Comparative Study of Cycle Tourism as a Wellness Tourism Trend in Iran & the Netherlands, and Providing Optimal Solutions for Reducing Air Pollution in Isfahan using Bike Transport System as Green Mobility (Case Studies of Isfahan and Amsterdam)

This study is mainly about investigating development of wellness tourism in urban areas with an emphasis on the use of bike as a non-motorized and green mobility which can improve tourist’s health also reducing negative environmental impacts of tourism-related activities mainly the air pollution in metropolitan cities such as Isfahan in Iran through a comparative study with successful and pioneer cities such as Amsterdam in Netherlands. As mass tourism is growing in many urban destinations such as Isfahan in Iran and on the other hand rapid urbanization also has led to increase air pollution which severely impair the economic revenues prospects of tourism industry in metropolitan cities such as Isfahan and endanger the health and wellbeing of the local residents who live there so innovative approaches in case of green mobility is much needed every day.

As environmental impacts of Tourism are mainly related to Sustainable tourism which is a multidisciplinary issue this work tries to make a bridge with sustainable mobility which is an important issue in rapidly growing cities. Additionally, transportation is one of the main contributors to air pollution in metropolitan areas, particularly due Co2 emissions, which means that reducing air pollution and obtaining a sustainable environment equals use of less motorized transportation. Therefore, urban planners and Tourism industry decision makers should adapt sustainable transportation systems such as bike transportation systems, especially in developing countries like Iran.

In this context, the research aims to illustrate the role of green mobility via the study of a successful example like Amsterdam in Netherlands that applies the concept of green mobility by doing a comparative study of strategic planning models and infrastructure of the Netherlands as a leading country in the field of bike tourism and green mobility with Iran as a developing country, then provide and suggest a framework to develop the transportation system based on use of bike in Esfahan as a solution to reduce air pollution. Two cities of Isfahan and Amsterdam were chosen for the case studies in a peer to peer case study model due to numerous similarities in cases such as topography and demography and tourism attractions.

The main objective of this study is to answer the question of why, despite favorable climate and abundant natural and historical touristic areas and high potential of urban tourism in Isfahan and
its countryside compared to Amsterdam there has been little growth in case of bike tourism in
Isfahan as an alternative form of transportation which helps tourism growing respectively by
helping tourist’s wellness improvement. The term "alternative tourism" tries to include the
concepts of active tourism which also contribute to wellness tourism.

**The key words:** Cycle Tourism (Bike tourism), Wellness Tourism, Bike Transport System, Green
Mobility, Sustainable Urban Planning.