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Community Leaders' Perceptions towards Socio-cultural Impacts of Tourism on Local Communities

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ABSTRACT This paper illustrates the community leaders' perceptions toward socio-cultural impacts of tourism in Shiraz, Iran. Particularly, it focuses on the differences in leaders' perceptions between the Old and New Districts of Shiraz. The study proves that there are broadly similar views among the community leaders from both districts of Shiraz. However, a distinct minority believes that some cultural problems arise from tourism development.