

Effective Factors on the Distribution of Income from Religious Orientation (Case Study: Shahid Mashhad)

Rostam Saberifar

Department of Geography and Urban Planning, Payame Noor University,
Mashhad, Iran
(Corresponding Author)
rostamsaberifar@yahoo.com

Mahnaz Esmaily

Department of Geography and Urban Planning,
Payame Noor University, Mashhad, Iran

Abstract. The purpose of this study was to determine the cost of pilgrimage trips in Iran, a sample of the Mashhad metropolis, and a descriptive and analytical survey method in post-event research. Required data were collected using documentary and field methods by means of a check-up tool and a questionnaire. The questionnaire was evaluated and verified using form and content methods. After determining its accuracy and accuracy, it was applied in practice. For analyzing the collected data, descriptive and inferential statistical methods, especially multivariate regression, were used with SPSS software. The findings of the study showed that the economic and social conditions of the household are the main factors affecting the distribution of pilgrimage tourists entering the city of Mashhad and the amount of education, income and number of households have more impact. Give Also, every pilgrim's household entering the city of Mashhad considers its monthly income for traveling to this city. According to the Kolmogorov-Smirnov test, the tourist expenses and household income are normalized. Based on this, the proposed strategy The regulation of tourism policies is based on the average household cost.

Keywords: Tourism, Cost, Planning, Mashhad City.

1. Introduction and Literature Review

Today, the tourism industry, as a dynamic industrial company with distinctive features, is an important part of the economic and productive activities of developed and developing countries (UNESCO, November 11, 2007). Among these, religious tourism One of the main forms of tourism is its oldest type. Determining the cost of tourists for tourism purposes, in addition to determining the level and quality of existing and future infrastructure, can guide planners and policymakers in a way that can invest Available or in action, get the best and highest efficiency. Despite the fact that in religious cities (mostly tourists who make it witches and people who travel more often to perform religious rites), paying attention to returning capital is not considered vital, but it is impossible to I totally ignored it. As a matter of fact, no matter how much government and public institutions and charities invest in this area, a certain level of private-sector investment is necessary. For this reason, the determination of how much money passengers enter the city to spend on their pilgrimage and tourism and how they will use it, the importance and special place in the planning Vows Awareness of the mentioned circumstances has become more important, especially in the metropolitan cities, which in recent years have seen major and fundamental changes. (Papelizidi and Saghayi, 2006:

95).For example, in recent years numerous recreational and tourist facilities have been created in Mashhad, which are facing numerous challenges and are often closed down due to lack of full study of the need for tourists entering the city. Many tourists entering the city did not feel satisfied because they did not receive the required services, and many of them reduced the time of their stay in Mashhad as much as possible. Therefore, awareness of the needs and demands of the tourists entering this city was significant. And can lead to the prosperity of the tourism economy. For each type of planning and policy, the existence of statistics and information is very necessary. In tourism planning and policy, this information is mainly related to the tourism infrastructure at the destination and the incentives and costs that are expected by the tourist for travel along the route and the destination of tourism. Will cost. Since major research on tourism infrastructure has been carried out, this study focuses on the amount of costs and how it is distributed among different sections of the field. Religious tourism is the most prosperous type of tourism in the past and present (Ajit, 2nd ,2004), because this kind of tourism is rooted in religious beliefs and beliefs. According to the World Tourism Organization, religious tourism accounts for 26% of All of the world's tourism flows have been allocated (30,1997, Icep). Several factors and parameters for conducting any type of trip are the inputs, one of the most important is the existence of capital and material resources. Usually, the time and geographical scope of travel is more

dependent on the existence of material resources than any other factor. These conditions, although prior to actual travel, only affect the lives of the passenger and his family, but with the onset of enforcement actions, it affects the vast territory and affects that knowledge and planning for management and Its control seems to be necessary. The collection of these studies suggests that, in order to benefit from the positive results of tourism activities, planning and policy-making in this regard will be the first and most important step. But in order to achieve this important stage, the existence of many accurate and reliable initial data and data is essential. One of the parts that is necessary in almost every region that has the least attractions for the presence of tourists is to know the cost and the factors that affect the distribution of these costs. Although much research has been done in relation to tourism, most of them have put their emphasis on the costs of infrastructure and tourism-related revenues (Badri and Tayebi, 2012). But no specific research has been done regarding the costs of a tourist.

2. Method

This research has been conducted in a descriptive-analytical manner with a purposeful purpose. The research approach has been forward-looking and correlation and technique used in this survey research. In the field study, a questionnaire was used to collect the required information. Prior to the start of the survey, the initial questionnaire was subjected to a preliminary test. Using the obtained results, existing deficiencies were resolved and the final questionnaire was adjusted. The calculated Cronbach's alpha coefficient for this questionnaire was 0.81. However, a collection of tables and notes were used to collect the required information for each of the following domains. This is an applied and non-experimental descriptive study. Nevertheless, most of the information is needed through field surveys, and in the context of its principles, using library resources, in particular articles, reports of designs and Special offers are available. Due to the lack of research on the cost of pilgrims in the studied city, there are also deficiencies in relation to the effective factors associated with the factors affecting the distribution of costs. It has been attempted, through To do a set of interviews with the experts, the treasure of these issues is more complete. Subsequently, the required information was obtained by collecting field information using a questionnaire. In this study, the required questionnaire was designed according to the variables and components considered and designed to be evaluated by the experts of this field, in particular the professors of the guidance and counseling, in order to make the necessary amendments. In connection with the plans and programs implemented in this connection, along with the correspondence with the relevant departments

and organizations, this information has been collected and, if necessary, by referring to these centers and those who have the required research and studies. Additional data was collected. The extracted components of the previous research are shown in table (1).

Table 1: The extracted components of the previous research

- 1 .Evaluation of International Tourism Marketing Activities of Musai and others (2010)
2. In his review of the organization of tourism pattern in Mazandaran province with emphasis on the location of tourist villages of Hosseini (2007)
- 3 .Strategic planning of tourism development, with emphasis on religious tourism (Case study: Qom city) Ebrahimzadeh and others (2011)
4. A Review of the Economy of Tourism in Metropolis - A Case Study (Mashhad Metropolitan) Mafi and Saghayi (2010)
5. Estimate of willingness to pay citizens for agricultural tourism services (case study of Qazvin city) Vermeshary and others (1393)
6. Mashhad University Jihad (2009)
7. Municipality of Mashhad (1388)

3. Findings

According to the collected data, through the completion of the questionnaire, the characteristics of religious tourists in a sample of 250 were studied. This questionnaire was selected by tourists entering Mashhad. Nearly 70% of the questionnaires were provided by men aged 30-39 Year old with a bachelor's degree and a free job with income of 1 to 2 million, and with a piloted personal vehicle to the city of Mashhad. One of the main headings for tourists' spending is the residence permit. Although many factors affect this category, especially weather conditions and travel season, it has an irrepressible impact on the cost of the accommodation sector, but it should not ignore other economic and social contexts. For this reason, in recent years, several programs and plans have been taken to provide suitable accommodation in Mashhad. However, according to the various methods of settling in Mashhad, the households in question have used different amounts for housing. Therefore, according to completed questionnaires, of the 250 people surveyed, 97 (38.8%) stated that they had allocated about 50 to 60 percent of their travel expenses. 60 people (24.2%) also accounted for 30-40% of their expenses for accommodation. The lowest proportion in this section was for those who had allocated more than 60% of the total cost of the trip to the housing category. The number of these people, of course, is very low and about 15%.

Table 2: Distribution of respondents by cost of accommodation

| The cumulative percentage | Percent | Abundance | Percentage of cost spent on accommodation |
|---------------------------|---------|-----------|---|
| 22.4 | 22.4 | 56 | 10 to 20 |
| 46.4 | 24.0 | 60 | 30 to 40 |
| 85.2 | 38.8 | 97 | 60 to 50 |
| 100.0 | 14.8 | 37 | More than 60 |
| 100.0 | 100.0 | 250 | total |

Table 3: Distribution of respondents in terms of cost of souvenirs

| The cumulative percentage | Percent | Abundance | Percentage of cost spent on souvenir shopping |
|---------------------------|---------|-----------|---|
| 11.2 | 11.2 | 28 | 10 to 20 |
| 47.6 | 36.04 | 91 | 30 to 40 |
| 72.0 | 24.4 | 61 | 60 to 50 |
| 100.0 | 28.0 | 70 | More than 60 |
| 100.0 | 100.0 | 250 | total |

Table 4: Distribution of respondents according to seller's satisfaction

| The cumulative percentage | Percent | Abundance | Percentage of consent from Mashhad vendors |
|---------------------------|---------|-----------|--|
| 12.4 | 12.4 | 31 | very little |
| 20.8 | 8.4 | 21 | Low |
| 46.8 | 26.0 | 65 | medium |
| 82.0 | 35.0 | 88 | Much |
| 100.0 | 18.0 | 45 | too much |
| 100.0 | 100.0 | 250 | total |

Table 5: Frequency distribution of respondents

| The cumulative percentage | Percent | Abundance | Percentage of tendency to use public transport |
|---------------------------|---------|-----------|--|
| 16.0 | 16.0 | 40 | very little |
| 53.2 | 37.2 | 93 | Low |

| The cumulative percentage | Percent | Abundance | Percentage of tendency to use public transport |
|---------------------------|---------|-----------|--|
| 71.2 | 18.0 | 45 | medium |
| 85.8 | 15.6 | 39 | Much too |
| 100.0 | 13.2 | 33 | much |
| 100.0 | 100.0 | 250 | total |

Several factors and factors affect the amount of cost and distribution of this cost among various travel categories, which are not feasible and can only be sampled. For example, in this review, there have been more emphasis on several key factors than others. One of these factors is the level of education of the head of household and the cost of travel to the city of Mashhad. The statistics show that this variable is related to the cost of passengers. So that the amount of Spearman correlation between the education level of individuals and the cost spent on traveling to Mashhad was 0.40 with a value of P value less than 0.001 that indicates the significance of this relationship. There was no significant relationship between the age and the amount of expenses spent on travel to Mashhad, with a correlation coefficient of 0.11 and P value of 0.09. The relationship between costs and household income with a Pearson correlation coefficient of 0.66 and P value less than 0.001 was relatively strong and significant. Between household income and the average number of trips to Mashhad in the year, with a Spearman correlation coefficient of 0.13 and a P value of 0.046, there was a relatively not strong but significant relationship.

Table 6: Correlation coefficient of the variables affecting the trip to Mashhad based on the significance level of 0.05

| P value | Spearman correlation coefficient ** | Pearson* | Variables | | Row |
|---------|-------------------------------------|----------|---|------------------|-----|
| < 0.001 | 0.40 | - | Level of education | Tourism costs | 1 |
| 0.092 | 0.107 | - | Age | Tourism costs | 2 |
| < 0.001 | - | 0.66 | Household income | Tourism costs | 3 |
| 0.046 | 0.13 | - | Average number of trips to Mashhad per year | Household income | 4 |

For the benefit of different statistical tests, it is necessary to determine the normal state or compare it with the normal distribution situation. For this

purpose, the data collected in this study were tested in this regard. The results showed that in the Kolmogorov-Smirnov test, tourism costs and household income were P value of 0.059 and 0.052, respectively, indicating that the data of these variables were at the level of significance 0.05 had no significant difference with normal distribution. In other words, tourism expenses and household income were normal distribution.

Table 7: Kolmogorov-Smirnov test to confirm the normal distribution of variable data for regression

| P value | Kolmogorov-Smirnov | Variable |
|---------|--------------------|------------------|
| 0.059 | 1.204 | Tourism costs |
| 0.052 | 1.324 | Household income |

In the analysis of multivariate regression with dependent variable of tourism costs and independent variables of education, age and household income, according to the values of t and P value, the variables of education and age were not significant and were excluded from the model. ; However, the household income variable was statistically significant with a regression coefficient of 0.8 and P value <0.001. The correlation coefficient of the independent and dependent variables in the multivariate regression analysis was

0.78 and the adjusted Adjusted R2 value was 0.61, indicating a relatively strong relationship in this model.

Table 8: Multivariate regression

| P value | T | Standardized regression coefficient | standard error | Non-standard regression coefficient | Variable |
|---------|--------|-------------------------------------|----------------|-------------------------------------|------------------|
| 0.004 | 2.935 | - | 0.139 | 0.408 | Fixed regression |
| 0.836 | -0.203 | 0.010 | 0.027 | -0.006 | Education level |
| 0.106 | 1.0623 | 0.065 | 0.037 | 0.060 | Age |
| 0.001 < | 16.445 | 0.778 | 0.049 | 0.799 | Household income |

Table 9: Correlation coefficient

| The standard error | Adjusted coefficient of determination | The coefficient of (R ²) determination | R |
|--------------------|---------------------------------------|--|-------|
| 0.515 | 0.607 | 0.612 | 0.782 |

In the one-variable regression analysis between tourism costs as dependent variable and educational level as an independent variable, the standardized regression coefficient was 0.41 and significant. In this model, the coefficient of correlation (R) was 0.75 and the adjusted coefficient of determination was 0.56, which indicates a relatively strong relationship between these variables.

Table 10: Single-variable regression

| P value | t | Standardized regression coefficient | standard error | Non-standard regression coefficient | Variable |
|---------|-------|-------------------------------------|----------------|-------------------------------------|------------------|
| 0.001 < | 8.968 | - | 0.142 | 1.274 | Fixed regression |
| <0.001 | 7.037 | 0.408 | 0.033 | 0.233 | Education level |

Table 11: Correlation coefficient

| The standard error | Adjusted coefficient of determination | The coefficient of determination (R ²) | R |
|--------------------|---------------------------------------|--|-------|
| 0.546 | 0.559 | 0.560 | 0.749 |

The household income is influenced by many of their living conditions, and this is much more evident in terms of the amount of money that each household is considering for travel. To test this claim, the data collected in this study were evaluated by using different statistical models. In the first stage, one-variable regression analysis was used to measure the existence or absence of a relationship between household income and tourism costs. In the single-variable regression analysis between tourism costs as a dependent variable and household income as an independent variable, it was found that the standardized regression coefficient was 0.78 and this amount was statistically significant. As a result, it can be claimed that there is a strong relationship between these two variables. In addition, in this model, the correlation coefficient (R) was 0.78 and the adjusted coefficient of determination was 0.61, which indicates a strong relationship between these variables.

Table 12: Uni-variate regression

| P value | t | Standardized regression coefficient | standard error | Non-standard regression coefficient | Variable |
|---------|--------|-------------------------------------|----------------|-------------------------------------|------------------|
| <0.001 | 5.878 | - | 0.092 | 0.538 | Fixed regression |
| <0.001 | 19.601 | 0.780 | 0.041 | 0.800 | Income |

Table 13: Correlation coefficient

| The standard error | Adjusted coefficient of determination | The coefficient of determination (R^2) | R |
|--------------------|---------------------------------------|--|-------|
| 0.516 | 0.606 | 0.0608 | 0.780 |

Income and policy in relation to tourism is impossible without statistics and information. Even general and non-expert statistics that are commonly referred to can only provide part of the initial conditions, and as it can not cover all aspects and aspects, in most cases, the likelihood of property The public will lead. In most areas and destinations, these inaccurate statistics initially led to inappropriate actions, and in the next step, reduced the number of tourists and ultimately outweighed the infrastructure and facilities. By reducing the number of tourists, increasing the negative consequences and neglecting the positive effects of tourism, it creates an abnormal fare that dampens the pace of decline. Perhaps this trend will not be apparent at first in the tourist destinations attracting pilgrimage to tourists, but ultimately, the current process will work in such a way that the pilgrim's two-polarization will be the first result. With polarization of pilgrims, pilgrimage infrastructure and facilities are also bipolar, and the group that still provides the necessary facilities to the user group, and the other group will not only find better and more appropriate conditions, but also No action will be taken to improve its conditions (Tenatery, 2013).

Because diversity and plurality of tourists have multiple consequences and benefit various economic and social groups, by eliminating the diversity of tourists, the unwanted part of the social groups is excluded from the tourist interests, and these conditions, Protest and resistance continue to grow. In fact, a problem that appeared to be very simple at the very beginning and only in the economic realm, developed over a short period of time into larger dimensions and covered other social, political, and cultural realms (Raneran , 4014). Undoubtedly, to avoid these problems, first of all, the root of the problem, namely the provision of statistics and information, and the subsequent appropriate program and in harmony with this information, must be addressed. The conditions described above indicate that the need for research in this area is much more than the other parts. But what has been done so far has been more and more important aspects of this category. In this study, this goal was not fully realized. Because there are a number of bottlenecks in this connection, hoping that in future investigations with the elimination of some of them, achieving this goal would be possible to a large extent.

However, the economic and social issues in general and the tourism sector in particular, have many hidden dimensions and angles that for all reasons can not be scrutinized. For this reason, those who deal with these issues, especially in

the pilgrimage area, are trying to measure only apparent and even almost unrelated indicators. For example, the mere provision of tourist statistics and the gender and sexual diversity of this group has been the highest goal that has been taken into account in many research projects undertaken in this area. Even many researchers, because of the availability of relevant statistics and information, have focused on the physical and physical dimensions of the subject, or they have not, in principle, taken into account social and cultural dimensions, or, at best, have satisfied with the appearances of these topics.

Nevertheless, due to the importance of the tourism issue in the current situation, and especially its social and economic consequences, moves have started in this area, which hopes to resolve some of the bottlenecks in this area. At the same time, because of the specific sensitivities involved in this connection, the expectation of obtaining immediate and very large results is not very reasonable. For this reason, the steps taken in this regard should be regarded as an early step, and at best, one should expect to be critically motivated, reformed, and grounded for essential tasks. Considering the limitations mentioned above, in this research, as in the previous research, only some of the dimensions of the subject were considered and attempts were made to compile statistics and information. Especially since the research on personal and family issues requires special sensitivities, the process of such studies is slow and time-consuming, and even in the best conditions for obtaining accurate and reliable statistics. The reliance, however, and the likes of abundance and should be used with caution and obsessive use. Although this research has tried to deal with all the problems that it has, with the trust of the questioners, the maximum accuracy and attention to be made to overcome these deficiencies.

In the previous research, the number of children, household income, age and occupation, and the household head's literacy were discussed (Mashhad University Jihad, 2009). In addition to these factors, the social and economic conditions of the household, the purpose of the trip and ... were considered as the main points in this study. But, finally, completed questionnaires showed that only variables such as educational level, household income and average number of trips to Mashhad were affected, and other variables that had been identified in previous studies and this study did not have much effect, or at least this The statistics did not show a positive and strong relationship with the dependent variable.

The average cost of each pilgrim's household to Mashhad for travel is related to a number of factors and fields. Finally, after completing the completed

questionnaires, it was revealed that it is not possible to The exact number and the exact number. According to the experiences of pilgrims' families traveling to

pilgrimage sites, especially Mashhad, they regardless of the social class and occupation and income, almost one month of regular salary

4. Conclusion

As previously stated, due to various constraints, this research only addressed some of the dimensions of a large number of tourism categories, the amount and type of cost of pilgrimage tourists, and answered a small part of the questions in this area. It is. For this reason, the first and most important suggestion is that other scholars should focus on this topic more and more fundamental. Particularly in this way, the use of indicators that can examine non-visible layers of this area is very necessary. Layers that show why some people are traveling in the face of various financial constraints and even consider the best conditions for using the facilities available to themselves and their dependents. This is while the other group, despite having all the material and spiritual resources, does not use these conditions or take into account the minimum. Understanding this issue is especially important for determining the main and secondary intentions of the trip and can increase the return on investment in the tourism sector and improve the willingness and motivation of investors in this area. Because with the personal and social features of pilgrimage tourists, they can be provided with minimum facilities, maximize their satisfaction and prevent the cost of spending in the parts that will have the least effect on sustainability and repetition of trips. Anyway, and in addition to the general suggestion above, other items identified during this study, which appear to be better used in future research, include:

In this study, the most emphasis was on the characteristics and characteristics of the head of household, and although some of the characteristics of other household members were questioned through these individuals, but sufficient information was provided in this regard. Did not come. Therefore, it is suggested that the future research or independent research be carried out in this connection or that these features be collected in greater detail.

Due to the sensitivities associated with collecting information on household income and assets, the respondents indicated a negative reaction to financial and cost questions. In some cases, the questioning was often repeated at different times and with other people from a household, and often spent a lot of time trying to persuade the questioners. In order to solve this problem, it is better to use professional and trained counterparts more than samples that are typically used to record and record travel costs.

In general, most respondents prefer to provide data and information in a way that more accurately reflects their place and importance. For this reason, they tend to exaggerate the information they provide, and show the cost more than they really have been spent.

Given the significant differences in the cost of pilgrimage for different seasons, it is advisable to have distinct studies for each group, in order to provide the appropriate infrastructure for them, accurate data collected. It is more specific and its applications in planning and management are facilitated. In fact, the city of Mashhad as one of the most important pilgrimage destinations in Iran can be considered as four types of special tourists: spring, summer, autumn and winter. For example, a distinction can be made between summer tourists who belong mainly to groups that have children at the age of study with other tourists. Field surveys showed that, for example, winter tourists are mainly seasonal farmers and workers, and early in the year, tourists have a wide range of professional workers and professionals.

From the additional findings of this research, one can point out that tourists who have more and more information about the religious and pilgrimage attractions of Mashhad have more money to travel to this city. For this reason, conducting an independent study in relation to the type and amount of information that each of the pilgrims who intend to visit this city or the experience of the previous trip could have some of the bottlenecks in this connection. To overcome.

5. References

1. Ebrahimzadeh, Jesus, Kazemi, Shamsollah and Eskandari Sani, Mohammad (2011), Strategic Planning of Tourism Development with Emphasis on Religious Tourism (Case Study of Ghazni), Human Geography Research, No. 76, pp. 116-141.
2. Badri, Ali and Tayebi, Sadalah (2012), Investigating the Factors Affecting the Cost of Religious Tourism, Case Study of Mashhad Holy City, Journal of Tourism Studies, No. 1, pp. 177-153.
3. World Tourism Organization (2000), National and Regional Tourism Planning, Dr. Bahram Ranjbarian and Mohammad Zahedi Translation, Jihad-e-Sharif Publishing House, Isfahan.
4. Municipality of Mashhad (2009), Statistics of the City of Mashhad, Mashhad Municipality Publications, Technology and Information Organization.

5. Shokouti, Hossein and Movahed, Ali (2002), Recognition of the Isfahan Tourism Space Pattern Using the GIS System, Teacher of Humanities, Vol. 6, No. 4, 94-71.
6. Mashhad University of Jihad (2009), Study of the Economic Status of Pilgrims and Its Effective Factors on Their Survival, Mashhad University of Applied Sciences.
7. Hosseini, Seyyed Hasan (2007), Organization of tourism pattern in Mazandaran province with emphasis on the location of tourist villages, Art Museum, Shemab 4, pp. 61-67.
8. Heidari, Left, Raheem (2008), Basics of Tourism Tourism Planning, Tehran, Iran.
9. Mafi, Ezatollah and Saghaei, Mehdi (2010), An analysis of rural tourism around metropolises (Mashhad case study), Geography and Regional Development, No. 10, pp. 14-28.
10. Mosae, Meysam and Miratalebi Aghdam, Seyyed Masoud (2010), Evaluation of International Tourism Marketing Activities Accompanied by Tourism Organizations in Iran after the Islamic Revolution, Book of the Moon of Social Science, No. 28, pp. 76-93.
11. Movahed, Ali (2008), Spatial distribution of residential centers in historical cities, Isfahan case study, Geographical research, No. 65, pp. 116-105.
- Vermeshari, Hojjat, Asadi, Ali, Kalantari, Khalil and Rezvani, Mohammad Reza (1393), Estimation of willingness to pay citizens for agricultural tourism services, Case study: Keshavin, Rural Research, No. 18, pp. 397-422.
12. Yaqubbi, Ahmadabn Aby Yaghoub (1343), Elmnhim El Baladan, translation by Mohammad Ebrahim Ayati, Translating and Publishing Agency, First Printing, Tehran.
13. Burman, Bidisha and Biswas, Abhijit, (2004), Reference Price in Retail Sales: Moderating Effects of Market Price Dispersion and Need for Cognition on Consumer Value Perspectives and Shopping Trust, Journal of Product & Brand Management, 13 (6), 379-389 .

