

The Impact of Exchange Rate and Income Fluctuations on the Tourism Industry in Tehran

Tahmineh Asadpoorian*,

The purpose of this study is to evaluate the effect of soft currency and income fluctuations on tourism industry in Tehran. The purpose of the study is applied and descriptive. The data were related to the exchange rate, income and tourist inflow rates the Central Bank and annual customs statistics for the year 2010-2016. EViews statistical software was used for data analysis. Findings showed that exchange rate and income rate have a significant impact on tourism industry in Tehran. The effect of exchange rate on tourism industry was -0.38 and the effect of income rate on tourism industry was 4.58. Overall, it can be said that the demand for foreign tourism to travel to Iran is not very sensitive to long-term rate changes and that the demand for tourism is low in price. Foreign tourism demand for travel to Iran is also less sensitive to real exchange rate fluctuations and less traction.

Keywords : Currency Fluctuations - Income Fluctuations - Tourism Industry

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)