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8

Paradigmatic Transformation of Luxury Tourism

(Case Study: Hormozgan Coastlines)

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Abstract

Luxury tourism is recognized as a form of tourism with high costs, often exclusive to affluent classes. In this type of tourism, high-cost services and products, including transportation, accommodation, and types of visits and entertainment, are consumed to demonstrate a high social status. Some believe that luxury tourists derive pleasure not only from their consumption but also from boasting and eliciting envy in others. However, today, the individual and social repercussions of this type of tourism and environmental degradation, have become apparent. Based on this, it seems that a new paradigm of luxury tourism has been created in scientific articles and discussions, in which quality, authenticity, and the value of unique experiences replace the high cost and the resulting flaunt. Therefore, the critical question under discussion is which type of tourism is the focus of policymakers and planners in the development of the coastal areas of Hormozgan province?

Luxury tourism should be recognized and implemented today in its new paradigm. In this approach, we are not obliged to follow the path of development experienced in advanced countries, and the possibility of shortcuts is available to us.

Keywords: Tourism, Luxury Tourism, Luxurious Tourism, Southern Coasts of Iran

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This study is based on the research project entitled "Maritime-Based Development Landscape in Hormozgan", conducted under the academic supervision of Dr. Seyed Amir Mansouri at the Nazar Research Center, Hormozgan Province, in January 2023

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9

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Extended Abstract

This article, based on the "Maritime-Based Development Landscape in Hormozgan" research project (January 2023), examines the applicability of the evolving paradigm of luxury tourism to Iran's southern coasts, particularly Hormozgan Province. Traditionally linked to exclusivity, conspicuous consumption, and high expenditure, luxury tourism has been associated with resource overuse, cultural commodification, environmental degradation, and displacement of local communities. Recent research highlights a paradigm shift toward experiential, value-oriented, and culturally immersive travel. The 5C framework—Culture, Cuisine, Community, Content, and Customization—captures this redefinition, emphasizing authentic cultural exploration, distinctive gastronomy, meaningful community engagement, purposeful itineraries, and personalized experiences. This approach prioritizes sustainability, emotional value, and authenticity over status display. Examples of new luxury tourism practices include slow tourism, rural and agricultural tourism, maritime experiences, food tourism, cultural events, and co-created travel experiences. Hormozgan's mild winter climate, diverse landscapes, and rich heritage offer significant potential for implementing this model, provided environmental and cultural sensitivities are respected. Policy priorities include:

Environmental Protection – Safeguarding mangroves, preventing coastal encroachment, and promoting low-impact activities. Local Economic Empowerment – Supporting loca crafts and marine/agricultural products over imports. Tourist Education – Raising awareness on responsible environmental and cultural interaction. Responsible Tourism Regulation – Enforcing guidelines on waste management, energy use, and cultural preservation. Adopting the new paradigm can enable Hormozgan to develop a competitive, sustainable luxury tourism sector that harmonizes economic growth with ecological protection and cultural integrity.

Luxury tourists derive satisfaction not just from their consumption but also from their ostentation and elicit envy in others. Presently, the enduring personal, social, and environmental impacts of this type of tourism have been elucidated. Consequently, it appears that a novel paradigm of the luxury tourism concept has been formulated in scholarly discourse. Within this paradigm, emphasis is placed on the quality, authenticity, and unique value of experiences, superseding exorbitant prices and the ensuing self-indulgence.

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