

## **Pahlevāni and Zoorkhāneh Rituals as Creative Cultural Product in Tourism; Case Study: Isfahan, Iran**

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**Abstract :** Nowadays intangible heritage as a creative product plays an important role in promoting tourism. The intangible heritage is transmitted from past generation to the present and future generation and constantly recreated by communities and groups in response to their environment, nature and history. In recent decade, intangible heritage especially Pahlevāni and Zoorkhāneh rituals as creative cultural product attract many tourists to a destination and they well-known as tourist attractions in Iran. The study was conducted in Isfahan city. This research has two major purposes: 1) to introduce Pahlevāni and Zoorkhāneh ritual as tourist attraction and, 2) to investigate the attitude of domestic tourists towards Pahlevāni and Zoorkhāneh ritual in Isfahan city. On the basis of the results of this study, it can be concluded that the domestic tourists are interested in gaining experience and increasing their knowledge in Pahlevāni and Zoorkhāneh ritual.

**Keywords :** Isfahan, Pahlevāni and Zoorkhāneh ritual, tourist attitude, Iran

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