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Identifying and Clustering the Main Points of View Towards War Tourism (Case Study: Rahian-e Noor Camps)

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Article Info	Abstract

During the last decade, tourism has always had an ascending approach in appealing new audiences. One of the types of tourism, which is considered the most popular type of tourism in this century, is war tourism. This type of tourism has expanded worldwide after the world wars. In Iran, war tourism is organized in the form of war tourism camps and is based on the memories and stories of the eight years of holy defense. Preserving the memory and sacrifices of the past generation is one of Iran's cultural priorities, and war tourism camp is one of the most important related cultural events in the country, which transmits these concepts to the new generation. Students and professors are among the influential groups in the society's culture and are among the main audiences of tourism, knowing more about their attitudes and views towards the war tourism can contribute to increase the productivity of this event and the satisfaction of tourists. In this regard, the aim of this study is to identify and categorize the views of the academic community towards war tourism camps. By analyzing the results, targeted planning can be done to make these camps as useful as possible. The method was to use Q approach to survey experts and categorize their views. Then, with k-means clustering algorithms, students' opinions have been analyzed with a larger sample size. According to the findings of Q analysis, 3 categories of views have been identified, and according to the outputs of the clustering algorithm, 5 clusters of views have been identified, and the generalities of these cases are very similar. After analyzing the views, it can be noted that it is necessary to modify the existing situation of war tourism camps, as a result, solutions have been proposed to cover the needs of three types of dominant views amongst academics.

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Introduction

The tourism industry has continuously grown yearly, from 25 million international tourists in 1950 to 800 million incoming tourists in 2000 and 1.6 billion international tourists in 2019, making the tourism industry one of the fastest growing. Industries have changed in directions (Pei, 2020, p. 169). Due to the increase and diversification of tourism worldwide, one of the particular types of tourism that has attracted the attention of tourists and planners in recent decades is war tourism. This type of tourism has been noticed for the first time and in distant years in Western countries and has appeared in the form of visiting the remains of the First and Second World Wars (Strange & Kempa, 2003, p. 239). War tourism is predicted to be the most popular type of tourism in the current century (Stone & Sharply, 2008, p. 581). War tourism in Iran is often carried out in the form of war tourism carnivals and visits to the monuments of the eight years of the Iran-Iraq war and includes various spiritual, religious, and political dimensions that are highly effective in the goals of the Islamic Republic of Iran. During the past years and proceeding the Iran-Iraq War, one of the biggest and most important cultural events of the country, which caused the transfer of experiences and retelling of the historical events and sacrifices of the Iranian warriors during the eight years of Iran-Iraq war, was war tourism camp. Before the COVID-19 contagion, more than 7 million visitors attended this carnival every year. One of the goals of this carnival is to expand the scope of the audiences, tourists, and visitors of this carnival. In this regard, it should create a suitable image in the minds of its visitors and tourists in order to attract new tourists. Among the influential groups that include a significant population of annual war tourism camps are academics, including professors, students, and university employees. Customers are faced with different destination choices with similar characteristics, such as the quality of accommodation centers, beautiful landscapes, or friendly people (Çakmak & Isaac, 2016, p. 235). On the other hand, what defines the view of the audience towards an organization is called brand. A popular brand tries to attract others to its benefit and when a brand becomes popular, its customers are loyal to it. In line with the advertising of war tourism camps, which is also relevant to the branding of these camps, it is of high importance to pay attention to the audience's opinions. One of the things that helps to maintain and improve the quality in attracting and permanence of visitors of war tourism camps is knowing the audience. Visiting the war zones in Iran took place concurrently during the Iran-Iraq War period exclusively for the families of martyrs and warriors; therefore, the commencement of the war tourism camps with this title was initially held during the war, which was formed by the support of the armed forces and the community, which is currently a pervasive and significant issue in the field of tourism in the country and has become a cultural trend.

Therefore, it is not enough for the destinations to be in the customers' minds; but the destinations must be unique and distinct to be chosen as the final decision of the tourist (Jani & Nguni, 2016, p. 31).

The destination brand image has three primary dimensions: unique image, cognitive image, and emotional image (Isaac, 2018, p. 151). Therefore, university students and professors are one of the important groups of audience for war tourism camps, and the main goal of this research is to identify and categorize the different views of academics, both students and professors, regarding war tourism camps. In this research, Q analysis and clustering of tourists' opinions and views have been used together, especially for the community of professors and academics, which is considered one of the main innovations of the research. One of the limitations of the research was access to information sources, especially communication with academics who had the experience of attending the war tourism event or who are interested in commenting on this matter. In addition, in war tourism researches, respecting the experiences of others and different cultures and observing ethical principles in compiling and preparing questionnaires is very important.

Literature Review

War tourism is a specialized branch in the tourism industry that deals with visiting places related to war, disaster and destruction. Millions of people travel to these places every year in the form of different tours to witness the history of sadness. This type of tourism is known by different names, including dark tourism, death tourism or Thana tourism, grief tourism, and disaster tourism. Sharpley and Stone (Sharpley & Stone, 2009) in 2009 defined war tourism as travel to places associated with death, disaster and destruction. War tourism refers to travel where people go to areas that have become famous for the occurrence of bloody, catastrophic or frightening historical events. The purpose of this type of tourism is mainly to investigate and better understand the events and experience the event more deeply (Marijnen, 2022). Fields of World War I and II, holy land in Israel and Palestine, bombed areas in Vietnam, Iran and Iraq are examples of war tourism destinations. War tourism can contribute to peace and reconciliation, but it must be done with respect for victims and survivors (Williams et al., 2023). Dark tourism, as a subset of war tourism, refers to visiting areas that are affected by disasters and tragedies related to death, violence, disease, kidnapping, prisons, execution sites, police stations, beaches where intentional killings occur. The purpose of this type of tourism is usually to better understand history, culture, dark facts and events that we have encountered (Khaydarova & Joanna, 2022). Examples of black tourism include the Holocaust Museum, Alcatraz prison in the United States, sites related to famous terrorist incidents such as September 11 in the United States, travel to famine areas and various hurricanes, cemeteries, killing fields, and other places that are associated with violence and disaster. Black is a journey to darkness that ends in light and hope (Ngasseppam, 2023). War tourism camps in Iran are organized under the name "Rahian Noor" in the form of camps to visit operational areas during the holy defense era. These trips, which have a history as old as the imposed war, provide

an opportunity to promote the culture of sacrifice and martyrdom and learn about the bravery of Iranian warriors.

The American Marketing Association defines consumer behavior as: the dynamic interaction of influence and cognition, behavior, and the environment in the way humans interact in their lives (Zhang et al., 2019). Every consumer of a tourism product goes through many different stages. Accurate knowledge and understanding of these stages is necessary to provide the best services to tourists at any place and time, and the most important information is awareness and information, research and understanding, expansion and development of attitude, evaluation, purchase, decision-making and post-purchase behavior. (Padhi & Pati, 2017). In fact, the existence of differences in motivations and goals and in general the demographic factors and psychological characteristics of tourists and their behavioral patterns makes it clear the need for the planners and those in charge of tourism affairs to be aware of these characteristics. If the motivations and goals of the tourists are correctly known according to their demographic and psychological characteristics, the target markets for the tourism industry in each country can be determined in such a way that while respecting the values of the host society, the needs of the tourists are met in an appropriate way (Li et al., 2019). The concept of branding was applied to tourism destinations in the late 1990s (Pike, 2005). Probably the most widespread and used procedure in branding spaces is to examine the role of branding in the marketing of tourist destinations. The image that is formed in the minds of tourists due to various factors or sources is basically an image that a person creates for himself before visiting a destination, and Phelps (1986) calls it a secondary image, and on the other hand, a primary image is an image. After visiting a destination and gaining real experience, it is formed in the mind and is the image of the society.

Today and in the digital age, virtual and digital space helps to identify people's views and opinions and change the existing culture. Businesses that embrace digital leadership strategies are more likely to succeed in the digital age (Arabiun et al., 2024). The findings show that ICT can be an efficient tool to engage visitors in creating shared experiences and encouraging sharing of positive opinions in cyberspace. This study paves the way for further research on the contribution of ICT in creating a experience for visitors to war tourism sites (Alabau-Montoya & Ruiz-Molina, 2020).

In the past years, significant articles have addressed the topic of war tourism. In his research, Schwenkel (2017) investigated the phenomenon of war tourism in Vietnam and its role in shaping the geography of memory in this country. Schoenkel noted that war tourism in Vietnam is increasingly being used as a tool for economic development and cultural diplomacy. Mohtadi et al. (2022) presented a multi-objective mathematical model for simultaneous allocation and scheduling of light trails in the field of war tourism.

The aim of this study was to minimize the time of planning, allocation and scheduling of "Rahian Noor (War Tourism)" narrators and also to reduce the number of narrators. In this regard, paying attention to the preferences and qualifications of the narrators was also of great importance. In this paper, two new meta-heuristic algorithms, Crow Search Algorithm (CSA) and Gray Wolf Optimizer (GWO) were also used in different samples. Poornima et al. (2023) have reviewed the black tourism literature and using bibliometric techniques and the TCCM framework, they have identified trends, topics and future areas of research in this field. The findings of this research show the increasing growth and expansion of black tourism and increasing attention to this phenomenon. In a research conducted by Vovk (2023), the development of tourism in Ukraine during the war was investigated. By examining the experience of countries that have gone through war, this research showed that the nature of tourism demand changes as a result of war and a special tourism heritage is formed in the territory of hostilities.

Some articles have investigated the opinions, views, feelings and experiences of visitors and tourists in the field of war tourism. Šuligoj (2017) investigated war tourism in Croatia, which is a well-known tourist destination. The main goal of this multidisciplinary research was to categorize and categorize the views of young people living in Croatia and undergraduate students about the potential for the development of war tourism in this country. Chen and Tsai (2019) investigated the motivations of tourists to visit battlefields. Using a case study of Kinmen Island in Taiwan, they measured the motivations of domestic and foreign tourists with different cultural backgrounds. This study has contributed to the tourism marketing literature from both scientific and practical perspectives. First, by empirically examining the factors affecting the motivations of domestic and foreign tourists, a better understanding of the motivations for visiting places related to battlefields has been obtained. Secondly, this study has supported the hypothesis that tourists' motivations in battlefield tourism emphasize their understanding and acceptance of the historical place before visiting and are not limited to being at the destination. In their research, Alabau-Montoya and Ruiz-Molina (2020) examined the role of information and communication technology (ICT) in enhancing the experience of visitors to museums and historical sites of the Spanish Civil War. Analyzing visitors' comments on a travel service review website, they investigated the visitors' experiences and emotions, as well as the use of ICT as a facilitator of creating shared experiences by evoking emotions. In their research, Min et al. (2021) investigated the motivations of tourists to visit earthquake-affected areas in Nepal. This research was done by analyzing 464 questionnaires completed by the visitors of these areas. Hierarchical clustering analysis has been used to classify tourists based on their motivations. Also, one-way analysis of variance (ANOVA) has been used to identify cognitive and emotional reactions, benefits, satisfaction and attitudes after visiting these areas.

Gholamreza Ghorbanzadeh and his colleagues (Ghorbanzadeh et al., 2021) investigated the role of experience quality on the formation of an image of a tourist destination, perceived value, satisfaction and behavioral intention of tourists in war tourism as an example of black tourism. This research was conducted using data collected from 330 tourists visiting the Khorramshahr War Museum and the Garden of the Holy Defense Museum in Iran.

Dissanayake and Samarathunga (2021) investigated the views of local stakeholders on tourism development in the post-war city of Jaffna, Sri Lanka. This study collected and analyzed data using qualitative methods, including interviews, observations, and group discussions. In the research conducted by Method Šuligoj and Rudan (2022), the relationship between monuments and news media in the post-war era and related to tourism in Croatia, as well as the social reality created by the media, has been investigated.

The main focus is on types and descriptions of media-based memorials. In this research, by examining 371 news articles and analyzing them based on a set of theoretical criteria, four types of memorials with significant characteristics (location classification, young generation and elderly generation of visitors and extensive visits) were identified. Also, other general characteristics of the monuments were examined.

In his research, Driessen (2022) investigated the motivations, expectations and emotional experiences of volunteer tourists who participated in war-oriented summer camps in different European places. The research on this particular form of volunteer tourism was conducted with an executive approach to study emotions in order to understand the social, cultural and political components underlying the desire for this type of tourism. For this purpose, 26 in-depth semi-structured interviews were conducted with participants in voluntary summer camps of a German organization. Driesen emphasized the importance of considering various factors such as personal expectations, identity, cultural context and group dynamics in understanding the emotional experiences of volunteer tourists.

Quang et al. (2023) analyzed the content of 23,640 online reviews on TripAdvisor and investigated the experiences of tourists in Kochi Tunnels, one of the most famous black tourism attractions in Vietnam. The results showed that underground experience, war history content, guide skills, gun shooting experience, and population density have an impact on tourists' understanding.

Many researchers stated that a positive image or perception of the destination will attract potential tourists because it affects their choice behavior (McCartney et al., 2009, p. 182). The tourism literature has shown that the overall image of a destination is affected by cognitive and emotional evaluations (Kassis et al., 2015, p. 43). Cognitive evaluation refers to beliefs and knowledge about an object, and affective evaluation refers to feelings about that object. Uniqueness states the reason by which a tourist chooses a particular destination among a large number of destinations that are in mutual rivalry. Being

unique is significant because of its impact on the destinations' distinctions in target customers' minds (Isaac, 2018, p. 150). The brand image and the tourists' perspectives towards the destination brand have been discussed in numerous studies. For example, Lee and Lockshin conducted the Halo Effect of tourists' destination image on the perception of domestic products in 2011. The purpose of this research is to investigate the impact of the destination on the views and beliefs of the local products of the destination. 226 Chinese consumers and 235 Chinese tourists in Australia reported their perceptions of Australia as a tourism destination. The results reflected that the destination image positively affects the product perspective of both groups; this effect is more potent in Chinese customers unfamiliar with Australia. The image of the destination indirectly affects the preferences of the destination through the perspectives and beliefs of the product (Lee & Lockshin, 2011, p. 7). The practical application of these results is that tourism authorities and exporters should cooperate in preparing the image of a country's destination for exporters and business activists. Jalilvand and Samiei (2012) researched: "Structural Communication Test of Electronic Word-of-Mouth Advertising, Destination Image, Tourists' Attitude Towards a Destination and Travel Intention." Their research investigated the internal relationships between electronic word-of-mouth advertising, destination image, tourists' attitudes towards a destination, and travel intention in the tourism industry. In addition, this research has investigated the effect of socio-demographic characteristics on research variables. The statistical population was 264 international tourists of Isfahan. The study's results indicated that electronic word-of-mouth advertising positively affects the destination's image, the attitude of tourists, and the desire to travel. The destination image and the tourists' attitude are significantly related to the intention to travel. The image of the destination positively affects the attitude and perspective of tourists. Socio-demographic characteristics affect the destination's image, tourists' attitudes, and intention to travel (Jalilvand & Samiei, 2012, p. 134). Therefore, after knowing the audience's attitudes towards a destination or tourism type, it is recommended to identify and use practical solutions to make different views positive towards the tourism type. The research entitled "Investigating the image of the destination of Norway and the French tourists' perspectives" was conducted by Karlsen. The purpose of this research was to evaluate the image of Norway created by French tourists and to investigate the impact of the destination image on the choice of behavior and perspective of French tourists. One hundred three correctly filled questionnaires were analyzed. The results reflected that French tourists perceived Norway as a nature-based destination focusing on nature activities, consistent with Norway's marketing efforts. Different components have distinctive effects on tourists' perspectives. According to the study's findings, it was observed that the dimension of the cognitive image, i.e., urban infrastructures and structures, has a significant relationship with the positive perspectives of tourists and their desire to travel. Things like the opportunity to learn new cultures and customs, historical knowledge of tourist destinations, transportation, and

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accommodation centers have significant effects on the views and choices of tourists (Karlsen, 2012, p. 654). Wang et al. conducted a study titled "Pop Culture, destination images, and visit intentions: Theory and Research on travel motivations of Chinese and Russian Tourists. This research investigated the different perspectives of tourists towards the culture, environment, customs, and principles of the destination and classified their opinions. According to the obtained results, which examine various components, it indicates that there are fundamental distinctions among the perspectives of Russian and Chinese tourists, which can be used to consider tangible programs aimed at attracting each group of tourists (Whang et al., 2016, p. 631). Isaac and Eid (2019) conducted a study titled "Tourists' Destination Image: An Exploratory Study of Alternative Tourism in Palestine, Current Issues in Tourism." the aim is to investigate the tourists' perspectives towards Palestine and their criteria for choosing an alternative destination. The present study has been conducted with a qualitative approach, and the desired information has been collected through interviews with tourists who have visited Palestine and engaged in alternative tourism. Contrary to what is seen in the media, most tourists in the statistical sample had a favorable perspective of Palestine, and their reason for choosing an alternative destination is the lack of security in Palestine to attract tourists (Isaac & Eid, 2019, p. 1510). Battour et al. (2018) conducted a study to identify and analyze the perspectives of non-Muslim tourists towards halal tourism in Turkey and Malaysia. Specifically, in this study, in addition to non-Muslim tourists' intention to halal tourism, their tendency to buy halal products has been investigated. The study data was collected through 35 semi-structured interviews with non-Muslim tourists from Malaysia and 25 interviews with non-Muslim tourists from Turkey. According to the research findings, it is indicated that for non-Muslim tourists, buying products, especially Muslim-based food, is very attractive, and they are interested in continuous tourism in these spaces (Battour et al., 2018, p. 831). Pei (2020) conducted a study to investigate different perspectives of tourists towards tourist destinations and the determinants of their loyalty. This study was conducted in the field of cultural heritage tourism in Malaysia. The approach of conducting the present study is to use the structural equation method and Smart PLS software, and the required data was obtained through the questionnaire of a statistical sample of 483 people. The study's findings show that tourism feelings and tourists' perspectives positively and significantly affect loyalty to a tourist destination and continuous tourism in a destination (Pei, 2020, p. 169). Therefore, if attracting tourists to continuously attend war tourism in Iran, creating a positive feeling and attitude should be the priority.

Research Methodology

The present study is a descriptive and survey research, also considered applied research. The current research is based on the Q method, which is one of the mixed methods in conducting scientific research. In order to collect the required information on the formation of Q study discourse, many and various

sources have been used, including library studies, interviews with professors, researchers, specialists, and experts in the fields of War Tourism camps and tourism, and referring to the opinions of experts.

In the first part of the study, which is qualitative, through the research literature review and interviews with experts in the field of tourism, the essential components in the perspective of academicians towards war tourism in Iran were identified. In the second part, using the analysis obtained from the interviews, based on the Q method, the opinions of university experts and experts in different fields of tourism were analyzed and categorized. In the Q method, the number of statistical samples should be at least a quarter of the number of Q samples (Aageson, 2009, p. 20). In this section, the number of statistical samples is 13 people who were selected by the snowball method. The following table states the characteristics of the Q section's statistical sample.

Then, the opinions of 429 students were collected using a questionnaire and their opinions were clustered with K-means clustering algorithms. The reason for choosing this algorithm is the high reliability of the method and algorithm, and on the other hand, the common use of this algorithm and its comprehensibility in various studies. Another reason for choosing this algorithm is its compatibility with the research topic. The k-means algorithm performs clustering in such a way that the similarity within the clusters is high and the similarity between the clusters is low. The number of statistical samples in the analysis of university students' opinions is 429 people who were randomly selected; 256 of them are men (60%), and 173 are women (40%). Among the people who completed the questionnaire, 59% had a bachelor's degree, 33% had a master's degree, and 8% had a PhD degree.
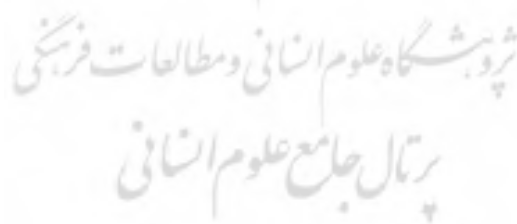
Table 1. Statistical sample characteristics of Q analysis

Participant	Gender	Age	Level of Education	Research-related Expertise and activity	Awareness Level with War Tourism
P1	Male	39	PHD	University professor-researcher tourism field and attendance experience in War Tourism Camps	Excellent
P2	Male	34	PHD	University professor - active in the field of tourism	Good
P3	Female	29	M.A	Researcher - experience in the management of War Tourism Camps	Good
P4	Female	31	M.A	Researcher in the tourism field - familiar with War Tourism Camps	Average
P5	Man	31	M.A	Architect and tour leader - tourism activist and familiar with war tourism	Above Average
P6	Man	29	PHD	Researcher - familiar with tourism and activities in War Tourism	Excellent
P7	Female	30	PHD	University professor - familiar with the concepts of War Tourism Camps	Good
P8	Man	39	M.A.	University professor - familiar with the concepts of War Tourism Camps	Excellent
P9	Man	26	M.A	Researcher-Active in War Tourism Camps and other related fields	Good
P10	Man	35	B.A.	University Student - active in the field of War Tourism	Excellent
P11	Female	38	M.A.	Writer and researcher - with experience in War Tourism Camps	Excellent
P12	Man	53	PHD	Writer and researcher - with experience in War Tourism Camps	Good
P13	Female	34	PHD	Researcher - experienced in the tourism field	Good

Analysis

As indicated in the previous sections, the distinctive components of war tourism camps have been identified in this study through interviews with experts. Then, the experts' opinions were collected after the redundancy removal, and 36 phrases were selected as the final phrases of the Q sample. In the table below, examples of Q are given.

Table 2. Examples of Q analysis

Expression code	Sample Q source	Sample Q source
1	War tourism camps, a structure to create relative peace in the individual spiritual dimension	**P1 - P10 - P11 - P8 - P9 - P12 - P6**
2	War tourism camps, a structure for using people's feelings in explaining the values and ideals of the Political system of Iran	**P1 - P6 - P7 - P10 - P2 - P3**
3	War tourism camps are a platform for presenting various arguments about the goals of the revolution, the Islamic Republic, the Holy Defense, etc.	**P1 - P10 - P11 - P8 - P9 - P12 - P6 - P3**
4	War tourism camps, a platform for training a generation of narrators of the unseen war	**P1 - P3 - P7 - P10 - P12**
5	War tourism camps should not move toward tourism	**P10 - P8 - P9 - P11 - P12**
6	War tourism camps, a path to preserve and transmit the pure life of the martyrs and prevention of falsification	**P8 - P9 - P11 - P12 - P10 - P6 - P3 - P13 - P1 - P2**
7	War tourism camps strengthen the defense and revolutionary spirit of people	**P8 - P9 - P11 - P12 - P10 - P6 - P3 - P13 - P1 - P2**
8	Lack of coherent planning to attract foreign tourists in War tourism camps	**P2 - P4 - P5 - P13 P6 - P3 - P7**
9	War tourism camps belong to a certain group with thoughts in favor of the Islamic Republic of Iran	**P2 - P5 - P13 P6 - P3 - P7**
10	War tourism camps, a structure with completely political goals	**P2 – P4 – P5 – P13**
11	In war tourism camps, there is no position or goal to attract the audience of political groups not affiliated with the Islamic Republic of Iran.	**P2 - P4 - P5 - P13 - P6 - P3**
12	War tourism camp is not a universal name and is repulsive for a large percentage of people	**P2 - P4 - P5 - P13**
13	The structure of War tourism camps should be made inclusive and acceptable to all	**P1 - P3 - P6 - P7 - P10 - P4 - P13**
14	War tourism camp is a structure to renew allegiance with martyrs and the leadership of Iran	**P8 - P9 - P12 - P11**
15	War tourism camp conveys the reality of the hardship of war, and one can understand the efforts of the warriors	**P8-P9-P12-P11-P3-P7**
16	The war tourism camps are a channel to become clear and get away from sins based on Islamic thoughts.	**P8 – P9 – P12 – P11 – P3 – P10 – P1**
17	War tourism camp is a media to show the oppression and authority of the Islamic Republic of Iran against its enemies	**P8 - P9 - P12 - P11 - P3 - P7 - P10 - P1**

Expression code	Sample Q source	Sample Q source
18	A war tourism camp is a place to exchange the culture of different ethnic groups	**P8-P9-P12-P11**
19	War tourism camp is managed exclusively by special groups	**P3 - P7 - P10 - P1 - P2 - P4 - P5 - P13**
20	War tourism camps do not have a special attraction for non-religious people	**P3 - P7 - P10 - P1 - P2 - P4 - P5 - P13**
21	War tourism camp is a journey for self-improvement.	**P8 – P9 – P12 – P11 – P6 – P3 – P7**
22	The planning of war tourism camps should be revised	**P3-P10-P1-P6**
23	There is a need for managers with more balanced and modern thinking in war tourism camps	**P3 - P10 - P1 - P2 - P4 - P13**
24	War tourism camps should have economic benefits for war-torn regions	**P3-P10-P1-P2-P6**
25	War tourism camp is a place to show the innocence of warriors and does not cover their logical lessons	**P3-P10-P2-P6**
26	Today's war tourism camps are necessary for all youngsters from the positive spiritual aspects	**P8-P9-P12-P11-P3**
27	The operational and executive processes of war tourism camps should be modified	**P3 - P1 - P2 - P6 - P2 - P13**
28	All the memorials of war tourism camps should be taken care of	**P9**
29	The attention to the political aspects should not be more than the spiritual aspects and the real lessons of war	**P3 - P10 - P9 - P2 - P5**
30	There is a need to provide quality services and tourism-like accommodation to attract various people	**P3 – P10 – P9 – P2 – P5 – P13 – P7**
31	War tourism camp is limited to simple camps, which should be modified	**P3 – P6**
32	Attention should be paid to various components of war tourism camps, such as the local market	**P3-P6**
33	War tourism camp is a journey that involves suffering while enjoying	**P7 – P8 – P11 – P3**
34	War tourism camp in Iran means the exclusive conquest of war tourism	**P4-P2-P5-P3-P6**
35	The current structure of the War tourism camp prevents criticism	**P6**
36	There is a need to provide more services and facilities with the purpose of tourist attraction	**P4-P13**

Each expression in the above table, with the code corresponding to each, was written on a Q card. These cards were identical in appearance (shape, color, size, font, writing style, etc.). Then, these cards were given to the research participants, who were mentioned in the research method section, to place each card on the Q chart based on the Q sorting instructions. In the following, each step of the Q method is explained.

Checking the Data Normality

To check the normality of the data, the Kolmorov-Smirnov test is utilized, which is more than 0.05 at the significance level of the data, and the data can be assumed to be standard with high confidence. The following table shows the results of the Kolmogorov-Smirnov test.

Table 3. Kolmogorov-Smirnov test results

Participant	Statistic	df	sig.
01	0.095	17	0.200
02	0.095	17	0.200
03	0.095	17	0.200
04	0.129	17	0.122
05	0.095	17	0.200
06	0.107	17	0.200
07	0.128	17	0.132
08	0.095	17	0.200
09	0.100	17	0.200
10	0.104	17	0.200
11	0.095	17	0.200
12	0.111	17	0.200
13	0.104	17	0.200

According to the table findings, it can be noticed that the data completed by the research participants are all normal.

Q matrix data according to the opinion of experts and checking their correlation

Each participant entered their opinions in the form of Q cards and expressed their agreement and disagreement with each Q sample. The table below shows the data related to the opinions of each participant regarding the samples of different Qs.

Table 4. Participants' opinions about Q samples

Q Sample	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13
Q01	3	-3	3	-3	-4	3	1	4	3	-1	2	4	-4
Q02	2	-3	-2	-3	-5	-2	-1	2	4	1	4	1	-5
Q03	2	-2	2	-4	-1	2	2	1	1	2	1	2	-2
Q04	0	-4	-1	-5	-2	-1	-2	1	0	-3	0	1	-3
Q05	-2	-5	-2	-2	-4	-2	-2	-2	-2	1	-2	-2	-3
Q06	2	-2	2	-2	-2	1	1	3	2	1	2	3	-2
Q07	1	-4	1	-4	-3	1	1	1	1	-2	1	-1	-4
Q08	4	2	4	3	2	4	3	-1	-4	3	-4	1	2
Q09	0	5	0	4	5	2	2	-3	-1	2	-1	-3	3
Q10	1	4	1	5	3	2	0	-2	-3	0	-3	-2	5
Q11	1	3	0	2	2	0	2	0	1	4	1	0	4
Q12	0	2	0	3	4	0	0	-4	-2	0	-2	-4	2
Q13	1	2	1	2	3	1	4	0	0	0	0	0	3
Q14	-2	-2	2	-2	-3	0	0	3	2	0	3	2	-1
Q15	0	0	0	0	0	0	0	2	3	0	3	3	0
Q16	-1	-1	0	-1	-2	0	0	2	1	0	1	1	-2
Q17	-3	0	-3	-1	0	-3	-1	1	2	-1	1	2	0
Q18	-4	-1	-5	0	-1	-5	-3	0	1	-2	2	1	-1
Q19	-1	3	-1	2	2	-1	0	-1	-1	2	0	0	2
Q20	2	3	2	1	3	2	2	-2	-2	2	-5	-2	3
Q21	0	-1	0	-1	0	0	-5	1	0	-3	-1	-1	-1
Q22	4	0	4	0	0	4	5	-3	-4	5	-3	-3	0
Q23	1	1	1	3	0	1	1	-4	-5	1	-2	-4	1
Q24	-1	0	-1	-2	1	-1	-1	0	0	-1	0	0	0
Q25	-2	-1	-2	-1	-1	-2	-2	0	-1	-2	0	0	-1
Q26	-2	-2	-2	0	-2	-2	-2	5	5	-2	5	5	-2
Q27	3	1	5	1	1	5	4	-3	-3	4	-4	-3	1

Q Sample	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13
Q28	-3	1	-3	0	0	-3	-3	-1	0	-5	-1	-1	1
Q29	-1	1	-1	0	1	-1	-1	-1	-1	-1	-1	-1	0
Q30	-3	0	-4	1	0	-4	-4	2	2	-4	2	2	1
Q31	3	0	3	1	0	3	3	-5	-3	3	-2	-5	0
Q32	-1	-3	-1	-3	-1	-1	1	-2	-2	1	-3	-2	-3
Q33	-4	-1	-3	-1	-3	-3	-3	3	3	-3	4	4	-1
Q34	5	4	3	4	4	3	3	-1	-1	3	-1	-1	4
Q35	0	2	1	2	1	1	-1	0	0	-1	0	0	1
Q36	-5	1	-4	1	2	-4	-4	4	4	-4	3	3	2

The above table gives the data for each sample Q from each participant. In the table below, the correlation between the opinions of the participants is given.

Table 5. Correlation Between Participants' Opinions

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12	P13
P01	1.000	.190	.886	.162	.187	.900	.800	-.371	-.452	.738	-.467	-.362	.119
P02	.190	1.000	.195	.900	.914	.290	.310	-.433	-.367	.310	-.386	-.348	.943
P03	.886	.195	1.000	.167	.191	.976	.824	-.343	-.490	.714	-.500	-.343	.162
P04	.162	.900	.167	1.000	.809	.257	.252	-.471	-.429	.295	-.376	-.390	.890
P05	.187	.914	.191	.809	1.000	.292	.316	-.512	-.445	.278	-.507	-.440	.909
P06	.900	.290	.976	.257	.292	1.000	.838	-.424	-.543	.729	-.562	-.414	.233
P07	.800	.310	.824	.252	.316	.838	1.000	-.471	-.495	.857	-.476	-.405	.267
P08	-.371	-.433	-.343	-.471	-.512	-.424	-.471	1.000	.905	-.529	.843	.948	-.424
P09	-.452	-.367	-.490	-.429	-.445	-.543	-.495	.905	1.000	-.524	.924	.848	-.395
P10	.738	.310	.714	.295	.278	.729	.857	-.529	-.524	1.000	-.481	-.448	.262
P11	-.467	-.386	-.500	-.376	-.507	-.562	-.476	.843	.924	-.481	1.000	.805	-.414
P12	-.362	-.348	-.343	-.390	-.440	-.414	-.405	.948	.848	-.448	.805	1.000	-.338
P13	.119	.943	.162	.890	.909	.233	.267	-.424	-.395	.262	-.414	-.338	1.000

At this time, following the data mentioned above, Q factor analysis and the results of the expert opinion classification are done.

Factor analysis and statistical analysis of Q samples

In order to perform factor analysis, the correlation matrix, a standard method, was used. The factors were rotated using the Varimax method, which is a type of orthogonal rotation. The numbers extracted from Q factor analysis use the principal components method. There are three theories related to factor loadings. Some believe that factor loads should be higher than 50%, others believe that factor loads should be higher than 30%, and the third group considers factor loads to be higher than 70%. According to the second theory, the factor loadings specified in the table below are higher than 30%, so all the factor loadings of all 13 participants are significant.

Table 6. Each Participants' Factor Loading

Participant	Factor Loading
1	0.580
2	0.677
3	0.666
4	0.771
5	0.808
6	0.528
7	0.550
8	0.624
9	0.720
10	0.666
11	0.538
12	0.670
13	0.633

The amount of specified total variance is also shown in the table below.

Table 7. Total Variance

Dimensions	Eigen Values			Set of rotated squares		
	total	Percentage of variance	The cumulative percentage	total	Percentage of variance	The cumulative percentage
1	7.106	54.665	54.665	4.358	33.524	33.524
2	2.929	22.532	77.197	3.749	28.842	62.366
3	1.656	12.736	89.933	3.584	27.566	89.933

The total variance table indicates that SPSS software, according to the participants' perspectives, identifies According to this table, the first factor (mental model) accounts for 33.524% of the total variance, and the following factors account for 28.842% and 27.566% of the total variance, respectively. In the figure below, the gravel diagram is given. This diagram clearly defines factors with eigenvalues above one or the same primary factors (point of view).

Figure 1. Pie chart of Q Data Research methodology

According to the factors' rotated matrix, the people placed in each of the three views have been identified.

Table 8. Rotated Matrix of Factors

Participant	Perspectives		
P01	0.570	0.702	0.254
P02	0.657	-0.642	0.346
P03	0.572	0.719	0.274
P04	0.640	-0.637	0.251
P05	0.685	-0.624	0.203
P06	0.495	0.787	0.257
P07	0.442	0.770	0.268
P08	-0.814	0.114	0.525
P09	-0.832	-0.005	0.484
P10	0.384	0.755	0.173
P11	-0.823	0.003	0.442
P12	-0.755	0.066	0.576
P13	0.634	-0.682	0.295

According to the above findings, participants 2, 4, 5, and 13 jointly form the first viewpoint, participants 1, 3, 6, 7, and 10 jointly form the second viewpoint, and participants 8, 9, 11, and 12 jointly form the third viewpoint.

Average perspectives of experts for each Q sample

One of the things that helps the analysis is the average perspectives of experts for each Q sample, which is mentioned in the table below. The mentioned average is expressed according to each perspective.

Table 9. The average comments of each viewpoint for each Q sample

Q Sample	Perspectives		
	1	2	3
War tourism camps, a structure to create relative peace in the individual spiritual dimension	-3.5	1.8	3.25
War tourism camps, a structure for using people's feelings in explaining the values and ideals of Iran's current political system	-4	-0.4	2.75
War tourism camps are a platform for presenting various arguments about the goals of Iran's current political system, the nation's holy defense, etc.	-2.25	2	1.25
War tourism camps, a platform for training a generation of storytellers of unseen war	-3.5	-1.4	0.5
War tourism camps should not move toward ordinary tourism	-3.5	-1.4	-2
War tourism camps are a path to preserve and transmit the pure life of the martyrs and prevent its deviation and a sort of falsification	-2	1.4	2.5
War tourism camps strengthen the spirit of Jihad and defense in people	-3.75	0.4	0.5
Lack of coherent planning to attract foreign tourists in War tourism camps	2.25	3.6	-2
War tourism camps belong to a particular class with thoughts in favor of the current political system of Iran	4.25	1.2	-2
War tourism camps, a structure with entirely political goals	4.25	0.8	-2.5
In War tourism camps, there is no position and goals to attract the audience of political groups that are not affiliated with the current political system of Iran	2.75	1.4	0.5
War tourism camps are not a universal name and are repulsive for a large percentage of people	2.75	0	-3
The structure of War tourism camps should be inclusive and universal	2.5	1.4	0
War tourism camps are a structure for renewing allegiance to martyrs, Imam (R.A.), and leadership	-2	0	2.5
War tourism camps convey the reality of the hardships of war, and one can understand the hard work of the warriors.	0	0	2.75
War tourism camp is a path to become spiritually purified and get away from sins based on Islamic principles	-1.5	-0.2	1.25

Q Sample	Perspectives		
	1	2	3
War tourism camp is a media to show the oppression and authority of the current political system of Iran against its enemies	-0.25	-2.2	1.5
War tourism camp, a place to exchange the culture of different ethnic groups	-0.75	-3.8	1
War tourism camp is managed exclusively by special groups	2.25	-0.2	-0.5
War tourism camps do not have a special attraction for non-religious people	2.5	2	-2.75
War tourism camp is a journey for self-improvement.	-0.75	-1.6	-0.25
The planning of the War tourism camp should be revised	0	4.4	-3.25
The need for managers with more balanced and modern thinking is in war tourism camp	1.25	1	-3.75
War tourism camps should have economic benefits for the war-torn regions.	-0.25	-1	0
War tourism camp is a place to show the innocence of the warriors, indicating emotional aspects only rather than logic-based aspects	-1	-2	-0.25
Today's War tourism camp is necessary for all young people for their spiritual aspects	-1.5	-2	5
The operational and executive processes of the war tourism camp should be modified	1	4.2	-3.25
All the memorials of the war tourism camp should be heeded	0.5	-3.4	-0.75
Paying attention to the political dimensions should not be more than the spiritual dimensions and the real lessons of war	0.5	-1	-1
There is a need to provide quality services and tourism-like accommodation to attract different people.	0.5	-3.8	2
War tourism is only limited to carnivals and camps, which should be corrected	0.25	3	-3.75
Attention should be paid to various components of war tourism, such as the local market	-2.5	-0.2	-2.25
War tourism is a journey that involves suffering along with enjoyment and jolly	-1.5	-3.2	3.5
War tourism in Iran means a monopoly of war tourism	4	3.4	-1
The current structure of war tourism prevents criticism	1.5	0	0
There is a need to provide more services and facilities to attract tourists	1.5	-4.2	3.5
War tourism is a structure to create relative peace in the individual spiritual dimension	-3.5	1.8	3.25
War tourism is a structure for using people's feelings to explain the values and ideals of the current political system	-4	-0.4	2.75

Analysis of students' perspectives on war tourism camps

In this section, data was collected through surveys and questionnaires from different students in the country to analyze their perspectives and views toward war tourism camps.

Experts ' perspectives are categorized according to the data obtained from these questionnaires and the K-means clustering algorithm. The mentioned algorithm is coded and implemented with Python programming language in the Jupiter environment.

In the k-means algorithm, the number of clusters can be determined in advance by the researcher or expert opinion or by using the elbow method algorithm; the best cluster value can be identified according to the available data. The figure below gives the convergence diagram of the number of proposal clusters according to the elbow method.

Figure 2. Convergence Diagram of the Clusters' Number

According to the findings of this method and algorithm, the number of optimal clusters is 5. Therefore, the perspectives of 429 students who completed the questionnaire are categorized into five clusters. In the table below, the average weight of students' perspectives on each of the sample Q statements is given. It should be mentioned that the statistical sample gave a weight between 1 and 5 to each question, and the number 5 means that the statistical sample agrees with and tolerates Q's statements more.

Table 10. The average perspectives of students in each cluster compared to Q samples

Q Sample	Perspectives				
	1	2	3	4	5
War tourism camps, a structure to create relative peace in the individual spiritual dimension	2.83	2.50	4.70	3.16	4.43
War tourism camps, a structure for using people's feelings in explaining the values and ideals of Iran's current political system	3.22	2.88	4.70	3.51	4.36
War tourism camps are a platform for presenting various arguments about the goals of Iran's current political system, the nation's holy defense, etc.	2.86	3.06	4.70	3.50	4.57
War tourism camps, a platform for training a generation of storytellers of unseen war	3.20	2.63	3.32	2.49	2.93
War tourism camps should not move toward ordinary tourism	3.32	2.81	3.70	3.81	2.36
War tourism camps, a path to preserve and transmit the pure life of the martyrs and prevent its deviation and a sort of falsification	2.97	2.76	4.86	3.19	4.55
War tourism camps strengthen the spirit of Jihad and defense in people	3.19	2.66	4.76	3.47	4.64
Lack of coherent planning to attract foreign tourists in War tourism camps	2.71	2.27	3.57	3.24	2.07
War tourism camps belong to a particular class with thoughts in favor of the current political system of Iran	2.46	3.11	3.14	3.71	1.43
War tourism camps, a structure with entirely political goals	2.51	3.04	3.08	3.84	3.00
In War tourism camps, there is no position and goals to attract the audience of political groups that are not affiliated with the current political system of Iran	2.88	2.24	3.16	3.05	2.02
War tourism camps are not a universal name and are repulsive for a large percentage of people	2.90	3.09	2.81	4.10	2.10
The structure of War tourism camps should be inclusive and universal	3.49	3.18	3.24	4.07	4.62
War tourism camps are a structure for renewing allegiance to martyrs, Imam (R.A.), and leadership	2.95	2.90	4.73	3.84	4.71
War tourism camps convey the reality of the hardship of war, and one can understand the hard work of the warriors.	3.12	2.63	4.65	3.69	4.67
War tourism camp is a path to become spiritually purified and get away from sins based on Islamic principles	3.34	2.50	4.68	3.46	4.40
War tourism camp is a media to show the authority of the current political system of Iran against its enemies	3.37	2.91	4.59	3.62	4.50
War tourism camp, a place to exchange the culture of different ethnic groups	3.27	2.39	2.41	3.31	2.74
War tourism camp is managed exclusively by special groups	2.71	2.84	3.11	3.57	2.36
War tourism camps do not have a unique attraction for non-religious people	2.63	3.20	2.97	4.00	2.55
War tourism camp is a journey for self-improvement.	3.47	2.89	4.14	3.90	4.43

Q Sample	Perspectives				
	1	2	3	4	5
The planning of the war tourism camp should be revised	3.19	3.04	3.03	3.79	2.71
The need for managers with more balanced and modern thinking in war tourism camps is essential	2.76	3.28	2.84	4.37	2.74
War tourism camps should have economic benefits for the war-torn regions.	3.58	3.40	2.95	4.30	3.69
War tourism camp is a place to show the innocence of the warriors, indicating emotional aspects only rather than logic-based aspects	2.20	2.76	3.16	3.28	1.74
Today's War tourism camp is necessary for all young people for their spiritual aspects	3.51	2.56	3.89	3.53	4.24
The operational and executive processes of the war tourism camp should be modified	2.71	3.07	3.05	4.11	3.07
All the memorials of the war tourism camp should be heeded	3.41	3.12	2.97	4.04	3.24
Paying attention to the political dimensions should not be more than the spiritual dimensions and the real lessons of war	2.51	3.13	3.43	4.13	4.17
There is a need to provide quality services and tourism-like accommodation to attract different people.	3.05	3.15	3.16	4.10	3.81
War tourism is only limited to carnivals and camps, which should be corrected	2.95	2.86	3.05	3.44	2.33
Attention should be paid to various components of war tourism, such as the local market	2.92	2.95	2.89	4.12	3.00
War tourism is a journey that involves suffering along with enjoyment and jolly	3.22	2.78	3.38	3.88	3.31
War tourism in Iran means a monopoly of war tourism by a particular group	2.68	2.82	2.86	3.54	1.74
The current structure of war tourism prevents criticism	2.68	2.97	2.30	2.90	1.90
There is a need to provide more services and facilities to attract tourists	3.03	3.31	3.27	4.08	3.36

The above table gives each cluster's average opinions regarding each Q expression. The k-means algorithm was implemented in this interpretation, and the experts' perspectives were categorized into 5 clusters. The conditions of each cluster are as follows:

• The first cluster includes 14% of the statistical sample of the study. The people who were clustered in this category have complete faith in the spiritual dimensions, beliefs, political influences, and knowledge of the life of the Imam (RA) and the martyrs. Also, this group partially believes in some planning reforms in the war tourism camps. Paying attention to the quality of war tourism camps and carnivals is one of the aspects that these people pay attention to, and on the other hand, according to this statistical sample, the spiritual impact of war tourism on the audience of war tourism in Iran.

• The second cluster: This cluster includes 36% of the statistical sample of the study. This cluster was the most populous study cluster. Nevertheless, the remarkable thing is that all opinions are balanced, indicating that the group does not believe much in reforming and changing the current situation, and they have a balanced opinion regarding the spiritual improvement of visitors in war tourism camps. The reason the number of statistical samples in this cluster is more than in other clusters is the cluster members' unfamiliarity with war tourism camps; for this reason, their opinions abstained around the middleweights.

• The third cluster: 9% of the statistical sample of the study is in this cluster. According to the perspectives of this group, they consider the war tourism camp as a comprehensive, complete, and excellent platform for self-improvement, understanding the doctrine and principles of Iran's current political system (Islamic Republic of Iran), holy defense, and strengthening the spirit of Jihad, as well as developing and strengthening the political and religious dimensions of visitors of war tourism camps. This group does not believe in any reforms or changes in the current war tourism situation and considers this procedure a faultless event in which the essential demands are met.

• The fourth cluster: This cluster, the second most populous cluster of the study, contains 32% of the statistical sample. This category believes in a balanced and mild modification to create conditions to attract the maximum audience. According to this category, war tourism is not practical in strengthening and improving the spiritual dimensions of all people, and today, attention is mainly paid to other components such as people's economy, creating a mechanism for unity of thoughts, providing tourism conditions for all people interested in war tourism and also foreigners interested in this field and similar issues are considered as more important.

• The fifth cluster: 10% of the statistical sample is in this cluster. This category fully and intensely accepts and supports the spiritual dimensions of the war tourism camps; on the contrary, they critically criticize the current situation, indicating structural improvements and reforms in the macrostructure of the war tourism camps.

5. Discussion and Conclusion

This study aims to identify and categorize the different perspectives of academics regarding war tourism. For this reason, evaluations were carried out, and due to the scarcity of sources on this topic, the desired statements were identified through interviews with experts. Then, through interviewing several experts, the statements were converted into codes and Q samples, and from the 66 existing statements, they were reduced to 36 Q samples and summarized. After finalizing the Q samples, the Q cards were distributed to 13 study participants, and the results were analyzed in the fourth chapter.

According to the findings, it can be noticed that about 90% of the participants' opinions are abridged in 3 perspectives, as given below:

• First Perspective: War tourism in Iran was created for political purposes, and its structure should be changed entirely.

• Second Perspective: the general structure of war tourism in Iran is appropriate, but the need for fundamental reforms in different aspects is essential.

• Third Perspective: the current situation is excellent and favorable enough.

The first perspective noticed among academics includes almost 36% of perspectives requesting fundamental changes to the current war tourism structure. In general, this perspective calls for the creation of a war tourism structure in Iran similar to other countries such as France, Belgium, Canada, America, and Japan, reflecting that war tourism should be considered with a touristic approach and a suitable structure should be devised leading to the attendance of people from various ideologies and perspectives.

Among this category's perspectives, there are perspectives that war tourism has a very political aspect in the current situation and belongs to a particular group of visitors only supporting the political system of the Islamic Republic of Iran. According to the beliefs of this category, including researchers and university professors, war tourism is an exclusive structure in the control of a particular group that has restricted this event to their thoughts. According to the perspectives of academics, the politicization of the atmosphere of war tourism in Iran, which a particular political group manages, is not accepted by most people. Therefore, perspectives toward fundamental changes in this event are given in pursuit of an altercation from a political-only structure to a more touristic event. The second perspective includes people who accept the general structure of war tourism, but they believe that there is a need for fundamental reforms in this structure. According to this group of academics, using war tourism may contribute to people's peace and serenity, and most people who politically agree with the current political system (Islamic Republic) and have religious beliefs visit these destinations and monuments. Nevertheless, attraction for all various groups should be provided. According to the opinions of this category, no approaches to attracting tourists without religious beliefs are considered, which should be modified to appeal to tourists with distinctive thoughts and ideologies about this critical event. There is also a need to provide essential programs to appeal to tourists from different countries, for which there is currently no specific program. Furthermore, the economic components and conditions of local people should be noticed through the process of war tourism.

Subsequently, this group believes that distinctive groups of people should attend war tourism not only through war tourism camps, which are held during a specific period during the year but also annually. Also, it is better to remove the monopoly of war tourism and provide freedom for the private

sector in different parts and various programs of war tourism to play their role. Another perspective in this category is that too much attention to the political aspects could be diminished to attract more people with distinctive thoughts and ideologies. This group believes that more tourist attractions could occur by developing services and increasing the quality of services for tourists. Another group of participants has a perspective that indicates that the war tourism structure is working well in the current situation, and there is only a need to make planning and activities more coherent. According to the perspectives of this group of participants, the political use of war tourism should be one of the primary purposes of this event, and such an approach is acceptable in the minds of this group. According to this category, paying attention to these issues is appropriate. In the current situation, war tourism is a structure to create relative peace and serenity in people. According to this category, the existing political and religious structure in war tourism is suitable, and they consider war tourism as a structure for renewing allegiance to martyrs, Imam Khomeini, and the supreme leadership. Also, war tourism leads to self-improvement and helps people avoid committing sins. According to this category, war tourism and related camps are essential for young people to be spiritually bettered. In addition, there is a need to provide more high-quality programs and processes that can provide better conditions to visitors.

The analysis presented so far is based on the Q method and surveys of experts and experienced academics in tourism and war tourism. However, in another part of the study, the opinions about war tourism were analyzed and categorized using a questionnaire and a survey of 429 students. According to the findings, 5 clusters with the following main characteristics were identified:

• The first category: the current situation of war tourism is good and needs minor reforms.

• The second category: They do not have specific perspectives about the nature and structure of war tourism and modifying the existing conditions, and they have generally balanced opinions.

• The third category, war tourism, is considered a perfect platform for self-improvement, understanding the revolution, political and religious issues, and disagreeing with the existing situation's reform.

• The fourth category aims to improve the existing situation and implement conditions to attract all classes with all political and religious thoughts.

• The fifth category: They have accepted the spiritual aspects of war tourism and believe in the program's reform.

The highest percentage of the statistical sample is in the second category with no particular perspective. Nevertheless, among the categories are providing specific and implementable perspectives. The fourth category includes one-third of the statistical sample. According to this category's perspective, the first group of Q analysis experts believes in fundamental reform in the planning, operational, and executive structure, considering the current situation comprehensively. This category believes that the

structure of war tourism should be executed like ordinary tourism, facilitating people of all types and ideologies to attend this event. According to this category, the dominating political atmosphere of war tourism prevailed over its cultural and social aspects, limiting visitors and tourists and restricting the attendants to a particular group. The data analysis from students' perspectives indicates the approval of the existing conditions and the spiritual aspects of war tourism; in contrast, they believe in improving the existing conditions. Therefore, about 56% of the statistical sample believed in the reform of war tourism planning and operational activities, and 36% did not have specific perspectives. Therefore, only 8% of the statistical sample of the study are delighted with the existing conditions of war tourism and do not believe in improving them. In the summary of findings, it is indicated that reforming the existing situation of war tourism and its camps is necessary, and fundamentals are suggested through specific planning so that different people from different thoughts and ideologies can appeal to war tourism.

According to the indicated conditions, there are three perspectives among academics, which should cover the needs of all three categories by providing solutions. Among the suggestions provided are as follows:

• Using the capacities of the private sector to launch war tourism tours similar to other tourism tours in the country. The remarkable thing is that these tours follow the content of the memorials and monuments of war tourism camps with specific criteria that should be carefully considered.

• Provide suitable hotels and accommodations for tourists who intend to use suitable facilities and cannot cope with the harsh conditions of the war tourism climate. These people intend to see the conditions of tourism monuments and war tourism in Iran as a whole, and their main goal is tourism rather than pilgrimage, so the existence of suitable conditions, facilities, and services is necessary for them.

• Modifying executive programs in the monuments of the Holy Defense and holding documented and substantiated narratives without extensive religious programs and only to inform the audience about conditions and events of the Iran-Iraq eight-year war.

• provision of different implementation structures; in other words, war tourism should be conducted according to audiences of distinctive types and approaches, indicating the fact that if the audience agrees with the current conditions of the war tourism, the camps should be held for them in the current style, in contrast, if they do not agree with the existing conditions and believe in approaches of reform. Camps should be conducted according to their taste and the routine tourism procedures.

Therefore, the main goal of the research, which was to identify and categorize the main views about war tourism camps among academics, has been answered and these views have been divided into 3 categories. Therefore, in the following, practical solutions are presented to solve the root problems according to each category:

It can be said that the origin of the opinions of the first category is mainly the lack of complete knowledge of the existential philosophy of war tourism. Therefore, in this context, it is suggested to explain the existential philosophy and macro strategies of this event, which defines the scope and limitations of its activities. The origin of the second category of opinions is the lack of sufficient knowledge of the activities carried out in this field. Therefore, it is suggested that the notification of this event in the executive dimension, including the plans implemented and their details, the actions taken and the reforms made, should reach the people. However, third group are knowledgeable people who point to correct information and raise appropriate criticisms that need to be addressed. Therefore, in this field, specialized working groups should be formed and practical solutions should be proposed and put on the agenda.

It is also suggested for future research to collect and categorize the opinions of other groups other than academics with different age, nationality, religion and gender and compare the findings with the current research. In addition to that, it is possible to set up coherent programs to communicate with the visitors of War Tourism in all days of the year, and point to a more precise root cause of the issues raised in this research and to provide more detailed solutions by separating the related organizations and the essential tools.
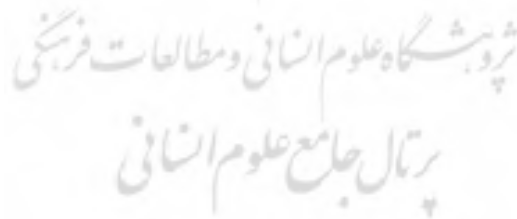
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