



## فصل نامه برنامه‌ریزی و توسعه گردشگری

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## فصل نامه برنامه ریزی و توسعه گردشگری

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این فصل نامه مسؤؤل آرا و نظریات مندرج در مقالات نیست؛ فصل نامه در ویرایش مطالب آزاد است؛ مقالات دریافت شده بازگردانده نمی شود.

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این نشریه بر اساس تاییدیه شماره ۳/۱۸/۶۰۲۹۱ مورخ ۱۳۹۲/۴/۳۰ کمیسیون بررسی نشریات علمی کشور، دارای درجه‌ی علمی - پژوهشی است.

## به نام خداوند جان و خرد

### یادداشت سردبیر

شماره ۲۲ فصلنامه برنامه‌ریزی و توسعه‌ی گردشگری با تلاش ارکان علمی و اجرایی مجله به روز منتشر شده و اکنون در اختیار استادان، پژوهشگران و دانشجویان گرامی قرار گرفته است. جای بسی مسرت است که این فصلنامه، در هفته پژوهش سال ۱۳۹۶ به عنوان مجله علمی پژوهشی برتر دانشگاه مازندران انتخاب و از آن تقدیر به عمل آمد. بی شک این موفقیت ارزشمند مرهون زحمات قابل تقدیر نویسندگان گرامی، اعضای محترم هیات تحریریه و ارکان پرتلاش اجرایی مجله است. امید است همچنان با ارتقای کیفی مقالات، در راستای دو هدف مهم؛ ارایه‌ی نتایج پژوهش‌های کاربردی برای رفع مشکلات کشور در حوزه گردشگری و توسعه‌ی مرزهای دانش بر اساس ماهیت کارهای پژوهشی و پرهیز از دوباره‌کاری‌ها و اتلاف انرژی و منابع کشور گام برداریم. بدیهی است مجله در چارچوب وظایف ذاتی خود، اخلاق پژوهشی را در سرلوحه کار قرار داده است و بر این اساس و در راستای آئین‌نامه‌ی اخلاق پژوهشی وزارت عتف، با هر نوع سرقت علمی برخورد جدی می‌کند.

فصلنامه‌ی برنامه‌ریزی و توسعه‌ی گردشگری، بر اساس خط مشی‌های کلان و اهداف یاد شده، همچنان آماده‌ی دریافت مقالات علمی پژوهشی با اولویت‌های زیر است:

سیاستگذاری گردشگری	دیدگاه‌ها و خط مشی‌های جمهوری اسلامی ایران
اقتصاد گردشگری	آموزش و توسعه‌ی منابع انسانی
تحولات ساختاری مدیریت گردشگری در ایران	ساختارهای مدیریت گردشگری در کشورهای دنیا
استانداردهای نقشه‌ی گردشگری	مطالعات منطقه‌ای گردشگری
آموزش گردشگری و هتلداری در ایران	قوانین و مقررات برای تأسیسات گردشگری
وسایل ارتباط جمعی و گردشگری	سرفصل‌های آموزشی گردشگری در آموزش عالی
	و سایر موضوعات مرتبط

اگرچه داشتن میانی نظری و نیز مشارکت نظری مقاله، در پیشبرد حوزه‌ی دانش تخصصی الزامی است، آن دسته از مطالعات موردی دارای جامعیت در حدود پژوهش هستند (به عنوان نمونه، مطالعه‌ی موردی در سطوح استانی، کشوری، منطقه‌ای یا بین‌المللی)، در اولویت بررسی قرار خواهند گرفت. در این چارچوب، فصلنامه علمی-پژوهشی برنامه‌ریزی و توسعه‌ی گردشگری از مقالاتی که برگرفته از رساله دکتری است، استقبال نموده و بررسی آن را در اولویت قرار می‌دهد. امید است با ادامه‌ی مشارکت اندیشمندان، صاحب‌نظران و محققان گرامی و فرهیخته، شاهد بالندگی فزون‌تر فصلنامه‌ی برنامه‌ریزی و توسعه گردشگری باشیم.

دکتر سعید راسخی

سردبیر فصل‌نامه

دانشگاه مازندران

## راهنمای نگارش

از مؤلفان گرامی تقاضا می‌شود جهت جلوگیری از تأخیر در داوری و انتشار به موقع فصل‌نامه، هنگام ارسال مقاله به نکات زیر توجه فرمایند:

### موضوع مقالات

موضوع مقالات باید در زمینه گردشگری و علوم مرتبط به آن باشد.

### شرایط بررسی مقالات

- ۱- حاصل مطالعات، تجربه و پژوهش‌های نویسنده یا نویسندگان باشد.
- ۲- مقاله قبلاً در نشریه یا مجموعه مقالات سمینارها و مجامع علمی دیگر چاپ نشده باشد.
- ۳- در متن مقاله، اسامی انگلیسی افراد به صورت فارسی و معادل لاتین آن در پاورقی آورده شود.
- ۴- واژه‌ها و اصطلاحات انگلیسی در پاورقی و در متن به صورت فارسی آورده شوند.
- ۵- مقاله باید مشتمل بر چکیده فارسی، بدنه‌ی تحقیق و چکیده مبسوط انگلیسی (بر اساس فرمت مندرج در سامانه مجله) باشد.
- ۶- مقالات ارسالی در صفحات کاغذ A4 تک‌رو با فاصله‌ی تقریبی میان سطور ۱، سمت راست ۶/۵، سمت چپ ۲/۵، بالای صفحه ۱/۷۵ و پایین صفحه ۷/۴ سانتیمتر با قلم B Nazanin فونت ۱۲ (برای مقالات لاتین با قلم Times New Roman فونت ۱۱) تحت نرم‌افزار Word 2010 حروف چینی و با فرمت Docx و Pdf فقط از طریق سامانه الکترونیکی نشریه به آدرس <http://tourismpd.journals.umz.ac.ir> ارسال شود، در غیر اینصورت از بررسی مقاله معذوریم.
- ۷- مقاله در فایل‌های جداگانه شامل فایل اصل مقاله بدون مشخصات نویسندگان، همچنین فایل مشخصات نویسندگان (شامل نام، رتبه، محل خدمت و آدرس الکترونیکی نویسندگان در زیرنویس صفحه اول)، چکیده مبسوط انگلیسی و فرم تعهدنامه در قالب فایل‌های Word و PDF از طریق سامانه مجله ارسال گردد.
- ۸- جداول نزدیک به متن مربوطه آورده شود. منحنی‌ها، شکل‌ها و نمودارها سیاه و سفید، روشن، دقیق و اصل باشند.
- ۹- ارجاعات در متن مقاله داخل پرانتز به صورت (نام خانوادگی، سال) و یک دست به صورت فارسی آورده شود.
- ۱۰- به دلیل نمایه شدن مجله در بانک‌های اطلاعاتی بین‌المللی، لازم است چکیده‌ی مبسوط انگلیسی (Extended Abstract) بین ۶۰۰ تا ۷۵۰ کلمه (با در نظر گرفتن حداکثر ۶ منبع کلیدی) شامل چکیده (Abstract)، مقدمه (Introduction)، مواد و روش‌ها (Materials and Methods)، یافته‌ها و بحث، نتیجه‌گیری (Conclusions)، واژه‌های کلیدی (Key words) و منابع (References) تنظیم گردد.
- ۱۱- منابع فارسی در صورت انتخاب به عنوان ۶ منبع کلیدی به صورت انگلیسی در پایان چکیده مبسوط با قید (In Persian) آورده شود.
- ۱۲- فهرست منابع (در اصل مقاله و چکیده‌ی مبسوط انگلیسی) به ترتیب حروف الفبا ذکر شوند و از تکرار آن خودداری گردد.
- ۱۳- تطبیق تمامی منابع درون مقاله و انتهای آن ضروری است.
- ۱۴- در ذکر منابع از الگوی APA (موجود در سامانه مجله) استفاده شود. به عنوان مثال، برای کتاب نوشته شده: مؤمنی، منصور (۱۳۸۹). تحلیل آماری با استفاده از SPSS، چاپ ۳، انتشارات کتاب نو. یا برای مجله به صورت زیر نوشته شود:

- هاشم نژاد، هاشم؛ فیضی، محسن و صدیق، مرتضی (۱۳۹۰). تعیین ارزش تفرجگاهی پارک جنگلی نور مازندران، با استفاده از روش ارزش‌گذاری مشروط، محیط‌شناسی، دوره‌ی ۳۷، شماره‌ی ۳۷: ۱۳۶-۱۲۹.
- ۱۵- مقاله‌های رسیده، ابتدا توسط هیأت تحریریه ارزیابی اولیه شده و پس از تایید اولیه، توسط سه نفر از صاحب‌نظران به صورت محرمانه داوری خواهد شد.
- ۱۶- مسؤلیت صحت و سقم مطالب مقاله به عهده‌ی نویسنده خواهد بود.
- ۱۷- مقالات برگرفته از رساله‌ی دکتری و پایان‌نامه‌ی کارشناسی ارشد در صورتی که مسؤلیت آن را استاد راهنما قبول کرده باشد، قابل بررسی است.
- ۱۸- حداکثر حجم فارسی مقالات با منابع، جداول و اشکال ۲۰ صفحه است.
- ۱۹- فصل‌نامه حق رد یا قبول و نیز ویراستاری مقالات را برای خود محفوظ می‌دارد.
- ۲۰- ارسال تعهدنامه و چکیده مبسوط انگلیسی برای ارسال به داوری ضروری است.
- ۲۱- پس از چاپ مقاله یک نسخه از فصل‌نامه اهدا خواهد شد.
- ۲۲- برای دریافت آخرین نسخه‌ی راهنمای نویسندگان به سامانه مجله مراجعه فرمایید.

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## **The Impact of Tourism Development on Income Inequality in Iranian Provinces**

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**Parviz Mohammadzadeh<sup>2</sup>**

**Khalil Ghasemlou<sup>3</sup>**

### **Abstract**

Many development planners believe that development of tourism industry is the key factor for sustainable development. This industry can play an effective role in national, regional development as well as diversifying the national and regional economies. One of the consequences of tourism industry is its impact on regional income change and income distribution together with its economic and social effects.

This paper investigates the relationship between tourism industry development and income inequality among the provinces. For estimating the research model a panel data regression method with cross-section/ period Fixed Effects Testing model for the period of 2000- 2014 was utilized.

The paper found that there is a negative and significant between tourism industry development and income inequality among the Iran's provinces such that by developing of tourism industry, as it is, the inequality of income among the provinces will be decreased. Moreover, the increase of agricultural activities and increase of per capita public expenditures will decrease of income inequality among the provinces while the increase of production and export of industrial goods will increase of income inequality among the provinces.

### **Introduction**

In recent decades, the tourism industry has been increasing in both developed and developing countries. This industry has had a positive impact on economic

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growth through gaining foreign exchange and investment, increase of tax revenues and create job opportunities. Therefore in case of developing tourism industry in provinces the income equality would be declined.

The income inequality among the Iran's provinces is increasing such that during 2000-2014 years the per capita income of the top province to the last one increased from 3/78 to 6/2 As a result of the increase of income inequality, people of border- situated provinces migrating to center-situated provinces that led to worsening the income distribution against more underdeveloped provinces. Since in the five-year development plans instead of whole economy, economic sectors were highly considered therefore as a result of ignorance of balanced growth of the sectors the income inequality of the provinces was devastated. Accordingly, this paper is searching to find a response to decrease the income inequality among Iran's provinces through developing the tourism industry.

### **Materials and Methods**

In this study, for analyzing data a panel econometric model has been used, because this model constitutes both time series and cross section data such that estimation problems like autocorrelation and co-linearity will not occur. Therefore, these estimates are valid and more reliable. Meanwhile, in this research variables of agricultural activities, industrial exports and per capita public expenditure were utilized as independent variables.

The empirical findings confirm a long-run equilibrium relationship between the tourism industry, at its current position, decrease income inequality significantly.

### **Discussion and Conclusion**

In order to attain sustainable development, by considering the negative relationship between the tourism industry and income inequality in all provinces of the country, the research recommends to the government improving infrastructure for develop tourism industry in all provinces specially in provinces with high natural capabilities and low per capita income. Moreover, the government can facilitate tourism industry through some financial policies like tax and insurance reduction incentives and technical and credit subsidies. .

### **Conclusions**

The estimated regression model showed that the development of tourism industry improves income distribution significantly. Meanwhile, increase of agricultural production, industrial exports and the per capita public expenditure caused to a reduction in income inequality.

**Keywords:** Income Inequality, Tourism Industry Development, Provinces of the Country, Panel Data.

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## **Analyzing the Effective Factors on the Number of National Tourists and Tourists' Length of Stay: A Province-wide Study**

**Siyavash Jani<sup>1</sup>**

**Fahimeh Donybin<sup>2</sup>**

### **Extended Abstract**

In these study effective factors on attracting tourist and the length of the time the tourist accommodates is analyzed. To do so panel data with the information of 31 provinces during (2011-2014) is used. The results show that both supply side factors (number of accommodation, number of beds of medical centers, government's credit, province's freeways), and some of the province's tourism attractions (natural and cultural attractions) has significant effect in tourist decision to travel and the number of the tourists. Also tourists' length of stay and the geographical distance has a negative impact on the number of tourists. While supply side factors' effect on the length of tourist accommodation is not significant but personal features like tourist income and some of the region's feature like population, number of specialists, number of university students and also natural attractions in tourist destination are effective on tourists 'length of stay.

### **Introduction**

Tourism industry development has lots of benefits, like job creation, economic growth and income distribution improvement in the region meanwhile, many researchers believe that the positive effects of tourism on communities depends on the time length the tourists stay.

But most of the studies, without paying attention to the time length of stay, has considered the number of the tourists especially the foreign tourist while due to

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Michel Porter's theory (1990), competitive advantage, to develop tourism industry first domestic tourism should be in consider. Porter believes the industries could succeed the global competition that, the firms of the industry promote their performance and ability by creating competition within the country. So, different region's competition within the country is important in tourism industry development. So in this study Effective Factors on the Number of National Tourists and the length of Stay in among provinces of Iran is analyzed.

### **Materials and Methods**

Based on the literature and previous studies the effective factors on the number of the tourists and the length of stay divides in to three groups, the first group is related to the supply side factors including infrastructures like nation's accommodation, transportation infrastructure, and health level and government credits. The second group includes tourism region features like population, the number of cultural centers and natural attractions. And the third group is related to the tourist's individual characteristics like income. So the analyzing model is presented below.

$$NTU_{it} = f(HO_{it}, TWA_{it}, BE_{it}, HE_{it}, HS_{it}, CR_{it}, NCU_{it}, EDU_{it}, DS_{it}, DI_{it}, LTU_{it}, PU_{it}, GDPN_{it}, X_{it})$$

$$LTU_{it} = f(HO_{it}, TWA_{it}, BE_{it}, HE_{it}, HS_{it}, CR_{it}, NCU_{it}, EDU_{it}, DS_{it}, PU_{it}, GDPN_{it}, X_{it})$$

In which t shows the time and i is the province and also NTU, LTU, HO, TWA, BE, HS, CR, NCU, EDU, DS, GDPN, PU, DI and X are respectively number of the tourists, tourist dwelling length in terms of day, The total number of nation's accommodation, main roads length including highways and freeways in terms of Kilometer, health index in terms of the number of beds of province's medical centers, health index in terms of specialist, government's province's development credits in terms of billion riyals, the number of cultural centers, the number of university students, Dummy variable for the northern provinces and Tehran, province's per capita income (except destination province), population, Geographical distance and controlling factors. To evaluate the above models panel data approach with the information of 31 provinces of Iran during (2011-2014) is used.

### **Discussion and Results**

The results show that both supply side factors (number of accommodation, number of beds of medical centers, government's credit, provinces' freeways,) and some of the provinces' tourism attractions (natural and cultural attractions) has positive and significant effect on the number of the tourists. While the results show that supply side factors' effect on the length of tourist stay is not



significant but personal features like tourist income and some of the region's feature like population, number of specialists, number of university students and also natural attractions in tourist destination has significant effect on tourist accommodation length.

### **Conclusion**

According to the results above, tourism development needs to consider both dimensions: public infrastructures and facilities beside creating and introducing tourist attractions. Of course the importance of each dimension depends on the province's condition in terms of the number of the tourists and length of stay and to develop national tourism industry each province's performance should be considered according to two variables number of the tourists and length of stay. And it is significant to know that, facility creating has an important role in attracting tourists but for increasing the length of stay each province's abilities and attractions in different aspects should promote.

**Keywords:** National Tourism, Tourists' Length of Stay, Supply Side Factors, Tourism Attractions, Cultural Factor.

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## **Spatial Spillover Effects of Tourism on Economic Growth in Iranian Provinces: Spatial $\beta$ Convergence**

**Siab Mamipour<sup>1</sup>  
Fahimeh Abdi<sup>2</sup>**

### **Extended Abstract**

Tourism industry is now being considered in most countries as an economic sector playing an important role in development. Tourism is also a potential resource that enables nations to reach substantially social, cultural and economic benefits.

The main purpose of this study is investigating spatial spillover effects of tourism on economic growth of Iran's selected provinces and also the role of tourism in the convergence rate of them. For this purpose, the  $\beta$  convergence of the economic growth of Iran's 18 provinces is estimated with Spatial Durbin Model during the periods 2006 to 2014, and then the role of tourism on speed of convergence has been investigated. The results of Spatial Durbin Model indicate that economic growth of selected provinces has spatial effects and economic growth of each province is influenced by its neighbors is confirmed between provinces. Tourism is also one of the variable effecting on the provinces economic growth and its effects are significant in speed of convergence. The results indicate that the development of tourism in the country can increase the speed of provinces convergence

### **Introduction**

Since the 1950s, the rapid growth has been the main characteristic of the demand for the tourism industry. According to the World Tourism Organization, the total number of tourists in the world increased from 25 million persons in 1950 to 160

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million persons in 1970, 429 million persons in 1990, 689 million persons in 2001, 919 million persons in and 1.1 billion in 2013, with an average annual rate of increase of 4.34%. Asia and the Pacific Rim had the highest growth rates (UNWTO, 2014).

Due to the fact that Iran has very rich tourism attractions and an ancient civilization it is hoped that one day it reaches its real position in the world tourism industry through attempt towards development and ever-increasing prosperity of this industry and enjoys profits and returns obtained from prosperity and growth of the intended industry.

The main purpose of this study is investigating spatial spillover effects of domestic and foreign tourism on economic growth of Iran's selected provinces and also the role of tourism in the convergence rate of them. For this purpose, the  $\beta$  convergence of the economic growth of Iran's 18 provinces is estimated with Spatial Durbin Model during the periods 2006 to 2014, and then the role of tourism on speed of convergence has been investigated.

### **Methodology**

The economic growth model is open, which means that we could analyze the effect of one variable on economic growth by adding that variable into the model under the premise of the key factors being under control. According to the purpose of the present study, we introduced the initial average GDP and variables representing tourism development and its spatial correlations into the model.

Tobler (1979) summarizes the first theory of geography as, "Everything is related to everything else but near things are more related than distant things." According to this theory, no region is isolated, and every region is always in development according to its correlation with other regions. Elements, products, knowledge and information are in continuous exchange, the cost of which is positively correlated with distance. Thus, interactions between areas with close spatial positions are also relatively significant. Omitting the spatial correlations in an econometric analysis when variables are spatially correlated would lead to bias (Anselin, 1988). The interaction effect inside a country is more significant than across countries due to higher market openness. Thus, we needed to give special attention to the spatial correlations among variables because we considered 18 provinces of Iran between 2006 and 2014 as the sample and using a  $\beta$  convergence model as the frame. The basic model is a  $\beta$ -convergence model with built-in economic growth spatial correlations.

### **Conclusion**

The results of Spatial Durbin Model indicate that economic growth of selected provinces has spatial effects and economic growth of each province is influenced by its neighbors is confirmed between provinces. Tourism is also one of the variable effecting on the provinces economic growth and its effects are

significant in speed of convergence. The results indicate that the development of tourism in the country can increase the speed of provinces convergence.

With respect to the outcome of our analysis, the outcome would be biased without considering the spatial correlation of tourism when analyzing the relationship between tourism development and economic growth. By introducing the spatial correlation, we were able to separate the stimulatory effects into the direct effects of tourism development on local economic growth and the indirect effect resulting from the spatial spillover effect of economic growth.

**Keywords:** Tourism, Economic Growth, Spatial Panel Data, Spatial Spillover, Beta Convergence.

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## **An Analytical Study of Senior Tourism Development with Cognitive Mapping Approach Case Study: Yazd Province**

**Mirmohammad Asadi<sup>1</sup>**

**Yasamin Boroumand zad<sup>2</sup>**

**Asiyeh Maleki Nejad<sup>3</sup>**

### **Extended Abstract**

Due to the aging of Iranian population, especially in Yazd province and the special needs of its people, in this study through cognitive mapping methodology is being practiced, a qualitative model for explaining the development of senior tourism of Yazd province is provided. Regarding this, after thesis statement, theoretical framework and literature review, the primary conceptual framework of the research is presented and its applied methodology was stated. In order to establish and draw out a model of senior tourism development in Yazd, the techniques and tools related to cognitive mapping literature review and social network analysis is being applied. The results revealed that factors like, insurance, health standards, security, and special service of transportation play an important role in the development of senior tourism in Yazd province.

### **Introduction**

Nowadays, tourism is considered as an important and economical issue and also highlights important communicational, social and cultural factors in the world. tourism, directly or indirectly, accounts for around 10 percent of the world's gross domestic product, and is one of the main sources of employment worldwide. Aging population is a known process resulting from demographic

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transition in which fertility and mortality decrease from high levels to low levels. The current trend of the world's population changes is moving to elderly as it is predicted in 2015, population over 60 to reach two billion. In our country, elderly population is also increasing, this rapid increase in aging may lead to many opportunities for economic activities in tourism industry and as the elderly in age of retirement have more free time and more saving with less financial obligations, this may lead to enhancement in tourism industry, also the elderly's travel experiences or activities affect their overall quality of life or well-being.

### **Materials and Methods**

For collecting information in addition to using library resources such as books, articles and thesis and interviews are also used. The statistical society of the study is: cultural and tourism heritage experts, tour leaders and other experts in the field of tourism management. In this study, the numbers of sample are 12, which are selected through snowball sampling. The methodological basis mixed continuous research was done, so that the causal mapping methodology and modeling Cognizer and Ucinet software were used.

### **Discussion and Result**

The purpose of this study was to design and modeling of factors influencing the development of senior tourism in Yazd city. At the beginning with the study of literature and literature review, 19 found that by doing some interviews with experts, declined to 17 factors. Finally, the proposed conceptual model was developed through semi-structured interviews.

### **Conclusion**

Then, travel insurance, health and cleaning standards, security, government programs to promote senior tourism, distance to destination, transportation, low prices and discounts, features and price medical and treatment services, marketing and advertising, special services such as elevator, wheelchair, escalator and..., local people's behavior, personal services and residential sector and tour leaders, quality accommodation, were identified as important factors in the development of senior tourism. The final output of this research is a conceptual model for the development of senior tourism.

**Keywords:** Tourism Development, Senior Tourism, Cognitive Mapping Technique, Technique of Social Network Analysis.

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## **Understanding Religious Women's Tourists from the Act of Pilgrimage in the Holy Shrines of Shiraz City Ethnographic Study**

**Zahra Moaven<sup>1</sup>**

**Majid Movahed<sup>2</sup>**

**Mansour Tabiee<sup>3</sup>**

### **Introduction**

In Religious tourism, on the one hand, play role religious beliefs, and on the other hand, when tourists simply spend visiting religious places. Another aspect is the fact that these tourists have religious incentives to travel before they can travel. Pilgrimage is one of the examples of religious practice that has been emphasized in various religions and religions. Despite the importance of the ritual of pilgrimage and its extensive social effects in Iran, ethnography research has been very limited in this regard. Therefore, the necessity of conducting an ethnographic research on the activity of pilgrimage and providing a rich description of ritual on the one hand, and studying tourists as activists who, in addition to pilgrims, are searching for holy and blessed places, on the other hand, the necessity of doing such Explains research. Since they are the cornerstones of any society of the women of that society and play the most important roles as spouses and mothers in society, it is clear that if the community honors these roles and provides the necessary grounds for growth, prosperity and excellence It will provide them with the ultimate moral, social, and social prosperity. Therefore, this study, considering the qualitative approach, describes what is the nature of religious tourism through the phenomenon of pilgrimage to female tourists in Shiraz, and seeks to answer the general question that "the perception of religious tourists from how the pilgrimage works Is?".

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### **Material and Methods**

The theoretical approach of this qualitative study was carried out using the method of ethnographic study. Direct qualitative observation, participatory observation and semi-structured interviews were used to collect qualitative data. Sampling method in qualitative research is purposeful and the sample size depends on the level of theoretical saturation of the information collected. In this research, sample selection is done on two levels. One is to select the field of study as a "case" and another to sample from within the field. In the first stage, among the most famous visitors of the city of Shiraz, with regard to the characteristics of the most influential tourists, the shrines of Hazrat Ahmad ibn Musa, Hazrat Sayyid Alaeddin Hussein, and Imam Ali Ben Hamza was chosen. The second stage of sampling was related to entering the selected field for research, which was used in this stage of theoretical sampling. However, it is said that in qualitative studies, the sample size should not be less than 20 people. Based on this, 30 people were interviewed to collect information needed for people who had experienced travel experiences and were able to provide rich descriptions. The collected data were analyzed by thematic analysis method. After applying the appropriate code to all the text fields, the main themes, organizer themes and general themes were organized. In the subject analysis, the researcher delivers a series of basic semantic concepts and patterns with the classification and categorization of data. In order to evaluate the validity of the findings, the audit and evaluation techniques were used by the members.

### **Discussion and Results**

The age range of the participants was from 18 to 57 years old and their education was from the diploma to the doctorate. All the conversations were recorded during the interview, and then all of them were discharged. Dialogues were categorized into two levels after being deployed. The findings suggest that pilgrimage is made up of categories of beliefs, ritual life, desire for servitude, sense of sacred space, relaxation, change, and learning. On the one hand, the pilgrimage of women tourists is a rational and purposeful activity, which is both rational to achieve both the goal and the goal itself. On the other hand, it is an emotional action that results from their conscientiousness and inner life which ultimately leads to mental relaxation, proximity to God, and the presence of their hearts, and it is possible to make changes in women's insights and methods after pilgrimage, Conclusion: which other Aspects also affect their lifestyle.

**Keywords:** Pilgrimage, Ethnography, Religious Tourists, Holy Shrines, Thematic Analysis.

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**Examining the Role of Social Capital on the  
Participation of Host Communities in the  
Sustainable Tourism Development with the  
Mediator Role of Tourism Effects  
(Case Study: Sareyn)**

**Habib Ebrahimpour<sup>1</sup>  
Yavar Babaei<sup>2</sup>  
Elnaz Sokhandan<sup>3</sup>**

**Extended Abstract**

This study aimed to investigate the role of social capital on the participation in the sustainable tourism development with the perceived mediator role of economic and socio-cultural effects by the host community in Sareyn. This study is an applied study and its methodology is questionnaire-based descriptive-survey. The statistical population included all people living in the city of Sareyn, Using Cochran formula, a sample of 385 persons were selected And the randomized sampling were used.

Correlation data analysis, confirmatory factor analysis and structural equation methods performed by using partial least squares (PLS) through using SPSS& SMARTPLS software. The results showed a significant positive relationship between social capital and three variables of economic impact of tourism (0.382), socio-cultural effects of tourism (0.517) and involvement in the sustainable tourism development (0.348) was approved. Also, the relationship between perceived economic impact on participation in the sustainable tourism development with path coefficient (0.189) and t value(2.467) was confirmed. But the relationship between perceived socio-cultural effects on involvement in

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the sustainable tourism development was not confirmed because gained t- value was less than (1.96). Also the results showed that social capital indirectly and by the mediator role of economic impact of tourism has positive and significant impact on participation in the development of sustainable tourism. But the indirect relationship between social capital and mediating role of socio-cultural effects of tourism on participation in sustainable tourism development was not approved.

### **Introduction**

Survival and continuity of the communities and Human groups depend on the actions and relationships of their members. The level and depth of relationships in a group, indicate on continuity, cohesion and solidarity between its members. Community members are one the social aspects which their participation plays an important role in encouraging the development of tourism in one area. In this line, social capital is one of the most important variables support community involvement in many activities. Social capital has the ability to improve cooperation between members of society and coordination in the development process of society-based tourism (Liu et al., 2014). In one hand, social capital by involvement in decision making, some ways for promoting sustainability, Basic values, guarantee equitable distribution of resources and increased recognition of the stakeholders will be effective. Social capital in the field of tourism by participation in decision-making on the one hand, some way for promoting stability, economic and social development balance, complete planning of tourism destinations, make sure you have a clear understanding of the location, quick and effective evaluation of complex opportunities, development of public values, guarantee equitable distribution of resources and increased recognition of the stakeholders will be effective.

Although several studies have examined the social capital in the tourism industry and As well as numerous studies investigated the effects of tourism and sustainable tourism development in tourism destinations, However, few studies dealing with the relationship between social capital, economic and socio-cultural effects of tourism and participation in the sustainable tourism development simultaneously. So, this study examines the role of social capital on participation in the sustainable tourism development from the perspective of the host community of Sareyn.

### **Materials and Methods**

This study is an applied form by objective and is a descriptive- survey study by gathering information, and is a quantitative research by data identity. Tourism and sustainable development is the subject of this research that was conducted in the summer of 1395 in the city of Sareyn. The study population consisted all those who live in the Sareyn. Cochran formula was used to calculate sample size which 385 sample was calculated based on a available random sampling method. A questionnaire was used for data collection. Content reliability and validity of

the questionnaire was tested and approved. To test the hypothesis and conceptual model, confirmatory factor analysis (CFA) and structural equation modeling (SEM) techniques using partial least squares (PLS) by SMART PLS software has been used.

### **Discussion and Results**

According to the results of the path coefficient and t-values, a significant positive relationship was approved between social capital and three variables of economic impact of tourism, socio-cultural effects of tourism and participation in sustainable tourism development. social capital explain 34 percent of participation variation in the sustainable tourism development and explain 51 percent of socio-cultural effects of tourism and 38 percent of the variation of economic effects of tourism.

Also, the impact of the perceived economic effects on involvement in the development of sustainable tourism, with path coefficient of 0.189 and the t-value of 2.467 was approved. But the impact of socio-cultural effects on participation in the development of sustainable tourism, because of t-value less than 1.96, was not confirmed.

### **Conclusions**

Tourism industry well known as a safe and clean industry for the economy of each country which make the highest economic, cultural and social exchanges in society. In addition to the factors affecting the development of social capital, today it's as one of the main components required for the growth and development of societies. so in this study, the effect of social capital on the participation of host communities in the sustainable tourism development and the mediator role of economic and socio-cultural effects of tourism in the Sareyn has been examined. In this regard, to achieve the research objectives, seven hypotheses were tested. All except two hypotheses in the fields of the socio-cultural effects of tourism were approved. The results showed that the relationship between the economic impact of tourism and social capital and participation in the sustainable tourism development were approved. Thus, it is appropriate for the economic area of tourism development in the Sareyn and had supported by the host community. This in turn causes increased local community involvement in sustainable tourism programs and activities. Main components of the sustainable tourism paradigm, is building relationships and alliances to give more strength the capacity of local communities and transfer the local economy in a sustainable manner, which is beneficial for the environment is. It's as in the field of socio-cultural effects of tourism in Sareyn, the intended development was accepted.

Also the results showed that the relationship between socio-cultural effects of tourism with participation in the sustainable tourism development and the indirect relationship between social capital with the mediator role of socio-cultural effects and the participation in tourism were not approved. This shows the

development in the area of socio-cultural effects of tourism, was not as could incorporate the social capital of the local community of Sareyn. So it can be said that the development of tourism in Sareyn wasn't in line with the needs and desires of the local community and it should be considered in future planning, because considering the local community and their participation and cooperation in tourism development is vital.

**Keywords:** Social capital, Sustainable Development, Host Communities, Tourism Effects, Participation

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## **The Relationship between Emotional Intelligence and Quality of Life among Tourism Students (Case Study: Tourism Students of University of Mazandaran)**

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### **Abstract**

**Introduction:** Having a good quality of life has always been a human desire. Quality of life is the degree of enjoyment to important possibilities of one's life. The possibilities are the opportunities and limitations an individual has in their life which reflect the interaction of personal and environment factors. Three main areas of quality of life includes psychology, sociology and economics. Cognitive psychologists assess personality traits to predict the quality of life. Sociology focuses on the role models and social factors on quality of life and Economics uses income for that matter. In psychology, emotional intelligence is a new perspective on human capabilities and numerous definitions are provided for it. Mayer and Salovey in 1997 defined Emotional Intelligence as the ability to perceive accurately, appraise, and express emotion; the ability to access and /or generate feelings when they facilitate thought; the ability to understand emotion and emotional knowledge; and the ability to regulate emotions to promote emotional and intellectual growth. Emotional intelligence abilities, traits or competences have become social capital in service industry. Tourism is still a growing and profitable sector thus employees' emotional intelligence will become an essential competitive asset. This paper seeks to identify the relationship between emotional intelligence and quality of life for the tourism students at University of Mazandaran. The aim of this paper is to provide

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evidence of an association between emotional intelligence and quality of life among tourism students.

**Materials and Methods:** The correlation method was used in this research. 139 samples were selected using stratified sampling (85 students, 54 girls and boys). Standard questionnaire was used for data gathering about quality of life and emotional intelligence. In order to measure quality of life, the questionnaire created by the World Health Organization was used which has 26 items in four subscales including : physical health (7 items), mental health (6 items), social relations (8 items), and environment (3 items) and the two questions assessing general mood. Emotional intelligence was measured by emotional intelligence questionnaire consisting of 90 questions by Baron with 15 components in five areas (interpersonal, intrapersonal, adaptability, stress management and general mood, respectively). Structural equation modeling was used for analysis. SPSS version 22 was used to analyze the data at 0.05 level of significance ( $p \leq 0.05$ ).

**Discussion and Results:** Nowadays, tourism is considered as the most comprehensive service industry of the world that has acquired a special place in economic, cultural, social, and political realms. the results of research show that there is a significant relationship emotional intelligence and quality of life for the tourism students. Also, these results show that there is fitness in assumed Model with observed data. Ration Chi-square to the degree of freedom that represents the model goodness of fit is also obtained  $\chi^2/df$ . The root mean square error of the estimate is also obtained 0/06, estimate this index equal to 0/05 or less is good for models, but for values below 0/10 is also acceptable. Comparative fit index also obtained 0/89. also obtained normal fit index values close to one (0/91) indicating goodness of fit pattern. goodness of fit index also obtained 0/86. The results showed that the 6-fit index, two indices have been reported to have an acceptable fit was observed from 4 index also reported excellent fit. The results showed that the conceptual model with dimensions of emotional intelligence explain about 58 percent of the variance in quality of life. The results of this study showed that 37 percent of the variance in quality of life domains could explain by interpersonal domain and intrapersonal areas have explain 38 percent of the variance in quality of life, safety, stress management could explain 29 percent of the variance in quality of life.

**Conclusions:** Results showed that the relationship between the compatibility with a range quality of life general mood and quality of life of students is not significant. Which directly or indirectly have a positive effect on quality of life. Other results of this study showed that individual outcom domain could explain 38 percent of the variance in quality of life is supported by the researches. Students with high emotional intelligence have personality traits such as Self Concept, stress management strength and flexibility. Emotional intelligence can increase the health, welfare, wealth, success, love and happiness. high emotional



intelligence abilities are effective in administration of mood, impulse control and empathy, awareness of the feelings of others and in cases of failure to do more to promote the individual desire. These features are a sign of the health of the person that directly or indirectly have a positive effect on quality of life. Other results of this study indicate areas of stress management are able to explain ۶۹ percent of the variance in the quality of-life management is supported by the record. The results showed that the relationship between quality of life and areas of compatibility with the general mood regarding the scope and quality of life of students is not significant. tourism experts in university are teaching position and important positions in the tourism role. Tourism experts must have certain personality characteristics and cognitive and emotional features such as high social relationships, problem solving, reality test, flexibility, stress tolerance, management of emotions, adventure, empathy, interpersonal relationships and responsibility, impulse control and optimism that was introduced in this paper as the dimensions of emotional intelligence.

**Keywords:** Emotional Intelligence, Quality of Life, Tourism, Students, Non-cognitive Intelligence.

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