

# SARASADAT MAKIAN

FREELANCE TOURISM RESEARCHER

ORCID ID: 0000-0002-9935-5877

Grenoble, France Sara.makian@gmail.com

---

## EDUCATION

- Ph.D.: Geography** 2018–Present  
Grenoble Alpes University, France
- Thesis: The Future of Ecotourism in Iran Concerning Climate Change and Tourism Governance
- Master: Tourism, Innovation And Transition** 2016–2018  
Grenoble Alpes University, France
- Dissertation: The Effect of Online Tourism Communications on Formation of Destination Image from French-speaking Visitors' Point of View (Case Study: Iran)
- Master: Tourism Management** 2012–2014  
Alameh Tabatabaiee University, Iran
- Dissertation: The Role of Urban Landmarks in Determination of Tourism Brand from Visitor's Point of View (Case Study: Tehran)
- Bachelor: Tourism Management** 2012–2014  
Alameh Tabatabaiee University, Iran
- 

## TEACHING EXPERIENCE

- Adjunct Professor** 2021–Present  
Mohaghegh Ardebili University, Public Management and Tourism Department, Iran
- Teaching for undergraduate students majoring in tourism
- Teacher** 2012–2016  
Different Tourism Training Institutes, Tehran–Yazd, Iran
- Taught courses in tourism like "Tourism Planning", "Tourism Economy", "Historical Places in Iran", "Cultural Heritage and Handicrafts in Iran", "Introduction to Rules and Regulations of Tourism", "Introduction to Tourists and Host Communities Rights", "Specialized English language for Technical Managers of Travel Agencies", "Introduction to Rules and Regulations of Tourism and the Necessity of Coordination between Organizations for the Purpose of Tourism Development" and "Identifying Tourism Routes in Iran, according to the World Heritage
- Workshop Instructor** 2013–2014  
Different Organization, Tehran, Iran
- Specialized Workshops of Tourism and Cultural Heritage for children
- 

## MEMBERSHIP

- Editorial Advisory Board Member** 2022–Present  
Journal of Tourism Futures
- Researcher Member** 2018–Present  
Social sciences research center of Grenoble Alpes University
-

---

## PUBLICATIONS IN ENGLISH

- Foresight**, Encyclopedia of Tourism Management and Marketing, Elgar Publishing 2022-07-28
- Developing a Competitive and Sustainable Model for the Future of a Destination: Iran's Tourism Competitiveness**, International Journal of Hospitality & Tourism Administration 2022-05-31
- Agritourism as a multiplier factor for the development of Iran's rural communities: a mixed-method model to present consistent scenarios**, Tourism Recreation Research Journal 2022-04-01
- Online tourism communication in destination image formation**, Chapter in Handbook on Tourism and Social Media, Elgar Publishing 2022-02-11
- Foresight thinking and organizational learning: Scenario planning as a DMO crisis management tool**, Chapter in Organizational learning in tourism and hospitality crisis management Book, De Gruyter Publishing 2021-12-06
- Structural analysis of the development of the Iranian tourism market employing a MICMAC approach: a new long-range planning method to attract the ASEAN international tourist market**, Journal of Hospitality and Tourism Insights 2021-08-27
- Current challenges facing ecotourism development in Iran**, Journal of Tourismology 2021-06-30

---

## PUBLICATIONS IN PERSIAN

- How to be a Travel Writer by Lonely Planet**, Book translated from English to Persian, Iranshenasi Publishing 2019
- Travel Guide to Iran by Rostam Kharegat**, Book translated from English to Persian, Mahkame Publishing 2017
- Tourism and Creative Economy by OECD**, Book translated from English to Persian, Mahkame Publishing 2017
- Introduction to Tourism Routes According to the World Heritage by UNESCO in Iran**, Book written in Persian, Mahkame Publishing 2015
- The Role of Branding in Presenting a Proper and Positive Image of the City**, National Conference of Universal City, Tehran Municipality 2014
- The need for a sustainable tourism policy and the obstacles to its successful implementation**, The first national conference on tourism management, nature tourism and geography, Iran 2014

<b>Policy Making and Tourism in Iran</b> , Chapter in Institutions and organizations Related to Tourism in Iran book– Written in Persian, Avayezohor Publishing	2013
<b>A Study on the Role of Renewable Energy in Sustainable Development Tourism Industry</b> , The First National Conference on Tourism, National Capital and Future Prospects, Iran	2013
<b>Sustainable Tourism Policy Making</b> , The First National Conference on Tourism, National Capital and Future Prospects, Iran	2013
<b>A Survey on the Role of Landmarks in order to identify Tourism Destinations</b> , The Conference on World Tourism Day, Tourism and Water, A Tribute to Our Common Future, Allameh Tabataba'i University, Iran	2013
<b>Rural Tourism Development in Villages on the Route of Barz – Abianeh</b> , The First National Conference on Tourism, National Capital and Future Prospects, Iran	2013
<b>A Survey on the Role of Psychology of Advertising in Literary Tourism</b> , National Conference “Literary Tourism (Oral presentation), Iran	2012
<b>The Study and Ranking of the Factors Affecting the Successful Implementation of Tourism Destination Branding Development Using AHP</b> , The Third Festival on Tourism Branding, Iran	2012
<b>Religious Attractions Management Challenges</b> , National Conference of Management and Tourism Development, Iran	2011

---

## PEER-REVIEW EXPERIENCE

<b>Journal of Ecotourism (2)</b> <b>Journal of Tourismology (1)</b>	2022
--	------