

Examining Stakeholder Engagement in the Advancement of Marine Tourism: A Case Study of Bushehr Port, Iran

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ABSTRACT

This study aimed to identify the factors influencing marine tourism development in Bushehr Province. After a focus group was established, the data were collected from stakeholders and key informants of all cities in Bushehr. The results of the study identified the strengths, weaknesses, opportunities, and threats (SWOT) for the development of marine tourism in Bushehr Province. The findings suggest that policymakers at Bushehr should consider leveraging opportunities such as regional, historical, local, traditional, and natural assets. Additionally, establishing platforms and conditions that facilitate the readiness and involvement of all tourism-related organizations is crucial. Emphasizing strengths such as passenger carrying capacity and the border market could prove vital in enhancing the status of marine tourism in Bushehr Province.

Keywords: Marine tourism; Tourism policy making; Tourism development; Bushehr port.

INTRODUCTION

Today, the tourism industry is one of the main sources of income, job creation, private sector growth and infrastructure development (Mousazadeh and Ware, 2024., Mousazadeh et al., 2023., Ghorbani et al., 2023), and marine tourism is developing everywhere, including in Asian countries such as Iran. The concept of marine tourism has different meanings and includes a full range of tourism, leisure and recreational activities that are carried out in coastal areas and coastal waters. Erdogan believes that maritime tourism also includes the development of coastal tourism (including accommodations, restaurants, food industries and second homes) and related infrastructure to support coastal development in the form of retail businesses, marinas and various suppliers of water. These can include yachting, coastal and marine ecotourism, cruises, swimming, recreational fishing and deep-sea fishing,

traveling by yacht, cruise tourism, diving, surfing and adventure sports (Erdogan, 2016, p. 2). Shahzad (2002) suggested that marine tourism is defined as “a part of the tourism industry that is based on tourists and visitors who engage in active and passive recreational activities as well as vacation trips, or travel to coastal waters, coastlines or inland areas they do”.

In another definition, Martinez et al. (2021) believe that it is difficult to find a suitable definition of marine tourism that includes sailing tourism, marine recreational sports and marine activities in the sea or other water environments, and there are several combinations of words that refer to this type of tourism. Unfortunately, in Farsi, an equivalent is often used for all of them: marine, marine or maritime. In any case, the existence of a definitive definition remains a complex issue due to the multipurpose nature of activities related to sea and maritime tourism. Marine tourism is associated with activities in contact with water along with enjoying nature and using different tourism services in different areas (Moreno and Otamendi, 2017). Maritime tourism is a type of tourism in which tourists travel through water, seas or rivers with berths in seas and ports that are designed to accommodate this type of tourist as well as for their vacation and recreation (Grakan et al., 2016).

The basic resources for the development of this form of tourism are the hydrographic potential along with the necessary updates in the form of ports, beaches, facilities to provide services to tourists, etc. Marine tourism has been qualitatively developed over time to meet the needs and preferences of marine tourists who are interested in experiencing natural attractions at destinations where they stay and have active vacation (Alkiir, 2019). Empirically, marine tourism has been considered by previous researchers i.e., Nasimi et al. (2023), Andaish et al. (2022), Salehi and Mirzakhani (2021), Sanai and Shirzad (2018), Darban Astana et al. (2017), Perchkani et al. (2016), Pour Ahmad et al. (2015), Daly, Haines and Cowley (2022), Rosa Maria et al. (2021), Mahmoud Shahzad (2020), Lem Gonzalez et al. (2019), Ball and Zalzeltsma Podolska (2018), Solistiono et al. (2017), and Rotterdam (2016).

A review of previous studies revealed that different researchers considered maritime tourism from different dimensions and tried to address the dimensions of the subject with their research. However, none of them investigated the opinions of all stakeholders about the obstacles and opportunities of maritime tourism development. The present research is new and innovative in this regard. According to the Global Travel and Tourism Competitiveness Index in 2019, Iran ranked 93rd out of 136 countries and scored 3.4, which is a slight improvement compared to the 97th rank (out of 141

countries) and a score of 3.3 in 2015, as shown in Table 1. Comparing the rankings of Iran with those of the studied countries in terms of travel and tourism competitiveness confirms that this country has a significantly lower position among its competitors in the region.

Table 1: The status of selected countries and the economic indicators of travel and tourism

Comparison of the status of the studied countries in some travel and tourism indicators in 2018 (percentage)						
country name	Direct contribution from GDP	The overall share of GDP	Direct contribution from employment	Overall share of employment	The share of visitor exports in total exports	share of the total investment
Emirates	5/5	11/1	5/3	9/6	8/6	7/8
Türkiye	4/3	12/1	1/8	7/7	16/4	6/8
Georgia	10/1	33/7	8/6	29/5	43/5	4/2
Iran	2/5	6/5	1/9	5/4	4/0	3/4

Source: World Travel Council

The Bushehr, a southern province of Iran, has recently considered the development of marine tourism because of its great potential and unique advantages, such as the length of the coast for an approximate distance of 900 km and its proximity to 5 countries. Bushehr Province possesses critical assets for tourism development, including its expansive seafront, abundant sunlight, and extensive beaches. Despite concerted efforts and investment, Bushehr seems to be away from his aim at bolstering marine tourism. The present research seeks to address the following questions: What are the strengths, weaknesses, opportunities, and threats (SWOT) about the marine tourism sector in Bushehr Province?

MATERIALS AND METHODS

This research was carried out in Bushehr Province, as shown in Figure 1. Bushehr Province is one of the southern provinces of Iran, with an area of approximately 27.653 square kilometers and a population of 1163400 people.

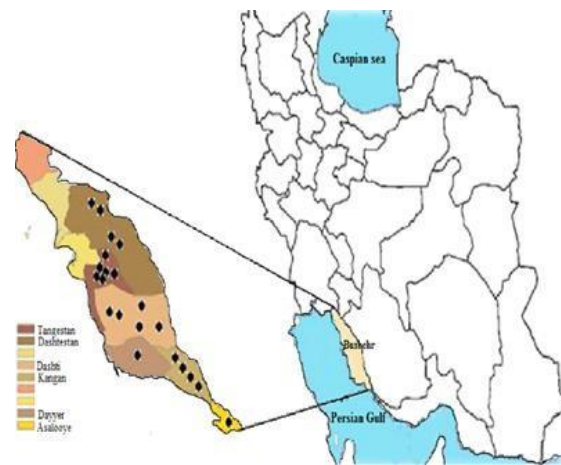


Figure 1: Geographical location of Bushehr Province (Dobardaran et al, 2018)

Other specific features of Bushehr Province include more than 900 kilometers of coastal strip, a common sea border with the Persian Gulf, maritime export and import, fishing industry, the presence of oil and gas reserves in South and North Pars, agriculture and palm farming, and the existence of a nuclear power plant that has strategic and economic importance, in such a way that it is called the energy capital of Iran. The capital of this province is Bandar Bushehr.

Sampling Procedure and Data Collection

This research used a qualitative method in which the focus group method was used to collect the required data. The statistical population is composed of people who are considered to be informed about the issue discussed in connection with one of the ports of Bushehr Province. Therefore, the representatives of related organizations and institutions participated in the focus group meeting as informants and were knowledgeable. A total of 42 people were interviewed with a qualitative approach and focus group method. Purposive sampling was used to select the sample in the qualitative section. The participants were asked to freely discuss and exchange opinions about marine tourism in general and its obstacles and promotion for development in particular (Hosseini, 2013).

The participants were a group of experts, Asalouye Port, Kangan Port, Dilam Port, General Directorate of Cultural Heritage, Tourism and Bushehr Crafts. Qualitative information was collected through interviews in the spring and autumn of 2021 (25 May 2021) and the ports of Bushehr Province. In these meetings, people participated with interest and eagerness to answer and comment, and the participants' statements were recorded and then implemented by the research group and used in the next steps. In this research, the deep qualitative interview technique was used in the semi-structured data collection stage. This type of interview was conducted using an interview guide, that is, a list of written questions and topics to be followed in a specific sequence.

To justify the data and believability of the findings, acceptable quotes were added. After the in-depth interviews, the data analysis was based on the oral questions and answers of the participants in the focus group discussion. After interviews with experts and officials of the Ministry of Cultural Heritage, Tourism and Handicrafts, and professors of large universities related to the tourism industry are conducted, a list of weaknesses and strengths, opportunities, and threats for the development of the tourism center is prepared. Then, using a questionnaire, the weight of each of the components of weaknesses, strengths, opportunities, and threats was determined from the point of view of experts and officials. Additionally, to determine the weight of each of the four pillars of the SWOT analysis, a Likert scale was used, with a very high score of 5, a high score of 4, an average score of 3, a low score of 2 and a very low score of 1. After the desired items were weighted, the SWOT matrix was constructed, and the appropriate strategy and strategies were presented.

RESULTS

Factors inhibiting investment attraction and tourism growth in Bushehr Province. The results of the study helped us to provide a list of weaknesses, strengths, opportunities and threats for the development of marine tourism in Bushehr.

Strengths of Investment Attraction for Tourism Development in Bushehr

The number of travelers and a large number of residents, virgin beaches, special mangrove forests, the low cost of marine tourism, neighboring provinces, border markets, and favorable natural conditions for water sports were mentioned through focus group meetings as strong points of investment attraction and tourism growth in Bushehr Province.

Passenger Carrying Capacity

One of the advantages of tourism in Bushehr Province is its proximity to other provinces, the lower cost of marine tourism compared to Hormozgan and Kish provinces, the large population of residents, and the arrival of a large number of passengers.

"Especially at the end of the week, the flood of passengers starts arriving three days a week from neighboring provinces, even from Isfahan province... I don't know their numbers; of course, I have nothing to do with them. The numbers. We think that neighboring provinces to enter (from the port administration)"

"At the same time, we have an enormous potential about the human resources that are active in the region. He wanted to bring his family to have recreation by the sea. There is very good potential in the region (from the port administration)"

Border Market

Another advantage of tourism in Bushehr Province is the favorable conditions for the creation of a border market and its prosperity due to the high number of tourists.

"Kangan also has a potential capacity, and it has special conditions after its industrialization. We can also use the tourism industry. We can even attract industrial tourism. We are talking about our distance from the peripheral countries. Persian Gulf. There is a discussion about Qatar, and we are almost the closest Iranian city to Qatar. Due to the development of the wharf, a special position will be created again (Kangan City Council)"

"One of the things that we have been pursuing in the past years is the issue of commercial tourism. Our city has two strong points to attract tourists. One is the issue of trade and the issue of foreign goods and the attractiveness of the market, and the other is the issue of the beach (Dilam Bandar Municipality)"

"The thing that is bolder in the city is the pristine beach and commercial area (Red Crescent of Dilam city)"

Favorable and Special Natural Conditions for some Recreational Activities

Setting up marine suites and marine sports (paraglider, shuttle, sailing boat, jet ski, paddle water, diving, etc.) were identified as advantages for marine tourism development in Bushehr.

"Currently, given the economic conditions of society, it is difficult for people to travel to islands such as Kish. However, a province like Bushehr, due to its proximity to the provinces of Fars, Isfahan, Khuzestan... Khuzestan itself is now a sea area, where Kalviyeh and Boyer Ahmad and... people cannot afford to travel to Kish Island, but now the capacities that exist in this province are the same... (Major , admiral)"

Weaknesses of Investment Attraction and Tourism Growth in Bushehr Province

The participants believed that the challenges of investment and attracting tourists included lack of infrastructure, lack of suitable hotels and airports, the need for special and appropriate facilities for some marine activities, industrial pollution from refineries and petrochemical industries, destruction of the environment, half-finished projects abandoned for many years, lack of proper advertising, and lack of pathology of projects before action.

Lack of Infrastructure

"We introduced several plans for Bushehr; unfortunately, as I said, in the first stage, we do not have the infrastructure. We are deprived of a tourist pier. We don't have a tourist pier now, and we have brought a few floats. we introduced a float to build a floating pool, to be hydrotherapy"

Absence of Pathology of the Plans Before Treatment

"Before Sanat came, we had a very pristine and beautiful beach, both on Kangan beach and between Siraf and Asalonye. Unfortunately, now the industry has good things, "but it's in the name of the south, but it's to the taste of many". However, there are also disadvantage"

The Need for Special and Suitable Facilities for some Marine Activities

"Now, the boats in Bushehr and the services. are traditional and are boats for fishing. They go fishing; now, when it's tourist season, they offer tourism services. We came and sat down and said ok! There were approximately 90 of us. We said I will build a boat; we will deliver this floating model furnished, up-to-date, you come and work after you receive it, and pay us the monthly installment. We wanted to do this, to renovate for them"

Industrial Pollution from Refineries and Petrochemical Industries

"No petrochemical pollution enters the sea. We are diving in the area where that leachate came; there is no living creature at all up to a depth of 12 meters. Mr. City Council. I already sent {my design}, there is nothing left at all, from the nature of sea coral".

Half-Finished Projects Abandoned for Years

"I told you to give it to me 4 years ago. I will build this {pier} myself, prepare it, and have a long-term contract at my disposal. OK! Cultural heritage is accepted. He wrote a letter to the port organization and the municipality; both of them responded very well. We brought our technical team, they were here for a month, they went to have a field visit, we paid for it, we went to the contract, they said no! Wait. After waiting for 4 years, we are still waiting for them to say yes or no! Municipality! Unfortunately, it didn't work! {design abandoned}."

Opportunities for Tourism Development in Bushehr

Some members of the focus group meeting have mentioned the potential and attractions of natural, traditional, indigenous, and historical tourism as opportunities for investment and attracting tourists.

Appreciation and Welcoming of Marine Tourism by all Organizations and Departments

It seems that there is a common and positive understanding of the need for marine tourism development, and participants showed a tendency for cooperation between the departments and organizations responsible for the development of tourism in Bushehr Province.

"In recent years, we have requested many plans, but the environment opposed them. Most of the environment thought that because we do not have a comprehensive plan, we cannot destroy all of our coast and say that every part is bad. Ok, let's do this work for the development of your tourism, let's agree. Even though this pier was initially opposed by the environment, we went ahead and the agreements were made. However, now we are looking for a comprehensive plan to be created."

As a result of the discussion regarding the role of the Ports Organization in supporting marine tourism, we have managed funds, and if someone can present a plan that can attract those funds, the organization will support it. We do not have resource limitations.

Anyone who wants and can create a tourism plan along the coasts of the country, anywhere in the country, it doesn't matter. Saman Bandar support (from a port administration expert)".

Natural Tourism Potential and Attractions

The participants of the study believed that there are many tourist attractions that have been created naturally and that, with the help of the natural talents of the region, can attract tourists. These capacities in Bushehr Province include sea and Persian Gulf beaches, sandy and rocky beaches, mangrove forests, Virgin Islands, coral hills, and marine activities such as diving, paragliding, shuttle, jet skiing and other sports.

"Our situation is different in Asalouye city. First, because Asalouye city has an industrial attraction (Nakhel Taghi city council, head of Asalouye city council)".

"In this part of the sea, the sea shores in Asalouye city from Benod Sea, Naiband, Hale Wharf, Nakhel Taghi Beach, Nakhel Taghi Park and Asalouye Park can attract travelers in this sea both by boat and by large ships, and even it should be in the form of a seafood restaurant, of course, under the supervision of the port administration for safety".

"The discussion of fishing nets can be useful here. It truly can create a good job in all days of the year. It should be a good attraction for both the citizens and for those who are interested (Nakhel Taghi City Council, Chairperson of the Asalouye City Council)".

"And there is also the mangrove forest, which has a very good capacity... one of the rare and rare places. It is the coast of the Persian Gulf. Anyway, these are very good capacities and, God willing, we will discuss the municipality and the council now... that item. Now, whatever the case may be, we are ready to support (Asalouye City Council), God willing".

Historical Tourism Potentials and Attractions

According to the members of the focus groups, the historical attractions of the studied area are related to stories, myths, incidents, and historical events.

"This trade and seafaring, which is one of our prides, has led to the export of Iranian culture and art to the farthest parts of the world. According to most historians, the bride of the world was in three places. Hola, which is near Basra, Siraf, Oman. This connection did not come about, at least it should. It laid the foundation for a series of programs, the most important of which are security, capital, interest, people and management".

"OK! We are now living in a place where we had a strong past, our ancestors and elders lived here. Naiband Langargab Siraf is from Asalu; originally, Asalu was written with A. That means it contains a pool! This makes sense. (Museum director, domestic and foreign tour guide)".

"We can activate experiential tourism in the region. Areas such as artificial pearls were fished because once upon a time, this area was famous for its pearls. There are still Siraf pearls in Egypt. Its pearls are global. We can experience artificial pearl fishing for tourists...to go diving there".

Native, Traditional and Artificial Tourism Potentials and Attractions

Through the meeting, it was clarified that customs, traditions, music, local foods and local business are native attractions that can attract marine tourists.

“Even these traditional barges can be placed in the form of a restaurant in the middle of the sea and in the form of a fisherman. We also put this facility in Nakbel Taghi Park, which God helped, which is honestly a good park, and the passengers enjoy it when they go. We are also trying to... now we got two or three consultants to define one or two projects in the form of a water park or another project for us so that we can use the condition of the beach and the sea more (Nakbel Taghi City Council, Chairperson of Asalouye City Council)”.

“On the Delwar side of the mountain, we have barges, which have a special charm...we can have them here too. Here, they have sunk in the dock. Many barges have sunk (Museum director, domestic and foreign tour guide)”.

“We can activate experiential tourism in the region. Areas such as artificial pearls were fished because once upon a time, this area was famous for its pearls. There are still Siraf pearls in Egypt. Its pearls are global. We can experience artificial pearl fishing for tourists... (Museum director, domestic and foreign tour guide)”.

“Dilam has two consulting engineering projects; they have a project for Sabil Hamad, which the consulting engineer did for them, Bom Vard Pars, something like that. They also have another project in the city council that they were supposed to give us (Wednesday, January 8). 1400 General Directorate of Bushehr Tourism)”.

Threats to Investment for Developing Marine Tourism in Bushehr

The results of the study based on the meeting show that some members have pointed to threats, including competition with Persian Gulf countries and competition with neighboring provinces of Bushehr Province. Furthermore, the threat of Persian Gulf countries is significant because they limit many of Iran's tourism opportunities, and many of the province's tourist attractions, such as Bushehr Province's traditional barges, are registered in their name.

Local and Organizational Obstacles

The participants listed some challenges facing the investor, such as strictness for native and nonnative people in granting facilities and contract permits, lack of infrastructure, inappropriate location and land, lack of familiarity with the instructions, etc.

“I am still a nonnative in Asalouye in Bushehr Province. In addition, I don't have permission to work because there are records. Therefore, I am an investor, I want to start a tourism business here; the first step is that I have objections for a nonnative. These are the obstacles. (museum director, domestic and foreign tour guides)”.

“Another obstacle is the Navy. We can travel to a small area, and we cannot go to the rest... we are practically deprived of the sea. We, the children, put the float there and now... (museum director, domestic and foreign tour guides)”.

Obstacles and Legal Processes

The participants mentioned some obstacles to developing marine tourism, such as the long process of obtaining permits, inappropriate location and land, lack of attention to new projects, investment security, lack of familiarity with instructions, and the application of personal tastes in granting licenses or facilities, and control by some special institutions.

“Provided that the necessary powers are given to the people, including us, for the development of these facilities... Now, for example, for the discussion of fishing or tourism in foreign countries, boats are required to have two engines, but in our country, they have one engine and two engines. Prohibited and a motor. The maximum is 115 or 75. This is an injury. (Expert from Nakbel Taghi City Council and Asalouye City Council)”.

“One of the problems that people have is this. The youth sports organization says you should come to me, the heritage says to me, and the municipality says the same. The administration of shipping ports is the same. The seafarer also speaks for himself. It should be clear that the management that issues the license for this work should be clear. (museum director, domestic and foreign tour guides)”.

Investment Security

Another challenge for marine tourism development is the issue of investment and making investors confident about the return on investment. The respondents raised the uncertainty of the proper return of the investment.

“Mr let's build a palace there, what's the point of closing the door when the municipality comes? Her capital is all over the place, her passenger is gone too. (One of the regional investors and a diving instructor)”.

Competition with the Persian Gulf Countries

These informants considered the registration of the province's traditional barges, pearl fishing, and Bushehr province's traditional fishing in their name as one of these threats, as some limiting factors to developing marine tourism in Bushehr, specifically when competition with Persian Gulf countries is noticed.

“A ship should come here to transport passengers like in Kish. However, what can we do with what we have? Currently, at Bushehr, which is located in the province of Bushehr, the beaches there are not in Kish at all. There is a part on the island of Kish on the southeast side of the island, and part A, which has a limit of one or two kilometers or one kilometer, has a sandy beach. All over Iran, sandy beaches are used. The rest of the island is all rocky and useless. (Major. Daryabani)”.

Fatigue and Frustration of Investors

Another challenge that has been considered in the focus group meeting for developing marine tourism includes fatigue from legal processes, noncooperation, lack of infrastructure for investment, and tourist attractions in Bushehr Province, which have led to disappointing investors.

“We had this plan for him in Bushehr, but when we came to the first step, we saw that they were not cooperating. They are not together. One is truly left behind”.

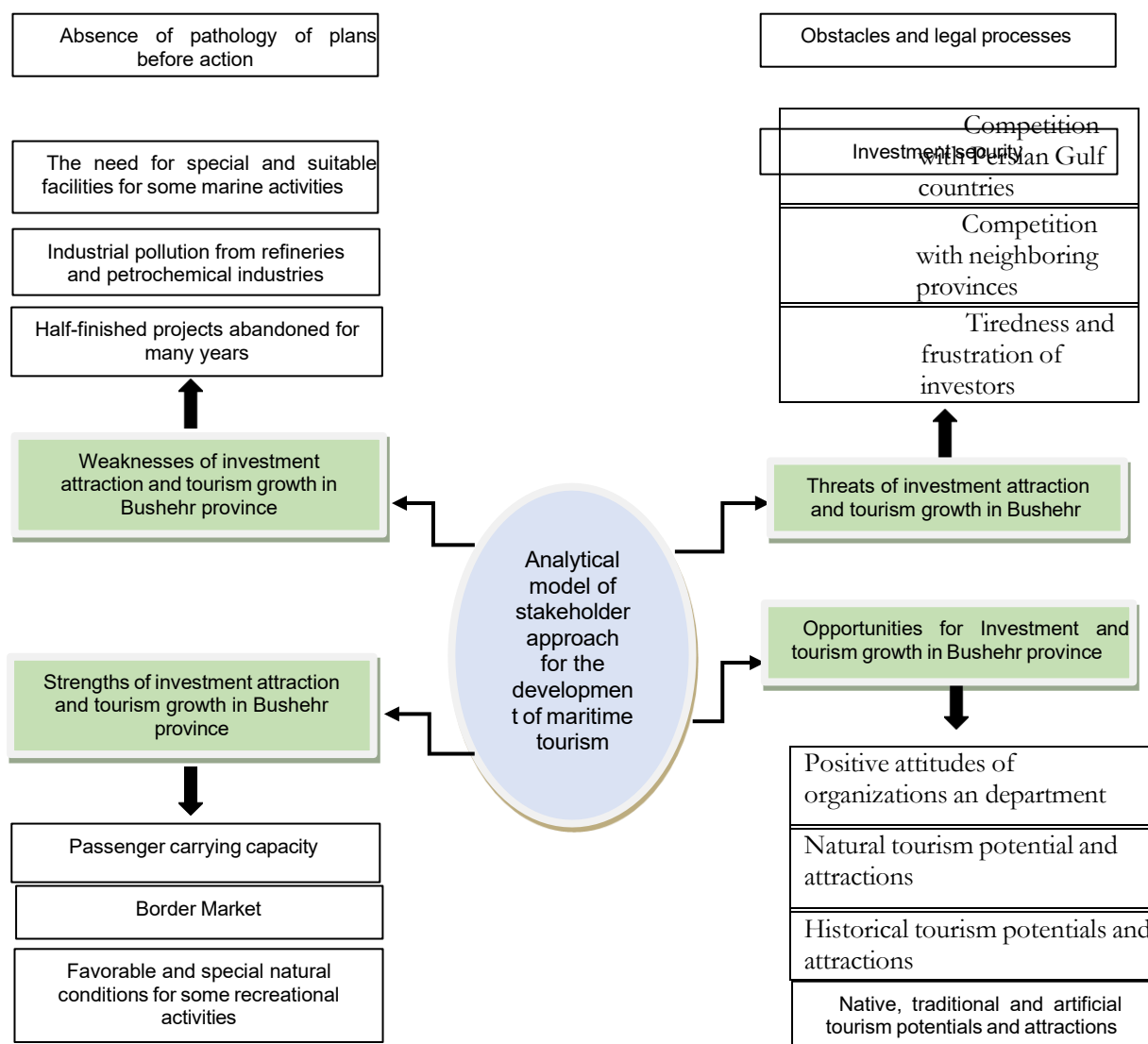


Figure 2. Analytical model of stakeholders' approach for the development of maritime tourism in Bushehr

DISCUSSION

This study tries to answer several questions in the form of a hypothesis and contributes to the existing theoretical literature in the field of marine tourism in Bandar Bushehr in 4 ways. First, he categorized the strengths of Bushehr

marine tourism in the form of the following categories: the creation and formation of border bazaars, increasing passenger carrying capacity, and favorable and special natural conditions for some recreational activities. In this regard, the research findings of Sadeghi & Jalalian (2019) showed that the coastal province of Bushehr hosts a large number of tourists every year, which can increase the level of employment and income, create and integrate services and infrastructure, and improve the well-being of residents and regional development. However, one of the problems of Bushehr tourism is its seasonality, so the number of tourists decreases drastically in summer and autumn, which results in a slowdown in tourism-related professions.

Therefore, relevant organizations need to develop a proper and principled plan to solve the problem of seasonal tourism in this province. In the current research, one of the strengths of investment attraction and tourism growth in Bushehr Province is the creation of a border market. The results of the research of Soliciuno et al. (2017) also showed that three types of passenger terminal design development and two types of marine recreation development should be used in each region of Indonesia. Another result of the current research is the existence of historical tourism potential in the origin community. The results of Cavlek et al. (2017) showed that the community's livelihood, potential and historical background are important factors in determining the success of tourism development and any associated policy and intervention. In terms of the weak points of tourism growth and investment in Bushehr, the following points were mentioned. The lack of pathology of programs before action, the need for special and suitable facilities for some marine activities, industrial pollution caused by refineries and petrochemical industries, and half-complete projects that have been abandoned for years.

In this regard, the results of the research of Kashmiri et al. (2017) showed that due to the pollution caused by the gas and petrochemical industries, the urinary levels of the heavy metals arsenic, vanadium, manganese and nickel increased significantly. Additionally, the prevalence of asthma, nasal allergy and eczema in the Asalouye region is greater than that in other Iranian cities. The results of Shahzad's (2020) research show that insufficient infrastructure and relatively poor education are the main reasons for the lack of tourism development in the coastal areas of Pakistan. Shafiabadi et al. (2020) showed that among the ranking of the research components, the infrastructure dimension, with a final weight of 0.528, was ranked first, and the service, economic, and cultural dimensions, with final weights of 0.243, 0.142 and 0.086, respectively, were ranked first. They have taken the second, third, and fourth positions. Tourism development opportunities at Bushehr include appreciation and acceptance of marine tourism by all organizations and departments; potential and attraction of natural tourism; potential and attraction of historical tourism; and potential and attraction of local, traditional, and artificial tourism.

The results of the research by Alalhasabi & Mozarei (2022) showed that there are many areas of tourism potential in the historical-cultural, religious, commercial, and customs fields in the historical context of Bushehr city. To introduce these potentials to tourists, three different tourism routes have been defined in the historical context of Bushehr city, each of which has been considered to have the most tourism potential. The factors that threaten investment in the development of maritime tourism in Bushehr were local and organizational obstacles, obstacles and legal procedures for investment security, competition with Persian Gulf countries, fatigue, and the disappointment of investors. In contrast, Haghi & Haideranjad (2022) showed that the indicators of "people's treatment and

hospitality", "security and safety level for tourists, especially women, and children" and "ease of access to the beach and water's edge" had the highest level of satisfaction among tourists. Additionally, Nazaripour et al. (2018) showed that five variables, comfort-service facilities, safety and security factors, sociocultural factors, tourist facilities, and attractions and factors related to access and transportation affect improving tourism. They have a nautical effect.

CONCLUSIONS

The Bushehr port is recognized as a strategic port in southern Iran and has recently become one of the most important tourist destinations in Iran due to the expansion of virtual space and the increase in the production of tourism content. On the other hand, the multidimensional aspects of tourism, such as the historical context, cafe tourism, food tourism, and music tourism, have made Bushehr a different destination from other ports in southern Iran. Additionally, the presence of ports such as Ganaveh and Delwar near Bushehr has provided the necessary platform for the development of commercial tourism in this port. Ecotouristic attractions such as Jashak's salt dome have also made this port a destination for all tourists. The findings suggest that policymakers at Bushehr should consider leveraging opportunities such as regional, historical, local, traditional, and natural assets.

Additionally, establishing platforms and conditions that facilitate the readiness and involvement of all tourism-related organizations is crucial. Emphasizing strengths such as passenger carrying capacity and the border market could prove vital in enhancing the status of marine tourism in Bushehr Province. Additionally, promoting sustainable

tourism approaches, along with the design of coastal tourism routes according to the carrying capacity of the environment, is one of the issues that should be of concern to planners and stakeholders of destinations.

On the other hand, designing tours with special interests, such as seafood tours, birdwatching, and music tourism, can reduce the uncontrolled pressure on large groups of tourists. Cultural and literary tourism is also one of the most important branches of tourism in the Bushehr port and has attracted the attention of tourists in recent years. The nightly Khayam reading ceremony at beach cafes in the historic Bagat has recently turned Bushehr into an attractive destination for literary tourists. The Khayam reading ceremony in Bushehr is a relatively masculine ceremony that is accompanied by dancing and stomping. The philosophy of this poetry reading and stomping is a reminder of the ephemerality of life. Repeating that one should not be attached to the world and be saddened by it. The wise philosophy of living in the tail and counting the booty of a life that is short and windy. Renowned singers have entered this field and sang with the joy of the group. Additionally, improvisers have improvised and sung Khayyam's poems along with reeds and tambourine.

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