

Original Research Article

Strategies, Causes and Challenges of Cultural Development through a Tourism Development Approach Using Grounded Theory*

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Abstract Cultural development contributes to sustainable growth in the tourism industry. The main role of tourism development is improving economic, social, and cultural development. Also, sustainable cultural development can be achieved through tourism evolution. This means that not only tourism must be sustainable, but also sustainable cultural development needs to be on agenda. Since Iran is one of the top ten countries, which has many potentials in the tourism industry, identifying its capacities is important. Moreover, developing accurate strategies and recognizing the challenges and obstacles of cultural development can turn this country into a top tourist destination in the industry. Therefore, it is necessary to study the strategies, their performance, and consequences in the tourism industry. Cultural tourism will have positive consequences if it is well planned and managed. This article aims to identify strategies, causes, and challenges of cultural development on tourism. This study employed a qualitative approach. Following the in-depth study of the relevant articles and documents, the data were gathered through in-depth interviews and then were analyzed using the Grounded Theory method through three coding stages (i.e. open, axial, and selective) using MAXQAD software.

Keywords Culture, Cultural Development, Tourism, Grounded Theory.

Introduction Culture is a phenomenon that derives from a number of natural origins and social forces. The geography of the region, the history, and events associated with people, the language and literature

and the indigenous literature among the people, the religion, the rituals of worship, and the lifestyle of the people influence and give direction to the emergence of culture (Pahlavan, 2011, 49). Cultural tourism refers to the cultural attractions of a community. In developing regions such as Iran, these attractions can be seen as places of pilgrimage, handicrafts, cultural heritage. Cultural tourism creates opportunities for people from different cultures to understand each other, and to realize the richness of each other's culture (Gee, 2006, 57). In fact, tourism has played a significant role in culturalism in recent decades (ibid., 289).

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The monuments of each country represent the specific culture of that country and they have a lot of spiritual values for its nation in particular and serve as tourist attractions for others in general. As a result, it encourages others to visit and get to know those attractions and monuments (Rezvani, 1995, 52). In cultural tourism, the spiritual aspects of indigenous culture and also its objective manifestation such as cultural heritage is among the basic parameters that are of great economic importance, and its information is visually transferred (Bonnie Face, 2001, 145). Cultural development is a process that cannot be acquired from somewhere abroad or be given as a gift by gracious others (Afrough, 2006, 17). Tourism and cultural development are also effective in the development of “Native and National” cultural identities. Another part of the elements and tools of cultural development of societies is formed through tourism. Cultural tourism is not defined by visiting special cultural attractions such as cultural heritage, historical places, aesthetic and cultural signs, visiting art galleries, and watching plays. Iran has great potential in the fields of environment, history, cultural heritage, that is why it should not be kept away from this economic flow due to political issues and socio-cultural concerns.

To accomplish this goal, people around the world should be encouraged to attend Iran (Rezvani, 1995, 234). Accordingly, strategies contributing to the expansion of cultural development and tourism can include “holding national and local celebrations and festivals, holding international exhibitions, seminars and cultural conferences, promoting cultural education related to tourism subjects and development of tourism and hotel disciplines in universities, promoting the publication of books on the customs of each region, familiarizing and educating the people on how to deal with tourists and also raising their awareness of the touristy areas out of their community, and making them familiar with the lives and cultures of other nations” (Gee, 2003, 165).

Despite many attractions of Iran, which have made it one of the ten most historic countries in the world and the five countries with the highest biodiversity, unfortunately, it has not yet been able to achieve its proper position in the world tourism industry. In this regard, the media should go beyond organizational boundaries and use the professionalism and expertise of managers and employees of tourism organizations to inform people about the benefits of the presence of tourists in the country and learn how to deal with them (Zargham Boroujeni & Heidari, 2016, 15).

The cultural policy of the country needs to include extensive planning, large and long-term investments, different and long-term research. Moreover, the policy

has to take into account the country and the people who share a common cultural perspective with us. In the meantime, the countries of the Middle East, India, the Central Asian republics, and East Asia should not be overlooked (Beik Mohammadi, 2002, 177). Iran has great potential in the fields of environment, history, cultural heritage, etc. Different weather and four seasons have made this region suitable for tourism. In the cultural dimension, Iran has a combination of several cultures and biodiversity (Karroubi, 2016, 5). This article attempts to analyze the contribution of cultural tourism to cultural development strategies and examine the causes of cultural development using the tourism approach, investigate the relationship between tourism and cultural development, as well as the existing challenges and obstacles facing the tourism industry in Iran.

Research background

Nikbin et al. (Nikbin, Zargham Boroujeni, Salehiamiri, Mohammadkhani & Ghaffari, 2020) In his article entitled “Modeling the consequences of Sustainable development of cultural tourism: a mixed method” attempted to identify the consequences of sustainable development of cultural tourism through a holistic perspective then designed a model of communication between them. This research used an exploratory mixed method. To develop the model, a questionnaire was developed and the opinion of eleven experts in cultural tourism, who were selected through purposive and snowball sampling, were reported. The results of this study categorized the consequences of sustainable tourism development in cultural destinations and the developed model accordingly examined them in six levels. Finally, the proposed model was interpreted and the levels and relationships between its dimensions were analyzed and some solutions were proposed to sustain positive outcomes and prevent negative impacts on cultural destinations. In a study entitled Cultural Tourism and Development, Bahraini (2020) argues that today, the category of tourism in general and cultural tourism in particular account for a significant amount of GDP and GNP in the world. Tourism and Economics Tourism is becoming one of the main pillars of the world trade economy. Moreover, many planners and policymakers cite the tourism industry as a key pillar of sustainability. In this regard, cultural tourism is also a part of the tourism industry. In his article, Bahraini (2020) investigated the effect cultural tourism has on sustainable development using the bibliographic research method. Vosoughi, Aram and Salmani (2012), in an article entitled structural barriers to the formation and promotion of development culture in Iran, challenges, and solutions”, argue that in cultural development, one

of the main characteristics of society is self-confidence, cultural development should be able to respond to the spiritual and material needs of people in their community using cultural and social planning. This can be achieved by giving more attention to local and national values. Findings show that the status of cultural indicators and in other words the situation of cultural development in Iran is not in a favorable condition and the factors affecting this situation are traditional culture, Iranian tradition, the culture of tyranny, and cultural lag. The results indicate that the culture resulting from the heterogeneous system of Iranian society is a structural obstacle to cultural development in Iranian society. In a study entitled the effect of new media on the development of tourism strategies, Zargham Boroujeni and Heidari (2016) examined the functions and characteristics of new media in society and tourism strategies, tourism perspective document, theoretical models of communication development, and tourism management. The most important contribution of this research is the development of a model that presents the impact of modern media on the development of tourism strategies based on information technology. Designing cultural development models based on culture and cultural management is one of the topics that has attracted the attention of many management experts and practitioners. In their study, Abdi and Kavousy (2015) attempted to develop a model for cultural development in Iran using grounded theory. They highlighted the necessity of paying attention to culture and its effect on the formation of major social events in the world, the formation, and the continuation of the Islamic Revolution. They also emphasized the importance of culture from the perspective of Imam Khomeini (may God have mercy on him) and the Supreme Leader, the age of globalization and the necessity of serious attention to cultural invasion, an important role of culture, the necessity of engineering approach in controlling cultural phenomena, the necessity of promoting unity between seminaries and universities in term of culture, cultural management, cultural diversity, the breadth of cultural issues and the role of culture. Finally, based on the needs, strategies for designing, expanding, deepening, and developing culture are presented.

Research questions

1. Why should the issue of cultural development be addressed through the tourism approach?
2. What factors can affect cultural development with a tourism approach?
3. What are the contexts in which cultural development can occur through tourism?
4. What are the challenges and obstacles of the tourism industry?

Theoretical foundations

• Culture

Culture's general dimension originates from Tyler's idea that "Culture is defined as the set of abilities, cognitions, beliefs, objects, techniques, and arts, and laws that each human being receives from the community in which he or she is a member" (Riviere, 2000, 45).

• Development

Development is a complex process through which a society is transferred from a historical period to a new period, and this process is effective at every stage of development throughout life, thus, the development is a value and along with normative assumptions, implies the abstract pattern of society (Rasooli, 2013, 41).

• Cultural development

Cultural development puts an emphasis on cultural identity and deals with the optimization of cultural conditions, and quantitative and qualitative improvement of related issues and improves the ethics, customs, and traditions of society, and adds to the prosperity of the market and knowledge techniques (Nazirpour, 2008, 44) "Development must have the root in culture, or religious, historical and cultural identity" (Afrough, 2006, 26). Nations must stabilize every single development they have achieved through culture transmission and arm their culture for sustainable development. Development or lack of development is not imposed on any country from outside. Society itself must figure out the development and the value system that governs the society has a prominent role in this. (Huntington cited in Davazdah Emami, 2011, 28) Cultural development is a process during which changes occur in perception, cognition, and value, tendencies, beliefs, and people's behaviors (Ghaffari, 2005, 50). One of the ways to promote cultural development in communities is to recognize the cultural heritage and indigenous and local values of that community, tourism is one of the tools of this knowledge. In the development of tourism, special attention is paid to the issue of culture (Rezvani, 1995, 52).

• Necessity of cultural development

In the study of cultural development, attention should be paid to the quality of life and the culture of the society, therefore, the main task of any cultural development program is to meet the cultural needs of that society so that people have cultural goods to live and grow. Their culture continues to have access. Based on the developmental view of culture, some thinkers, sociologists, and anthropologists, in terms of social and cultural characteristics, emphasize that development is

the creation of a fruitful life for the culture and cultural development of a society; And it can be said that in the dimension of human development, special attention is paid to the achievement of special cultural values (Jahangiri , Lahsaeizadeh & Mansoorian, 2010, 9).

• **Culture industry**

Regarding Sorghum culture, Soroush considers the current state of our culture to be influenced by three cultures: national or Iranian, Western, and religious or Islamic. He believes that while preserving the national and religious identity, our third identity is in recognizing and communicating with Western culture. He adds that we have been acquainted with Western culture for more than a century and a half; Western science, philosophy, and values, along with political institutions, technology, etc., have found their way among us and have reached our homes and have affected our minds (Kaji, 2013, 166).

• **Cultural development and tourism**

One of the ways to promote cultural development using a tourism approach is to know the history of the tourism industry (Table 1) and also to know the cultural heritage and indigenous and local values of that community. In the development of tourism, special attention is paid to the issue of culture, the relationship between cultural development and tourism is not limited to the relationship of people and objects or types of cultures and ancient works and the like. Rather, the spiritual relationship of culture, which includes awareness of methods and practices, and various aspects of life such as art, human relations, different ethnic groups, as well as people's travel to be aware of what is happening in today's world

play a very important and valuable role in development. "Cultural development plays a role in different nations" (Rezvani, 1995, 52). The relationship between tourism and cultural development can be studied in cultural tourism. Cultural tourism refers to the cultural attractions of that community. In developing areas such attractions can be explored as places of pilgrimage, handicrafts, local-regional-national cultural activities (Gee, 2003, 57).

• **Theory of the Classical and Neoclassical schools in relation to tourism**

The approach of classical and neoclassical schools towards the tourism industry is the same for two reasons: First, they share the same principles and foundations, and second, both believe that there is no need for intervention of the government. In fact, the opinion of the followers of these schools about this industry, according to their general principles, is based on non-government intervention, privatization, following the principle of a free market and full competition, because free and competitive market forces act in a certain way, the balance is established automatically. Therefore, government intervention and its management are not needed. According to the principles of these schools, it is concluded that the government will not be allowed to interfere in the tourism industry and related matters. Admittedly, these schools do not oppose the government's oversight role, and the private sector is allowed to create a balance in the industry according to the principle of seeking maximum profit, rational behavior, optimal decision-making, and unlimited freedom of supply and demand (Noorbakhsh & Akbarpoor Sraskanrood, 2010, 25).

Table 1. Murphy's History of Tourism. Source: Mawforth & Munt, 1998, 83.

Period	Motivation	Components	Motion Level
Pre-Industrial	Search, Trade, Pilgrimage / Religion, Education and Health	A small number of travelers, so rich that they were influential and allowed to travel by sea	Slow and unreliable, dangerous
Industrial	The Impact of Education, Radio Printing, Escape from the City and Work, to Colonial Empires	More income, More free time, Organized tours	Low cost of transportation / have security
Consumer Society	The effect of visual communication on everyday society and escaping from work and alienation from life	Shorter working week, optional bulk purchase and sale of travel packages	Efficient and rapid personal mobility growth
Future	Vacation as a right and a necessity and combined it with business and learning	Providing facilities by the smaller family member himself, both members of the wage-earning family, the demographic trend towards paying attention to travel groups	More efficient transportation alternative fuels; Use of public transport, various forms of travel

Research method

In this paper, Strauss and Corbin’s Grounded Theory method was used for data analysis. One of the basic assumptions of grounded theory is that data from past theories should not influence and direct the flow of current research, data collection. The initial stage of data research has an exploratory nature (Farasatkhah, 2020, 45). The data of this study were collected using two methods. The first method included interviewing 14 experts and university professors in the field of tourism (Table 2). The second was a bibliographic literature review through which scientific articles on tourism from valid sources were examined. Interviews were semi-structured and in-depth, and the subjects were selected through snowball sampling.

Immediately after the interview, the data was transcribed to be prepared for data analysis. In this regard, data quality analysis software (MAXQDA) was used for coding. In the first stage of open coding, over 400 open / codes were extracted and the texts of the interview were examined line by line and concepts were developed. In the axial coding stage, the concepts were put together and based on the semantic properties, and axial categories were developed, and finally, the major categories in a new category called the nuclear category were identified at a more abstract level than the previous two stages.

Research findings

To develop a theoretical model to explain the problem and the process of cultural development through the lens of tourism based on the objectives of the study, first, the

causes of the problem were identified and studied. Then based on the conditions, a discussion was presented to shed light on causes, context, interveners, and strategy, and its consequences in Shiraz tourism development. To this purpose, in line with the objectives of the study, first, the articles on cultural development and then the articles on tourism were reviewed. The emerged codes were finally adjusted as Table 3:

According to Strauss and Corbin’s model, the categories were coded and categorized based on the following themes:

- Strategy: People Participation/ Improvement/ Marketing and Advertising/ Creating Cultural Patterns/ Encouraging Investment;
 - Causal Conditions: Creating awareness/ Matching development programs to the needs / Meeting the needs of tourists/ Holding festivals/ Training and empowering related human resources;
 - Backgrounds: Recognition of capacities / Emphasis on ethnicities.
- Reasons for addressing cultural development with a tourism approach
- Rich cultural resources/ Determination and objectivity/ Cultural patterns/ Cultural confrontation / Cultural richness/ Cultural display of power / Cultural confrontation/ Cultural resources / Cultural property.
- Contexts (strategies) of cultural development with a tourism approach
- The abundance of historical and cultural context / Good-natured people / Special geography/ Recognition of capacities.

Table 2. General details of the interview participants. Source: Authors.

Number	Age	Gender	Expertise
1	60	Man	University Professor
2	50	Man	University Professor
3	45	Man	University professor - Active in the field of Tourism
4	44	Man	University Professor, Artist, Painter
5	42	Woman	Tourist and Cultural Activist
6	40	Man	University professor, Cultural Activist
7	39	Man	Researcher in the field of sports tourism
8	?	Man	Photographer, Tourist, Archaeologist
9	39	Man	Photographer and Nature Walker
10	39	Man	Climber and Cultural heritage Expert
11	38	Man	Tour Leader
12	?	Woman	Artist and Nature Lover
13	?	Man	Social Issues Researcher
14	28	Man	Student, Photographer

Table 3. Separation of concepts and categorization. Source: Authors.

Separation of concepts and categories, based on selected codes
The necessity of recognizing the capacities and areas of tourism / The impact of cultural attractions / The importance and necessity of holding cultural festivals / Adequate information / Experienced and specialized manpower / Reviving local indigenous cultures / Supporting traditional and indigenous culture
Facilities for import and production of equipment / Adequate supervision in the field of preservation of ancient and historical sites / Necessary facilities for tourism and tourism activists / Adequate budget / Marketing and advertising / Tourism revenue generation using internet / Establishment of infrastructure Economic / Development of non-oil exports - tax revenue
Full knowledge of this field / Media emphasis on tourism / Use of new training technologies / Training of specialized human resources / Emphasis on the cultural norms of Iranian society / The need for a comprehensive strategic plan / Coordination between organizations and government agencies
Cultural vitality / Increasing cultural identity / Social vitality / Recognizing Iranian and geographical civilization

Challenges and obstacles to cultural and tourism development

Inability to create attraction/ run-down/ rundown places (hotels - transportation roads, etc.) - The influence of non-experts in the field of tourism / Very weak and ideological advertising - Non-employment of citizens/ Lack of collaborative work with citizens/ Administrative parallelism - The existence of 25 government organizations and centers in the field of culture/ Intense parallelism/ Significant presence of certain low-level people such as drug addicts, vagrants, thieves, lampoons, Afghans in religious and historical places.

Table 4 identifies the categories, concepts, and core code output of MAXQDA software.

Discussion and conclusion

Conceptual modeling is not just connecting thoughts and presenting ideas (concepts). The concepts need to be developed within a systematic and explanatory logical design.

Concept map of selective coding output

The conceptual model not only means loading the thought and intuition of ideas (concepts) but also requires their formulation within a systematic and explanatory logical design. The conceptual map of the output of the selected coding is shown in Fig. 1.

Cultural development has a national character and takes place within each specific country and society. In other words, cultural development in each country is different from other countries and the country can have its own cultural development based on its historical traditions. Cultural development requires cultural planning and policy, in-depth and comparative research. Without these studies, cultural activities will be devoid of introspection and will not be rich. Today, to be superior on the globe, culture must be strengthened. If culture is exported, no power can stop it, and it is the inner nature of culture that calls everyone to

friendship and love. The tourism industry is very powerful in today's world, in fact, the dominant discourse in the world today is cultural discourse.

Tourism can facilitate cultural development much better and more efficiently than large organizations. Facilitating this process by organizations might cost too much to governments or might not occur. Due to the various tourist attractions in Iran, this industry should replace the oil industry. Otherwise, our country will face massive losses. As the Supreme Leader has always been seriously sensitive about culture and relying on domestic power, and has always emphasized its importance, authorities in the field of culture and the tourism industry must realize that for having a developed country, they must distance themselves from the oil economy. One way to achieve this dream is to strengthen the tourism industry. This is because any country can invest efforts to attract tourists. In doing so, they can raise their capital and present their cultures to others.

Today, each tourist earns a few barrels of oil for our country. This capital attraction, along with the cultural dissemination by each tourist, will be done only through cultural development. Cultural development in any country depends on its implementation. Culture, economy, and environment have a significant relationship with planning and sustainable development in tourism and are one of the factors involved in this process. In our country, the element of culture has become more prominent due to the social context of the multicultural dimension and perhaps ethnic-cultural aspects. Culture is a communication phenomenon and this nature of exchange makes it possible through the communication process. A look at the word tourist also shows the new relationship of the tourist with a different environment from his previous environment, which may be an economic, cultural, or commercial relationship. This is the reason why governments are paying attention.

Our country has also taken steps in this field in line with the world. Of course, there have been criticisms. Experts attribute the cultural problems in the tourism industry not

Table 4. Categories and concepts of MAXQDA output codes. Source: Authors.

Axial Coding	Codes	Signs	
Strategies (Guidelines)	People's Participation	<ul style="list-style-type: none"> - Paying attention to local and indigenous values in tourism development and the role of people in spreading tourism culture - (an Emphasis on the prosperity of tourism in border cities) - Developing domestic tourism and providing a favorable image of Iran's tourism capabilities - Reviving Persian historical ceremonies - Putting emphasis on the cultural norms of Iranian society 	
	Improvement	<ul style="list-style-type: none"> - Creating tourism and recreational environments - Providing necessary facilities for importing equipment and facilities 	
	Marketing and Advertising	<ul style="list-style-type: none"> - Poor tourism marketing and advertising situation 	
	Creating Cultural Role Model	<ul style="list-style-type: none"> - Cultural reproduction - Cultural richness 	
	Encouraging Investment	<ul style="list-style-type: none"> - Establish facilities for tourism - Reluctance to invest in the tourism industry - Lack of adequate budget 	
	Raising Awareness	<ul style="list-style-type: none"> - Raising people's awareness of tourist destinations and identifying the capacities and areas of tourism - Respect for the culture of ethnic groups and ethnicities - Educational use of historical and cultural sites - Lack of sufficient information about tourist attractions 	
	Adapting cultural development programs to the needs of the country	<ul style="list-style-type: none"> - The suitability of the sustainable development program with the culture of the community and its fit with the target areas - Lack of a comprehensive and strategic plan - Unclear tourism goals and policies - Lack of strategic vision in managers 	
	Reasons	Meeting the demands of tourists	<ul style="list-style-type: none"> - The tourist who goes to Hawaii cannot find his desire in Iran, so it is necessary to adopt it with proper planning and in accordance with the general policies of the country. - Satisfaction with equipment and facilities in tourism destinations - Individual and social freedoms
		Holding Festivals	<ul style="list-style-type: none"> - Importance and necessity of holding cultural festivals in tourism destinations
		Training and empowerment of related human resources	<ul style="list-style-type: none"> - Lack of experienced and specialized manpower - Existence of potential and historical capitals and cultural heritage - Influencing non-experts in the field of tourism - Very poor and ideological advertising
Existence of cultural resources		<ul style="list-style-type: none"> - Rich cultural, historical, and cultural heritage resources - Cultural power show with a tourism vision according to the capacity of the country - Religious places 	
Backgrounds	Strategic	<ul style="list-style-type: none"> - Recognition of tourism opportunities as an important indicator of cultural development - Creating and building the appropriate capacity of Social media - Travel of Arab countries along the Persian Gulf and other Islamic and non-Islamic countries / Shiraz and the country's medical center 	
	Recognize capacities	<ul style="list-style-type: none"> - Temperate climate / Natural resources 	
	Ecological	<ul style="list-style-type: none"> - Plenty of historical, cultural, religious context - Historical potential and cultural heritage 	
	Historical	<ul style="list-style-type: none"> - The necessity of identifying the capacities and areas of tourism - Urban and rural charm 	
	Cultural	<ul style="list-style-type: none"> - The necessity of identifying the capacities and areas of tourism - Urban and rural charm 	
	Emphasis on ethnicities	Cultural pluralism	<ul style="list-style-type: none"> - Existence of cultural diversity and ethnicities and subcultures

Continuation of Table 4.

Axial Coding	Codes	Signs	
Consequences	Cultural Development	Meaning Making	- Making meaning in the context of society and cognition, importance and understanding of the place of tourism in today's world - Expanding social interactions and promoting cultural dissemination
		Awareness of cultural assets	- Adopting a positive approach to tourist attractions, improving cultural identity, and improving and developing social justice
		Native management	Native management (general meaning)
		Promoting Friendship	- Developing a sense of friendship with Muslim and non-Muslim countries
		Economical Boom	- Economic prosperity, non-oil economic dynamism
		Cultural Open Space	- Dynamic cultural atmosphere and cultural dissemination - Positive cultural phenomena and social vitality - Providing facilities for tourism
		A sense of social belonging	- National pride, national identity

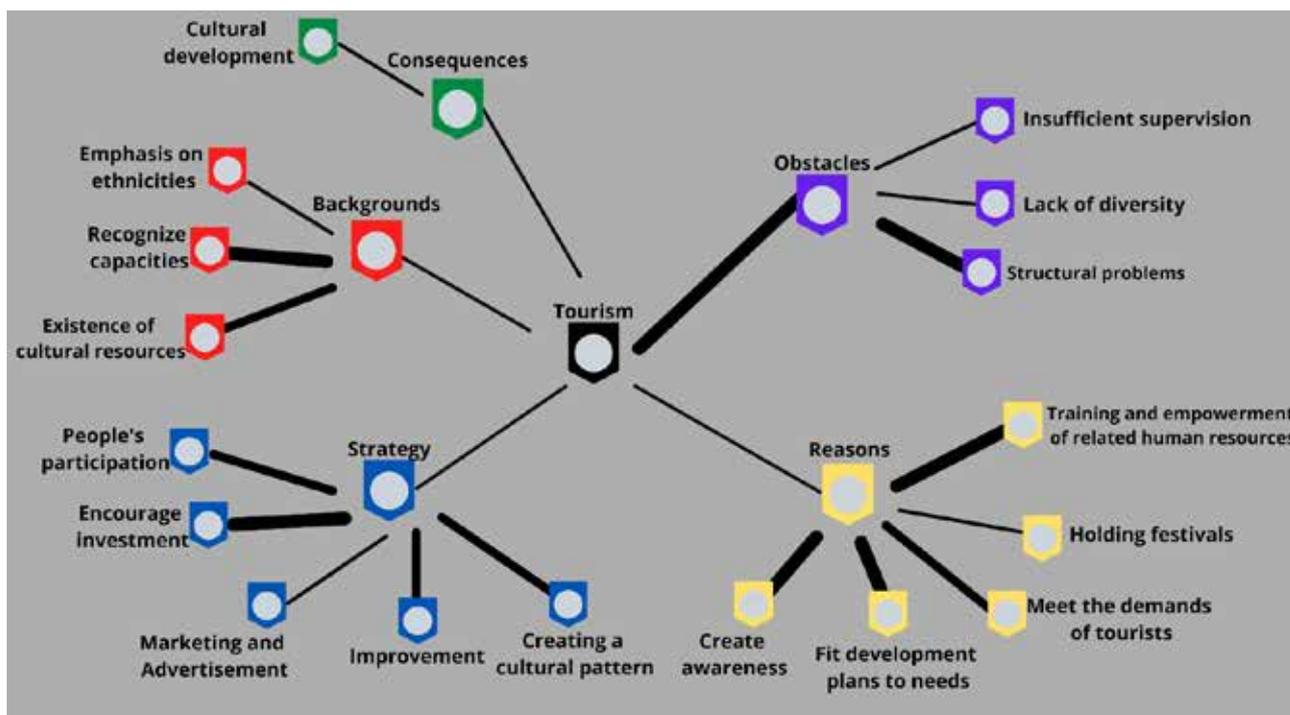


Fig. 1. Concept map of selective coding output. Source: Authors.

to Iranian-Islamic culture - but to misguided policies and unprincipled planning by the authorities. The development of tourism in our pluralistic society (The existence of subcultures) requires an in-depth study of all cultures and a careful study of the behavior and traditions of the tribes living throughout Iran. Different Iranian ethnicities have their own unique cultures and traditions and are somewhat different from each other. Ethnic groups in Iran have given

it a special atmosphere, and what the country's policy and macro-planning should pay attention to is tourism industry planning tailored to each of these cultures. Hospitality is no longer being extended to anyone and we have a big problem interacting with our compatriots, therefore, we need to recognize and analyze the components, indicators, and strategies of cultural development with a tourism approach to contribute to the macroeconomy of this field.

Also, with the development of tourism, it is possible to attract foreign and even domestic tourists to monuments, historical places, religious places, natural resources, etc. The blessed existence of poets such as Saadi and Hafez, Khayyam, Attar Neyshabouri, Hakim Abolghasem Ferdowsi, and... Beautiful Iranian gardens, historical cities such as Kashan, Shiraz, Maragheh, Hamedan, etc. The existence of numerous tribes and clans throughout the country, the existence of four seasons, museums, Persepolis, Naghsh-e Rostam, Naghsh-e Rajab, Pasargad, Taq-e Bostan, etc. We can mention many others, including the potentials of attracting tourists in the country.

Recommendation and future research

- Tourism is a very large, attractive, and lovable field

that surprise and excite researchers and encourages them to adopt a discovery approach. Therefore, it is recommended that interested people enter this field.

- Discovering the cultural and historical potential of all geographies of Iran requires authentic research.

- Owing to several reasons, including the cultural richness of Iran and the existence of many subcultures, researchers have a wide range of research options in the cultural tourism industry. This means that they can select the ones in which are interested. There are lots of areas that have not been investigated and have been called on.

- Extensive geography and rich culture, in addition to historical cultural potential, have hidden new ideas in themselves like a rolling pearl. Enthusiasts, researchers, and graduate students can understand these issues and take firm steps in this area.

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