

<https://doi.org/10.22133/ijtcs.2025.521259.1212>

## The Development Scenarios of Cultural Tourism Focusing on Nomadic Tourism (Case Study: Shabsavan Nomads)

Vali Nemati<sup>1</sup>, Ali Delshad<sup>\*2</sup>, Hasti Fallahzadeh<sup>3</sup>

<sup>1</sup> Assistant Professor at the Department of Public Administration & Tourism, Faculty of Social Sciences, University of Mohaghegh Ardabili, Ardabil, Iran

<sup>2</sup> Assistant Professor, Department of Business Administration, Yazd University, Yazd, Iran

<sup>3</sup> B.A., Department of Business Administration, Yazd University, Yazd, Iran

| Article Info                                                                                                                                                                                                                                                                     | Abstract                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Received:</b><br/>2025-03-04</p> <p><b>Accepted:</b><br/>2025-05-26</p> <hr/> <p><b>Keywords:</b><br/>Nomadic livelihood<br/>Scenario planning<br/>Ardabil<br/>Scenario Wizard software<br/>Nomadic tourism development</p>                                                | <p>Tourism is regarded as a complementary activity that contributes to the sustainability of nomads' livelihoods and raises welfare and living standards, as well as the economic growth of nomadic areas, through the capabilities and attractions of the Shabsavan nomads. The present study tries to identify the scenarios of nomadic tourism in Shabsavan, Ardabil province. The research strategy is a case study through a qualitative study using a multi-faceted method and a cross-sectional time horizon. In data collection, in the first step, key experts were used to collect data to extract the factors affecting nomadic tourism development (NTD) and to examine the impact of these variables on each other. The influential factors were divided into 12, seven promoting and five inhibiting factors. The mutual influence matrix was used to determine the effect of variables on one another, and scenarios were created using propulsions extracted from the influencing factors. After collecting the questionnaires, the scenario was conducted using Scenario Wizard software. The scenarios in the current research were divided into three groups: favourable, intermediate, and unfavourable. According to experts, access to favourable scenarios is accompanied by many limitations and obstacles. Its occurrence requires coherent planning, commitment, and participation from all stakeholders, and the occurrence of unfavourable and catastrophic scenarios also looks pretty pessimistic. According to current trends, the vast majority of experts believe that a slight improvement in the current situation is possible in the future of this type of tourism.</p> |
| <p><b>*Corresponding author</b><br/><b>E-mail:</b> alidelshad@yazd.ac.ir</p>                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p><b>How to Cite:</b><br/>Nemati, V., Delshad, A., &amp; Fallahzadeh, H. (2025). The Development Scenarios of Cultural Tourism Focusing on Nomadic Tourism (Case Study: Shabsavan Nomads). <i>International Journal of Tourism, Culture and Spirituality</i>, 8(1), 91-120.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

## Introduction

Since the dawn of human civilization, nomadic life has been one of the earliest forms of social existence. Its defining characteristic is seasonal migration, a way of life that sets nomadic societies apart from rural and urban communities (Nemati et al., 2023). Nomadic livelihood is a type of adaptation to the environment and one of the first ways of social life, along with migration between different regions for various reasons. Because of coexistence with nature, each area's way of life In addition, exploitation of nature have evolved to reflect the qualities of that location (Ziaee et al., 2021). The nomadic community in Iran is a significant part of its cultural heritage and has featured prominently in the country's politics throughout its history. Nomadic communities and their clan-based organisations primarily engage in extensive nomadic livestock rearing and marginal sedentary agriculture (Shakoor et al., 2013). Iran's Rural Tourism encompasses activities such as visiting ancient villages, living in tents used by nomads, and participating in park and natural resort recreations. However, despite numerous challenges, this industry has continued attracting domestic and international tourists (Orishev et al., 2020). Today, the nomadic community is facing severe difficulties and challenges, mainly political-institutional and economic, to continue this way of living, and the number of households that continue this way of living is decreasing daily. Tourism is an effective tool for generating income, creating employment, and preserving cultural and natural heritage. However, without proper planning, lasting damage will be caused by both the nomadic people and the tourism business. The settlement of populations and the decline of nomadic pastoralists threaten the natural balance established by nomadic societies. Tourism should be viewed as a supplementary activity, considering the capabilities and attractions of the Shabsavan nomadic tribes, to improve nomadic life sustainability, living conditions, and economic growth. (Papoli Yazdi & Saqai, 2006).

The enhancement of the livelihood of the nomadic community through tourism is a thought-provoking topic because the nomadic community has a lot of cultural opportunities and attractions to develop this type of tourism. Tourism can revitalise this endangered way of life (Nemati et al., 2022; Shekari et al., 2022; Shalbafian et al., 2020). Nomadic tourism is founded on nomadic communities' environment, nomadic activities, and their unique culture that provides visitors with a place for relaxation, diverse experiences as well as employment and additional income generation in addition to fostering intercultural understanding within the community (Ming Chang & Chang Liao, 2014; Lin & Lin, 2020). Indigenous communities can offer unique tourism experiences for those seeking a different experience from tourism. Attracting these tourist markets is highly beneficial, as they tend to stay longer and spend more at the destination. It results in greater economic advantages for less-visited areas than those gained from a larger influx of tourists (Tillotson, 2013). Norwegian anthropologist Fredrik Barth

reflects in his autobiography that, of all his field experiences, his time with the Basseri tribe of southern Iran was the most joyful and fulfilling.

These factors indicate a strong relationship between nomadic tourism and sustainable development. Sustainable Nomadic Tourism Development (NTD) leads to the revival of forgotten local and traditional cultures, encouragement of collective activities, increase in income, creation of new sources of revenue, reverse migration from cities to nomadic areas, preservation of the natural, cultural, and social environment of villages, and prevention of mass migration of nomadic populations to other regions (Akbarian Ronizi, 2016). However, in many areas, concerns about how to strike a balance in the use of the attractions of tribal communities as tourist attractions in support of minority culture and the promotion of ethnic pride are increasing (Zhuang et al., 2017). The imbalanced development of tourism in Ardabil Province has resulted in overcrowding at certain summer resorts, such as Sareyn, which exceeds the capacity of these facilities. On the other hand, the areas surrounding them have a rich nomadic culture and untouched charms, but they do not benefit from tourists. When properly managed and information is available to visitors, this problem could be minimized by leading them to other attractions. That offers economic diversification for a nomad society besides creating positive cultural and environmental impacts.

Furthermore, due to the lack of services and revenue-generating opportunities in nomadic regions and the economic issues that pastoralists face, it is critical to establish effective mechanisms for generating money and employment with long-term development in such places, focusing on promoting sustainability in these areas. One such plan is to promote nomadism as a tourist attraction in these places, which will benefit nomadic communities by increasing their income. This type of tourism in Iran, particularly in Ardabil province, where the Shabsavan tribe lives, has significant growth potential. Recently, it has gained significant attention from domestic and international tourists. Tourism in this region, shaped by its pristine natural environment and the distinct socio-cultural elements of tribal life, customs, and traditions, has experienced both beneficial and adverse impacts. However, studies and observations reveal that this tourism has yet to fully emerge due to various factors such as infrastructure, environmental, cultural, and economic limitations.

Countries seeking fundamental changes have placed sustainable and scenario-based planning with a future studies approach at the core of their future development planning. In a world of rapid change and transformation, decision-makers in geography and urban and regional planning must evolve new methodologies, projections, and preparedness for unpredictable futures. Among these, tourism development is one of the essential topics that play a significant role in the economic development of different regions and can lead to improving economic growth and increasing the quality of life of individuals through future studies and scenario design. Today, tourism is becoming one of the main

pillars of the global economy, and many planners and policy-makers consider it a primary pillar of development. This activity has played a significant role in regional development over the past few decades, maintaining a distinct and influential presence (Taghvaei & Hosseinekhah, 2018; Premović & Arsić, 2020; Băndoi et al., 2020; Liu et al., 2023).

The scenario-based method is the most popular future study conducted through quantitative or qualitative analysis (Mahmud, 2011). Scenarios are designed to uncover challenges and opportunities and assist in developing strategies. In this process, they often stimulate imaginations, raise fundamental questions, and expand worldviews. Scenarios are not predictions of the future. Instead, they encourage individuals to think about how to achieve different positions they may encounter.

The importance of using future studies for tourism-related activities has been emphasized in scientific studies related to the tourism industry (West, 2008). In the field of tourism, which is a complex industry with multiple potential pathways, scenarios can play a fundamental role and provide helpful information for all stakeholders. A scenario is a set of events that we imagine will happen in the future (Page et al., 2010). A suitable approach to developing different scenarios is to use alternative scenario building. Alternative scenarios aim to expand people's thinking about the uncertain future, not through one but through a wide range of possible futures. The main reason for using future studies is probably to help identify what is unknown but necessary for long-term intelligent decision-making (Hui & Tsai, 2017).

The current study explores the potential of utilising tourism in nomadic regions as an additional source of income for the nomadic population and a unique offering for contemporary travellers. It looks into the future of tourism in the Shabsavan nomadic regions and aims to outline possible scenarios for nomadic tourism in Ardabil province. The Shabsavan nomads of Ardabil Province in northwestern Iran represent a historically significant tribal confederation known for their pastoral transhumance between the Moghan Plain and the highlands of Mount Sabalan. Their seasonal migration (kooch) involves wintering in the lowland Dasht-e Moghan and summering in the alpine pastures near Sabalan. This pattern has persisted for centuries and is central to their cultural identity. In summary, the Shabsavan nomads of Ardabil Province exemplify a dynamic interplay between traditional pastoralism and contemporary socio-economic transformations, highlighting the resilience and adaptability of nomadic cultures in the face of changing environmental and political landscapes. The studies show that very few studies have been conducted on nomadic tourism, and so far, no study has been conducted on future research in this area. This project, utilising scenario planning, has focused on building theoretical foundations and tactics to reach a desirable future in the nomadic regions of Shabsavan.

## Literature review

### Scenario planning

Scenario planning is a flexible process that can be adapted to different conditions and diverse needs. Scenario planning is a research method that predicts multiple outcomes that may appear in future study paths (Yeoman et al., 2012). The scenario consists of four stages (Riley & Love, 2000): Step one: Identifying and analyzing change drivers; Step 2: Identifying pre-determined elements and critical uncertainties; Step 3: Constructing a scenario matrix; and Step four: Creating scenario narratives.

Step one: Change drivers are factors that shape the future environment. Some of these drivers are observable, while others are not. Therefore, the goal at this stage is to identify a wide range of drivers and evaluate which will be most important in the future rather than focusing solely on current problems. Stakeholders' perspectives on various dimensions affecting tourism are used in this stage, and these perspectives are divided into the potential and challenges that drive changes.

Step two: Once the stimuli have been prioritised, the next step is to consider which may play a more critical role. In some cases, stimuli will be predictable factors, meaning their outcomes are apparent, while stimuli will have undesirable results in other instances. At this stage of the scenario process, it is essential to identify both types. Uncertainties are used to define the scenario space and generate narratives, and anticipated elements will clarify strategic issues.

Step three: The scenario matrix determines the main parameters of the scenario and is constructed from the combination of critical uncertainties and predicted elements. Tourism development depends on stakeholders' interpretations of the development mentality and its implementation.

Step four: Scenario narratives will be developed within the logical framework provided by the scenario matrix. These narratives should include all elements of the first and second stages and other extensive studies. They must highlight diverse priorities and issues in each future scenario, as seen through the eyes of numerous stakeholders.

Limited studies have been conducted in the field of nomadic tourism, with most of these studies focusing on assessing the various impacts of tourism development on nomadic communities. However, no comprehensive research on nomadic tourism has been conducted, particularly on future patterns. As a result, the research's innovations include the concept of nomadic tourism and its futurology, including nomadic tourist scenario planning. We will discuss a few of these studies below.

In his article, Wright (2023) applies a scenario narrative approach to exploring and presenting potential future ideas. The importance of narratives lies in fundamentally examining trends and drivers that can shape future scenarios. He emphasizes the importance of exploring the past to understand the future and offers a core set of adventure tourism activities based on soft and hard skills. He emphasizes

that adventure tourism, which is currently considered a growing market, should be encouraged and promoted, as the skills and experiences associated with adventure travel can provide people with a better understanding of our natural environment. Many of the skills were crucial to the survival of our ancestors (hunter-gatherers) and have eventually become who we are today. Helping people reconnect with nature and learning to perform in challenging conditions and environments are skills that individuals can develop through their experiences. Participating in adventure tourism involves engaging in various activities that require both hard and soft skills, indicating its potential as a foundation for the industry's future growth and management.

Campa (2023), who investigates the historical events that led to the emergence of futurology as an independent science, also replaces Herman Kahn's scenario analysis with process analysis as an analytical method. Two main paradigms of futurist thinking prevailed until the mid-twentieth century: a historical-literary model focusing on imagination and artistic ability and a technical-scientific model encouraging exact analysis and accuracy in prediction. For these two paradigms, scenario analysis represented an integration of literary and scientific approaches emerging after World War II. According to the author, using imagination and creativity does not harm futurology's scientific position or endanger other sciences. A concept he introduces to explain this futurist element is the "imagination quotient." He also delivers a theoretical grounding for this coinage.

### **Nomadic tourism**

Nomadic tourism is a specialized form of tourism that non-sedentary people practice. It encompasses a wide range of tourist-nomad interactions that take place in a variety of socio-cultural and environmental settings. This form of travel involves sub-categories such as cultural, ecological, adventure, and volunteer tourism (Carnicelli-Filho, 2013; Azhari et al., 2023; Qiu et al., 2021; Zeng et al., 2022).

Gantemur (2020) identifies "nomadic tourism" as a development paradigm that balances Mongolia's natural landscape and cultural heritage. He believes that defining and identifying stakeholders within the Mongolian social system are critical aspects of natural resource management. He thus suggests a three-tiered collaboration mechanism for pasture-based tourism stakeholder groups and an examination of society's local socio-cultural identity system. Hannonen (2020) conceptualizes nomadic tourism as the immersion of tourists in the lifestyles of nomadic communities. Moreover, nomadic tourism emphasizes the importance and vitality of stakeholder collaboration and the preservation of local cultural identities within the framework of sustainable tourism development (Richards, 2015).

Josary et al. (2020) study to evaluate the choices made by tourists when selecting where to stay on travel based on nomadic tourism around Bandung. The concept of nomad tourism is just a new trend in Indonesia's tourism business, as conceived by the Ministry of Tourism. It refers to guests who use

temporary accommodation facilities. This study focuses on the preferences of tourists when choosing nomadic tourism accommodations in the Bandung region. The findings indicated that four preference factors for tourists in choosing nomadic tourism accommodations in the Bandung region are equally important. The cultural factor received the highest score.

Some of the main features that are associated with nomad tourism are:

1. **Mobility:** Instead of being stationary, this form of travel is typified by incessant motion and travelling to diverse places (Zeng et al., 2022; Salzman, 2002).
2. **Interaction with Nomadic Communities:** This form of tourism enables tourists to mix and associate with nomadic communities and learn from them about their cultures and ways of life.
3. **Empirical:** In this type of holidaymaking, vacationers are actively involved in the experiences of a nomadic lifestyle (Richards, 2015).
4. **Ecologically Sustainable:** Ecological sustainability is a defining characteristic of most nomadism-tourism connections, stemming from the intrinsic relationship between nomads and their environmental needs. (Chiu et al., 2014; Zenelaj & Pifti, 2013).

Nomadic tourism differs from Community-Based Tourism (CBT), encompassing local cultural identity and a nomadic way of life. It intends to be self-sustaining and enrich the cultural identities of host communities through tourism activities. This strategy recognises that nomads are essential in preserving their cultural heritage while encouraging sustainable tourism (Gantemur, 2020).

### Nomadic tourism in Iran

Lately, nomadic tourism in Iran has been a subject of study concerning its influence on the resilience of nomad life (Shekari et al., 2022). Several nomadic tribes in Iran, particularly in the Central Plateau, have preserved their traditional and cultural practices in a manner that captivates and appeals to tourists. Nomadic tourism in nature is an attempt to explore the traditions of Iranian nomadic tribes who have lived there for a very long time. Over time, these tribes have managed to preserve their distinct ways of life, traditions, and cultural history, making their way of life highly appealing. Numerous nomadic tribes in Iran's Central Plateau exhibit tangible and intangible cultural expressions, making them crucial for tourism marketing in Iran (Beigi et al. 2015).

Nomads are only a minority proportion of the population, but are involved in livestock farming and craft production, drawing tourists to these regions. For tourism to grow while preserving their cultural heritage, nomadic areas must be sustained. Nomadic regions can benefit from strategies promoting local rights and environmental sustainability (Pakrah et al., 2020). Nomadic tourism is best understood through the prism of pastoral nomadism, whereby livestock migrate seasonally to access pastures. For instance, areas such as the Baft district in Kerman province are famously associated with nomadic

pastoralists who produce cashmere from Raeini goats. Labour by family members themselves, animal husbandry, and traditional methods are all part of this production system, which is inseparable from the lifestyle of a nomad and thus becomes appealing to tourists (Ansari-Renani et al., 2013).

Pastoral nomadism faces challenges to the environment and the way of life of nomadic tribes due to climate change, affecting tourism. It is necessary to implement adaptation strategies to reduce such effects for nomadic tourism to continue (Tahmasebi et al., 2013). Education issues within Lorestan are like those in many other nomadic societies, with an enormous impact of obstructing social integration and overall development. When these issues are effectively solved, tourists' experiences can improve while their knowledge of the nomadic way of life will grow (Ahmadishokouh et al., 2023). Demographic transitions in nomads between 1956 and 2008 show a considerable decrease because of modernity. Nonetheless, nomadic tourism still allows access to Iran's historical background and cultural treasures (Annamoradnejad & Lotfi, 2010).

### **Scenario planning of nomadic tourism**

In their study on using technology to involve stakeholders in the scenario design of tourism services, Amer et al. (2013) made the case that scenario-based design is an effective tool for generating innovative concepts for destination service development and removing obstacles to collaboration amongst tourism stakeholders. By analyzing the situation of the Indian tourist sector, Dangarwala & Rao (2016) concluded that there are plenty of prospects for foreign exchange earnings and job creation, which promotes social and economic advancement. Enger et al. (2015) studied the Norwegian tourist scenario and found that the nation's policies and economy had an unanticipated effect on tourism. In the scenario matrix, they divided these variables into two axes, resulting in four scenarios: the monetary laws, the urban diamond, the opportunity for all, and the comprehensive plan.

In studies conducted in Iran, Ranjbar Tazanji (2013) examined the issue of health tourism at the Research and Treatment Centre for Infertility in Yazd. Utilizing the Delphi method, they extracted important factors, identified three powerful scenarios, and confirmed the desirability of all three scenarios by comparing them with higher-level documents. Shams et al. (2016), by examining investment scenarios in rural tourism in Mazandaran province, proposed the desirability and feasibility of three scenarios for the development of health tourism, tourism of pristine villages and ecotourism lodges, and stated that investing in the realization of these three scenarios can be a good solution for Development of rural tourism in Mazandaran province.

Based on an assessment of Mashhad's tourism prospects through 2025, Ashuri Karizki (2015) created a series of tourism scenarios for the city that went by the names Aftab-e tarik (black sunlight), Ab-e sarab (water mirage), Shahr-e shab (night city), and Shahr-e behesht (heaven city). Sunshine City,

also known as Shahr-e Aftab, was chosen as the best scenario for this study, and the methods to get there were given.

Mousavi et al. (2017), by evaluating the desert tourism scenarios of Kashan, stated that the presence of various cultural, natural, and historical attractions in the Marand region can provide the conditions for different types of scenarios and the possibility of allocating significant levels of land in the area to different tourism scenarios. Ghanbari (2015), by examining the plausible and probable scenarios of religious tourism in Qom, considered four scenarios: Andromeda, Red Giant, White Dwarf, and Black Hole, and stated that the plausible scenario is the Andromeda scenario, considering the probability of its realisation. Taghvaei and Hosseinekhah (2018), by future studies and scenario planning of Yasouj city, identified the most desirable scenario as preservation, formulation, increase, interaction, development, quantitative and qualitative growth, increase, and improvement of security.

## Methodology

The current study uses an inductive research approach with an interpretive philosophical foundation to discover and characterise the applied audience. The research strategy is a qualitative case study with a mixed method and a cross-sectional temporal horizon. Data was collected from key informants to extract factors influencing the development of nomadic tourism and to investigate the impact of these variables on each other. Following an analysis of the research literature and preliminary fieldwork, semi-structured interview questions were created for important participants, and interviews took place to determine the factors impacting the growth of nomadic tourism. Owing to their duties and activities within the nomadic areas, experts of Ardabil Provincial General Administration of Nomadic Affairs and General Administration of Cultural Heritage, Handicrafts and Tourism of Ardabil Province were aware of the characteristics and challenges associated with a nomadic way of life. University professors who have studied in the field of nomadic tourism and nomadic livelihoods, as well as university professors who had nomadic origins and were familiar with the characteristics of nomadic livelihoods, as well as active tour operators in the field of nomadic tourism which had nomadic origins and were themselves, members of this community, formed the statistical community. Sampling in this stage was done using the snowball method, and interviews continued until theoretical saturation was reached or finding other experts was impossible. Thematic analysis and coding of interviews were used for analysis. Ultimately, 12 factors were extracted, among which seven factors played a facilitating role and five factors played an inhibitory role in the NTD.

Lawshe's Model (1975) was applied to determine the content's validity. According to this method, a questionnaire was provided to expert group members, and they were asked to express their opinions on each of the research items. The questionnaire was created and distributed to the experts with a three-

option scoring system: "approved," "approved but not necessary," and "delete." Based on the number of experts evaluating the questions, a minimum acceptable value for CVR is determined, and questions with calculated CVR values lower than the permissible value should be excluded from the test. In this research, nine specialists engaged in a process for determining content validity whereby items showing CVR values above 0.75 were said to have content validity based on Lawshe's model. The findings showed that all research indices had acceptable validity and a CVR value greater than 0.75. Therefore, the research indicators are considered to have suitable content validity.

Furthermore, a reliability check was conducted using the inter-coder reliability method. To assess the reliability using the inter-coder agreement method, an expert with sufficient knowledge of the subject of this research was requested to participate as a research collaborator (coder). The expert was then asked to independently code interviews with three participants in the study as a sample. The results of the coding are presented in Table 1:

**Table 1. Calculation of inter-coder reliability**

| Row | Interview number     | Number of codes | Number of agreements | inter-coder reliability |
|-----|----------------------|-----------------|----------------------|-------------------------|
| 1   | The third interview  | 44              | 17                   | 77%                     |
| 2   | The sixth interview  | 32              | 13                   | 81%                     |
| 3   | The eighth interview | 36              | 15                   | 83%                     |

As observed in Table 1, the inter-coder reliability in the three selected interviews was found to be 77%, 81%, and 83%. Considering that an acceptable level of reliability in this method is values exceeding 60%, the reliability of the coders was confirmed, and it can be claimed that the reliability of the qualitative section of the current research is suitable.

Given the interdependence of specific drivers and their susceptibility to external influences, the complexity of the problem is amplified. To understand how different factors may affect nomadic tourism differently in the future, the Cross-Impact Analysis (CIA) method emerges as a valuable and practical approach. CIA is a technique for identifying and evaluating the reciprocal relationships among drivers, ranking their influence on each other. In most scientific endeavors, the CIA assesses the likelihood of potential scenarios. It facilitates the identification of conflicting ideas, clarifies assumptions about the future, and provides a clear picture of driving and dependent trends. Generally, the CIA involves three stages (Zayyari et al., 2018):

**a) Variable Extraction (Factors):** Although this stage lacks a formal structure, it is essential for the subsequent analysis.

**b) Determining Inter-Variable Relationships:** Establishing linkages between variables and factors and describing their interactions is paramount in this stage.

**c) Identifying Key Variables:** Pinpointing the critical variables that significantly influence the system is crucial.

Therefore, to examine the interplay between the many components and provide a comprehensive understanding of the driving forces, the critical factors (variables) influencing the growth of nomadic tourism were initially identified. Then, the relationships between the variables were described from the perspective of experts, and ultimately, vital and influential variables were identified. Finally, after completing the scenario questionnaire, scenario planning was carried out using the Scenario Wizard software. According to experts, five significant and crucial factors—social capital, governmental activism, empowerment, structural-institutional barriers, and cognitive-knowledge barriers—were chosen for scenario planning in order of significance in the growth of nomadic tourism.

## Research Findings

### Scenario Matrix Evaluation Using Scenario Wizard Software

Scenario evaluation begins after the analytical framework is defined and the required data (average questionnaire scores) are input into the program.

### Calculation of the Network System

The network system evaluates the role of critical factors in the analysis system, which is a preparatory step. It is used to build the actual scenario. The network system is calculated by summing up all the effects applied to a critical factor.

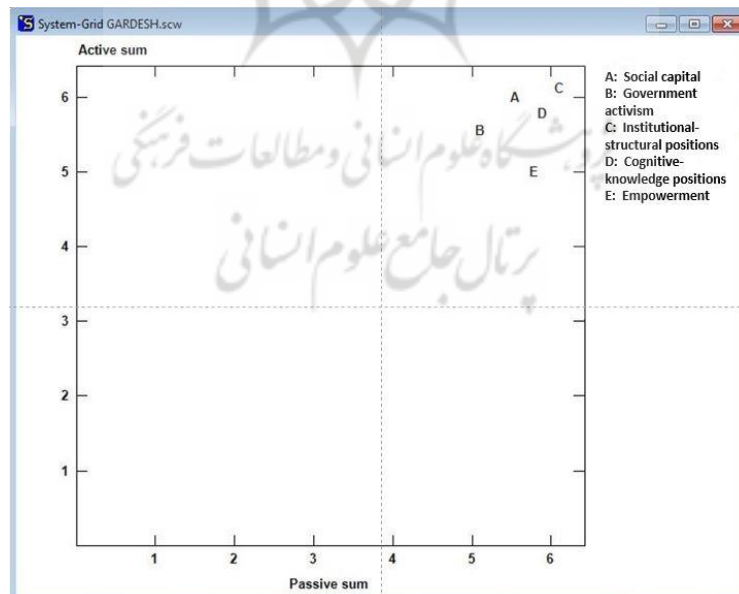


Figure 1. Network of scenarios for the NTD

As shown in Figure 1, all five key factors are located in the upper right-hand corner of the diagram. The diagram was generated using Scenario Wizard software and is based on analysing a matrix entered into the software using questionnaire data. Factors in the upper right-hand corner are influential and have a substantial impact. This indicates that all of these factors are key to the NTD and have a substantial effect on the system and, at the same time, also experience a strong effect. A network based only on an analysis of direct effects is a simple evaluation method. A deeper understanding of the role of crucial factors in the system reflects direct and indirect effects.

### Detecting Scenario Inconsistencies (Impact Balance Analysis)

This stage involves examining inconsistencies between scenarios. As illustrated in Figure 1, a network of impact relationships is depicted, generated from the reciprocal impact matrix. This network encompasses a space of reasonable scenarios for the subject matter. However, each selected scenario may introduce contradictions within the network's rules. Therefore, by calculating the impact balance, an output of the Scenario Wizard software, inconsistencies can be identified by analysing impact balances. The impact scores and impact balances for different status conditions are presented in Figure 2:

| Impact balances                                                 |  |  |            |    |    |        |    |    |        |  |    |                                             |    |  |    |    |    |  |    |    |    |  |   |  |  |  |
|-----------------------------------------------------------------|--|--|------------|----|----|--------|----|----|--------|--|----|---------------------------------------------|----|--|----|----|----|--|----|----|----|--|---|--|--|--|
| Selection:                                                      |  |  | x          |    |    |        | x  |    |        |  | x  |                                             |    |  | x  |    |    |  | x  |    |    |  | x |  |  |  |
|                                                                 |  |  | A          | A  | A  |        | B  | B  | B      |  | C  | C                                           | C  |  | D  | D  | D  |  | E  | E  | E  |  |   |  |  |  |
|                                                                 |  |  | A1         | A2 | A3 |        | B1 | B2 | B3     |  | C1 | C2                                          | C3 |  | D1 | D2 | D3 |  | E1 | E2 | E3 |  |   |  |  |  |
| Balance:                                                        |  |  | 0          | 0  | -1 |        | 3  | -4 | 1      |  | 7  | -4                                          | -4 |  | 3  | -1 | -8 |  | 6  | -2 | -4 |  |   |  |  |  |
| Social Capital:                                                 |  |  |            |    |    |        |    |    |        |  |    |                                             |    |  |    |    |    |  |    |    |    |  |   |  |  |  |
| Increasing Social Capital                                       |  |  |            |    |    |        | 1  | 1  | -2     |  | 3  | -1                                          | -2 |  | 3  | 0  | -3 |  | 2  | -3 | 1  |  |   |  |  |  |
| Maintaining Current Levels of Social Capital                    |  |  |            |    |    |        | -1 | 0  | 1      |  | -2 | -1                                          | 3  |  | -1 | 0  | 1  |  | -3 | 1  | 2  |  |   |  |  |  |
| Decreasing Social Capital                                       |  |  |            |    |    |        | 0  | -1 | 1      |  | -1 | 2                                           | -1 |  | -2 | 0  | 2  |  | 1  | 2  | -3 |  |   |  |  |  |
| Government activism:                                            |  |  |            |    |    |        |    |    |        |  |    |                                             |    |  |    |    |    |  |    |    |    |  |   |  |  |  |
| Increasing Government activism                                  |  |  | -2         | 1  | 1  |        |    |    |        |  | 3  | -2                                          | -1 |  | 3  | -2 | -1 |  | 2  | 1  | -3 |  |   |  |  |  |
| Maintaining Current Levels of Government activism               |  |  | 2          | -1 | -1 |        |    |    |        |  | -2 | 3                                           | -1 |  | -2 | 1  | 1  |  | -1 | -2 | 3  |  |   |  |  |  |
| Decreasing Government activism                                  |  |  | 0          | 0  | 0  |        |    |    |        |  | -1 | -1                                          | 2  |  | -1 | 1  | 0  |  | -1 | 1  | 0  |  |   |  |  |  |
| Structural-Institutional Barriers:                              |  |  |            |    |    |        |    |    |        |  |    |                                             |    |  |    |    |    |  |    |    |    |  |   |  |  |  |
| Reducing Structural-Institutional Barriers                      |  |  | 3          | -1 | -2 |        | -2 | -1 | 3      |  |    |                                             |    |  | -2 | -1 | -3 |  | 3  | -1 | -2 |  |   |  |  |  |
| Maintaining Current Levels of Structural-Institutional Barriers |  |  | -2         | 0  | 2  |        | 0  | 2  | -2     |  |    |                                             |    |  | 2  | -3 | 2  |  | -1 | 0  | 1  |  |   |  |  |  |
| Increasing Structural-Institutional Barriers                    |  |  | -1         | 1  | 0  |        | 2  | -1 | -1     |  |    |                                             |    |  | 0  | -2 | 2  |  | -2 | 1  | 1  |  |   |  |  |  |
| Cognitive-Knowledge Barriers:                                   |  |  |            |    |    |        |    |    |        |  |    |                                             |    |  |    |    |    |  |    |    |    |  |   |  |  |  |
| Reducing Cognitive-Knowledge Barriers                           |  |  | -2         | -2 | 3  |        | 2  | -2 | 0      |  | 3  | -2                                          | -2 |  |    |    |    |  | -1 | 1  | 0  |  |   |  |  |  |
| Maintaining Current Levels of Cognitive-Knowledge Barriers      |  |  | -2         | 2  | 0  |        | -2 | 0  | 2      |  | -2 | 2                                           | 0  |  |    |    |    |  | -1 | 1  | 0  |  |   |  |  |  |
| Increasing Cognitive-Knowledge Barriers                         |  |  | 3          | 0  | -3 |        | 0  | 2  | -2     |  | -2 | 0                                           | 2  |  |    |    |    |  | 2  | -2 | 0  |  |   |  |  |  |
| Empowerment:                                                    |  |  |            |    |    |        |    |    |        |  |    |                                             |    |  |    |    |    |  |    |    |    |  |   |  |  |  |
| Increasing Empowerment                                          |  |  | 1          | 2  | -3 |        | 2  | -2 | 0      |  | -2 | 1                                           | 1  |  | -1 | 2  | -1 |  |    |    |    |  |   |  |  |  |
| Maintaining Current Levels of Empowerment                       |  |  | -1         | -1 | 2  |        | -2 | 0  | 2      |  | 2  | -1                                          | -1 |  | 2  | -1 | -1 |  |    |    |    |  |   |  |  |  |
| Decreasing Empowerment                                          |  |  | 0          | -3 | 0  |        | 0  | 2  | -2     |  | 0  | 0                                           | 0  |  | -1 | -1 | 2  |  |    |    |    |  |   |  |  |  |
| Protocol                                                        |  |  | Succession |    |    | Report |    |    | Export |  |    | <input type="checkbox"/> Hide inactive rows |    |  |    |    |    |  |    |    |    |  |   |  |  |  |

Figure 2. Calculating the impact balances of a scenario

### Scenario Report Generation

One of the outputs generated by Scenario Wizard software is the scenario report. This comprehensive report encompasses project information, a scenario overview, an assessment of critical factor consistency, an evaluation of scenario assumption robustness, and a determination of scenario plausibility.

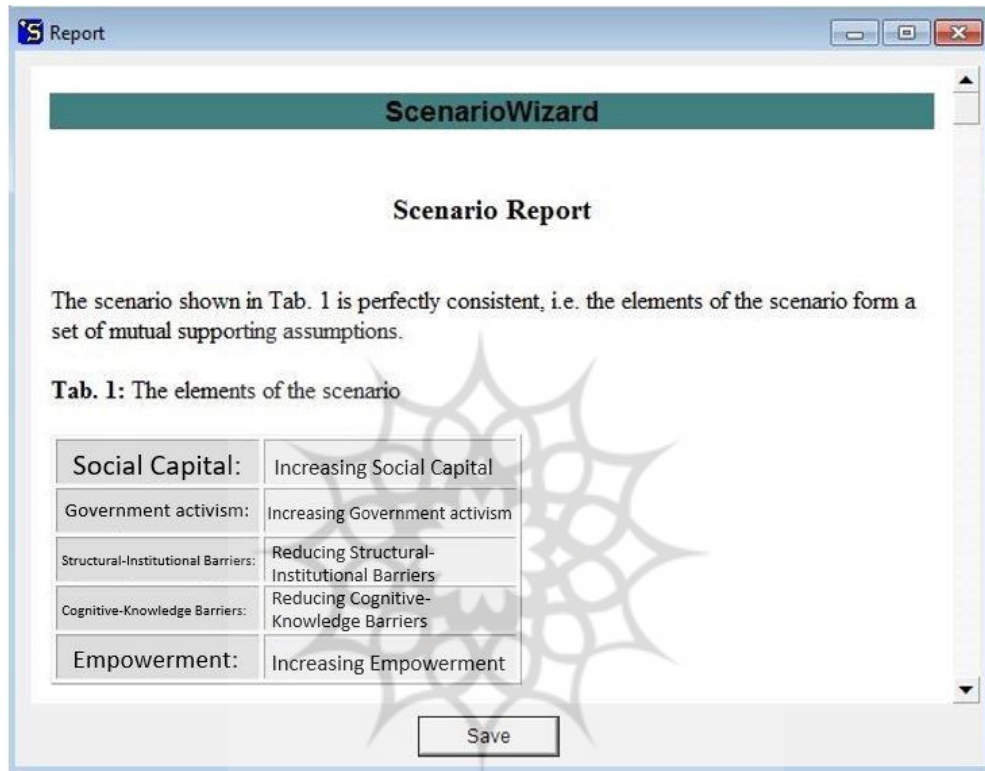


Figure 3. Overview of the wizard scenario report

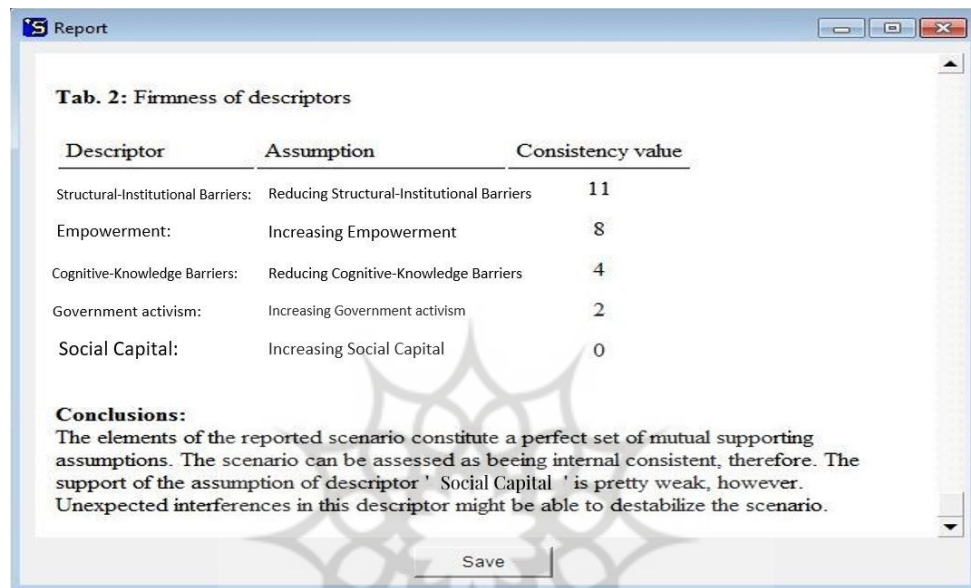
Table 2. Sustainability of Key Factors

| Key Factor                        | Assumption                                    | Compatibility |
|-----------------------------------|-----------------------------------------------|---------------|
| Social Capital                    | Increase in social capital                    | 0             |
| Structural-Institutional Barriers | Decrease in structural-institutional barriers | 11            |
| Cognitive-Knowledge Barriers      | Decrease in cognitive-knowledge barriers      | 4             |
| Government Support                | Increase in government support                | 2             |
| Empowerment                       | Increase in empowerment                       | 8             |

### Evaluation of Robust (Probable) Scenarios

Following the acquisition of the requisite data, the assessment of the reciprocal impact matrix can be initiated. Scenario Wizard software, employing intricate and computationally intensive calculations,

empowers researchers to extract credible scenarios. This section delves into the meticulous analysis of each scenario, ultimately paving the way for scenario-driven planning for the future. Credible scenarios also include robust scenarios, in line with the analytical logic of Scenario Wizard software. In this phase, five robust scenarios undergo a separate review to formulate strategic approaches for these scenarios in subsequent stages. Table 2 presents the status of key factors for each scenario.



**Tab. 2: Firmness of descriptors**

| Descriptor                         | Assumption                                 | Consistency value |
|------------------------------------|--------------------------------------------|-------------------|
| Structural-Institutional Barriers: | Reducing Structural-Institutional Barriers | 11                |
| Empowerment:                       | Increasing Empowerment                     | 8                 |
| Cognitive-Knowledge Barriers:      | Reducing Cognitive-Knowledge Barriers      | 4                 |
| Government activism:               | Increasing Government activism             | 2                 |
| Social Capital:                    | Increasing Social Capital                  | 0                 |

**Conclusions:**  
 The elements of the reported scenario constitute a perfect set of mutual supporting assumptions. The scenario can be assessed as being internal consistent, therefore. The support of the assumption of descriptor ' Social Capital ' is pretty weak, however. Unexpected interferences in this descriptor might be able to destabilize the scenario.

Save

Figure 4. Conclusion related to the scenario report

### Evaluation of Robust (Probable) Scenarios

Following the acquisition of the requisite data, the assessment of the reciprocal impact matrix can be initiated. Scenario Wizard software, employing intricate and computationally intensive calculations, empowers researchers to extract credible scenarios. This section delves into the meticulous analysis of each scenario, ultimately paving the way for scenario-driven planning for the future. Credible scenarios also include robust scenarios, in line with the analytical logic of Scenario Wizard software. In this phase, five robust scenarios undergo a separate review to formulate strategic approaches for these scenarios in subsequent stages. Table 2 presents the status of key factors for each scenario.

Out of the total 25 robust scenario states, 12 states represent fully favourable conditions (48%), four states represent intermediate conditions (16%), and nine states represent unfavourable conditions (36%). Following scenario analysis, an assessment of scenario plausibility is conducted. In this context, scenario plausibility refers to the likelihood of scenario realisation within a 20-year horizon (typically, a 20-year planning horizon is adopted). According to expert opinions, achieving a favourable scenario within the research horizon (considering the key factors identified at international to local levels) faces

numerous limitations and obstacles, necessitating comprehensive planning, commitment, and participation from all stakeholders. The occurrence of the disastrous scenario within this timeframe appears highly pessimistic. The consensus among experts points towards scenarios based on slightly improved or stagnant conditions for macro factors and unfavourable economic factors, alongside the ongoing COVID-19 pandemic. The quantitative research results support the experts' belief that this scenario, which was referred to as the believable scenario in the section above, has a high probability of happening, considering the events that have occurred over the past two years.

**Table 3. The status of each key factor disaggregated by each scenario**

| Empowerment       | Cognitive-Knowledge Barriers | Structural-Institutional Barriers | Government Support | Social Capital    | Key Factors    |
|-------------------|------------------------------|-----------------------------------|--------------------|-------------------|----------------|
|                   |                              |                                   |                    |                   | Scenarios      |
| Status            | Status                       | Status                            | Status             | Status            |                |
| Fully Favorable   | Fully Favorable              | Fully Favorable                   | Fully Favorable    | Fully Favorable   | Scenario 1     |
| Fully Favorable   | Fully Favorable              | Fully Favorable                   | Fully Favorable    | Intermediate      | Scenario 2     |
| Fully Favorable   | Intermediate                 | Fully Favorable                   | Fully Favorable    | Intermediate      | Scenario 5     |
| Unfavorable       | Unfavorable                  | Unfavorable                       | Intermediate       | Unfavorable       | Scenario 3     |
| Unfavorable       | Unfavorable                  | Unfavorable                       | Unfavorable        | Unfavorable       | Scenario 4     |
| Fully Favorable-3 | Fully Favorable-2            | Fully Favorable-3                 | Fully Favorable-3  | Fully Favorable-1 | <b>Overall</b> |
| Intermediate- 0   | Intermediate- 0              | Intermediate- 0                   | Intermediate- 1    | Intermediate- 2   |                |
| Unfavorable- 2    | Unfavorable- 2               | Unfavorable- 2                    | Unfavorable- 1     | Unfavorable- 2    |                |

Table 4 provides a numerical summary of the scenarios and their categorisation. Based on the findings, Scenario 1, with five fully favourable assumptions (100%), represents the most favourable condition, while Scenario 4, with all unfavourable assumptions (100%), represents the most unfavourable condition for NTD. In this table, the status coefficients are assigned a value of 3+ for fully favourable states, 1 for intermediate states, and 3- for unfavourable states. The number of states for each condition (16-4) presented in the table is multiplied by the corresponding coefficient and expressed as a percentage. Since there are five key factors, the maximum score in the best-case scenario is 15+, while the worst-case scenario score is 15-.

**Table 4. Coefficients, numbers, and percentages of each status separated by each scenario based on the three-tier spectrum (Research findings, 2024)**

| S          | Number of Statuses by Category |              |             | Status Coefficients |   |     | Fully Favourable Statuses            |             |                                           | Unfavorable Statuses             |                      |                                       |
|------------|--------------------------------|--------------|-------------|---------------------|---|-----|--------------------------------------|-------------|-------------------------------------------|----------------------------------|----------------------|---------------------------------------|
|            | Fully Favorable                | Intermediate | Unfavorable | 3                   | 1 | 3-  | Level of fully favourable conditions | Ideal score | Percentage of fully favourable conditions | Level of unfavourable conditions | Maximum unfavourable | Percentage of unfavourable conditions |
| Scenario 1 | 5                              | 0            | 0           | 15                  | 0 | 0   | 15                                   | 15          | 100%                                      | 0                                | 15-                  | 0%                                    |
| Scenario 2 | 4                              | 1            | 0           | 12                  | 1 | 0   | 12                                   | 15          | 80%                                       | 0                                | 15-                  | 0%                                    |
| Scenario 5 | 3                              | 2            | 0           | 9                   | 2 | 0   | 9                                    | 15          | 60%                                       | 0                                | 15-                  | 0%                                    |
| Scenario 3 | 0                              | 1            | 4           |                     |   |     | 0                                    | 15          | 0%                                        | 12-                              | 15-                  | 80%                                   |
| Scenario 4 | 0                              | 0            | 5           | 0                   | 0 | 12- | 0                                    | 15          | 0%                                        | 15-                              | 15-                  | 100%                                  |

### Scenarios Related to Nomadic Tourism

Three categories—favourable, intermediate, and unfavourable—were created in this study to organise scenarios about nomadic tourism based on the traits they had in common. These groups are as follows:

- Group 1: Favourable Scenarios (Comprising Scenarios 1 and 2)
- Group 2: Intermediate Scenario (Comprising Scenario 5)
- Group 3: Unfavourable Scenarios (Comprising Scenarios 3 and 4)

#### Group 1: Favourable Scenarios

This group encompasses Scenarios 1 and 2, representing the most favourable scenarios for nomadic tourism development. This group lacks any unfavourable states, with the differentiating factor between the scenarios being the varying number of fully favourable and favourable assumptions. In terms of frequency, this group encompasses all fully favourable and favourable states, representing 100% of the fully favourable and favourable assumptions.

**Table 5. Group 1 Scenarios**

| Group   | Status                  | Scenario Features                                                                                                                                                                                                                       | Scenarios         |
|---------|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Group 1 | Fully favourable status | Increased government support, reduced structural-institutional barriers, increased empowerment, increased awareness and knowledge of the nomadic community about tourism, and increased participation of the local community in tourism | Scenarios 1 and 2 |

### **Social Capital**

The most favourable state of social capital is an increase in social capital, which will lead to consequences such as:

- Increased participation of nomads in tourism-related activities
- Creation of suitable employment opportunities in the tourism sector
- Diversification of income sources among nomads

In a favourable state, with the continuation of the trend of increasing social capital, the following consequences can be expected:

- Creation of a suitable environment for job change and entry into the tourism sector
- Increased trust in participating in tourism development projects
- Increased cohesion of nomadic communities related to tourism development
- Increased participation in decision-making regarding nomadic development projects

### **Government Support Assumption**

The fully favourable assumption for government support is an increase in government support, which can lead to consequences such as:

- Adequate support for nomadic livelihoods and nomadic tourism
- Increased Indigenous knowledge of pasture utilisation and exploitation of tourism-related opportunities
- Improvement of the quality of nomadic livelihood standards

### **Structural-Institutional Barriers Status**

The fully favourable status for structural-institutional barriers is a reduction in structural-institutional barriers, which can lead to consequences such as:

- Clearness of government policies and overall goals for nomadic tourism development
- Securing financial resources for tourism development
- Government support for investment in nomadic tourism

### **Cognitive-Knowledge Barriers Status**

The fully favourable status for cognitive-knowledge barriers is a reduction in cognitive-knowledge barriers, which can lead to consequences such as:

- Increased Indigenous knowledge among nomads
- Branding of nomadic dairy products
- Increased handicraft production for sale to tourists

The favourable state for cognitive-knowledge barriers is the continuation of the existing trend of cognitive-knowledge barriers and a relative reduction in this situation, which can lead to consequences such as:

- Training of specialised personnel for guidance in nomadic tourism
- Establishment of specialised agencies for nomadic tourists
- Creation of conditions for holding tourism exhibitions abroad

### **Empowerment Status**

The ideal situation for empowerment is one in which it increases, allowing nomadic tribes to employ specialized training and capacity building for tourism development to participate in the development of tourism in these areas. Through participation, they can contribute to creating new sources of income as a complementary economic option.

### **Nomadic Tourism Status in the Favourable Scenario**

In the favourable scenario, active and participatory planning for nomadic tourism development is undertaken, and the government provides comprehensive support for nomadic livelihoods and nomadic tourism development. In this scenario, nomadic tourism appears as a competitive advantage for the growth of domestic travel internationally and a supplementary livelihood choice for the sustainability of nomadic livelihoods. In line with this, the necessary infrastructure for nomadic tourism development is improved and expanded. Nomadic communities are fully aware of the benefits and drawbacks of tourism and have the necessary skills needed to work in the industry. In this case, urban tourists looking to escape the stress and crowds of cities and foreign tourists seeking various experiences welcome nomadic communities because of the enhanced quality of tourism services and infrastructure and the tourist attractions these regions hold. In this scenario, there is no indication of adverse socio-cultural or environmental effects, and nomadic tourism is fully developed. All adverse effects that were there before have disappeared.

### **Group 2: Intermediate Scenarios**

This group includes Scenario 5, which has no unfavourable states and comprises two intermediate and three fully favourable states. This group of possibilities represents an intermediate and slightly fortunate position. Because three characteristics are advantageous in this situation, NTD is likely to occur with careful preparation.

In this scenario, government support has increased, leading to a reduction in structural and institutional barriers. Additionally, empowerment has also increased. In the long term, with the implementation of government plans and policies, the enhanced empowerment of the nomadic community in leveraging the benefits and resources of nomadic tourism, and their active participation

in its development, cognitive-knowledge barriers are expected to diminish, leading to a growth in social capital.

**Table 6. Characteristics of Group 2 Scenarios**

| Group   | Status              | Scenario Features                                                                                                                                                                                                        | Scenarios  |
|---------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Group 2 | Intermediate Status | Increased government support, reduced structural-institutional barriers, increased empowerment, the continuation of the existing social capital trend, and the continuation of the existing cognitive knowledge barriers | Scenario 5 |

### Characteristics of Nomadic Tourism in the Intermediate Scenario

**Government Support:** Although there are government support programs, they do not offer full support for the growth of nomadic tourism.

**Structural-Institutional Barriers:** Structural-institutional barriers have been reduced but not eliminated. Government programs are temporary and short-term.

**Empowerment:** The availability of communication technology and the Internet to the nomadic population has enabled young people to engage in activities related to nomadic tourism, thereby increasing their capability.

**Social Capital:** Social capital remains unchanged and continues its current trend.

**Demand:** There is a growing demand due to the attractiveness of natural areas for the urban community that is escaping from industrial life and crowds.

**Infrastructure:** This scenario states that although there has been some progress, the infrastructure associated with nomadic tourism is still inadequate.

**Environmental and Socio-Cultural Impacts:** Challenges, including environmental contamination and social and cultural issues, remain in this setting.

### Group 3: Unfavourable Scenarios

This group comprises Scenarios 3 and 4, distinguished only by one intermediate state. This group frequently encompasses the most unfavourable states among the scenarios, with only one favourable assumption and approximately 100% unfavourable assumptions. Consequently, this group represents an unfavourable scenario for NTD. If this scenario were to materialise, nomadic tourism would face numerous challenges, and the development of nomadic tourism would not be realised.

**Table 7. Characteristics of Group 3 Scenarios**

| Group   | Status      | Scenario Features                                                                                                                                                                                                        | Scenarios         |
|---------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Group 3 | Unfavorable | Decreased government support, increased structural-institutional barriers, decreased empowerment, decreased awareness and knowledge of the nomadic community about tourism, and decreased local community participation. | Scenarios 3 and 4 |

### **Group of Unfavourable Scenarios**

The group of unfavourable scenarios, which encompasses the most unfavourable states, describes unfavourable conditions for various aspects. For social capital, these scenarios represent a decrease in social capital, leading to consequences such as:

- Cultural conflict between tourists and Indigenous culture
- Conflicts among nomadic communities
- Lack of social cohesion among nomadic communities
- Disputes with other tribal members over tourism development

The unfavourable scenarios for government support encompass both favourable and unfavourable states. In the unfavourable state, which assumes a gradual decrease in government support, the consequences include:

- Increased migration to cities
- Reduced cultural interaction and exchange
- Decreased trust in natural resource experts
- Limited access to public transportation
- Lack of road access

In the most unfavourable state for structural-institutional barriers, an increase in structural-institutional barriers leads to consequences such as:

- Friction between the private sector and government agencies related to NTD
- The disinclination of the private sector to invest in the nomadic tourism industry

For cognitive-knowledge barriers, the most unfavourable state is an increase in cognitive-knowledge barriers, which can lead to consequences such as:

- Lack of recognition of nomadic tourism potential
- Difficulty of access to nomadic areas
- Lack of amenities at nomadic settlements

For empowerment, the most unfavourable state is a decrease in empowerment, resulting in consequences such as:

- Isolation of nomadic communities
- Loss of Indigenous nomadic culture
- Neglect of the potential and capacities of nomadic communities

### **Nomadic Tourism Status in the Unfavourable Scenario**

In the unfavourable scenario, there is no planning for NTD, and no attention is paid to the potential of nomadic livelihoods for tourism development. Any actions taken are temporary, aimed at addressing

deficiencies, and entirely reactive. There are no measures or facilities considered for the comfort of tourists. Environmental and socio-cultural pollution reaches its peak. The nomadic community lacks the necessary skills to operate in tourism, and there is no interest in this area from the nomadic community. There is no connection between the nomadic community and tourists, and at the macro level, the exchange of tourists is hindered by insufficient communication among nations. In this scenario, tourists have no trust in the services and products of the nomadic community, and in turn, the nomadic community is disillusioned with the benefits of tourism. Additionally, due to the lack of government support for the nomadic community, the cost of living for nomads is exorbitant, and the continuation of the current nomadic livelihood is unimaginable.

### Analysis of Existing Conditions and Key Drivers in Nomadic Regions

#### Intermediate Scenario

The intermediate scenario encompasses Scenario 5, which lacks unfavourable states and includes two intermediate and three fully favourable states. As all three criteria are in a favourable position in this scenario, there is a greater chance that, with proper planning, the development of nomadic tourism is feasible. Both structural and institutional impediments have diminished, and government support has increased in this environment.

#### Government Support Programs

- **Allocation of 1% of the National Development Fund's revenue:** This is used to finance initiatives to create and maintain nomad access routes, promote clean energy sources like solar panels, and provide water to nomads.
- **Annual Nomadic Migration Festival:** This festival aims to document this livelihood and has been registered nationally. (Note that this festival has not been held in the last two years due to the COVID-19 pandemic.)
- **Production:** Documentaries on the nomadic lifestyle are produced on Press TV and other networks to introduce and familiarise viewers with this livelihood.
- **Participation in ITB Berlin:** Nomadic tents are set up at the ITB Berlin tourism fair for three consecutive years to market and showcase the capabilities of this livelihood internationally.
- **Ecotourism accommodation training courses:** These courses are held to raise awareness and increase the capacity of the nomadic community (in the planning stage).
- **Support and attraction of tourism investors:** This is carried out for nomadic operations conducted within the Moghan Agro-Industrial Complex (during the implementation stage).
- **Support for nomadic women:** This is done through small cooperative funds and providing loans to eligible individuals.

- **Provision of subsidised livestock inputs for nomads:** It is important to note that nomads have stated that the price difference between these inputs and the open market is small, and the allocated amount is also minimal compared to the real needs of nomads. For example, in 2021, the Agricultural Jihad Organisation had a scheme called "Livestock Card" under which loans were granted to nomads. The scheme's conditions are 300,000 tomans for each light livestock and 700,000 tomans for heavy livestock, with a loan ceiling of 50 million tomans and a repayment period of 12 months. However, considering the rising cost of livestock inputs, nomads will not benefit much from this total sum or the repayment terms.

### **Empowerment and Increased Capacity of Nomads**

- **Increased education of nomadic youth:** With the expansion of social networks and the ability of young people to use the internet, their ability to learn and understand the benefits of tourism is increasing. In this regard, members of the nomadic community actively share and exchange information in different social media groups.

### **Social Capital and Cognitive-Knowledge Barriers**

- **Continuation of the current trend:** This can hinder the development of nomadic tourism in these regions.

### **Social Capital and Relationships**

- **Relationships within the nomadic community and with tourists:** The erosion of tribal structures has weakened relationships within the nomadic community, and the past unity in activities is no longer evident. Currently, there is minimal interaction between tourists and the nomadic community. On a macro level, Iran's policies with other countries have directly affected the inflow of international tourists.
- **Lack of trust in the advantages of tourism:** The community of nomads needs more trust in the advantages of tourism growth and the influx of visitors into these regions. On the other hand, visitors are also still determining the quality of services they would obtain from the wandering people.

### **Negative Impacts of Tourism**

- **Lack of benefits for the nomadic community:** Since the nomadic community cannot benefit from the presence of tourists in their areas and is more affected by the negative impacts of tourism, such as environmental and socio-cultural impacts, the presence of tourists in these areas has caused resentment among the nomadic community.
- **Conflicts between the nomadic community and tourists:** There are disagreements and occasional fights between the nomadic community and visitors due to the former's ignorance of tourism and the

latter's disregard for cultural sensitivity. Because just a small portion of the nomadic population benefits from tourism, there are instances where people out of the loop create problems for visitors in various ways.

In the long term, cognitive-knowledge barriers should disappear, and social capital should rise due to government support programs (albeit few and of low quality) and the nomadic community's increased ability to take advantage of nomadic tourism's resources and benefits and contribute to its development.

### **Presentation of Nomadic Tourism Scenario Model**

The study's objectives were to conduct prospective research on potential future nomadic tourism in the Shahsavan nomad regions of Ardabil province and offer a model for NTD possibilities in these locations. The research model is presented in the final section. It was established using a combination of fieldwork and documentary studies, semi-structured interviews with experts and specialists, ethnography of nomads, and questionnaires to professionals in the field.

The nomadic tourism scenario model consists of multiple stages, each encompassing various elements and drivers. Research and data were gathered in four phases after documentary studies to create this model. The first step involved field studies to examine the sustainability of the Shahsavan nomadic community's livelihood through ethnography. The second step involved semi-structured interviews with experts to extract the factors influencing NTD. The third step involved identifying key drivers through an expert questionnaire, and the fourth step involved identifying scenarios for NTD from the experts' perspectives.

#### **Stage 1: Understanding the Current Status**

It is initially required to comprehend the community's resources, means of sustenance, objectives, and operating environment limits. Nomadic communities need five different types of capital to support their way of life: social, environmental (natural), cultural, human, and economic capital, according to DFID's Sustainable Livelihood Framework. There are interdependencies among these five capitals, meaning that one can serve as a supplement or even a replacement for another. Several obstacles to this sustainable way of life nevertheless threaten the ability of the nomadic community to support itself. These obstacles encompass maintaining a financial means of subsistence and issues on society, culture, the environment, and establishments.

#### **Stage 2: Factors Affecting Nomadic Tourism Development**

For nomadic tribes, tourism has great promise in distinctive attractions that can help them achieve their goals by changing their daily routines and diversifying their income sources beyond raising livestock. By adding elements of nomadic tourist development into the way of life, They might be able to improve the sustainability of this lifestyle. The Shahsavan nomadic regions' ability to draw tourists is also

influenced by the distinctive qualities of their nomadic way of life. Consequently, the factors influencing the growth of nomadic tourism make up the second component of the model. Both good and negative aspects are among them. Social capital, government assistance, and empowerment are among the elements that propel the growth of nomadic tourism, but institutional and structural hurdles and knowledge gaps impede the process. These factors are recognized as variables that can shape scenarios related to NTD.

### **Stage 3: Nomadic Tourism Development Scenarios**

Finally, the model's third component includes possibilities for Shahsavan nomadic tourist development, which are divided into three categories depending on the primary drivers and influencers identified in the previous stage: favorable scenarios, intermediate scenarios, and unfavorable scenarios. Given the current circumstances, the occurrence of favorable scenarios, in which all factors are favorable and NTD occurs under optimal conditions, is an aim. Similarly, given the same conditions, the occurrence of unfavorable scenarios, in which all variables are in the worst state, and we witness the non-development or even demise of nomadic tourism, is highly pessimistic. However, considering the current conditions in nomadic regions, the government's support programs for the nomadic community, and the ongoing or planned nomadic tourism development initiatives in nomadic areas, the conditions for the occurrence of an intermediate scenario, namely the continuation of the current trend with some slight improvement in the current situation, are more plausible than the other scenarios.

### **Conclusion**

Nomadic communities are an essential element of Iran's cultural legacy and played an important role in the country's political history. Nomadic communities are groups of people with kinship ties who subsist on extensive livestock rearing and limited agriculture and cultivation. They may be either settled or nomadic. Tourism can serve as a complementary activity to enhance the sustainability of nomadic livelihoods, improve their well-being and living standards, and strengthen the economic base of nomadic regions, given the capabilities and attractions of Shahsavan nomads. This research focuses on exploring the future of tourism in Shahsavan nomadic regions. It aims to identify scenarios for Shahsavan nomadic tourism in Ardabil province by utilizing tourism as a complementary livelihood tool for nomadic communities and a new product for modern-day tourists. The scenarios presented in this study were categorized into three groups: favorable scenarios, intermediate scenarios, and unfavorable scenarios. Considering the current conditions and the limited government programs aimed at supporting nomadic livelihoods and developing nomadic tourism, it is anticipated that the capacity of nomadic communities will gradually increase due to the education of nomadic youth and access to technology, the internet, and social media. Despite the challenges related to nomadic social capital and the lack of awareness and

understanding of nomadic tourism among planners and nomadic communities, the intermediate scenario, namely the continuation of the current trend with slight improvements, appears more plausible for NTD. The findings of this study align with those of Dangarwala and Rao (2016), Shams et al. (2016), Mousavi et al. (2017), and Taghvaei and Hosseinekhah (2018), who have emphasized scenario planning to improve tourism development conditions in various regions.

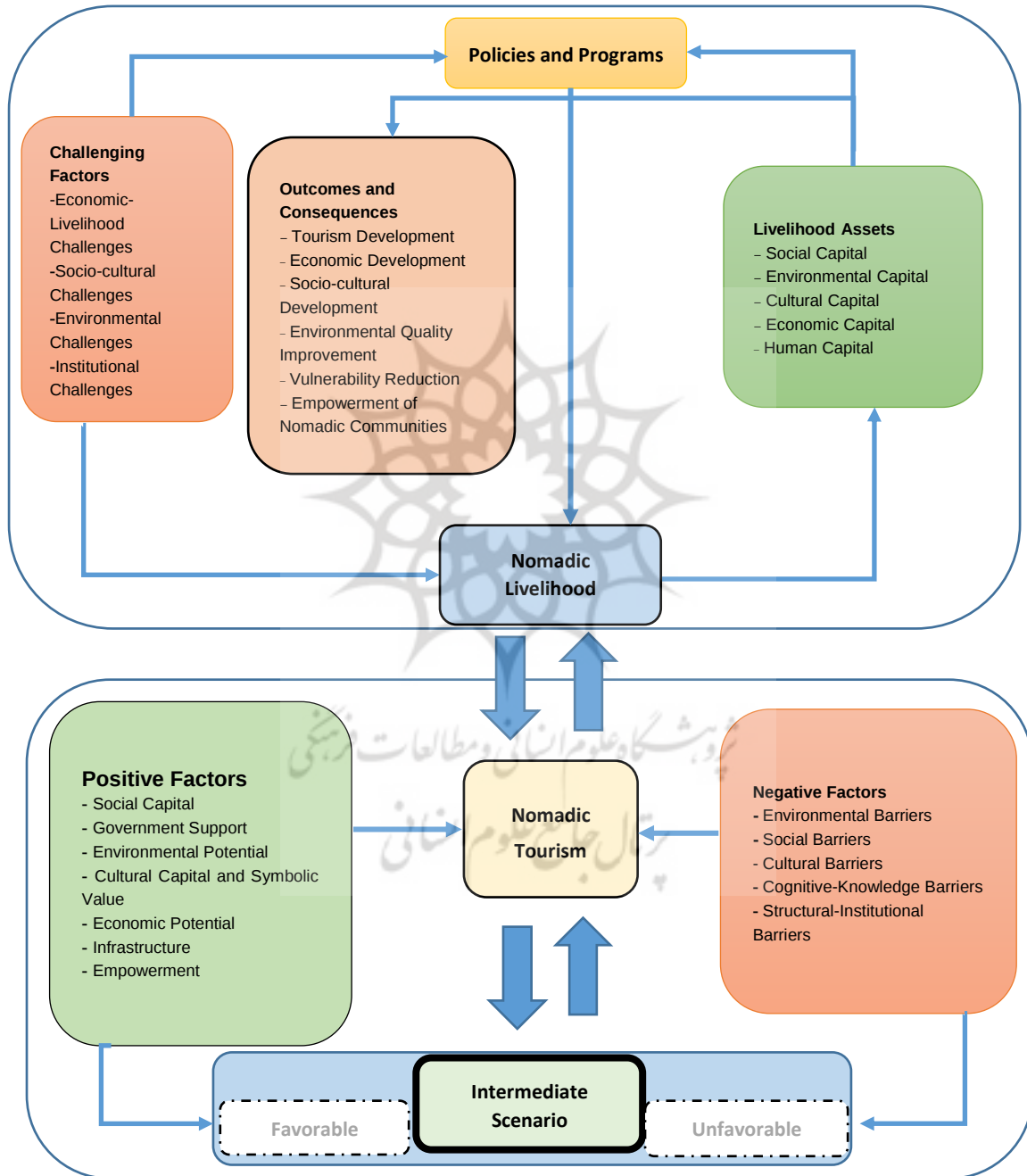


Figure 5. The Model of the Process Scenario of NTD

## References

- Akbarian Ronizi, S. R. (2016). Assessment of tourism sustainability in tourism target villages (Case study: Sepidan County). *Journal of Rural Research*, 7(1), 167-193.  
<https://doi.org/10.22059/jrur.2016.58390>.
- Ahmadishokouh, A., Janani, N., & Samadi, F. (2023). English Language Teaching Problems in the Nomadic Society in Iran. *International Journal of Multicultural and Multireligious Understanding*, 10(10). <https://doi.org/10.18415/ijmmu.v10i10.5201>.
- Amer, M., Daim, T. U., & Jetter, A. (2013). A review of scenario planning. *Journal of Futures* 2012, 46, 23-40. <https://doi.org/10.1016/j.futures.2012.10.003>.
- Annamoradnejad, R., & Lotfi, S. (2010). DEMOGRAPHIC CHANGES OF NOMADIC COMMUNITIES IN IRAN (1956–2008). *Asian Population Studies*, 6(3), 335–345.  
<https://doi.org/10.1080/17441730.2010.512764>.
- Ansari-Renani, H., Rischkowsky, B., Mueller, J., Momen, S., & Moradi, S. (2013). Nomadic pastoralism in southern Iran. *Pastoralism: Research, Policy and Practice*, 3, 1-25.  
<https://doi.org/10.1186/2041-7136-3-11>
- Papoli Yazdi, M. H., & Saqai, M. (2006). *Tourism (Nature and Concepts)*. SAMT publication. 2006. [In Persian]
- Ashuri Karizki, S. (2015). *Evaluation of tourism scenarios of Mashhad city in the horizon of 1404*. Master's thesis, Urban affairs management, Ferdowsi University of Mashhad. [In Persian]
- Azhari, N. J., Razak, A. A., Noor, M. S. M., & Aris, M. M. M. (2023). Assessing Sustainable Tourism in Kuala Kubu Bharu: A Qualitative Approach. *International Journal of Academic Research in Business and Social Sciences*, 13(5), 2309 – 2326. <http://dx.doi.org/10.6007/IJARBS/v13-i5/16899>.
- Băndoi, A., Jianu, E., Enescu, M., Axinte, G., Tudor, S., & Firoiu, D. (2020). The Relationship between Development of Tourism, Quality of Life and Sustainable Performance in EU Countries. *Sustainability*, 12(4), 1628. <https://doi.org/10.3390/su12041628>.
- Beigi, H., Hossein Ramesht, M., & Azani, M. (2015). Mobile Civilization, Tangible Assets, Intangible Assets, Cultural Tourism, Central Plateau of Iran. *European Online Journal of Natural and Social Sciences*, 3(4(s)), 492-500. <https://european-science.com/eojnss/article/view/2465>.
- Campa, R. (2023). From Data to Scenarios: on the “Imaginative coefficient” of Futurology. *Er(R)Go*, 2(47), 127–142. <https://doi.org/10.31261/errgo.14646>.
- Carnicelli-Filho, S. (2013). THE EMOTIONAL LIFE OF ADVENTURE GUIDES. *Annals of Tourism Research*, 43, 192–209. <https://doi.org/10.1016/j.annals.2013.05.003>.
- Chiu, Y. H., Lee, W., & Chen, T. (2014). Environmentally responsible behavior in ecotourism: Antecedents and implications. *Tourism Management*, 40, 321–329.

- <https://doi.org/10.1016/j.tourman.2013.06.013>.
- Dangarwala, R. U., & Rao, J. K. (2016). Scenario of Tourism Industry in India. *International Research, Journal of Multidisciplinary Studies*, 2(5), 1-8. <https://www.scribd.com/document/466650715/148-413-1-PB>.
- Enger, A., Sandvik, K., & Iversen, E. K. (2015). Developing scenarios for the Norwegian travel industry 2025. *Journal of Tourism Futures*, 1(1), 6-18. <https://doi.org/10.1108/JTF-12-2014-0018>.
- Gantemur, D. (2020). Nomadic tourism: stakeholder collaboration management for tourism development in Mongolia. *Proceedings of the Mongolian Academy of Sciences*, 60(3), 59–72. <https://doi.org/10.5564/pmas.v60i3.1426>
- Ghanbari, Z. (2015). *Identifying plausible and probable scenarios for the development of religious tourism in Qom province*. Master's thesis, Tourism management, Qom University. [In Persian]
- Hannonen, O. (2020). In search of a digital nomad: defining the phenomenon. *Information Technology & Tourism*, 22(3), 335–353. <https://doi.org/10.1007/s40558-020-00177-z>.
- Hui, H. C., & Tsai, W. M. (2017). The Influence of Tourism Dependency on Tourism Impact and Development Support Attitude. *Asian Journal of Business and Management*, 5(2), 88-96. <https://doi.org/10.24203/ajbm.v5i2.4594>
- Josary, P. J. J., Shilfa, A. R., Masagi, R., & Sephia, R. (n.d.). Tourist preferences in choosing nomadic Tourism-Based accommodation in Bandung Regency. *Digital Press Social Sciences and Humanities*, 4, 1-7. <https://pdfs.semanticscholar.org/1cfe/2c975b405816327ed25bbc9d140738a2e902.pdf>.
- Lin, P. S., & Lin, W. (2020). Rebuilding relocated tribal communities better via culture: livelihood and social resilience for disaster risk reduction. *Sustainability*, 12(11), 4538. <https://doi.org/10.3390/su12114538>.
- Liu, Y., Chiang, J., & Ko, P. (2023). The benefits of tourism for rural community development. *Humanities & Social Sciences Communications*, 10(1), 137. <https://doi.org/10.1057/s41599-023-01610-4>.
- Mahmud, J. (2011). City foresight and development planning case study: Implementation of scenario planning in formulation of the Bulungan development plan. *Futures*, 43(7), 697–706. <https://doi.org/10.1016/j.futures.2011.05.011>.
- Ming Chang, H. Chang Liao, L. C. (2014). A Study of Indigenous Tribe Tourism Planning and Developing– Case by Huanshan in Taiwan. *Journal of International Management Studies*, 9(1): 146-155. [https://www.researchgate.net/publication/273767910\\_A\\_Study\\_of\\_Indigenous\\_Tribe\\_Tourism\\_Planning\\_and\\_Developing- Case by Huanshan in Taiwan](https://www.researchgate.net/publication/273767910_A_Study_of_Indigenous_Tribe_Tourism_Planning_and_Developing- Case by Huanshan in Taiwan)

- Mousavi, S. H., Ranjbar-Fordoei, A., & Sharifian Arani, S. M. (2018). Assessing the scenarios of salt hotel and safari park for desert tourism development in arid ecosystems (case study: Maranjab area, Aran and Bidgol). *Journal of Arid Regions Geographic Studies*, 9(31), 57-73. <http://journals.hsu.ac.ir/jarhs/article-1-1320-fa.html>.
- Mousavi, S. H., Sharifian-Arani, S. M., & Ranjbar-Fordoei, A. (2017). Land suitability evaluation of Maranjab area for the construction of tourism village. *Journal of Tourism and Development*, 6(2), 169-189. <https://doi.org/10.22034/jtd.2020.110402>.
- Nemati, V., Ziaee, M., Faghihi, A., & Tahmasebi, A. (2022). Qualitative analysis of factors affecting the development of nomadic tourism (Case study: Shahsavan nomads). *Journal of Tourism Planning and Development*, 10(39), 7-29. <https://doi.org/10.22080/jtpd.2022.21910.3578>
- Nemati, V., Makian, S., Hanifezadeh, F., & Qezelbash, A. H. (2023). Decisive Determinants Shaping Nomadic Tourism Future Development: The Case of Shahsavan Tribes in Iran. *Journal of Global Hospitality and Tourism*, 2(2), 156-176. <http://doi.org/10.5038/2771-5957.2.2.1026>.
- Orishev, A. B. ., Mamedov, A. A., Zalyzin, I. Y., Kotusov, D. V., & Grigoriev, S. L. (2022). The Development of Travel and Tourism Industry in Iran. *International Journal of Criminology and Sociology*, 9, 2173–2179. <https://doi.org/10.6000/1929-4409.2020.09.257>
- Page, S. J., Yeoman, I., Connell, J., & Greenwood, C. (2010). Scenario Planning as a tool to understand uncertainty in tourism: the example of transport and tourism in Scotland in 2025. *Current Issues in Tourism*, 13(2), 99-137. <https://doi.org/10.1080/13683500802613519>.
- Pakrah, M., Poorhashemi, A., & Mohamadzadeh, P. (2020). Investigation and Determination of the Best Strategy for Sustainable Development of Nomadic Areas of Iran Based on the Rights of Local Societies. *EurAsian Journal of BioSciences Eurasia J Biosci*, 14, 955-966. <https://doi.org/10.2139/ssrn.3588392>.
- Premović, J., & Arsić, L. (2020). Socio-economic aspects of tourism in the modern society. *Zbornik Radova Filozofskog Fakulteta - Univerzitet U Prištini/ Zbornik Radova Filozofskog Fakulteta U Prištini*, 50(3), 125–154. <https://doi.org/10.5937/zrffp50-28518>.
- Qiu, M., Sha, J., & Scott, N. (2021). Restoration of Visitors through Nature-Based Tourism: A Systematic Review, Conceptual Framework, and Future Research Directions. *International Journal of Environmental Research and Public Health*, 18(5), 2299. <https://doi.org/10.3390/ijerph18052299>.
- Ranjbar Tazanji, M. A. (2013). *Foresight of medical tourism with a scenario planning approach based on a case study: Yazd Infertility Research and Treatment Center*. Master's thesis, Management and Accounting, Payame Noor University, Tehran. (In Persian)

- Richards, G. (2015). The new global nomads: Youth travel in a globalizing world. *Tourism Recreation Research*, 40(3), 340–352. <https://doi.org/10.1080/02508281.2015.1075724>.
- Riley, R. W. Love, L. L. (2000). The State of Qualitative Tourism Research. *Annals of Tourism Research*, 27(1), 164–187. [http://dx.doi.org/10.1016/S0160-7383\(99\)00068-7](http://dx.doi.org/10.1016/S0160-7383(99)00068-7).
- Salzman, P. C. (2002). Pastoral Nomads: Some general observations based on research in Iran. *Journal of Anthropological Research*, 58(2), 245–264. <https://doi.org/10.1086/jar.58.2.3631038>.
- Shakoor, A., Tabibi, H., Bagherzadeh, M. S., & Vahidpour, G. A. (2013). Assessment of social and economic factors affecting the settlement of nomads in Fars province. *Journal of Regional Planning*, 9, 1–11. [https://jzpm.marvdasht.iau.ir/article\\_19.html](https://jzpm.marvdasht.iau.ir/article_19.html) [In Persian]
- Shalbafian, A. A., Zarandian, N., & Rajabi, N. (2020). Thematic Tourism; A new Concept for Developing Tourism (Case Study: Rural Areas of Meyami County). *Sustainable Rural Development*, 4(1), 89–100. <https://doi.org/10.32598/JSRD.03.02.06>.
- Shams, S., Hosseini, A., & Khorshidian, R. (2016). Evaluating Fuzzy Analytical Hierarchy Process in Prioritizing Rural Tourism Development Scenarios (Case Study: Mazandaran Province). *Journal of Tourism Planning and Development*, 5(18), 158–178. [https://tourismpd.journals.umz.ac.ir/article\\_1379.html](https://tourismpd.journals.umz.ac.ir/article_1379.html).
- Shekari, F., Ziaee, M., Faghihi, A., & Jomehpour, M. (2022). Nomadic livelihood resilience through tourism. *Annals of Tourism Research Empirical Insights*, 3(1), 100034. <https://doi.org/10.1016/j.annale.2022.100034>.
- Taghvaei, M., & Hosseinekhah, H. (2018). Tourism Development Planning Based on Futures Studies and Scenario Case Study: Yasouj. *Journal of Tourism Planning and Development*, 6(23), 8–30. <https://doi.org/10.22080/jtpd.2018.1762>.
- Tahmasebi, A., Ehlers, E., & Schetter, C. (2013). CLIMATE CHANGE AND MOUNTAIN PASTORALISM - THE SHAHSEVAN OF NORTHWEST IRAN. *Erdkunde*, 67(4), 309–323. <https://doi.org/10.3112/ERDKUNDE.2013.04.02>.
- Tillotson, M, D. (2013). *Indigenous Capitalism through Tourism? A Case Study of Economic Development in Native Southeast Alaska*. (Doctoral dissertation). [https://digital.lib.washington.edu/researchworks/bitstream/handle/1773/23506/Tillotson\\_washington\\_0250O\\_11874.pdf?sequence=1&isAllowed=y](https://digital.lib.washington.edu/researchworks/bitstream/handle/1773/23506/Tillotson_washington_0250O_11874.pdf?sequence=1&isAllowed=y).
- West, P. (2008). Tourism as science and science as tourism: environment, society, self, and other in Papua New Guinea. *Current Anthropology*, 49(4), 597–626. <https://doi.org/10.1086/586737>.
- Wright, D. W. M. (2023). The future past of travel: adventure tourism supporting humans living on the edge of existence. *Journal of Tourism Futures*, 9(2), 151–167. <https://doi.org/10.1108/jtf-01-2021-0024>.

- Yeoman, I. Davies, J., Wheatley, C., Mars, M., Schänzel, H., & Butterfield, S. (2012). *Tourism 2050: Scenarios for New Zealand*. Wellington: Victoria University of Wellington. <https://www.mcguinnessinstitute.org/wp-content/uploads/2021/12/1-tourism2050-scenarios-for-new-zealand-lo-res.pdf>.
- Zayyari, K., Jamali, K., & Sadeghi, F. (2018). Providing a Sustainable Urban Tourism Model (Case Study: Lahijan City). *Urban tourism*, 4(4), 55-71. <https://doi.org/10.22059/jut.2018.222872.273>.
- Zenelaj, E., & Pifti, A. (2013). Model of Sustainable Tourism Based on Rural Development. *Academic Journal of Interdisciplinary Studies*, 2(9), 468-474.. <https://doi.org/10.5901/ajis.2013.v2n9p468>.
- Zeng, L., Li, R. Y. M., Nuttapong, J., Sun, J., & Mao, Y. (2022). Economic Development and Mountain Tourism Research from 2010 to 2020: Bibliometric Analysis and Science Mapping Approach. *Sustainability*, 14(1), 562. <https://doi.org/10.3390/su14010562>.
- Zhuang, L. Taylor, T. Beirman, D. Darcy, S. (2017). Socially sustainable ethnic tourism: a comparative study of two Hakka communities in China. *Journal of Tourism Recreation Research*, 42 (4): 467-483. <https://doi.org/10.1080/02508281.2017.1338817>.
- Ziaee, M., Faghihi, A., Tahmasbi, A., & Nemati, V. (2021). Designing a Model for Nomadic Tourism Development Manegement using a Structural-Interpretive Modeling Approach. *Public Management Researches*, 14(53), 5-27. <https://doi.org/10.22111/jmr.2021.39197.5539>.

---

#### COPYRIGHTS

©2023 by the authors. Published by University of Science and Culture. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution 4.0 International (CC BY 4.0) <https://creativecommons.org/licenses/by/4.0/>

