

Prioritization of effective components on the development of religious tourism in Mashhad with Demetel approach

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Abstract

In this study, we have identified and ranked the factors affecting the development of religious tourism. The method of this research, according to the type of purpose, is mixed, applied and according to the exploratory method, it is a survey method, the validity of which has been confirmed in the form of Syrian validity and the reliability of the questionnaire has been confirmed through incompatibility rate.

The statistical population in this study is a large number of managers, experts and experts in the field of tourism, handicrafts and cultural heritage and tourism organization, tourism organization, hoteliers management, cultural advisors of embassies and the Ministry of Foreign Affairs in Iran and interior designers of hotels and ... Is. Due to the large number of statistical samples, this study is the statistical population and the sampling method is not performed. Also, in data analysis, descriptive statistics and inferential statistics including Demetel with the help of Excel and SPSS software have been used.

Using the research findings, it was found that the criterion of political factors with the highest sum of rows among other criteria in the factors affecting the development of religious tourism has the greatest impact on other elements and environmental factors with the highest column total has the least impact on other elements. It was also observed that the criterion of motivational factors with the highest total intensity of an index has the greatest impact on the development of religious tourism.

Keywords: Development of religious tourism, Dimtel

Abstract

In this research, we have identified and ranked the factors influencing the development of religious tourism. The method of this research is based on the type of purpose, mixed, applied and exploratory method in a survey method whose validity has been verified in terms of Syrian validity and the reliability of the questionnaire has been confirmed through an inconsistency rate. The statistical population in this research is the large number of managers, experts and experts in the field of tourism, handicrafts organization and cultural heritage and tourism, tourism organization, hotels management, cultural advisors of embassies and the Ministry of Foreign Affairs in Iran, and interior designers of hotels and ... Is. Considering the large number of statistical samples, this research is the same as the statistical society and the sampling method is not applicable. Descriptive statistics and inferential statistics including Dimetal were also used to analyze the data using Excel and SPSS software.

Using the findings of the research, it was determined that the criterion of political factors with the highest amount of lines among other criteria in the factors affecting the development of religious tourism has the greatest impact on other elements, and the environmental factors with the highest total of the column have the least impact on other elements. It was also observed that the criterion of motivational factors with the highest aggregate intensity of an indicator had the most impact on the development of religious tourism.

Keywords: Development of Religious Tourism, DeMetal

.1 Introduction

Today, tourism has become one of the most important drivers of economic development in many countries. More than any other activity, tourism causes the movement and transfer of capital on a local, national and international scale, and the costs of tourism grow much faster than the gross national product and the global export of goods and services. Tourism is considered to be one of the best options for poverty reduction, job creation and various economic projects in developing countries (Hunk, 2012, 5). Tourism as a smoke-free industry is also a cause and effect in the process of globalization, which is a major part of the global economy and one of the largest industries in the world. In other words, the tourism industry as an employment-generating industry, cultural supporter of local communities, cultural linker and factor of economic prosperity, plays an important role in the global community (Qarji Rad et al., 2017, 5).

Tourism is the voluntary spending of a period of leisure time in a place other than a permanent residence for the purpose of enjoying tourism. Tourism can be called white industry, because unlike most manufacturing industries without polluting the human environment, it lays the groundwork for friendship and understanding between nations and brings peace and tranquility (Meshkini et al., 2013, 35). According to the World Tourism Council, the annual turnover of tourism is more than 620 billion dollars in the world, which unfortunately, the share of Iran is less than one tenth of one percent. The arrival of each tourist on average leads to the creation of 6 jobs directly and indirectly, which is said that the tourism industry will create about 100 million new jobs by 2015. It is also projected that the number of international tourists, which was one billion in 2010, will increase to 1.6 billion in 2020, and the revenue from tourism will reach about one billion and 590 million dollars in 2020. In addition, tourism alone has been the source of more than 10% of the world's gross domestic product (World Tourism Organization, 2009). Tourism and leisure in new ways is a consequential phenomenon and at the same time an integral part of the industrial society and an important link in its reproduction. Also, the development of this industry for developing countries is limited by problems such as high unemployment Foreign exchange resources and single-product economy are of great importance (Taqvaei et al., 2010, 40). Today, tourism is not a means of entertainment and entertainment that has gradually become a tool to know and be aware of people's lives, understanding with others and beyond to know the world around it, its facts and the richness of people's vision and attitude to the concepts of their lives. Accordingly, tourism, especially of the religious type, can be considered as an example of leisure in its positive sense (Firoozjaei et al., 2014, 144).

Today, we are witnessing the increasing development of the tourism industry in many countries, and it is easy to predict that in the future the scope of this development will be wider than before. While the tourism industry in Iran, according to the 20-year vision document in the tourism sector and in the horizon of 1404, should attract at least twenty million tourists from the world market annually with a 15% increase in the number of incoming tourists, but the current trend Unsatisfactory aspect and Iran's difficult way to achieve 2% of global tourism revenue is in a haze of ambiguity. On the other hand, incorrect and sometimes tasteful attitudes in the field of tourism have caused Iran, despite having great potential for profitable industry. Benefit. The city of Mashhad, despite having a variety of tourist attractions, including natural attractions, memorial and historical attractions, cultural and social attractions, handicraft attractions and its Islamic religious dimension, which in general is a good platform for the development of tourism activities with It has created different motives, it is no exception to this rule. Given this issue and the existing laws and shortcomings in Iran, those involved in the tourism industry have raised the issue of Islamic tourism to save the Iranian tourism industry; Therefore, in this research, we identify and rank the effective factors in the development of Islamic tourism in Mashhad.

1-1 Theoretical foundations of research

1-1-1 Tourism Concept and nature

Leisure is a public need, so it is one of the fundamental issues of the present age. Trying to recognize leisure makes the conversation work. Work and leisure are two aspects of a reality (Rezvani, 1392, 31). In general, leisure finds meaning when work time is separated from unemployment time and human beings work according to a daily time calendar (Rahnamaei, 2014, 1). On the other hand, working time from 13 to 15 hours a day in the late nineteenth century has been reduced to less than half and in some countries has reached the limit of 7 hours a day or 35 hours a week, which shows that while sleep time It has remained almost constant, but leisure and tourism have increased significantly (Rezvani, 1392, 36).

Tourism, as a booming phenomenon, is constantly moving forward; It is spreading its importance and attracting the attention of most people all over the world. This phenomenon is now one of the most important industries in the world (Bohalis and Costa, 2006, 1). Tourism is the translation of tourism and in Arabic it is called tourism. The word is French and is derived from the root tor. Tour in French means circular motion and the practice of walking, traversing and circling (Meshkini et al., 2013, 35).

Tourism is the voluntary spending of a period of leisure time in a place other than a permanent residence for the purpose of enjoying tourism. Tourism can be called white industry, because unlike most manufacturing industries, it pollutes friendship and understanding between nations without bringing pollution to the human environment, and brings peace and tranquility. With this description:

Tourism has gone from blind experiences limited to time and space to scientific law outside the confines of time and space.

Tourism is not considered as a luxury emergency consumption, but as a necessary non-luxury investment to spend leisure time and prepare for further growth. Tourism is out of the unprofessional situation and has become a collective profession, tourism due to its size Economic, cultural, social and political operations are not just a local and national issue, but also a regional and international one, and therefore require creative and universal management. The dimension and nature of tourism has become very wide and different methods and methods of tourism , Has diversified its production and reproduction (Meshkini et al., 2013, 35).

According to the World Tourism Council, the annual turnover of tourism is more than 620 billion dollars in the world, which is less than one tenth of Iran's share. The arrival of each tourist on average leads to the creation of

6 jobs directly and indirectly, which is said that the tourism industry will create about 100 million new jobs by 2015. It is also projected that the number of international tourists, which was one billion in 2010, will increase to 1.6 billion in 2020, and the revenue from tourism will reach about one billion and 590 million dollars in 2020. In addition, tourism alone has been the source of more than 10% of the world's gross domestic product (World Tourism Organization, 2009). Tourism and leisure in new ways is a consequential phenomenon and at the same time an integral part of the industrial society and an important link in its reproduction. Also, the development of this industry is of great importance for developing countries that face problems such as high unemployment, limited foreign exchange resources and single-product economy (Taqvaei et al., 2010, 40). Today, tourism is not a means of entertainment and entertainment that has gradually become a tool to know and be aware of people's lives, understanding with others and beyond to know the world around it, its facts and the richness of people's vision and attitude to the concepts of their lives. Accordingly tourism, especially its religious type It can be considered as an example of leisure in its positive meaning (Firoozjaei et al., 2014, 144).

1-1-2 Definitions of tourism

Due to the multifaceted and interdisciplinary nature of tourism, it can be studied from different perspectives including economic, sociological, geographical and managerial. Therefore, so far, several definitions of tourism have been made according to the perspective of different disciplines. Tourism is the sum of phenomena and connections resulting from the interaction of tourists, capital, governments and host communities, universities and non-governmental organizations in the process of attracting, transporting, hosting and controlling actors and other visitors (Asadi and Daryaei, 2011, 145). The British Tourism Association also considers tourism to be the short-term and temporary movement of people to destinations outside the places where they normally live and work, and includes the activities they perform during their stay in these destinations, including travel to any destination, including There are also daily visits or tours. In general, any activity and interaction that occurs during a tourist trip can be considered tourism. Also, in all of the above definitions, there are commonalities such as separation from one's permanent residence, temporary travel, and activities such as recreation or visiting. Religious tourism can be considered as a type of tourism in which the participants have religious motives (exclusively or in combination with other motives) who visit holy places such as mosques, tombs, shrines and the like. A clear example of this type of tourism is the pilgrimage to the house of God and the worship of Hajj or the pilgrimage of the pure Imams in Islam. It should also be noted that religious tourism is not only a visit to places, shrines and structures of religious importance; In addition, attending religious conferences, various cultural-religious events, performing religious music concerts and products such as art, culture, tradition and religious architecture are also considered by tourists (Sika Group, 2012, 2). Tourism is a combined activity and requires the participation of different and multiple sections of society, which has the same wide impact. Therefore, it needs planning and coordination at every stage (Talebi et al., 2017, 1996).

1-1-3 The importance of tourism

Tourism and leisure for today's man in the age of the machine and its complexities is an opportunity for psychological and social reproduction. In today's stressful world where people are always tired due to their busy schedule, the importance of leisure and tourism is not hidden from anyone. Increased spiritual motivated travel has been associated with the growth of the tourism industry in modern times. Religious tourism has a special place in the leisure of traditional Iranian society. Visiting holy places and shrines, which is one of the indicators of Iranian society and people believe in this. Places as well as having a kind of religious identity and continuity of Iranian society in terms of generation are associated with these beliefs and teachings. The tourism industry and related activities and religious life and religious institutions around the world interact; Therefore, religious tourism is considered as one of the most common research areas in tourism research. Because religion is known as a major part of the structure influencing society and one of the determinants of human behavior and life, and also motivates travel and movement. The development of religious tourism can be in line with regional development, increase employment and, consequently, increase income and preserve cultural heritage (Ghanbari, 1396, 117). Religious tourism is one of the most common types of tourism that is done with the aim of religious experience, but despite the importance of tourism and pilgrimage in Iran and the quality of religious tourism in terms of volume and dimensions is higher than other tourism, it has been less studied scientifically. Is. Religious tourism can give more peace to modern man and play a soothing role (Kozernik, 2016, 44).

Thus, religious tourism is both a resource, an identity and a cohesive force, especially for traditional and ideological societies, and as an irreplaceable opportunity to strengthen social capital, it plays an important role in leisure policy (Hall and Sarinen, 2015, 112).

1-1-4 Types of tourism

The tourism industry, as a multifaceted industry, consists of various components and types, which before the First World War, due to social classes, it was not possible to distinguish its types; But today, according to different criteria, there are some divisions of it. One of the most important factors according to which different types of tourism are defined and classified are time, place, citizenship and especially travel motivation. Based on

motivation, tourism is divided into recreational, recreational, medical, religious, cultural, economic, etc. branches. Of all the forms of tourism in the world, religious tourism is the most important in some countries. For example, countries like Saudi Arabia earn a significant portion of their national income through this type of tourism. This type of tourism is one of the most common forms of tourism around the world, which has a history dating back centuries. It generally includes trips and visits, the main purpose of which is a religious experience. Religious tourism with all its components and different types, due to its special structural and functional characteristics, has been able to place itself in the context of global tourism; So that its sphere of influence has spread all over the world (Firoozjaeian et al., 2014, 144-145).

1-1-5 Tourism goals

There are two perspectives in explaining the goals of tourism: the first perspective, the purpose of which is to gain experience knows culturally and socially; Hence, it is more of a socio-cultural nature. The second view focuses on obtaining economic profit and argues that any economic system pursues material benefits. In this view, the most important goals of tourism are not to provide cultural resources and attractions, but simply to earn economic benefits. Religious tourism based on these two attitudes mainly has cultural and social goals that shape and rotate the socio-cultural movements of society in the context of place and time. Significant signs of the socio-cultural dimension of religious tourism are the religious tendencies of different generations, especially the young generation, to religious teachings, with the development of which the religious identity of the society will always be preserved in future generations. Creating religious cover and motives prevents the secularization of society and promotes the central value of religiosity as its main socio-cultural teaching (Meshkini et al., 2013, 36).

1-1-6 Religion, religious tourism and a sense of place

Studies show that there is a complex relationship between place, religion and identity and spatial affiliation. In this communication model, there are three main components that work together: The first component is location. A place can be a small or large space such as a ruin, a house, a shrine, a cemetery, Hosseineh, Zeinabia and Axis, and it can also be a place in nature such as a mountain, hill, lake or river. The importance of these places can be due to its characteristics or its sanctity and centrality or due to the person or saints in it. The second component of this model includes individuals and a set of components of religious spatial attachment. A set of spatial attachments to places or religious ceremonies in the area are able to create social development through collective feeling; For example, religious ceremonies in religious places of identity in the city are important because of what happened in them. In this way, individuals can develop an attachment to the ceremony in a religious place; However, this attachment to the place and the structure associated with it may be too much for some and not at all important for others. In the third part of this model, religious socialization is discussed. The emphasis here is on how religion becomes dependent through mechanisms such as religious ceremonies, stories, texts, drama, experience, and pilgrimage. For example, we can mention mass religious ceremonies with a large number of mourners in the form of annual marches and gatherings, carnivals, religious religious festivals that lead to attracting visitors to the desired religious cultural event. Muharram mourning ceremony in many cities of the country is one of the types of this model component, which can be attractive considering the place and space of the event, as well as the type and manner of organizing and organizing the ceremony.

Create something special for tourists and attract them. Continuation of this process leads to a sense of belonging to the place and space that originated and the ceremony crystallized in it, and defines and promotes the spatial and spatial identity for that city according to the culture of mourning and its place and time. In fact, the identity and symbol of that city is determined by the type and method of mourning ceremonies and creates a place of attachment through this ceremony. Production and reproduction of religious tourism depends on three factors and three components of the model and other quality factors such as facilities and services that can be provided to urban tourists (entrances). The juxtaposition of these three factors and their dynamics determines the amount and extent of the sense of belonging and attachment to the place and is effective in reproducing tourism due to the creation of a sense of belonging and desire to re-appear in the space and place. (Meshkini et al., 2013, 37).

2-1-7 Tourism in the Quran

Tourism in the Quran, the equivalent of the word "Sayh" is, as in verse 112 of Surah Repentance is written: "AltaybvnAlabdvnAlhamdvnAlsayhvnAlrakvnAlsajdvnAlamrvnBalmrvf and Alnahvn as Almnkr and human AlhafzvnLhdvd Allah and the believers."

Among the characteristics of these believers and other Muslims is that they are repentant of sins, worshipers of justice, thankful to God, wanderers on earth and thinkers in horizons and souls, worshipers, instructors of good deeds, deterrents from evil deeds and keepers of God's laws. Commentators and scholars have different interpretations of it, one of the meanings of which is the Qur'anic word "wanderers on earth to know the effects and to learn and learn from the history of the past and to see the wonders of the world." In verse 5 of Sura

sanctions: (SyRabbo lodging it surely TlqknYbdlhZvajaKh devout Muslim Mencken Qantat penitent worshiper SayhatSybat and Bkara)

The word "sahehat" has been used and means seeker of science and immigrant, which is a beautiful reference and guide of scientific tourism.

2-1-8 Tourism from the point of view of narrations

In the narrations, the hardships of the journey and its difficulties have been heard, and in other narrations, the journey has been encouraged and its spiritual and material benefits have been reminded. Of course, it is clear that travel should not be equated with tourism; Because more and more tourism is always used in overseas travel and visiting other countries, while travel is also referred to short and short trips as going from one city to another. Hence, the relationship between these two titles, public and private, is absolute, and both are almost in the same case in the implicit curve, and that is the use of leisure and tourism. But among the narrations, it is sometimes separate and each of these narrations mentions the importance of travel or excursion. Including the benefits of travel, travel etiquette, description and development of the tour, theology and the realization of divine greatness. Loyalty - Forgiveness - Counseling - Openness - Collaboration - Confidentiality - Cooperation - Good mood - Courage - Speaking well - Not telling problems - Happiness - Optimism in travel - Non-monotony - Regular travel plan - Jokes - Appropriate spending With companions - generosity - observance of moral issues in travel according to Islam

2-1-9 Tourism goals in Islam

Travel in the lands for reflection and advice;

To learn science;

Gaining benefits (eliminating and eliminating sorrows, gaining life, science, ethics, companionship with noble people);

The greatest goals and the best of it: the fulfillment of the mission that this nation has been honored with, the invitation to the religion of God based on wisdom and good preaching;

A golden opportunity to offer Islam; When a tourist comes to the Islamic land, he knows their works and history and sees their habits and imitations with his own eyes. The late Sheikh Ahmad Didat states: "If an Egyptian invites any tourist who comes to his country to Islam, most of the inhabitants of the world will join the religion of God in the shortest years, because they naturally follow it."

Tourism is an important industry whose important effects and role in creating job opportunities are not hidden from anyone. God Almighty says: (He who made the earth for you humiliated, let them fall into their misery, and turn away from their sustenance and into the sun [15]. He it is Who has made the earth subservient to you, so walk in its expanse and eat of it, and to Him is the resurrection.

It is not possible to earn a living except by moving and taking legitimate means (and it costs you a lot to enjoy the palms of your hands, which is a wet genius) [Maryam: 25]; And take the trunk of the palm tree towards you, and fresh dates will fall on you.

1-1-10 Factors Affecting the Development of Religious Tourism

Today, the role of tourism in the economic development of countries with many benefits for the people of that country is well known. In the 21st century, tourism is influenced by geographical locations and new spaces, and the existence of appropriate infrastructure and proper distribution of services is very decisive in attracting tourists to potential tourist destinations (Azizi et al., 2011, 24). Resources are organizations or places that are created to meet the needs of tourists and they can use and circulate these resources. Indigenous community attitudes and their perceptions in the face of tourism are recognized as an important indicator in the development of sustainable tourism (Fiona et al., 2014, 67). To create a comprehensive and sustainable development and also to replace new sources of income instead of oil resources, we need to use all the facilities and capabilities. In this regard, the development of tourism, which economists consider the third dynamic and growing economic phenomenon after the oil and automobile industry, is considered as a basic need of the country. Tourism is a cultural activity. Tourism is related to man and his motivations, desires and aspirations, which originate from the culture of society, to the extent that it can be said that the main motivator of tourism is in fact this cultural difference. Tourism has a great impact on the economic, cultural and political dimensions of the country. Tourism creates jobs, generates economic capital, increases domestic security in pursuit of increased demand for travel within the country. Tourism, like any other multidimensional subject, has a systemic nature. Due to this feature and the fact that each system is composed of other components, tourism also has elements and components that combine to form a whole. Understanding any system requires knowing both the components of the system and its totality. In 1999, Gan defined the structure of tourism in the economic sense of supply and demand. He equates demand with population and believes that supply includes four components: transportation, attractions, services, and information and advertising. Gan and Inscape divided tourism resources into four

sections: attractions, accommodation and hospitality facilities, infrastructure and related services (Talebi et al., 2017, 1998).

To identify and determine the most important factors affecting the development of tourism, various criteria such as: economic, social, political, cultural, infrastructure, environment, institutional, legal and geographical are usually considered. In this research, first the effective criteria and sub-criteria in tourism development were extracted through documentary and library studies and according to different opinions in the field of tourism and the study of world and Iranian experiences. Then, the obtained criteria and sub-criteria were provided to the experts in the field of tourism, and after receiving their opinions, the factors affecting the development of tourism were identified in 7 criteria and 35 sub-criteria.

Table (1) Factors affecting the development of Islamic tourism
Components Researchers

Social factors of the quality of services provided
Sense of peace
Develop urban development plans such as launching exhibitions
The rate of crime and delinquency at the destination
Pilgrim Guide
Contracts for information and guidance kiosks in other languages
Creating suitable cultural spaces, including accommodation for pilgrims
Cultural factors of religious identity
Religious spaces
Number and variety of cultural and recreational works
Education
Perception of beauty and visual pleasure
Advertising
Environmental factors Accessibility
Support facilities
Service facilities
Catering facilities
welfare amenities
Health facilities
Transportation facilities
Dealing with noise pollution
Development of graded accommodation spaces
Political factors of pilgrims' security
Coordination between the public and private sectors
Rules and regulations and control by the public sector
Safety
Economic factors of exchange rate changes
Return on investment in tourist infrastructure
Motivational factors of tourist taste
Hope for the future
The quality of zeal
Life satisfaction
Natural factors of cultural heritage sites
natural attractionsI Weather

1-1-11 Research Background

Fallahzadeh et al. (2017), a comparative study of the performance of important cities of pilgrimage and religious tourism in the world (Islam and non-Islam). In this research, based on the important theories of tourism and with the help of the best models presented by theorists in the field of tourism and tourism, tourism and religious tourism, an attempt has been made to define the role of each by introducing important elements of the tourism industry as a system. Pay attention to these elements. Pilgrimage cities are cities that are respected by the Abrahamic religions for religious reasons, and by placing religious, religious, religious works in them and creating a religious symbol, they have an important and specific role in influencing religious tourism. Then, after recognizing the defining elements of the tourism system, study, adapt and compare the performance of important pilgrimage cities of the Islamic world, including Mashhad in Iran, Karbala and Najaf in Iraq, Mecca and Medina, and of course the Vatican in Christianity in terms of tourism elements such as attraction. , Transportation and hotels are discussed and the strengths and weaknesses of each of these cities are discussed. In the following, the management and planning method of these cities in the field of religious tourism has been

studied and the role of propaganda in increasing the efficiency and functioning of the religious tourism system has been considered. Finally, according to the research findings and research results, practical suggestions for increasing the productivity of the religious tourism system of the mentioned religious cities are presented.

ZamaniKalabiTarbaghan et al. (2017) studied the role of religious tourism in the development of Kashmar. The aim of this study was to investigate the role of religious tourism in the development of Kashmir. The present study was applied in terms of purpose and descriptive-analytical in terms of method. The statistical population was experts and experts in urban, cultural and religious affairs (45 people) as well as employees around the shrines (the tombs of SeyedHamzeh and SeyedMorteza are considered) (155 people) and random sampling was done. Library studies are the basis for developing a theoretical framework for the subject, research background, and the construction of assessment metrics for this research. The required data were collected by field method using a research questionnaire and with the help of research done so far. To determine the reliability of the research tool and to conduct a preliminary test, 25 audiences were considered outside the study sample, and finally Cronbach's alpha was in the range of 0.72 to 0.81, which is statistically verifiable. Was. In order to determine the validity after compiling the questionnaire, the necessary corrections were applied under the supervision of the professors of the research committee, and finally the questionnaire was finally approved. The results showed that with a 95% confidence interval, religious tourism has a significant impact on the physical development of Kashmar and also with a 95% confidence interval, religious tourism has a significant impact on the economic development of Kashmar. In completing the SWOT table, the relevant experts were used and 45 experts completed the questionnaire. According to the results obtained from the SWOT table, the final coefficient of the weaknesses section (3/005) and the final coefficient of the opportunities section (360.3) were obtained. The final coefficient of the strength section (682.2) and the final coefficient of the threats section (868.2) were obtained. In the study area, 6 internal strengths against 6 internal weaknesses and 6 external opportunities against 8 external threats were identified and evaluated. According to the result, the obtained strategy is close to the competitive strategies. Competitive strategies are based on seizing opportunities and eliminating threats.

Kim et al. (2017), examining what makes tourists feel negative about tourism destinations? The application of hybrid text mining method in intelligent destination management. Recently, the Internet has brought about a great change in the behavior patterns of tourists. Travelers not only book hotels and airline tickets online, but also exchange travel information and descriptions of pleasant and unpleasant travel services through online review sites and personal blogs. Despite the increasing use of online channels, the use of online textual data is limited because the volume of datasets is too large for manual and comprehensive analysis. With recent technological advances in online big data processing, consumer-generated information can be automatically analyzed with artificial intelligence. As an aspect of smart tourism, this study used the emotional analysis method to analyze the online opinions of travelers from Paris. A total of 19835 pieces of information collected from the Passenger Review Site (www.virtualtourist.com) were processed. All reviews were categorized as: Overview, Restaurants, Sightseeing, Hotels, Things to Do, Nightlife, Transportation, Shopping, Sports, Outdoors, Favorites, Outdoor Routes , Things to pack, tourist traps, warnings and danger and local customs. Tourists' perceptions of services in each category were successfully assessed, and for example, we selected the "transportation" category, which reported a relatively low level of service quality for single-purpose analysis to show why tourists care about transportation services. Quotes feel negative.

Tehrani et al. (2014) examined the obstacles related to the development of the tourism industry in Iran. Today, the tourism industry is recognized as a source of wealth in cultural exchanges between countries. A direct future is envisioned for this art, so good results will be achieved by improving the quality of people's lives and getting to know them. In this research, the obstacles to the strategy of implementing the development of the tourism industry in Iran have been identified. For this purpose, a questionnaire was designed Analysis of variance and a sample of t-test were used for data analysis, regression analysis. Data were analyzed with Spss Ver.18.00. The results show the reliability of our barriers and confirm our hypothesis. Finally, suggestions for improving the tourism industry are presented.

1-2 Development of research questions

According to the theoretical foundations and empirical background of the research, the questions were formulated as follows:

- What are the factors affecting the development of Islamic tourism?
- What are the most influential factors in the development of religious tourism?
- What are the most influential factors in the development of religious tourism?
- What are the most interactive factors in the development of religious tourism?

1-3 Research method

The method of the present research is based on an applied purpose; Because the obtained results can be used immediately after its completion and the relevant officials in Mashhad province can use the results of this research to advance their organizational goals. In other words, it has practical results and the practical aspects of this research outweigh their theoretical aspects. Also, the present descriptive-analytical research method seeks to

collect real and detailed information about the phenomenon. Descriptive Methods A real and regular study of the characteristics of a situation or a subject through which the researcher discovers the ideas, thoughts, perceptions and preferences of individuals through this method. In other words, in such researches, the researcher tries to report "what is" without mental intervention or inference and obtains objective results from the situation, and the purpose of using it is to describe, record, analyze and interpret the existing conditions (Naderi et al., 2014, 67). This research is also a survey approach; Because this study used a questionnaire tool to collect initial data to test the questions. In this study, the statistical population, managers, experts and experts in the field of tourism, Handicrafts and Cultural Heritage and Tourism Organization, Tourism Organization, hoteliers management, cultural advisors of embassies and the Ministry of Foreign Affairs in Iran and hotel interior designers, etc. There are 15 people. The statistical sample of this research is the statistical population and the sampling method is not performed.

1-4 Calculating the importance of indicators

The results obtained from a total of 15 questionnaires show that the geometric mean of all indicators was higher than 3.5, so these indicators are shown in Table (2) with seven classified criteria for evaluating and prioritizing the selected geometric values of indicators.

Table (2) Geometric values of indicators

Row of indicators (sub-criteria) Geometric mean

- 1 Quality of services provided 5
- 2 Feeling relaxed 81/3
- 3 Development of urban development plans such as launching an exhibition 5
- 4 The rate of crime and delinquency in the destination 3.625
- 5 Pilgrim Guide 926169/4
- 6 Information and guidance kiosk contracts in other languages 853429/4
- 7 Creating suitable cultural spaces, including accommodation for pilgrims 926169/4
- 8 Religious identity 926169/4
- 9 Religious spaces 5
- Number and variety of cultural and recreational works 5
- 11 Education 952/3
- 12 Perception of beauty and visual pleasure 5
- 13 Advertisements 74/3
- 14 Accessibility 926169/4
- 15 Support Features 5
- 16 service facilities 42/3
- 17 Catering facilities 5
- 18 Amenities 926169/4
- 19 health facilities 926169/4
- 20 Transportation facilities 5
- 21 Dealing with noise pollution 3.56
- 22 Development of graded residential spaces 926169/4
- 23 Pilgrims Security 926169/4
- 24 Coordination between the public and private sectors 5
- 25 Laws and regulations and control by the public sector 5
- 26 Safety 95/3
- 27 Exchange Rate Changes 5
- 28 Return on investment in tourist infrastructure 3.74
- 29 tourist tastes 952/3
- 30 Hope for the future 5
- 31 The quality of zeal 5
- 32 Life Satisfaction 4
- 33 Cultural Heritage Sites 5
- 34 Natural Attractions 42/3
- 35 Weather conditions 4

To design this questionnaire, in addition to using the literature on the subject, from the guidance of managers, experts and experts in the field of tourism, Handicrafts and Cultural Heritage and Tourism Organization, Tourism Organization, hoteliers, cultural advisors of embassies and the Ministry of Foreign Affairs in Iran and Interior designers of hotels, universities, especially respected professors and advisors were used, according to which the questionnaire had a good validity, so this questionnaire has content validity. According to Khaki (2011, 296), content validity provides the assurance that the scale includes a sufficient number of instances and examples to use the concept, and for the reliability of these questionnaires, Cronbach's alpha is used, which is

the allowable value of this coefficient. It should be more than 0.5 and if it is more than this amount, the respondents should reconsider their judgment. The reliability of the present research questionnaire is 0.814. Dimethyl was also used to analyze the data.

1-4-1 Dimtel analysis (Factors affecting the development of religious tourism in Mashhad)

In this study, in order to identify and rank the factors affecting the development of religious tourism in Mashhad, first by reviewing the literature and studying related texts and articles, 35 indicators of factors affecting the development of religious tourism in Mashhad were identified. With the help of the first questionnaire (screening of indicators) and with a survey of experts, including 15 managers and experts, managers, experts in the field of tourism, handicrafts and cultural heritage and tourism organization, tourism organization, hotel management, embassy cultural advisors Homes and the Ministry of Foreign Affairs in Iran and interior designers of hotels, etc., these indicators are classified into seven criteria. Then, to determine the importance of the indicators and their weights, data from 15 managers and experts, managers, experts in the field of tourism, handicrafts and cultural heritage and tourism organization, tourism organization, hotel management, cultural advisors of embassies And the MinistryForeign Affairs in Iran and interior designers of hotels, etc. were collected with the help of the second questionnaire (pairwise comparisons), which will be further evaluated using sub-criteria (indicators, criteria and prioritization).

The process of implementing the Demetel method

Dimtel method is to determine the effectiveness of the indicators identified in the research.

Step 1: The components of the system under study are identified.

Table (3) Elements determined by experts

Symbol of identified criteria

- a1 Social factors
- a2 Cultural factors
- a3 Environmental factors
- a4 Political factors
- a5 Economic factors
- a6 Motivational factors
- a7 Natural factors

Step two

The intensity of the final relationships of the elements with the opinion of experts, this intensity will be in the form of scoring as shown in the table below. The geometric mean or scores are then calculated for both elements in the next table.

Table (4) Likert spectrum

No effect Very low effect Low effect High effect Very high effect
0 1 2 3 4

Table (5) Average opinions of experts

sum a7 a6 a5 a4 a3 a2 a1
14 2 1 4 1 2 4 0 a1
16 2 1 4 2 3 0 4 a2
17 3 4 2 4 0 3 1 a3
21 3 4 4 0 3 4 3 a4
14 1 1 0 2 3 3 4 a5
20 4 0 4 4 3 2 3 a6
13 0 2 1 3 4 1 2 a7
15 13 19 16 18 17 17 sum

Step 3: Normalize the direct connection matrix

To normalize the data, in this step all the matrix values are multiplied by the sum of the largest column value, which is expressed in the table below.

Table (6) The normalized matrix

a7 a6 a5 a4 a3 a2 a1
095238/0 047619/0 190476/0 047619/0 095238/0 190476/0 0 a1
095238/0 047619/0 190476/0 095238/0 142857/0 0 190476/0 a2
142857/0 190476/0 095238/0 190476/0 0 142857/0 047619/0 a3
142857/0 190476/0 190476/0 0 142857/0 190476/0 142857/0 a4
047619/0 047619/0 0 095238/0 142857/0 142857/0 190476/0 a5
190476/0 0 190476/0 190476/0 142857/0 095238/0 142857/0 a6
0 095238/0 047619/0 142857/0 190476/0 047619/0 095238/0 a7

Step 4: Calculate the Complete Relationship Matrix Using Relationships. This is given in the tables below. Formation of a single matrix

Table (7) Unit matrix

a7 a6 a5 a4 a3 a2 a1
 0 0 0 0 0 1 a1
 0 0 0 0 1 0 a2
 0 0 0 1 0 0 a3
 0 0 0 1 0 0 0 a4
 0 0 1 0 0 0 0 a5
 0 1 0 0 0 0 0 a6
 1 0 0 0 0 0 0 a7

Formation of I-N matrix

Table (8) I-N matrix

a7 a6 a5 a4 a3 a2 a1
 -09524/0 -04762/0 -19048/0 -04762/0 -09524/0 -19048/0 1 a1
 -09524/0 -04762/0 -19048/0 -09524/0 -14286/0 1 -19048/0 a2
 -14286/0 -19048/0 -09524/0 -19048/0 1 -14286/0 -04762/0 a3
 -14286/0 -19048/0 -19048/0 1 -14286/0 -19048/0 -14286/0 a4
 -04762/0 -04762/0 1 -09524/0 -14286/0 -14286/0 -19048/0 a5
 -19048/0 1 -19048/0 -19048/0 -14286/0 -09524/0 -14286/0 a6
 1 -09524/0 -04762/0 -14286/0 -19048/0 -04762/0 -09524/0 a7

Inverse matrix formation

Table (9) Inverse matrix

a7 a6 a5 a4 a3 a2 a1
 427653/0 403709/0 528462/0 458829/0 429597/0 373028/0 311729/1 a1
 622765/0 591841/0 646281/0 626317/0 705455/0 390588/1 595943/0 a2
 521303/0 494229/0 491156/0 409772/0 396027/1 320047/0 35286/0 a3
 650526/0 688224/0 667834/0 483641/1 736038/0 563581/0 577252/0 a4
 497912/0 574091/0 470152/1 58747/0 580121/0 52039/0 522788/0 a5
 560842/0 406643/1 564/0 445963/0 597095/0 348925/0 422218/0 a6
 354905/1 51615/0 44812/0 363119/0 544448/0 305566/0 378216/0 a7

T matrix formation

Table (10) Matrix T

a7 a6 a5 a4 a3 a2 a1 a7
 910525/2 354905/0 51615/0 44812/0 363119/0 544448/0 305566/0 378216/0 a1
 315326/3 560842/0 406643/0 564/0 445963/0 597095/0 348925/0 422218/0 a2
 752926/3 497912/0 574091/0 470152/0 58747/0 580121/0 52039/0 522788/0 a3
 367095/4 650526/0 688224/0 667834/0 483641/0 736038/0 563581/0 577252/0 a4
 985392/2 521303/0 494229/0 491156/0 409772/0 396027/0 320047/0 35286/0 a5
 17919/4 622765/0 591841/0 646281/0 626317/0 705455/0 390588/0 595943/0 a6
 9007/2 427653/0 403709/0 528462/0 458829/0 429597/0 373028/0 311729/0 a7

Step 5: Create a causal graph and calculate the threshold value and obtain a diagram.

The threshold value must be calculated to determine the network relationship map. In this way, partial relationships can be omitted and a network of significant relationships can be drawn. Only relationships whose values in the T matrix are greater than the threshold value will be displayed in the diagram. To calculate the value of the threshold of relations, it is sufficient to calculate the average values of the T matrix. After the threshold intensity is determined, all values of the matrix T that are smaller than the threshold are zero, ie that causal relationship is not considered. Therefore, with these interpretations, the intensity of the threshold in the present study is equal to 0.9888846142; And all values less than this value are insignificant and will not be displayed in the diagram; Which is given in the table below.

Table (11)

a7 a6 a5 a4 a3 a2 a1
 0 1 0 0 1 0 0 a1
 1 0 1 0 1 0 0 a2
 0 1 0 1 1 1 1 a3
 1 1 1 0 1 1 1 a4
 1 0 0 0 0 0 0 a5
 1 1 1 1 1 0 1 a6
 0 0 1 0 0 0 0 a7

Dimethyl analysis findings

In the T matrix given in this chapter, the line sum of the factors (D), the column sum of the elements (R) and the sum (D + R) and difference (D-R) were calculated. The highest line sum of factor (D) indicates the indices that strongly influence other indices. The maximum column sum (R) represents the indices that are affected. The actual location of each index in the final hierarchy is determined by the columns (D + R) and (D-R) where (D + R) represents the sum of the intensity of an index along the axis of lengths both in terms of penetration and penetration. In simpler terms, the maximum value (D + R) in the system has the greatest impact on Q.He is oppressed. In the case of (D-R), which indicates the position of an indicator along the axis of the supply, it should be said that this position will be definitely penetrated if the tin crystal of a penetrator is positive (D-R) and definitely negative if it is negative.

Table (12) Determine the hierarchy

D-R D + R R D

a1 25048 / 0- 071531/6 16100666/3 910525/2
 a2 493201/0 13745/6 822124/2 31532666/3
 a3 23586 / 0- 741707/7 98878166/3 75292666/3
 a4 991984/0 742207/7 37511166/3 367095/4
 a5 80025 / 0- 771038/6 78564566/3 985392/2
 a6 504304/0 854076/7 67488666/3 17919/4
 a7 7029 / 0- 568913/6 63590666/3 9007/2

Using the research findings and the table above, it was found that the criterion of political factors with the highest sum of rows among other criteria in the factors affecting the development of religious tourism has the greatest impact on other elements and environmental factors with the highest column total have the least impact on others. It has elements. It was also observed that the criterion of motivational factors with the highest total intensity of an index has the greatest impact on the development of religious tourism.

1-5 General Conclusion and Discussion

Today, the tourism industry, as a dynamic industry with distinctive and unique features, is an important part of the economic and productive activities of developed and developing countries. The tourism industry has different results and achievements; Including economic benefits, creating employment, introducing the culture, behavior and identity of a nation to others and its dissemination and development in other societies and creating psychological comfort and peace. Religious tourism is considered as one of the types of tourism as a manifestation of publishing and introducing the religious, religious and spiritual identity and culture of the country, city and place with this type of attraction to other places. Plays a key role. Religious ceremonies and places that attract tourists not only strengthen the religious and moral foundations and roots of society, but also promote a sense of belonging and spatial attachment through the emergence of positive social behaviors and actions in the religious space and its enthusiasm. It pursues identity and tourism in its religious sense. The production and reproduction of religious tourism resulting from the creation of a sense of belonging will structurally lead to the dissemination of the culture and religion of names and behaviorally will lead to a reduction of social anomalies and an increase in psychological comfort; Therefore, strengthening religious spaces, places and ceremonies will lead to attracting more tourists and will continue it.

1-5-1 Practical suggestions

It is suggested that the country's officials and policy makers, especially in the field of tourism, given the importance of the tourism industry in the economy and development of the world, should approve plans and programs to promote and develop items to attract, approve and implement the city of Mashhad has the necessary infrastructure Be tourism. By doing so, Iran can realize its capabilities in the field of tourism, and with the arrival of more tourists to Mashhad, we will see more economic growth and development of Mashhad.

Development of urban elements according to the indigenous culture of the city and Iranian-Islamic identity,

Upgrading the quantity and quality of inns, hotels, motels, restaurants,

Using the support facilities of other tourist places of the city (historical monuments, etc.) to develop the level of tourism,

Development of public transport network to facilitate traffic

Development of propaganda and publication of religious ceremonies and festivals in the city to introduce and attract domestic and foreign tourists with the aim of spreading Iranian Islamic culture.

Establishment and development of guidance stations for incoming tourists to the city,

Development of mosque space in order to provide more services to tourists.

Diversify residential areas and related facilities to target potential and actual market segments.

Strengthening information and advertising services of the natural and historical attractions of the city for the development of ecotourism and geotourism and historical tourism according to the existing potentials.

Creating infrastructure and developing tourism facilities such as hotels and restaurants and creating employment and income for local people.

Sustainable management in tourism development.

Keeping the price of accommodation, welfare and services low.

Creating indigenous and local markets to preserve indigenous handicrafts and customs.

The role of officials of various tourism institutions to monitor the timely provision of services to tourists.

Planning and implementation of various tourism projects for economic and social development of Mashhad.

Establishment of service, hospitality, welfare and health facilities and development of public facilities for tourism development.

Provide the necessary training to indigenous people working in the tourism sector.

Establish local tourism organizations and support and organize local guides.

Website design to introduce the natural and historical attractions of Mashhad.

Development and establishment of specialized hospitals in order to attract health tourism.

Locating new attractions and preventing construction in the pristine natural areas and historical and cultural areas of the city.

Informing tourists before entering the city about the natural and historical attractions of the city as well as about the customs and traditions of the indigenous people of the city and the tourists' respect for the indigenous culture.

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