

Original Research Article

An Analysis of Effective Propelling Factors and Scenarios Compile in Adventure Tourism Development of the Marnjab Desert

Nahid Abdoli*

Ph.D. Candidate in Sociology, Department of Sociology, Human-Science Faculty, Kashan University, Iran.

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Abstract Nowadays, adventure tourism is the fastest-growing tourism sector in the world and it is considered one of the most important tools for sustainable development in the host country. The Marnjab Desert in Iran, as an outstanding region, has the potential to be a stimulus model for sustainable development. Numerous factors affect the realization of this important issue. This article employs a futurology approach to investigate what factors lead to the development of adventure tourism. In doing so, it attempts to optimize adventure tourism in the process of sustainable development of the destination. This study attempts to increase the economic growth index and social welfare of the indigenous community while reducing environmental risks. In this research, the concepts and patterns were developed using two strategies: identifying propelling factors with the MICMAC software and writing scenarios using Scenario Wizard software. Twelve propelling factors were explained through compatible and strong scenarios for each variable in three different situations (continuity, deterioration, and growth). A strong scenario and three scenarios with high compatibility are more likely to occur. It is a significant continuation of the current trend in the medium term of the future. Results show that privatization in the field of tourism has the highest compatibility value among other possible situations.

Keywords *Adventure Tourism, Sustainable Tourism, Futures Studies, Propelling Factors of the Tourism, Marnjab Desert.*

Introduction The importance of the tourism industry in sustainable development is well-established because for many countries, including Iran, tourism is a catalyst for national and regional development and it is the best way of development. The resulting sustainable development is the most important aim of the tourism industry and an effective factor in the confrontation of poverty. In addition, as an economic field, it has become increasingly important in the world economic system. Iran must increase its share of the economy and GDP in this dynamic industry. Creating employment opportunities and monetization through tourism diversity is the most appropriate option for sustainable economic and social development. According to the World Travel (WTTC) and Tourism Council, the tourism economy's GDP was 10.4% in 2019, which indicates the profitability of the industry. This year, more than 334

million jobs, or one in ten people around the world, have been active in the field of tourism. In addition, from 2014 to 2019, one in four new jobs was associated with the field. With the corona spread in 2020, 62 million jobs were destroyed and the world was confronted with an 18.5% decrease in tourists. The share of countries' GDP degraded by 49.1% compared to 2019. This statistic is significant for Iran and shows that it has decreased foreign tourism by 86.7% and domestic tourism by 44.1% in 2020 compared to 2019, under the influence of Corona and sanctions. On the other hand, Iran has promised 20 million tourists by 2025 in the vision document. However, statistics show that macro goals and policies have not been achieved. According to researchers, tourism is the main goal of development (Bright, 2014), and economic and social dynamism are required in this way. For this reason, it is very important to recognize the dimensions and capacities of natural, historical, and

*Corresponding author: maryam.majidi85@gmail.com, +989363261178

cultural tourism in the national, urban, and rural areas, as it is appropriate to the cultural components of the country. Adventure tourism is one of them. The interest in adventure is not a new social phenomenon and has been associated with the discovery of new and unknown places from the past. According to Weber, adventure is very exciting (Weber, 2001, 363). At present, risky travel is made to venturesome destinations such as deserts, caves, mountains, and other original areas of the earth. Researchers once considered traveling adventurous if it had three components: interacting with nature, communicating with culture, and physical activity (Beedie, 2003). Vujadinovic et al. (2013) discusses characteristics such as uncertain outcomes, risk-taking, challenge, anticipated rewards, simulation, and excitement, escape and separation, exploration and identification, attraction and concentration, and conflicting emotions (Vujadinovic, Sabic, JoksimovicGolic, Gajic, Zivkovik, & Milincic, 2013). Buckley (2004, 1428) offered one of the best production-oriented definitions of adventure tourism. Adventure tourism is a business and planned tour whose attractiveness is due to its outdoor and risky activities. It usually requires specialized equipment, and it is very exciting for the customers. The person may operate the equipment alone or it may be as a passenger. Therefore, adventure tourism includes entertainment and sports adventure and is one of the types of modern tourism. It is frequently done in pristine areas away from the hustle and bustle of the city, which is also known as Special Interests Tourism (SIT) (Trauer, 2006, 183). This kind of adventure compensates for the boredom and lack of excitement in everyday life because it is enjoyable for a person to confront threats and fears. The history of foresight in Iran goes back to the five-year development plans and the future document of the country's development on the horizon of 1404. Throughout history, humankind has always faced these questions: what will happen in the future? Can we change the future? In response, researchers have attempted to look for an explanation of the future through past and present studies, which have often been based on the analysis of past trends and their continuation in the future to discover, invent and evaluate the possible, probable, and desirable future. This article intends to show with a future studies approach what features cause adventure tourism to develop.

Research Background

Despite remarkable studies about the types of tourism, especially adventure in other countries, the number of studies is very limited in Iran. In an only available study, Khaksari and Dehghani (2014) reached this conclusion by surveying the possibility of adventure tourism in the deserts of Iran. According to the characteristics and features of adventurous activity, there is potential for adventure

in the Lut Desert and the Dasht Desert. There are two surveys on sports adventure. Karimi, Soltanian & Bejani (2020) considered obstacles to designing a model for the development of adventurous sports tourism based on grounded theory and using a qualitative method and the identification of effective factors, they suggested that should be determined and implemented management policies to promote this kind of tourism. Saffari, Heidari & Latifi Fard (2020) examined the possibility of women's empowerment to explain the effect of sustainable participation on adventurous tourism by using variance-based structural equation modeling and they concluded that it is possible to empower women in social, economic, physical, and political dimensions through participation in adventure activities in Iran. They suggest that women's organizations provide a new strategy and opportunities for women to participate in physical and, in particular, adventurous activities. Generally, adventure tourism has been neglected from the researchers' view, so this article is innovative in terms of research and it focuses on the fact that Iran has a high potential for adventure tourism in deserts, mountains, seas, and lakes for professional tourists. Therefore, it should be researched more than capacities and executive solutions for its development.

Theoretical Foundation

This article is based on grounded theory. The studied variables are the result of the content analysis of the research and the opinion of experts by the Delphi method. Also, the issue of adventure tourism development has been considered by the approach of creative tourism. With new evolutions in sustainable development and tourism management, it is no longer enough to use previous experiences to explore the destination. In the meantime, participation in Indigenous cultures and exploitation of natural resources is obligatory with the aim of creative action and gaining new experiences between the host and the tourist. Hence, it will pave the way for the development of this special kind of tourism with a clear understanding of the concept of creative tourism. The concept of creative tourism was expressed with the view of Pearce and Butler (1993) and it was placed as the third generation of tourism after beach tourism to spend leisure time and then cultural tourism to visit culture and museums (Kim, 2013). Richards and Raymond (2000), researchers and developers of this concept, argue that each destination can offer a specific combination of knowledge, skill, tangible heritage, and social and spatial capital as a special potential for creative activity, and for this reason, creative tourism is a form of cultural tourism (Richards & Marcuse, 2012). Richards (2011) focuses on evolving intervention strategies in explaining the relationship between tourism and creativity, especially about the

consequences of creative change in tourism, in both aspects of production and consumption. This concept emphasizes more interaction between the tourist with the cultural environment of Indigenous communities or the natural environment with the slogan of “Fewer museums, more squares”. In other words, this particular kind of tourism is a participatory observation that engages the tourist’s five senses in creating her/his experience of the ecosystem and the outcome of the interaction of the host community and the demand of the tourist (Bastenegar, Hasani & Khakzar Befruue, 2017). In fact, it provides a pleasurable, abysmal, and modern experience for tourists in connection with the native community. Some researchers argue that creative tourism is not necessarily a journey to new places but also a new attitude and they believe that this modern way creates a cultural cycle at the destination, regardless of the benefits of tourism (Soria & Molendowska-Ruiz, 2014). In the last hundred years, Iran has always been among the destinations of cultural heritage tourism utilizing its ancient civilization and natural resources. Nowadays, the tourism industry has taken on new dimensions and has entered an abstract and subjective level. It has different elements such as tourists, host society, business companies, and environment. Various and wide types of tourism such as adventure, motivation, destination attractions, transportation, and other components have been developed. In the meantime, tourism areas should activate new aspects of sustainable tourism development by recognizing and linking these elements with intelligent and creative management to reduce negative social, economic, and environmental consequences. Also, politicians and tourism managers should be aware that it will increase the number and frequency of tourist presence in the region with the development of sustainable tourism based on creative management.

Research Method

This research is qualitative in terms of method and applied in terms of purpose and innovation. The scenarios are exploratory and were obtained using the Delphi method. The concepts and patterns were developed using two strategies: identifying propelling factors with MICMAC software and writing a scenario with Scenario Wizard software. Future research or futurology is the design knowledge, analysis, and intelligent drawing of the future and how to encounter this non-existent phenomenon. One of the methods of future study is scenario codification in which two or more different scenarios or texts are usually written about the future of the subject that is most likely to occur, so it is a tool for analyzing policies and identifying conditions, threats, opportunities, needs and superior values of the future (Smith, Reid & McCloskey, 2007, 587). This approach provides an opportunity for modeling and

reflecting on futures, organizations, and structured social systems. One of the most important advantages of scenarios is awareness of politicians and tourism activists about future uncertainty; because it makes the tourism industry more flexible and innovative and it assists in planning based on stopping and propelling. Therefore, expanding thinking about the future, identifying a range of alternatives, drawing types of probabilities, and anticipating future challenges are features of scenario writing. In general, the scenario planning process is based on 5 steps, which are: identification of context scenarios; recognition of effective factors; analysis of key factors; scenario production; scenario transfer (Kosow & Gabner, 2008, 25). Initially, the scenario contexts were identified using the indicators of adventure tourism, indigenous variables, and components that had been used by tourism researchers in Iran and the world (Table 1). The statistical population is the activists, employees, and tourists of the Iranian tourism industry and the sample size consists of 30 tourism experts and activists, especially adventure tourism. Variables were collected by examining previous research; then, the cross-analysis matrix questionnaire was provided to the experts to identify the effective factors and the relationship between variables. The variables in the rows affect the variables in the columns; in this way, the rows include effective variables, and the columns are the influenced ones (Arcad, Godet, Meunire & Roubelat, 2003, 61). A comprehensive model of variables was measured by the interactions analysis method in MICMAC software in the dimensions of governance, economic, environmental and social. Finally, scenarios were obtained with another questionnaire.

Case Study Area

There are appropriate geographical and physical conditions for the improvement of adventure tourism in Iran. One of the mighty areas is desert regions. Deserts are reclusion, pristine, and close to urban centers. Isfahan province has 24 cities, 51 districts, 106 cities, and 131 villages, and the Marnjab desert is located in Aran and Bidgol counties. This desert leads from the north to the salt lake in Aran and Bidgol, from the west to the Ab Shirin desert, from the east to the Posht e Rig wilderness and desert national park, and from the south to the desert of the Band e Rig and the flowing sand dunes (Fig. 1). The average altitude of the Marnjab Desert is about 850 meters above sea level. Relative moderation, especially in the autumn and winter seasons, the variety of tourist attractions, diversity of animal species, and vegetation of desert areas provide a suitable space for adventure tourism in this region. The natural features of Iran’s deserts are numerous and diverse. Among these, we can point to the string of hills or sandy mountain strings, which are for sand skiing very suitable, in addition to having

Table 1. Variables obtained by documentary and Delphi methods. Source: Author.

Dimensions	Index	Factors	Reference
Economic Stability	Tourism Marketing	Advertising and Promotion	Sadeghiyan, Kiani & Gholami (2021); Moharramzadeh, Ganji, Hosseini & Ganji, (2021); Khaksari & Dehghani (2014)
		Tourist Satisfaction and Loyalty of the Indigenous Community	Buckley (2004); Asmelash & Kumar, (2020); Khaksari & Dehghani (2014)
		Integrated Brand Management	Buhalis (2000); Mirtaghian Rudsari (2019)
	Tourism Management	Use of Advanced Technologies and Development of Virtual Tourism	Buhalis, (2000); Khaksari & Dehghani (2014); Zargham Borujeni & Sedaghat (2018)
		Intelligent and Creative Management	Chol (2003); Sadeghiyan, Kiani & Gholami (2021); Saberifar (2020)
	Economic Structure	Privatization	Zargham Borujeni & Sedaghat (2018) Keshavarz (2019)
		Welfare and Economic security	Zargham Borujeni & Sedaghat (2018) Moharramzadeh, Ganji, Hosseini & Ganji (2021); Farid (2015)
Political Stability	Governance	Infrastructure Development	Sadeghiyan, Kiani & Gholami (2021) Khaksari & Dehghani (2014); Rezvani, Badri & Allah Torabi (2018)
		Policies and laws	Joppe (2018); Du Cros (2001); Zargham Borujeni & Sedaghat (2018); Saberifar & Neyatmoghdam (2018)
		Standardization	Bowitz, & Ibenholt (2009); Khaksari & Dehghani (2014); Mirtaghian Rudsari (2019)
Social and Cultural Stability	Education	Training and Empowerment	Carter, Thok, O'Rourke & Pearce (2015); Zargham Borujeni & Sedaghat (2018)
	Social Capital	Participation and Coherence of the Beneficiaries	Zargham Borujeni & Sedaghat (2018); Zhang & Xie, (2019); Saberifar (2020); (Seyfi, Hall & Fagnoni, 2018)
	Quality of Life	Quality of Life of the Indigenous Community	Yun & Zhang (2016); Zargham Borujeni & Sedaghat (2018); Khaksari & Dehghani (2014)
	Attitude and Identify	Perception and Attitude of the Indigenous Community Identify to Indigenous Society	Carter et al. (2015); Buckley (2004); Chen & Chou (2019) Sadeghiyan, Kiani & Gholami (2021); Zargham Borujeni & Sedaghat (2018)
Environmental Stability	Management and Planning	Green Management and Planning	Omar (2013); Zargham Borujeni & Sedaghat (2018); Du Cros (2001)
		Environmental Effects Assessment	Omar (2013); Zargham Borujeni & Sedaghat (2018); Khaksari & Dehghani (2014)
	Preservation of Ecology	Protection of Tourism Resources	Yun & Zhang (2016); Sadeghian Boroujeni et al. (2020); Khaksari & Dehghani (2014)

a beautiful view. Scattered sand dunes are in various crescent and sword shapes, as well as wind dunes on which plants are present. There are plants on windy sand dunes. Plains worn with different coverings (gravel, rubble, rock, sand) are other existing phenomena in the deserts of Iran (Kardovani, 2004). The existence of functional and renewable salt mines is another attraction of Iran's deserts that creates beautiful landscapes (Kardovani, 1996).

Research Findings

• Identification of key factors

The indexes and variables in the four dimensions of political, economic, social-cultural, and environmental sustainability were obtained using Delphi method. A

questionnaire was sent to 30 adventure tourism experts for evaluation. The analysis resulted in 48 codes, 4 main categories (dimensions), and 10 sub-categories (index). Eighteen factors were defined and finalized in the form of Table 1 with the help of researchers. To determine the importance of the responses, the score range 3- 0 (no effect = 0; low effect= 1, average effect= 2; high effect = 3) were used.

Table 2 formed a matrix of 18 * 18 and was analyzed in MICMAC software based on the average scores given to the propellers. Out of the 300 relationships evaluated in this matrix, 24 were zero, meaning that the factors had no mutual effect. 141 numbers one, 137 are the number two, and 22 are the number three.

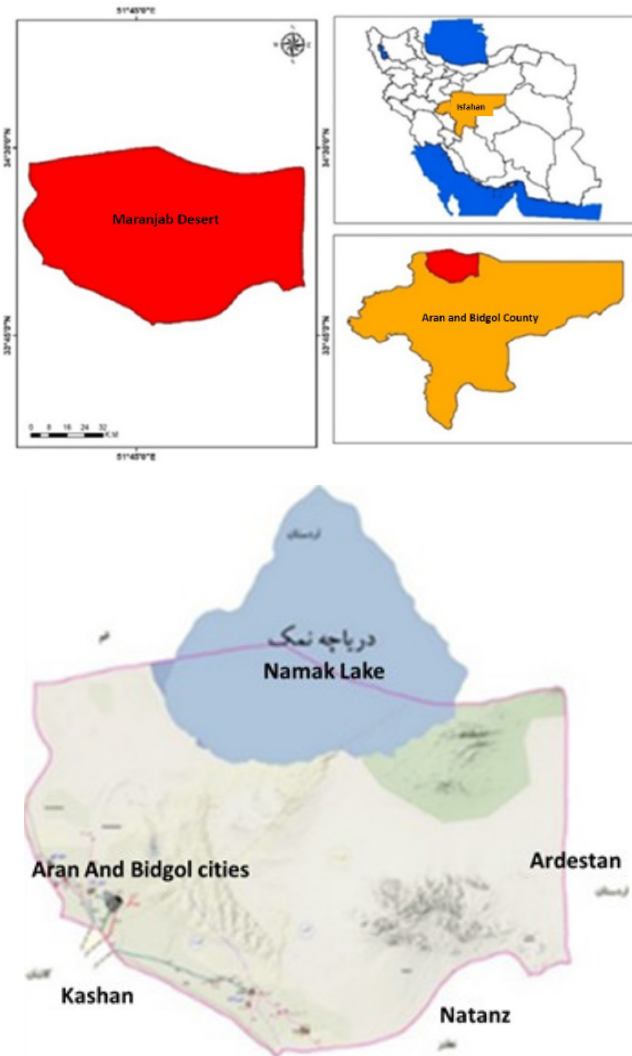


Fig. 1. Maps of the geographical location of Maranjab desert in Iran and Bidgol counties. Source: National Cartographic Center.

According to Table 3 With twice rotation, the matrix data had 100 % utility and optimization, indicating a high validity of the questionnaire and its responses.

• Assessment of Direct and Indirect, Influence and Dependence

The information of rows and columns for each variable in Table 4 is shown. The rows show the influence and the columns are for dependence. Classification of the privileges shows that eight factors (Integrated Brand Management, Use of Advanced Technologies and Virtual Tourism Development, Intelligent and Creative Management, Privatization, Infrastructure Development, Policies and Laws, Standardization, Green Management, and Planning) have an impact value of the direct and positive. The highest level of influence includes the variable of policies and laws, and the least of which is the variable of tourism satisfaction and the loyalty of the indigenous community. In contrast, the highest level of

dependence is for the participation and coherence of the beneficiaries while the lowest level of influence is related to integrated brand management.

• Ranking of the Propelling Factors

Due to the lack of probability privilege, the ranking of variables is provided directly and indirectly. The variables were included in a table of one-way ratios until they only provide the degree of dependence. Among the 18 variables, policies and law variables, stakeholder participation, cohesion, and standardization were ranked first to third and were recognized as the most important propulsion affecting adventure tourism development (Fig. 2). Among the 18 variables, the variables of policies and laws, participation and coherence of the beneficiaries, and standardization were recognized as the most important propelling of adventurous tourism development, whit ranked first to third.

• Stability and Instability of the System

The distribution and transmittal of variables in the scatter plot show the degree of stability and instability of the system. In interactions analysis, there are two types of distributions in the stable distribution systems of variables in the form of L, meaning some variables have high influence and some have high dependence. Also in this system, there are three highly influential variables of independent variables and output variables. The variables are scattered around the diagonal axis of the plane, in an unstable system and they are usually intermediate. In this system, influential variables, dual-dimensional variables (risk and target), regulatory variables, dependence variables, or resulting and independent variables are located. The scatter plot of variables effective in the future situation of adventure tourism development in both direct and indirect influences maps. The system is stable and generally with high effects (Figs. 3-6).

• Zoning Direct Influence and Dependence Factors

The results of the output of MicMac show the type of effect and the relationship of variables, meaning that by determining the position of each variable within the table and its relationship with other variables, the type and extent of the effect are determined. This plays a crucial role in presenting management plans. The resulting outputs are subdivided into five categories following (Fig. 7). 1- Determining or influencing factors; 2- Two-dimensional risk and purpose factors; 3- Dependence factors or the result of the system; 4- Independent factors in two parts: discrete factors and secondary leverage factors; 5- Regulatory factors.

Zone 1: These variables are mostly environmental and they contain the highest influence and the least dependence and the most critical variables, in other words, they are affecting the rest of the system and they

Table 2. Initial Analysis of Matrix Data of the Interaction Effects. Source: Author.

filling-in	Total	Three	Two	One	Zeros	The number of repetitions	Matrix size
92.52	300	22	137	141	24	2	18

Table 3. The degree of desirability and optimization of matrix. Source: Author.

Effect	Dependence	Rotations
%94	%97	1
%100	%100	2

Table 4. The extent of direct and indirect effects of variables on each other. Source: Author.

No.	Factors	Direct influence		Indirect influence	
		influence	Dependence	Influence	Dependence
1	Advertising and Promotion	20	27	14122	18857
2	Tourist Satisfaction and Loyalty of the Indigenous Community	16	32	11609	22032
3	Integrated Brand Management	27	18	18650	12217
4	Use of Advanced Technologies and Development of Virtual Tourism	30	27	20865	18281
5	Intelligent and Creative Management	31	19	21112	13272
6	Privatization	31	19	21112	13272
7	Welfare and Economic Security	20	31	13879	21387
8	Infrastructure Development	31	26	21354	18498
9	Policies and laws	34	17	23478	12169
10	Standardization	32	25	22321	17790
11	Training and Empowerment	31	31	21821	21069
12	Participation and Coherence of the Beneficiaries	33	36	22658	24928
13	Quality of Life of the Indigenous Community	21	30	15154	20473
14	Perception and Attitude of the Indigenous Community	25	32	17046	22215
15	Identify given to Indigenous Society	25	32	17046	22215
16	Green Management and Planning	28	23	18953	15372
17	Environmental Effects Assessment	25	26	16750	17513
18	Protection of Tourism Resources	21	30	14183	20553
	Total	481	481	481	481

are not controllable. policies and laws, privatization, intelligent and creative management, standardization, infrastructure development, green management and planning, and integrated brand management were among the 18 propulsion factors in the area.

Zone 2: dual variables have the highest influence and dependence and they are unstable. Any action on these variables has consequences for other variables. This gives feedback to the dual variables and it strengthens or reduces the effect on other variables. few dual variables are the reason for the stability of the system. As evident in the map (Diagram 8), the variables of training and empowerment and participation and coherence of the

beneficiaries are in the risk area and there is no target variable. Also, the variable of the use of advanced technologies and the development of virtual tourism is a dual variable.

Zone 3: This range indicates variables with the least influence and dependence (close to zero). These variables consist of specific trends or factors that are almost not connected to the system and have very little relationships to do with it. The graph has no such variable.

Zone 4: This area shows the dependence or output variables. These variables have less influence and are more dependent and they are affected by variables in zones 1 and 2.

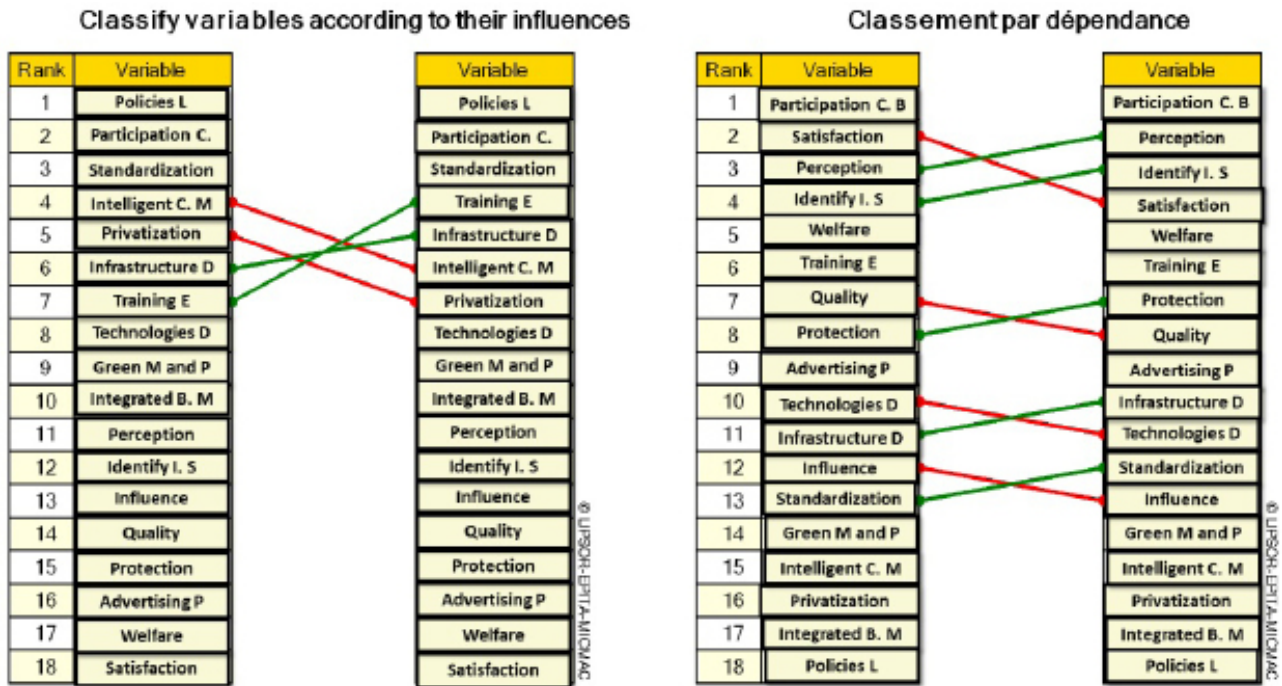


Fig. 2. Ranking the factors in the development of adventure tourism based on the extent of direct and indirect influence. Source: Author.

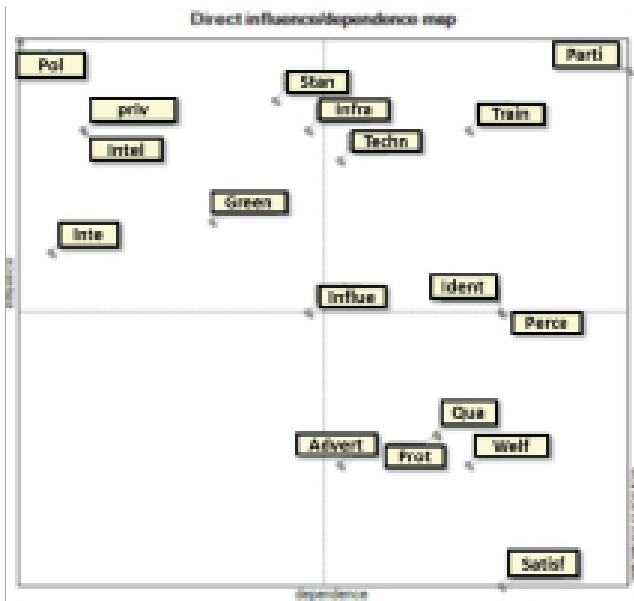


Fig. 3. Map of direct influence and dependence. Source: Author.

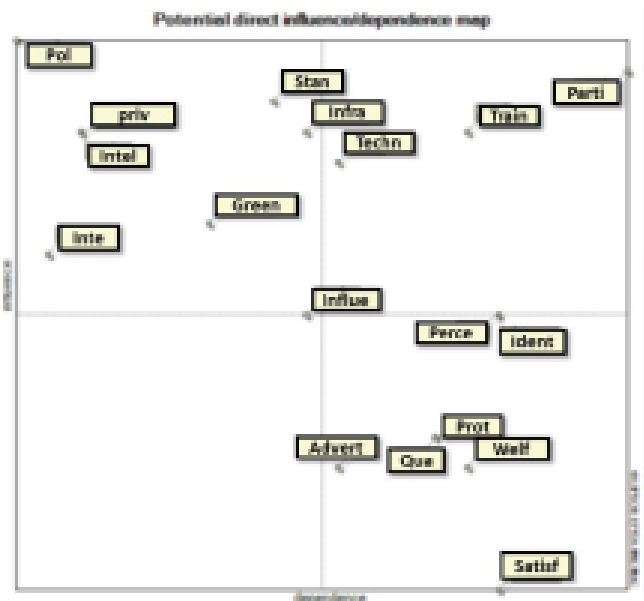


Fig. 4. Map of potential direct influence and dependence. Source: Author.

The variables of perception and attitude of the indigenous community, welfare and economic security, quality of life of the indigenous community, identification, management and planning of green, and protection of tourism resources (biodiversity, natural resources, cultural heritage) are placed in this range.

Zone 5: This area shows the regularizer variables. No comment can be about such variables. Environmental effects are assessed in this range.

Strategic variables: Variables with manipulation capability

and control are those variables that affect dynamics and change of the system. The variables of environmental effects assessment, training, empowerment, identification and participation, and coherence of the beneficiaries are the key factors, respectively.

Scenario Writing With Scenario Wizard

Scenarios are evaluated at four levels: possible, believable, probable, and optimal futures.

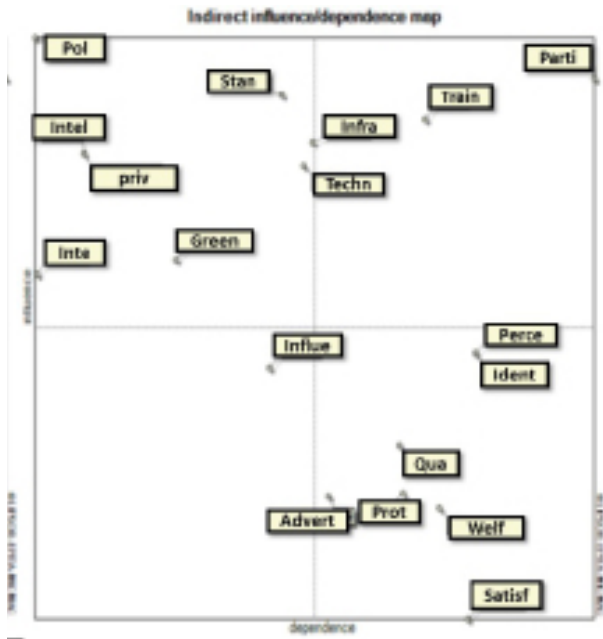


Fig. 5. Map of indirect influence and dependence. Source: Author.

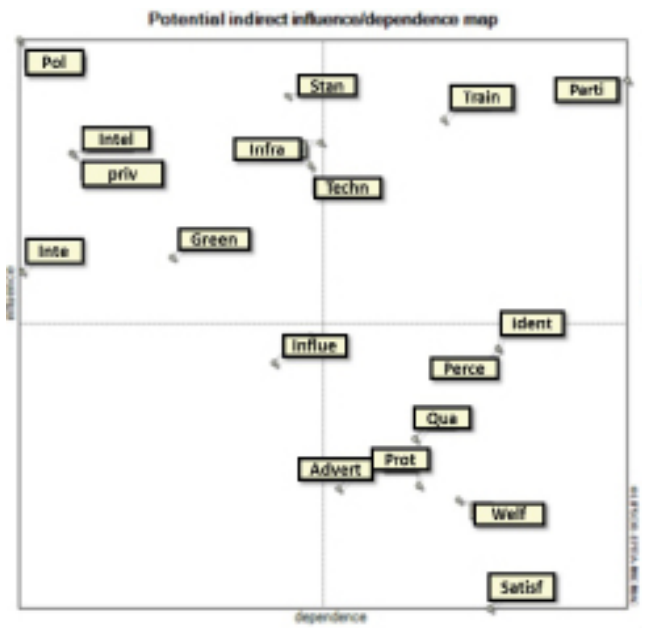


Fig. 6. Map of potential indirect influence and dependence. Source: Author.

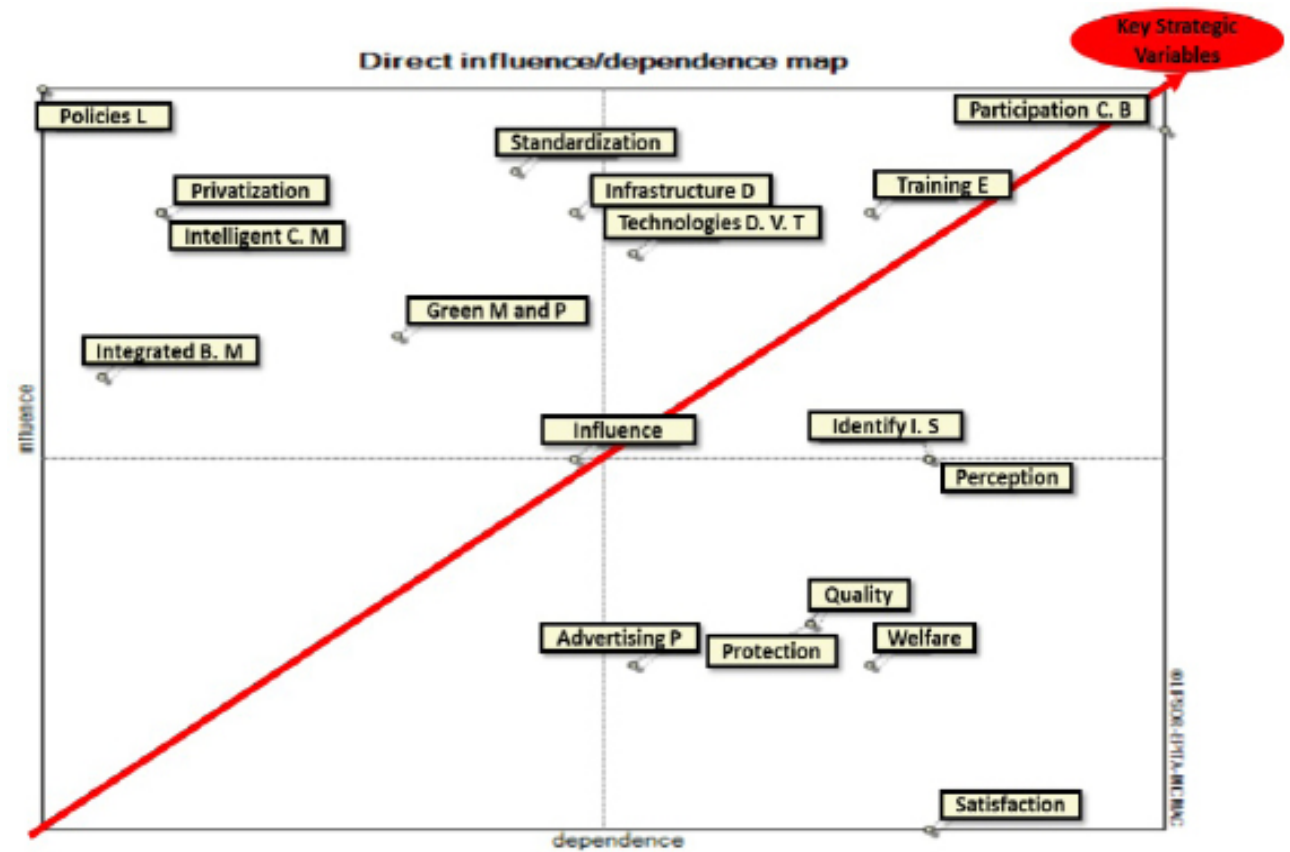


Fig. 7. Zoning of propelling factors. Source: Author.

Possible future: Anything, good or bad, probable or unlikely that may happen in the future.

Believable future: Situations that can be ascertained in the future but are not possible with current human knowledge.

Probable future: It will most likely happen with the continuation of current trends.

Optimal future: It is the most desirable and preferred future event. Unlike other futures that are the knowledge of cognitive, this future is motivating (Voros, 2003). Tourism has many effects on the economic, social, and cultural situation of the host community, Therefore, according to its advantages and benefits, it is necessary to form purposeful planning and management of tourism. Nowadays, it is common to use new future study methods, especially, scenario writing, to present flexible and realizable strategies. In another questionnaire, twelve variables from zones one, two, and strategic were compiled as key propelling factors and were provided to researchers, so in this way, they explain the compatible and strong scenarios of adventure tourism.

Each variable is in a state of continuity, deterioration, and growth in a range of different situations. In fact, these situations are related to each of the propelling factors and they are considered strategies to develop adventure tourism strategies in the future which are likely to occur. Different situations were drawn for 12 key factors affecting tourism development. 3560 combinatory scenarios were extracted from the combination of this number of possible situations, which includes all probable future situations from strong, weak, and compatible. According to Table 5 proposed scenarios are one strong scenario and three scenarios with high compatibility and a higher probability of occurrence that all of their results indicate the continuation of the current trend in the future of medium term. According to the results, privatization in the field of tourism has the most value of compatibility among other possible situations. Adventure tourism in climates that have the potential for exciting activities is significant. As researchers have shown, improving the quality of life of the host community, providing quality experiences for tourists, and maintaining the quality of the environment are important effects of sustainable tourism. Scenarios show the continuation of the current situation. The best propelling scenario for tourism development is a strong scenario whose all 12 key factors are among the optimal factors. The slightest change in governing policies and laws and privatization will smooth the way for fundamental changes and will have significant results.

Conclusion

The present article was conducted with the use of two

techniques of identifying key propelling factors and scenario writing to analyze the future of sustainable and creative development of adventure tourism in the Marnjab Desert to try to turn this area into an international tourism destination. Tourism is important in outlying and original areas; Because changes the meaning of leisure time and entertainment with the development of adventure tourism. Tourists try to make meaning of their daily lives by spending their leisure time learning. This is a view that enables the change of concepts through sustainable development and technical evolutions and it aims at the human mind and ideas. The comprehensive and futurist approach to the reality of small-scale areas is an appropriate solution for the microscopic development of tourism. The development of adventure tourism is increasingly the reason for increasing the viability of talented areas and improving the living conditions of indigenous communities. Therefore, private investment opportunities should be used to achieve the desired and intentional results in the development process. Improving Indigenous family businesses in the field of tourism, macro-and micro-level planning and the implementation of sustainable tourism policies provide the contexts for convergence and close communication between the host and tourist communities. The path of tourism development in other countries shows that a mechanism based on basic principles of their values, culture, and cognition contributes to progress. tourism laws and policies are linked to other development planning. The elite analysis is that tourism policies are not aligned and balanced with the targets and capacities of the activists in this field. The results of previous studies and interviews with elites show that the geographical conditions of the Marnjab Desert and the economic and social characteristics of Aran and Bidgol are ideal opportunities for the future. Therefore, it is necessary to properly analyze and predict the components of climate and environmental hazards. This report is a guide for adventure tourism planners and researchers to measure the position of variables relative to each other. As mentioned, the most important tourism challenges are the governing policies that affect other components. The creative development of the ecosystem will be successful when we make efficient laws based on the idea of society. As a result, a coherent whole of the local community would be formed and social and cultural capital would be strengthened by increasing participation. The results show that the way of governing is a key and influential index in the path of investing. Finally, with the end of the global threat of a corona epidemic, many countries are repairing their economies to compensate for damages caused by this economic crisis. Improvement in the

Strong scenario	Probable scenario number of 1		Probable scenario number of 2		Probable scenario number of 3	
	Total influence: 133	Compatibility value: 1	Total influence: 127	Compatibility value: 1	Total influence: 130	Compatibility value: 11
Policies and laws: growth	Policies and laws: Continuity		Policies and laws: Continuity		Policies and laws: Continuity	
Privatization: Growth	Privatization: Growth		Privatization: Growth		Privatization: Continuity	
Intelligent and Creative Management: Continuity	Intelligent and Creative Management: Growth		Intelligent and Creative Management: Continuity		Intelligent and Creative Management: Continuity	
Standardization: Continuity	Standardization: Continuity		Standardization: Continuity		Standardization: Continuity	
Infrastructure Development: Growth	Infrastructure Development: Continuity		Infrastructure Development: Deterioration		Infrastructure Development: Deterioration	
Green Management and Planning: Continuity	Green Management and Planning: Deterioration		Green Management and Planning: Continuity		Green Management and Planning: Continuity	
Integrated Brand Management: Growth	Integrated Brand Management: Continuity		Integrated Brand Management: Continuity		Integrated Brand Management: Deterioration	
Training and Empowerment: Continuity	Training and Empowerment: Continuity		Training and Empowerment: Deterioration		Training and Empowerment: Continuity	
Participation and Coherence of the Beneficiaries: Continuity	Participation and Coherence of the Beneficiaries: Continuity		Participation and Coherence of the Beneficiaries: Continuity		Participation and Coherence of the Beneficiaries: Continuity	
Use of Advanced Technologies and Development of Virtual Tourism: Growth	Use of Advanced Technologies and Development of Virtual Tourism: Growth		Use of Advanced Technologies and Development of Virtual Tourism: Continuity		Use of Advanced Technologies and Development of Virtual Tourism: Continuity	
Environmental Effects Assessment: Growth	Environmental Effects Assessment: Deterioration		Environmental Effects Assessment: Continuity		Environmental Effects Assessment: Continuity	
Identify given to Indigenous Society: Continuity	Identify given to Indigenous Society: Continuity		Identify given to Indigenous Society: Continuity		Identify given to Indigenous Society: Continuity	

Table 5. Scenario with Strong Compatibility and Probable Situations. Source: Author.

tourism sector will create employment, increase GDP, and ultimately improve the welfare and living conditions of the people. As a result, the dynamism of Iran's rural economy is essential through the growth of a variety of tourism activities. Finally, solutions and suggestions are provided:

1- Reviewing the policies and laws of tourism in Iran to facilitate the attraction of all types of tourists, especially professional tourists.

2- Accelerating the privatization process in tourism.

3- Coherent management and planning at the middle and micro level and integration of Iran's tourism system.

4- Study and survey of global tourism indexes and their ratio with the situation of Iran.

5- Studying modern tourism with emphasis on professional tourists.

6- Identifying the tourism capacities of geographical areas and presenting development plans to reduce ecological risks.

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