

The Effects of the Making Rosewater Festival from the Perspective of Local Residents

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Abstract: One of the important parts of cultural tourism is holding a festival. Festivals are a continuously growing sector as many communities globally try to leverage their potential and take benefit of their positive influences. To use all advantages of a festival, first of all, negative and positive points of a festival should be detected due to the situation of a specified region. Iran is a country that possesses various types of ethnicities so 1065 local and national intangible rituals and festivals throughout the country are held. One of these festivals is making Rosewater. Making Rosewater is a festival held yearly from May to June in Kashan, Iran. This study has attempted to evaluate the effects of making the rose festival in Kashan as a city in Iran on local communities which included these factors: Physical, economic, environmental, and social. The research method in the present study is descriptive-analytical and survey. The main tool of the research is a questionnaire with 65 items whose content validity has been confirmed by experts and its reliability has been confirmed by Cronbach's alpha test of 0.738. SPSS and AMOS software was used to analyze the data. The sample size was calculated using Cochran's formula for 200 people who were randomly distributed in these cities: Ghamsar, Niasar, and Kashan. The results of the analysis confirm that the economic factor has the most role in explaining the effects of the making Rosewater festival. As well, the last factor that is affected by the festival is the social factor. Overall, the results of this study could be useful for tourism policymakers of Iran. This country can highlight its pure local events such as making Rosewater. For holding this kind of local event, these types of festivals should be developed. Detecting and consequently using the advantages of holding and developing festivals could be helpful in this case.

Keywords: Festival, Tourism, Iran, Local

INTRODUCTION

One of the important parts of cultural tourism is holding a festival. But to hold a festival in each region due to many aspects should be considered some observations. Festival tourism may have notable benefits, but the touristic destinations should avoid the over-supply of these events (Nagy & Nagy, 2014). Indeed there is a strong need to use the advantages of a festival. According to Skoultos (2014) argue, festivals are a continuously growing sector as many communities globally try to leverage their potential and take benefit of their positive influences. To use all advantages of a festival, first of all negative and positive points of a festival should be detected due to the situation of a specified region.

Worldwide, festivals and local specific events are managed as important factors within local developing policies (Stankova & Vassenska, 2015). It seems local communities through holding local events and festivals, can promote their potential in the global markets. But it should be considered that local festivals can act as tourism promoters are not without justification (Felsenstein, 2014). Holding an event in local communities without considering the quantity and quality of its advantages and disadvantage may hurt that region. As (Lill, 2015) believes, all the events impact its participants and the local community in different ways – positive and negative. Indeed, distinguishing both effects of a festival or event on local communities is a suitable method to avoid on disadvantage points of a specified festival.

Iran is a country where possesses various types of ethnicities. As the National heritage list of the intangible cultural heritage of this country report explains, has 1065 local and national intangible rituals and festivals throughout the country which is not an underrated number in comparison with the other cultures and regions in the Middle East (Salek Farokhi, 2019). One of these festivals is making Rosewater. Making Rosewater is a festival holding yearly from May to June in Kashan, Isfahan Province, Iran. The festival takes place throughout Kashan County, in Ghamsar, Niasar, and other villages. During this event, which annually attracts tens of thousands of tourists, the essence of the red flowers planted in many flower gardens in these areas is prepared by the traditional method of an evaporation system.

LITERATURE REVIEW

Due to the dynasty of ethnicities entire the World, various types of festivals are held annually. This makes the researcher's hands open to pick up one of them as a case study and start to evaluate their effects on local communities. Right now, there are several studies about the effects of festivals on locals. Some of them, have considered specified aspects such as economic, social, and environmental effects. Some of them have mixed the aspects in their study and the others have studied local changes after a festival through a newly created method.

Of course, economic impacts is one of the important and interesting aspects that authors have considered in their studies (Mxunyelwa & Tshetu, 2018; Wroblewski, 2018; Felsenstein & Fleischer, 2003; Gabe & Lisac, 2015; Janeczko et al., 2002; Yolal et al., 2016). The studies have concentrated more on subjects such as Economic development opportunities, expenditure patterns during respondents' participation, increasing local income, spending per concertgoer on meals and accommodations, the economic impact on Gross Regional Product, and how residents' participation in local festivals may influence their subjective-well-being and their quality of life, etc. Due to the complexity of the economy and as well the importance of its impacts, usually researchers prefer to focus on this field.

Apart from the economic aspect, one of the popular aspects are the social impacts on local communities. An interesting theme which includes some topics such as cultural dimensions of the two different nations relate to the resident perception of the impacts of the festivals (Pavluković et al., 2017), social consequences experienced by the residents of Goteborg from the point of view of the Social Exchange (Dinaburgskaya & Ekner, 2010). Additionally there is a study such as Dyer (2018) study which found out that on a specified case study, a Festival could create a vast social impact on its residents.

It should be considered that evaluating impacts of festivals on locals, finally is derived to strategic development. In this case, have been found that for local communities where the major of them are located in an urban situation, evaluating the advantages and disadvantages impact of the festival is crucial to trace a development strategy for relevant policymakers (POPESCU & CORBOŞ, 2012; Irshad, 2011). As well there is some study such as Li et al (2020) study which has concentrated on a specified subject like place identity. In the end, there is another study (Felsenstein, 2014) that covers all aspects of a festival's impacts like the economy, environment, politics, and socio-cultural.

This study has attempted to evaluate the effects of making the Rosewater festival in Kashan as a city of Iran on local communities which included these aspects: Physical, economic, environmental, and social.

METHODOLOGY

The research method in the present study is descriptive-analytical and survey. The main tool of the research is a questionnaire with 65 items whose content validity has been confirmed by experts and its reliability has been confirmed by Cronbach's alpha test of 0.738. The results of the mentioned test are presented separately in each of the factors in Table (1). SPSS and AMOS software was used to analyze the data. The sample size was calculated using Cochran's formula for 200 people who were randomly distributed in these cities: Ghamsar, Niasar, and Kashan. It should be noted that the statistical population of the study is 28005 villagers in the study area. To model the effects of the making Rosewater festival on tourism development, the second-order factor model, which is itself a type of structural equation model, has been used.

Table 1: Cronbach's alpha calculated for research items

Reliability test		
Factor	Indicators	Cronbach's alpha
Physical	7	0.764
Environmental	8	0.734
economic	14	0.734
Social	16	0.720

Source: Author

VARIABLES AND INDICATORS STUDIED

Based on the research, a theoretical basis for research and a survey of experts was designed with a 65-item questionnaire. The indicators studied are 10 general questions, 5 questions related to satisfaction and 50 items to measure the effects of the rose festival, of which 7 indicators are physical, 14 indicators are economic, 8 indicators are environmental and 19 indicators are socio-cultural effects of the tourism festival. There is possible to see all four dimensions in their related tables (3, 4, 5, and 6).

RESULTS

The average age of the respondents is 29.7 years. The oldest respondent is 55 and the youngest is 18 years old. 91.5% of respondents are male and 8.5% are female. 44% of the respondents were married and 55% were single. In examining the causes of dissatisfaction of local communities according to tourism development, 33% lack of environmental health, 21.5% negative cultural effects, 28.5% crowding and noise pollution, 16% traffic and 1% other cases have been cited as reasons for dissatisfaction with tourism development. In response to the types of activities performed by the respondents, 8% through the construction or rental of a residential unit, 5% through the sale of handicrafts, 31.5% through the sale of herbal essences, 1.5% through tour guidance and activities during the festival, 14.5% participated in economic activities through the sale of food and locally produced goods to tourists and 8.5% through the production of flowers. In examining the tendencies of the local community for the activity of interest, if the conditions are available, 51.5% are inclined to rent accommodation, 1.5% are selling handicrafts, 33.5% are selling herbal essences, 3% are tour guides, and 2.5% are selling materials. 7% did not report any activity. As can be seen, the greatest tendency is related to the construction or rental of residential units, while in the current situation, only 8% of the community is active in this field. Finally, 20.5% of the respondents rated the role of advertising in the development of tourism based on the festival as very high and 79.5% as very high.

ASSESSING THE EFFECTS OF TOURISM DEVELOPMENT

To evaluate the effectiveness of the making Rosewater festival in Kashan city from the perspective of the local community, the one-sample t-test was used, and the results are presented in Table 2. The main purpose of this test is to compare the desired variables with the mean. Since the indicators of each factor were measured with a Likert scale, the number 3 was considered the average limit and the data in each of the indicators were measured with this number. In a one-sample t-test, hypothesis H₀ indicates equality with the number three (average limit) and hypothesis H₁ indicates inequality with the average limit. The findings of table 2 indicate that the residents have positive effects from the establishment of the rose water festival Harvested and agreed to its development in the region.

The value of the t-statistic for each indicator indicates that the local community has evaluated the making Rosewater festival well.

Table 2. Attitudes of local communities about the making Rosewater festival

Indicators	Student's T	Freedom level	Significance level of the test	95% level confidence interval	
				Low limit	High limit
How effective is the existence of the making Rosewater festival in increasing the tourist attraction of the region?	62/724	199	0.000	1/7386	1/7386
How effective has the making Rosewater festival been in improving the economic livelihood of the people of the region?	55/550	199	0.000	1/6879	1/6879
How much do you agree with the supply of products and handicrafts of the region in the area of the making Rosewater festival?	56/241	199	0.000	1/7079	1/7079
How much do you agree with the development and establishment of the rose water festival?	47/376	199	0.000	1/6724	1/6724
How satisfied are you with those who come to this area for fun?	24/878	199	0.000	1/2752	1/2752

Source: Research findings

Table 3. Study of physical variables of rose water festival

Indicators	Student's T	Freedom level	Significance level of the test	95% level confidence interval	
				Low limit	High limit
Change of use and reduction of lands under cultivation of agricultural products	25/97	199	0.000	1/247	1/425
Expansion of second houses (tourist villas).	50/22	199	0.000	1/734	1/875
Irregular construction according to tourism development	76/55	199	0.000	1/826	1/923
Development of modern housing and the disappearance of traditional architecture	54/34	199	0.000	1/725	1/855
Damage to buildings and monuments in the area	8/9	199	0.000	0/487	0/763
Modeling of historic houses in housing construction	-5/8	199	0.000	-0/596	-0/294

Source: Research findings

Table 4. Study of environmental variables of rose water festival

Indicators	Student's T	Freedomlevel	Significance level of the test	95% level confidence interval	
				Low limit	High limit
Visual and air pollution	7/831	199	0.000	0/261	0/438
Noise Pollution	6/764	199	0.000	0/230	0/419
Waste disposal problems	2/849	199	0.005	0/043	0/236
Destroying the landscape with the garbage and rubbish of tourists	9/004	199	0.000	0/324	0/505
Destruction of agricultural and garden lands	13/093	199	0.000	0/569	0/770
Vegetation change	13/924	199	0.000	0/549	0/730
Garbage accumulation	2/986	199	0.003	0/056	0/274
excessive consumption of water resources by tourists	13/076	199	0.000	0/717	0/972

Source: Research findings

Following the research process to identify the effects of holding the making Rosewater festival in the region, Structural equation modelling was used. The purpose is to identify the most important and influential variables that have been affected by holding a making Rosewater festival in the region. Therefore, according to the theoretical foundations of the research, the second-order factor model was adjusted based on four hidden environmental, physical, economic, and social factors. Second-order factor models refer to models in which several latent variables measure another latent variable. Although modeling is not fundamentally exploratory and is not based on identification and discovery, in this study, each of the variables that can identify each of the four hidden factors has entered the model process separately and have been left or removed in the model based on the fit indices and significant level. This method has strong logic and has many applications when the researcher is faced with a large number of variables and wants to finally discover a final model based on the theoretical model. In this way, all the hidden variables in the model are presented in the model based on confirmation. The observed variables are also based on the exploratory explanation of the hidden variables. Figure 1 shows the final model of the effects of the making Rosewater festival.

The findings of the second-order factor model show which variables are more important have more pronounced effects on the local community. Table 7 shows the code of each of the variables in the final model. Findings show that the economic factor has the highest factor with 0.72 and has had more impact on the region than other factors. After economic factors, environmental factors are in the second place with a factor load of 0.49. Physical and social factors are in the

next ranks with factor loads of 0.40 and 0.27, respectively. Therefore, it can be said that holding the making Rosewater festival has had the greatest impact on the economy of the region's residents.

Table 5. Study of economic variables of rose water festival

Indicators	Student's T	Freedom level	Significance level of the test	95% level confidence interval	
				Low limit	High limit
Creating an income gap between the villagers living in the area	11/844	199	0.000	0/4626	0/6474
increased costs due to further development of tourist facilities and infrastructure and development facilities	0/923	199	0.357	-0/0511	0/1411
Increasing the cost of public services such as garbage collection, health services...	1/010	199	0.314	-0/0476	0/1476
Change and transfer of agricultural labor force to tourism sector	6/917	199	0.000	0/2323	0/4177
Increase revenue	16/140	199	0.000	0/6408	0/8192
Capital increase	7/219	199	0.000	0/2980	0/5220
Unemployment prevalence	-4/742	199	0.003	-1/0619	-0/4381
Increasing the area under agricultural cultivation	-30/616	199	0.000	-0/2859	-0/0841
Rising prices for land and gardens	56/545	199	0.000	1/7469	1/8731
Increase investment in increasing the amount of agricultural recreation	9/497	199	0.000	0/4358	0/6642
Increasing the selling price of agricultural products	31/394	199	0.000	1/3449	1/5251
Increasing job diversity in the village	6/454	199	0.000	0/2882	0/5418
Strive to produce higher quality liqueurs	51/942	199	0.000	1/6980	1/8320
Reduce the quality of the products offered	-25/782	199	0.000	-1/5125	-1/2975

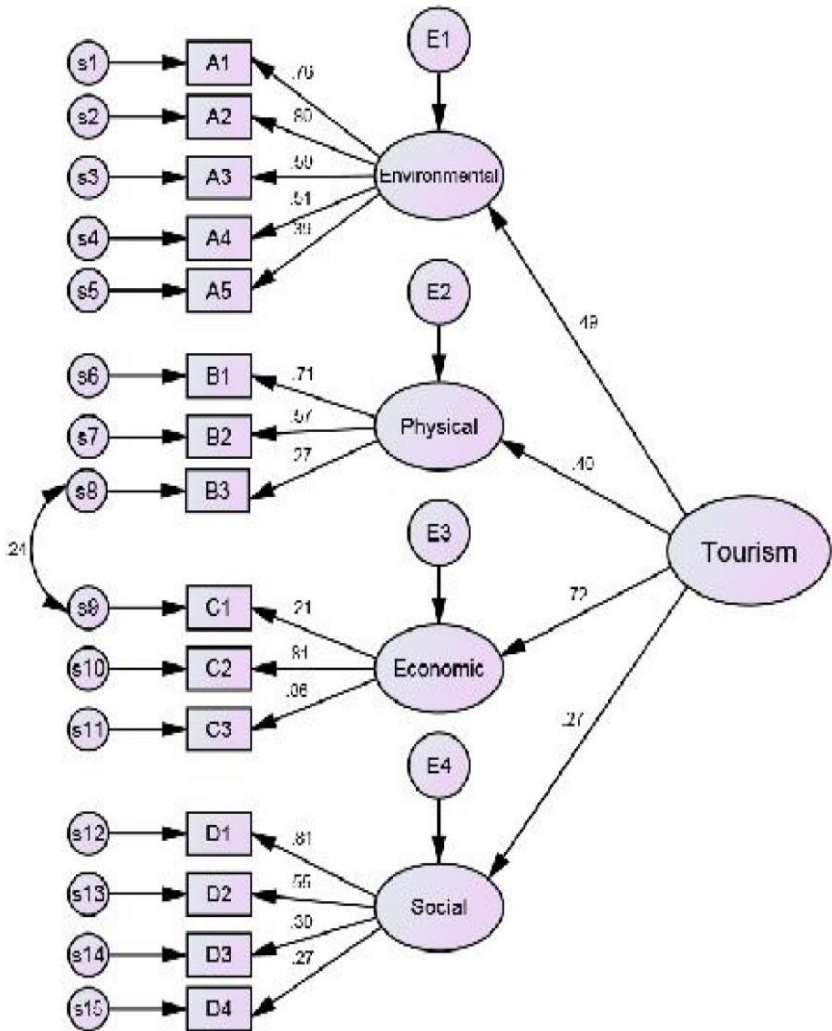
Source: Research findings

Table 6. Study of social variables of rose water festival

Indicators	Student's T	Freedomlevel	Significance level of the test	95% level confidence interval	
				Low limit	High limit
Negative changes in the industrial and artistic activities of the villagers in order to adapt them to the tastes of tourists	2/257	199	0.000	0/276	0/483
Gradual reduction of the use of local dialect in the region	5/805	199	0.000	0/175	0/355
The effect of tourists' behavior and lifestyle on the behavior and lifestyle of villagers	6/33	199	0.000	0/21	0/40
Increasing the desire of villagers to use luxury and decorative products	3/27	199	0.001	0/214	0/865
Inequitable distribution and concentration of tourism benefits in the hands of investors and government institutions and local elites	6/69	199	0.000	0/973	1/786
Increasing local conflicts and differences of indigenous peoples in the region	4/16	199	0.000	0/445	1/244
Increase the production of indigenous handicrafts	0/65	199	0.516	-0/091	0/181
Increase local and family travel	7/67	199	0.000	0/274	0/465
Immigration	24/24	199	0.000	0/167	1/372
Increase life quality	5/23	199	0.000	0/137	0/302
Increase of entertainment	-0/377	199	0.706	-0/124	0/846
Theft from farms and gardens	-12/129	199	0.000	-0/976	-0/703
Eager to continue rose watering	36/571	199	0.000	1/608	1/791
Decreased tranquility of life of residents	4/083	199	0.000	0/116	0/333
Social turmoil	0/873	199	0/384	-0/176	0/456
Realizing the value of indigenous culture and trying to preserve it	20/825	199	0.000	0/013	1/226

Source: Research findings

Figure 1 the final model of the effects of the making Rosewater festival and tourism development in Kashan



Source: Research findings

Table 7. The final variables identified in the second-order factor model

The first layer	Factor	Indicator	Code
The effects of rose festival and making Rosewater in tourism development	Environmental Effects (A)	Visual and air pollution	A1
		Noise	A2
		Garbage accumulation and waste disposal problems	A3
		Destroying the landscape with the garbage and rubbish of tourists	A4
		Destruction of agricultural lands and gardens	A5
	Physical effects (B)	Changing the use of agricultural lands for the construction of villas and construction	B1
		Irregular construction with tourism development	B2
		Development of modern housing and the disappearance of traditional architecture	B3
	Economic effects (C)	Creating an income gap between the villagers living in the area	C1
		Increasing the income of the villagers	C2
		Increasing the volume of capital and job diversity in the village	C3
	Social effects (D)	Increase the quality of life	D1
		Increase local and family travel	D2
		Decreased tranquility of life of residents	D3
		Realizing the value of indigenous culture and trying to preserve it	D4

Source: Research findings

Table 8 shows non-standard values, standard error, critical ratio and area covered (P -value). There is a significant difference with the value of zero. The value of P in all the above relations is less than 0.05, which indicates that all the relations in the model are supported by experimental data.

Table 8. Non-standard estimates with surface coverage

	Estimate	S.E.	C.R.	P
Environmental <--- Tourism				1.000
Physical <--- Tourism	1.295	.527	2.458	.014
Economic <--- Tourism	.664	.328	1.981	.049
Social <--- Tourism	.683	.338	2.018	.044
A3 <--- Environmental	.853	.114	7.455	***
A2 <--- Environmental	1.127	.122	9.205	***
A4 <--- Environmental	.696	.107	6.512	***
B1 <--- Physical				1.000
C2 <--- Economic	2.883	1.046	2.758	.006
C1 <--- Economic				1.000
C3 <--- Economic	3.105	1.137	2.730	.006
D2 <--- Social	.538	.150	3.595	***
D1 <--- Social				1.000
D3 <--- Social				1.000
A5 <--- Environmental	.386	.133	2.909	.004
A1 <--- Environmental	.592	.118	5.001	***
B2 <--- Physical				1.000
B3 <--- Physical	.731	.234	3.131	.002
D4 <--- Social	.310	.119	2.605	.009
	.338	.125	2.703	.007

Source: Research findings

After examining the significance of the parameters with a value of zero, the final research model is evaluated by fit indicators. Table 9 shows the main indicators of model fit that research data have been able to well represent the conceptual model of research.

Table 9. The main indicators of the second-order model fit

Indicator	Chi-square	Probabilitylevel	DF	CMIN/DF	GFI	AGFI	PGFI
Numbers	105/35	0/059	85	1/239	0/933	0/906	0/661
Indicator	IFI	TLI	CFI	PRATIO	PNFI	PCFI	RMSEA
Numbers	0/957	0/945	0/956	0/810	0/674	0/774	0/038

Source: Research findings

CONCLUSION

In this study, to explain the effects of making the Rosewater festival, a list of variables and factors was evaluated. The results of the analysis reveal that the economic factor has the most role in explaining the effects of the making Rosewater festival. The two variables of increasing the volume of capital and job diversity in the village and increasing the income of the villagers have the greatest role in the economic factor of the residents of the region in terms of importance. It seems in a developing country like Iran which is facing a huge economic crisis, economic variables have a direct effect on the local community. It should be remembered that for over 41 years, western sanctions against Iran have taken a serious toll on Iran's economy and people. (Seyfi & Hall, 2019).

The environmental factor is another important factor that is influenced by the making Rosewater festival. For example, the variables that have had the greatest impact on the creation of hidden physical factors are: Changing the use of agricultural lands for construction, uncontrolled construction, and the destruction of traditional architecture. Unfortunately, the development of tourism in the region has been accompanied by a lot of physical destruction, and the existence of these variables and their factor loads indicate this fact in the region. The last factor that is affected by the festival is the social factor. Indeed the result of this research testifies to this argument that there is a fear that local, old culture is being displaced by globalized, modern culture (Crespi-Vallbona & Richards, 2007).

Overall, the results of this study could be useful for tourism policymakers of Iran. As was mentioned before, Iran has 1065 local and national intangible rituals and festivals, and relevant experts have a strong consensus on this argument that the most important one is making the Rosewater festival. Addition of Iran's potential in tourism with 24 inscribed cultural sites, 2 inscribed natural sites, and 13 intangible cultural heritage elements (UNESCO, 2021), as well this country can highlight its pure local event such as making Rosewater. For holding this kind of local events, these types of festivals should be developed. Detecting and consequently using advantages of holding and developing festivals could be helpful in this case.

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