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Original Research Article

The Drivers of Sustainable Development Tourism in Iran with Emphasis on Globalization

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Abstract| Globalization and its relationship with tourism is a phenomenon that has received much attention especially in scientific meetings related to tourism. Although this phenomenon has existed in past, in this era it has changed a lot because of rapid changes in communication technologies. The main purpose of this research is to detect priorities of key Drivers of tourists in Iran in globalization and sustainable development. Research method is quality/quantity in type of combination. For collecting data experts question forms through structural interviews was applied and with the snowball method, specimen volume was determined as 45 people. The period of collecting data is from June to November of 2019 and for analyzing them future researching method was applied using Mic Mac software. Results show that the key priorities are: 1- Technological 2- Economical and 3- Political aspects which respectively are the main sustainable tourism development Drivers in Iran with emphasis on globalization. Results show that globalization has a positive and meaningful relationship with tourism and The extent of these effects in line with the dimensions of sustainable development (political, cultural, economic, ecological, technological) is effective in shaping tourist behavior.

Keywords| *Globalization, Tourism and Globalization, Sustainable development Tourism.*

Introduction| It is obvious that in today's world, globalization can attract much attention by using and providing content. In so doing, it can affect economic, social, and cultural stages. Satellite networks, websites and blogs, and even mobile phones present many types of items by advertisements and motivate all people especially youngers considering their conditions which make them a potential audience to metamorphosis (Baptista, 2017). Globalization is known as the integration of the world and its residence together in many cases which covers many aspects of our life (Branstetter, Glennon & Jensen, 2019, 4). Mode, fashion, language, aesthetics interests, and ideologies which are included with urban culture are such tools that divide us from tradition in many aspects,

and in today's world we are more interested to affect or be affected in globalization aspects (Zokaei, 2007, 25).

It shall be noted that globalization is caused by different developments in the world in different fields such as telecommunication, electronics, software, new industrial products, communications, and transportations which has reduced geographical distances and make societies more in touch (Astara, Budiarta & Wesna, 2018; Khasawaneh & Al-Samadi, 2019, 527). So by the rapid changes in communication, transportation of data, goods, and products got faster. In other words, despite the development of technology has made some changes in economic, social, and cultural fields inside societies (Destek, 2019, 4), it has increased the level of relationship between societies and cultures. So the development of

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technologies and data transportation and progress in transportation lead different parts of the world to unity (Sojasi Qeidari, Sadeqlou & Shahdadi, 2015, 158).

Tourism is one of the most important social/economical phenomenons in this era (Astara, Budiarta & Wesna, 2018). Tourists learn new knowledge and experiences by cooperating with other nations and mutually get influenced and behave and if this cooperation got easier, people will be more affected in tourist destinations (Haessly, 2010, 4). There are many points of view for the development of tourism. Liberal vision says that tourism increases the economic cooperation and communication between governments and people all around the world. Mutual communication cause the forming of wealth and aware people in the society which request political freedoms (such as democracy) (Zargham Borujani & Khosrovani Dehkordi, 2012, 29; Kim, Prideaux & Prideaux, 2007). On one side globalization helps to make tourism easier by the elimination of restrictions and borders and on the other side tourism, especially in the international aspect makes globalization easier. Two main Drivers of globalization in the tourism field are: improving the transportation system (which contains the reduction of costs, time, and restrictions) and communication technologies such as computers, satellites, and new media (Smeral, 1998, 377).

Tourism is known as a facilitator factor of globalization and the globalization of the economy makes it easier to earn income for different countries (Akadir, Lasisi, Uzuner & Akadiri, 2020). In the cultural area, tourism has made cultures and races to know each other and on other hand, it makes changes in the culture of societies as well. In other words, tourism is totally dependent on the situation of the economy, policy, culture/society, the ecology of societies, and these aspects are changed basically in the process of globalization. It shall be noted that Iran, which is an ancient country with different tourism attractions, is potentially a tourism destination in the world, so planning a good policy plays an important role in the process of globalization and tourism in Iran. Meanwhile, the tourism policy in Iran is inefficient (Zargham Borujani & Khosrovani Dehkordi, 2012, 28), one of the reasons is the lack of knowledge in this area. Globalization through determinism, convergence forces, the progress of technology, and new communication ways can attract more international tourists (Moaven, Khajenoori, Forooghan Geransaieh & Rayanpour, 2017, 4). Considering factors of economy, policy, and culture of Iran, it is mandatory to take proper policies in process of sustainable development. Therefore, the present study seeks to identify and prioritize the key drivers of tourist behavior in Iran in the process of globalization and sustainable development.

Globalization

There are many prospects about globalization which each one is concentrated on one aspect of it. Zygmunt Bauman defines globalization as a new order called "Novel Global Disorder" (Bauman, 2000, 48). Many like Robertson believe that in globalization we are observing the strength of local identities beside global ones. He calls this order a "Global/Local" order (Kiani, 2001, 29). In other words, globalization is not a one-dimensional process that is limited to just one aspect of culture, economy, or policy (Waters, 2010, 67) but it is a consistent phenomenon that covers each stage of society (Kiani, 2001, 29). In globalization, we deal with the process of "Being" which changes and affects many phenomena.

Cultural globalization

Today, culture has become a very complex and controversial field, because as global cultures penetrate into local cultures, new configurations emerge that combine both global and local poles (Sahabi, 2010, 20). So cultural globalization expresses the available pressure on local societies. Progress in transportation, telecommunication (cinema, satellites, internet, etc.) increased the accessibility of people to global knowledge and unofficial information. This has made people convergent in culture and language and totally in each sample of lifestyle like music, dressing, etc. Giddens (2003) calls this process as "Compression of Global Communication" which in it local problems are caused and affected by global ones and even its opposite happens normally (Khasawneh & Al-Samadi, 2019).

Globalization and sustainable development tourism

The process of sustainable development is the most logical apposition for globalization and its neoliberal theory. The main reason for this prospect is the importance of three important and connected topics in the world: economic development, social progress, and connection with the natural ecosystem (Gawor, 2008, 129). In 1987 Grew Bruntland, the prime minister of Norway used the phrase "Sustainable development" for global development and defined it as a development that doesn't face the future with danger (Henry, 2001). From then this topic was discussed a lot and many researchers all over the world discussed it. In the two past decades, the speed of globalization is increased which caused many damages to natural ecosystems, so sustainable development is know more noted (Sobol, Cleveland & Laroche, 2018, 345). In the 1990s, the main concentration of discussions in the tourism area was about "Stability" (Clarke, 1997, Butler, 1998). There are many points of view in

sustainable development tourism. Two main prospects are the one which concentrates on development which is stable in areal vision and the other which concentrates on development which is stable in economic vision. Recently researchers are more interested in these topics and the main question is that how economic development is possible without affecting ecology and society on tourism destinations? (Imani Khoshkhoo & Nadalipour, 2016, 88). The author of the present study believes that in order to reduce the threats to the survival of tourism, both approaches to tourism should be considered and concludes that if tourism wants to remain sustainable, the industry should be at the forefront of shaping sustainable discussion. In this case, other researchers like Middleton & Clark (2001) believe in keeping the balance in each aspect of sustainable development tourism and state that the economic benefits shall be in equilibrium with other aspects of sustainable development like ecological, social, and cultural aspect (Hosseini, Rashidi & Hamzehee, 2020, 160). so companies can make the most profit (considering all aspects of sustainable development) and besides of that consider the ecological and cultural aspects (Middleton & Clark, 2001, Weaver, 2012, 1033). Zahedi (2014), defines sustainable tourism development as below: Tourism which covers the needs of tourists and host societies at present and also makes changes for the future and uses the sources to foster the cultural, ecological, types of species, life-supporting systems values and respond to economic and social needs. Liu (2003, 463) deals with the planning of tourism development in the process of globalization and also effects of many different beneficent in aspects of destination society, host society, and tourism area and believes the aim is not about tourism reduction, but it is about the planning of tourism development based on the sustainable development process in the process of globalization with tourists, destination and host society. Globalization affects every aspect of society and is affected mutually. Tourism is also influenced by its effects as one aspect of life and society (Nekouei, Zargham Borujani & Imani Khoshkhoo, 2010, 115). Tourism and traveling are mutually influenced by each other in the globalization process. In other words, globalization contributes to progress in the tourism industry and the progress of tourism makes Globalization is a source of revolution considering changes it makes in the identity of organizations. Also, globalization affects the tourism structure of countries and its global structure. Tourism in its spatial patterns (city, village, tribe, nature, etc.) progresses in the process of globalization towards a tourist village and remains as a common free market that all countries benefit from their efforts. Common principles in this village , Reservation systems and global computerization. In addition, the convergence of

domestic and foreign prices provides a platform for cost-effective and balanced travel costs for tourists to different parts of the world (Karimian Bostani & Latifipour, 2018, 15). Thus, it should be said that the tourism industry plays an important role in the global economy by bringing different people and cultures together, and since tourism is also formed within a system of supply and demand, the growth of global trade expands tourism in different parts of the world in a profitable business Cause (Farhadi Uonaki, Shafiee & Rastghalam, 2018). Tourism is one of the facilitators and one of the main tools of globalization and the globalization of the economy provides a context that is directly related to the flow of tourism. Thus, the most rational alternative to globalization and its neoliberal ideology is the idea of sustainable development, so it is important to pay attention to the various dimensions of sustainable development tourism in the process of globalization and the interaction it has on tourist behavior. Therefore, planners and decision makers in the tourism industry to properly manage this process need to understand the impact and effectiveness of the key global drivers, becoming in line with the paradigm of sustainable development in the tourism industry (Saint Akadiri, Alola & Akadiri, 2019; Kellerman, 2020).

Developing the conceptual research model
Since tourism is totally dependent on the economic, political, cultural/social, and ecological condition of societies and these aspects are changed in the process of globalization, so this model is going to analyze the key drivers affecting tourists' behaviors in Iran in the process of globalization and sustainable development (Table 1). As can be seen in Fig. 1, globalization creates interactions in the tourism industry, which in the model are expressed in the form of dimensions of sustainable development tourism and are analyzed in the continuation of the research.

Methodology
Since the present study seeks to analyze the key drivers of the formation of tourist behavior in Iran in the paradigm of globalization and sustainable development and the results of this study can be used in managing a tourist destination in the process of globalization and its effects, so The present study is applied in terms of purpose and in terms of the type and method of data collection, is considered as a combination of research (qualitative-quantitative) and descriptive analysis. The present study pursues the following objectives:
• Identifying the key drivers contributing to tourists' behaviors in Iran in the process of globalization and sustainable development;
• Prioritization of the key drivers contributing to tourists'

Table 1. Tourists' behaviors in Iran in the process of globalization and sustainable development. Source: Authors.

Index	Sub-index	Reference
Cultural aspect	Forming global village	
	Cultural globalization	(Cleveland, Rojas-Méndez, Laroche & Papadopoulos, 2016; Destek, 2019)
	Uniform global culture	
	Global tourists; Uniform behavior of tourists	
	Appearance of local consumer behavior	
	Glocalization	
Ecology	Climate change and its effects on the destination	(Destek, 2019; Saint Akadiri, Alola & Akadiri, 2019; Hosseini, Rashidi & Hamzehee, 2020)
	Ecological changes	
	Global warming and its effects on tourism jobs	
Economy	Foreign investment in hotels and tourist attractions	
	Horizontal and vertical integration strategies in tourism enterprises	(Khasawneh & Al-Smadi, 2019; Destek, 2019)
	Global players and strategic alliances (airlines, hotels, tour operators)	
	Global Tourism Management	
	Global competition and the destruction of recreational resorts	
Policy	The need for global coordination and regulation of passenger traffic	
	Increasing the importance of international tourism organizations	(Baptista, 2017; Astara, Budiarta & Wesna, 2018; Destek, 2019)
	Sustainable development as a quality and dominant idea	
Technology	Global distribution networks	(Branstetter, Glennon & Jensen, 2019; Kellerman, 2020)
	Global booking systems	
	Web tools 2.0	
	Mobile technology	
	Standard technologies in transportation systems	
	Dependence on the information technology	
Tourist behavior	Global orientation	(Sobol, Cleveland & Laroche, 2018; Destek, 2019, Kock, Josiassen, Assaf, Karpen & Farrelly, 2019)
	Use self-service and personal booking tools	
	Demand for new experiences	
	Feeling safe and secure	
	Creating new inner motivations for travel	
	Sensitivity to travel	
	Reduction of travel costs	
	Increasing of individual travels	
	Traveling by ships/trains instead of cars	
	Accommodation not in hotels (apartments, etc.)	
	Visiting family and relatives	

behaviors in Iran in the process of globalization and sustainable development. Based on the above goals, the following questions arise:

• What are The key drivers contributing to tourists' behaviors in Iran in the process of globalization and sustainable development?

• What are The key drivers contributing to tourists' behaviors in the process of globalization and sustainable development?

The statistical population of the research includes specialists, experts and researchers in the field of research, thus the criterion for selecting experts is the following characteristics: people who have postgraduate education and research in the field of research and people who have about 10 years of experience in tourism. Using the snowball method, 55 people were selected from the sample and finally 45 complete questionnaires were extracted from the samples. In the present study, two methods of library and field have been used to collect data. To complete the theoretical foundations, library resources
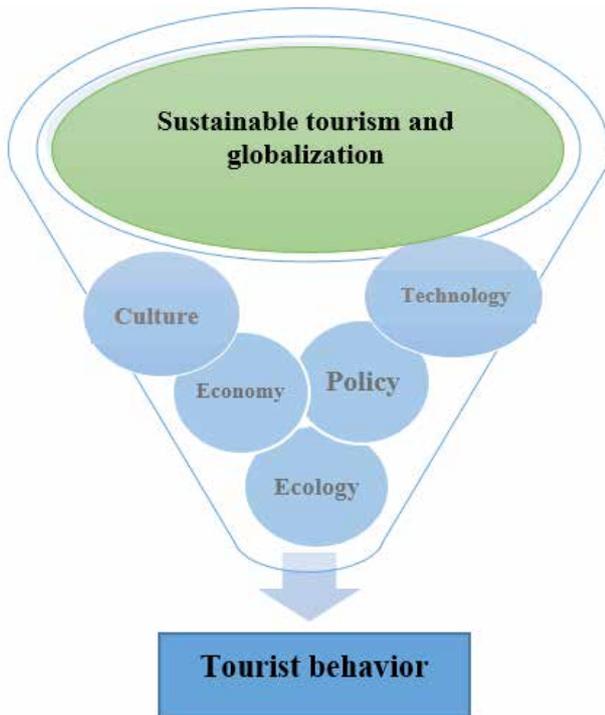
Fig. 1. Conceptual model of research (key Driver in the formation of tourist behavior in Iran in the process of globalization and sustainable development). Source: Authors.

including: articles, dissertations, books as well as Internet resources were used and the method of semi-structured interviews with experts on the research topic was used. Then, a questionnaire appropriate to the research method was used to examine the information. The questionnaire was prepared and provided to the experts. The measuring instrument of the experts' questionnaire is scoring by futures research method (0-no effect, 1- low effect, 2- medium effect and 3- high effect). Table 2 shows the details of research participants.

Research findings

The results of descriptive statistics including the frequency of participants in the study by gender, age, and education are given in Table 3. As can be seen in Table 3, the prevalence of male gender is 57% and female 43%, and the majority of participants are in the age range of over 50 years with 40% and the lowest is in the age range of 20- 30 years with 2%. In terms of education, the highest level of education in the statistical sample of the research belongs to the category of the specialized doctorate (specialized doctorate and doctoral student) with 71%, of whom 37% have a specialized doctoral degree and the rate of master's degree is 29%.

• **Futurology method with Mick Mac software**
The futures research method seeks to identify key drivers (overt or covert) in order to obtain feedback and encourage stakeholders and stakeholders on the complex and unpredictable aspects and behaviors of a system. The

futures research method is a tool for linking ideas and thoughts that describes and identifies the system through the communication matrix of all the drivers of the system. The ability of this model is to identify the relationships between drivers and ultimately identify the key drivers affecting the evolution of the system (Farhadi Uonaki & Anabestani, 2018). The futures research method is used in the qualitative study of highly propulsion systems. In general, futures research is done in three stages: 1- Extracting the drivers: This step rarely has a formal and standard structure, but it is necessary to continue the processing process, but it is necessary to process. In the present study, the first stage has been done through interviews with experts and experts in the field of research. 2- Determine the relationships between the drivers: What is important at this stage is to link the Driver and agents and describe the network of connections between them. In the present study, the mentioned stage has been scored by experts using a cross-matrix questionnaire (Driver are placed side by side). 3- Identify the key Driver, This step in the present study has been done with the help of Mick Mac software. Mick Mac software is designed to perform complex cross-matrix calculations. The method of this software is that first the important Driver in the field are identified and then they are entered in a matrix such as the effects analysis matrix and the relationship between these drivers with the relevant field is recognized by experts. The drivers in the rows affect the drivers in the columns. Thus the rows of the rows are effective and the drives of the columns are affected and the effect is as follows:
• Number zero: no effect;
• Number one: weak impact;
• Number two: Medium impact;
• Number three: High impact.
As can be seen in Fig. 2 and Table 4, the propulsions in the first and input zones indicate the most valuable or, in other words, the main propulsions. In fact, the effect of these propellants on other propellants is far greater than their effect on other propellants. In the present study, they are known as the key drivers of the formation of tourist behavior in the paradigm of globalization and sustainable development in Iran. Also, the effect of these propellants on each other can be seen in Fig. 3. The red arrow and the number of relationships indicate the wide effect of the first zone propellants on other propellants.
1- Technology, 2- Economic aspect, 3- Political aspect.
The second area of the middle: Indicates drivers that have the same degree of impact and effectiveness as other drivers. As can be seen in Fig. 2 and Table 4, the priority of their impact and effectiveness is specified. Also, in Fig. 3, the extent of the impact of these drivers on both the engraver is shown based on the diagram and numerically, in this area, only the cultural aspect has this feature. The third region of dependent and influential drivers: The drivers in this area have a relatively low impact rate

Table 2. Details of research participants. Source: Authors.

Specialists	Age range	Education	Activity experience (year)	Activity area	City
Specialist No. 1	>50	M. Sc.	20	Tour leader	Shiraz
Specialist No. 2	30-40	M. Sc.	10	Tour leader	Firooz Abad
Specialist No. 3	30-40	M. Sc.	11	Tour leader	Lar
Specialist No. 4	30-40	M. Sc.	13	Tour leader	Ardabil
Specialist No. 5	>50	M. Sc.	19	Tourism (agency owner)	Tehran
Specialist No. 6	>50	M. Sc.	20	Tourism (hotel owner)	Tehran
Specialist No. 7	>50	PhD	25	Tourism economy (University professor)	Mashhad
Specialist No. 8	20-30	PhD student	11	Tourism (University professor)	Shahre Kord
Specialist No. 9	>50	PhD	20	Geography (University profrssor)	Tehran
Specialist No. 10	>50	PhD	10	Tourism and management (University professor)	Tehran
Specialist No. 11	30-40	M. Sc.	15	Tourism (hotel owner)	Isfahan
Specialist No. 12	>50	PhD	10	Sociology (tourism teacher)	Shiraz
Specialist No. 13	>50	PhD student	22	Tourism (hotel owner)	Yazd
Specialist No. 14	>50	PhD	15	Sociology (tourism teacher)	Shahre Kord
Specialist No. 15	>50	PhD student	15	Tour leader	Mashhad
Specialist No. 16	40-50	M. Sc.	20	Tour leader	Isfahan
Specialist No. 17	40-50	M. Sc.	20	Tour leader	Sanandaj
Specialist No. 18	40-50	PhD	15	Sociology (tourism researcher)	Yazd
Specialist No. 19	30-40	PhD student	14	Tourism (University professor)	Isfahan
Specialist No. 20	30-40	PhD	12	Tourism (University professor)	Rasht
Specialist No. 21	30-40	PhD	10	Tourism researcher	Tehran
Specialist No. 22	30-40	PhD student	13	Employee of the Cultural Heritage Office	Bandar Abbas
Specialist No. 23	30-40	PhD student	10	Tour leader and teacher	Yazd
Specialist No. 24	>50	PhD student	15	Tourism (hotel owner)	Mashhad
Specialist No. 25	>50	PhD	20	Marketing (tourism teacher)	Tehran
Specialist No. 26	40-50	M. Sc.	25	Tourism (hotel owner)	Mashhad
Specialist No. 27	40-50	PhD	15	Economy (tourism researcher)	Tabriz
Specialist No. 28	30-40	PhD student	9	Tourism teacher and researcher	Yazd
Specialist No. 29	>50	PhD	18	Tourism teacher	Yazd
Specialist No. 30	30-40	PhD student	8	Tour leader	Tehran
Specialist No. 31	>50	M. Sc.	15	Ecotourism	Garme Village
Specialist No. 32	30-40	PhD student	15	Tourism (museum employee)	Tehran
Specialist No. 33	30-40	PhD	10	Tourism and geography (University professor)	Isfahan
Specialist No. 34	40-50	PhD student	10	Marketing (tourism teacher)	Boushehr
Specialist No. 35	40-50	M. Sc.	20	Tour leader	Babol
Specialist No. 36	40-50	PhD	23	Communication / Tour leader	Babol
Specialist No. 37	>50	M. Sc.	20	Ecotourism	Shiraz
Specialist No. 38	40-50	PhD	12	Marketing (tourism teacher)	Sari
Specialist No. 39	40-50	PhD student	8	Marketing (tourism teacher)	Isfahan
Specialist No. 40	30-40	PhD student	8	Tourism (Teacher and researcher)	Yazd
Specialist No. 41	30-40	PhD student	10	Tourism (Teacher and researcher)	Yazd
Specialist No. 42	>50	PhD	19	Tourism (Teacher and researcher)	Najaf Abad
Specialist No. 43	>50	PhD	21	Tourism and geography (University professor)	Kerman
Specialist No. 44	30-40	PhD student	11	Marketing (tourism researcher)	Isfahan
Specialist No. 45	>50	PhD	24	Tourism and geography (University professor)	Mashhad

Table 3. Demographic information of the experts participating in the research. Source: Authors.

Gender		Frequency		Percentage	
Gender		Frequency		Percentage	
Male		26		57.7	
Female		19		42.3	
Summation		45		100	
Education	Frequency	Percentage	Age range	Frequency	Percentage
M. Sc.	13	28.9	20-30	1	2.2
PhD and PhD student	32	71.1	30-40	15	33.3
Summation	45	100	40-50	11	24.4
			>50	18	40
			Summation	45	100
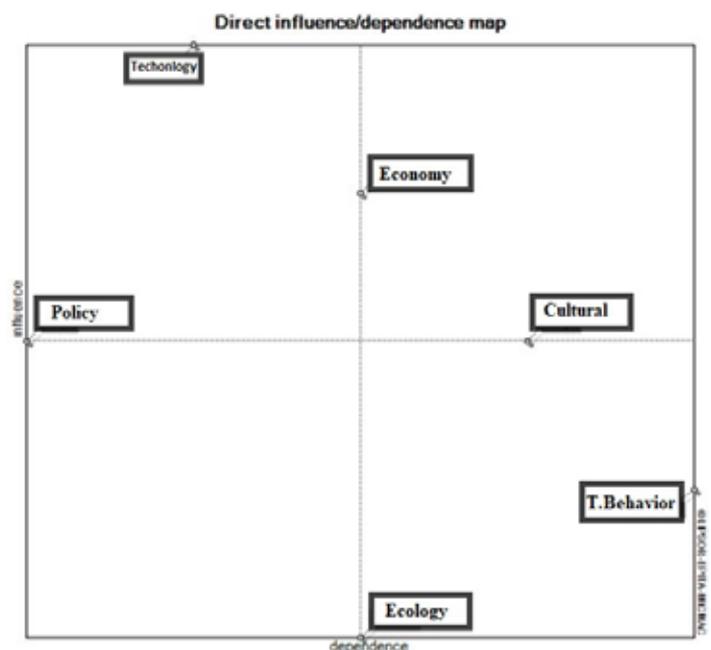
Fig. 2. Map and distribution of the direct effect of Driver in the four areas in the analysis of key Driver of the formation of tourist behavior in Iran in the process of globalization and sustainable development. Source: Authors.
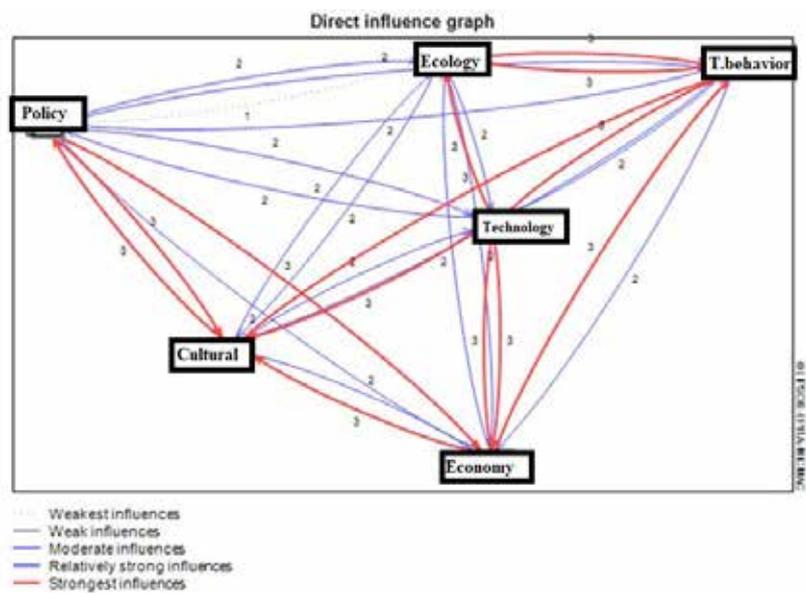

Fig. 3. Determining the relationship between the severity of direct influence of drivers on the analysis of key Driver of tourist behavior in Iran in the process of globalization and sustainable development. Source: Authors.

Table 4. Prioritization of key Driver of tourism behavior in the process of globalization and sustainable development in Iran. Source: Authors.

Rank and priority	Driver	Location	Direct impact rate (column sum)	Direct applied impact (column sum)
1	Technology	First area (entrance or main)	14	11
2	Economic aspect	First area (entrance or main)	13	12
3	Political aspect	First area (entrance or main)	12	10
4	Cultural aspect	Second area (middle)	12	13
5	Tourist behavior	Zone 3 (most affected)	11	14
6	Ecological aspects	Zone 3 (most affected)	10	12
Total			72	72

and a high impact rate. As can be seen in Fig. 2 and Table 4, the priority of their impact and effectiveness is specified. Also, in Fig. 3, the effect of these drivers on each other is shown on the graph and numerically. This indicates the low effect of these drivers on other drivers and their wide impact compared to other drivers, which are in order of priority. These drivers in the second zone are based on the following aspects: 1- Behavioral aspect, 2- Ecological aspect. Fourth area (Negligible): which indicates propellants that have both an impact and a small amount of impact on other propellants. As can be seen in Fig. 2 and Table 4, the priority of their impact and effectiveness is specified. Also, in Fig. 3, the degree of influence and influence of these propellants on each other is determined both based on the diagram and numerically, and by looking at Fig. 3, we can see the low impact and low impact on them, which are determined by drawing graphs and numbers. No propulsion has been identified in the area.

Conclusions and suggestions

Tourism and travel in the process of globalization are a cause and effect factor, in other words, globalization has led to the growth of the tourism industry and the growth of tourism accelerates the process of globalization. Globalization affects the tourism industry in two ways; First: Globalization is a source of change and is of interest to the researcher due to the changes in the nature of enterprises for survival. Also, globalization in the macro dimension has many effects on the tourism structure of countries and the global structure of this industry. The present study analyzes the drivers of sustainable development tourism in Iran with an emphasis on globalization and pursues two goals. The first goal is to identify the key drivers of tourist behavior in Iran in the paradigm of globalization and sustainable development. Objective 2: Prioritize the key drivers of tourist behavior in Iran in the paradigm of globalization and sustainable development. The result of the research is to identify and prioritize the drivers of tourism in sustainable development in Iran with an emphasis on globalization. The results indicate that 1- technological dimension 2- economic dimension 3- political dimension 4- cultural dimension 5- behavioral

dimension and 6- ecological dimension, respectively, the mentioned priorities are the key drivers of tourist behavior in Iran in the globalization paradigm and Sustainable development. Following the studies and analyzes, the results show that globalization has a significant and positive relationship with tourism and the extent of these effects in the mentioned dimensions of sustainable development (political, cultural, economic, ecological, technological) is effective in shaping tourism behavior. Also, in order to analyze the research results obtained with previous research by Berlick (2018), in a study entitled Globalization in Tourism, while reading the complexity of this process in tourism, the economic dimension and environmental dimension in the globalization process have been acknowledged. Economics is the most influential propulsion and ecology is the most influential propulsion. In his research, Saint Akadiri, Alola & Akadiri (2019) analyzed the role of real income of individuals, tourism and globalization in the goals of environmental sustainability, and the results indicate that increasing real income and international tourism increases CO_2 in the short and long term Findings also show that a standard deviation shock in CO_2 emissions has a significant positive and continuous effect in the long run on tourism, globalization and economic growth. In the process of globalization and tourism, this indicates that serious attention should be paid to these drivers. Makasi & Govender (2015) in their research aimed to create a conceptual framework for globalization in the direction of sustainable development, which critically examines the multidisciplinary literature on globalization and sustainable development, the lack of a comprehensive theoretical framework for understanding sustainable development and outlines strategies for globalization. In domestic research, Abbasi Taghidizaj & Nemati (2020), consider economic, political, social, cultural aspects, internal conflict, social security, competitiveness in infrastructure, cultural and natural attractiveness as important factors in the process of globalization and tourist attraction. Knows that the results obtained in the study are consistent with the results of the present study in economic, political, and cultural dimensions, and the mentioned dimensions are

effective Driver of the process of globalization and tourism. In the research of Zargham Borujani & Khosrovani Dehkordi (2012), tourism is considered an influential factor in the process of globalization. Also, tourism is considered to have an increasing impact on global peace indicators. In another study, Tavallai (2006), considered factors such as the level of security, cultural attractions, and cultural and ethnic diversity as the most important determinants of the age of globalization, while economic, marketing, political, and deregulation factors were influential factors in tourism. The results of the study are consistent with the present study but differ in the type of impact and effectiveness from the present study. In the present study, the effective Drivers were technological, economic, and political dimensions, and the effected Drivers were cultural and ecological dimensions. In the research of Karimian Bostani & Latifipour (2018), the interaction of tourism and globalization was studied and the results indicate that tourism plays an important role in the global economy by bringing different people and cultures closer to each other. Also, with increasing access and ease in countries and getting acquainted with cultures, the tourism market has been developed to meet the growing demand for different types of travelers. Also, the results of the analysis of the mentioned research indicate that the indicators of modernity and economy are the most important impact of tourism in facilitating the process of globalization. In this study, as in the present study, the importance of economic, cultural, technology and tourism behavior has been addressed. In their study, Moaven et al. (2017) examined the relationship between cultural globalization and religious

tourism. The results suggest that IT, modern communication, and individualism have a negative relationship with religious tourism, while awareness of globalization shows no connection with religious tourism. Examining the results of previous research, it becomes clear that little attention has been paid to the dimensions of globalization based on the process of sustainable development in the formation of tourist's behavior, and this issue has not been addressed in Iran. Thus, in line with the results of the present study, the following suggestions are presented:

• According to the results of the research, the most influential driver of tourist behavior is technology, and the development of ICT infrastructure in tourism is doubly important. Therefore, in macro-tourism programs and policies, the development of this infrastructure should be important, and also at the micro-level, those in charge of the operational level of tourism should develop their businesses in the ICT space as much as possible; Examples of such development can include the use of global distribution styles, the use of mobile technologies in tourism, the use of standard technologies in the global transportation system and the use of Web 2. 0 tools.

• Economic and political dimensions as effective drivers of economic recognition, the use of horizontal and vertical integration strategies of tourism enterprises, providing a platform to encourage foreign investment in hotels and tourist attractions, as well as the use of global management knowledge in tourism. In the political dimension, the need for coordination with international organizations should be considered, and sustainable development as a quality and dominant idea should be on the agenda of governments.

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