and things like that. This was a good starting point for our people"*.

Action/interaction strategy

Action/interaction refers to basic tactics and everyday practices of managing situations in facing issues and affairs. These tactics or normal behaviors include the speeches and behaviors of people, organizations, societies, or nations (Strauss & Corbin, 2008). As one of these interactive categories, "Savior tourism," refers to the fact that the members of the local community of Hawraman choose to work in the tourism sector as a way out of the impasse after evaluating the existing conditions and considering the available options. This category includes four important sub-categories. In such a condition, most participants, consider a tourism enterprise as profitable and prefer it to other jobs and activities. Participant "16" believes working in the tourism sector is profitable. She states: *"I worked very hard myself. I worked hard for years to be able to buy a house in the city, but after I became unemployed, I gradually realized that the best way to invest in Hawraman was to build this place. Now, thank God, I am in a good situation"*. “A cheerful life” is another important category in this section. It refers to the fact that the comfortable and entertaining life of the employees is one of the main reasons

for choosing the tourism sector for activity. Participant "9" says: *"My wife and I came here because we felt comfortable in our hometown. We could find work in the city, but our conditions are better here"*. Other sub-categories of this section include: "lucrative job, amusing profession," and "following a tourism lifestyle." In this regard, participant "5" states: *"It's not just about income, being here means you have both work and fun"*.

Other topics identified in this section are the development of communication and socio-economic capital. A person who holds a job in the tourism sector in the Hawraman region is aware that as a result of working in this sector, her circle of interactions will be wider, and she will have better opportunities for material progress in life. In this regard, participant "5" says: *"Since my job is related to tourists, I have met many people from all over Iran; I am in contact with them and do business with them. Just a few days ago, I received some goods from that side of the border and sent them to someone else in Tehran"*. Participant "8" said, *"During this time, I met many people who helped me; I managed to work as a representative [home appliance] in this way"*.

Consequences:

Consequences arise whenever a certain action/interaction is performed or not performed in response to a matter or problem or to manage or maintain a situation by a person or persons (Strauss and Corbin, 2008). "Improving the individual's financial situation" and "improving livelihood and becoming multi-occupational" are the consequences categories of the current research. "Improving one's financial situation" refers to the source of income created when people enter the tourism business. In this regard, participant "7" says: *I was looking for a job. I was also ready to work anywhere, but now, thank God, this small shop came to me"*. Participant "13" also says: *"Of course, I earned money with my first job, but this work [ecotourism residence] is more compatible with my mood and my income has increased a lot"*.

"Improving livelihood and becoming multi-occupational" means advancing in the hierarchy of occupations, having two or more jobs simultaneously, and promoting social welfare. Before the establishment and development of tourism in the Hawraman region, the overall level of development and, as a result, livelihood were not in favorable conditions, and the villages did not have good financial circulation. However, since the last decade forward, this trend has changed, and a large amount of capital, both from the government sector and from the private sector, has entered the market. In this case, participant "5" says: *"Before, there was no money at all, we could not make ends meet, but for several years, much money has been injected here, and the people's situation has improved a lot"*. On the other hand, this money and the consequent improvement of people's conditions has led to the improvement of social welfare. However, not everyone has benefited from these conditions. As

participant "1" states: "Well, the condition of the people has improved, everyone has benefited in some way, but those who do the main work are in a much better position". Figure 4 indicates the paradigmatic model of the relationship between heritage tourism and social mobility.

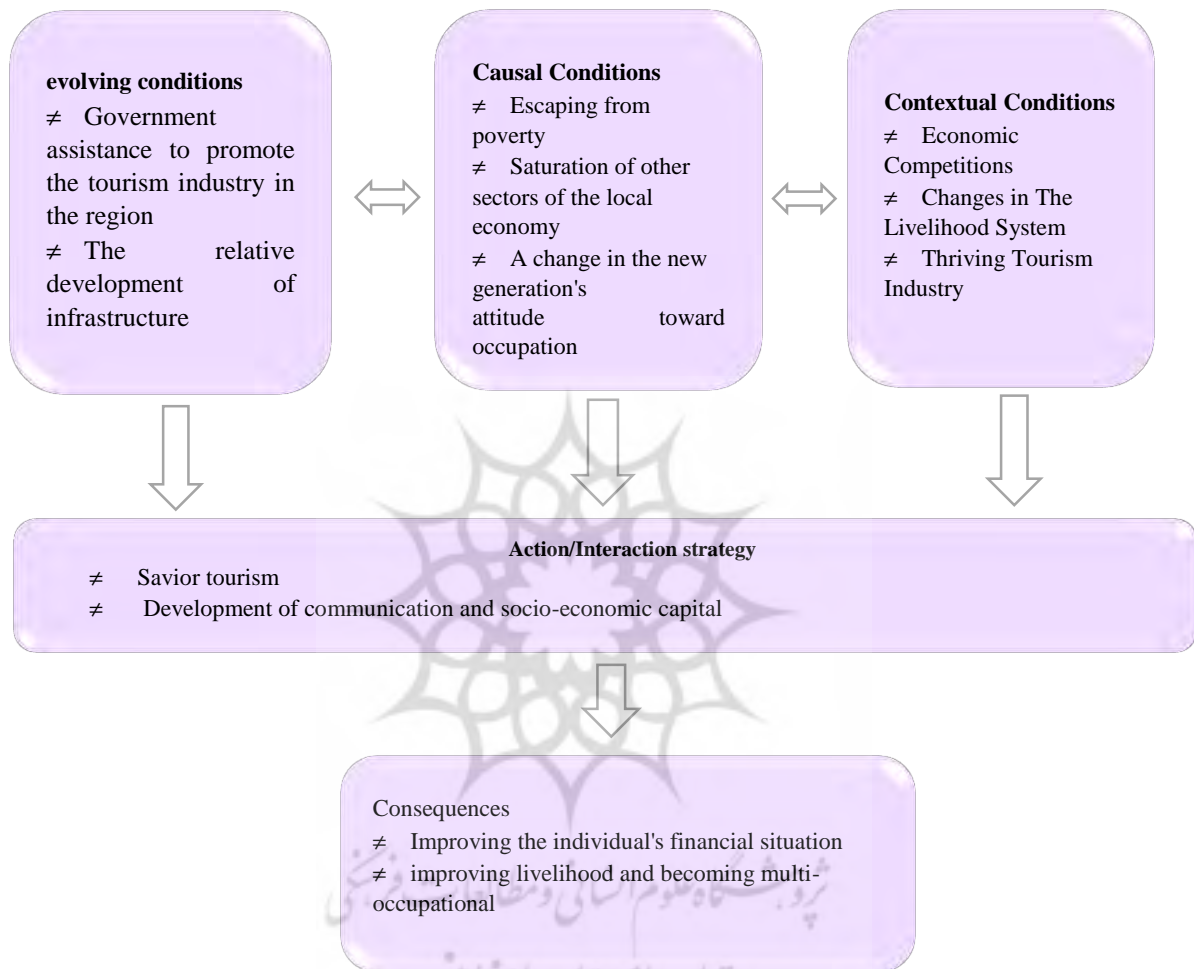


Figure 4. Paradigmatic model of the relationship between heritage tourism and social mobility

The results of the first part of this research showed that most of the respondents are young and in the age group of 20 to 30 years. In terms of education, more than 30% of the sample population have gone to university, which indicates the abundance of educated people in the region. Also, based on these findings, agriculture and horticulture, with 24%, and handicrafts, with 21.75%, have the highest expertise statistics of the sample community. Accordingly, there is a young and educated society that has the necessary background to enter the tourism market. Furthermore, the hypothesis testing of this

research showed that there is a significant relationship between heritage tourism as an independent variable and social mobility as a dependent variable, and to be exact, this relationship is very strong, direct, and positive.

However, as it was discussed earlier, before the establishment of heritage tourism, the Hawraman district was in an economic downturn condition, and people migrated to the capital, Tehran, or the other neighboring big cities to find jobs and better facilities. However, during the last two decades, the conditions were changed for the better and the society was brought out of the deadlock and recession. Many factors helped to alleviate the conditions; on one hand, the government played a great part in smoothing this path through the development of infrastructure and consequently, the tourism sector flourished. On the other hand, some conditions such as escape from poverty, a saturation of the other economic sectors, and the evolution of the new generation's approach toward the concept of work have urged the people of Hawraman to welcome tourism, especially heritage tourism, for they believe that working in the tourism sector is more profitable than other sectors. Generally, all the residents weigh their conditions and available options, and soon, they realize they are better off entering the business. They also believe that heritage tourism has helped them to improve their economic situation and earn extra money and, the arrival of tourists has caused more diversification of small tourism businesses in the region. However, an important point to reference here is intergenerational prosperity; more than half of the respondents believed that because of their employment in the tourism sector, the economic situation of the current generation is way better than that of the previous one. Many of them are participants in the current research; they witnessed the improvement of their livelihood and financial situation while many of their fathers were still working in other sectors of the rural economy. They saw that new businesses had already been started, and people's incomes had increased while unemployment had decreased. Even those having a job chose tourism-related businesses as their second job, knowing that the business they had entered was more productive. In social sciences, this situation is called social mobility through occupation (heritage tourism). In other words, intergenerational mobility has occurred here. The children have reached a higher position than their parents due to "pursuing a better job" (in this case, heritage tourism).

Discussion and Conclusion

As mentioned earlier, social mobility can be achieved through various factors (such as migration, marriage, job opportunities, etc.). In the case of this research, heritage tourism was identified as a key driver for the prosperity of the young educated population in the Hawraman district that faces problems such as poverty, unemployment, social exclusion, etc. With the arrival of heritage tourism, Hawraman's socio-economic developments have progressed in such a way that it has made the grounds for defining

a new paradigm of livelihood. The current generation's working trends and success in terms of new tourism enterprises are leading factors in determining such a paradigm. Therefore, the results of this study are in direct opposition to that of Ghasemi et al., 2020 on the atrocious socio-economic impacts of tourism development in the Hawraman region.

Therefore, it is visible that the emergence of a new factor has transformed the region's economy and livelihood. So compared to the results of authors such as Belisle & Hoy (1980), Khan et al. (1990), Uysal & Gitelson (1994), Archer (1995), Davis et al. (1988), Durbarry (2002), Balaguer & Cantavella-Jorda (2002), Dritsakis (2004), Chao et al. (2009), Garsous et al. (2017), and Zhang & Yang (2023), the development of heritage tourism in Hawraman has a nature beyond each of reduction of income inequality, poverty alleviation, or even mere job opportunity creation. Also, contrary to Mohammadi et al. (2018) and Mirzaei et al. (2010) the results of this study propose that the main concern of heritage tourism in the Hawraman region is not only the improvement of general livelihood but also a total advancement in the livelihood of the current generation.

Finally, in terms of the mediating role of factors such as job creation, stopping youth migration, the establishment of tourism-related enterprises, and the development of sustainable livelihood in the relationship between the development of tourism and the improvement of the Hawraman economy, the result of this study is aligned with the result of Mirzaei et al. (2010), Babakhanzadeh (2013) Habibi & Salimi (2016), Ghanian et al. (2012) and Veisi & Nikkhah (2019).

All in all, heritage tourism has transformed the economic environment and the livelihood of the Hawraman region, and local people who understand its role in the prosperity of their homeland are turning it into a trending activity of this era.

Limitations

- ≠ The study focused on general economic dimensions for residents in Hawraman, but did not cover specific aspects such as consumption and lifestyle impacts of heritage tourism.
- ≠ Due to time constraints and limited access to government data sources, the authors could not utilize government statistics or documentary evidence.

Implications

- ≠ The findings imply that policymakers should make efforts to establish more coordinated and relevant tourism institutions in the Hawraman region to maximize benefits for local communities.

Future Research

- ≠ Future studies could explore the economic impacts of heritage tourism on consumption patterns and lifestyle changes in the region.
- ≠ Researchers could utilize government statistics and documentary sources, if access is available, to strengthen future analyses.
- ≠ While this study examined intergenerational mobility impacts, future research could investigate heritage tourism's effects on intragenerational mobility.

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