

7 **Tourism as a Tool for Emotional Relief: Addressing family violence in Iran's legal and cultural context**

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Introduction

This chapter examines the intersection of family violence and the tourism sector in Iran, utilising a Quality of Life (QOL) framework to assess how tourism settings may exacerbate or mitigate the structural vulnerabilities faced by survivors. This chapter employs qualitative content analysis, examining legal documents, academic literature, and institutional reports. The findings show that Iran's tourism sector is unprepared to serve disadvantaged groups. Institutional silence, gender-based legislative constraints, and the lack of trauma-informed or rights-based standards hinder tourism's capacity to support safety and empowerment. This chapter proposes a QOL-informed framework that identifies opportunities for social responsibility in tourism. It argues that inclusive, cross-sectoral methods that safeguard and empower vulnerable individuals are necessary for Iranian tourism to achieve its well-being goals.

Despite increasing recognition of family violence as a critical public health and human rights issue, Iran's legal and institutional systems remain unprepared to address this phenomenon within the societal context and, more specifically, in the tourism industry. Although sectors such as healthcare, education, and social welfare have received some policy attention about family violence, the tourism sector, particularly hospitality services such as hotels, guesthouses, and transit hubs, lacks clear guidelines, legal mandates, or institutional protocols for identifying and responding to or supporting individuals at risk. Family violence laws in Iran are fragmented and often focus on punishment rather than prevention. More importantly, there are few regulations or protocols linking tourism to protective or social support systems.