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دانش‌آموخته کارشناسی ارتباطات و ارشد مدیریت کسب و کار

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اصل کتاب
ابعاد کتاب: ۲۵ در ۳۵
تکنیک: چاپ افست

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at 2 to 4 million—led to a new form of tourism: visits by the Iranian diaspora to their homeland, which has seen growth in recent years.

Meanwhile, a global phenomenon known as "overtourism" emerged, driven by the increasing accessibility, affordability, and safety of air travel. The negative effects of overtourism—such as damage to historic cities and environmental degradation—became evident before the COVID-19 pandemic in 2020. Although the pandemic reshaped the global tourism industry, the challenges posed by overtourism remain unresolved in the aviation sector, which lacks a short-term, unified solution. The same statistics indicate that the number of arrivals and exits into and out of Iran reached its lowest level during the first year before and after the Islamic Revolution. In 1342 (1963), one year after the establishment of the Tourism Development Organization (TDO), the number of incoming tourists to Iran was 8,384. This figure increased by 10% the following year, reaching 9,255 in 1343 (1964). According to these statistics, Iran welcomed a total of 241,098 tourists in 1348 (1969). By 1354 (1975), the number of incoming tourists increased by 42% compared to the previous year, reaching 348,768. The peak of incoming tourists to Iran was recorded in 1356 (1977) with 678,157 tourists. However, due to the unrest leading to the Islamic Revolution, this number dropped by 25.9% in 1357 (1978) to 502,278.

Khademi, the head of Iran Air at the time, remarked on the increasing number of tourists, particularly facilitated by commercial aviation: "Since the establishment of this airline, there has been a significant annual increase in the number of passengers and distances traveled. For instance, during the reviewed period of 1976–1977 (1354–1355), Iran Air carried a total of 2,571,000 passengers, which was half a million more than the previous year (1975–1976)."

According to statistics from the Tourism Development Organization: "In 1348 (1969), Iran had a total of 241,098 incoming tourists. This figure rose to 322,000 in 1349 (1970) and 350,000 in 1350 (1971)." These statistics also reveal: "In 1348 (1969), approximately 31,000 Americans visited Iran, with this figure increasing to 34,000 in 1349 (1970) and 39,000 in 1350 (1971)."

Many tourists and travelers from European countries and the United States visited Iran. For example, in 1344 (1975), Iran Air began its first direct flights to New York City in addition to European destinations. Plans were also made to start flights to Los Angeles in 1357 (1978), but they were canceled due to the Revolution.

The exceptional management of Iran Air played a significant role in its transformation into one of the fastest airlines globally. Its head, Khademi, also became the first Asian to lead the International Air Transport Association (IATA) in 1349 or 1350. The establishment of air travel as a mode of consuming time and space can be considered another key step in Iran's modernization, despite the challenges it faced.

This period saw a crucial convergence: the rise in economic power of the Iranian population, fueled by oil revenues, and the National Airline's (Iran Air) democratization policies to make air travel more accessible. Among the notable initiatives of General Khademi was the provision of discounted tickets (up to 40–50%) for low-income government employees, enabling many Iranians to travel to developed countries. This initiative allowed many middle-class and even lower-middle-class families to send their children abroad for education.

The wave of students, starting in the early 1340s (1960s), traveled to countries such as the United Kingdom, France, Italy, Germany, and



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1974

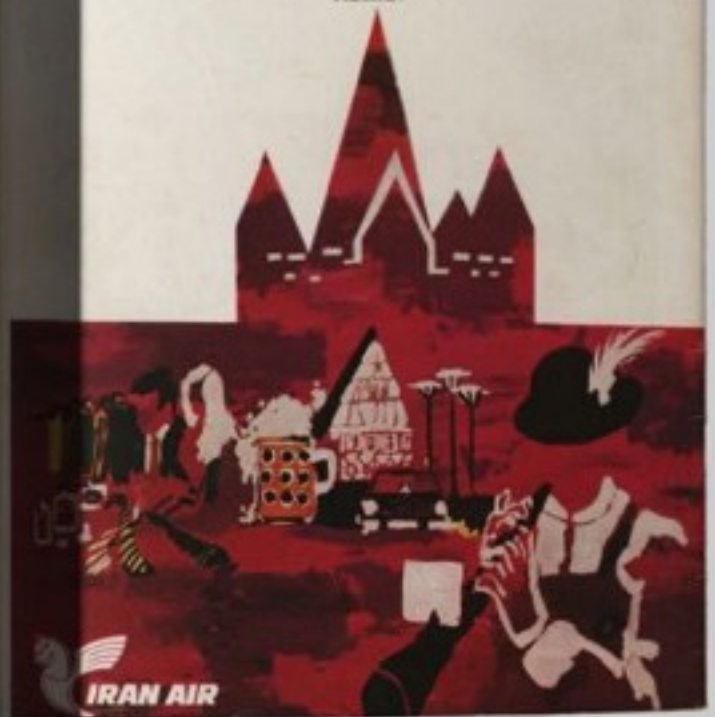
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**IRAN AIR**

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