

**URBAN TOURISM IN TABRIZ, IRAN: AN ANALYSIS
OF THE DOMESTIC TOURISM MARKET**

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ABSTRACT

Domestic tourism in the urban areas of Iran has grown significantly in the past two decades. This rapid growth poses great potential for urban regeneration and development of the local economy. The steady stream of urban tourists from all over the country arose not because of active promotion but as a result of growing demand for travel. However, an understanding of the urban tourists' characteristics would lead to better organization and management in this regard. Availability of information is an important factor for effective planning and management of the tourism market. In line with this argument, understanding and analyzing the characteristics of tourist's to Tabriz metropolitan, a city in northwest Iran, is essential to develop appropriate strategies and effective planning in the development of urban tourism in the domestic tourism sector of Tabriz. This study examined the dominant features and characteristics of the domestic tourism market in Tabriz, and studied the motives, behavior, needs, desires and satisfaction of tourists on tourism facilities and services. The main finding of this study has shown that there is a significant relationship between satisfaction from destination and the socio-demographic variables. The results also indicated that recreation was the main reason for tourists visiting Tabriz whilst historic and cultural attractions and pleasant climate were the most important factors affecting urban tourists' behavior. The family pattern of travel, lower income class, distance of origin to destination, choice of summer season for traveling, and low expenditure composed the main components of domestic tourism which have direct effects on urban tourism behavior in Tabriz metropolitan.

ABSTRAK

Pelancongan di kawasan bandar Iran telah berkembang pesat dalam dua dekad kebelakangan ini. Perkembangan ini memberikan potensi yang besar untuk transformasi bandar dan perkembangan ekonomi setempat. Arus kemasukan pelancong-pelancong dari seluruh negara meningkat, bukan disebabkan oleh aktivite promosi yang aktif; tetapi kerana permintaan pengangkutan yang semakin bertambah. Namun begitu, adalah penting untuk memahami keperluan para pelancong ini kerana ia membantu untuk pengurusan yang lebih baik. Kewujudan maklumat adalah faktor penting bagi perancangan dan pengurusan yang berkesan dalam pasaran pelancongan. Oleh itu, pemahaman dan analisis mengenai keperluan para pelancong ke Tabriz (sebuah bandar pelancongan di barat laut Iran) adalah penting dalam rangka membentuk strategi dan perancangan di kawasan ini. Kajian ini mengkaji sifat-sifat utama pasaran domestik pelancongan di Tabriz yang menyentuk aspek seperti motif, perlakuan, keperluan, keinginan dan kepuasan para pelancong terhadap kemudahan dan perkhidmatan perlancongan. Hasil kajian ini menunjukkan wujudnya hubungan yang signifikan diantara pembolehubah kepuasan dari destinasi dan sosio-demografik. Ia juga menunjukkan bahawa rekreasi adalah sebab utama pelancong melawat Tabriz sementara tarikan sejarah dan kebudayaan, dan cuaca yang baik adalah faktor-faktor penting yang mempengaruhi tingkah laku pelancong. Komponen-komponen utama pelancongan di kawasan bandar iaitu corak perialanan keluarga, kelas pendapatan rendah, jarak ke destinasi, pilihan perjalanan pada musim panas dan perbelanjaan yang rendah adalah komponen-komponen utama pelancongan domestik yang mempunyai kesan langsung ke atas tingkah laku pelancongan dalam bandar di metropolitan Tabriz.

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LIST OF SYMBOLS AND ABBREVIATIONS

APT	:	Automatic Programmed Tool
GDP	:	Gross Domestic product
IRNA	:	Islamic Republic of Iran News Agency
ICHHTO	:	Iran's Cultural heritage, Handicrafts & Tourism Organization
OLN	:	Originating Intelligent network
RMTO	:	Road Maintenance & Transportation Organization
SCI	:	Statistical Center of Iran
TAS	:	Tourism Satellite Accounts
WTO	:	World Tourism Organization
USSR	:	Union of Soviet Social Republics
UNDP	:	United Nations Development Program
UNESCO	:	United Nations Educational, Scientific & Cultural Organization

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CHAPTER 1: INTRODUCTION

1.1 Introduction

Tourism and experiences related to it are the outcomes of our present society; a society, which according to Hegel¹ was formed on the basis of modernism (MacCannell, 1973). The ever-growing process of social, economic, and technological developments resulted in different and new tendencies, expectations, needs and activities in tourism. This growth process continued up to the late decades of the 20th century, but has evolved with accelerating speed since then. Social developments, population composition, transportation system, diversity of products and services in destination markets, financial growth, changes in politics and policies, marketing and labor force development, are some of the many factors which contributed to promoting the tourism industry as one of the most potent and firm pillars of the world economy in the third millennium (Gee & Solá, 1997).

The development of tourist research reflects a spatial bias: studies of urban tourism have not only experienced a slow increase, but also tended to rely on methodologies that, given the complexity of the modern metropolitan, are inadequate. Urban tourism, with all its peculiarities, deserves to be profoundly studied for its own sake. The tourism industry is primarily an economic activity. The organization of the geographic spaces is accomplished during the free trade of tourism in which the trade of traveling is done on the basis of capitalism and profitability. Therefore, tourism manifests economic development in terms of demand and supply (Rosentraub & Joo, 2009). That is why most countries develop this industry as a main source for revenue, employment, private sector growth, and infrastructure development.

¹ Was a German philosopher, one of the creators of German Idealism G. W. F. Hegel (1770 - 1831).

Domestic tourism is one of the three major categories of tourism industry. The others being outbound tourism² and inbound tourism³ (Jafari, 1986; Euromonitor International, 2014). Domestic tourism involves people visiting tourist destinations within the boundaries of their own country. The significance of the domestic tourism sector in economic growth and the social context is obvious. Many tourism experts and tourism marketing agencies believe that domestic tourism has great potential to develop local areas and increase GDP. Jafari (1986) believes that domestic tourism represents the lifeblood of tourism industry. In recent decades, many countries have specially focused on developing the domestic tourism as well as inbound tourism market to accrue economic benefits.

Academic studies about human outdoor behavior reveal that there is a difference between urban leisure time behavior and non-urban leisure time behavior. In terms of the location whereby tourist activities occur, tourism is usually divided into the two categories of rural and urban tourism. Urban areas are the origin and destination of tourist activities. Demand for travel to urban areas has greatly increased over the last few decades; nowadays cities are one of the main elements of economic growth and population concentration and more importantly create employment in virtually all sectors of economic activity. Over the past two decades many economists, policymakers and urban governments believed that tourism function is one of the important strategies for economic regeneration, local economic development and regeneration of cities (Beauregard, 1998; Law, 2002; Sharpley & Telfer, 2002; Ioannides, 2003; Rogerson, 2004). Hence, the urban tourism has been a fundamental part of the modern urban management.

² International tourists travelling to a country other their own.

³ Residents of a country travelling to other countries.

Understanding urban tourism is strongly related to knowing what tourists want to experience in the cities they visit (Ashworth, 1992). A clear understanding of the reasons behind the visits of tourists of specific places would require an analysis of their behavior and characteristics (Pearce, 1982; Pearce & Argyle, 2013). Also, understanding the scale, location, function, and market characteristics of the cities are important in order to understand their similarities and uniqueness. The different urban places and various functions of the urban areas are utilized both by the city residents and tourists (Pearce & Butler, 1993). This understanding is important for researchers, planners and managers of cities to develop different planning strategies and marketing for the variety of urban tourists in different tourist regions. Reliable information on the demand for urban tourism and the desires of the market is of vital importance to planners, sector representatives and for the satisfaction of tourists. One of the primary difficulties faced by the urban tourism sector is to balance the supply of services, product and infrastructures with the demand for these products. Without sufficient information, the management of urban tourism and the improvement of urban tourism market will be difficult.

The number of Iran's⁴ urban domestic tourists is growing considerably (Heydari, 2004). Traveling to urban destinations in Iran has increased in recent decades in the domestic tourism sector and so has the varieties of tourists throughout Iran (Sheykhi, 2009). This increase is not apparent during the whole year and it is more seasonal. However, this development should be managed and organized; also it should lead to new strategies to extend the tourism season to the whole year. These strategies and planning should focus on increasing the domestic tourism market and urban tourists, as well as any other activity(s) that can be introduced into Iran's tourism sector. Tabriz

⁴ Iran (Persia), in Central Eurasia and Western Asia; Iran is home to one of the world's oldest countries with one of the major civilizations (more than 7000 years civilization).

development plan⁵ should focus on domestic tourism with particular focus on the potential of urban areas and its tourists, and likewise, this will be the best instrument in the development and regeneration of Tabriz metropolitan. Domestic urban tourism in Tabriz, particularly in the recent decades, began following the expansion of urban tourist activities in Iran. The city managers realized that the approaches to marketing strategies and development of domestic urban tourism market in Iran should be adopted with an understanding of the characteristics of domestic urban tourism market. Studies, development and planning of domestic tourism and the urban tourism sectors in Iran are still in the early stage. Therefore, the lack of studies in urban tourism has affected the quantity and quality of the growth process of the domestic and urban tourism market in Tabriz metropolitan. As such, studies on domestic tourism and urban tourism sectors should focus on identifying market characteristics, marketing and management of domestic tourism in Tabriz metropolitan.

In order to understand the demand for urban tourism, the characteristics of the domestic tourists should be analyzed. This could help manage tourism development and urban regeneration. This will further provide guidelines to the public and private sectors in urban marketing and planning. The differing characteristics of tourists, their reasons in choosing Tabriz, increase in tourist numbers, the desired quality of services provided, and the stiff competition in tourism all point to the importance of recognizing and analyzing the market elements, the supply side of the market and the consumers of tourist products and services.

1.2 Statement of the Problem

The regulatory development of tourism and utilizing its capabilities toward improving society's tourism status is subject to right marketing and tourism planning so

⁵ Tabriz is the fourth largest city and one of the oldest cities in Iran (more than 4000 years civilization).

by using the society's potentials and tourists' needs those capabilities can do well to society (Ketabchi, 2004). It is imperative to pay attention to the tourists' demographic, psychological, behavioral, needs, and motivations characteristics so that right planning to develop tourism can be implemented. This can be a basis to design infrastructures and services related to tourism. Without having adequate information and knowledge of the above characteristics, and variety of tourists' needs that is changing constantly, it would be very difficult to satisfy tourists.

Tourists' behavioral patterns in the tourism destinations is influenced by domestic factors such as understanding, belief, observation, learning, motivation and other foreign factors such as life cycle, social strata, age, sex and culture. If these can be analyzed and understood correctly, it can properly attain and achieve tourists' needs and satisfy them (Heydari, 2004).

The lack of adequate understanding of the current tourism market (e.g. demographic characteristics, psychological, behavioral, needs, motivations and tourists' satisfaction level) is one of the biggest challenges facing Tabriz domestic market in order to achieve its desirable level. The lack of understanding of the domestic market has led to in-coordination between the quantity and quality of tourism services, as well as tourism production being incompatible with tourists' needs and demands. Obviously this lacking has generated negative socio-economic, as well as, cultural consequences both for many tourists, and Tabriz as a destination. A prime example of this is the birth of many luxury hotels in Tabriz without having regard to the level of domestic tourists who consists the majority of tourists visiting Tabriz. Due to these luxury hotels being unaffordable, tourists have had to stay in tents in public parks in the city. This has caused domestic tourists to shorten their stay in Tabriz and has led the visiting to the city become seasonal. On the economic side of it, this has also caused reduction of both direct and

indirect revenue(s) from domestic tourism that can avail the city. Therefore, in order to have a successful marketing and planning, it is imperative that suitable tourism production and services be offered, and tourists' characteristics be identified, so that this would eventuate the development of Tabriz tourism. In other words, the precise identification of current Tabriz domestic tourism market status can stand as a platform in developing a sustainable tourism and to satisfy tourists who pay visit to this destination.

Therefore, this study seeks to discuss the domestic tourism market characteristics and features of domestic tourists' motives, behavior and satisfaction on the service facilities in Tabriz. Nevertheless, collecting information of Tabriz tourism market namely tourists, is what this thesis aims to do. Therefore, feasibility studies by the planners and market strategists would be helpful in finding a proper solution so that the policy makers would make their policies based on the current realities of market and to close the existing gap and incompatibility between the supply and demands for tourism production. Without doubt, appropriate strategies will attract more tourists, develop and create tourist services and facilities and promote successful marketing of Tabriz metropolitan.

1.3 Objective of the Study

Although there are few general reports and researches concentrating on Iran's tourism industry, there have not been many academic studies conducted to this effect. Therefore, it is necessary to conduct academic and practical research on Iran's tourism. Availability of information is an important factor for the effective planning and management of the tourism market. This study examined the dominant characteristics of the domestic urban tourism market in Tabriz, and studied the motives, behavior, needs, desires and satisfaction of tourists about tourism facilities and services.

One of the primary difficulties faced by the domestic urban tourism sector is to balance the supply of services, product and infrastructures with the demand for these products. Without sufficient information, the management of urban tourism and the improvement of urban tourism market will be difficult. The city managers realized that the approaches to marketing strategies and development of urban tourism market in Iran should be adopted with an understanding of the characteristics of domestic urban tourism market. Thus, the problems of urban tourism market are dependent on understanding tourist's characteristics. The main element in order to succeed in an urban tourism market is to identify and analyze that market's characteristics, especially the particular behavior of urban tourists before, during and after a trip is conducted.

The aim of this study is to analyze the domestic segment of urban tourism market in Tabriz, Iran. This study examines the characteristics of the urban domestic tourism market in Tabriz metropolitan and focused on the socio-demographic, psychological, behavioral characteristics and the evaluation of domestic travelers in Tabriz to achieve the three main following objectives:

- 1) To examine the socio-demographic characteristics of the domestic urban tourists;
- 2) To analyze the psychological and behavioral characteristics of domestic urban tourists based on the motivations and preferences; and
- 3) To examine domestic tourist' satisfaction on the supply of services, products, and infrastructures of urban tourism.

Travel to urban destinations has increased in domestic areas with a variety of tourists from all over Iran. However, this expansion should be organized and managed and it should also lead to new strategies. These strategies and planning should focus on increasing domestic tourism market of Tabriz, with particular attention to the potential

of urban areas and their tourists, and likewise, this will be one of the best instruments in development of Tabriz metropolitan.

1.4 Research Questions

Tourism has to face many changes in its structure caused by environment elements (Lohmann, 2004). Technological innovations, politics, economic state, demographic changes and crisis and threats are the elements that have impacted tourist activities and consumer behaviors. This study identifies tourist's behaviors and characteristics that have been influenced by the environmental factors. This understanding is most important for forecasting the urban tourism market future and domestic market perspective in Tabriz metropolitan. Rapid growth of urban tourists in Tabriz requires attention on the broad demands and desire of the travelers, because it helps to increase the urban tourists. Also, in a competitive tourism market and the urgency of economic benefits for city development, understanding the relationships between the supply and demand is very important. Thus, analysis of the tourist's characteristics, motivations, behaviors, demands and desires is a critical step to succeed in managing the urban destination and the satisfaction of tourists.

In order to understand the domestic Tabriz urban tourism market, the factors affecting its trend, and in order to set up grounds for its future growth and development, the following questions are put forward:

Research questions in relation to first objective are:

Question 1: What is the dominant group of tourists who have visited Tabriz?

Understanding the characteristics of dominant group of tourists will lead to marketing the unknown segments and finally to market segments to provide for the variety of needs and desire of tourists.

Question 2: What are the most important characteristics in influencing Tabriz's socio-demographic tourism market?

Socio-demographic characteristics are amongst factors that have direct impact on tourism demands. This characteristics always do change. Therefore, it is imperative that these changes be considered. This question would assist the dominant combination of Tabriz tourists population which is influenced by the holiday breaks of the country's educational system.

Research questions in relation to second objective are:

Question 3: What are the motivations that attract domestic tourists to visit Tabriz?

Developing tourism market relies on knowing the main motivations that encourage domestic tourists to choose Tabriz as a destination. This question was handled qualitatively to allow participants to state their motivation for choosing Tabriz without having to choose their reasons in a prescribed format.

Question 4: What attractions in Tabriz are mostly visited by the tourists?

Having the knowledge of most visited attraction sites will enable to enhance services in these sites for a better service, and likewise, improve those sites that are less visited by the tourists. In the latter, a proper marketing could encourage more tourists to visit these sites.

Research questions in relation to third objective are:

Question 5: What are the most important factors responsible for Tabriz tourist's satisfaction?

By identifying factors responsible for tourist's satisfaction practical solutions can be offered to increase this satisfaction to enhance the development of tourism industry. Knowledge of the tourist's satisfaction in relation to services and tourism products is a vital factor in improving the services and the products. When the services meet the

tourist's satisfaction, it is likely that he/she will visit the destination again in future and would probably promote the destination to other tourists. Eventually, this would guarantee growth and development in the tourism destination and produced a sustainable market.

Question 6: What are the most important priorities responsible for domestic urban tourist's satisfaction?

Not all factors responsible for influencing the tourists' satisfaction have identical importance. Each of these factors means different importance to different tourists. Therefore, it is necessary to know the importance of these factors.

1.5 Significance of the Study

Changes in the tourism market at every level necessitate this study so that there can be better planning and management of tourism. Tourism is the result of a combination of the quality of life and motivations (Bhatia, 2002). Up to the middle of the 20th century, leisure time in its real sense had no clear position in the Iranian culture. Since then, with the socio-economic changes in the Iranian society, the manifestation of leisure time has been widely and diversely observed in the behaviors of different social classes (Sheykhi, 2009). The patterns of leisure time activities, their characteristics and tourists' motivation are changing in most countries including Iran. The following two characteristics have raised the status of

Iran's domestic tourism, creating new potentials for Iran's domestic tourism:

- 1) Enhancing people's life standard and increasing the demand for tourism; and
- 2) Availability of natural diversity, cultural and historic attractions in order to enhance various motivations.

However, availability of resources, tourism potentials, and demand cannot alone lead to tourism development. Development of the tourism industry depends on good quality management and overall management approach to tourism as a multi-dimensional industry. To succeed in tourism management demands, it is important to have enough information about the demand and supply in tourism market. The necessity of coordination and effective relationship between demand and supply, services and products of Tabriz, necessitate such studies and investigations. Customers' poor impression (Swarbrooke, 1996) lack of knowledge about their characteristics, behaviors and motivations, have resulted in a gap between the reality of the market and the plans made by tourism organizations in developing tourist services and products in Tabriz tourism market.

Iran's tourism is mainly characterized as regional, seasonal, and self-motivated. For instance, for a short course of time every year during the Iranians New Year (beginning 20th of March), there is a massive rush of regional passengers to capitals of the provinces. This trend causes problems in the provision of services, lack of accommodation facilities and traffic problems. It also avoids the balanced distribution of the revenues earned from tourists between different regions. Between periods of 20th March and 5th April 2010, there were 120 million people travelled throughout Iran. More than 80 percent of these were accommodated in passenger parks and schools due to lack of proper infrastructures (Mousavi, 2008). This fact indicated that the supply and demand markets for that period have not been investigated. The size and trends of travels have not been managed, and finally there is no proper planning for this period of time. The huge number of travelers in this temporal and spatial period shows an imbalance in the distribution of tourism trends and a lack of planning for the whole year. This study will show the mismatch between the needs and demands of the market

on one hand, and the supply of services and the development of tourism structures on the other.

According to Heydari (2004) tourism is the most vital strategy to develop urban areas and the main trends in Iran's domestic tourism has provided potentials for the socio-economic development of Tabriz metropolitan. The importance of coordination between policies, objectives, potentials and characteristics of tourism market towards achieving systematic and efficient management confirms the urgency of conducting this study. The present study can help to develop tourist activities, market segmentation and improve tourists' satisfaction.

The vast socio-economic, political and technological networks dominating urban tourism, have provided the opportunities for the economic and social development of Tabriz metropolitan thus providing the opportunities to increase the number of tourists. For future investment and development of tourism potentials, both private and state-run sectors need to be studied. This followed by analyzing the markets, recognizing the attributes and understanding the market changes. Only in such a case can the unpredicted risks of the market be decreased and policies suitable to the present conditions of the market formulated.

This study could also advance the practice in the area of tourism marketing by objectively identifying purchase processes of tourism products and services, and urban tourism market structure that were critical in the processes of tourists' satisfaction, destination sustainability, urban tourism planning, development and policy formulation. Based on the study approach mentioned in Chapter Two, compound analysis model for regeneration and sustainable urban tourism is one of the requirements for effective management in the urban tourism market. The model presented in Figure 1.1 shows interrelated elements depending on each other and also affecting each other. This model

comprises of four main sections connected to each other including dynamic elements (demand & supply section), static elements (strong relationship between tourists' and destinations' characteristics), surrounding environments impacts elements (political, economic, social, technological, etc.) and finally resultant elements (impacts and feedback of previous mentioned elements). This model is available to objectively understand the characteristics, structure and present situation concerns of the proposed urban tourism market. Absence of significant relevance between the above mentioned elements is considered a huge shortcoming in urban tourism market structure.

By offering a systematic approach, this model could assist in identifying the relationship among the dynamic, static, surrounding environments impacts and resultant elements. Dynamic elements have connections with quantity, quality and variety of tourism trend, tourism products and services. In static elements, tourists' characteristics have strong relationship with destinations' characteristics and its situation. Success rate of urban tourism destinations has relevance to their surrounding environments impacts. Compound analysis model for sustainable urban tourism market offers an approach to balance the multiple structure market and objective goals of diverse urban tourism destination elements when developing sustainable tourism strategies and policies. Urban market elements were argued to be an important source of analysis advantage in urban tourism planning, development and policy formulation.

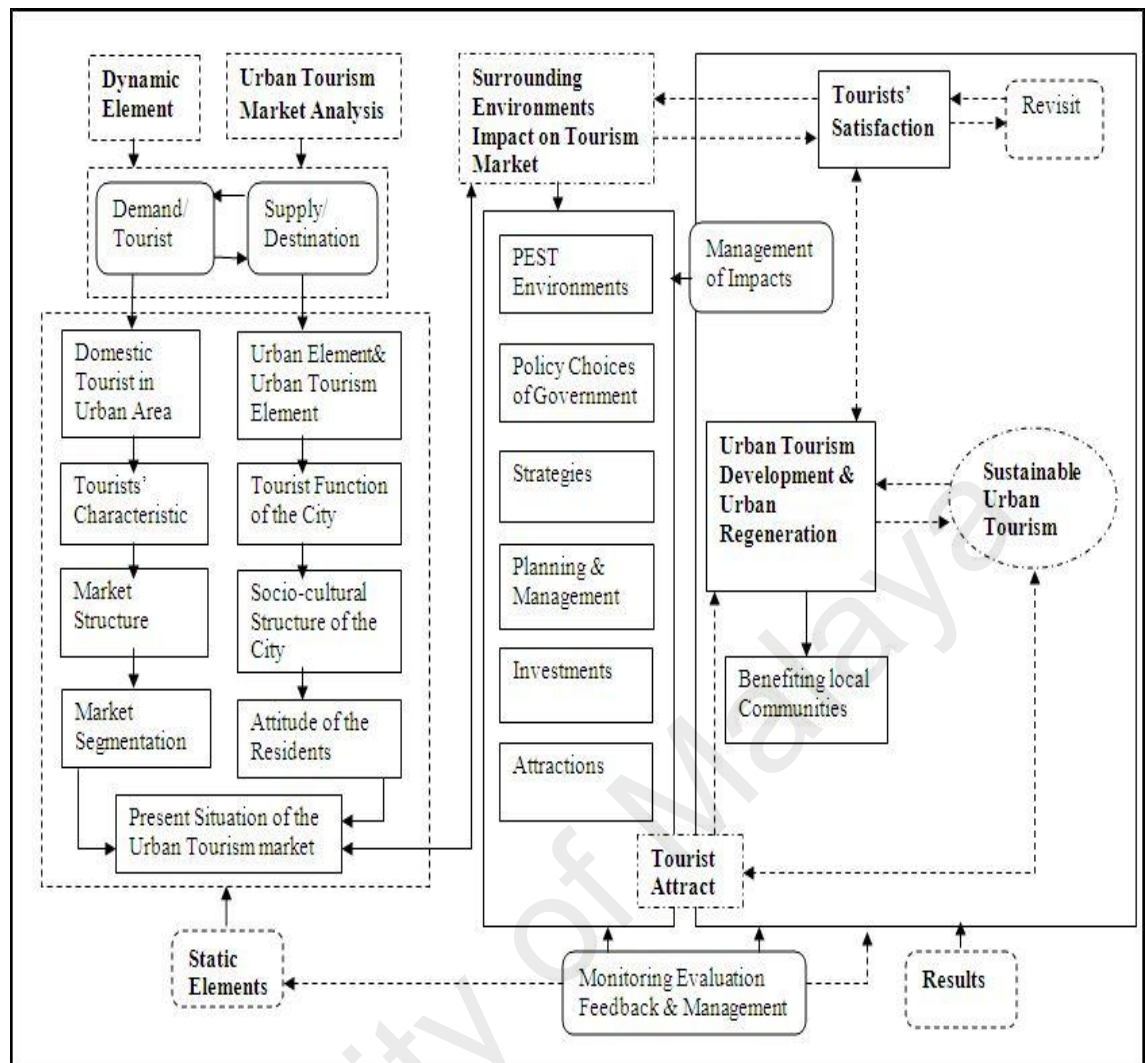


Figure 1.1: Compound Analysis Model for Sustainable Urban Tourism Market

This model also offers a practical sample in urban tourism market research by giving attention to the four main measures including monitoring, evaluation, feedback on urban tourism activities, and management of surrounding environments impacts on urban tourism market. Applying this compound model for analyzing tourism market activities are the main elements in destination development, increase of satisfaction and urban tourism sustainability. Methodological contribution of this model is the introduction of compound approach, which is a new way of studying urban tourism market. Compound analysis examines inter-elements interactions which are considered to create advantage in development of tourism across market elements and destination. There are many

areas of research in Tabriz's urban tourism market that need to be investigated but only few limited researches have been conducted.

The fact that urban structures, natural, historic and cultural attractions have created many opportunities for the development of urban tourism signifies the importance of conducting such studies about Tabriz city. This research adds new knowledge to extend the existing knowledge in urban tourism in Tabriz. The results may help stakeholders, planners, policy as well as, decision-makers.

1.6 Research Hypotheses

The hypotheses and variables of this study determine the theoretical framework to study the characteristics of domestic urban tourism in Tabriz city. They have been formed based on the objectives and research questions while adopting the literature and theoretical frameworks in Chapter Two. Research hypotheses have been designed on the basis of correlation designs examining the relationship between independent and dependent variables.

Hypothesis 1: There is a significant relationship between tourists' satisfaction from visiting the destination (Tabriz) and the socio-demographic variables.

Tabriz metropolitan due to its historical, economic and cultural background possesses variety of attractions. These characteristics are behind the reason for many tourists to come to Tabriz. Tourists have different and various socio-cultural characteristics; these differences would cause Tabriz metropolitan to face demands and supply in variety, which in turn, would have different quality and quantity level. Hence, this is the reason why the level of satisfaction -as a dependent variable- of Tabriz services and tourism products amongst tourists is not identical. The socio-demographic variables investigated in this study are sex, age, marital status, occupation and educational level as an independent variable and are obtained through questionnaire.

Hypothesis 2: There is a significant relationship between psycho-cultural status and satisfaction from the destination.

In order to understand the tourism market, attention should be paid to the psycho-cultural characteristics which are based on the individual's social and cultural characteristics. These characteristics are based on the social mentality, feelings, travel time, costumes, type of occupation, thinking style, education, and life style of the consumer, tourist goods and services. Paying attention to these characteristics and satisfying tourists are among the principles and objectives of tourist activities because tourists' satisfaction is one of the important competitive factors and the best indicator to guarantee future growth. Today, most of the organizations and institutes consider tourists' satisfaction as a criterion to evaluate the quality of their work. Tourists' satisfaction is achieved only when the necessary processes are designed in a way that the quality of tourist goods and services satisfy tourists' expectations and needs. However, tourists may have various degrees of satisfaction depending on their psycho-cultural characteristics.

Hypothesis 3: There is a significant relationship between the distances among Iran's seven identified tourist regions and Tabriz as a tourist destination.

One of the important motivating factors determining tourism trends is the short distance to destinations from places of origins. This factor is one of the important factors directly affecting the number of tourists to destinations. Although the development of new transportation means such as airplanes has significantly reduced the time factor in intra-city travel, the length of the distance remains one of the factors influencing the tourism trends of the middle class who normally travel by road.

1.7 The Case Study

East Azerbaijan is one of the important provinces in terms of history, culture, economy and tourism. It is located in the North West of Iran. On the north boundary, the Aras River separates East Azerbaijan from Republic of Azerbaijan, Nakhchivan and Armenia. This province comprises 2.7 percent of the total area of the country. Tabriz is the capital city of East Azerbaijan province. In 2010, the population of East Azerbaijan and Tabriz were 3,724,620 and 1,617,799 respectively (Statistic Center of Iran, 2011). Tabriz covers an area of approximately 237 square kilometers. Tabriz has a steppe climate warm and arid summers and cold winter. Tabriz city is one of the most ancient and largest cities in Iran, with a 4000 year old history. Historically Tabriz has been a residential area since the very early periods. It has experienced many economic, social and industrial activities due to its being located on the Silk Road. This city enjoys a high political and economic status in the region due to its unique natural and geographical conditions. The advent of ancient civilizations like Medians, (177 BC) in the west of Iran is indicative of the unique features and capabilities of this region.

Most of the new developments in Iran's history used to happen in Tabriz, such as the print shop, public cinema, theater, municipality, kindergarten, school for the deaf and the dumb, modern school, newspaper and firefighting service (Fars news, 2011). It can be claimed that Tabriz has been one of the important poles in Iran's domestic and external arena of economy since the past century. Modernizing the old industries and developing the modern industries in Tabriz started in 1966 and since then it has been experiencing much progress. In this aspect, there has been much interaction between Tabriz and other countries. The main industrial products of Tabriz are: food products, chemicals, light and heavy machinery, petrochemicals, oil refinery, pharmaceutical products, leather industries, carpet, etc. Tabriz metropolitan is regarded as the second important industrial city of the country due to its big industrial factories. In terms of

domestic trade, this city can be regarded as one of the important centers of commercial activities in the province and country due to the great demand market for its goods, products and services from the neighboring province.

Pearce (1982) has differentiated two types of tourist destinations; historic-tourist cities and modern cities planned for tourist activities. By looking at Tabriz metropolitan's cultural, historical, natural and climatic characteristics, on the one hand, it can be considered historical-tourist city and the planned urban tourist activities on the other. That said, a modern city is observable with an immense collection of historic and tourist attractions. These characteristics would potentially develop the tourism industry in Tabriz.

1.8 Limitations of the Study

The main limitation of the present study is the lack of related data regarding domestic and urban tourism market. There is also lack of accurate and up-to-date statistics about urban and domestic tourists. Even when these are available, there is difficulty in accessing these statistics in related organizations because of lack of cooperation from these organizations. In the context of time limitation, the survey has to be completed within a three month period from 22nd June- 22nd September 2011 because this period was school holidays and many domestic tourists visited Tabriz during these three months. This study also has its spatial limitation as it only surveyed the tourists of three regions in Tabriz because those three are big regions and are potentially capable of attracting many tourists; thus, the results may not represent the totality of potentials in Tabriz domestic urban tourism market.

1.9 The Structure of the Study

The thesis consists of Six Chapters. Chapter One introduces the framework of urban tourism, including the statement of problem, aim and objective of the study, research

questions, significance of the study, research hypotheses and limitations of the study. Chapter Two is the review of literatures relevant to this study and the conceptual context, including the systems approach to tourism, general overview of urban tourism context, including the systems approach to tourism, general overview of urban tourism context and related studies such as elements of urban tourism. This section also discusses the urban tourism market and attempts to understand urban tourist's motivation and behavior. Domestic tourism and theoretical approaches are the other aspects that will be discussed in this chapter. Chapter Three deals with research methodology; it describes the survey, area of investigation and investigated population and sampling, questionnaire design, data collection procedures, adopted research techniques and data analysis. The purpose of the present study is to examine the socio-demographical, psychological and behavioral characteristics of travelers and their evaluation of tourism products and outlook of the city. Chapter Four is concentrated on the background of Iran's tourism industry and review of Iran's history, geography and economic situation, domestic tourism in Iran and Iran's national comprehensive plan of tourism development. It also discusses the scope of study. (i.e. Tabriz metropolitan presents the main elements of this area including the social, economic and cultural national development plan and reviews seven tourist regions of Iran). In addition, this chapter introduces tourism industry in East Azerbaijan province and Tabriz metropolitan as the research area which provides an overview of the general characteristics and status from the tourism point of view. Chapter Five focused on the descriptive results with attention to the socio-demographic, psychological and behavioral characteristics of tourists and their evaluation on the outlook of the city. This is followed by the deductive results from testing the research hypotheses. Chapter Six includes discussion of the research finding and provides the implication in relation to the research subject for better recognition and prediction of domestic urban tourism

market. This chapter also includes conclusion, presentation of the weakness and strength points of the study and recommendations for future research and improving practice.

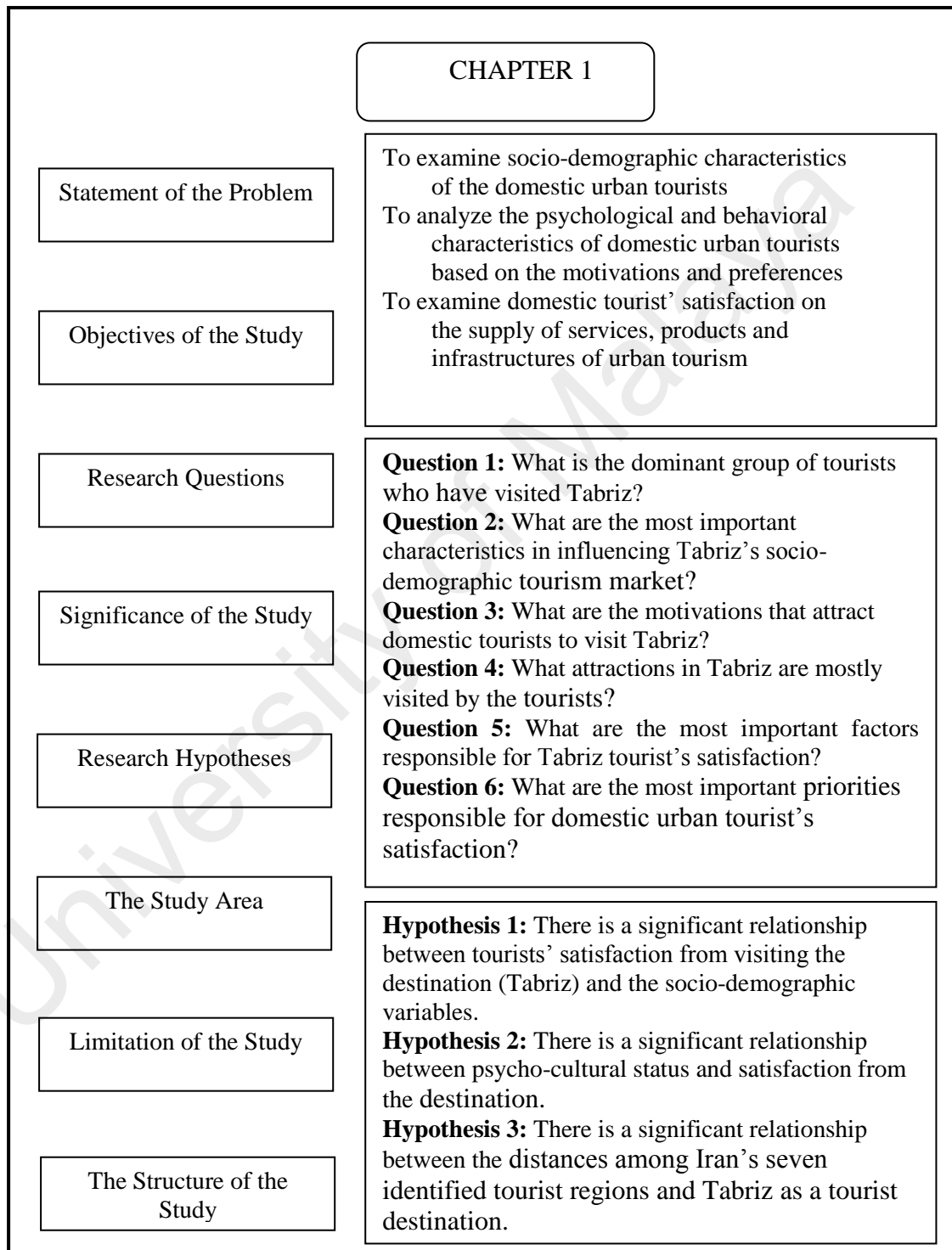


Figure 1.2: Structure of the Chapter 1

1.10 Summary

The Analysis of domestic tourism market is related to understanding Tourist's characteristics. This analysis is important for tourism marketing managers to increase Tourist's satisfaction. Traveling to Tabriz metropolitan is growing and this increase should be managed. The lack of studies in domestic tourism section affected the quality of the growth of the domestic tourism in Tabriz. The aim of this study is to analyze the tourist's characteristics with focus on the socio-demographic, psychological and behavioral characteristics and his/her satisfaction. Tabriz city is the case study of the present thesis. This city is located in the North West of Iran with variety of historical cultural, economical and geographical conditions.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

Tourism industry with its complicated mechanism has influenced the world economy both directly and indirectly leaving immense impacts on the economies of many countries. Countries compete closely with each other in order to seize the greatest social and economic advantages out of this industry. The economic impact of tourism industry on the global system and the economic development of countries have resulted in further and more diverse studies of tourism especially in its marketing and management.

The review of the related literature in the present study focuses on the process of market circulation drawing the tourists from origins to destinations, and the internal and external factors of the system which affect this process and characteristics of the market. Some of the scholars believe that the determining factors in the tourism system are market, traveling, destination and marketing (Mill & Morrison, 1992; Anuar, Ahmad, Jusoh, & Hussain, 2012); Wei, Wen, Chen, Xu & Liang, 2013). In order to have a right understanding of the basic needs of the market, it is necessary to have a dynamic realization and definition of the factors, affecting the tourism system and the internal and external factors.

Often tourism is assumed as a new phenomenon, whereas its roots date back to the history of human social life. The essence of this phenomenon stems from movement and mobility which are the inseparable parts of human life. Therefore tourism is as old as human activity but the difference lies in the variation of forms, motives and purposes of the movement and mobility (Towner, 1988; Hjalager, 2015). Tourism theory is the result of difference between social structures. If something different existed anywhere, it would be an attraction to understand that which was different (Subak, Palutikof & Agnew, 2000).

The early works about tourism have focused mainly on its historical aspects (Antonescu & Stock, 2014; Rabbiosi, 2015). The common concepts in tourism have undergone changes over time (Jafari, 2003). Economic aspects dominated the early while the recent studies of this industry have a wider scope of vision on tourism defining it as a multidimensional and complex phenomenon. For instance, in defining this phenomenon from an economic point of view, literatures have been focused more on the consuming characteristic of tourists. Accordingly, tourism is the process of leaving one's residence in order to meet vital, cultural and personal needs as the consumer of cultural and economic goods and services (Rezvani, 1995).

Tourism could be studied in the form of a complex network of origin-destination where there is a kind of co-existence between these two regions (Ren, 2009). For instance Mohanty (2013) pointing to Thurot's multiple pattern of origin-destination, argues that tourism is a manifold and geographically complex activity because during its various stages from a place of origin to the destination, various services are demanded and supplied (Mohanty & Swain, 2013). Moreover in each region and country there might be many points which can play the roles as places of origin or destination. Lumsdon (1997) defines tourism as traveling from one starting point to a destination in order to enjoy leisure time or business. This definition includes the process of cultural, economic and social exchange (Dickinson, Lumsdon & Robbins, 2011).

There are various definitions put forward about tourism. Mathison and Wall (1982) points out the vastness and usefulness of tourism and defines tourism as a phenomenon. Murphy (1985) focuses mainly on the purpose of travelling and defines tourism as a combination of business and leisure. Middleton (1994) defines tourism and tourist respectively as business and a customer. MacConnell (1973) pays attention to tourism as a positive activity to discover oneself.

Several scholars emphasize the humanistic and multiple nature of tourism (Li, 2013); others discussed the movement of people with no mention of tourist attraction in their definitions. In the definition based on people's movement, activities done after and before tourism has been emphasized on. For instance, the activities engaged in a destination have been given significance. While studying the tourism market, attention to the whole process of tourism is an important point to take into consideration.

“Tourism is a set of activities which happen during the journey of a tourist. This process includes any activity like planning for the journey, traveling to the destination, staying in the destination, and even recalling the memories. This also includes a series of activities done by tourists like buying various goods, interaction between hosts and guests. So any activity or interaction done in the course of traveling can be referred to as tourism”(Mill & Morrison, 1998).

The following points require study. For instance, controlling the demand in the complicated markets, predicting and sketching the perspective of the tourism market, knowing the factors affecting the process and exchange of supply and demand of tourist services, environmental conditions and their serious effects on the process of the exchange in tourism market, and tourist' behavior and characteristics. The present study will only discuss aspects of the voluminous literature on tourism which is relevant including the systematic approach to tourism, general overview of urban tourism, urban tourism market analysis, market segmentation theory, tourism destination, definition of tourism destination, Attraction of tourists' destination, domestic tourism, and the theoretical approach. Figure 2.1 shows the structure of the present literature review.

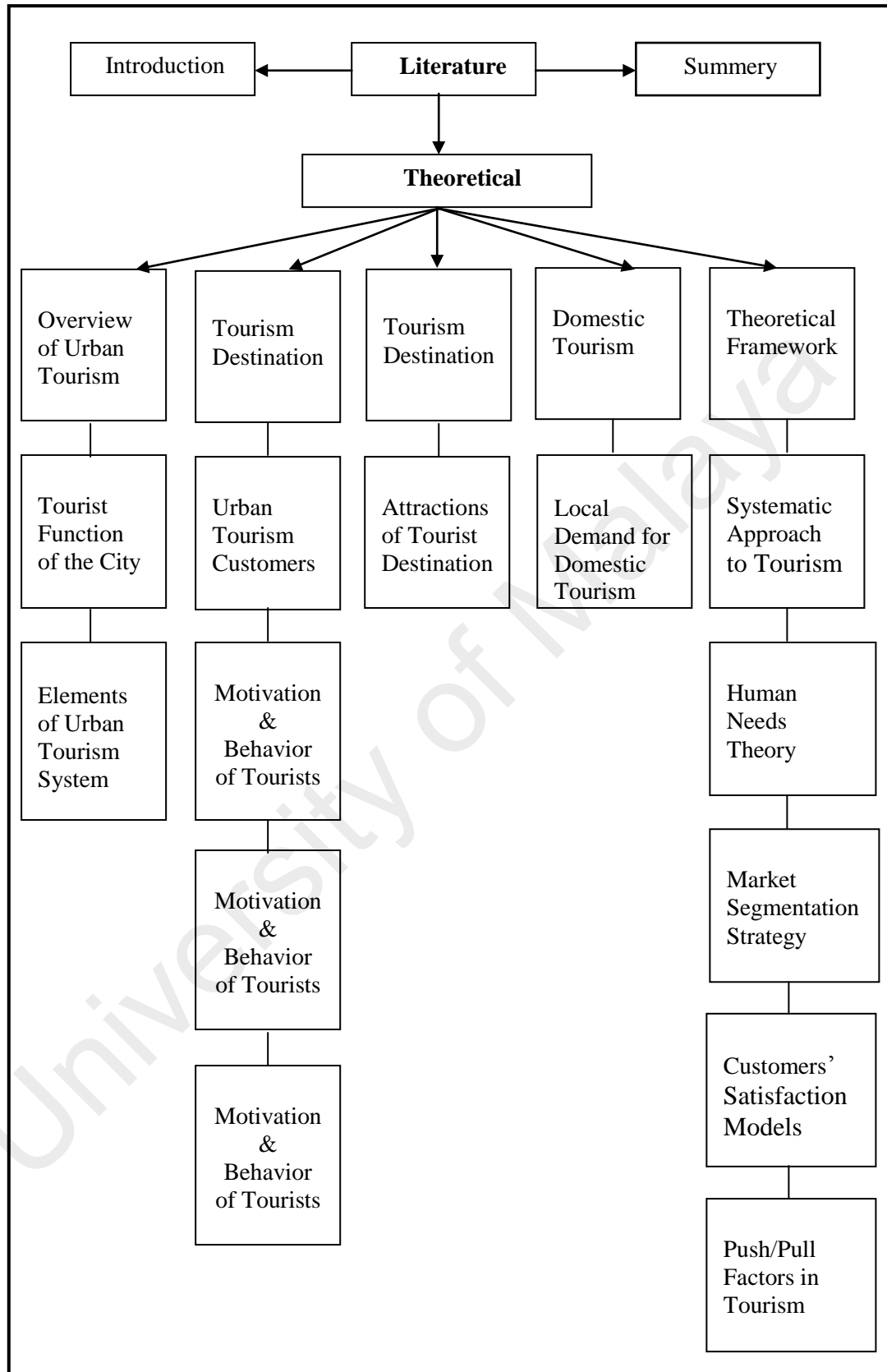


Figure 2.1: Literature Review Structure

2.2 Overview of Urban Tourism

Since ancient times, human beings have accustomed to travelling and visiting the cities (Page, 2011). However, depending on the temporal and spatial conditions, the motivation and objectives of travelling has changed. There is a difference between the urban leisure time and non-urban leisure time behavior. Although urban tourism can be defined as tourist activities in cities, it seems that urban tourism is a complicated area of activity (Ashworth & Page, 2011). "Urban tourism is the set of tourist resources or activities located in towns and cities and offered to visitors from elsewhere"(Daskalopoulou & Petrou, 2009).

Early studies up to the 1960s were mainly scattered, limited and mostly conducted by the scholars of geography. Research done by Lynch (1960), and Blank and Petkovich (1979) have mainly focused on this geographical aspect and failed to consider the tourism industry as a vast, independent field of research. Tao, Zhong and Hong (2005) argue that most of the cities are in their early stages of tourism development. Murphy (1985) also believes that early studies on urban tourism up to the present time failed to employ theoretical analysis in investigate the complexities and mix of urban tourism. In general, there is a big gap in the field related to urban tourism studies.

Urban tourism is one of the topics which have not been understood clearly, but since 1980 it has been treated as an independent phenomenon and field of research in the tourism-related topics. Nevertheless, since the 1990s, it has won more prominence as an independent discipline (Pearce, 2001). Since the past decade scholars have paid more attention to tourism research and urban tourism and several scholars from various parts of the world have contributed to the urban tourism studies, notably Teo and Zhong (2005), Berg, Borg and Der Meer (1995); Judd and Fainstein (1999). These scholars believed that the growth in research in this field reflects the growth of tourism in urban

areas and is indicative of compatibility of the adopted policies. Taking into consideration the mutual effects of the above-mentioned factors on each other it is essential that tourism studies and related policies move hand in hand in order to achieve an integrated framework. Cities are turning into both destinations and origins of tourism; they are not only the center of economic, cultural, and political activities, but also the centers of tourist activities both as destinations and origins. The dynamic nature of tourism, diverse urban functions, constantly changes and the characteristics of tourists of urban areas (population, behavior, motivations, and needs) are among the many factors which create challenges both at the level of conducting urban tourism studies and determining an integrated framework to do research in this field.

Considering the complicated nature of tourist activities needs, there are some sort of neglect and inconsistency in urban tourism studies. This neglect and inconsistency is observed between the two camps of tourism scholars and urban tourism planners. Ashworth (2011) named three main reasons for the imbalances in urban tourism studies. First of all, tourists are spread all over the cities in an indiscernible manner. Secondly, due to the invisibility of the urban tourist, it is difficult to determine the tourism segment. Thirdly, inconspicuousness of urban tourism and the high impossibility of determining its scope have created problems in such studies (Ashworth & Page 2011).

2.2.1 Urban Tourism

There are only a few researches that have paid attention to the city and framework of urban tourism. One of the sources which broadly investigated the phenomenon of urban tourism is the book entitled (*Urban Tourism: Attracting Visitors to Large Cities*) by Law (2002) which attempts to explain the various combinations of urban tourism and their effects on tourist activities. It investigates the effect of management and planning, and the effect of tourism on development, particularly urban development. The strength

of this book lies in its simple approach and wide scope. Another book *Urban Tourism* by Page (2011) refers to the concept of demand and supply in urban tourism. It investigates the effects of tourism in an urban context, particularly on planning and marketing. Moreover, other books which have dealt with the issue of urban tourism are as follows:

- 1) International City Tourism: Analysis and strategy (Edited by Mazanec, 1997); and
- 2) The Tourist City (Edited by Judd & Feinstein, 1999).

The book entitled “Mazanec” deals with the marketing of urban destinations and development of tourism in European countries. In their book, Judd and Feinstein investigate some key issues of tourism; the effect and role of casinos, sport events, and urban renewal projects. Some other books in this field are:

- 1) Urban Tourism: Performance and Strategies in Eight European Sites (Berg *et al.*, 1995); and
- 2) Tourism in Major Cities (Edited by Law, 2002).

These books explain the tourist activities and the function of some cities and different regions, in a fairly detailed manner. They also describe the formation of tourist products, their policy, and organization of tourism in eight European cities. They further investigate the perspectives of development at the regional and environmental scale. Some books are editions of selected essays of conferences on urban tourism. Two of these books are:

- Quality Management in Urban Tourism (Edited by Murphy, 1997) and
- Managing Tourism in Cities: Policy, Process and Practice (Edited by Tyler, Guerrier & Robertson, 1998).

Murphy's book is an edition of 19 essays presented at a conference with a similar name as the book title. This book is comprised of three sections,

- 1) The issue of management;
- 2) Commercializing culture and heritage; and
- 3) Management of companies.

Although in some parts of Murphy's book the writer have digressed from the main point in some areas, the case studies from different areas of the world have played an important role in solving academic issues problems. The second book *Urban Tourism* by Page (2011) is an edition from 13 essays presented in a conference which was concerned with political issues, planning, and management of tourists, urban resources, tourists and spaces in cities, urban events and national tourist products (pp, 2011).

The issue of urban tourism will be elaborated further; Tourism as a geographical phenomenon, functions within the framework of certain spatial patterns. Any community such as urban environment is formed on the basis of three components; Heydari (2004) define these factors as below:

- 1) Natural environments as the ground and base stone of urban constructions and spaces like climates, water resources, soil, geology and geomorphology;
- 2) Man-made environments and entities; and
- 3) Ideological structure of society, political system, type and quality of the dominant technology.

The above mentioned factors have effective role in development of urban space and consequently the formation of urban leisure time activities and their sustainability.

Urban areas are part of geographical space which have been occupied by the city or at least used for the functions of population centers. These space include constructed areas, urban roads network, settlements, industrial institutes, transportation companies, gardens, recreation centers and leisure time centers which provide services for urban residents. Considering the previous discussions about the meaning and context of urban tourism and the interaction between tourist activities and the environment, urban tourism definition is:

“The mutual interaction between guests and hosts and producing the tourist environments in urban areas with different motivations; It is also visiting the attractions and using services and facilities related to tourism which have different effects on city environments” (Papoliyazdi & Saqai, 2006).

2.2.2 Tourist Functions of the City

In general, metropolitan areas enjoy strong and diverse urban functions. Economic power, huge human resources, advanced science and technology, and cultural characteristic have brought various functions to metropolitans. Urban tourism and service functions of the cities not only meet the needs of the tourists, but can also result in the economic prosperity of the host society and function of new urban spaces. From the urban tourism point of view, these spaces are compound spaces which include compound users. By defining the different types of tourists and their motives, a meaningful classification of urban tourism visitors can be achieved. Therefore the diverse functions of urban spaces which are the outcome of development of social, economic, cultural and natural infrastructures could lead services to play a significant role in attracting local, national and international tourists. In his definition of structures

and characteristics of cities (Pearce & Argyle, 2013) named four acceptable and common characteristics:

- 1) High density of physical structures;
- 2) Population;
- 3) Social and cultural functions and non-conformities; and
- 4) Economic multi-functionalism and observable centrality in urban and regional network.

When cities function as tourist-receiver cities and develop, these complications get resolved in the entity and structure of tourism and create difference in the formation of urban spaces which are related to tourist activities and further create some effects which are observed in the bilateral activities of both hosts and guests. Consequently, the vast chain of services and attractions offered in cities result in the formation of tourist activities which are in line with fulfillment of the motivations; like Visiting friends and relatives, business travels, attending fairs and conferences, Visiting cultural and historic heritage, religious journeys, attending events, education, Personal reasons, excursions, recreational activities and shopping (Ashworth & Tunbridge, 1990).

Urban areas are considered the main tourist destination as they enjoy various cultural, historic and recreational attractions such as Museums and monuments, parks, Luna parks, sport stadiums and shopping centers (Timothy & Kim, 2015). The spatial formation of the cities is the manifestation of human's intentional reaction to the environment. In this urban environment, the dense functions (interactions) between the cities and its surrounding environments play a significant role in distribution of development and spatial development. This process results in the concentration of tourist activities mostly in cities. Tourism in urban areas is distinctive and diverse. This distinction depends, firstly on the heterogeneous nature of the urban area, which varies

depending on their size, location, function and age. Secondly, it depends on the entity and multidimensional function of the city and their facilities which are meant to be used not only by the residents of the city but also by a vast network of consumers (Ashworth & Tunbridge, 1990).

Looking at the different and diverse functions of the cities, Page (2011) argues that different and mixed groups of tourists make different usage of the cities. In line with this idea Burtenshaw, Bateman & Ashworth (1991) mentioned many urban functions of tourist cities, in relation to the various needs of the tourists and the existing resources of services. Their study has provided a valuable understanding of the tourists about the usage of tourist products and services. This relationship has been briefly illustrated in the Figure 2.2.

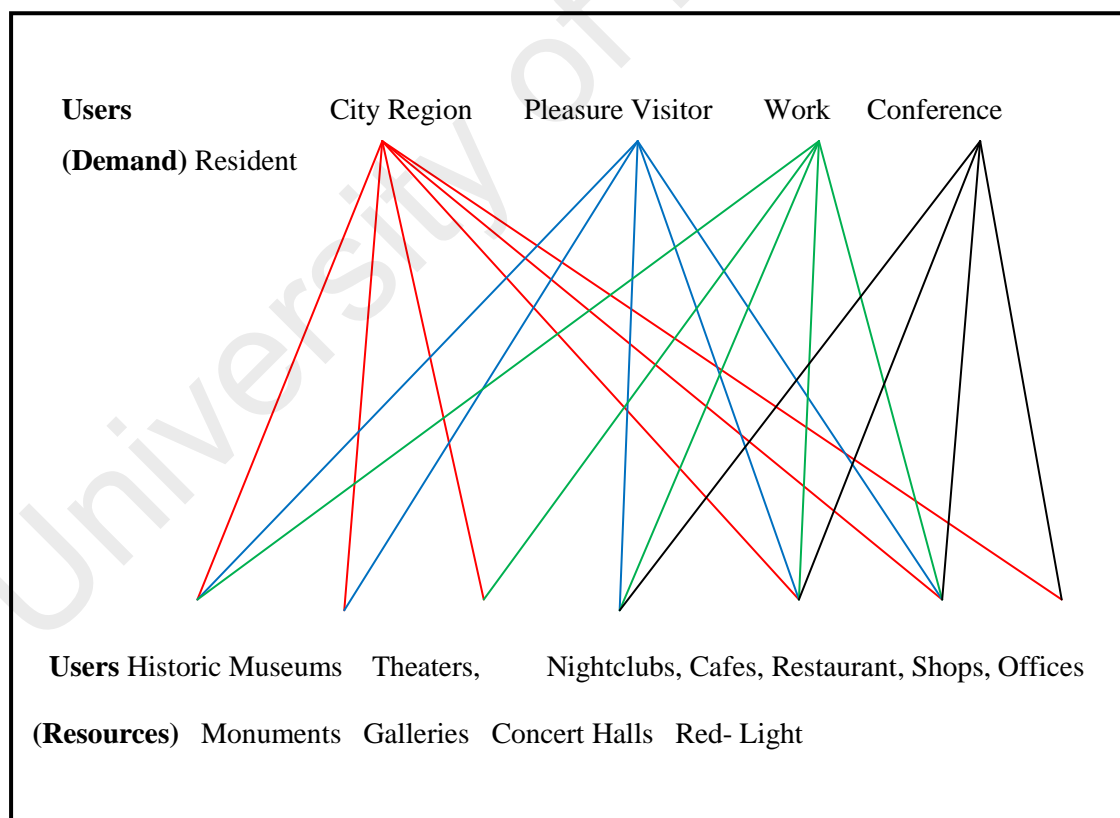


Figure 2.2: Functional Areas in the Tourist City

Source: Burtenshaw *et al*, 1991

Cities actions function as environments that would attract local, national and international tourists with various needs, interests and motivations. These cities are of various types: tourist, historic, shopping and cultural cities. Multidimensional and new functions for cities such as “historic-tourist” cities have given rise to the concept of revitalized cities (Jadd & Fainstein, 1999). According to some interpreters, this variety and diversity makes it difficult to describe and explain urban tourism (Law, 1992).

2.2.3 Elements of Urban Tourism System

Tourism is a service industry, therefore the behavior and the interaction of residents or the host community with tourists is vital and sensitive (Gunn, 1988). According to Sinclair and Stabler (1997), Doswell (1997), and Sessa (1988) different sources have caused several factors to be important in forming the structure of tourism market. Investigating and classifying these factors will result in a precise analysis and recognition of tourism. For instance Sessa (1988) classified tourism into five main components of resources, infrastructures, hosting, entertaining and recreation, sports and mediating services.

Some theoretical frameworks have been proposed to study the urban tourism industry which is a multi-dimensional phenomenon and activity (Page, 2011). The systems approach is one of the frameworks which study the multifaceted phenomena of tourism industry. In a logical and sensible way, it tries to understand the different and various factors that work together in a cooperative manner (Yong, 2001). Due to the complex and multi-dimensional nature of the urban tourism industry and its planning, it is necessary for the management of tourism to adopt the systems approach to study tourism. Gunn (1988) presents the key functional components of the dynamic system in Figure 2.3. This system strongly focuses on the dynamic and active relationship between the key factors of the tourism industry- demand and supply.

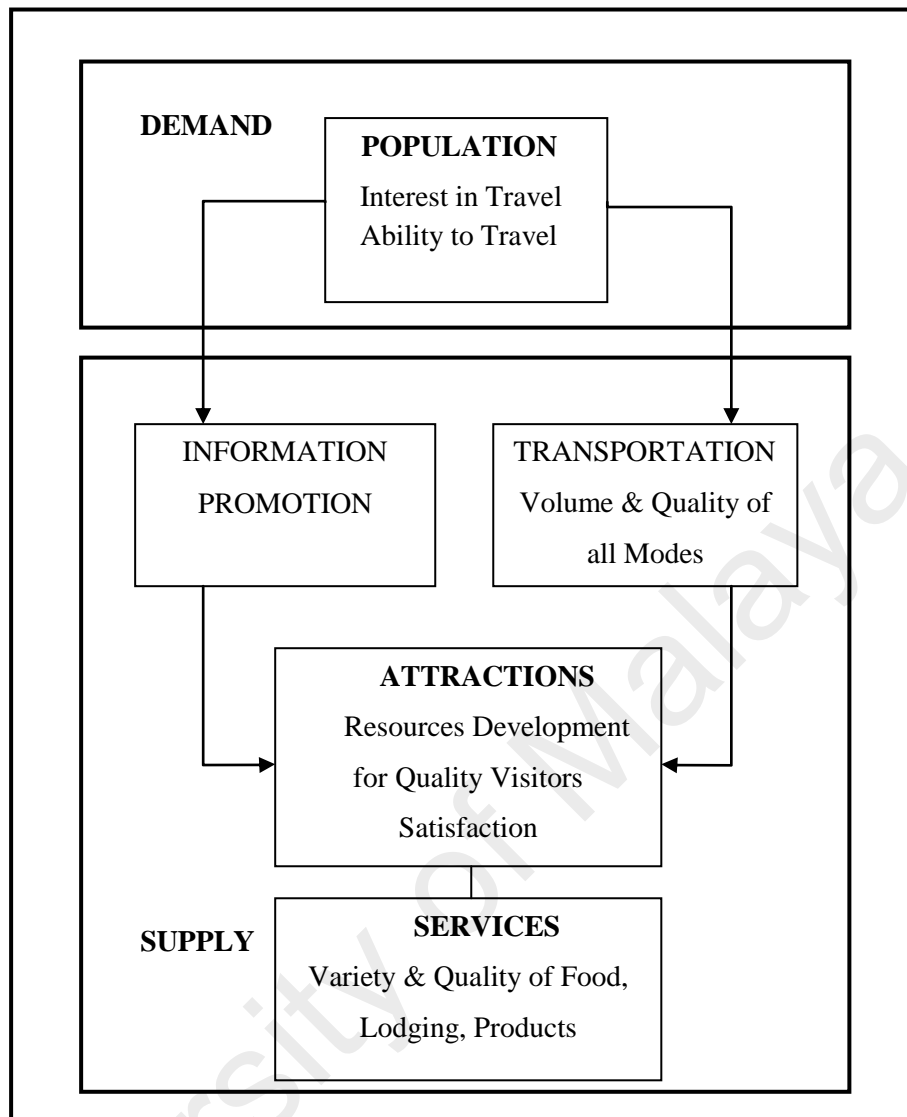


Figure 2.3: The Functioning Tourism System

Source: Gunn,1988

According to this model, the four main components of the “supply” factors are transportation, attractions, services and information/promotion. Gunn (1988) emphasizes that the population number of starting point cities, their wants and their power of travelling are among the main factors affecting the “demand“. Murphy (1985) emphasized more clearly on the mix system of both demand and supply which- through mutual interaction- form tourism activities of various types and qualities. In his research

he points out to the four main motivations of Travelling, Physical, Cultural, Social and Fantasy.

The existing resources in cities are the ready tourism packages offered by cities to the demand market. One fundamental part of urban tourism planning and urban management is evaluating and preparing the tourist attraction to suit the wants and decisions of the tourists. Each city can offer access of tourists in various ways and even have the choice to selecting their own tourists, but first they need to provide the necessary pre-conditions in order to attract tourists. Jansen-Verbek (1986) has presented these pre-conditions in the form of the supply factors of urban tourism.

Tourist attractions and products are among the necessary elements to attract urban tourists. These attractions and products should maintain their dynamicity, evolving continuously based on city changes, diversity of tourists and the demand market. Therefore the components of this mix system (demand, supply & service providers) have mutual dependence on each other. Cities can enhance their regional position by developing their attractions and tourist products thus creating new opportunities for the tourists. These factors which increase the effects of tourism in successful cities result in the sustainability and repetition of travels.

There are also many other external factors which interact mutually with tourist activities. Lumsdon (1997) and Lohmann (2004) examined more comprehensively these factors; micro and macro external determiners surrounding tourism industry; political, social, economic and technologic environments along with the threats and crisis. They believe that these factors have deep impetus on the function of tourism components, supply and demand attitudes. They draw the attention of the policy makers to the significance of the above mentioned points in their market management and urban tourism planning.

“To examine the links between different elements in the system, one can consider the nature of the flows; between the various components, where specific relationships may exist... A system approach also allows one to trace the effect of different issues as well as identifying where improvements need to be made in the overall urban tourist experience... Therefore, Urban tourism needs to be conceptualized as a service encounter and experience which has: a) a high degree of traveler involvement; b) a simultaneous supply component; c) inconsistent demand, which is often consumed. Some of these elements are specifically urban in a multifunctional city, since it is the diverse urban areas, which can provide the intensity of resources to facilitate such an encounter. Thus, the concept of tourist service is important because it provides a focus for the analysis of the traveler’s experience of urban tourism” (Page, 2011).

Shaw and Williams (2002) claim that the urban environment along with their characteristics and appearance is, by nature, leisure producing. As urban tourism includes leisure activities, therefore planning and management of urban tourism is a sensitive and multidimensional issue which demands the urban manager’s special attention. Law (2002) in his study examined the relationship between tourist activities and urban areas. He pointed to three kinds of elements in a city’s tourism resources: primary, secondary and conditional elements.

Primary elements refer to the main reasons for visiting cities such as cultural heritage; secondary elements include shopping and catering facilities while conditional elements include transportation, parking and banks. Also, Jansen-Verbeke (1986) proposed a general framework of key factors and elements listing the leisure time products. They draw the attention of urban tourism planners to the framework.

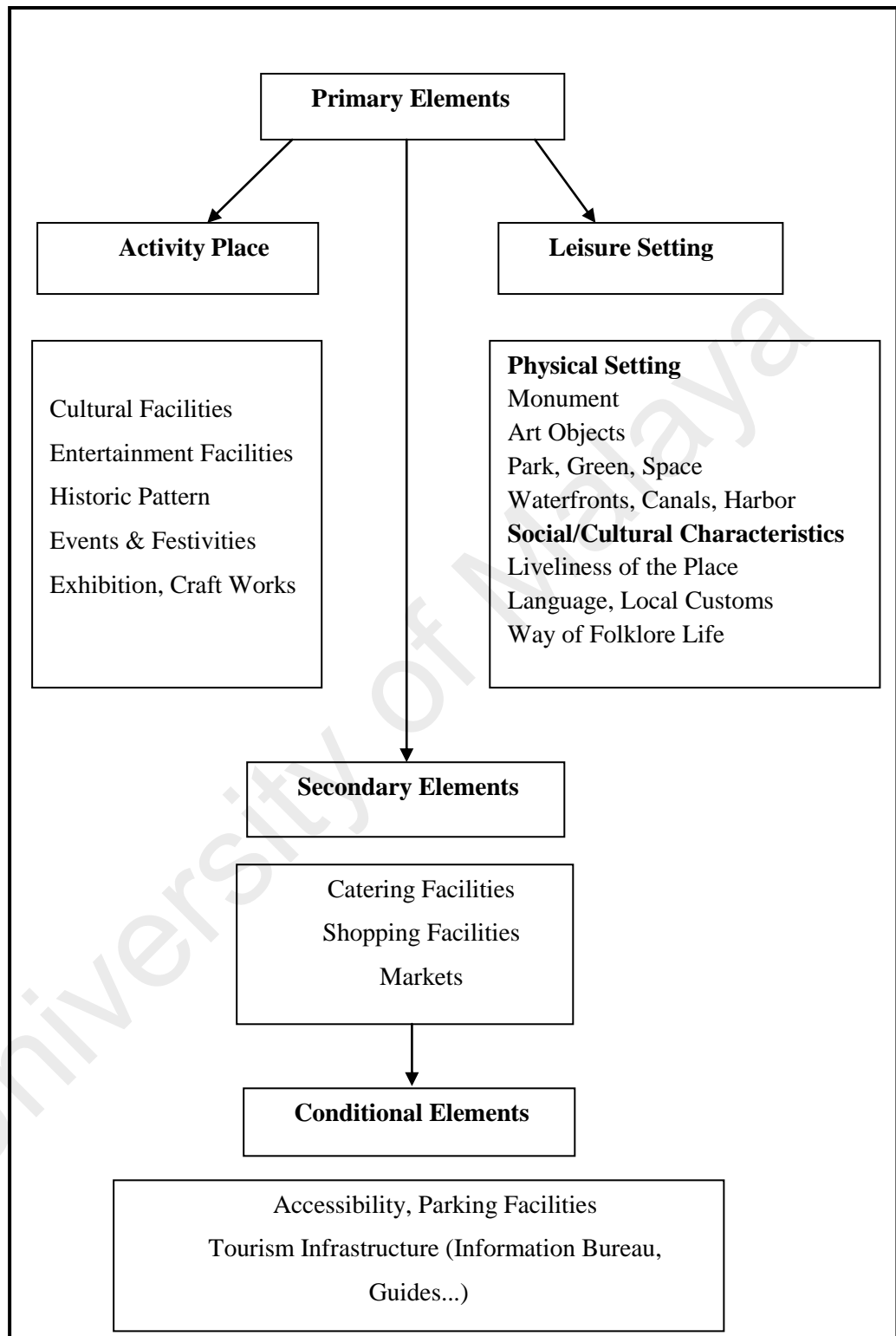


Figure 2.4: Urban Tourism and Leisure Setting

Source: Jansen-Verbeke, 1986

In this framework primary elements, as the main attraction of the destination, are regarded as the most important factor in attracting tourists to the destination. The primary elements are supported by the secondary elements such as retailing, food catering and conditional elements such as transportation, communication and banking. It should be noted that in some destinations the secondary elements like restaurants and shopping centers function as a primary attraction for the tourists. Urban tourist activities are classified within the framework of place of activity and events, also various leisure settings are mixed into the main tourist activities and facilities. The elements mentioned above play an important role in the success of urban tourist activities. They are key elements that are developed by cities for several objectives which include creating a positive image, attracting various tourists and regeneration of the urban economy. We should pay heed to the fact that they are not the main factors attracting tourists; but they can assist the tourists in making decisions about their destinations and also increase their satisfaction in urban areas.

In general, the characteristics of urban tourism can be studied in three parts. The first characteristic of urban tourism is that urban tourism is observable in a large scale in national tourism. The centrality and location of cities have turned the cities into the axis of tourist activities occupying a vast area of the internal regions of the country. Secondly, cities are within the functional network which cannot be separated from the national expanse. This is a characteristic of tourism which creates a vast complex of cooperation and intercity competition in both national and international tourism. Thirdly, tourism spread to cities through two concepts:

- 1) Diversity of facilities offered to tourists; and

- 2) Diversity of experiences and leisure time activities, or variety of tourist needs and desires which in brief is referred to as demand market.

These facilities are rarely meant to be used only by tourists and they are available to all citizens (Ashworth & Tunbridge, 1990).

2.3 Urban Tourism Market Analysis

2.3.1 Understanding of Urban Tourism Customers

The term “tourist” is a concept -if deeply understood- which can speed up the planning and development of urban tourism. The word “tourist” is incapable of being completely indicative of the characteristics of the ever-growing population, with different types of motivation and wants. The urban population definitely includes people who have certainly no tourism experience at a certain time, but they have had or will have a leisure time experience and visit a city. This population has been divided into four main groups -residents, visitors, tourists and immigrants. The point highlighted in Law (2002) studies regarding the people’s travelling experiences, is the distinction made between visitor and tourist. In Iran, tourist is defined as a person who travels to a city for the purpose of recreation and leisure time.

In contrast, the priority and purpose of visitors are different from leisure and recreation; and may include some purposes like business, attending conferences, seminars, sport events, political and cultural events. Law divides the vision into two main groups of business/conference and leisure time/recreation. The following question can be considered to be the root and basis of all tourism studies: What makes people to travel? Especially why do people travel to one city but not to the other? In order to answer these questions, attention should be paid to the classification of urban attractions within the framework of primary and secondary factors of urban tourism. These factors which are the key and significant factors of urban tourism play an important role in

tourists and visitors' decision-making but the quality of the decision is the necessary and sufficient condition for the formation of travels.

Tourist behavior and choice of the destination varies based on their motivations. Motivations like visiting friends and relatives, business trips, scientific and cultural events, visiting the historic and cultural heritage, religious trips, events, recreational activities, and shopping are among the motivations' of various types of tourists (Ashworth & Tunbridge, 1990; Hall, 2000).

An understanding of urban tourism is strongly related to knowing about what tourists want to experience in the cities they visit (Ashworth, 1992). A clear and explicit understanding of the reason behind the visits of the tourists to the specific places necessitates an analysis of tourist behavior (Pearce, 1982). Also, the researchers should understand the scale, location, function, appearance and cultural inheritance, and market characteristics of the cities in order to understand the similarities and uniqueness in different urban places. Various functions of the urban areas are used by the city residents too (pp, 1982). This understanding is important to researchers, planners and managers of cities in developing different planning strategies and marketing for the variety of urban tourists in the different tourist places. Correct and up-to-date information on the demand for urban tourism and desires of the market are of vital importance both for planners and tourism agents. One of the primary difficulties faced by urban tourism sector is to balance the supply of services, product and infrastructure with the demand for these products. Without sufficient information, management of urban tourism and improvement of urban tourism market will be difficult. Market research on urban tourism is very important for perceiving the requirements and tourists satisfaction. In many cities, tourist surveys have been used for the purpose of data analysis as well as adapting the results in marketing strategies (Berg, 1995). The

formation of tourism in cities is related to the city itself- its expectations, creating variety in tourism and selected influential strategies (Law, 1992).

2.3.1.1 Motivation and Behavior of Tourists

Many studies have been done about the causes of travel and identification of similarities and differences in the behavior of tourists or their perception about tourism (Kozak, 2007). Humans are different in terms of ability, desire and motivations. Motivation is a condition which inclines people to act and behave in a particular way (Alvani & Dehdashti, 1994). Many theories on motivation have been presented. Needs theory is one of the simplest and most basic motivation theories which have a close relationship with the subject of tourism as one of its main elements. In this theory, the relationship between the needs and motivation is expressed in this way: a person's need stimulates a person and this stimulus motivates the person to try to meet his/her need (Luthans & Kreitner, (1985). According to this theory, stimulus or motivation is the sense of need that is oriented towards a goal, but the stimulus or motivation is a force born from this need. The relationship between the motivations, objectives and activities can be shown in Figure 2.5.

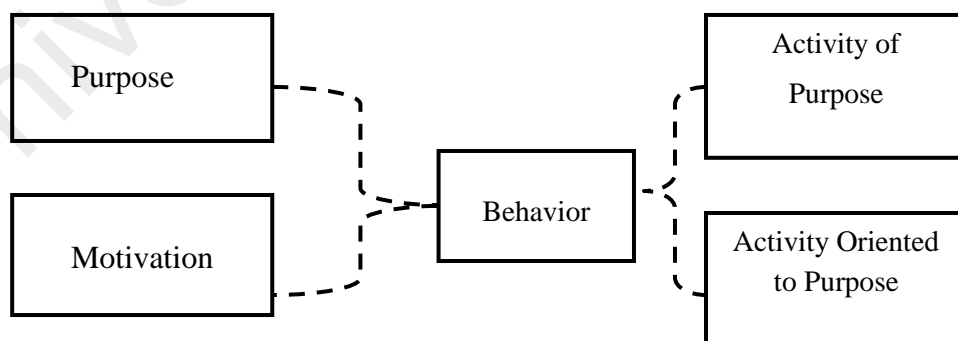


Figure 2.5: Relationship Between the Motivations, Objectives and Activities

This Figure shows the motivational status in which a person's motivations are to achieve targets. The strongest motivation creates behavior; but it should be mentioned

that all targets are not accessible, so sometimes people with strong motivations do not reach the goal to act.

Lumdson (1997) explains that the foundation for successful marketing is the satisfaction of the customers (tourists in the case of tourism) hence the marketing system must pay heed to three specific aspects of consumer behavior: consumer motivation, consumer buying process and types of consumers. Many tourism organizations do not fully understand their customers (Swarbrooke, 1996). The importance of motivation in tourism is clear, because they explain the causes and reasons for travel and specific selection (Parrinello, 1993). The study of tourism motivation requires answers to these questions: What are the reasons that force people into tourism activities? And why do people travel or do not travel to specific destinations? This process is due to psychological and social factors such as behaviors, beliefs, cultures, life styles and the effects of these on the tourists purchasing behavior.

Various factors can stimulate the motivation of tourists. One of the first studies on the motivations of people to travel was by Lundberg (1972). He expressed a hypothetical set of 18 motivations that influence the formation of a trip. In another classification Crompton (1979) divided stimulating factors of tourists into two main groups: social-psychological and cultural. He states that escape from the material environment, self-knowledge, and comfort, social status, strengthening family relationships and facilitating social interactions are social-psychological motives while stimulating cultural motives include the search and discovery of new phenomena, teaching and learning. Also, some experts have divided tourists stimulating factors into four categories as follows:

- 1) Physical stimulus; this is followed by physical health;
- 2) Cultural stimuli; Willingness to understand other cultures and communities and familiarity with traditions; Religions is one important motivation for tourists;
- 3) Stimulating communication; Visiting relatives and friends; and
- 4) Stimulus related to social status (McIntosh & Goldner, 1990).

Also Lumsdon (1997) has been divided the factors that affect motivation to buy into three overlapping dimensions:

- 1) Stimulating internal forces;
- 2) External stimulus factors; and
- 3) How to buy.

Motivation is the key factor in stimulating internal forces; He states that motivation is the tendency for an action to achieve satisfaction.

Pearce (1993) noted that there have been many theories about motivation. Some theorists of psychology believe that the motivation arising from psychological tension should lead to satisfaction. Other explanations are based on Freud's statement that there are deep internal forces that stimulate us; forces that are essentially unconscious and unseen in our daily behaviors. This approach indicates to us that the behavior patterns are not predictable (Krippendorf, 1984). Contrary to this theory, behaviorists believe that behavior patterns are very clear and more regular. Maslow's theory (1943) is the prototype of this approach about motivation. This theory is a model based on a hierarchy of primary and secondary needs and is widely used to describe the motivations and behaviors (McIntosh & Goeldner, 1995). This theory has helped in describing and understanding consumption behavior in tourism.

Efforts by researchers to identify, and explain the motivations of tourists have led to other theories about the motive of travel. Tourist motivation studies are combined with different ideas and approaches. In research on understanding the causes of travel, two different responses have been cited. Firstly, the personal and cultural characteristics of people are not same and secondly, what tourists expressed as their travel motives might be reflective of their deepest needs that they may not understand or be aware of. When we discuss motivation in terms of personal and cultural conditions, it means that researchers are undertaking two main tasks: (a) defining the life style of tourists that causes the need to travel; and (b) examining the consequences of travel to destination as a response to these needs and considering the degree of compliance these needs (Cohen, 1974).

Many approaches have been proposed in tourist motivation studies. Firstly, one of these approaches is related to tourism as a response to cultural needs. For example, pp (1974) believed that modern human beings desire different things. He is interested in unfamiliar customs and cultures because they are different. Although the purpose of traveling is to enjoy the beauty of nature, it must be admitted that most tourists do not visit just for fun, but tend to go beyond their cultural boundaries, identify the unknown and become familiar with other cultures. Secondly, experiences of tourist form the basis of another group of approaches. Pp (1974) in his research about the position and role of tourists pays attention to tourists' experiences. His studies are reflective of those of Boorstin (1974) and McCannell (1973) about the value of tourist experiences. The first group believes that tourists are traveling only for entertainment purposes and they are controlled by predetermined programs of tourism agencies. This kind of tourists can be induced by the specific cultural patterns and the trip experiences of tourists are limited to bring pictures and remembrances.

In contrast, McCannell (1973) believes that tourist experience is not limited to these cases, but they are looking for experiences that are found in beyond areas that they had visited; therefore, their experiences include the valuable immaterial subjects that they have learned from the life of others. Cohen classified tourists experiences; on the one hand, he agrees with regard to Boorstin's opinion that tourism is a way to leisure time relaxation and escape of the pressure of life. But on the other hand, he adds on other types of tourism experiences that include: observational, active and exploration. These experiences match McCannell's opinion. Cohen (1974) accepts McCannell's view that the inclination to obtain new valuable experiences is the stimulus element for tourists and that travel motivations to other destinations are due to the lack of new experiences where tourists reside. Thirdly, other approach is related to attractiveness of destinations as a tourists stimulating factor. This approach discussed the specific attractions of destinations that were introduced to travelers which were effective in influencing their decision to travel to those destinations. According to research by Crompton (1979) that followed this approach, the attractions of destinations should be highlighted / promoted as it influences motivation. Fourthly, one of the most important approaches in tourism studies has been the use of image in the motivational approach. Naturally in any population there are a series of normative controls and in this approach tourists imagined that such normative controls are absent in other communities which they would like to experience. Also, some researchers believe that the host community would welcome the arrival of tourists and communicate with them; because it is a way to escape from the limitations and normative control in their community.

Consequently, studying tourist motivation results in a better understanding of their decision making process for selecting destinations. Plans for attracting tourists and developing tourism can be designed and performed on the basis of the knowledge obtained about tourists' motivation, existing facilities and attractions in the destination

and the cultural conditions in the host community. It should be noted that normally one single motivation cannot determine the whole behavior of tourists per se, because their decisions are influenced by several motivations. Also it is possible that a destination attracts tourists, but the attractions of the destination are not in accordance with tourists motivations (pp, 1979). This recognition facilitated market segmentation and marketing objectives that is important for development of tourism economy and tourism planning (Show & Williams, 1994).

2.3.1.2 Socio-Demographic Characteristics of Tourists

From the perspective of tourists' behavior, personal factors refer to socio-demographic characteristics of the individuals (age, sex, income, level of education, occupation, marital status, place of residence, etc...). Baker and Crompton, (2000); Beerli & Martin (2003) believe that the personal factors affect the individual's cognitive organization or evaluation of stimuli and therefore also influence the perceptions of the environment and the resulting image. Also, Wilkie (1994) refers that the socio-demographic profile behavior can be described as the mental, emotional and physical activities in which people engage when selecting, purchasing, using and disposing of a product or service so as to satisfy needs and desires.

The reason for studying socio-demographic determinants of spending is that a tourist does not make purchase decisions in isolation. Lamb, Hair and Mcdaniel (2002) believe that the mix of cultural, social, personal and psychological factors and previous experiences, all of which influence behavior, is largely uncontrollable. Lu and Pas (1999) indicate that there are very few models available that capture the relationship between socio-demographics (such as age, sex, occupation, education) and activity participation (recreation, work, travel) and travel behavior. There is a significant relationship between tourist's socio-demographic characteristics with the variety of

traveling behavior. Present study finds out that religious beliefs have a definite effect on both activity participation and tourists' travel behavior too.

Understanding relationship between vacation motives and socio-demographic and travelling characteristics helps in developing appropriate marketing strategies. Goodrich (1977) Woodside and Lysonski (1989) and Um and Crompton (1990) stated that socio-demographic and trip variables affected perceptions of a destination image. Um and Crompton (1990) mentioned that tourist's perception of a destination may be influenced by internal and external inputs. Internal inputs refer to tourists' socio-demographics, values, and motives, whereas external inputs mean various sources of information, including mass media, word-of-mouth, and past experience. Regarding socio-demographic variables, Goodall and Ashworth (1988) suggested that socio-demographic variables such as age, sex, occupation, education and income are important factors influencing the formation of the tourist images and perceptions of the travel experience.

Woodside and Lysonski (1989) noticed that a destination image is influenced by destination attributes and travelers' variables such as age, sex, income, level of education, past experiences, and personal values. Weaver, McCleary, Lepisto and Damonte (1994) found that age was a discriminating demographic variable that influenced choice of destination, while Zimmer, Brayley and Searle (1995) identified that income and education influenced travelers when choosing nearby and farther-away destinations. For example, Weaver *et al* (1994) reported that travelers under 45 years old tend to choose for novelty seeking and Zimmer said that travelers who are better educated and have more disposable income tend to travel farther from home.

Baloglu (1997) examined motives of German travelers to the United States in terms of socio- demographic and trip characteristics. He identified six image factors:

adventure, nature and resort; urban environment; budget and value; history and culture; friendly environment; and active outdoor sport. These six image factors were found to vary significantly with travelers' socio-demographic and trip characteristics. Baloglu also suggested that different promotional strategies should be addressed to different segments of travelers with different vacation motives.

Scholars such as Mossberg (1995) argue that there is a strong relationship between socio-demographics and level of tourists' satisfaction. Hughes (1991); Yu and Weiler (2000) stated that tourists' experiences and levels of satisfaction have been found to be influenced by tourists' background characteristics, such as their own past travel experience, background knowledge, and with differences in satisfaction levels. For example, Mossberg (1995) found that tourists' previous travel experience and socio-demographics influence tourists' satisfaction with the performance of their tour leaders. Another set of variable associated with differences in satisfaction levels is the origin, nationality or culture of the tourist. For example, in a study Armstrong, Mok, Go & Chan, (1997) hotel guests from different cultures had different expectations for hotel services.

2.3.2 Definition and Concept of Tourism Destination

Places of departure and destination are two vital combination of tourism system, which associates two other fundamental concept of tourism; demand and supply (Uysal, 1998). Departure points can be considered as the demand and tourist's needs while the destination is the setting for presenting the services and products to the demand market. Areas departure creates potential and real tourists with varying motivations and objectives. The destination is the region which is visited by tourists due to their attractions and existing resources (Formica, 2000).

Nonetheless, investigating a destination as one of the components of tourism system has been one of the common topics in the literature of tourism. This topic has been elaborated by many authors. The destination includes some elements which when combined with one another may persuade a tourist to stay in a place during holiday or to visit a place. Researchers have used a number of definitions that have contributed to the conceptualization of a destination.

Lumsdon (1997) and Graham (2002) believe that a tourist destination is a mix of elements which attracts tourists. Lumsdon states that there is a combination of four main elements in a tourist destination in the following manner:

- 1) Unique attractions which attract tourist and distinguish one destination from another;
- 2) Environmental framework and external identity including existing buildings, seashores, resorts, natural, cultural and historic regions, main infrastructure roads, railroad network, open spaces and mass facilities;
- 3) Supportive services such as facility services, including accommodation, communication, transportation, welfare facilities, food catering and beverage which are important in all destinations; and
- 4) Socio-cultural features which bridge the past to the present, the level of intimacy, solidarity between tourists and host community, atmosphere of intimacy, peace and contentment and social security on the basis of destination nature.

Graham (2002) defines the elements which comprises the concept of place. These elements are: architecture style, natural environment, use of native construction material, cultural diversity, social values, and public environments. Gooper, Fletcher, Gilbert, and Wanhill (1998) focused on the allocated facilities and services which are in

accord with tourists' needs. In fact, the destination brings all aspects of tourism industry together -demand, transportation, supply and marketing- in a framework and presents the most important factors of the tourism system.

The tourist attractions of a destination are divided into two main categories: (a) the climate conditions, demographic cultures and traditions, (b) recreational and infrastructure facilities which are in accordance with the needs of tourism industry. In defining the combination of tourist destination, Haling (2008) argues that destinations are comprised of some components like culture, economy, and environmental elements. Differences in any of these components result in change and diversity of outlook and consequently in diversity of destinations. He defines the main tourist destination as below:

- 1) Coastal areas include such as islands and riversides;
- 2) Regional areas and tourist cities -which featured man-made elements, attractions such as shopping centers, science parks and facilities to cater to other sectors such as sport activities, events, conferences, and fairs;
- 3) Business and conference destinations -these destinations offer business facilities for companies and the public including entertaining facilities such as fair and conference centers, a chain hotels and transportation network;
- 4) Up-country regions, which are in fact the rural areas far away from cities and a combination of various attractions like mountains, lakes, forests and hills; and
- 5) Cultural and historic destinations are which include cities, villages and specific regions which have heritage of historic value or cultural types and considered as the national and global capital.

In line with his previous explanations about the characteristics of destinations, he remarks the multi-layer nature of destinations. It means that tourist destinations have variety of attractions. Man-made infrastructures and communication services are used not only by tourists, but also by the citizens and the local communities.

Destinations and their outlooks attract tourists, motivate visitors, and energize the whole tourism system. To prove this Cooper and Lumsdon (1997) defines the destination as the reason for interaction and speed in developing all the industries which are related to the tourism industry. Providing a tourist with facilities such as transportation, accommodation, food and recreation in destinations, encourages all levels of productions and services in tourist departures and destinations. Christaller (1963), Cohen (1974), Plog (1974), Doxey (1975), and Butler (1980) are among the first scholars who introduced important theories about management and planning of destinations and tourism.

Christaller (1963) paid attention to the development of tourist destination. In an article in 1963 he mentioned that the alternating development of recreational areas and tourist destinations follows a procedure. He claimed that the change and development of tourist destinations and products happens through time, therefore tourist destinations have different tourists at different points of time. He also believes that the effects left on the destinations and the contribution of social communities varies through time creating new circles of tourist destinations.

Plog (1974) added significantly to the ideas in tourism by introducing the psychological aspect in the selection of the tourist destination. According to him, depending on tourists' psychological characteristics, some tourists have a tendency in selecting familiar destinations while some other tourists are risk-takers who are intent to experience unfamiliar destinations. However, within the framework of his theory, the

majority of tourists tend to visit familiar destinations. Therefore he reasons that the possibility of growth and development for the areas far and far. Contrary to Plog's model, which focuses on the psychological criteria of grouping tourists. Cohen (1974) investigates the behavior of tourists according to typology - organized mass tourists, independent organized tourist, adventurers and drifters. The analysis of the theories of these two scholar shows that in 1980s the development of destination areas was mainly due to the closeness of the destinations to the tourist-sending areas.

In the mid-1970s there was an ever-growing concern regarding the effects left by tourism activities in destinations. The irritation index (Doxey, 1975) was put forward to investigate the mutual relationship between tourists and the residents of the host destinations. According to this theory, destinations may not be capable of growth and development without inspection and control. Thus, the growth in tourists' numbers in a destination and the consequent growth of negative effects of tourist activities may result in hostility between tourists and hosts. This hostility may lead to a decrease in the number of tourists and consequently the decline of a destination.

Butler theory (1980) was formed on the basis of life cycle of tourist products. This means that a new product first grows and develops slowly, and then it experiences fast growth until it becomes stable and steady and finally it starts to decline. Adopting this theoretical framework indicates that tourist destinations develop and change through time. The process of tourism happens between departures and destinations, thus knowledge of the characteristics of points of departures and the destination market, present and potential capabilities of the destination and the behaviors of tourists is essential for planning and marketing.

Table 2.1: Selected Definitions of Tourist Destinations

Author	Definition
Middleton (1988)	Consists of five components: 1) the natural and man-made attractions of an area; 2) its facilities and services; 3) the ease of access to it; 4) the features used to attract tourists to it; and 5) the total cost of the holiday.
Hu & Ritchie (1993)	A package of tourism facilities and services, which, like any other consumer product, is composed of a number of multi-dimensional attributes.
Laws (1995)	A place where people spend their holiday; its elements entail place, people, and holiday.
Seaton & Bennett (1996)	The catalyst link that precipitates all the industries in the tourism sector. Unless people want to go somewhere, provisions for transporting them, housing them, feeding them, and amusing them will be in vain.
Cooper, Fletcher, Gilbert, & Wanhill (1998)	The focus of facilities and services designed to meet the needs of the tourist. Destination brings together all aspects of tourism including demand, supply, transportation, and marketing.
Murphy, Pritchard & Smith (2000)	An amalgam of individual products and experience opportunities that combine to form a total experience of the area visited.
Deng, King & Bauer (2000)	Overall attractiveness of a natural-based destination consists of 1) tourism resources, including natural and cultural resources; 2) tourists facilities, subdivided into infrastructure, recreational, and educational facilities; 3) accessibility, including external and internal accessibility of destination; and 4) Local communities and attractions.
Formica (2000)	Destination is a region which is visited by visitors because of the provided resources.
Lumsdon (1997); Graham (2002)	Tourist destination is a mix of elements which attracts the tourists.

2.3.3 Attractions of Tourist Destinations

Consideration of the systems approach and combinational structure of tourism industry, quality and quantity and coordination between the sectors and factors involved in distribution of tourist product are significant in the success and development of tourist destinations. According to different sources and references, various factors had an effective role in forming the structure of the tourism market. According to (Sessa, 1988; Sinclair & Stabler, 1997), by investigating and grouping these factors the rear precise analysis of tourism industry and urban destinations (as an important type of tourism) will be possible. For instance Sessa (1988) classified the components of tourism industry into five groups: resources, infrastructures, entertainment and sport facilities, and meditational service. Sinclair and Stabler (1997) introduced another five components for the tourism industry: transportation, accommodation, meditational services, attractions and other services. The cooperation and coordination between these components are essential for the distribution of tourist products. Moreover as the main purpose of tourists for traveling to a destination is to visit the diverse natural and man-made attractions of the destination, studying the tourism resources and attractions is as important as studying the tourist products and services.

The reason for visiting a destination is the tourist attractions; therefore, in order to attract the variously-motivated tourists from various areas it is necessary to have diverse resources and attractions in a destination. Although investing in the development of infrastructures and facilities like transportation, accommodation, and shopping and entertainment centers is necessary, the development of the tourism industry will be stunted without appropriate attractions. Thus, attractions are considered as one of the essential components of tourism.

According to McCannell (1973) a tourist attractions is “an experimental relationship between the tourist, destination and the guide booklet which provide the tourist with brief information. The combination of these three components creates a tourist attraction (Lumsdon, 1997). Different classifications of tourist attractions have been introduced: (i) provided (desired climate, spectacular scenery) and un-provided attractions (museums & historic monuments), (Dibai, 1992). (ii) Natural attractions (natural views, climate) and man-made attractions (cultural centers & architectures (Sinclair & Stabler, 1997). Another author has divided the attractions into three groups on the basis of ownership factor (Gunn, 1988):

- 1) State-run (national parks-protected, wild life zoos state-run, sport centers);
- 2) Non-profit organizations (historic places, festivities, historic architecture, theatre saloons and museums); and
- 3) Private sector (shopping centers and shops, private sport centers, private theatre saloons), Also according to him the main sources of tourist attractions are Natural and Cultural.

Therefore according to various types of classifications, attractions can be divided into two main groups: natural and cultural attractions. Tourist activities are done on the basis of this assumption that tourists are attracted to the destinations which have either cultural or natural attractions or because they enjoy some specific characteristics. These characteristics attract tourists then drawing towards the destinations and affect tourists quality and quantity. The existing attractions in the destinations are usually the first feature which fascinates the tourists. However, due to certain characteristics of a destination only some limited types of activities are possible despite the fact that these activities should be diverse to attract tourists (Alvani & Dehdashti, 1994).

Some tourists travel only for enjoying better climatic condition (Lumsdon, 1997). For instance summer and winter attract their own specific tourists. This can be holding true in the case of cultural attractions. The manifestation of culture can be observed in the man-made objects like handicrafts, dressing style, ornamentation, institutions, views, streets, bazaars, public transportation means, appearance and physical properties of the cities and villages (Schein, 1985). The cultural attractions include all external representation and cultural manifestations of any country which can be displayed or represented. These attractions can be divided into the two groups of hard and soft attractions. In tourism industry, culture functions as the pull factor. For those tourists who travel to cities, villages or other countries, activities, events or cultural products can function as attracting and inspiring forces.

2.4 Domestic Tourism

In domestic tourism, people travel outside their normal domicile to certain other areas within the country. In contrast, international travels include trips outside the boundaries of the country. Domestic tourism is considered as including holiday or leisure travel only. Three elements (i.e. place of residence; geographical setting of travel and duration of travel) are common as far as tourism of any form is concerned. The domestic tourist is generally regarded as a person travelling for a purpose other than exercising a gainful activity or settling at the place visited. Further, a domestic tourist is the one who spends no less than twenty-four hours or makes an overnight stay away from his usual residence (Bhatia, 2002). Domestic tourism involves people visiting tourist destinations within the boundaries of their own country. The significance of domestic tourism in the economic and the social context has been reflected in the Manila Declaration on World Tourism adopted by the World Tourism Conference on 27 September- 10 October 1980. The relevant extracts of the Declaration read as follows:

“Within each country, domestic tourism contributes to an improved balance of the national economy through a redistribution of the national income. Domestic tourism also heightens the awareness of common interest and contributes to the development of activities favorable to the general economy of the country...The right to holidays, the opportunity for the citizen to get to know his/her own environment, deeper awareness of this national identity that links him to his compatriots, and the sense of belonging to a culture and to the people are all major reasons for stimulating the individual's participation in the domestic and international tourism through access to holidays and travel...”(Miguel, 2004).

The economic, social and cultural advantages of domestic tourism section are also refereed in various other documents of WTO and practical research.

Travel by people outside their normal residence within the country is called domestic or internal tourism. It does not involve use of foreign currency nor creates balance of payments problem, nor travel formalities like passport etc. The tourist activity of residents of a country within their own country, which does not cross the boundaries of the country, is described as domestic or internal tourism. Since the travel takes place within the limits of boundaries of a country, various travel formalities necessary in international tourism are not to be observed, the travel becomes an easy affair. The barriers of currency exchange, language, passport, health and documents etc., are not to be faced by domestic tourists (Upadhyay, 2006).

A domestic tourist is the one who travels away from his home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs or any purpose except to commute to work whether he stays overnight or returns the same day. Domestic tourism worldwide is 10 to 25 times larger than the international tourism. The volume of

domestic tourism may increase in large countries like USA, China and India, because of their size and diversity. International tourism may remain a dominant factor in smaller countries like Austria, Netherlands, Switzerland, Sweden, Sri Lanka, Maldives and Nepal. Domestic tourism is a form of tourism that involves travelling to and staying at different destinations within that country. In India, domestic tourism has mostly been dominated by the various group tours, family tours, visiting friends and relatives, couple tours and educational tours. Although, there has been a good strength of domestic tourists utilizing adventure tours, eco-tours, cultural tours, but the proportion of such tourists is minute only. Majority of tourists have looked out for cheap tour packages and many of them have not utilized tour packages. They have arranged different goods and services (i.e. travel in local buses, negotiate with hotel managers and assemble each segment of their tour as per their needs (Singh, Birch & Mc David, 2006).

In recent years, the number of domestic tourists has tremendously gone up. The origin of domestic tourism in India has to be traced in pilgrimage. Pilgrimage may be regarded as the oldest branch of home tourism and one that is still of importance. The pilgrimage traffic has been comprised of largest segment of the domestic tourism. Various functions of domestic tourism are to foster a sense of unity and an appreciation of regional diversity; an awareness of understanding India's past and ancient history. The modern domestic tourism has included visits to hydroelectric dam sites, industrial complexes and agricultural research stations. The profile of domestic/home tourism has differed from international tourism as it has involved a large number of people travelling in parties organized by schools, colleges, universities and group of families. Generally, domestic tourists have not minded limitations in travel, accommodation and food. The domestic tourists in India have been habituated to living patterns not high as those of westerners. Most of the domestic tourists have made themselves in "dharma shale", "dark bungalows" and local inns, where they have to pay comparatively small

sum of money. With continuous growth of Indian economy, domestic tourism has been bound to increase and the demand for better transport (rail & road), youth hostels, dormitories and dharma shala would definitely rise in coming future (Khan, 1995).

Domestic tourism is one of the most neglected and under-research categories in tourism analysis (Hudson & Ritchie, 2002; Miguel, 2004) and this situation is a result of lack of emphasis in the economy of domestic tourism in many developing countries. In contrast, more than 80 percent of tourism activities in the world are in domestic tourism. Many tourism exporters and tourism marketing agencies believe that domestic tourism has great potential to develop local areas and increase the GDP. Domestic tourism represents the lifeblood of the tourism industry (Jafari, 1986). In recent decades many countries have specially focused on developing the domestic tourism market as well as inbound tourism to gain a range of benefits.

Rezvani (1995) mentioned four main factors influencing the development and flourishing of the domestic tourism:

- 1) Economic factors: Increase in per capita income, which changes the tourists' potential demands into the real demands;
- 2) Socio-cultural factors: Population growth and development of urbanism have direct effect on the development of tourism industry. An increase in leisure time and the attraction of exploring unknown places are among the factors which helps the development of tourism;
- 3) Tourism facilities: It refers to all those measures taken to provide the tourists with comfort and increase their satisfaction; and
- 4) Security and political stability: Development of tourism industry in third world countries depends seriously on the stability of political conditions.

The domestic tourism develops fast in many places such as China. Its potential is great. Urban residents are important for domestic tourism market. To study on urban residents' payment abilities and tourism preferences is meaningful for domestic tourism. Based on statistical data from 2002 to 2006, the paper presented by Song (2006) builds a statistical equation reflecting the quantitative relations of urban residents' tourism payment per capita and average wages. According to the tourism preference index, this paper sorts urban residents' domestic tourism preferences into four types, which supplies basis for analyzing and predicting domestic tourism market.

Tourism, as a kind of super spiritual appreciation and aesthetic activity, associates closely with people's income (Likorish & Jenkins, 2002). However, as for whether there is certain quantitative relation between tourism demand and people's income, there is no relevant research till today. Meanwhile, due to cities' different locations, tourism sources, and residents' desires for tourism, even with similar economic income, residents' domestic tourism preferences are far different. Urban residents' income is mainly wages (Liu, 2002). Based on statistical data from 2001 to 2006, this paper makes a quantitative analysis of relation between urban residents' domestic tourism payment and wages, builds a domestic tourism payment equation, and further analyzes domestic tourism preferences, which is meaningful for predicting domestic tourism market (Sun, 1998; Song & Sun, 2006).

2.5 Conceptual Framework

Urban area in the tourism industry is both origin and destination point for major tourism events. Considering the vast nature of tourism functions, it is imperative therefore to understand the tourism market in general and domestic tourism in particular. The problems of urban tourism market relates to understanding tourists characteristics in so far as knowing tourists' main motivations, socio-demographic and

psychological variables and tourists' prefer. Hence, the main element to be successful in urban tourism market is to identify above mentioned variables. Present study having in view its main objective which is identifying the characteristics of domestic urban tourists, and in order to further understand its tourists, has reviewed theories such as systematic approach; travel career ladder theory; market segmentation strategy; customers' satisfaction model and push and pull factors; which has been useful in understanding the tourism market and demand section.

McIntosh, Goeldner and Ritchie (1995); Lumsdon (1997) introduced an inventory of approaches to study, analyze and interpret tourism and traveling; that is, the marketing, institutional, production, historical, management, economic, social, geographical, interdisciplinary and systems approaches (Biernat & Tomaszewski, 2013). Each of these approaches explicates certain aspects of the tourism industry and a comprehensive understanding of each depends upon comparing them with each other. However, according to scholars, the systems approach has priority over other approaches. For instance, there is a framework that displays the factors of production function as a connecting chain between consumers and the destination and adopts the product approach to analyze the tourism industry. It should be taken into consideration that there is an overlap between the various parts of production, therefore from the producer's point of view, different parts have their roles in the economic process of the tourism industry. For instance, Lumsdon (1997) introduced a pattern of the production system in which consumers are linked to the providers and distributors of services.

Nevertheless, different researchers such as Macleod (2004) view the tourism industry differently. Meaning, all elements within the tourism industry must be compatible with one another and unified in their way of coordination and implementation. Those who are fond of this theory believe that the tourism industry is beyond just a simple industry

and any strategy and policy-making must take this into consideration. McIntosh (1995) is probably one of the names that are shining in support of the above theory. Undoubtedly, the first and final stop must always be the customers' satisfaction. To implement this is equal to attempt to improve the very system of the tourism industry. It must be borne in mind that improvement *per se* will not happen unless and until there is a balance between the demand and the supply based on the social and environmental status of any given society. Nevertheless, this study has spoken of a systematic approach that would assist to better understand what customer's desire and what their motivation are, as a practical way in addressing the topic of the present study. Having said that empirical research on any market requires certain steps to be taken; First and most, to address an issue one must scrutinize and analyze its very ingredients. For instance, it is important to identify elements responsible for choosing a destination by tourists and equally recognize their motivation for doing so as well as their behavior. These are just human factors part of it. The other equation is to know the strengths, weaknesses and opportunities that are embedded in any tourism market.

According to the model based on travel career ladder, the destination is considered as a place where one can have some recreational activities which are compatible with his/her personality and psychology. Therefore the model is a dynamic model which pays more attention to multiple motivations where one must have different behaviors in certain conditions and situations. The destination journey provides a framework within which tourists' travel motivation can be determined. Therefore in order to satisfy the needs of the tourists and attracting them to certain destinations, two important factors known as push and pull factors should be taken into consideration (Pearce, 1991). Therefore in order to predict demands and to provide the needs of various tourists, it is necessary to study and understand their motivations before and during the journey.

In the present study, the concept of market segmentation plays an important role when knowing or assessing the market. In this regard, researchers such as Morison (1994) are of the opinion that market segmentation should better be known as target market which is the very foundation of an effective marketing strategy. However, others such as Anderect and Caldwell (1994) believe that the general meaning of segmentation is a division that this concept makes, meaning to say, one part which represents a recognizable and distinctive part, and another sub-group which represents a complete determined feature. Practically speaking, this latter definition would recognize segmentation as a process whereby it would group customers by the companies and organizations involved. The basis for this classification is customers' common and similar desires (McDonald & Dunbar, 1995). In addition, Smith (1956) briefly defined segmentation; in its simplest form strategic marketing is basically a two-step process: Select target markets and develop a marketing combination that can effectively reach those targets. Overall, segmentation strategy would assist in a better understanding of the population characteristics, psychological- behavioral and socio-cultural of tourists. This understanding would make it possible for tourism policy makers and market executives to prepare tourism productions based on the tourist varieties. This strategy would further make it possible to increase the level of satisfaction amongst tourists and the varieties of tourism market in the destination market.

It is now an established foundation that customers' satisfaction is at the core of managing any market and thus crucial to its marketing success. Various processes of forming customer's satisfaction can be classified in various models. The satisfaction theory shows the relationship between customers' satisfaction and their motivators. One of the most reliable models on forming customers' satisfaction is based on one of the famous theories of customer's satisfaction known as the theory of failure of expectations. The concept of expectation failure is not included as a variable in this

model; rather it is regarded as a constructive (forming) part of the variables of evaluating customer's satisfaction. According to the theory, if the perceived performance is beyond the customer's expectations, then consumer feels satisfied. On the contrary if the perceived performance is below the customers' expectation, then customer will feel dissatisfied.

Some studies were concentrated on the motivation push and pull factors of tourist behavior. The literature of the analysis of push motivation indicates nine factors: (1) cultural value factor; (a) utilitarian factor; (b) knowledge factor; (c) social factor; (5) economical factor; (d) family togetherness factor; (e) interest factor; (f) relaxation factor; (g) convenience of facilities factor. Push factors are associated with tourists' internal desire (e.g. rest, adventure, family get-together, social interaction) while pull factors come from the external attractiveness of a destination (e.g. natural settings, shopping, entertainment, tourist facilities) (Dann, 1977) and the literature of the factor loading for pull motivational items presents nine pull factors: (a) safety factor; (b) activity factor; (c) beach sports/activities factor; (d) nature/outdoor factor; (e) historical/cultural factor; (f) religious factor; (g) budget factor; (h) leisure factor; (i) upscale factor. This study will find the most important push and pull factors of Tabriz' tourists to make it possible for a suitable planning of domestic tourism market in this city.

The city of Tabriz as a destination tourism, possesses abundant social, historical, cultural and environmental characteristics such as the existence of high social safety (lower statistics of beggary & confrontation), historical and cultural background of thousand years, varieties in museums, pleasant climate, its traditional meal, it's beautiful mother nature, possibility of climbing, easy accessibility and etc; These would act as "pull factor" in attracting tourists to this city. In addition, factors such as getting

relaxed, increase in the social cycle, learning the local language, and visiting various landscapes could be amongst most important "push factors" responsible to motivate tourists to travel to Tabriz.

Furthermore, above mentioned theories and approaches are all supplementary to one another and go in parallel and therefore assist toward better understanding of tourism industry system and its development, particularly tourism market and its progress.

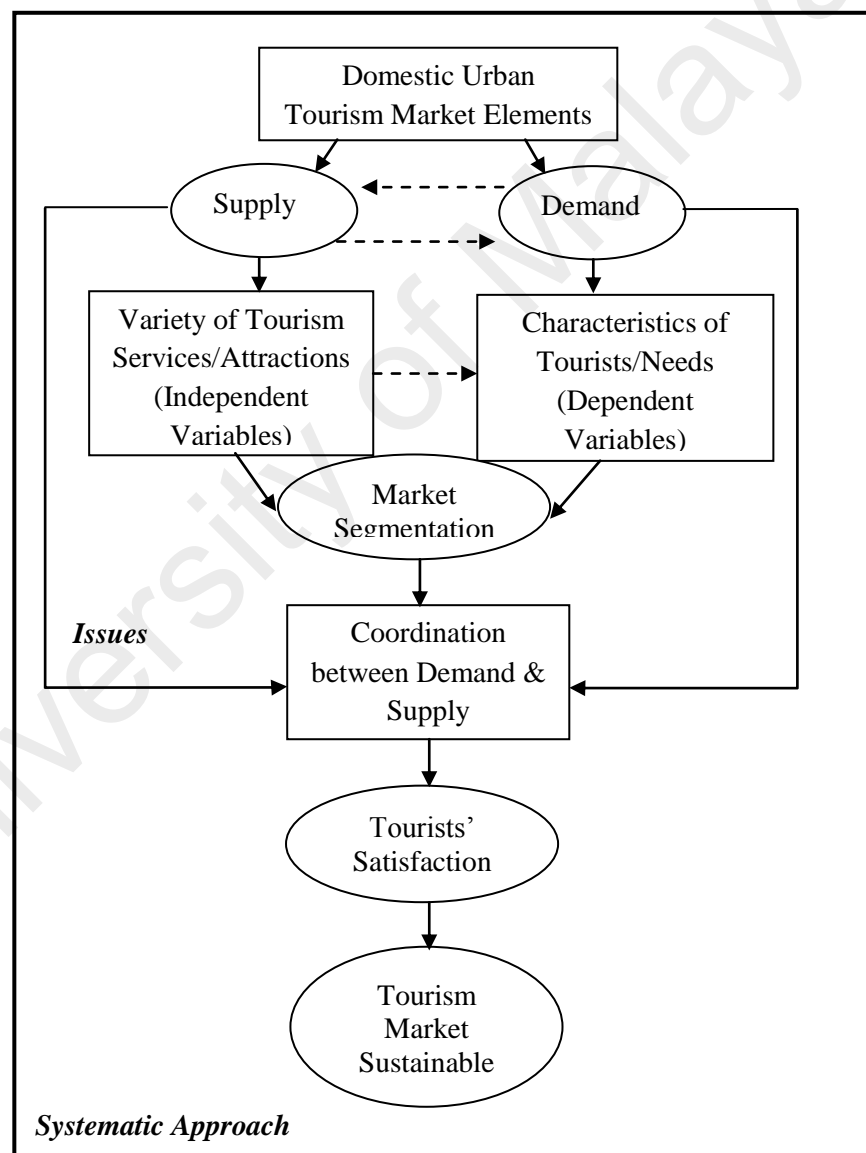


Figure 2.6: Conceptual Framework of Urban Tourism Market Development

Identifying the demand market and push factor are the important factors relevant to marketing analysis. This analysis has provided Tabriz policy-making with the necessary tools in order to better market tourism products and thus create awareness amongst the decision-makers to be mindful of the future opportunities and the threats

2.6 Theoretical Framework

The first doctoral dissertation in tourism was written in 1951 and since then various studies have been done in this field. Since the 1970s studies in tourism developed such that it is now regarded as an important academic discipline (Graburn & Jafari, 1991). Tourism has been investigated from the point of view of various academic disciplines and is regarded as an interdisciplinary branch. However, towards the end of 1970s, most of the doctoral dissertations were written about economics, anthropology, geography, recreation and commerce. Since then up to the end of 1990s, most of the dissertations were written about leisure, anthropology, geography, recreation and commerce. Therefore we can conclude that the humanities has been the dominant field of interest in the tourism studies (Jafari 1986; Heydari, 2004).

2.6.1 Systematic Approach to Tourism

McIntosh, Goeldner and Ritchie (1995); Lumsdon (1997) introduced an inventory of approaches to study, analyze and interpret tourism and traveling; that is, the marketing, the institutional, production, historical, management, economic, social, geographical, interdisciplinary and systems approaches. Each of these approaches explicates certain aspects of the tourism industry and a comprehensive understanding of each depends upon comparing them with each other. However, according to scholars, the systems approach has priority over other approaches. For instance, there is a framework that displays the factors of production function as a connecting chain between consumers and the destination and adopts the product approach to analyze the tourism industry. It

should be taken into consideration that there is an overlap between the various parts of the production. Therefore from the producer's point of view, different parts have their roles in the economic process of the tourism industry. For instance, Lumsdon (1997) introduced a pattern of the production system in which consumers are linked to the providers and distributors of services.

The marketing approach is a comprehensive approach in which the exchange process between the consumer and producer is determined. In this approach, the consumption process as the axis of the tourism industry is emphasized. Mill and Morrison (1992) focused on the four elements of the market, journey, destination and marketing as the main elements involved in the tourism system. So far the majority of approaches introduced have focused on the functional aspects of tourism marketing and not on its analytical aspect. This is the problem which has constrained the scope of analysis in tourism as well as efforts to solve institutional⁶ problems. Each of the approaches to study tourism can be defined as below:

- 1) The organizational approach: emphasizes functions of organizations and institutes which are classified as the subordinate to the management system;
- 2) The historical approach: emphasizes the development process of tourism industry, inventions and ups and downs through the time;
- 3) The management approach: investigates the management process of the tourism organization to supply the varying patterns of society demands;

⁶ The major institutes in a system are economic, politic, religion, culture, education and family and modern institute such as sport, etc.

- 4) The economic approach: an economic point of view about the various elements of demand and supply which investigates the employment ratio, balance of payment, access to development and economic outcome;
- 5) The social approach: investigates the tourist's social behavior, participation patterns and their effect on the society;
- 6) The interdisciplinary approach: discusses the role of other sciences such as psychology, ethnography and politics to have a better understanding of the socio-cultural aspect of tourism; and
- 7) The geographical approach: analyzes the environmental effects and tourism spaces in a wide scope (Niewiadomski, 2013).

In 1930, the systems theory became the approach adopted to explain, elucidate and organize the complicated entities. Each system has some sub-systems and at same time they belong to a larger structure. This system means that any change in any parts of the system may affect the other parts. From the 1960s onwards, a plethora of theoretical efforts have arisen to consider tourism as a complicated but obvious entity which is comprised of constructing elements such as, energy, flows and interaction between the systems. Mill and Maorrison (1992) are among the scholars who adopted the systems approach to study tourism. They point out that tourism should be considered and studied as a system in which all parts are connected to each other and where no part can function independently. Therefore to understand the complexity and entity of tourism it is necessary to avoid from having a synthetic approach to study tourism.

In a tourism system, factors like tourists, hosts, destinations, and the tourism route are taken into consideration. Moreover, the tourism industry depends on the external and environmental systems (humanistic, cultural, social, economic, technical, political, legal and geographical systems) which affect the favorable and unfavorable formation of the

tourism system (Kim & Prideaux, 2006; Kim & Timothy, 2007). Therefore, they relate to the continuous growth and sustainable development of tourism to the understanding of the concepts of tourism by adopting the views and approaches which are based on the order and coordination Gunn named as the key parts of holistic and systems approach:

- 1) Tourism is an interdisciplinary subject;
- 2) Demand and supply are the source of tourism;
- 3) Demand includes tourists with various capabilities, interests and desires;
- 4) Supply includes the resources, physical resources and service plans;
- 5) Tourism has geographical, economic, environmental, social and political aspects; and
- 6) Tourism is not a single industry, rather a compound of various elements.

He also argues that an invisible hand directs the relationship between the comprising elements in a complementary manner; the system functions smoothly and any fault between the elements will result in the break up and disjoining of the system. To support this approach Laws (1991) argues that adopting the system approach to study tourism prevents one-dimensional thinking and helps the decision-makers of this industry to have an interdisciplinary and multidimensional look at the tourism. Therefore due to the systematic nature of the tourism, this industry can be investigated and analyzed from economic, management, psychological, ethnographical and geographical point of view.

The main efficiency of system approach is the capability to define the relationship between consumers, producers and destinations. However Lumsdon (1997) points out that to understand this system, the role of other factors affecting the tourism system should be taken into consideration; factors such as the motivation of consumers, political structure, social commitment and environmental concern. Adopting systems

approach, Roosta, Davar and Ebrahimi (2007) divide the system into goals, components, resources, environment and management.

2.6.2 Human Need's Theory

Ketabchi (2004) believes that the analysis of consumers behavior is based on knowing their personal characteristics while choosing various tourist services. The diversity of the tourist products and services make it necessary to know the why's and how's of buying a certain type of product or service. In this relation, Karau and Williams (1993) believe that the diversity of viewpoint in demanding tourist services and products is influenced by:

- 1) Cognitive / Receptive;
- 2) Motional / Affectability; and
- 3) Behavioral Tendencies.

The consumers' viewpoint can be dependent on personal traits, previous experiences, influence of others, family or exaggeration. Tourists' behavior and experiments changes the tourist destination. Within the analytical framework of consumer behavior, knowing the consumers' motivation results in the competition and dynamicity in the market. The approach to studying tourist motivations has been the topic of many researches of the consumption. According to Lumsdon (1997) the main requirement for investigating the consumers' motivation is to answer the general question of "What makes people to undertake travelling?" or "Why do people travel?" Motivation is the outcome of psychological struggles and tensions which should end up in satisfaction. People always try to maintain their balance and they constantly look for a way to calm these tensions. Some believe that our behavioral patterns are not predictable; on the contrary, some other scholars believe that they have regular patterns. This study examines some theories that can help in understanding tourists' situation in the tourism market.

The present study focuses on the theory of the travel career ladder based on Maslow's⁷ needs pyramid. According to this approach, it is argued that there exists a hierarchy of needs that acts as motivation. This hierarchy looks more like a ladder which has several steps. By analyzing the needs of each level, a vast array of psychological needs and motivations can be discerned. If one's needs in the lower levels are satisfied, then one moves to the next higher level in the needs hierarchy. However, in a travel, sometimes some levels are at work simultaneously which create a multiple motivation status. This flexibility is indicative of the fact that one's motivation for travelling varies throughout the time depending on the situation.

According to the model based on travel career ladder, the destination is considered as a place where one can have some recreational activities and experiences which are compatible with her/his personality and psychology. Therefore the model (Figure 2.6) is a dynamic model which pays more attention to multiple motivations where one must have different behaviors in certain conditions and situations. The destination of the journey provides a framework within which travelers' travel motivation can be determined.

Investigating the motivation and behavior is thus a search for answers to the questions on the human nature. Human beings differ from each other not only in terms of their ability to do things but also in terms of their will, desire and motivation. The strongest motivations actualize the behavior. "Why people travel?" and "What is the motivating factors pushing people to travel to a certain place?" are two different topics. In the first question what is studied is the psychological understanding of the people but in the second question, attractions and pull factors of destination are the point of focus.

⁷ Abraham Maslow (1908-1970) was the first person who talked about the needs hierarchy and has explained the human needs taking into consideration the biologic and psychological needs of human being. According to Maslow (1943) all human being have a set of needs which are in conformity with each other and one wants to have them met all. According to his model in case the needs down in the lower levels are met then one can move to the levels up the hierarchy.

Therefore in order to satisfy the travelers' needs and motivational needs in order to attract them to certain destinations, two important factors known as push and pull factors should be taken into consideration (Dann, 1977).

Needs and motivations result in the formation of travel and continuing activities which together determine the main orientation of people's behavior. Therefore in order to predict demands and to provide the needs of the travelers from various types, it is necessary to study and understand their motivations before and during the journey. In addition, as a complementary step in conducting the marketing and tourism market research, it is necessary to analyze the traveler's evaluation of the outlook of destination and the services provided in those destinations. Therefore we must investigate the motivations and purposes of the journey, advantages of the destinations and the most suitable pattern of development for the destinations.

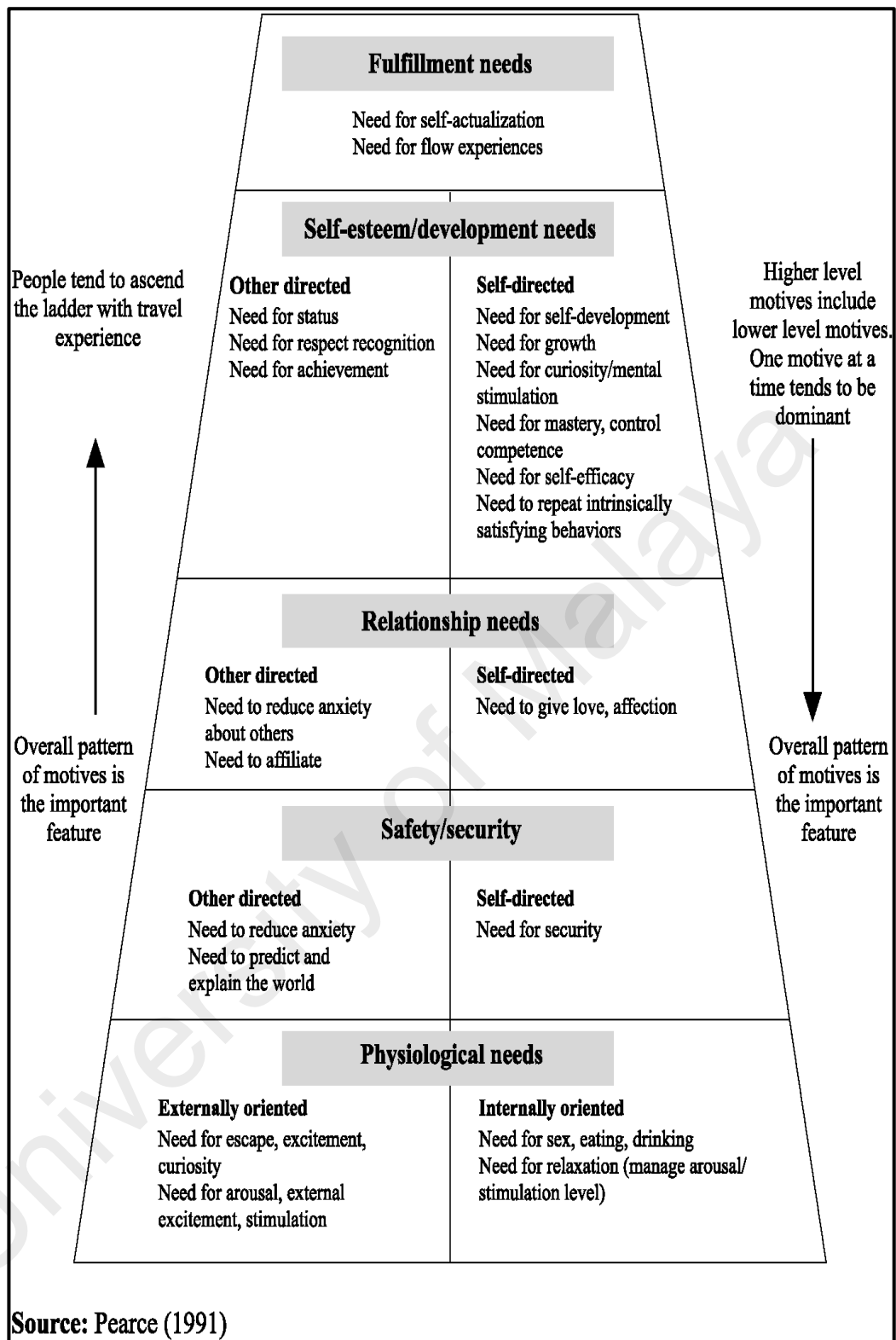


Figure 2.7: Travel Career Ladder

Source: Pearce, 1991

2.6.3 Market Segmentation Strategy

The strategy of market segmentation, targeting and positioning is the topic of many researches in the marketing. These concepts have widely been employed in the planning of tourism marketing. Frank, Massey & Wind (1972) define these concepts as three interconnected stages including segmentation, targeting and making position. But market segmentation is the first and the most necessary step of knowing the market. Morison (2002) also believes that market segmentation is known as the analysis of the target market which is the base stone of an efficient marketing strategy. It is also the first step in formalizing the effects of marketing strategies. Athiyaman and Robertson (1995) have paid close attention to the importance of planning strategy in the tourism marketing research. Therefore, Andereck and Caldwell (1994) point out that the general meaning of the segmentation strategy is that the whole market is divided to recognizable and distinct parts and sub-groups on the basis of completely determined features. Market segmentation is the process of grouping the costumers by the companies and organizations. The basis of this classification is the common and similar needs and costumers desires (McDonald & Dunbar, 1995).

Focusing on the marketing- is to know the potential and real costumers of the market- Greenly (1997) defines it as a process through which costumers with common needs and desires are grouped together and thus they create the target market. Market segmentation is a technique used to divide a heterogeneous market into homogeneous sub-groups or market segments. It is based upon the idea that a market is composed of subgroups of people and that each of these subgroups has different, specific needs and desires (McDonald & Dunbar, 1995). It is a technique used to adjust the market offerings to consumer requirements.

Segmentation has alternatively been referred to as an aggregative and a disaggregative process. Smith (1956) suggests that segmentation is a disaggregative process and will identify demand schedules where previously only one was recognized. Segmentation, however, is an aggregative process in so far as individual observations are concerned. The purpose of market segmentation is to improve the competitive conditions and providing the needs of the costumers. The characteristics and the benefits which are obtained from market segmentation are used to make that segment more attractive and to know the costumer better. Market segmentation can be used in two ways:

- 1) Proactively (by using the costumers' characteristics, positions and market gaps, they try to find some strategies to provide the intended development and capital growth); and
- 2) Reactively (to design marketing strategies in accordance with the response of the various segments of the market).

Each segment of the market is a mix of customers who have common characteristics. So two types of criteria can be used for the market segmentation:

- 1) Characteristics of the consumers; and
- 2) Feedback of the consumers (Ketabchi, 2004).

Market segmentation can be achieved through various approaches considering the intended criteria and topics. Topics and criteria of market segmentation includes: Purpose and motivation of traveling, buyers, needs, price, consumer, ethnographic characteristics, economic, geographical, psychological and tourists' behavioral characteristics and consumers (Middelton, 1994).

Greenly defines the population combination, geographical characteristics, psychological and behavioral characteristics as the variables which form the basis of market segmentations. A market which is classified on the basis of population combination divides the consumers on the basis of population characteristics such as age, sex, income occupation and education. Market segmentation on the basis of geographical characteristics embarks on the regional investigation which has the most potential customers. Market segmentation on the basis of the psychological criteria, segments the market on the basis of personal characteristics, life style and motivation. In the market segmentation on the basis of costumers' behavioral criteria, costumers are segmented on the basis of their knowledge, outlook and reaction towards a product. Segmentation has most frequently been based on demographics, psychological, behavioral characteristics, geographical, lifestyle, and usage patterns (Lumsdom, 1997). Demographics and geography do not give a full picture of the market segments, however, people residing in the same geographic region or those in the same age bracket are not all alike. Behavioral characteristics, specifically attitudes, can give a fuller picture of market segments. An understanding of attitudes commonly shared by people in market segments can aid in development of marketing strategies aimed at specific targeted segments (Assael, 1998).

2.6.4 Customers' Satisfaction Models

Satisfaction is a part of the customer behavior such that investigating and discussing it is the focal point for designing successful marketing strategies. In order to have a better understanding of customer satisfaction requires knowledge of the requirements of customer's satisfaction (Jamal & Nasser, 2002). They agree that customers' satisfaction depends on customer's expectations and perceptions. It should be mentioned that in both cases of satisfaction and dissatisfaction customers' feedback to the question of "were you satisfied from the services".

Various processes of forming customer's satisfaction can be classified in a model. These models show the relationship between customers' satisfaction and their motivators. One of the most reliable models on forming customers' satisfaction is based on one of the famous theories of customer's satisfaction known as the theory of failure of expectations. The concept of expectation failure is not included as a variable in this model; rather it is regarded as a constructive (forming) part of the variables of evaluating customer's satisfaction. According to the theory of expectation failure if the perceived performance is beyond the customer's expectations, then consumer feels satisfied, on the contrary if the perceived performance is below the customers' expectation, then customer will feel dissatisfied.

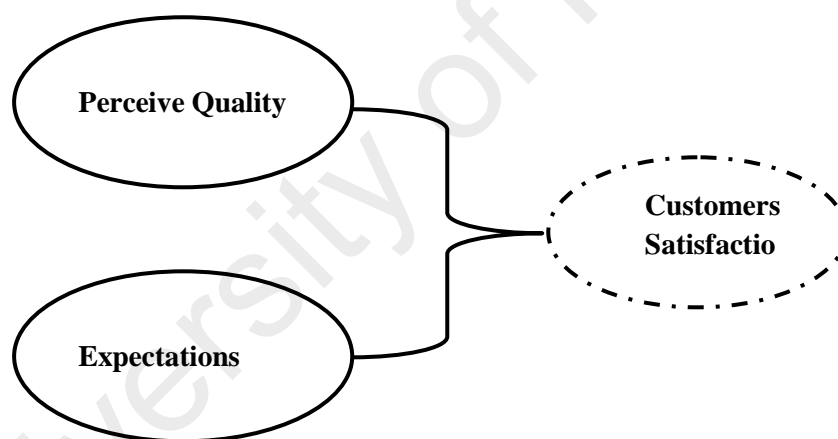


Figure 2.8: Formation Model of Customer's Satisfaction

Source: Jamal and Nasser, 2002

Based on a review of the impact of socio-demographic characteristics on tourist's satisfaction level, Walmsley and Jenkins (1993) found that the image of some places differed depending on the tourist's age. Also, Baloglu and McCleary (1999) found that an individual's age influenced the perceived image of various tourists' destinations. Heydari (2004) in a study as a rural tourism destination concluded that the tourists' sex

significantly influenced the perceived image. But Baloglu (1999) in his study found no statistically significant relationships between the perceived image and the demographic variables of sex, income and education. Most of the empirical work has attempted to analyze the differences in destination images arising from cultural factors focus on the tourists' geographical origin. Beerli and Martin (2003) illustrate that the tourists' socio-economic characteristics such as occupation are the factors that influence the perceptions of places what could be further reflected on the level of tourists' satisfaction. Mackay and Fesenmaier (1997) found that the level of income is also important for the tourists' satisfaction and is significant for the perceived image. Based on Assaker, Vinzi, and O'Connor (2010) novelty was significant to affect destination image and then revisit intention. Thus, the justification of its effect on satisfaction in the Figure 2.8 is that destination image was revealed to significantly affect the satisfaction. Accordingly, the following relationships in the mentioned model in below could be argued: (a) destination image would affect both satisfaction and revisit intention (b) perceived value would affect destination image, satisfaction, and revisit intention (c) and novelty would affect both satisfaction and revisit intention.

Furthermore, distance is as determinant of perceived value and revisit intention. The research in this context did not show it in such a relationship, while it was used to determine travel motivations and destination choice (Borgers, 1989; Nicolau, 2006). Distance or geographical situation of tourists relative to destinations is a restriction of destination choice due to temporal and monetary causes (Fesenmaier, 1997; Admowicz, 1994). Distance is a dissuasive element of destination choice. The mentioned model in below would propose a relationship between distance and perceived value as well as revisit intention. Regarding revisit intention, it is shown in the model as a part of loyalty. Indeed, loyalty can lead to revisit intention and likelihood to recommend the visited destination. Hui, Wan, and Ho (2007) revealed that tourists who were satisfied

from the whole trip were likely to recommend the destination to others rather than to revisit it in the future.

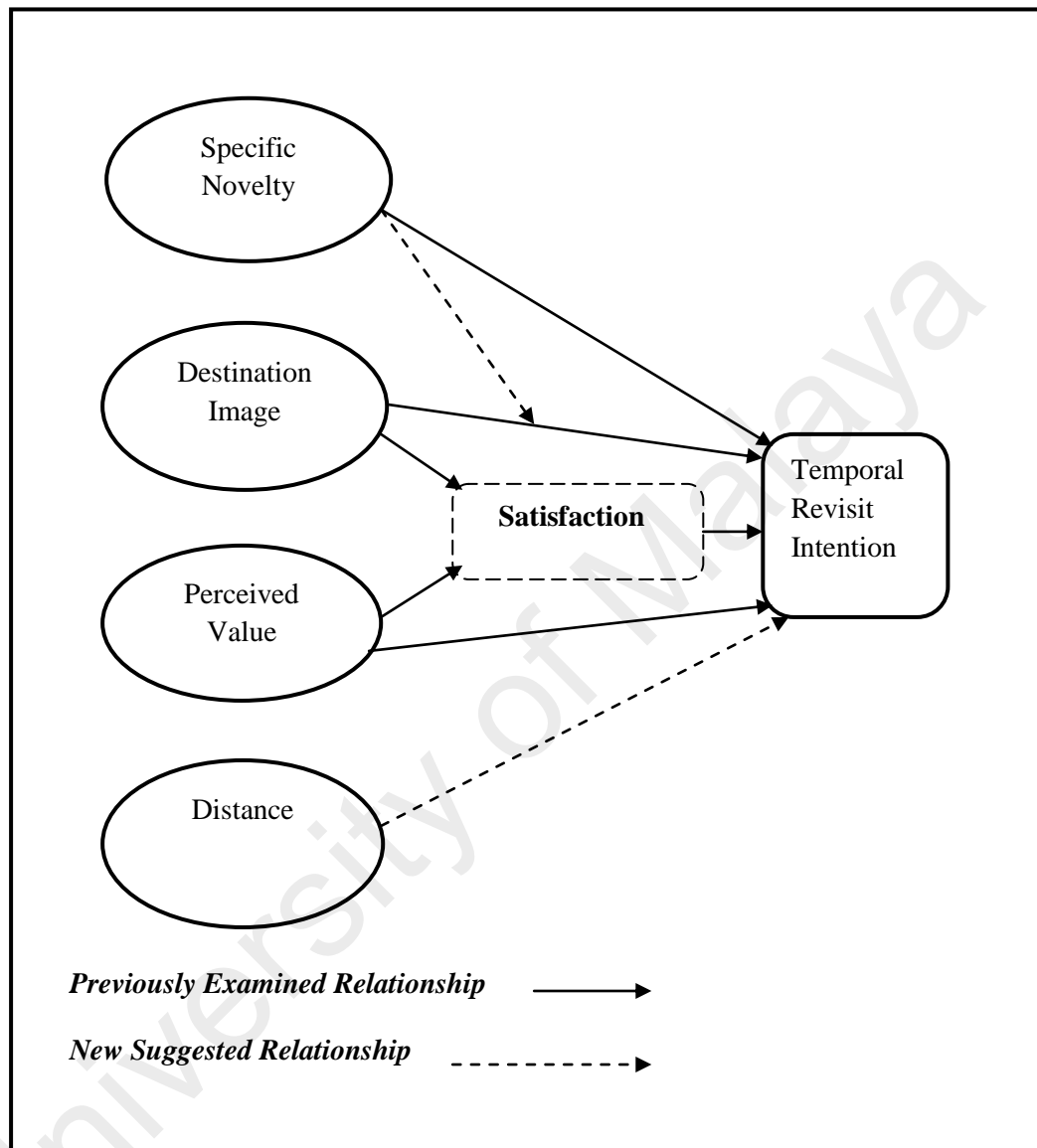


Figure 2.9: Model of Revisit Intention

2.6.5 Push / Pull Factor in Tourism

Modern tourism has become one of the strongest and most remarkable phenomena of the time. To discover its true nature, one must attempt to understand how the various components are connected to each other, and what are the causes and effects, the conjectures and the realities. One must first grasp the workings of the mechanism before

he can determine the means of controlling, changing, and improving it. But the connections are discernible if one limits himself to a narrow, sector-based view (Krippendorf, 1987).

The benefits of tourism can be wide ranging, extending to benefits to the economy, social life for people living in the destinations as well as personal benefits to tourist (WTO, 1999). These tourism benefits have been found to include: rest and recuperation from work; provision of new experiences leading to a broadening of horizons and the opportunity for learning and inter-cultural communication, promotion of peace and understanding, personal and social development, visiting friends and relatives, religious pilgrimage and health (Dann, 1977).

A study conducted by Prayag and Ryan (2011) revealed the relationship between the 'push' and 'pull' factors of a tourist destination. Using qualitative research techniques, this paper explores the relationship between the 'push' and 'pull' factors of a destination and the influence of nationality on these factors. These relationships were explored for a sample of 103 international tourists to Mauritius. The data were analyzed by using (a) thematic analysis and (b) an analysis using the text analysis programme, Cat Pac. The results indicated relationships between specific motives, cognitive and affective images and it was also found that nationality has a strong influence on these variables. Different motives for visiting Mauritius were found to exist between different national groupings. Implications for use of thematic and content analysis, management of destination, marketing and tourist experiences are provided. Another study by Mohammad and Som (2010) has provided an analysis of push and pull travel motivations of foreign tourists to Jordan. The importance of outbound market to a destination country has drawn scholars' interests in understanding tourists' motivation to travel overseas. The success of marketing destinations should be guided by a thorough analysis of tourist motivation,

and for this reason, this study adopts a model based on the push and pull factors as the conceptual framework.

As little information has been documented about travel motivations to Jordan, this study attempts to identify motivation factors of foreign tourists to the country as different tourist markets demonstrate different domains of behavior. This may have important marketing implications for the country especially in terms of examination of motives in segmenting markets, designing promotional programs and decision making about destination development.

Although a universally agree-upon conceptualization of the tourist motivation construct is still lacking (Fodness, 1994), the push/pull model is accepted by many researchers (Dann, 1977; Crompton, 1979; Zhang & Lam, 1999; Jang & Cai, 2002; Hsu & Lam, 2003). Push factors are defined as internal motives or forces that cause tourists to seek activities to reduce their needs, while pull factors are destination generated forces and the knowledge that tourists hold about a destination (Gnoth, 1997). Most push factors are intrinsic motivators, such as the desire for escape, rest and relaxation, prestige, health, fitness, adventure and social interaction. Pull factors emerge due to the attractiveness of a destination, including beaches, recreation facilities and cultural attractions (Uysal & Jurowski, 1994). Traditionally, push factors are considered important in the initiating travel desire, while pull factors are considered more decisive in explaining destination choice (Crompton, 1979; Bello & Etzel, 1985).

Crompton (1979) identifies two clusters of motives among pleasure vacationers, namely socio-psychological motives and cultural motives. Nine motives were generated based on an analysis of 39 interviews. The seven socio-psychological motives are; escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of

social interaction; those classified as cultural motives are novelty and education. Although not explicit, Crompton hopes to link these motives to push and pull factors by arguing that push factors for a vacation are socio-psychological motives, while pull factors are cultural motives.

Similarly, Dann (1977) builds his theory based on two conceptualizations: anomie and ego-enhancement. By taking a sociological approach to tourist motivation, Dann identifies anomie and ego-enhancement as two important travel motives. He further argues that both motives are 'push' factors. Anomie represents the desire to transcend the feeling of isolation obtained in everyday life, where the tourist simply wishes to 'get away from it all'. On the other hand, ego-enhancement derives from the level of personal needs. Just as in the need for social interaction people wish to be recognized. The need to have one's ego-enhanced or boosted is analogous to the desire for a 'bodily tune-up'. Pp (1977) distinguishes the characteristics of anomic tourists and ego-enhancement tourists. The anomic tourists are typically young, married, male, above-average socio-economic status, from small towns and rural areas, and repeat visitors. Ego-enhancement tourists represent the opposite end of spectrum. This group is more likely female, first-time visitors, from lower socio-economic strata and older than anomic tourists. Dann favors 'push' factors, and argues that an examination of 'push' factors is logically, and often temporally, an antecedent to 'pull' factors. Moreover, he argues that the question of 'what makes tourists travel' can only relate to the 'push' factors, as this question is devoid of destination or value content requirements of 'pull' factors. While Dann admits that both the anomie and ego-enhancement concepts stem from 'push' factors. He does not regard the relationship between these two concepts as dichotomous. Instead, he constructs his theoretical framework as a continuum, with anomie and ego-enhancement as the polar coordinates. The pull factors are active sports environment, unique natural environment, safety, sunshine, inexpensiveness, cultural activities,

entertainment, sightseeing, local culture, different culture and cuisine and uniqueness of small towns/villages/mountains.

From the above descriptions of anomie and ego-enhancement, it should be clear that not only does travel represent the fulfillment of certain basic needs in the potential tourists, but that in so doing it offers him an alternative world to that he daily lives. It can be argued, for instance, that in the monotony of suburbia, the faceless city or the public village, life only becomes tolerable with the thought that there are chances of periodic escape from such an existence, and that travel provides the ideal outlets.

A review of the past literature on tourist motivation indicates that the analysis of motivations based on the two dimensions of push and pull factors have been generally accepted (Yuan & McDonald, 1990; Uysal & Hagan, 1993). The concept behind push and pull dimension is that people travel because they are pushed by their own internal forces and pulled by the external forces of destination attributes. Most of the push factors which are origin-related are intangible or intrinsic desires of the individual travelers. Pull factors, on the contrary, are those that emerge as a result of the attractiveness of a destination as it is perceived by the travelers. They include tangible resources and travelers' perception and expectation such as novelty, benefit expectation and marketed image of the destination (Baloglu & Uysal, 1996).

Crompton (1979) first sought to draw seven socio-psychological, or push motives (escape, self-exploratory, relaxation, prestige, regression, kinship-enhancement, and social interaction) and two cultural, or pull motives (novelty & education). The conceptual framework that he developed would influence the selection of a destination, and this approach implies that the destination can have some degree of influence on vacation behavior in meeting the necessary needs.

2.7 Summary

To analyze and interpret the dimensions of tourism, many scholars like McIntosh, Goeldner and Ritchie (1995); Lumsdon (1997) have proposed various approaches like the systems, marketing, institutional, product, managerial, economic, sociological, and geographical approaches. However, according to most of the scholars like Gunn (1998), Mill and Maorrison (1992) the systems approach has priority over the other approaches. This approach assumes tourism as a collection of interconnected elements which are dependent on one another, comprising a single structure. It is a collection which is comprised of various components such as business firms, tourists, society and environment. Cities are the manifestation of a complicated social, cultural, political and economic system. Tourism is also considered as one of the complicated functions of the cities. According to Ashworth (1992) this complexity has resulted in the imbalance and lack of conduct of related studies in tourism. The reason for this imbalance and shortcoming is that tourists are outspread and to determine their spatial scope is difficult. That is why most of the studies on urban tourism are superfluous and descriptive.

In a successful marketing of tourist products, people, places, organizations, services and beliefs are inseparable from each other and knowing each other and their combinational process is necessary to be succeeding in the tourism target market. In general, in tourism marketing, mutual supply and demand relations, the dynamic nature of marketing environment, and customers' satisfaction are emphasized. Therefore, studying the analysis of data obtained from the urban tourists' behavior has made it possible to have access to the typology and grouping of Tabriz urban tourists. This data can help the plan-makers, urban tourism managers and marketers to develop the destination and different tourism markets. They can also be helpful in the better development of tourist products and services and increasing the tourists' satisfaction.

Several common themes have emerged from the literature: firstly an absent of a clear understanding of citizens and domestic tourists characteristics based on needs, desire and touristic behaviors restricts the ability to compare and contrast the study results and conclusions in this field of study; secondly there is a lack of domestic tourists studies based on demographic, motivations and behavior characteristics; thirdly there is a lack of practical studies based on the significant relevance between cities management, touristic products, services and tourists variety; fourthly significant research need to be conducted in order to advance the public policy and the needs for urban tourism market.

CHAPTER 3: METHODOLOGY

3.1 Introduction

The aim of the present study is to analyze the domestic segment of urban tourism market in Tabriz, Iran. This study examines the characteristics of urban domestic tourism market in Tabriz metropolitan and focused on the socio-demographic, psychological, behavioral characteristics and evaluation of domestic travelers in Tabriz. The basis of tourism marketing theory is satisfaction of travelers who are the consumers of tourist products and services. The analysis of Tabriz metropolitan domestic urban tourism market plays an important role as it is the target market or the demand group of the tourist services and products. This demand group is the target population of the present study. Therefore the following four special aspects of customer's behavior and characteristics were taken into consideration within the framework of the research on Tabriz metropolitan domestic urban tourism market. These four characteristics function as the analytical framework and content of the questionnaire of the present research:

- 1) Tourist's socio-demographical characteristics;
- 2) Tourist's motivations, behavior and purchase process;
- 3) Tourist's destination choice; and
- 4) Tourist's satisfaction and evaluation of city feature.

The efforts by researcher to interpret and regularize travelers' motivation and consequently predicting their behavior have resulted in various theories about traveling motivation and satisfaction.

3.2 Methodological Framework

The aim of this study is to analyze the domestic segment of urban tourism market in Tabriz, Iran. This study identifies and examines the characteristics of urban domestic

tourism market in Tabriz metropolitan and focused on the socio-demographic, psychological, behavioral characteristics and evaluation of domestic tourists in Tabriz. The field research type using questionnaire method for collecting data is the main methodological framework of the present study. Data collection was conducted within the framework of quantitative analysis research method including questionnaire via random sampling from the statistical population. The collected data was analyzed using SPSS software.

This chapter discusses the following points: characteristics and techniques to collect the required data in conformity with the research questions; data collection and analysis process which includes discussing the characteristics of the area under investigation; the statistical population and sample; investigating the questionnaire design; data collection techniques; and techniques of data analysis. Traveler statistics and characteristics, motivation, population combination, duration of stay, consumption pattern, travelling pattern (historic, economic, cultural, environmental and modernist) travelling modes (land travel, rail travel, air travel, sea travel) travelers' desire (psychological, basic, humanistic, social), should be reinvestigated in the data collection.

3.3 The Case Study

The study of domestic urban tourism has been conducted within the scope of Tabriz metropolitan. Tabriz, as the capital city of East Azerbaijan, is located in the northwest of Iran. This city covers an area of 324 square kilometer. The population as of 2011 was 1,545,491. Economic, industrial, exhibition, services, science, ethnic, culturally, historically, population, political and climatic potentials are the main reasons in drawing attention to this city. Therefore, the unique characteristic of Tabriz metropolitan has enabled the city to provide its hinterland with opportunities for development (Heydari, 2004). The various potentials of each above mentioned resources have provided various

opportunities for triggering tourism motivations and rise in the demand for domestic tourism visits. The rise in the demand market will make the suppliers start planning for the resources and marketing the diverse needs and demands of the various tourists. In order to develop tourism in the city of Tabriz, it is necessary to obtain comprehensive information on the characteristics, needs, as well as, tourists' motivations so to utilize this information to create proper infrastructure, offering services and tourism production proportionate to its tourists. The current thesis has provided this opportunity.

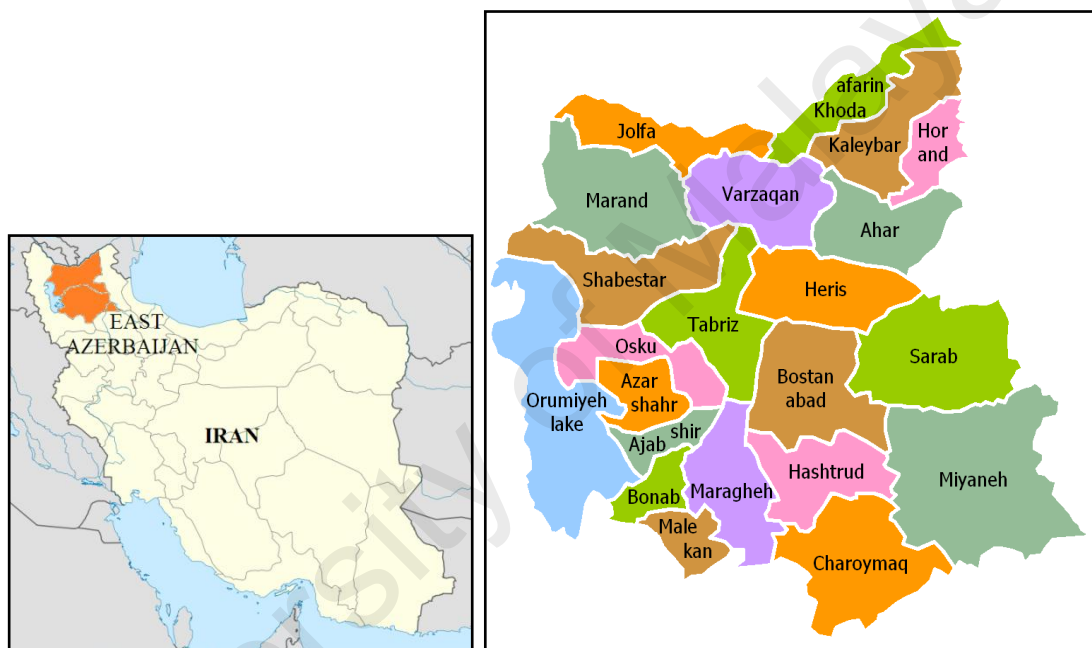


Figure 3.1: The Position of Tabriz in Iran's Map in East Azerbaijan

In Tabriz metropolitan tourism map, this city was divided into 5 tourism regions. Data collection areas are numbered. This division was accomplished on the basis of the geographical position of the city, the existence of recreational and tourist sites and spaces, the cultural and historic environments, and the general urban access. Region 2, 3, and 5 are more visited than other regions due to the various urban functions, and tourist sites existing. Therefore these regions were selected as the regions from which the data were gathered.

Region 2: A vast area of the city center is comprised of many cultural, social and historic attractions and recreational, social and economic functions including Tabriz's grand bazaar known as the worlds' greatest covered bazaar, poets' mausoleum (Shoara cemetery), historic site of Blue Mosque, Tarbiyat walkway, Azerbaijan museum, etc...

Region 3: Offering recreational, cultural, accommodation and shopping centers such as Baghlar Baghi Park, Passenger Park, 29th Bahman Boulevard, Tabriz hotel, Tabriz University, etc...

Region 5: Offering tourist and accommodation services (the area of historic, recreational hillside Park of Shah-Goli, camping areas and 5 star hotels, etc.), located in the south east of Tabriz. These three regions have been selected as the target for statistical population from which data were collected.

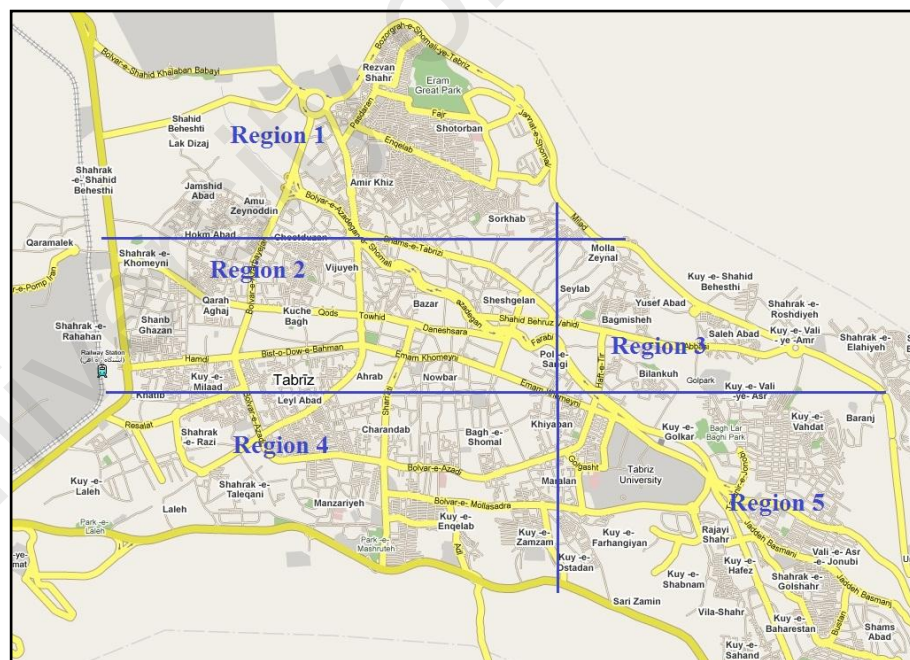


Figure 3.2: Five Regions of Tabriz Tourism Development

3.4 The Statistical Population and Sampling

Tabriz located in Northwest of Iran in East Azerbaijan Province and Tabriz County. Domestic tourists of Tabriz metropolitan are the target of this study. This population

includes those tourists who have had at least a one-night stay in Tabriz. The residents of Tabriz city are not included in this population. The actual number of domestic tourists, who have stayed in Tabriz during the three month of summer holiday was N=300,000 (Statistical Center of Iran, 2011). There is a direct relationship between the size of the selected population and the time period selected for conducting the research. The two main reasons for selecting summer as the time period for conducting this research are: First, the summer season is a holiday period for the educational system in Iran. Consequently it is a holiday period for more than 11 million students in Iran (Khabaronline, 2012). Iranian families make plans for their recreational activities, travelling and pilgrimage on the basis of the country's educational calendar. Practically, travelling starts in summer for most of Iranians.

Beatite (1964) says that contrary to western society, family relationships are of utmost significance in all aspects of life in other cultures especially in traditional and small societies. In such societies we find extended families. The significant position of family has its roots in ancient Iran and Islamic thinking. Thus, the family mode of traveling is the most preferred mode of travelling among Iranian families. The summer holiday provides the families with the opportunities for family members to spend more leisure time with each other. Second, Iran enjoys diversity in climatic conditions. The mountainous areas of the west and northwest of Iran like Tabriz have a better climatic condition for traveling and attract travelers in summer time. This characteristic functions as one of the pull factors of this region. The average temperature of the warmest month in summer (July) is 25°C (Heydari, 2004). For reasons mentioned above Tabriz metropolitan has been ranked among the top tourist-attracting regions in terms of the number and diversity of tourists. The variety of tourist attractions and tourist sites; socio-cultural, historical and scientific richness of Tabriz has brought specific potentials

to the tourism industry of this city. Therefore summer time has provided the travelers with the opportunity to take advantage of a mix from of travel.

The approximate number of the population of the present study was determined based on statistics released by Iran's Tourism Organization. According to the statistics, Tabriz hosts approximately 300,000 domestic tourists. Due to restricted time, large size and dynamicity of the investigated population and high expenses of other research techniques, random sampling was adopted as the main research data collection technique. The statistical population was selected from the mix of tourists who were probably from various areas of Iran with different languages, ethnic and cultural backgrounds. The members of the statistical population was randomly selected from amongst the tourists present at tourist sites and spaces in Tabriz metropolitan during the summer season, from 22nd July- 22nd September 2011. Taking into consideration tourists' diverse places of origin, the variables of cultural, economic, socio-demographic, and behavioral homogeneity were not considered. One adult (above 16) member of each family was selected as the respondent.

3.4.1 Sample Size

The sample size of this study was $n=368$ tourists. In order to perform sampling phase, three regions which are heterogeneous in terms of geographical position, spaces, urban functions and tourist characteristics were selected. Taking into consideration the above-mentioned factor, the sampled population in the intended regions can be claimed to represent the whole statistical population with a minimum degree of sampling errors. The sample size of the present study was selected from among the tourists ($N=300,000$) of Tabriz city during the three-month summer holiday by adopting the below formula with both probable precision and 95% level of confidence.

$$n = \frac{Nz^2pq}{Nd^2 + z^2pq} = \frac{(300.000) (1.96)^2 (0.4) (0.6)}{(300.000)(0.05)^2 + (1.96)^2 (0.4) (0.6)} = 368$$

N= 300,000 (Population size)

P=0.4 (Estimated variables in the population 50%)*

q= 0.6 (1-P)

z=1.96 (standard error associated with chosen level of confidence (95%))

d=0.05 (acceptable error + 5% (desired accuracy 95%))

3.4.2 Reliability

Reliability is one of the technical characteristics of testing. Reliability refers to how far a testing instrument is capable of achieving the same results under the same conditions. The scope of reliability usually varies between zero (no relation) to 1 (full relation). The reliability of a test is an indication of the extent to which a measuring instrument can measure the variables or stable characteristics of the examinee and the internal consistency between the items. In order to calculate the internal consistency of a questionnaire, the present study has adopted the Cronbach's alpha coefficient. The amount of the obtained reliability coefficient is 0.82.

3.4.3 Validity of the Questionnaire Reliability

The content validity of a test is usually specified by the experts of the field. The concept of validity means the extent of adequacy of a measuring instrument in measuring the intended characteristics. Without validity, we cannot rely on the obtained data. There are different ways to measure the validity of a measuring instrument. The content validity of a measuring device depends on the questions which comprise it. If the questions of a measuring instrument have specific characteristics which are intended by the researcher, then it can be claimed that the test has content validity. The present study adopted content validity which tries to investigate the components of a measuring

instrument. The validity of the questionnaire was controlled and approved by experts including university professors from tourism departments. According to the evaluation done by the experts and the professors of this field such as Drs. Heydari, Eyvazi and Zadshampoor the included questions are indicative of the characteristics that are intended to be investigated by the researcher. Therefore, the questionnaire has content validity.

3.5 Questionnaire Design

The structure of this questionnaire was designed to include the variables from the recognition, analysis, typology and tourist's evaluation of the outlook of Tabriz metropolitan. It has been assumed that the mix of the demand market of Tabriz urban tourism, include the contribution of divers ethnic and social types of 31 provinces. The questionnaire was subdivided in four main sections on the basis of quantitative (independent, dependent) variables in order to, record, and measure, analyze and evaluate (Appendix A).

1) Socio-demographic characteristics of tourists (dependent variables):

Tabriz domestic tourists were selected in terms of socio-demographic characteristics and factors. Although human beings are similar in many ways yet they look extremely different in other ways. Socio-demographic factors play an important role in creating differences between human beings and their motivations for travel (Daswell, 1997);

2) Tourists' Psychological characteristics (dependent variables): Tabriz domestic tourists are analyzed in terms of their personal characteristic features like life style and motivations;

3) The characteristics of travelers' behavior (dependent variables): Tourists' motivation, purpose, and personality features form their tourism

behaviors. Their tourism behaviors are also formed depending on the amount of knowledge and reaction to the attractions and tourist products before and during the travel; and

- 4) Tourists' evaluation of the outlook of destination and tourist products and services (independent variables): Understanding is a state of being in between attractions and repulsions. People explain and interpret the stimulus in different ways. They are sensitive about some stimulus but not about others. This principle has been known as selective existence. Therefore the fruit of tourism is a "set of personal benefits of consumer" which can be modified and changed by using certain stimulus (Lumsdon, 1997).

The questionnaire of this research has 42 questions, including 34 closed questions, 4 open questions and 4 mixed (open-closed) questions. The questions included in the questionnaire were carefully designed in three pages in the formal language of the country; Persian, by taking into consideration the cultural, social and socio-demographic characteristics of travelers to Tabriz. During designing this questionnaire, the combinational structure of Iran's society was also taken into consideration. The geographical vastness of Iran has resulted in diversity in languages, climate, ethnicity, culture and religions. This diversity demands attention in designing the questionnaire and the combination of questions. In order to achieve a favorable result, it is necessary to mirror the realities of the society from the depth of the statistical population through precise selection of questions (Figure 3.3).

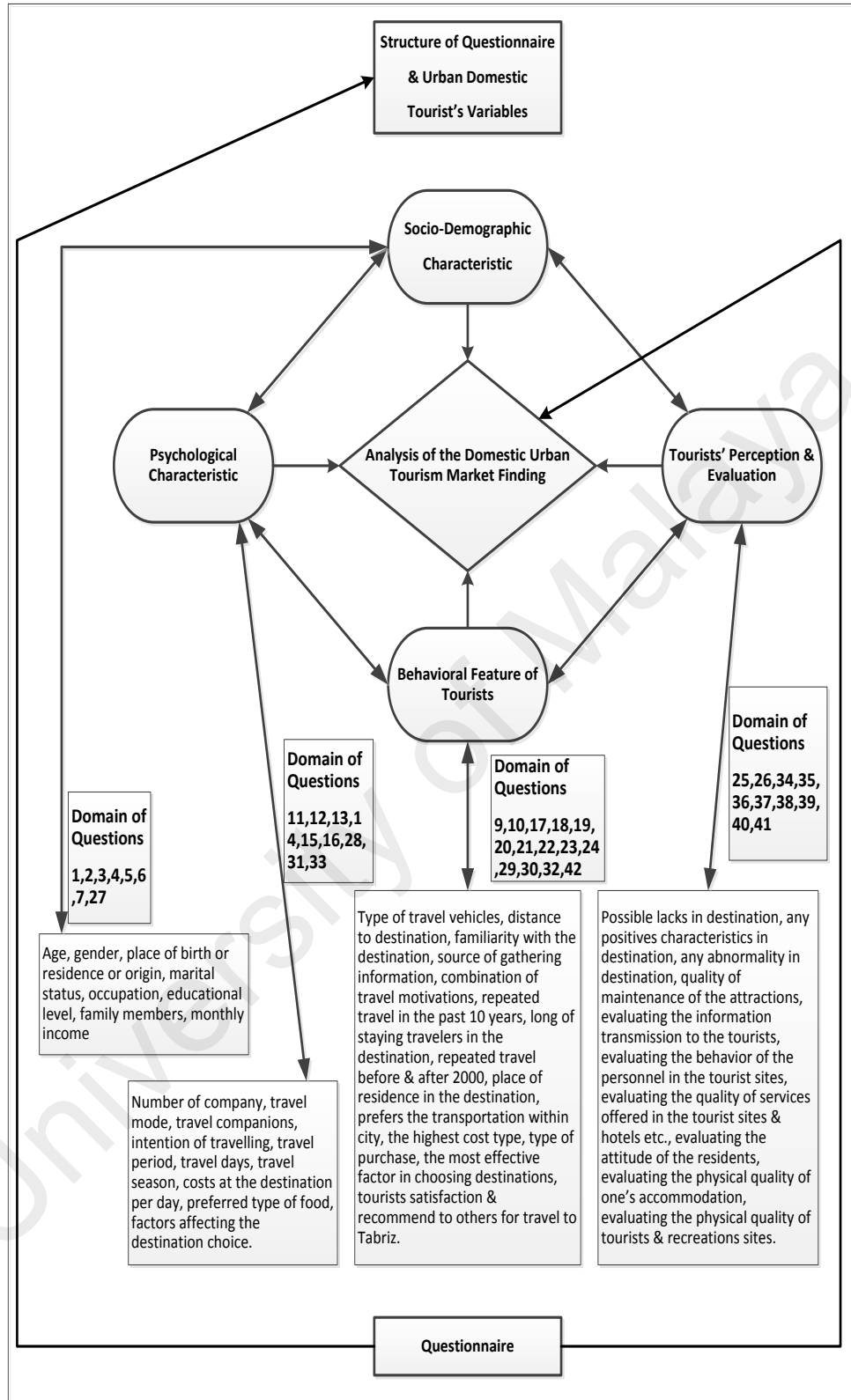


Figure 3.3: Analysis Model of the Thesis

3.6 Data Collection

This research is a field research type using questionnaire method and while restricted in terms of expenditure, time and a high number of current tourists in Tabriz, has opted the questionnaire method for collecting data necessary to conduct this research. Primary data collection was conducted by adopting questionnaire method (n=368) to obtain the data required to meet the study objectives. The research questionnaire was first constructed in Farsi and then translated into English language. The prepared questionnaires were distributed to the tourists directly by the researcher himself. Respondents to this questionnaire have been chosen from group age of 16 and above and in so choosing, their ethnic, language and religious characteristics have not been taken into account. The questionnaires were filled out in the presence of the researcher. This data collection technique had certain advantages like the return of all questionnaires to the researcher, quick data collection, the presence of the researcher himself to explain the questions in case of ambiguity. All the questionnaires were given back but only 361 of the questionnaires were practically useable at the level of data analysis. This comprises 94 percent of the whole questionnaires. The right time for collecting data was determined to be between 22nd June and 22nd September 2011 because during this time period it was easy to have access to a large number of travelers due to favorable climatic condition. The data collection process was performed in 12 weeks so in order to distribute the time proportionally between 368 participants it was decided to have 30 participants every week. The days for performing the data collection, was decided to be both week days and weekends. In order to perform the data collection, 3 different geographically distant areas of Tabriz city were selected. These areas were heterogeneous in terms of physical outlook, urban functions and tourism characteristics. In each selected region, 120 questionnaires were distributed among the

tourists who were available in regions 2, 3, and 5. Research procedures has mentioned briefly in Table 3.1.

Table 3.1: A Brief Summary of Research Procedure

Aim of the research	Market identification characteristics (Tourists)
Type of tourists	Domestic tourists with an overnight staying in Tabriz
Research method	Quantitative research
Population size & sampling technique & sampling size	300,000 Domestic travelers random sampling & 368 samples
Data collection method	(Field type research) Self-Administered questionnaire/closed & open-ended questions
Locations of collected data & data of collected data	Tabriz metropolitan: Major urban areas with recreational, cultural, historical & shopping centers
Response rate	94% 361 Questionnaire were usable
Analysis methods	Analysis of quantitative data Deductive SPSS/frequency table/cross tables/grapt/mode/T.test/Anova

3.7 Data Analysis

Data analysis was accomplished by employing SPSS Statistics for the Social Sciences, version 16. This program was used to evaluate, summarize and draw

conclusions from the quantitative data. This program provides the possibility for illustrating the statistical analysis and drawing the graphical diagrams of the obtained results. It also facilitates the analysis and making conclusions. In order to describe and explain the sample population on the basis of the variables mentioned in the Questionnaire, the descriptive statistical methods were adopted. In general, the purpose of adopting descriptive statistics in this study was to describe what is there and to provide the organized and compiled description, along with realistic and objective analysis of the state of the market. First the frequency and percentage of the quantitative variables were extracted from tourists' responses. In order to measure and analyze the degree of correlation and relation between the changes of the dependent variables of the present study, correlation coefficient was calculated. In brief, research variables and techniques are mentioned in Table 3.2.

Table 3.2: Research Variables and Techniques

Hypotheses	Variable	Dependent	Independent	Research Technique
Hypothesis 1	Socio-demographic	Age Sex, Occupation Marital status Education level	Satisfaction	. Frequency Table . Mean, Mod . SD, Variance . Cross tables . Independent Samples T.test . Anova
Hypothesis 2	Psycho-cultural (. Monthly income . Accommodation . Transportation mean . Occupation . Daily expenditure . Education status)	Psycho-cultural	Satisfaction	. Frequency Table . Graf- . Mod- . Cross tables . Independent Samples T.test
Hypothesis 3	. Distances among Iran's 7 identified tourist regions with the tourist destination	Destination distance	From Origin	. Frequency Table . Mod- . Cross tables . Compare Means . T.test

3.8 Summary

This chapter has focused on explaining the data collection and analysis processes which included data on the characteristics of the investigated region, population and sample, checking the design of the questionnaire, data collection, and data analysis techniques. Tabriz metropolitan domestic urban tourism is the case of investigation. The

samples (n=368) from which the data was selected from three regions from among the five tourist regions of Tabriz; but only 361 questionnaires were useable.

Data collection technique involved distributing a questionnaire to a sample which was selected randomly from three tourist region in Tabriz. The data collection phase was conducted in the summer of 2011. The main structure of the questionnaire was based on the socio-demographic, psychological and behavioral characteristics of tourist and evaluation of the destination. The data gathered from the questionnaire were analyzed by the SPSS software version 16 whose purpose to evaluate, summarize and extract results from the data. To describe the sample on the basis of the mentioned variables, descriptive statistics were employed. With respect to the main objectives of the study and the research questions, Statistical Package for the Social Sciences (SPSS) software, frequency Table, Cross tabulation, graft/mode, T.tes, P Pearson, Anova techniques were adopted to investigate the independent quantitative variables of tourists' responses (in the form of investigation of differences, comparison, evaluation and tourists' perception) in relation to the nominal and ordinal variables.

CHAPTER 4: THE STUDY AREA

4.1 Introduction

The development of tourism industry as part of the macro plans for the national development has always been included in the national development plans. The policies and macro strategies for the development of tourism industry should be in line with the national development plans (Gan & Smith, 1992). From 1937 onwards, Five Year Plans for the national development in the constructional, economic and social dimensions have been organized. The first five periods of this plan were implemented until the revolution of 1978 interrupted the accomplishment of this plan (Ghasimi, 2012; Vosoogh, Damari, Alikhani, Salarianzedeh, Rostamigooran, Delavari, & Larijani, 2013). In the 1990s, Iran faced many economic and political problems both internally and externally due to its involvement in a war and fundamental changes caused by the revolution.

The formation and development of the tourism industry is in direct relation with a vast set of natural, human and production resources. Various set of these factors result in the contribution of economic, social and political sectors of a society. Along with the ever-growing role of the government and private sector in this field, this industry has turned into a multi-dimensional phenomenon. To improve this industry, it is necessary to adopt such a strategy that has two important stages: first knowing the process of formation of tourism in Iran, and explaining the existing conditions of tourism, and second, knowing the target market and their characteristics.

Iran's national plan of tourism was compiled into six chapters. The first chapter included an introduction, second chapter highlighted the achievements of the national plan, and the third chapter provided a general view of Iran's present tourism status, its strengths and weaknesses and competition atmosphere and analyzing the threats facing

Iran's tourism industry. The fourth chapter deals with the long-term objectives of tourism development, specific orientation in tourism policies and the anticipated objectives for the development of the tourism industry. Chapter five is focused on the general strategies of tourism development in terms of its physical products and market, human resources, management of tourism impacts, organization, management and regulation. The last chapter is an executive summary of the plan.

After the end of war and the beginning of reconstruction of country, once again the country's overall development and planning for the tourism industry was taken into consideration. The National Development Plans were once again implemented after a 10-year gap. Iran's first five-year economic, social and cultural development plan began in 1989. The last five-year plan has been executed since 2010.

4.2 Iran's History and Geography

The history of an ancient country like Iran has had many ups and downs. Due to its important role in human civilization, it is not only of great importance and attraction to its own people but also to many people all over the world. This characteristic has provided this country with much potential for the development of tourism. Various racial groups including Sumerians, Elamite, Kass, and Aryans have settled in this territory hundreds of years B.C. in different periods of history (Diakanoff, 1971). Iran is located in the Middle East region of the southwest part of Asia.

Due to its location it has a strategic significance in the Middle East and Eurasia. With an area of 1,648,195 km, Iran is the 18th largest country in the world. Iran is bordered to the north by Turkmenistan, the Caspian Sea, Azerbaijan, and Armenia; on east it is encircled by Afghanistan and Pakistan; and on west it is bordered by Iraq and Turkey. Presently, Iran is divided into 31 provinces, 393 counties, 973 districts, 2486 sub-districts and 1133 cities (SCI, 2011).

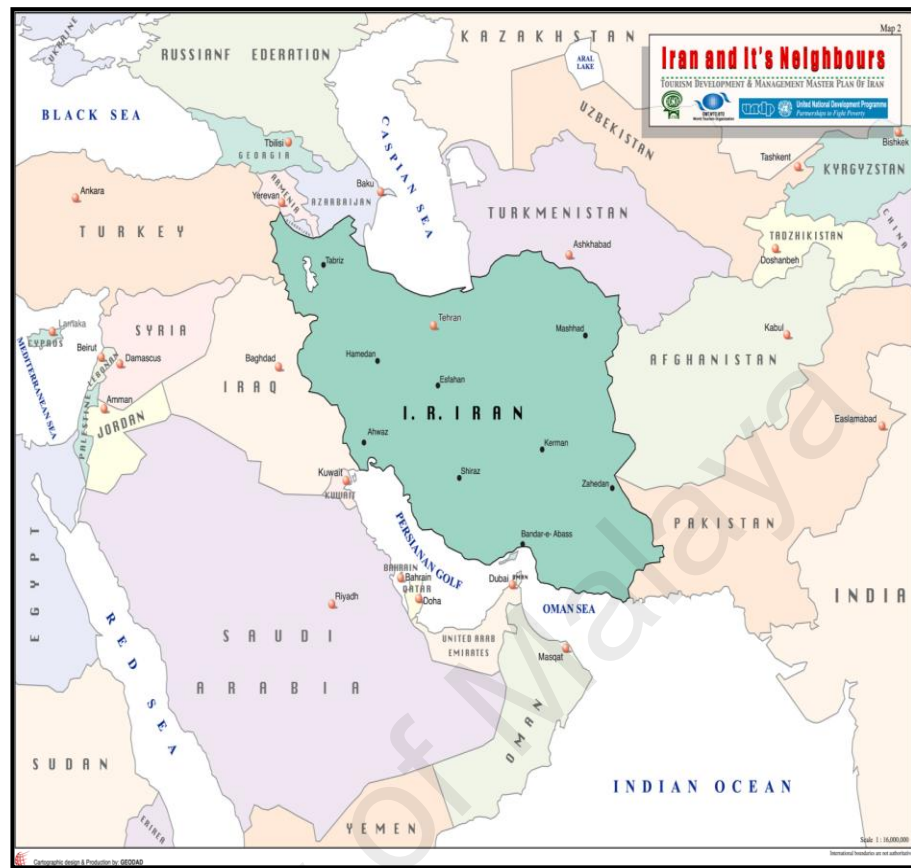


Figure 4.1: Iran in the Middle East

Source: www.wikipedia.com (2011)

4.3 Domestic Tourism in Iran

The development of the tourism industry is strongly related to the way it is managed. It is not only the diverse tourist destinations which play a role in the development of tourism industry but also the integrative and common management at the national level. In Iran the full exploitation of tourism potentials has not been felt yet. Despite this fact there are four characteristics which provide improvement for Iran's domestic tourism industry in the future; however, this will necessitate a coordinated national management. The four characteristics are as follow:

- 1) Advantages of the various historical, cultural and natural attractions;

- 2) The interest of many Iranians to travel and see these attractions;
- 3) Country's 75-million population as the potential market for the tourism service demands; and
- 4) More free time for travelling and leisure time due to the rise in the country's per capita income.

Iran's domestic tourism has developed mainly in a self-motivated manner by the citizens themselves and not in a systematic way by tour operators and travel agencies. Iran is on its way to become an industrialized nation, so it faces more diversity in its tourist and leisure demands from its citizens as the consequence of enhancement of modern standards of life, increase in human development indicators, increase in free time and the importance of spending this free time. However, it should be mentioned that so far no comprehensive research has been done to investigate the characteristics of this wave of tourist demand.

Availability of diverse natural, historical and cultural attractions; suitable infrastructures; accommodation; appropriate transportation system, private cars, and the role played by mass media encourage Iranians to travel to tourist places. The formation of tourism is the result of a mix of motivation and life quality. Iranians usually travel for more than one purpose and this mixed nature is the main characteristic of their travels. Tourist activities in Iran are done in three main categories: pilgrimage, leisure and a mix of both. Mixed tourism is common in the cities like Mashhad, Qom, Isfahan, Shiraz and Tehran. Leisure tourism exists mainly in the coastal cities of the Caspian Sea in north and the Persian Gulf in south of the country. Tourism in Iran is something totally different from the type of tourism that occurs in other parts of the world. Due to Iran's social and cultural conditions, the motivation and trend of international tourism are inclined more towards the cultural, historical and archeological sites and not to leisure destinations like the sea side. In contrast, spending time in natural resorts seems to be

the dominant motivation in domestic tourism (Sheykhi, 2009). Natural attractions are a vital part of Iran's tourism industry which encourages Iranians to travel internally. People are attracted to the diverse archeological, cultural and natural attractions at the national and local dimensions. They visit museums, shrines, holy places and old houses. The rituals and traditions, handicrafts, traditional foods, and hobbies attract them. The starting points of most of domestic tourist travels are large cities like Tehran, Tabriz, Isfahan and Mashhad. Iran's domestic travels are seasonal, mainly occurring in the New Year holiday (Nou-Rooz), summer and school holidays starting from 5th March till 5th April. Summer holidays start from 22th June and continue through 22th September. The management of travel refers to the good distribution of travel throughout the year to various destinations all over the land. In Iran travels are done to certain regions and provinces in certain periods of time, thus each year during the New Year and summer holidays there is an increased in density in travels numbers, lack of accommodations and services and high expenses of the services. According to the comments of tourism experts, more than 80 percent of New Year (beginning 20th of March) travelers in 2011 found accommodated in schools and parks.

According to the statistics released by the (ICHHTO), at the beginning of Iran's New Year, the tourism flow (5th March through 5th April) in 2006 was 35 million person-travel. This number rose to 55 million person-travels during the same period in 2007. In 2010 this number rose to 120 million person-travel showing 21 percent of growth in comparison to the previous year. In New Year of 2010, 11 million person-travels were recorded in Mazandaran province comprising 9 percent of the total domestic tourists. This number was 10,350,000 for Isfahan province (8.6 percent of the total domestic tourists), 9,150,000 person-travel for Qom province (7.6 percent of domestic tourists), 8,500,000 person-travel for Markazi province (7 percent of domestic tourists), and 7,520,000 person-travel for Fars province (6.2 percent of the total domestic tourists)

(Figure 4.2). Formation and growth of domestic tourism is strongly dependent on the economic, social and cultural conditions and society's understanding and definition of free time. Leisure time mean being free from the obligations and necessities of daily life. This creates a stable atmosphere for the formation of new approaches and behaviors (Rafatjah, 2007).



Figure 4.2: Rate of Domestic Travels in Iranian New-Year

Source: ICHHTO, 2010

Domestic tourism distributes the domestic currency within the boundaries of the country. This will results in an increase in the tourism industry multiplier, fair distribution of wealth and benefits, creating job opportunities, preventing the outflow of foreign currency, balancing the tourism amount, enhancement of cultures through social and economic interactions between people and solidarity of national unity. The importance of the tourism industry as a source of revenue and a job creation, developing regions and balancing the payments, is clear for many countries (Bhatia, 2002).

The rising demand for tourist activities among different classes of Iranian citizens and the desire to spend their free time travelling, necessitates a comprehensive plan for

domestic tourism. Sheykhi (2009) states some of the development strategies that are necessary below:

- 1) Investment in cheap accommodation sector for the domestic tourists with average to low income;
- 2) Coordinating the policies of tourism sectors with the policies of other sectors and appropriate development of the sites for spending free time;
- 3) Organizing and developing domestic travels and recreational systems;
- 4) Operating specific tours for the handicapped; and
- 5) Helping and guiding the travel agencies.

4.4 Iran's National Comprehensive Plan of Tourism Development

The first measures to compile a comprehensive plan for tourism in Iran was made before the revolution in 1971 but the implementation of this plan was not completed due to the beginning of Iraq's war against Iran. The first organized step in preparing the inventory of Iran's tourist resources was done in 1974 as a part of the comprehensive plan of tourism. This inventory included 1.2 million tangible and intangible cultural works. The national plan for the development of tourism began in 1998 with the signing of the document of this project with the World Tourism Organization. This plan is a part of a long-term comprehensive plan for the development and management of the country's tourism up to 2015. The main objectives of the tourism development are:

“To help enhance the relationship between Iran and other countries, create jobs, create economic opportunities in rural areas, increase the foreign currency income, and to help raise social welfare and on top of it all, to be certain about the sustainability of tourism development in terms of ecological, cultural and social development” (ICHHTO, 2004).

In order to achieve the general objectives of the development mentioned above, the national plan for tourism development has been set to achieve the following objectives:

- 1) Preparation of a long-term strategy for development of tourism marketing and the constant process of planning;
- 2) Preparation of necessary strategy for the development of human resources;
- 3) Improvement of the ability and capacity of government sectors to manage the tourism industry; and
- 4) The practical application of the principles and methods of the tourism planning process in a sample region as a tourist model.

Strategies of tourism development are the most important part of Iran's national plan of tourism development. In this particular chapter the long-term, mid-term, and short-term objectives to be achieved were discussed. The purpose of these strategies was to achieve the objectives of the executive policies, and as a result, achieve the general objectives of the development of Iran's tourism sector. In the discussions of this chapter, the strategies for the physical development of tourism was discussed first, that is, the development of tourism resources and tourism area, access and other infrastructures, facilities and tourist services and tourist products. Then the totality of the structure of tourism development in short, mid and long-term was put forward. The issue of strategies of human resources development was discussed. Following these issues, strategies of the management of economic, social, cultural and ecological impact of tourism was investigated. The strategies for organizing, managing and regulating tourism were forward and finally the needs for the investment for implementation of the plans of tourism development in short, mid and long-term analyzed. In the chapter of developing the tourism resources, 3167 tourist attractions including natural, historic, cultural and man-made attractions were mentioned; these attractions include tangible

and intangible historic-cultural and man-made attractions which comprise a collection of diverse tourist attractions at the social, national and global levels.

Twelve of the existing attractions have been registered in UNESCO's list⁸ of world heritage. It should be mentioned that hundreds of tourist attractions have not been identified and registered properly. Such places should be regarded as the tourism reserves because of their importance in the development of the tourism sector. These reserves should be developed at the end of the implementation of the comprehensive plan. The strategy of regional tourism development is also one of the important issues of Iran's national plan of tourism development. In order to achieve the objectives of this plan it is important to determine a logical structure of regional tourism to coordinate the development activities at both regional and provincial levels. In this plan the entire country was divided into seven regions. Each of these regions was introduced as a destination and tourism market (Heydari, 2004). The purpose of determining the structure of regional tourism was the efficacy and provision of objectives of tourism development including the objectives below:

- 1) To help decrease the regional imbalance in job opportunities and revenues;
- 2) Increasing the amount of products, enhancement of diversity of market and increasing the tourists' duration of stay and the amount of tourist purchase;
- 3) To mobilize Iranian's traditional sense of hospitality, and to increase the local activities and purposes, in the tourism sector; and

8 1-Sheikh Safi al-Din Khānegāh and Shrine. 2-The historic covered Bazaar of Tabriz. 3-Arge Bam 4-Pasargade. 5-Persepolis. 6-Tkht-e suleyman. 7-Zanbil ziggurat. 8-Shushtar's water system structure. 9-Bistoon inscription. 10-Soltaniyeh dome. 11- Naghshe Jahan square in Isfahan.

- 4) Maximizing the use of available resources and other service infrastructures.

Before this plan, Iran's tourism sector was founded on the axis of Caspian Sea coastal provinces, as well as, Tehran, Qom, Isfahan and Shiraz provinces. Therefore the share of other regions of the country was very low from tourism despite the fact that the attractions existing in these provinces were no less attractive than the ones in axis provinces. The trend adopted in the earlier plans of development fortified this regional imbalance, an issue which has been mentioned in the land survey plan of Iran's development. One of the main objectives of this plan was to create the balance in job opportunities and revenues between the different regions. It is expected that tourism sector emphasizes the eradication of this imbalance; the new tourism pattern is founded on the basis of marketing for diverse attractions in different regions whose purpose is to achieve the above-mentioned goals. The various tourist regions of the country should provide a mix of diverse tourist products rather than homogenous products. In addition to a diversity of products, they should pay attention to the diversity of the market because these two issues are closely connected to one another.

The tourist regions should reflect the real access and fundamental services of the country and should maximize the use of this system. In this relation, the quality of distribution of transportation infrastructures and other infrastructures play an important role within the definition of regional tourism.

These regions have been recognized in national plan of tourism as below:

Region 1: Alborz region: Including Mazandaran, Gilan, Golestan, Tehran, Alborz, Semnan, Qom, and Qazvin provinces.

Region 2: Sabalan region: Including mountainous provinces of Ardabil, East Azerbaijan, West Azerbaijan, Kordestan, Hamadan and Zanjan provinces.

Region 3: Western border regions: Including Kermanshah, Ilam, Lorestan and Khuzestan provinces.

Region 4: Ancient capital cities region: Including Hormozgan, Kohkiluye, Buyer Ahmad, Fars, Bushehr provinces.

Region 5: Centre of Pars region: Including the deserts and mountainous provinces of Isfahan, Markazi and Charmahal-va-Bakhtiyari provinces.

Region 6: Southern caravans: (central and southern deserts) including the desert provinces of Yazd, Kerman and, Sistan-o-Baluchestan provinces.

Region 7: Eastern border region: Including the desert provinces of Khorasan-e-Razavi and South Khorasan. Seven tourist regions illustrated in Figure 4.3.

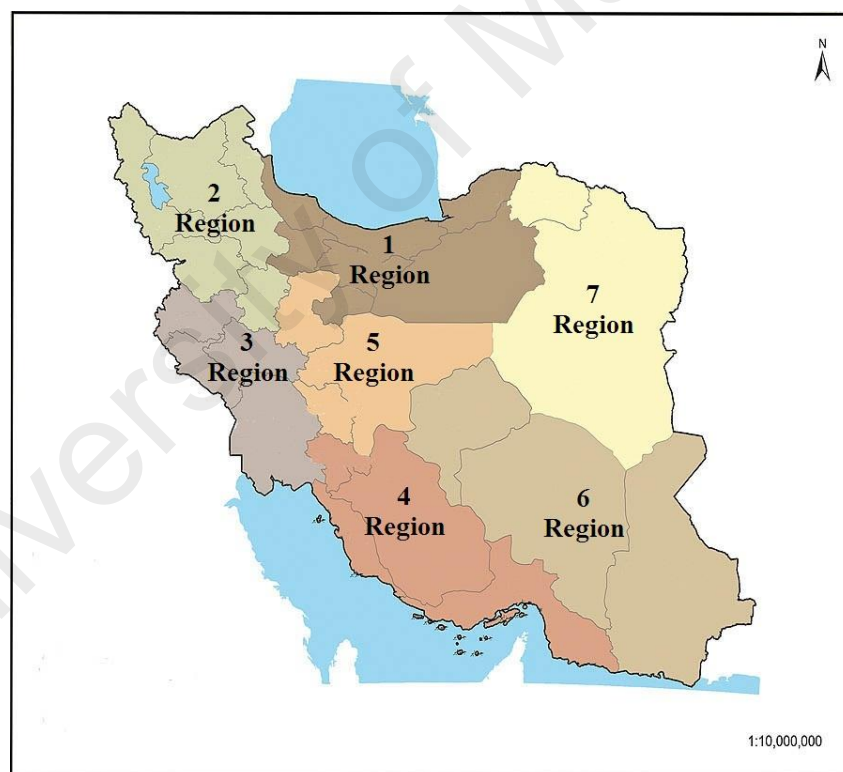


Figure 4.3: Iran's Seven Tourist Regions

Source: Heydari, 2004

Each one of these regions is capable of being turned into a market. At the same time they have the potential of developing and advertising their diverse tour products. These

regions can mix the provincial structure of the present tourism with a logical framework by taking into consideration the regional structure of the attraction poles, which have been mentioned in the national development plan.

Table 4.1: The Population Settling in the Seven Regions

Regions	Population of regions	The ratio of region population to whole country (%)
Region 1	23,877,328	32.26
Region 2	8,371,063	11.31
Region 3	10,413,829	14.5
Region 4	5,364,396	7.24
Region 5	10,946,299	14.79
Region 6	4,506,223	6.0
Region 7	10,189,545	13.76
Total	74,000,000	100.0

Source: Heydari (2004)

The rate of tourist arrivals should match the population of a region both as a general rule and reduce the imbalance in regional tourism which is one of the main objectives of the development of the tourism sector. The number of arrivals to the hotels of a region is regarded as a reliable index in tourism investigations to determine the share of the present and future market. However, this trend has no efficacy in Iran's domestic tourism because 80 percent of the domestic tourists settle in camps, passenger parks or schools during the summer holidays or New Year holidays due to high expenses and the lack of accommodation. Therefore the rate of stay in hotels is not a reliable criterion to plan the domestic tourism.

4.5 East Azerbaijan Province

East Azerbaijan province has the potential for tourism development. Factors supporting this are geographical capabilities and potentials, historical and cultural backgrounds, and finally man-made spaces which can be turned into attractions. These attractions benefit from a diversity in terms of history, culture, economy, industry, economy, art, medicine, recreation, ethnicity, rural and urbanism. This diversity creates various tourist opportunities, attracting various tourists with various needs and desires. Therefore the attractions motivating the tourist are the same capabilities which have accumulated in a region. Due to its geographical position, Tabriz is a main cross-way for the transit of thousands of domestic and international tourists. Benefiting from a 4000-year-old civilization and its rich culture, Tabriz hosts hundreds of invaluable historical attractions from various periods. Some of these historical resources like the world's greatest roofed bazaar⁹ in Tabriz and the historical churches¹⁰ and kirks of Azerbaijan have been registered as the World Heritage sites. In addition to the above, the province also benefits from valuable eco-tourist resources like favorable climate, beautiful forests, green valleys, and Sahand and Sabalan mountains. Due to its unique characteristics, this province has taken the leading role in directing and organizing the tourist trends entering to the region. With their own natural, cultural, historical and man-made items, each of these regions can be divided into various spaces and use for recreational, tourism and holiday purposes.

Most of the domestic urban tourism trends in this province are self-motivated, and not carried out in an organized manner by tours operated by tour and travel agencies.

⁹ Tabriz's Bazaar is one of the largest and most important roofed bazaars in Iran and Asia, Covering an area of approximately 1km². With 5500 chambers and shops, 40 varieties of jobs, 35 Sara, 25 Timche, 20 Masques, 20 Raste and Rastebazar, 11, Dalan and 9 religious schools, it was regarded main commercial center of the people in the city. Many of the famous travelers like Marco Polo, Ibn-Battuta, and Jean Chardin have admired the glory and splendor of Tabriz bazaar.

¹⁰ Register of the five churches in world heritage list: St. Thaddeus Church, St. Stephanus Church, Dzordzor Church, Siant Juans, holy Mary churches, and the cemetery of Jolfa city indicative the high potential of East Azerbaijan at the international level.

Although tour and travel agencies are regarded as one of the main pillars of the development of tourism industry, their growth in terms of quality and quantity was not remarkable due to the lack of tourist activities of the last three decades. Their main activity is related to pilgrimage and recreational tours, which implies a one-sided activity of taking tourists from inside the country to overseas destinations. Most of the pilgrimage tours originating from this province to destinations like Iraq, Syria and Saudi Arabia are organized and operated by these agencies. Most of the tourists with leisure purposes usually select these agencies and are directed towards the leisure tourist destinations like Turkey, Azerbaijan, Armenia, United Arab Emirates, and other south East Asian countries. Taking into consideration the above-mentioned point, travel agencies of the East Azerbaijan province have no role in the formation of the domestic tourism. A brief review of the tourist capabilities of East Azerbaijan province which were mentioned above are appended below:

4.5.1 Tourist Attractions of East Azerbaijan Province

Tourist Region 1:

Tabriz metropolitan, the capital city of the East Azerbaijan province built 4000 years ago, is an old historical city which has embraced many historical attractions. Remains from a mass grave from iron age (1500 BC), historical monuments, cultural and history of Azeri, the Islamic-scientific academic complex of Rab-e-Rashidi¹¹ (1293 AD), various museums, etc..., are indicative of the old rich historical, cultural and scientific backgrounds of this city. Tabriz used to be the military base during the pre-Islamic period especially during Sassanid Empire and it used to be the residence for many Princes; it was also the capital city of many other dynasties after the arrivals of Islam. In

¹¹ Rab-e-rashidi is one of the invaluable historic monuments in Tabriz. This university was founded by Rashi-aldin-Fazl-Allah Hamadani in Tabriz in 1293AD. Rashid-aldin was one of the governors of Gazan Khan in that area. At that time this university had four faculties which were built around it. Rabe-i-rashidi was a small city which had a library, school, masque, orphanage, bath, guest house, hospital, higher schools and industrial workshops.

the contemporary period, with the preservation of all its historical backgrounds, Tabriz has become the cradle of science, civilization, art and poetry in Iran. Some of the main attractions of this historic and cultural city are mentioned below:

The Site of the Iron Age Museum

This ancient area of 4000 years of historical background is placed around the Blue Mosque in Tabriz. This site includes 38 graves and objects belonging to these graves. All the skeletons discovered through the excavation show the folded-body pattern of burial and the graves of the adolescents were constructed in square shape with two ceramic containers (Tabnak, 2015).

Tabriz's Bazaar

Tabriz bazaar with an area of approximately 1km² of length, is the worlds' largest covered bazaar, and is one of the old beautiful bazaars in Iran. This complex was built during the 11th AD. Several bazaars, various spaces, diversity of jobs and production workshops, many mosques, schools, and historical baths have given a specific identity and magnificence to this complex which was admired by travelers like Ibn-I Battuta, Chardin and Marco Polo. Including 20 Raste bazaar, and 5500 chambers, Tabriz's bazaar has been one of the prosperous centers of trade and export since the early times. This bazaar has also been the center of trade of hand-woven precious carpets (EACHTO, 2011).

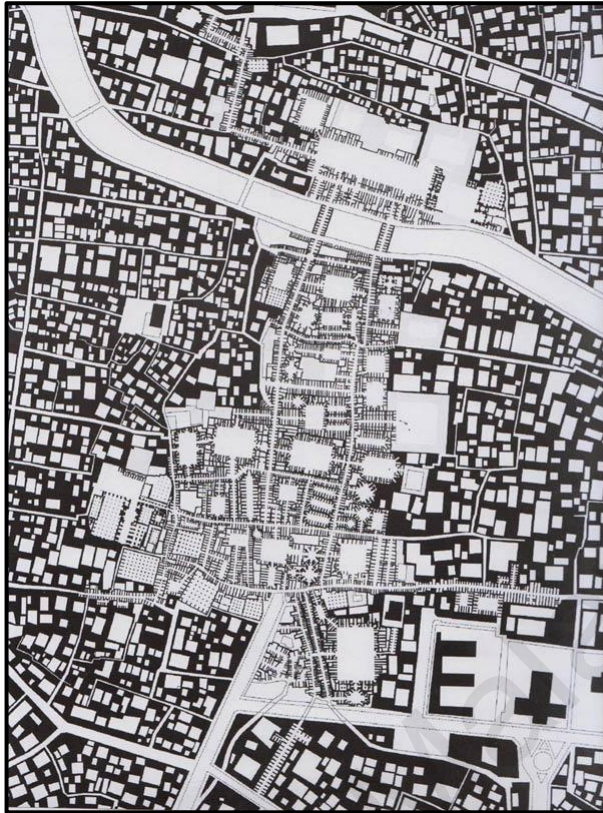


Figure 4.4: Tabriz's Bazaar Plan

Source: EACHTO, 2011



Figure 4.5: Tabriz's Bazaar

Source: EACHTO, 2011

Tabriz's Jami Mosque

This mosque is one the beautiful buildings of the city. It was meant to be the Jami Mosque of Tabriz and the complex of Tabriz Bazaar is constructed around it. The date

of its construction dates back to the early years of the arrival of Islam during 7th AD. This mosque was renovated after the earthquake of 1028 AD during the reign of Seljuks¹², Ak-koyunlu¹³, Safavid¹⁴ and Qajar¹⁵ dynasties (Shahbazi, 2004).

Ark-e-Alishah

This magnificent building is the remained of a mosque which was built by Taj-Aldin Alishah Jeyrani between 1310 and 1318 AD. Diversity and the delicacy of the tiling style, the scripts used in the various inscriptions and the harmony of the colors, made this building to be known as the turquoise of the Islamic world. This building is one of the most valuable Islamic-Iranian buildings which once functioned as the Jami Mosque.

Tomb of Poets (Magberato-Shoara)

This place is one of the spectacular buildings of Tabriz located in the central area of the city near the Seyyed Hamzeh Mausoleum. This place is the eternal place of peace for more than 400 Sufis, scientists, and famous poets like Khaghani Shervani (1119-1192), Mohammad Hossein Shahryar (1906-1988), Seghattol Islam (1861-1911), Ghtaran Tabrizi (1059), and Zahiraldin Faryabi (1019).

Due to the existence of many gardens, Tabriz used to be known as the city of gardens. There are many Khana Baghs still existing in Tabriz which are indicative of the culture, history and the architecture of this city. Some of these Khana Baghs are still in use but have assumed different functions like cultural, museum and educational sites.

¹² Seljuk was the name of a Turkish dynasty ruling a vast area of western Asia, including present Iran (11th and 12th centuries); Seljuk announced Persian language as their official language. The wise vizier of Seljuks, Khaje Nezam-al-Molk served the Persian language and literature and the expansion of sciences.

¹³ Ak Koyunlu were a Turkmen dynasty who ruled some parts of Caucasia, east of Turkey and north of Iran between (1378-1508).

¹⁴ Safavid dynasty ruled Iran from 1501-1722. The founder of this dynasty was Shah Ismail who was crowned in Tabriz. The Safavid reign is regarded as one of the important historic eras in Iran's history. It was the only dynasty after the Sassanid, who could rule all over Iran, integrating the Iranian people.

¹⁵ Qajar dynasty was a Turkish dynasty ruling Iran between 1796 and 1925. They were first settled in parts of Armenia, and then settled in the north by Shah Abbas. Agha Mohammad khan Qajar was the founder of this dynasty.

The historical, recreational park of Shah-Goli, a symbol of the beautiful gardens in the region located in the southeast of Tabriz, is built on a large hill. This complex and the constructions around it were built during the reign of Ak Koyunlu dynasty (1394 AD) and have been renovated during Qajar dynasty (Khamachi, 2010).

Tabriz is a city with a mix of both historical and modern characteristics. The proper development of urban infrastructure, production-driven economy and industry, the blooming of both domestic and foreign trade on the one hand, and its rich and unique cultural and historical backgrounds and heritages on the other hand are the prominent characteristics of the city. These characteristics are regarded as important factors in the development of the tourism industry. The suburb of Tabriz metropolitan also possesses cultural and historical resources for rural tourism and can play a complementary role to Tabriz urban tourism. The combination of life with history, traditions, nature, and technology has created unique tourist opportunities for the tourists. The beautiful Lighvan valley with small villages on its way at the foot of Sahand which overlooks the city, provide the travelers and tourists with many tourist opportunities. The ski resorts of Sahand foot which are mainly covered by snow eight months of the year along with the mineral water spas have added to the attractions of the suburb of Tabriz metropolitan.

The historical and tourist village of Kandovan is one of the attractions of the region. This village is located at the west foot of Sahand Mountain, 22 km away from Osku city and 62 km away from Tabriz. This village owes its spectacular view to the pyramidal-shaped houses dug out in the cone stones. These houses with rock like architecture appear as huge cressets whose height sometimes reaches to 40 meters. This village is the symbol of the beauty of nature and the co-existence between the nature and the human beings.

Tourist Region 2:

The southern region of East Azerbaijan, benefits from the various tourist potentials. A mixture of characteristics related to history, culture, and nature makes this region a potential tourist attraction. Maragha is one of the historical cities of this region. The history of this city according to written records goes back to first millennium B.C. This city was the capital city of Hulagu Khan (1217-1265). This region has many mineral water streams which flow from the volcanic mountain of Sahand. Benefiting from more than 300 historical heritages and historic Teppe (hills) this city is regarded as one of the 10 historical and cultural cities of the country. This city enjoys many tourist potentials such as various historical and cultural heritages, diversity of handicrafts. Others included; advantages of the airport, railroad, and road infrastructures, accommodation facilities, industrial, production and conversion plants, vast fruit gardens, and natural landscape.

Tourist Region 3:

This region is located on the west side of East Azerbaijan and the eastern shores of Urmia Lake. This lake, the largest in Iran and the second largest salt lake in the world, is located between the West and East Azerbaijan. Its surface area is approximately 51,876 km² which comprises 3 percent of the total area of the country. This area has three plains known as Tabriz, Urmia and Maragheh. It is one of the important regions for agriculture and husbandry. This lake has been turned into a national park and wildlife habitat. This area is regarded as one the important natural habitats of the fauna. In addition, this lake is considered to be one of the most important resources of Artemia in the world. Having approximately 102 islands and benefiting from biologic diversity, Urmia Lake was cited as the world natural resource by UNESCO. In summer, the shores of this lake attract many visitors. The lake is also unique as its mud is used medically (Yakhchali & Khalili, 2003).

Tourist Region 4:

On the northern borders, East Azerbaijan shares 200 km of common borders with the Republic of Azerbaijan and 35 km of common border with Armenia. The Aras River is considered as the official border between these countries and Iran. This river streams from Bingol Mountains in Turkey. Following the Turkmanchai treaty at the end of the second war between Iran and Russia, the Aras River was selected as the official border between Iran and Russia. All the northern areas of the Aras River including south Caucasia and Azerbaijan were separated from Iran and joined the Russian territory. The natural, historical, cultural, and economic characteristics of the regions near the border are influenced by the Aras River. Tourist region 4 includes Jolfa and the Coastal areas of Aras River which covers an area of 235 km length.

Tourist Region 5:

This region includes the climatic and historical area of Arasbaran located in the north East of Azerbaijan and south of Aras River. This region is a mountainous with unique natural characteristics. The Arasbaran region includes the cities of Ahar, Kaleybar, Varzeghan, Hurand, Khoda afarin, and a part of Jolfa. Kaleybar County is located on the south of Aras and northeast of this region. This city is close to the Republic of Azerbaijan in the north and Armenia on the east. This city is 165 km away from the capital city of the province. Kaleybar possesses a cold and mountainous climate, and is covered by dense forests and green grasslands. Beside the settled population, nomads have also lived in this region for thousands of years. Arasbaran is one the summer migration destinations of the nomads. Nomadic handicraft and lifestyle is one of the tourist attractions of this region (Baybordi, 1972).

Tourist Region 6:

Rahmanloo port and the Islands of Urmia Lake are among the most important natural resources attracting Eco tourists. Some of the islands of this lake which have potential as wildlife habitats are Islamic, Kaboodan, Arezoo, and Espir Islands. These Islands were converted into natural parks and are of importance because of the potential for tourism. This region hosts many domestic visitors each weekend.

Islamic Island:

Shahi or Islamic Island is the largest Island of Urmia Lake, covering 23000 hectares, located on the east of Urmia Lake. This Island is the only habitable Island of Urmia Lake. The existence of this Island with fresh water right in the middle of a salt lake is one of the unique wonders of the world. Birds like Flamingo, Pelican, Coot, and other migratory birds live in the wetland part and everglade coasts of the Island. There are 7 villages and 8000 residents whose occupations are farming, husbandry and gardening.

4.6 The General Characteristics of Tabriz as the Study Area

4.6.1 Geography of Tabriz:

Tabriz owes its spatial development and significance to its geographical position. Factors creating this strategic and privileged position are its geographical position, location on the cross road of the valleys and gentle slopes, human and economic factors, and the presence of the domestic and international transit roads to neighboring countries. In other words, the above-mentioned factors have turned the city into a crossroad. Tabriz is the capital city of East Azerbaijan province and one of the largest cities in Iran. It is located in the north west of Iran. Since 331 BC, this region has been known as Atropategan, one of the famous Iranian commanders in the Greco-Persian wars. East Azerbaijan is one of the important provinces in terms of history, culture,

economy and tourism. On the north boundary, the Aras River separates East Azerbaijan from Republic of Azerbaijan, Nakhchivan, and Armenia. On the west it extends to the world's largest salt lake, Urmia. This province comprises of 2.7 percent of the total area of the country and according to the state administrative divisions; this province has 19 counties, 41 districts, 55 cities, and 139 sub-districts. In 2010, the population of East Azerbaijan and Tabriz were 3,691,270 and 1,617,799 respectively. More than 43 percent of the populations of the province reside in Tabriz (Statistic Center of Iran, 2011).

Sahand mountain peak has created the southern landscape of Tabriz at an elevation of 3707 meters. The highest point of the city is located at 1820 meters above the sea level, stretching towards the center with gentle slope and then moving westward. Tabriz covers an area of approximately 237 square kilometers and is 559 kilometers from Tehran. Two rivers flow through Tabriz, first river, the Talkheh River flowing from the northwest of the city. The second river is the Mehran River streaming from the middle of Tabriz and is a seasonal river ending in Urmia Lake. Tabriz has a steppe climate warm and arid summers and cold winter. The cold weather is due to the elevation and mountainous topography of the city. The average temperature in June (the warmest month of the year) is 25.4° C and the average temperature in January (coldest month of the year) is -2.5° C. In April, it reaches up to 10.5° C and in October it can increase up to 14.1° C. The annual average of temperature is 11.9° C. Almost 108.2 days of the year are frosted beginning from the end of the autumn till the end of winter. Tabriz's weather is hot and dry in summer. But this heat becomes modified due to the closeness to the Sahand Mountain and many gardens around the city. The annual rainfall average is low in Tabriz¹⁶ like many other cities in Iran, totaling only to 330.1 millimeter.

¹⁶ The average of rainfall in winter is 113.3 mm. 121.8 mm in spring, 20.7 mm in summer and 74.3 in autumn (Haddad Adel, 2001).

4.6.2 History of Tabriz

Historically Azerbaijan has been a residential area since the very early periods. It has experienced many economic, social and industrial activities due to its being located on the Silk Road such that archeologist scientists believe that weaving of the Pazyryk¹⁷ carpet, the oldest rug ever, was done in this area. The name of the city has been mentioned in many historical resources and written records like the inscription of Sargon the second, the Assyrian king (750-722 BC) and the writings of Abolfeda¹⁸. Abolfeda used the word “Tovriz” which was inspired from the red-looking mountains around the city located at the site of the present Tabriz was mentioned.

This city enjoys a high political and economic status in the region due to its unique natural and geographical conditions. The advent of ancient civilizations like Medians, (177 BC) in the west of Iran is indicative of the unique features and capabilities of this region. Recent excavations done around the historic site of the Blue Mosque in Tabriz testifies the existence of the remains of a 4500-year- old civilization and culture. This historical significance will be doubled if the position of “Taroi” or “Tarmakis” citadel is discovered, which is according to Sargon’s inscription, was a large and prosperous citadel ruined by Assyrians (Khamachi, 2010).

According to the historical evidence Tabriz has been the capital city of both Azerbaijan people and geographical area of Azerbaijan since 1176. The people of this region are regarded as the origins of all habitants of Iran. Throughout the history, this city has been destroyed many times by devastating earthquakes but has been rebuilt

¹⁷ Pazyryk carpet (4th and 5th BC) is the oldest carpet of the world discovered by Rudenko the Russian archeologist, while excavating the tomb of one of the Scythian princes in Pazyryk valley on the north Altai mountains of Siberia, 79 km away from the borders of Mongolia. The motifs in the carpet include horsemen, wild deers, and some mythical animals with the body of Lion and the head of Eagle. Its margins have flower motifs. After analyzing the structure of the carpet Rudenko found out that the motifs used in this carpet are similar to the ones used in Pasargadae. In Iran most of the scholars believe that this carpet was woven either by Parthians or Medians.

¹⁸ Ismail Abolfeda (1273-1331) is one the famous historians and geographers born in Damascus.

again. The present structure of the city goes back to the Parthian (250 BC) and Sassanid dynasties (224-651). The peak point of Tabriz's prosperity was during the Ilkhanid dynasty (1256-1335) when this city was the capital city of a territory whose sphere of influence extended from the Nile to the Middle Asia. This city has been the capital city for Timurid and Qaraqoyunlu dynasties and Safavid Empire during the early years of their reign. In 1501 AD this city was named as the first capital city of modern Iran and Safavid Empire. However, due to proximity to the Russian and Ottoman Empire borders, this city was vulnerable to external threats. Thus, in 1514 AD Shah Tahmasp moved the capital city from Tabriz to Qazvin. During the Ottoman Empire Tabriz was repeatedly the battlefield between the Safavid and Ottomans. During the Qajar dynasty (1785-1925) Tabriz was the second capital city and the Princes' place of residence. All the Princes of Qajar dynasty used to settle in Tabriz. This city also played an important role during the freedom movement of the early 20th century. The bravery and selflessness of the people of this city resulted in the collapse of Qajar dynasty.

According to historians and tourists, Tabriz has been an important city both in the region and the country during the centuries after the arrival of Islam to Iran. The thriving commercial and cultural exchange in Tabriz and its role as the economic capital throughout the centuries brought the development and advancement of social and civil institutions to this city. In particular during the Qajar dynasty, this city was the initiator of many advances in the country due to its proximity to the Russian and Ottoman Empires and roads leading to Europe. During this period, most of the intellectual movements, social, economic and technologic developments and the formation of civil institutions used to take place in Tabriz even before Tehran. Since most of the new developments in Iran's history used to happen in Tabriz, such as the print shop, public cinema, theater, municipality, kindergarten, school for the deaf and the dumb, modern

school, play writer in both Persian and Azerbaijani, newspaper, power plant, and firefighting service, this city is referred to as the city of the “firsts” (Sardarniya, 2002).

4.6.3 Economy of Tabriz

Tabriz has not experienced a constant growth in terms of its economy throughout the history. Due to the external and internal factors and various earthquakes, the economy of this city has experienced fluctuating growth. The foundation of Safavid Empire in the 16th century and their announcement of Tabriz as their capital city (1501 AD) turned Tabriz into an important economic and political center. The role played by the local merchants and the wealthy in running the city resulted in its economic development. It can be claimed that Tabriz has been one of the important poles in Iran’s domestic and external arena of economy since the past century. The main reason for this fact is its location in the middle of the Silk Road between west and east and on the way of business caravans. That is why this city is referred to as the gateway of the orient. In general, Tabriz was an important center for architecture, calligraphy, painting, music, poetry and medicine in the near east between the 15th and 17th centuries. This city produced great scientists in medicine, philosophy, mathematic, history, and literature. According to observations and records of great travelers such as Yagut Hamawi¹⁹, Marco polo, and Ibn Battuta²⁰, Tabriz had had various bazaars products of which were exported to the furthest points of the world. The blooming economy of Iran and its dynamic economy turned the city into a center of trade. As such, the wealth and power of its population increased (Zeinizadeh, 2006).

¹⁹ Yagut Hamawi born in (574 A.D), was one the famous historians and geographers.

²⁰ Ibn Battuta, a famous traveler who was born in Tangier, in Morocco in 1304. He travelled five times to Iran and during his travels to orient used the Persian language to speak with non-Arabs.

Modernizing the old industries and developing the modern industries in Tabriz started since 1966 and since then it has been experiencing much progress. In this aspect there has been much interaction between Tabriz and other countries. The main industrial products of Tabriz are: food products, chemicals, non-metallic minerals, basic metals, textile machinery, light and heavy machinery, petrochemicals, oil refinery, pharmaceutical products, leather industries, carpet, etc... These items are important for both domestic use and export. Tabriz metropolitan is regarded as the second important industrial city of the country due to its big industrial factories. The industrial units of Tabriz are mainly located in three axes of Tabriz-Miyaneh, (East) Tabriz-Marand, (North) and Tabriz-Maragheh, (South). Their significance is even more striking due to their locations on the road connecting Iran to Europe (pp, 2006).

Tabriz metropolitan possesses several economic and commercial advantages such as common border with East Azerbaijan province and the Republic of Azerbaijan, Nakhchivan and Armenia, and its proximity to the borders with Turkey through Bazargan customs, which is the main transit road for the goods and connection with Europe. These features have given a strategic position to Tabriz in order to be a major internal trade center. In terms of the domestic trade, this city can be regarded as one of the important centers of commercial activities in the province and country due to the great demand market for its goods, products and services from the neighboring province such as Ardabil, Zanjan, Kurdistan, and West Azerbaijan. These are in addition to other demands from the domestic market of the province itself with four million customers. In terms of the foreign trade this city can be a center of great significance for commercial activities and foreign investors. Some of the important geographical and economic potentials of Tabriz metropolitan can be named as follows:

- 1) Proximity to the entry and exit points of the Turkish borders;

- 2) Proximity to the Republics of Armenia and Azerbaijan which function as a bridge to the newly independent states of Caucasus and Central Asia;
- 3) High capacity for storing goods in the customs complex;
- 4) Special geographical position with the international railroad and highways connecting to Europe functioning as bridge between Iran and Europe;
- 5) The free trade zone of Aras on the northern borders of the country;
- 6) Access to the international exhibition complex in Tabriz;
- 7) Industrial and agricultural products, dried fruits, metallic and non-metallic, mineral products with high export values and workshops for weaving the Persian Tabriz Carpet;
- 8) Possibility of beginning direct flights between Tabriz and other countries.
- 9) The export service centers aimed to providing export services for the production and export units of the country;
- 10) The availability of more than 351 financial, credit and monetary institutions; and
- 11) The availability of more than 8000 big and small factories and industrial workshops (pp, 2006).

The above-mentioned factors have given Tabriz a prominent role in the national economy. This city enjoys diversity in terms of jobs, service and products, thus, hosting many migrants from the various points of Iran.

4.6.4 The Position of Tabriz in the Northwest of Iran

Tabriz metropolitan is located right in the center of the historical and most-populated urban centers of the northwest of the country. This city is the most important service, economic and administrative center in this area. In comparison with the neighboring provinces, Tabriz has a high index in terms of both quality performances and quantity

population. Within the scope of 100km from the city, no other cities with such population dimension exists. The trade and economy of Tabriz metropolitan has had a wide scope of influence and was the main center for the exchange in the region. In the recent years, Tabriz has experienced some progress in terms of economic activities and achievements, turning this city into a powerful center in the region. In terms of opportunities diversity and quality of the provided services, Tabriz stands on top of the pyramid. Tabriz plays a leading role in the hierarchical network of service provisions due to its educational and health care structures (universities & hospitals) and transportation infrastructures (airport & terminals). Economic, social, cultural and political characteristics of the city have brought this favorable position to Tabriz and made the city's economic pole of these spaces and center of ecological spaces (Zeinizadeh, 2006).

4.6.5 The Position of Tabriz in National Level

Tabriz is one of the main and important cities of the country and one of the three focal areas of urbanism (Khorasan, Esfahan, & Tabriz) excluding Tehran. It is a city with a unique territorial position covering a vast area of the country. With its relative independence, Tabriz benefits from the economic, industrial and cultural potentials, and decreasing centralization in Tehran. With its own large hinterland to manage and being relatively independent of Tehran, Tabriz has taken on the responsibility well as a center pioneering the process of development within its scope of influence. Tabriz is well connected regionally, nationally and internationally and with its historical traditions, unique location and other advantages, it has turned into an international cross-road. Thus, this city can be regarded as important as Tehran in terms of having independent exchange at the international level. Tabriz is one of the industrial poles of the country which enjoys good performance at both national and international levels. Due to its location in the northwest and west borders of the country and the vast network of

national and international connections, this city enjoys a unique situation in the unloading and distributing the goods and services. Tabriz is the center of the territory of Azeri language and culture in the world. The Azeri ethnic group comprises an important part of the population of the country; thus, politically and culturally Tabriz is of specific significance (pp, 2006). General indices of Tabriz metropolitan provided in Table 4.2.

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Table 4.2: General Indices of Tabriz Metropolitan

Items	Notes
-East Azerbaijan province	. North west the country, covering 45491 km of area with 3.691.2270 population
-Province capital city	. Tabriz covering 4831.1 km of area with the population of 1.617.799
-History of city & Language	. 4500 years / Azeri
-Avg. of population age mix	. 25.28 % Men 25.02% Women
-Literate population	. 95 % of city population
-Number of historic & cultural attractions	. 533 registered historic, 285 natural, 32 historic indexical attractions, & world' oldest roofed bazaar
-Number of museums & libraries	. 11 Museums / 37 Libraries
-Religious minorities	. Assyrian, Armenian, Zoroastrians, Chaldean
-Important handicrafts	. A carpet woven 2000 years ago
-Monetary & financial institutions	. 351 Banks & financial institutions
-Number of hotels	. 15 Hotel
-Large sport complex	. 2 Large Sport Complexes
-Football stadium	. 2 stadiums with 3000 & 7000 capacity
-Football club	. 3 Big football clubs
-Hydrotherapy complex	. 1 Complex (Mineral water)
-International exhibition	. 1 Exhibition Complex
-Transportation	. Metro, Bus, Taxi / International Airport, Railroad, Bus terminals
-Recreational spaces	. Heights overlooking the city with modern cable car
-Winter sports	. Two ski resorts in west and east of Tabriz
-Dams	. 3 big dams
-Healthcare service	. One of medical poles with international hospitals, & 196 health care centers
-Higher education	. One of the educational poles with 11 big universities & more than 54 thousand university students in Tabriz, 175000 students in province & 109 higher education institution.
-Industrial plants	. More than 8000 big & small industrial & production factories
-Area of ecosystem	. 19 hectare, 19 big & small parks
-Area of forest	. 5500 hectare
-Height from sea level	. 1300-1800 hectare
-Height of the mountains overlooking Tabriz	. Sahand with 3707 meters of elevation, On-Ibn-Ali with 1300 meters of elevation
-Climate change	. Cold & dry climate/average temperature of -10
-Power plants	. Air, gas & stream power plants /1 refinery complex, 1 petrochemical complex
-East Azarbaijan GDP 2010	. The growth rate in comparison to last year 10 billion \$ 32.2 %
-Occupation mix	. Service sector 36.10 (%) industry (36.30%) agriculture (27.10%)

Source: Zeinizadeh, 2006

4.7 The Main Elements of Urban Tourism in Tabriz

Elements of urban tourism in Tabriz metropolitan are among the various attractions of destinations which are visited by tourists. Cities include a set of diverse functions and attractions. This diversity results in attracting various tourists with various needs and motivations. The activities of the tourists and tourism in the urban environment require components and elements which in the literature are referred to as the main frameworks of tourist activities.

Attractions, transportation and accommodation are the three main factors in the tourism industry. Most of the tourist activities are centralized in cities due to the increase in tourism types, on the one hand and the diversity in urban tourism functions and elements on the other. Most of the tourist services like accommodation, communication, transportation, food catering and other services are mainly centralized in cities and utilized by both residents and visitors. These factors and components have made the cities benefit from the vast diversity, making this type of tourism different from the others. In their theoretical framework, Jansen-Verbeke (1986) and Law (2002) have differentiated the primary, secondary elements and additional elements. Primary elements such as historical monuments, climate, are the main reasons drawing. Secondary elements like, accommodation, transportation and additional element such as tourism agencies, tourist information and parking play important roles in providing a range of tourists' activities necessary for a successful tourism industry. The present study is an attempt to briefly introduce the Tabriz urban tourism components and factors within the framework mentioned above. It also considers questions like "Why tourists visit the city?", "What attracts the tourists to the cities?" and "Which facilities satisfy the urban tourists?"

4.8 Primary Elements-Attractions

The historical, geographical, climatic, cultural, social and tourist attractions of Tabriz's bazaar and its suburb are attractive to tourists. These have provided this metropolitan with the potential of developing tourist activities throughout the year and to be host to the various tourists. The favorable climate during the first half of the year and snow fall during the second half of the year have increased the tourist functions of the city and regions in terms of its diversity. The historical and cultural backgrounds of Tabriz together with its favorable climate and advanced urban infrastructures have created a proper mix of a historical, cultural, social, and recreational tourist region. The attractions of Tabriz metropolitan which function as the primary factors of attracting tourists and the basis of development can be divided into three main categories of physical environments, geographical and climatic conditions, and finally socio-cultural characteristics. In this section some of these attractions will be discussed.

4.8.1 Old and Historic Context of the City

In general, cultural and historical heritage and attractions in Tabriz can be divided into two categories of pre-Islam and post-Islam. Each of these can be further discussed under four sub-categories. Religious works include mosques, churches, religious schools, tombs, and mausoleum; urban works consists of bazaars, caravanserais, bridges, military works; including forts, and battlement and residential works comprises features such as mansions, gardens, houses and finally invisible historical works including music, language, clothes, foods, traditions and festivals (Haydari, 2004). This region has embraced various historical and cultural-heritage since the last 4500 years. The physical development of the city focused around the center and central core of the city. As mentioned earlier, Tabriz has been divided into five tourist regions. The historical core of the city is placed within the second tourist region. This region includes a mix of historical, social, cultural and recreational attractions, with important services

and the economy functions both at the regional and international dimensions (Zeinizadeh, 2006).

One of the main priorities of sustainable development management is to maintain and prevent the historical monuments and urban context from damages. The cultural and historical works are regarded as the strength of urban tourism. Thus, spatial planners and managers attempt to revive these works, knowing the potential value in the tourism industry. Accordingly, the managers of Tabriz metropolitan have allocated certain administrative center specifically tasked to maintain and preserve the historical region of the city. Tabriz has 10 municipality regions. The 8th region of the municipality of Tabriz is the central and most important but has the lowest number of population in comparison with other regions. This region embraces some of the most important historical and archeological monuments of Tabriz. Due to the location of the bazaar in this region, the Silk Road used to pass by the square and passage of this region thus accounting for the presence of many caravansaries.

The most interesting historical museums of Tabriz which are indicative of the historical significance of the city are located in this region. Some of these museums are Azerbaijan, Constitution, Quran and Script, Carpet Measurement, Iron Age and Armenian's museums. Old religious schools, museum-palace of Tabriz municipality and tens of other valuable historical monuments have enriched the culture of this region. Due to its administrative function, most of the organizations, institutes, trade and economic centers, banking, insurance and accommodation are concentrated in this region. In order to highlight the historical and cultural significance of Tabriz, the following section of this chapter will discuss some of the historical monuments.

Tabriz Bazaar

Iranian architecture has 6000- years old history under its belt; In Iran, like other areas in the world, the historical architecture bears both religious and ritual concepts (O'Kane, 2013). This architecture is also motivated by the climate, building material, the culture of the region, neighboring areas, religion, beliefs and religions (Mazumdar, 1997; Memarian & Brown, 2003). Azarbaijan stands out first in Iran in terms of architecture as three other architecture styles -Persian, Azari and Isfahani- started from this region before spreading to other regions. The Soltaniye tower, Ali Shah mosque in Tabriz, Yazd Gami mosque, Goharshad mosque is the buildings with Azeri architecture.

Tabriz bazaar is one of the masterpieces of Iranian-Islamic architecture. In Iran, the bazaar is a complex of Shops, Caravanserais, Mosques, Hamam²², Schools, and other public and commercial places, thus in the past the bazaar was regarded as one of the important urban space and axis of connections in old Iranian cities. Since the 7th century permanent bazaars have existed in many old and new cities in Iran. The background of the bazaar goes back to the pre-Islam period (Yazdany & Poorahmad, 2006). The development of Tabriz's bazaar through the past millennium was due its location on the commercial route between the west and the east the one hand, and production of handicrafts like carpet and other goods on the other hand. This caused the development of urbanization and development of the cities. Consequently the function and the structure of Tabriz bazaar also developed.

The historical background, beautiful style of architecture, creates an integrative space with various urban elements such as the trade centers, mosques, religion and

²² Public baths originated from a communal need for cleanliness. As societies have changed, public baths have been replaced as private bathing facilities became more commonly available.

schools enriching the social, cultural and touristic capabilities of Tabriz. The length of Tabriz bazaar is 1km. This complex is the worlds' largest covered brick building. This complex is the eleventh historical building of Iran registered in UNESCO's list of world heritage. There are 5500 shops, 23 caravansary, 28 mosque, 8 religious schools and 1 sport hall. More than 630 shops are allocated to selling hand-woven carpets and activities related to it. The diversity of functions and occupations in this market is indicative of the importance of Tabriz bazaar for the people living in this city and those who work in this complex (Bochany, 2003). The diversity of the goods and the great bazaar have been mentioned by travelers like Ibn-i-Battuta (1325 AD), Tavernier (1640 AD) and Marko Polo (1280 AD) visiting Tabriz since 11th century. This bazaar has worldwide fame and is mostly visited by international tourists rather than domestic ones.

Old Mosques

Like all religions whose physical manifestation is their temples and place of worship, the most obvious physical manifestation of Islam is mosque. Mosques were of high importance in Iran during the past centuries. The importance of mosque was not only due to its function and direct relation with people from various classes, but also due to its spatial shape and it's joining with the residential context, services and trade. It is thus regarded as one of the main elements in urbanism. During the past periods, the Gami Mosque was regarded as the center of religious stability. Since it was a place around which people from various classes gathered, it was also a place for the spread of knowledge and information conditions of life and the administrative system. It was also a location where public opinions were formed on the directions for the future of the city. The Gami Mosque could not be separated from the daily activities and trade because it was a main pillar of spirituality, religious nobility and a familiar identity of Iranian

cities. As in cities like Isfahan, Tehran, and Shiraz, the Gami Mosque was placed inside the area of the Bazaar (Parsi, 1993).

One of the tourist attractions in Islamic territories is religious places and mosques which are attracted by Muslims and non-Muslims. The architecture and unique artistic elements in mosques are regarded as treasures which depict the trend of social and religious life in the place. These areas may be attractive to many tourists.

Old Houses

The architecture of Tabriz was fully destroyed in the destructive earthquake of 1780 and the city was turned into a pile of ruins. However, other magnificent buildings like the Ali-Shah mosque, Tabriz bazaar, and tens of other buildings remained. This destruction coincided with the beginning of the Qajars' reign in Iran and the beginning of Qajar architecture. This period is famous for its brick works which started from Tabriz before spreading all over Iran. The old houses in Tabriz have created a pleasant environment in the city, providing a rich resource for tourism industry.



Figure 4.6: An Old House in Tabriz

Source: Zeinizadeh, 2013

Most of these houses are open to public visits while maintaining their cultural functions. The architecture of the old houses in Tabriz is Iranian. Iranian architecture or Persian architecture is the architecture of contemporary Iran and the Iranian Cultural Continent. It has a continuous history from at least 5000 BC. to the present, with characteristic examples distributed over a vast area from Turkey and Iraq to Northern India and Tajikistan, and from the Caucasus to Zanzibar. Persian buildings vary from peasant huts to tea houses and garden, pavilions to "some of the most majestic structures the world has ever seen (Pope & Gluck, 1976). Its harmony with the climatic condition of the region makes it a fully Tabriz architecture which differs from the desert architecture. The face of the old houses is very diverse. From these magnificent houses, many houses have been recognized by EACHTO.

Museums of Tabriz

The cultural wealth in various time periods of nations are preserved in museums and are of high significance to those who are interested in history or in a specific theme. Museums play an important role in attracting tourists. Today visiting museum is certainly included in the tourist's travel plan. Due to its rich historical and cultural backgrounds and being the capital city of five Iranian dynasties, Tabriz benefits from the historical monuments and rich museums. Tabriz should be named as a collection of museums due to the presence of 19 cultural, historical and natural museums (EACHTO, 2014). The name of the museums in Tabriz will be mentioned below providing explanation for some of these museums. Azerbaijan, Armenians, Iron Age, Literary of Shahryar, Ceramic, Measurement, Martyr Clerics, Municipality, Qajar, Quran, Script, and Caricature museum.

Azerbaijan Museum

Azerbaijan museum is one of the rich museums in the country which was established in 1957. Azerbaijan museum has more than 1200 cultural and artistic pieces. It has 2300 historic antique registered pieces. Due to this richness, this museum is included among the valuable treasures of the country. This museum is comprised of three halls.

- 1) The section of archeology of ancient Iran: In this hall, the antique pieces from 5th BC up to 7th AD are displayed. Ceramics dating back to 7000 years ago are among the oldest pieces of this museum;
- 2) The section of the archeology of Islamic period: In this section various pieces from the various Islamic periods up to the Qajar dynasty are displayed. The oldest coins of Iran from the Achaemenian Empire up to Qajar dynasty are displayed in this museum; and
- 3) Exhibition section: This section showcases contemporary artistic works. The works of famous Tabriz artist Ahad Hosseini are exhibited in this section (EACHTO, 2014).

4.8.2 Climatic Condition of Tabriz

In addition to the cultural, social, and political factors, natural factors also play a role in developing the tourism industry and attracting tourists. Climatic conditions are among the main factors in tourist activities; tourism is obviously dependent on the climate condition. Tourists make plans for their travelling, taking into consideration the climatic conditions of the intended destination. The climatic diversity in Iran is a remarkable potential for the tourism industry. While the residents of the southern areas of Iran suffer from the heat of about 40 degrees in summer, Azerbaijan benefits from a favorable cold climate. Thus it can be the destination for many tourists. The climatic of

Tabriz is among the primary tourist attractions, but sometimes the cold climate can be considered as a hurdle in developing tourist activities throughout the year. This factor led to the neglect of natural attractions. The beginning of the frosted days signals the end of tourist activities in Tabriz. The number of frosted days in Tabriz is 104. It seems that not many tourists are interested in visiting Tabriz in winter. This can be due to the improper heating system in the accommodation facilities of ski resorts, or lack of road safety or lack of planning for the season. By proper planning and appropriate management, these conditions can be turned into winter tourism opportunities. In fact Tabriz metropolitan has potential for winter tourism, festivals and winter sports. The favorable climate during spring and summer is one of the main reasons for the domestic tourists to select this city as their destination.

Proximity to Sahand Mountain (3707m) and the surrounding gardens around the city modifies the weather temperature during the first 6 months of the year. Tabriz has an annual average of temperature of about 16.4°C. The average temperature in the warmest month of the year (July) is 25.4°C and in the coldest month of the year is -2.5°C (Statistical yearbook of Tabriz, 2009). Regular rainfall is one of the characteristics of this region. The average rainfall during the first two months of spring (April & May) is 125mm but up to the beginning of the 8th month (November) no rainfall is observed except in high areas.

4.8.3 Invisible Cultural Attractions

This type of attractions (Cultural heritage) include tradition and costumes, traditions, local festivals, local language, literature, instruments, skills, clothing, local foods, local-traditional music, handicrafts, etc. The intangible attractions of Tabriz which have been registered in the national heritage list are: Carpet weaving, Varni weaving, folkloric music (Ashiq), literary collection of Heydar Baba, white soil pottery (ceramic), silver

work, the memorial of the thirty sixth day of spring and the ancient language of Tati (EACHTO, 2011). Among the most famous cultural heritage of Azerbaijan region and Tabriz metropolitan are handicrafts and poetry. East Azerbaijan province is regarded as one of the centers of Iran's handicrafts. The famous handicrafts of the province include Carpet weaving, Gelim weaving, Wooden crafts traditional hand woven (wool, silk) shoe making, traditional prints, glass making, pottery, silver works, metal works (tore tics, carving) felt making, and book illustration (miniature & illuminated manuscripts). The manifestation of these handicrafts on the socio-economic status of the city is tangible. That is why visitors of this region find themselves immersed in the arts which are pleasant and never-to-be-forgotten. In this section, carpet, the most prominent handicraft of the region which at the moment exhibited in most of the museums of the world, will be elaborated.

Carpet Weaving

Azerbaijan and especially Tabriz has played an important role in weaving the priceless carpets. This study can dare to say that the maintenance and revival of carpet weaving art in Iran owes itself to designers, and artist carpet weavers and merchants of Azerbaijan. During the past centuries Tabriz has been one of the most important centers of producing and trading carpet. Most of the valuable carpets of Tabriz have been used to decorate the museums of the world, exhibited in the personal collection of the collectors, or traded in domestic or foreign markets. The development of the carpet industry began eight centuries ago and reached its peak during Safavid dynasty (1500-1734). As one of the noble arts, Tabriz carpets have always been the focus of attention, benefiting from the various designs and motifs. Carpets with image motives have a significant place among other varieties. Weaving of such carpets began from the 15th century and continued up to present (1785-1925). Tabriz merchants have taken remarkable steps to improve the export of the carpet. The formation process of the

hand-woven carpet from spinning, dyeing and fixing carpet loom all and are very interesting to both domestic and foreign tourists. The old shops in the beautiful bazaars which provide these Old Iranian arts of carpet weaving create a charming atmosphere.

The Art of Poetry

Poetry is one of the oldest literary varieties and branch of art. Poem is a literary variety in which the beauty of the formal language, artistic expression of emotion and specific techniques are employed. The historical identity of the Persian language and poetry has fundamental differences with the highly effective art of poetry in other languages, like the emphasis of the Iranian poets on the beauty of rhythm and meaning at the same time. Rumi (1207-1273) is one of those great poets in the world and his incredible fame has increased after translating his poems into English. Omar Khayam (1048-1131) is another poet who has attained worldwide fame. Shahryar is also one of the famous Iranian poets who used to recite poems in both Persian and Azerbaijani.



Figure 4.7: Maqbaratoshora Poets

Source: <http://www.khabaronline.ir>, 2015

The poetry of this country can be a memorable tourist experience for cultural tourists who love to know the internal concepts and essence of a perfect man. The historic-cultural site of poets' tomb -Maghbarat-al-Shoara- is one of the symbols of culture and poetry of Iran and located in the old center of the city. Since 11th AD, more than 400 famous poets, sufis and figures have been buried such as Asadi Toosi (1055), Khaghani (1114-1189), Shervani (1284), Shahpoor Neyshaboori (1194), and contemporary poet Shahryar (1906-1990).

Azerbaijan Music

Azerbaijan music refers to the traditional music of Azerbaijan. Azerbaijan artists create unique music by their creativity. Those who sing their lyrics in Azerbaijani Turkish are Ashiq. Ashiqs' performance is one of the most-appreciated types of music which is performed to describe Azerbaijan and the heroism of its figures during weddings and funeral ceremonies. Azerbaijan music is comprised of two main branches which have different modes and starting points in terms of musical classification. Most of the Azerbaijani musicians, who were familiar with both of the music types, have been able to create music for operas, symphonies and balet dance.

Folkloric Music

This type of music includes Ashiq, ethnic and lyrical music. Undoubtedly Azerbaijani folklore is one of the richest oral literatures of the world. Azerbaijani folklore not only has a type which is common with the folklores of other nations, it also has another branch which is more delicate and beautiful. These folklores indicate the various aspects of social process, such as historical events, traditions, campaigns, heroisms, joys, agonies, fulfillments and failures of the Azerbaijani people. Such vast folkloric are rarely seen in the other nations except in a limited way in some Turkish speaking nations. This important branch of folkloric is known as the art of Ashiq, which is a

comprehensive art that includes many other important arts such as, poetry, music composition, storytelling, singing and humor. An Ashiq artist adores his society, narrates the pains, joys and wishes of his generation and his predecessors through his musical instrument and pleasant songs. In the oldest script existing about the history of Azerbaijan known as De-De Kurkut, Ashiq has been given a very high and respected social status. The traditional arts of Azerbaijan region have enjoyed a worldwide status under the centrality of Tabriz. This traditional art is a strong cultural and artistic attraction to tourists, and has the potential to be developed for urban tourism (Mohammadi, 1997).

4.9 Secondary Elements

4.9.1 Transportation Facilities

Tourism infrastructures such as transportation network and welfare facilities are among the secondary tourist attractions, on which the dynamism of the tourism industry is seriously dependent. Tourist destinations inevitably are connected to transportation networks. The transportation industry provides the tourists with transportation facilities to reach their destinations even the one farthest away. The transportation network is comprised of four major modes: shipping, aviation, road and railroad transportation. Tabriz metropolitan is benefiting from the adequate rail, road and aviation infrastructures.

4.9.1.1 Intra-City Transportation Network

Air Aviation

At present, Iran has 77 big airports and 9 of them are international. Tabriz airport is the largest airport in the northwest part of the country, starting from 1950. This route is very significant in Iran's air corridor to Asia and Europe. This airport operates 24 hours a day. Tabriz airport operates 7000 domestic and 2000 international flights, transporting

more than 1 million passengers a year. This airport has a suitable position in the country in terms of the number of flights and navigation facilities (Zeinizadeh, 2006).

Road Transportation

In general, the major mode of transportation in Iran is by road. In addition, Iran is the corridor for connecting between Asia and Europe. Various points of East Azerbaijan are connected to each other by 3,115km network of roads, spreading in three directions of north, south and east. In addition, the development of the rural area road network -5763 km- has played a significant role in the rural and regional development of the tourism industry. Altogether, the main road network and rural network of the province accounts for 8.8 percent of the total road network of the country. According to the statistics in 2011, 7,171,000 inter-province passengers and 3,970,000 intra-province passengers were transported by 149 travelling companies through 11 terminals (RMTO, 2011).

Rail Road Transportation

The first instance of using the railway in Iran dates back to 1848 with the first rail built in the north of Iran. At present Iran has 9,068km of railroad network. The first overall railroad network, Tabriz - Jolfa route (149km long) began operations in 1916. According to the report of Iran's rail road deputy of passengers, Iran's rail road network transported 25 million passengers and 32 million tons of goods in 2011 (RMTO, 2011). Iran's railway network is connected to the Middle Asia, Turkey and Europe. With approximately 468km of main railroads and 213 feeder railroads, East Azerbaijan railway network is one of the oldest railroads of the country covering most of the southern and western provinces. In 2010, approximately 3,338,541 passengers were transported by the East Azerbaijan rail network (pp, 2011). The natural characteristic of Azerbaijan and closeness of the province borders to Middle Asia and Turkey is an

important factor which should be taken into consideration by the province administrators and tourism planners.

Table 4.3: The Status of East Azerbaijan Road Transportation Network

The Status of East Azerbaijan Road Transportation Network						
Province Roads Length	Free way	High way	Internal road	Side road	Total	Province share
	202 km	204 km	887 km	1822 km	3115 km	4 %
Province Rural Road Length	Asphalt roads 3805 km		Road 1958 km		5763 km	4.8 %
Main Rural Road Length	Main 989 km		Transit 447 km		1436 km	1.8 %
Number of the Tunnels in the Roads	11 Tunnels, 7380 km				11	-
Number of the Public Road Transportation Companies	Bus 130	Van 24	Rental cars 11		162	5.9 %
Number of Vehicles foe Road Transportation	Bus 359	Van 357	Car 494		1210	2.4 %
Number of Passengers Transported by Public Road Vehicles	Intra-province 7.171.000		Inter-province 3.970.000 Passengers		11.141.000 Passengers	4.5 %
Number of Arrivals & Departures	Arriving in Province 3.410.000 passengers		Departing from Province 3.970.000 passengers		7.380.000 passengers	-
Trip of the Public Vehicles Transporting Passengers	551.000 inter-province vehicle-trip		253.000 intra-province vehicle-trip		840.000	4.1 %
Daily Average in the Selected Axis of Tabriz to North	20.384 vehicle-trip		22.257 vehicle		-	-
Number of the Emergency Bases on the Road	59 emergency bases province		9bases of red crescent province share		68	5.4 %
Number of the Road Maintenance Bases	10 bases in the main roads		14 bases in the side roads		24	-
Number of Taxis (Tabriz)	11500 taxis		3000 call cab		14500	-

Source: RMT0, 2010

4.9.1.2 Inter-City Transportation Network

Inter-city transportation system is one of the main parts of the urban services. This system plays a significant role in the formation of several tourist activities in cities. One of the fundamental challenges of historical cities like Tabriz is the necessity of designing and operating urban public transportation, and connecting the various areas of the city to each other and to the hinterland. Despite the fact that Tabriz, like other cities, suffers from the problems of big cities, like air pollution, noise pollution and traffic, yet it benefits from a good public transportation system. The city central in which various historical attractions, shopping, and recreational facilities are located, receives many of the inhabitants and tourists. Moreover, the centralization of the business and administrative centers in this area affect the flow of traffic during certain hours of the day. The efficiency of the public transportation system decreases in the central area of this city due to the density of the population and volume of traffic which result in the reduction of the capability of roads to provide access to the historical region of the city and the shopping centers.

Bus System

Inter-city transportation services are provided by charter buses and urban tourist buses with the buses moving in special routes and normal routes. In order to provide the inhabitants and tourists with their required services all of the above-mentioned alternatives are exploited. The use of the buses for public transportation services became popular from 1945. At present 914 buses are used in urban and suburb areas transportation services, moving in pre-determined directions mainly from the city center to the other areas and vice versa. More than 65 percent of this system is operated by the private sector, but about 45 percent of this system is owned by the government. The route serviced by express buses runs from the west to the east of the city covering a length of about 25km. Every five minutes, one express bus passes by the bus stop

(Tabriz Municipality, 2011). In order to develop the urban tourism, specific fare-free buses transfer tourists to the attractions of Tabriz. The fare for a single boarding on an inter-city bus is something between 10-15 cents, which is cheaper in comparison to many other cities in the world. This fare is payable through electronic tickets either inside the bus or at the bus stop.

Taxi System

The taxi system is one of the common inter-city trip modes. There are 11,500 yellow taxis in this city which are hybrids consuming both oil and gas (pp, 2011). Those taxis are available at any point of the city and are run by the private sector. The taxi tariffs are determined by the taxi organization under the supervision of the municipality. The taximeter system is uncommon in Iran. The minimum taxi fare for one person for a short distance is 30 cents. In addition to the yellow taxis which are available all over the city, the inter-city transportation system also benefits from 3000 call cabs which have their own offices in the city (pp, 2011). There are also some specific taxis in the rail way stations, intra-city bus terminals and airports providing 24-hour services.

Metro System

The metro is one of the most widely used, fast and reliable modes of transportation in the cities. It saves time as the users are not trapped in traffic. The metro system is one of the most appropriate transportation systems for foreign visitors, because in comparison with the other transportation modes, it has lower expenses and reduces the risk of foreigners getting lost. The tram is a kind of inter-city train. In Iran it was first used in Tabriz in 1901. The metro has a specific status in the planning of the inter-city transportation system of Tabriz metropolitan. This system has been designed in five main lines but the construction of one line has been accomplished so far. The length of

the first line is 18km started operation in 2012, covering the east-to- west route, passing from the center of the city (pp, 2011).

Through managing the traffic network, optimum use of the roads has been taken in the integrative transportation system of Tabriz metropolitan. It is possible to gain access to any of the transportation alternatives (Bus, Taxi, & Metro) within a short distance. The expenses of urban transportation systems are much cheaper in comparison to the other countries.

4.9.2 Accommodation Sector

Accommodation facilities are among the most important elements and structures of tourism. Such amenities are the next main elements that tourists consider after selecting their destination. Iran's accommodation facilities are supervised by EACHTO and include hotels, apartment hotels, inns, motels, youth hostel, tourist camps, coastal villas and resorts near spas (Statistical Center of East Azerbaijan, 2011). According to statistics released by EACHTO in 2011, there were 99 accommodation facilities in the province of which 56 were in Tabriz metropolitan. The total accommodation facilities of the East Azerbaijan province include 27 hotels and 72 inns, of which 15 hotels and 41 inns are located in Tabriz and the rest distributed all over the province (Table 4.4); (Table 4.5). The average occupancy of the hotels in Tabriz is less than 40 percent during the normal seasons of the year and the average of length of stay is two days (pp, 2011). The development of the accommodation facilities both in terms of quality and quantity has been slow.

Table 4.4: Number of Inns and their Rooms in East Azerbaijan and Tabriz

Inn Ranking	Location	Number of Inn	Number of Rooms	Number of Beds
Three star Hotels	East Azerbaijan	11	231	499
	Tabriz	7	202	425
Two star Hotels	East Azerbaijan	19	376	1002
	Tabriz	15	351	952
One star Hotels	East Azerbaijan	42	371	1059
	Tabriz	19	240	624
Total	East Azerbaijan	72	978	2560
	Tabriz	41	793	2001

Source: Statistical Yearbook of East Azerbaijan, 2011

Table 4.5: Number of Hotels and Their Rooms in East Azerbaijan Hotels

Hotel Ranking	Location	Number of Hotels	Number of Rooms	Number of Beds
Five star Hotels	East Azerbaijan	3	372	897
	Tabriz	2	362	877
Four star Hotels	East Azerbaijan	1	133	262
	Tabriz	1	133	262
Three star Hotels	East Azerbaijan	4	330	741
	Tabriz	3	122	499
Two star Hotels	East Azerbaijan	7	308	634
	Tabriz	4	228	394
One star Hotels	East Azerbaijan	11	208	495
	Tabriz	5	112	246
Total	East Azerbaijan	27	1351	2993
	Tabriz	15	957	2278

Source: Statistical Yearbook of East Azerbaijan, 2011

Most of the old accommodation centers continue operations after some minor renovation. Thus, accommodation facilities of the city have not increased significantly. Generally, the accommodation and tourism expenses in Iran are higher than any other countries in the world. There is a mismatch between the expenses and the services provided. Consequently, most Iranians prefer to holiday overseas because of the cheaper foreign tours. Domestic travelers prefer accommodation centers with lower prices. The seasonality of tourism activities in Iran result in periodical increases in the demand for accommodation. In coordination with municipality and ministry of education, EACHTO utilizes selected schools to accommodate domestic travelers during the New Year and summer holiday. In this way they compensate for the lack of accommodation services and at the same time providing travelling opportunities for the lower class of the society.

4.9.3 Entertainment Sector

Food and restaurants are among the secondary tourist attractions because every tourist needs food. Moreover eating food during the journey is a pleasant event which can add to the journey's quest. Selection of the restaurant varies depending on the purchasing power of the travelers and the type of tourist activities. For example, the cultural tourists look for certain experiences in the region and look for food which can draw them closer to this sensation. For such tourists, experiencing traditional and regional foods is an opportunity to know the indigenous culture of the region. Therefore, in this area restaurants can be a place for such cultural exchanges. Tabriz metropolitan can provide its visitors with a mix of traditional and cultural environment in terms of cultural-historical characteristics dominant in the society. Thus, food, to a great extent, can be indicative of the culture, viewpoint and the income status of the members of a society. The diversity and quality of the cuisine of the people of this region is well known all over the country. In addition to the local and regional food

restaurants, many restaurants provide other cuisines like western, Chinese and Turkish cuisines. Garden-restaurants of Tabriz are among the attractions of the city. These restaurants mainly provide their customers with the local foods in a pleasant natural environment.

4.10 Conditional Elements

4.10.1 Security

Fundamentally, no journey will be accomplished if security is not provided. However, some countries try to create a sense of increasing insecurity in the public mentality by manipulating the media. The given impression might be far from the reality. Iran is one of the victims of such baseless propaganda. One of the advantages of travelling is that tourists themselves can find out how far their concerns are real and how far they are the outcome of pre-judgment and propaganda. Iranians are tolerant and open to others but they have neglected promoting themselves to the world.

The lack of this knowledge about Iran has resulted in the misunderstanding of one of their remarkable characteristics. Many people of various races and religions have co-existed in Iran throughout the history. At present, Zoroastrians, Jews, Christians and Muslims are living in unity with each other. This fact is indicative of the long history of high social security in the Iranian society (Gheisari, 2007). The expansion of the domestic tourism is a proof of the presence of tourism security in Iran, but the psychological safety of tourists should be preserved by improving the driving behaviors, developing the infrastructures of accommodation, entertainment and hygiene related services, preserving the historic and cultural heritage and respecting the ecosystem, etc... According to the statistics released by the attorney general, among other metropolitans in Iran Tabriz ranks first in terms of creating peace and security. This fact has its root in the religious mentality, respecting the guests, valuing family privacy,

respecting the elderly and women. No beggar is seen in this historical city. This city is well known as a city with no beggars. The attitude of helping strangers and tourists in the city and even entertaining them at their private houses is one of the remarkable characteristics of Tabriz citizens.

In most countries, tourists are looked upon as the demand market which generates wealth while in Iran and specifically in Tabriz tourists are primarily looked upon as guests who are to be respected as emphasized in both national and religious teachings. Thus the outcome of the journey to Tabriz will be in the first place, the intimacy, hospitality of the citizens, peace and psychological safety and only then the enjoyment of visiting the historical and cultural monuments and the pleasant weather.

4.10.2 Parking Facilities

By increasing the number of the vehicles, the rise in the number of parking lots has also become urgent. Parking spaces are inseparable part of the urban infrastructures. The idle times of automobiles are longer than their moving time. Therefore predicting and allocating enough parking spaces will not only save time but also fuel consumption. It will also result in a less depreciation of the vehicles, decrease the air pollution, reduce undesired psychological effects, cut back the number of vehicles looking for parking space and consequently reduction in the time spent waiting in the transportation network of the city (Statistical Yearbook of East Azerbaijan, 2011).

Lack of public parking spaces in the central and historical centers of Tabriz metropolitan is one of the main sources of rising traffic problem. Parking the vehicles on the street sides has resulted in the reduction in the capacity of streets, mobility speed but increased accidents and danger. Tourists inevitably visit the central area of the city because there are many attractions in the center of the city. However, much time is wasted due to the heavy traffic of this area and the lack of parking spaces. This results

in the tourists' psychological insecurity and dissatisfaction. Tabriz municipality has doubled down efforts to develop parking spaces. Various type of parking is exploited in Tabriz including street parking, level parking, and multi-story parking and under-ground parking. The capacity of the parking in Tabriz in the central area of the city is not enough to meet the present needs and increasing their number is inevitable.

4.10.3 Information System

Travel agencies, tour leaders, pamphlets, booklets, tourist maps, films and internet sites are among the important information sources in the tourism industry. These services play an important role in introducing the destination, attracting new demand markets, and consequently satisfying the tourists. Official informing on the domestic tourism industry is disseminated by the offices of Ministry of Cultural Heritage, Handicrafts and Tourism, in each of the 31 provinces of the country, using one of the above-mentioned methods. Depending on their purposes, other official organizations like governor municipalities and travel agencies also provide information about the tourist attractions and services.

The existing information services usually limit their informing to the description of the main attractions of the region. However, they fail to provide the tourists with other useful information like accessibility, price of services, transportation mode and quality, cost of accommodation facilities, diversity of foods, health care conditions, location of banks providing exchange service, police stations, communication service offices and, etc. Only some high-grade hotels provide information to their guests. Some of the most important problems are related to the lack of a computer-based reservation system in the tourism system, lack of information and basis in tourism industry, and difference in the level of services provided among the different centers of ICHTO.

4.10.4 Tourism and Travel Agencies

Travel agencies act as the medium between the suppliers of the service and those in the tourism market who demand such services. These agencies offer services related to the travelling and tourist journeys, ticket sales, and tourist and pilgrimage tours. Based on provision A, B and C of the regulation supervising the activities of tourist and pilgrimage passed by cabinet in 2001, travel agencies are divided into three categories:

- 1) The agencies mentioned in provision A of the first article of the regulation, are directly supervised by the Organization of National Aviation and their main duty is the sale of domestic and international flight tickets. These agencies neither have the right to operate tours nor the right to sell the tours operated by other agencies because they are fundamentally not permitted to sign contract with the passengers. Moreover these categories can be a member of IATA if they observe the related rules and regulations;
- 2) The agencies categorized under provision B of the first regulation are directly supervised by the Ministry of Cultural Heritage, Handicrafts and Tourism. Their main duty is to operate domestic and foreign tours, hotel reservations, obtaining visas and other activities related to the tourism industry. Such agencies are not permitted to organize pilgrimage tours to Saudi Arabia, Syria and Iraq; and
- 3) Provision C agencies are supervised directly by the Organization of Hajj and Pilgrimage. Their main duty is to organize pilgrimage tours to Saudi Arabia, Syria and Iraq. Such agencies are not permitted to operate non-pilgrimage tours. In 2011, 108 provision B agencies were in East Azerbaijan. Of this total of 75 agencies were in Tabriz (Statistical Yearbook of East Azerbaijan, 2011). Most of the tours operated by these

agencies were outbound and their destination was usually Turkey, Azerbaijan Republic and Armenia and South-East Asian countries. These agencies practically played no role in the inbound tourism process. Pilgrimage tours are planned for the three destinations mentioned above. These tours are performed under the supervision of Organization of Hajj and Pilgrimage, which allocate a certain quota to each one of these agencies.

4.10.5 City Infrastructural Services

The most important of such services in the tourism industry are water, electricity power, gas, telecommunication, hygiene, and financial services. Infrastructural services provide the ground for the development of tourism in a tourist region, thus their development should be considered in any construction project.

Water: Due to its geographical characteristics, Iran faces serious challenges in supplying the required fresh water, thus many projects have been implemented in the past decades to control, refine and distribute water all over the country. In the past three decades more than 604 big and small dams have been constructed all over Iran. At the moment 104 dams are being built all over the country. Taking into consideration the probability of Iran's population expanding to 100 million in 2021, plans have been made to increase the amount of processed water to 260 billion m³ (Corporation of Managing Iran's Water Resources, 2011).

Electricity: The responsibility of generation, distribution and maintenance electricity supply is under the purview of the Ministry of Energy. At the moment, electricity is produced through solar resources, geothermal resources, wind, fossil fuels and atomic resources. In 2010, 1222 trillion watt electricity was generated (pp, 2011). At the moment all the urban and rural areas of the country are covered by an electricity supply

network. The generated electricity is also exported to neighboring countries like Iraq, Azerbaijan, and Afghanistan. The supply of electricity to tourist areas should be considered in the plans for developing the country's electric energy development.

Telecommunication: Telecommunication and communication are the main infrastructural requirement of tourist activities. It is expedient that a communication network is developed in tourist areas. Presently, all areas in the country have been covered with the telecommunication services. At the moment there are 24 million internet users, more than 55 million cell phone users and 27 million fixed telephone lines (Telecommunication Company of Iran, 2013).

Financial Services: The tourism industry needs an advanced and effective financial service. Both domestic and international tourists need bank services like exchange services, cash and money transfer. More than 351 banks and financial institutes have been operating up to now (Statistic Center of Iran, 2011). According to the banking system regulations in Iran foreign banks cannot operate in Iran. Iran has 56 offices in other countries. Bank services like, exchange service, money transfer, cash drawing, credit card transactions, paying energy taxes and other services are possible in these institutes either in person or through internet.

Hygiene Services: Hygiene and health services and medical care are among the important elements in developing the tourism industry. According to the Statistics of Ministry of Hygiene, Health and Medical Education 44 hospitals have been operating until 2010. From among these numbers 26 hospitals are located in Tabriz. All over the province there are 160 laboratories, 160 clinics operating 24 hours a day, and 126 radiology centers (Taghvai & Shahinvandi, 2010). Tabriz is one of the medical poles of Iran, benefiting from the regional and international health and hygiene services. These

hospitals also offer services to the neighboring countries. Access to these services and facilities are essential to both domestic and international tourists.

4.11 Summary

East Azerbaijan province with Tabriz as its capital city, benefits from an unenviable position in the country's tourism industry due to its historical, cultural, social, economic and natural advantages. These features have created various tourism opportunities which motivate tourists to travel to this province. The closeness of this city to the international borders with Turkey, Armenia, and Azerbaijan republic has given this city a national and transnational role. This city with its various functions and tourist attractions benefits from the potential to develop urban tourism. The urban tourists of Tabriz mainly travel to this city to spend their holidays or for leisure. The pleasant climate of this region is one of the motivating factors.

The diversity of functions and urban attractions attract tourists with various needs and motivations. Tourists and tourism functions require some elements and components in the urban environment. Accessibility, attractions and accommodation are the three main components of the tourism industry. Conditional elements such as security, information services and cleanliness services have influenced the tourists' satisfaction. Undoubtedly Iran is one of the most secure countries for both domestic and international tourists. This is related to the cultural and moral culture of the people of this country. Tabriz ranks first in Iran in terms of the provision of security and safety for tourists. Infrastructure services such as the provision of water, electricity, telecommunication, financial and cleanliness service have all been developed reasonably.

CHAPTER 5: RESULTS AND ANALYSIS

5.1 Introduction

This chapter presents the research finding from 368 questionnaires completed by tourists who visited Tabriz metropolitan during summer season 2011 (22nd June- 22nd September). The samples were scientifically selected using random technique. The objectives of the study were to identify urban domestic tourists:

- 1) Examine the socio-demographic, psychological and behavioral characteristics;
- 2) Analyze the tourists' motivations, behaviors and preferences; and
- 3) Examine the tourists' satisfaction on the supply of services, products and infrastructures.

The results related to the objectives and hypotheses in chapter one are presented in two sections in this chapter: First, the descriptive profiles and second, deductive profiles. Techniques like mode, frequency tables and diagram were employed in order to obtain the descriptive profile of the respondents in relation to the mentioned variables. In deductive statistics some techniques like T.test, P Pearson, Cross tables and Anova were adopted. The results of these tests will be indicative of the existing differences and similarities in Tabriz's domestic tourism market and its hidden characteristics in the form of the above mentioned variables. The obtained results can have direct effect on the domestic urban tourism process in the destination.

In this chapter the findings of research hypotheses are presented. The first hypothesis of the study examines the significance of the relationship between the domestic urban tourists' satisfaction from the destination and their socio-demographic characteristics. The second research hypothesis examines the significance of relationship between tourists' satisfaction and their psycho-cultural characteristics. Finally, the third hypothesis of present study examines the significance of relationship between the

number of tourists and the distance between their travel points of origin, and their destinations.

5.2 Descriptive Analysis

5.2.1 Descriptive Profiles

The first section of this chapter is about data collected in relation to the socio-demographic characteristics of the respondents. This part includes variables such as age, sex, marital status, educational level and their occupation. It also includes some dependent variables such as area of residence (origins), number of family members and tourists' monthly income. These characteristics can directly affect the diversity of Tabriz' tourism demands. Table 5.1 illustrates general socio-demographic profile of the respondents.

Table 5.1: Socio-Demographic Profiles

No	Characteristics	Category	Survey Sample	Percentage
1	Place of Origin	Region 1	165	45.7
		Region 2	49	13.6
		Region 3	43	11.9
		Region 4	24	6.6
		Region 5	39	10.8
		Region 6	13	3.6
		Region 7	28	7.8
2	Sex	Male	213	59
		Female	148	41
3	Marital Status	Single	139	38.5
		Married	222	61.5
4	Age	Under15	5	1.4
		15 – 19	26	7.2
		20 – 24	94	26
		25 – 29	57	15.8
		30 – 34	50	13.9
		35 – 39	51	14.1
		40 – 44	35	9.7
		45 – 49	16	4.4
		50 +	37	7.5
5	Occupation	Government officer	129	35.7
		Worker in factory	21	5.8
		Farmer	2	0.6
		Student	108	29.9
		Military officer	1	0.3
		Pensioner	4	1.1
		Self-employer	73	20.2
		Unemployed	10	2.8
		Housewives	13	3.6
6	Educational Level	Primary school	8	2.2
		Junior middle school	21	5.8
		Senior middle school	91	25.2
		College	48	13.3
		Bachelor	141	39.1
		Master	42	11.6
		PhD +	10	2.8
7	Monthly Income	< 300	81	22.4
		300 – 399	64	17.7
		400 – 499	43	11.9
		500 – 599	45	12.5
		> 600	128	35.5
8	Family Members	1 Person	4	1.1
		2 Person	93	25.8
		3 Person	57	15.8
		4 Person	109	30.2
		5 Person	61	16.9
		6 Person	19	5.3
		6 + Person	18	5.1

5.2.1.1 Respondents' Place of Origin

Table 5.2 shows the frequency distribution of tourists based on their places of origin of travel. As seen from the Table; domestic tourists originated from all of Iran's 31 provinces. This group of tourists are of various demographic, ethnic, cultural and social groups and travel to the tourist destination with various tastes, needs and degrees of satisfaction. Using the division of country into seven tourists regions-mentioned in chapter four, the starting points of travel and the size of tourism trend can be discussed within the framework of these regions. The results show that 45.7 percent of the respondents were from the first tourist region, thus comprising the largest number of tourists. This region includes the eight provinces in the northern area of the country where 32.2 percent of the whole population (75 million) of the country reside. Around 13.6 percent of Tabriz tourists had come from the second tourist region which includes the four provinces of the northwest near the western borders where 11.31 percent of the whole country population lives. Almost 12 percent of the respondents had come from the third tourist region including the six western provinces which accounts for 14 percent of the national population. Almost 6.0 percent of the visitors were from the fourth tourist division which includes the two provinces near the southwest where 7.24 percent of the population of the country resides. Another 11.5 percent of the respondents originated from the fifth tourist region which included four provinces from the center up to the southern areas of the country where 14.8 percent of the whole population of the country reside. The smallest number of respondents were from the sixth tourist region which includes the three provinces of the southern coasts of the country where only 6 percent of the nation's population are found. Almost 8 percent of the respondents were from the seventh tourist region. This region includes the four provinces near the eastern borders, northeast and southeast of the country where 13.7 percent of the population of the country lives.

Table 5.2: Frequency of Respondents' by Province of Origin

Province of Origin	Tourists	%
Tehran	106	29.4
Azerbaijan-e-Sharghi (East)	15	4.2
Azerbaijan-e-Gharbi (West)	11	3.0
Yazd	4	1.1
Isfahan	30	8.3
Kordestan	15	4.2
Fars	8	2.2
Mazandaran	8	2.2
Kkozeestan	21	5.8
Gilan	27	7.5
Khorasan-e-Razavi	21	5.8
Khorasan-e-Janubi (South)	1	0.3
Khorasan-e-Shomali (North)	4	1.1
Bushehr	2	0.6
Kermanshah	5	1.4
Qazvin	102	2.8
Hormozgan	2	0.6
Semnan	5	1.4
Golestan	2	0.6
Alborz	12	3.3
Ardabil	4	1.1
Markazi	14	3.9
Kerman	7	1.9
Lorestan	6	1.7
Zanjan	3	0.8
Chahar Mahal va Bakhtiyari	1	0.3
Sistan-o-Baluchistan	2	0.6
Ilam	1	0.3
Hamadan	5	1.4
Qom	8	2.2
Kohgiluyeh va Buyer Ahmad	1	0.3

5.2.1.2 Sex

The frequency distribution of the sex respondents shows that there were a higher percentage of males. From among the 361 respondents, there were 213 males comprising 59 percent of the sample population as compared to 148 females (41 percent).

5.2.1.3 Age

Table 5.1 illustrates the frequency distribution of the respondents in terms of their ages. The largest age group ranged between 20 and 24 years and was comprised of 26 percent of the sample population. The smallest age group was the 10-15 age groups which accounted for only 1.4 percent of the sample population. About 7.5 percent of the sample population was above 50 years. The age group of 30-34 years accounted for 13.9 percent of the sample population and finally 14.1 per cent were in 35-39 age groups. The frequency distribution of age groups shows that visitors to Tabriz were mainly young as 69.8 percent of the samples were between the 20-39 age groups.

5.2.1.4 Marital Status

With regard to the marital status of the respondents, 222 of the respondents were married. This number was 61.5 percent of the whole sample population. In contrast, 139 of the respondents were single representing 38.5 percent of the sample.

5.2.1.5 Occupation

According to the Table 5.1, the frequency distributions of the respondents are in terms of their occupations which were categorized into seven main groups. Civil employees with 35.7 percent of the total, ranked first among the sample population while those in the military ranked last with a frequency distribution of only 0.3 percent. Students were the second largest group (29.9 percent) followed by businessmen (20.2 percent).

5.2.1.6 Educational Level

Table 5.1 shows the frequency distribution of the educational level of the sample population. Respondents with Bachelor's degree comprised of the largest group accounting 39.1 percent of the sample population while those with elementary school level of education ranked last and comprised only 2.2 percent. More than 25 percent of the respondents had high school qualification and 13.3 percent had college education. Those with a master's and Ph.D. degree totaled 11.6 and 2.8 percent of the population respectively. According to this classification, the educational level of the 46.5 percent of the respondents did not have university education. About 53.5 percent of the respondents had a bachelor's degree or higher.

5.2.1.7 Respondents' Level of Monthly Income

Most tourist behaviors like the selection of the destination, travel mode, type of purchase, accommodation, etc... dependent upon their monthly income. The income level is one of the significant factors in the formation and quality of travel. Table 5.1 illustrates the frequency distribution of the sample population in terms of their monthly income. It is seen that 35.5 percent of the respondents had a monthly income above US\$600. The monthly income of 22.4 percent of the investigated sample was less than US\$300. Almost 18 percent of the respondents earned between US\$300 to US\$399 while the income of another 11.9 percent ranged between US\$400 and US\$499. The monthly income of the 12.5 percent of the respondents ranged between 500 and US\$600.

5.2.1.8 Respondents' Family Members

The frequency distribution of the sample population in terms of family size is shown in the Table 5.1. The sample population (n=368 / usable 361) was divided into 7 groups from one to more than six members in the family. Four- member families had the largest

frequency distribution among the whole sample population comprising 30.2 percent. The smallest frequency distribution belonged to those who lived alone, comprising 1.1 percent of the total sample population. Two-member families comprised 25.8 percent of the frequency distribution, ranking second after the four-member families. According to the results, 15.8 percent of the respondents had three-member families, 16.9 of the respondents had five-member families, 5.3 percent of the respondents had six-member families, and 5.1 percent of the respondents had families with more than 6 members. The family structure of the most of the respondents was a relatively young one and of the nuclear type.

5.2.2 Descriptive Psychological Profile

The second section of this chapter discusses the respondents' psychological characteristics. This section deals with the variables related to life style, traveler motivation, and preferences. The discussion below is the results derived from the factors affected by the respondents' psychological characteristics.

5.2.2.1 Members Accompanying the Respondents on the Journey

This illustrates the frequency distribution of the sample population in terms of number of accompanying members on the travel in the Table 5.3 indicates that four member groups had the highest frequency distribution of 34.9 percent in terms of accompanying respondents. Six-member groups ranked second after the four-member groups comprising 28 percent of the whole population in terms of frequency. Those travelling alone comprised 5.26 percent of the total sample population. While 9.7 percent of the respondents traveled in five-member groups only 0.8 percent of the respondents travelled in groups having more than seven members.

Table 5.3: Frequency of Members Accompanying in Journey

Travel Accompanies	Tourists	%
Alone	19	5.26
2 Persons	41	11.35
3 Persons	36	9.97
4 Persons	126	34.9
5 Persons	35	9.7
6 Persons	101	27.0
7+Persons	3	0.83
Total	361	100.0

5.2.2.2 Preference of Trip Type

As shown in Figure 5.1, more than 93 percent of the respondents undertook the planning of their trip by themselves, travelling without buying any tour package. Only 6.6 percent of the investigated population had preferred to travel in groups with tour operators. The selection of this type of travel has a significant relationship with the emotionally dependent structure of Iranian families and their socio-economic status.

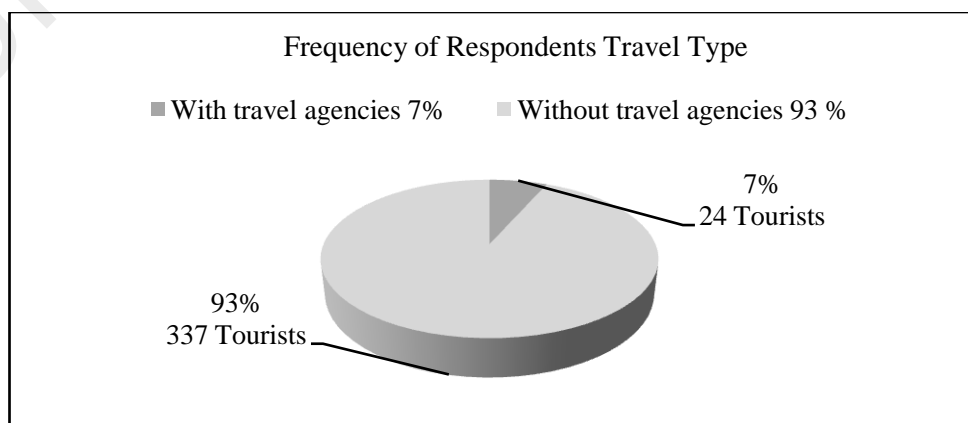


Figure 5.1: Frequency of Respondents' Travel Type

5.2.2.3 Pattern of Travel Companies

As illustrated in Figure 5.2, more than 75 percent of the respondents preferred the family mode of travelling. The least-preferred mode of travelling was travelling with friends who were cited by just 4.2 percent of the respondents. Only 13.6 percent of the respondents preferred to travel with their colleagues while only 6.4 percent of the respondents preferred to travel alone.

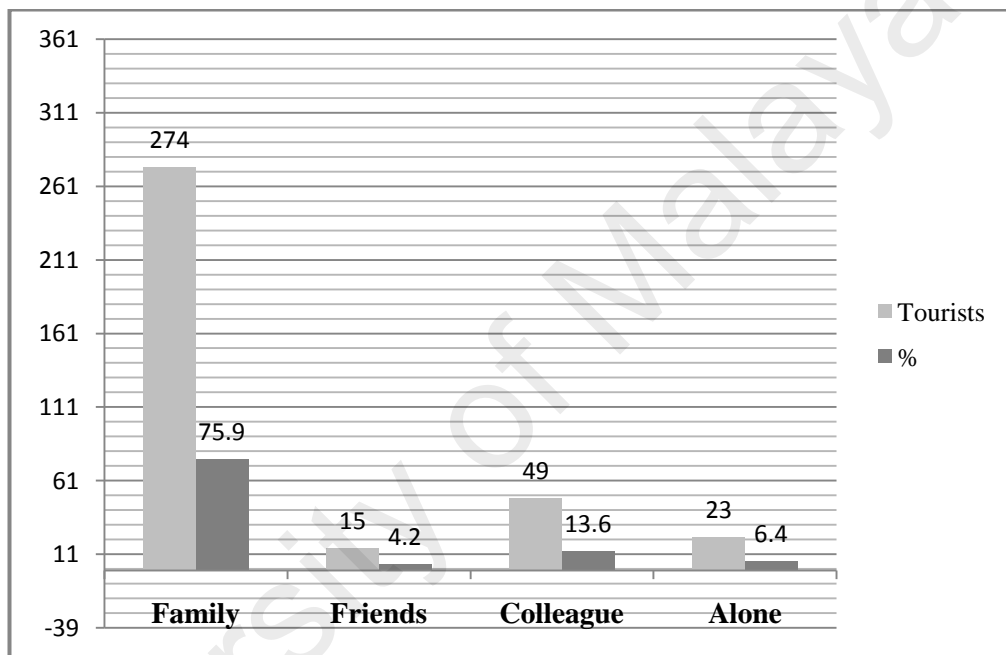


Figure 5.2: Frequency of Travel Company Pattern

5.2.2.4 Purpose of Travel

The primary and major reasons most travelers travel around the world is leisure, as well as, to relax and have peace of mind (Table 5.6). A total of 12 main reasons are mentioned as the main reason for the trip. For 29.1 percent of the respondents the purpose of traveling to Tabriz was to seek tranquility and to spend their holidays for relaxation. For more than 45.2 percent of the population, it was merely a leisure trip for recreation. The remaining 25.7 percent of the respondents cited reasons of a multitude of classifications.

Table 5.4: Frequency of Major Reasons for Traveling to Tabriz

Purposes of Trip	Tourists	%
Relaxation	105	29.1
Business & Exhibitions & Events	11	3.0
Administrative	13	3.6
Conference & Convention	9	2.5
Recreation	163	45.2
Scientific Research	8	2.2
Education	9	2.5
Visiting friend & Relative	21	5.8
Medical	5	1.4
Honey moon	5	1.4
Sport	5	1.4
Cultural & Art	7	1.9
Total	361	100

5.2.2.5 Preferred Period of Visit

The results obtained from respondents' opinion about the preferred period to visit, Tabriz is illustrated in Figure 5.3. The Figure shows that 87.2 percent of the respondents preferred the summer holidays to visit Tabriz. Only 0.6 percent of the respondents selected religious holidays, 9.2 percent of the respondents chose Iranian New Year (beginning 20th of March) holidays and finally 3.1 percent of the respondents favored the national holidays to visit Tabriz.

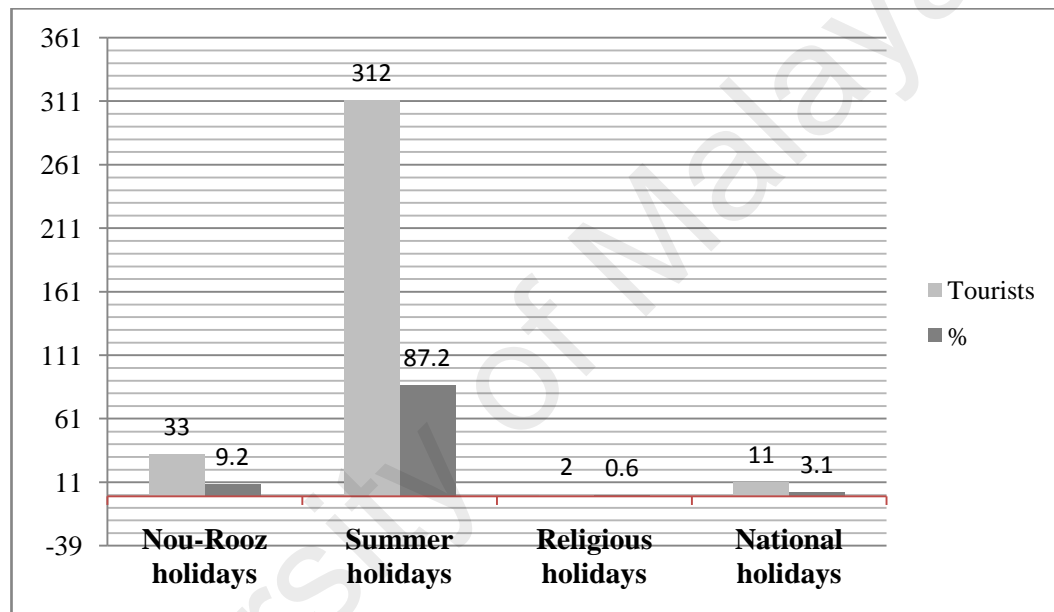


Figure 5.3: Frequency of Preferred Period of Visit

5.2.2.6 Visit Time

The frequency of distribution of respondents in terms of their preferred days to visit Tabriz is illustrated in Table 5.5. For 52.4 percent of the respondents, the preference to visit Tabriz was to visit during week days, while another 41.0 percent chose to visit during the New Year's Eve and certain occasions; and finally 6.6 percent preferred weekends.

Table 5.5: Frequency Preferred Days to Visit Tabriz

Travel Time	Tourists	%
Weekend	24	6.6
Weak days	189	52.4
Occasions	148	41.0
Total	361	100.0

5.2.2.7 Preferred Season

The frequency distribution of the respondents in terms of their preferred season of travel is illustrated in Figure 5.4. This region enjoys the climatic diversity of four seasons at the same time and travelling to this city depends on the quality of the region. The average temperature of the region ranges up to 25°C. Most of the visitors decided to plan their trip to Tabriz during summer season due to the favorable climatic condition and educational system holiday. The results show that 76 percent of the respondents preferred to visit Tabriz in summer season. Generally the residents of the arid areas of Iran prefer Tabriz and other north western cities during summer as they have more favorable climate during in this period. Only 19 percent of the respondents chose spring as it coincides with Iran's New Year holidays. Autumn was third priority of the 4 percent of the respondents because of the gradual decrease in weather temperature and as it coincides with the beginning of the new educational year. Winter had the least frequency among the respondents in terms of preference (1 percent) due to the attractions of winter sports specially the snow-covered mountains and ski resorts nearby Tabriz.

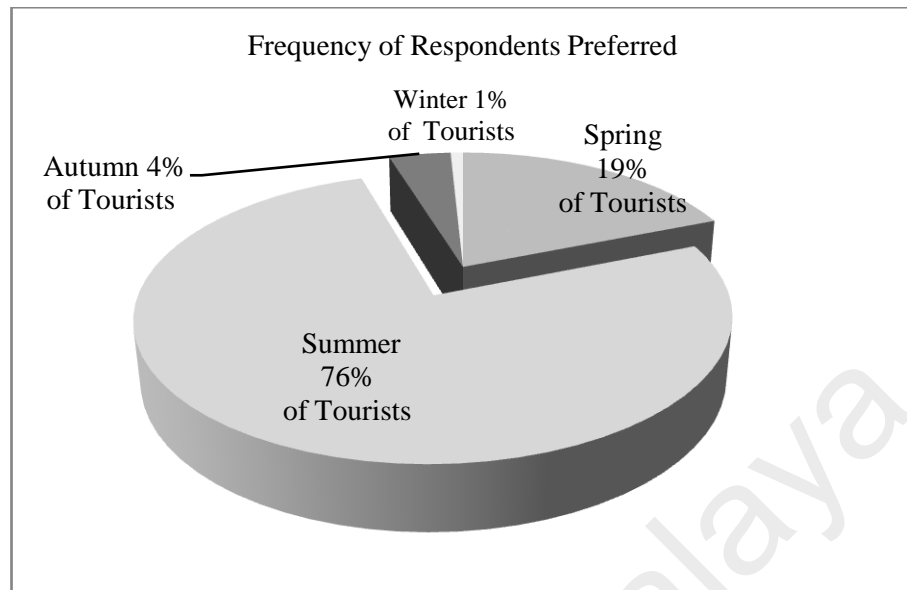


Figure 5.4: Frequency of Preferred Season

5.2.2.8 Expenditure

The daily expenditure of 40.4 percent of the respondents was less than US\$50 a day while US\$50 per day is mid-range income over there. That said, 31.6 percent of the respondents spent US\$50 up to US\$100 daily and only 3.9 percent of the respondents had a daily expenditure of more than US\$350. The results of the investigations show that the average daily expenditure was less than US\$100 a day.

Table 5.6: Frequency of Respondents' Daily Expenditure

Daily Expenditure USD	Tourists	%
< 50	146	40.0
50-100	114	31.6
101-150	36	10.0
151-200	28	7.8
201-250	10	2.8
251-300	7	1.9
301-350	6	1.7
>350	14	3.9
Total	361	100.0

5.2.2.9 Preferred Food Consumption Pattern

The frequency distribution of the respondents in terms of their food type preference is illustrated in Figure 5.5. Quality, suitable price and favorite places to provide food services, are among the main pull factors for tourists. Although the quality of traditional foods provided in Tabriz's restaurants is high, surprisingly only 55.4 percent of the respondents chose to dine in restaurants. The remaining 44.6 percent preferred to prepare their own foods.

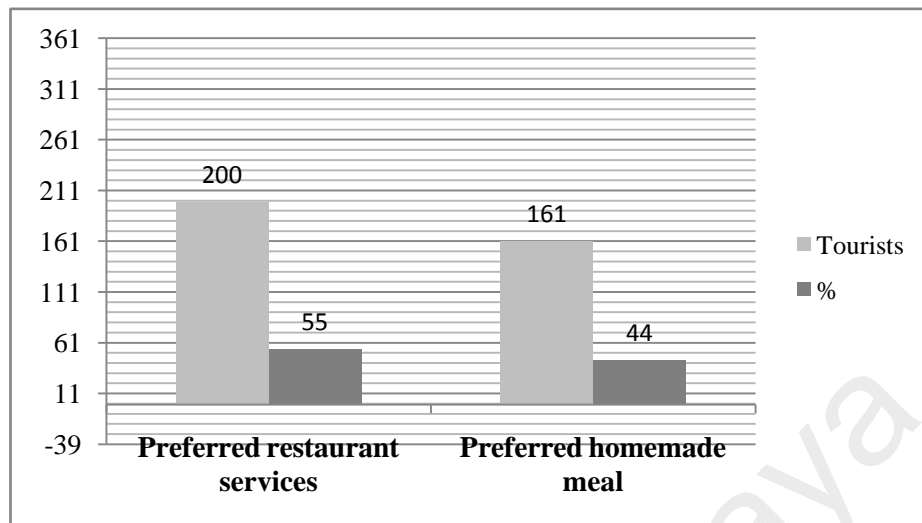


Figure 5.5: Preferred Food Consumption Pattern

5.2.2.10 General Types of Tourist Attractions Motivating Travel

Natural and man-made tourist attractions, leisure activities and shopping opportunities are the primary and secondary motivators (independent variables) in attracting tourists. Tourists were asked on the general factors stimulating their motivation to travel and the frequency distribution of motivating factors is shown in Table 5.7. In general, cultural and historical places are the most attractive attractions for more than 42.5 percent of the respondents. Favorable climate ranked second accounting for 19 percent of the responses. Industrial areas have the least motivating effect to travel. Fairs and museums account for only 8.5 percent of the travel motivations.

Table 5.7: General Types of Tourist Attractions Motivating Travel

General Motivations	Tourists	%
Cultural & Historic attractions	153	42.5
Recreational park	29	8
Adventurous activities	16	4.5
Industrial centers	7	2
Restaurants & Shopping centers	22	6
Natural parks	25	6.5
Museums & Exhibitions	31	8.5
Holy places	11	3
Weather	67	19
Total	361	100.0

5.2.3 Descriptive Behavioral Profiles

In order to provide a correct analysis of the socio-demographic and psychological characteristics of Tabriz domestic visitors, which result in different tourist behavior. Their behavior has been classified in terms of transportation mode, distance to destination, degree of familiarity with destination, source of information of destination, multi-purpose of the journey, repeat visit, length of stay, accommodation place, the maximum expenditure, most preferred purchase, main factors of motivation, and finally

the satisfaction of the respondents from destination and recommendation to others to visit Tabriz city.

5.2.3.1 Transportation Mode

Frequency distribution of the respondents' answer to the transportation modes of travel is illustrated in Figure 5.6. Due to the tendency of Iranian families to travel with their family, 72.9 percent of the respondents chose to travel with their private car. A further 10 percent of the respondents had travelled by air. The lowest frequency was travel by Van (2.2 percent). Another 9.4 percent of the respondents elected to travel by bus and a further 4.7 percent of the travelers preferred to travel using train.

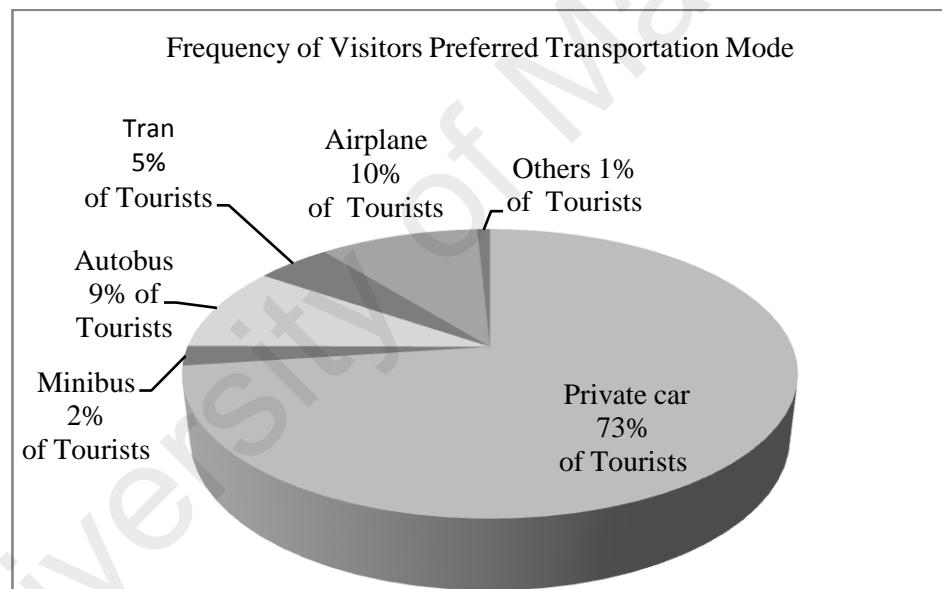


Figure 5.6: Frequency of Tourists' Preferred Transportation Mode

5.2.3.2 Travel Distance (Drive)

The frequency distribution of the respondents in terms of their travel time regardless of the transportation mode is illustrated in Table 5.8. A total of 71.7 percent of the respondents traveled more than 5 hours while another 39 percent spent less than 1 hour to reach Tabriz. The travel time of 10.2 percent of the respondents was between 1 to 2 hours. For 1.7 percent of the respondents the journey took between 3 to 4 hours. The remaining 4.7 percent of the respondents took between 4 to 5 hours. The results show

that most of trips to Tabriz originated from outside East Azerbaijan province, and mainly from nearby provinces.

Table 5.8: Frequency of Respondents' Travel Time

Travel Time (Drive)	Tourists	%
< 1 Hour	14	3.9
1-2	38	10.5
2-3	27	7.5
3-4	6	1.7
4-5	17	4.7
> 5 Hours	259	71.7
Total	361	100.0

5.2.3.3 Familiarity with the Destination

The frequency distribution of the respondents' answers in terms of familiarity with destination is shown in Table 5.9. A total of 61.2 percent of the respondents were familiar with Tabriz as a tourist destination. In contrast 38.8 percent were not familiar with the destination.

Table 5.9: Respondents' Familiar with the Tourist Attractions

Familiar	Tourists	%
Yes	221	61.2
No	140	38.8
Total	361	100.0

5.2.3.4 Source of Information

As indicated in Figure 5.7, 45.4 percent of the respondents became familiar with Tabriz through information from their friends and relatives, 3 percent from both brochures and magazines and another 3 percent of the respondents had gathered information from distinct sources of friends and relatives. Almost 30 percent of the respondents had been familiar with the destination because they already had had at least one short trip to Tabriz or they were originally from this city. About 10.8 percent of the respondents obtained information on the destination through TV programs and other 6.9 percent from relatives they had in Tabriz. Just 2.2 percent of the respondents sourced for information through travel agencies and 2.2 percent of the respondents had become familiar with Tabriz through internet.

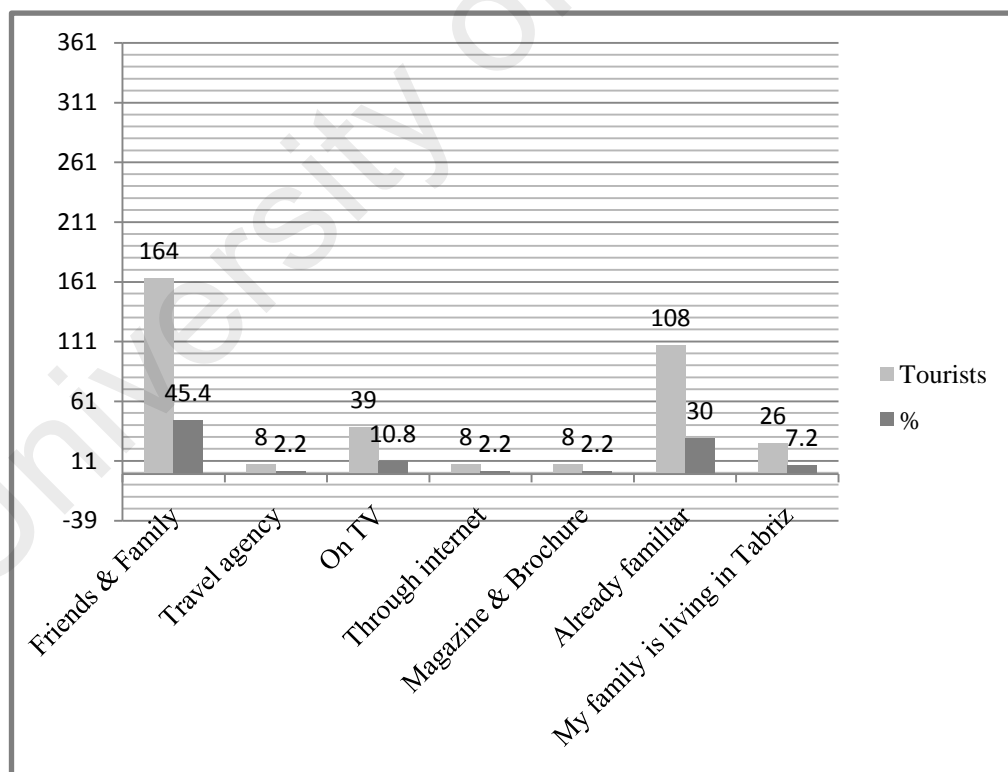


Figure 5.7: Frequency of Respondents' Information Source

5.2.3.5 Multi-Purpose Travel

As illustrated in Table 5.10, frequency distribution of the respondents' responses as to whether they had multi-reasons for travelling, 75.1 percent of the respondents did not have any motivation for a multi-purposes travel and merely wanted to have a tourist trip. Only 24.9 percent of the respondents had multi-purposes travel, using their trip for other activities such as visiting relatives and friends and at the same time enjoying summer holiday, relaxing or business.

Table 5.10: Frequency of Respondents' Multi-Purpose Travel

Multi Purpose	Tourists	%
Yes	90	24.9
No	271	75.1
Total	361	100.0

5.2.3.6 Frequency of Travel During the Past 10 Years

Table 5.11 illustrates the frequency distribution of the respondents in terms of visiting Tabriz during the past 10 years. Almost 64.6 percent of the respondents were visiting Tabriz during the past 10 years. Almost 64.6 percent of the respondents were visiting Tabriz for the first time; 13.0 percent of the respondents had travelled to Tabriz more than 5 times during the past 5 years and finally 22.4 percent of the respondents had travelled to Tabriz between 2 and 5 times for various reasons during the past 10 years.

Table 5.11: Frequency of Respondents' Visit to Tabriz (past 10 years)

Frequency of Travel	Tourists	%
1 Time	233	64.4
2 Time	44	12.2
3 Time	20	5.4
4 Time	10	3.0
5 Time	7	2.0
> 5Time	47	13.0
Total	361	100.0

5.2.3.7 Length of Stay

Table 5.12 illustrates the frequency distribution of the respondents' responses in terms of length of stay. About 19.1 percent of the respondents stayed only one night in Tabriz, while at the other extreme 10.5 percent stayed more than 5 days. Almost 56.2 percent of the whole sample population had stayed 2 or 3 days and finally 14.1 percent of the respondents had stayed in Tabriz 4 or 5 days.

Table 5.12: Frequency of Respondents' Length of Stay

Length of Stay	Tourists	%
1 day	69	19.1
2 day	38	1.5
3 day	126	35.0
4 day	77	21.2
5 day	29	8.0
> 5 day	22	6.2
Total	361	100.0

5.2.3.8 Visitors' Traveling Before and After the Year 2000

As shown in Table 5.13 the frequency distribution of respondents in terms of repeat inter-city travels, 71.8 percent of the respondents' inter-city travels had increased after the year 2000. In contrast only 28.2 percent of them used to undertake such journeys before the year 2000. The results of this study show an increasing pattern in intra-city travel after the year 2000 which is indicative of the improvement in economic power and welfare and transportation facilities. Taking into consideration that private cars are common in urban tourism any improvement in the economic status of Iranian families results in the increase in the number of families owning private cars. Consequently, an increasing pattern in the growth of urban tourism can be expected.

Table 5.13: Frequency of Respondents' Repeating Travels

Trip Period	Tourists	%
Before 2000	99	27.4
After 2000	262	72.6
Total	361	100.0

5.2.3.9 Preferred Accommodation Place

The frequency of the respondents in terms of their preferred accommodation place shows that; a third of the respondents (33 percent) chose to stay in hotels and guesthouses in Tabriz during their visit. Another 21.9 percent of the respondents preferred to stay in Travelers' Park and 13.0 percent of the respondents were accommodated in schools. An additional 16.1 of the respondents stayed with their friends and relatives and 9.4 percent of the respondents lodged in guest houses of the state institutions they worked for.

Table 5.14: Frequency of Respondents' according to Preferred Accommodation

Preferred Accommodation	Tourists	%
With family	43	11.9
With friends	15	4.2
Inn	24	6.6
Institutional dorm	34	9.4
In school	47	13.0
Hotel	119	33.0
Traveler's park	79	21.0
Total	361	100.0

5.2.3.10 Preferred Inter-City Means of Transportation

As indicated in Figure 5.8, 65.1 percent of the respondents preferred their own private car for inter-city trips, 26.3 percent preferred taking a cab and 5.8 percent of them utilized buses for their intercity trips. The remaining 2.8 percent of the respondents preferred walking to visit the historical sites and recreational as the attractions were close to one another.

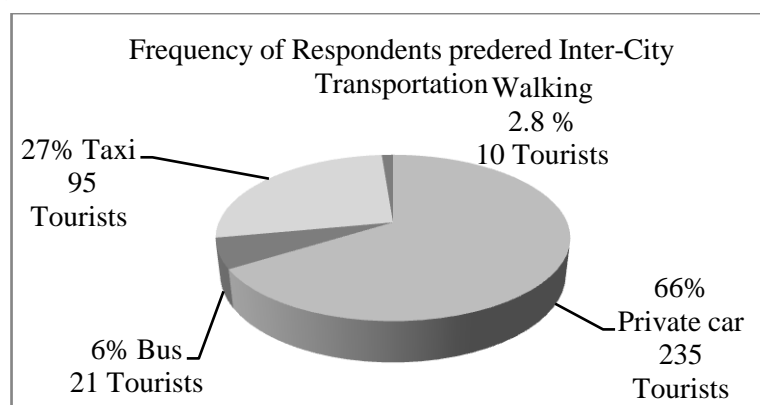


Figure 5.8: Frequency of Respondents' Preferred Inter-City Transportation

5.2.3.11 Expenditure

Frequency of the respondents in terms of their maximum expenditure for separated items is illustrated in Figure 5.9. A total of 6 most expenditure items are mentioned as the maximum preferred for the respondents' expenditure. During their stay, 40.1 percent of the respondents preferred to spend the most expenditure for their amusement and recreations activities. Almost 17.5 percent of the respondents had spent the most for their food after amusement and recreations. Near 16 percent of the respondents expressed their accommodation expenses as the most paid-for item. Only 7.2 percent of the respondents expressed that their inter-city transportation expense was the most paid-for one. More than 14.5 percent of the respondents expressed that they had spent the most moneys to buy souvenirs. And finally 4.7 percent of the respondents had spent the most moneys to buy others items.

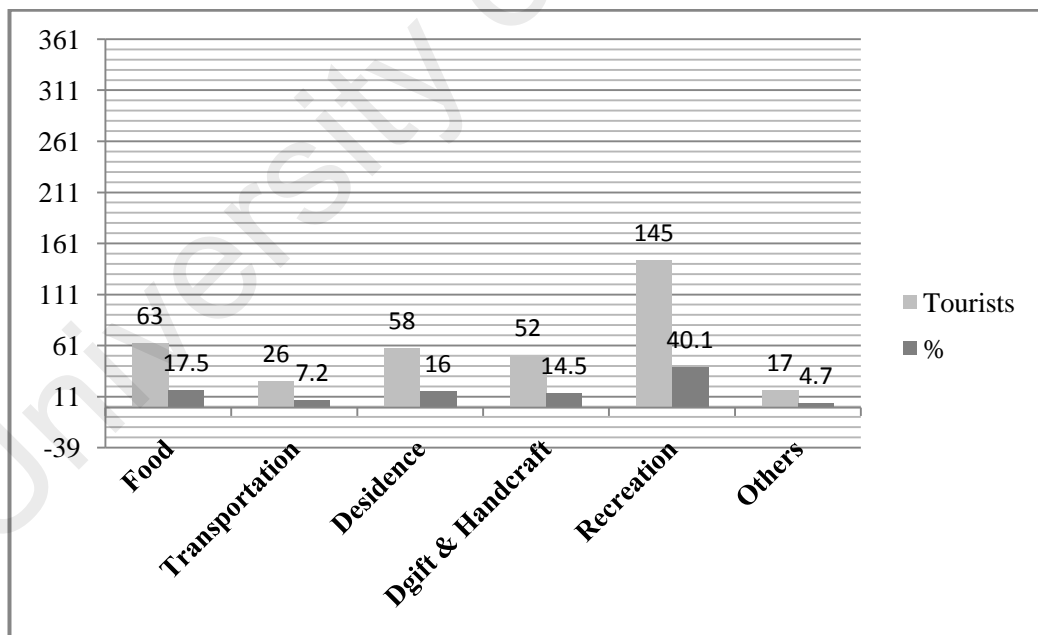


Figure 5.9: Frequency of Respondents' Expenditure

5.2.3.12 Preferred Shopping Items

As shown in the following table, 43 percent of the respondents had preferred to buy Tabriz traditional sweets, 14 percent of the respondents preferred to buy other products taking into consideration the old background of Tabriz in textile and hand-made shoes. Only 17 percent of the respondents had spent just for the requirements of the journey.

Table 5.15: Frequency of Respondents in Terms of Preferred Shopping

Preferred to Buy	Tourists	%
Special souvenir of Tabriz	156	43.0
Buying shoes & Clothes	94	26.0
Handicraft (Carpet & Rug)	51	14.0
Necessities of travel	60	17.0
Total	361	100.0

5.2.3.13 Motivations Affecting Destination Choice (Tabriz)

The following table illustrates the frequency of respondents in terms of their motivations in choosing Tabriz as the tourist destination where each of the stimulating motivations has been independently investigated. According to the results, 32 percent of the respondents selected Tabriz as a tourist destination due to its historical and cultural attractions and its favorite climate. The pleasant climate of Tabriz was also influential in respondents' decision-making on destination choice, such that 22.7 percent of the respondents selected Tabriz as a destination because of its quality. Meanwhile 0.3 percent of the respondents selected Tabriz for its winter sports like climbing and going ski. Smaller percentage (3 percent) selected Tabriz for its recreational and leisure facilities and for its service and infrastructure facilities (1 percent). In general the

existing differences between various societies motivate tourists to travel and learn about these differences. Tabriz as a city with its unique historical, cultural and language characteristics is regarded as a city with a population of important characteristics to attract tourists. However, these characteristics attracted only 2 percent of the sample population of domestic tourists. Tabriz is famous for its ethical and social security but these characteristics were attractive to only 3 percent of the respondents. Another 5 percent of the respondents stated that their reason to choose Tabriz as a destination was due to its low traveling expenses inside the city. In general, Iran's tourism market is seasonal and most of the trips are taken during the first six months during the summer and spring because during these two seasons, the climatic conditions of the north western areas of Iran are at its optimal conditions. Almost 14 percent of the respondents claimed that this region is a preferred destination at this period of time due to the characteristics mentioned above. Proximity of the tourist destination (demand market) to the tourists' place of origin (supply market) is one of the main factors in the increase of the number of the tourists in the destination. Only 2 percent of the respondents selected Tabriz as the tourist destination due to its closeness to their starting points. Finally 7 percent of the respondents expressed having relatives as the motivation to select Tabriz as their destination.

Table 5.16: Frequency Respondents' Motivating Factor to Select Tabriz

Motivating Factor	Tourists	%
Enjoyable weather in spring & summer	82	22.7
Historical & cultural attractions	29	8.0
Enjoying both weather, historical & cultural attractions	115	32.0
Welfare & recreation facilities	11	3.0
Different culture & language	7	2.0
Services, infrastructure & facilities	4	1.0
Security & ethics	11	3.0
Suitable sport for each season	1	0.3
Normal travel cost to Tabriz	18	5.0
Suitable travel time	51	14.0
Closeness to place of residence	7	2.0
Family, friend & relatives	25	7.0
Total	361	100.0

5.2.3.14 Customer's General Satisfaction

The success of the service-supplying party in the tourism market depends on satisfying the traveler as the customer of the tourist services and products. The present study investigated the respondents' satisfaction or dissatisfaction from Tabriz and whether the respondents will recommend Tabriz to others as a destination or not. As represented in Table 5.17, 92.8 percent of the respondents expressed their general satisfaction with Tabriz as a tourist destination and would promote this city to their friends and relatives. Meanwhile only 7.2 percent of the respondents expressed their dissatisfaction with Tabriz as a destination.

Table 5.17: Frequency of Respondents' General Satisfaction

General Satisfaction	Tourists	%
Yes	335	92.8
No	26	7.2
Total	361	100.0

5.3 Respondents' Evaluation of Tourist Services and Products

Respondent's perception and evaluation of the tourist services and products illustrate many of the shortcomings and strength points of tourism market. Paying attention to the respondent's perception and evaluation is one of the important steps in understanding the demand market, predicting the market needs and successful marketing because it is in this very phase that the strategies for future development and future plans for tourism market are designed. This section deal with respondents' tourist experiences, perceptions and evaluations.

5.3.1 Observation of Social Problems

The following table illustrates the frequency distribution of respondents in terms of observation of social problems. About 28.3 percent of the respondent's answer was positive and 71.7 percent of the respondents gave a negative answer to this question.

Table 5.18: Frequency of Respondents Observation Social Problems

Evaluation	Tourists	%
Yes	102	28.8
No	255	71.7
Total	361	100.0

5.3.2 Tourist's Evaluation of Historical and Recreational Sites

Appropriate maintenance of the recreational and tourist attractions results in customer satisfaction and consequently the flourishing of the tourism industry. As shown in following table, 48.8 percent of the respondents stated that the maintenance of the recreational and historical attractions of the city was “good”. Only 2.8 percent of the respondents found it weak. The frequency of distribution of the respondents in terms of the quality of maintenance of historical and recreational site was 6.1 percent for the alternatives “weak”, 20.8 percent for “fair”, and 21.6 percent for the “excellent” respectively. The result obtained from the average is indicative of the respondents’ satisfaction with maintenance of the historical alternatives and the recreational sites because more than 70 percent of the responses given by respondents were “good “and very good “.

Table 5.19: Frequency of Respondents’ Evaluation (Historical/Recreational Sites)

Evaluation	Tourists	%
Very weak	9	2.8
Weak	22	6.1
Fair	75	20.8
Good	176	48.8
Excellent	78	21.6
Total	361	100.0

5.3.3 Evaluation of Information Transmission

The following table shows the frequency distribution of the respondents in terms of the quality of information transmitted to them about the tourist attractions and services of Tabriz. Only 3.0 percent of the respondents found the dissemination of information

very weak, 12.2 percent of them found it weak, 25.5 found it fair, 33.8 percent of the respondents found it good and 25.5 percent of the respondents found it excellent.

Table 5.20: Frequency of Respondents' Evaluation of Information Transmission

Evaluate	Tourists	%
Very weak	11	3.0
Weak	44	12.2
Fair	92	25.5
Good	122	33.8
Excellent	92	25.5
Total	361	100.0

5.3.4 Evaluation of the Behaviors of Tourism Personnel

Frequency distribution of respondents in terms of their evaluation of the service sector personnel is illustrated in Table 5.21. As illustrated, the frequency distribution of the respondents in terms of their evaluation of the behavior of the service sector personnel such as hotels, museums, shopping centers are 1.9 percent, 3.3 percent, 13.3 percent, 44.6 percent and 36.8 percent and in the order of very weak, weak, fair, good and excellent respectively.

Table 5.21: Frequency of Respondents' Evaluation (Tourism Personnel Behavior)

Evaluate	Tourists	%
Very weak	7	1.9
Weak	12	3.3
Fair	48	13.3
Good	161	44.6
Excellent	133	36.8
Total	361	100.0

5.3.5 Evaluation of Service Quality

Table 5.22 illustrates the frequency distribution of respondents in terms of their evaluation of the quality of service provided in tourist places of Tabriz. The frequency obtained showed that the distribution of the respondents' answers in terms of quality service in tourist sites, hotels, shopping centers and etc. were as follows: very poor (1.1 percent), poor (7.8 percent), fair (26.3 percent), good (44.9 percent) and excellent (19.9 percent).

Table 5.22: Frequency of Respondents' Evaluation (Quality of Service)

Evaluate	Tourists	%
Very poor	4	1.1
Poor	28	7.8
Fair	95	26.3
Good	165	44.9
Excellent	72	19.9
Total	361	100.0

5.3.6 Evaluation of Residents' Attitude Towards Tourists

The frequency of distribution of the respondents' answer in relation to the behavior and etiquette Tabriz residents is illustrated in following table. Almost 41 percent of the respondents evaluated the attitude of the residents as good and more than 36 percent of them evaluated it as excellent; this two options show that almost 80 percent of the visitors were satisfied with residents' attitude. Urban destinations residents' behavior is one of the main reasons for visitors' satisfaction or dissatisfaction. As illustrated, the frequency distribution of the respondents in terms of their evaluation of the residents' attitude, nearly 16 percent of tourists evaluated fair, about 5 percent showed weak and finally almost 2 percent recorded very weak.

Table 5.23: Frequency of Respondents of Attitude (Tabriz Residents)

Evaluate	Tourists	%
Very weak	6	1.7
Weak	17	4.7
Fair	57	15.8
Good	150	41.6
Excellent	131	36.3
Total	361	100.0

5.3.7 Evaluation of the Physical Quality of the Accommodation Facilities

The frequency distribution of the responses of respondents in terms of the quality of the accommodation they stayed in is shown in following Table. It is observed that 0.6 percent of the respondents' evaluation from the accommodation facilities was very poor, 6.6 percent poor, 23.5 percent fair, 44 percent good and 25.2 percent was excellent. The

result obtained from the average is indicative of the respondents' satisfaction with physical quality of the accommodation facilities because almost 70 percent of the responses given by respondents were "good" and "excellent".

Table 5.24: Frequency of Respondents' Evaluation (Accommodation)

Evaluate	Tourists	%
Very poor	2	0.6
Poor	24	6.6
Fair	85	23.5
Good	159	44.0
Excellent	91	25.2
Total	361	100.0

5.3.8 Evaluation of the Quality of Historical and Recreational Sites

The frequency distribution of the respondents in terms of evaluation of maintenance quality of Tabriz's historical sites is illustrated in following Table. Almost 46 percent of the respondents found it good and nearly 27 percent of them evaluated excellent. This Table is observed that 26.6 percent of the respondents' evaluation from the evaluation of maintenance quality of Tabriz's historical sites was fair and 2.5 percent was poor; only 0.8 percent of the respondents found it very poor. The result obtained from the average is indicative of the respondents' satisfaction with maintenance of the historical alternatives and the recreational sites because more than 71 percent of the responses given by respondents were "good" and "very good".

Table 5.25: Frequency of Respondent's Evaluation (Historical & Recreational Sites)

Evaluate	Tourists	%
Very poor	3	0.8
Poor	9	2.5
Fair	88	24.4
Good	165	45.7
Excellent	96	26.6
Total	361	100.0

5.3.9 Respondents' Perception of Weak Points in Tabriz

The following Table shows the frequency distribution of respondents in terms of the probable shortcoming of their experiences in Tabriz which must be taken into consideration so that these experiences can be reduced among future tourists. Almost 41.1 percent of the respondents cited aspects related to traffic congestion; more than 27 percent of the tourists complained about the lack of public services such as Toilet; 10.2 percent of them cited the lack of welfare facilities like parking lots, mosques, and restaurants, 6.9 percent of them complained about the lack of information available to tourists; 6.4 percent of the respondents complained about the accommodation problem and 4.4 percent of them mentioned the lack of familiarity with Azeri language as their shortcoming.

Table 5.26: Frequency of Respondents about Probable Shortcoming

Weak point & Negative Experience	Tourists	%
Traffic jam	148	41.1
Not giving accurate information to tourist	25	6.9
Lack of clear traffic signs	37	10.2
Lack of clear traffic signs (Toilet)	98	27.1
Lack of parking, mosques & restaurant	14	3.9
Accommodation problems	23	6.4
Not familiar with Azeri language	16	4.4
Total	361	100.0

5.3.10 Respondents' Perception of Strong Points in Tabriz

The frequency distributions of the respondents' perceptions of the strong points of their visit which may cause them to repeat their visits are shown in Table 5.27. According to the table, more than 38 percent of the respondents mentioned the good climate of Tabriz and 30.5 percent of the respondents mentioned the historical and tourist attractions as the main motivator for their next visit to Tabriz. Almost 15.0 percent of the respondents talked about friendly people and their warm attitude and about 10.8 percent of the respondents named beauty, order and the cleanness of the city as the strong points. Near 5.5 percent of the respondents mentioned the welfare and commercial facilities as the main travelling motivators for the next visits to Tabriz. The result obtained from the respondents' perception of strong point and good service in Tabriz show that almost 70 percent of the responses given by respondents were "good weather" and "tourist and historical attractions". As the mentioned in the chapter seven,

good climate condition and historical attraction are the two main reasons to attract the domestic visitors to this region.

Table 5.27: Frequency of the Respondents' Perception of Strong Point

Strong point & Good Services	Tourists	%
Welfare & commercial facilities	20	5.5
Not giving accurate information to tourists	39	10.8
Tourists & historic attractions	110	30.5
Friendly people accommodation problems	54	15.0
Good weather	138	38.2
Total	361	100.0

5.4 Deductive Analysis

In logic, researchers often refer to the two broad methods of reasoning as the deductive and inductive approaches. Deductive reasoning works from the more general to the more specific. Sometimes this is informally called a "top-down" approach. The research might begin with thinking up a theory about our topic of interest. The researchers then narrow that down into more specific hypotheses that they can test. It can be narrowed down even further when observations are collected to address the hypotheses. This ultimately enables the research to test the hypotheses with specific data, a confirmation (or not) of the original theories.

5.4.1 Tests of Normality

Many parametric tests require normally distributed variables. The Kolmogorov-Smirnov and Shapiro-Wilk tests can be used to test that a variable (for example, age, sex and income) is normally distributed.

Table 5.28: Tests of Normality

Variables	Kolmogorov-Smirnov ²			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Origin	.173	361	.000	.855	361	.000
Sex	.387	361	.000	.625	361	.000
Age	.110	361	.000	.953	361	.000
Marital status	.400	361	.000	.617	361	.000
Occupation	.216	361	.000	.831	361	.000
Education	.245	361	.000	.915	361	.000
Income	.222	361	.000	.824	361	.000

Lilliefors Significance Correction

The accuracy of residential variable, sex, age, income, marital status, profession and education in this study would approve the normality of the sequence. One of the bases to implement parametric tests is same as T.test. As we can see in the test table, all meaningful digits are equal to zero and lower ($0.05 < 0.000$) 0/05 which is indicative of the sequence's normality in the said variables.

5.4.2 Analysis of Objectives

According to the first chapter, there were three main specific objectives to be met by this research and the findings and results of the research proved the achievement. The

first objective was to examine the socio-demographic, psychological and behavioral characteristics of the domestic urban tourism market based on the collected information so as to improve tourism facilities, management and marketing of the tourist destination; So that the full potential of the tourist products can be achieved. Furthermore, increased effectiveness of urban tourism can bring about changes in the city economy and serve as a primary strategy in urban revitalization projects. The second objective defined in order to analyze the urban tourism market based on the tourists' motivations, behaviors and preferences of domestic urban tourists and clearly identify the reasons behind the visits so that the facilities and urban tourist services in Tabriz can be optimized for these purposes. It helps to provide a better understanding as why tourists choose Tabriz and different services and facilities can be developed to suit the different market segments. The third objective was to examine domestic tourist' satisfaction on supply of the services, products and infrastructures of urban tourism based on the collected information. Nevertheless, by identifying the level and factors responsible for tourists' satisfaction, it is possible to find solutions toward enhancing tourists' satisfaction and thus developing Tabriz tourism. Tabriz as a destination for tourism must be aware as which parts of its services are most attractive to its tourists. Because having knowledge of this fact, would cause tourists to feel loyal to the services and products and thus motivating them to visit this destination again in the future.

5.4.3 Hypotheses

5.4.3.1 Hypothesis 1

The tourism market is a mix of customers with both heterogeneous and homogeneous characteristics. Such differences result in diversity in customers' needs. Each of these characteristics also affects the type and quality of tourism demand. Thus their tourism behavior, evaluation and perception of destination as well as satisfaction from tourist

goods and services vary from one other. This can be termed as customer feedback. It should be mentioned in the theoretical framework that the destination's capability in meeting the tourists' demands has direct effects on their satisfaction with the destination.

Hypothesis 1: There is a significant relationship between tourists' satisfaction with visiting the destination (Tabriz) and the socio-demographic variables.

Hypothesis 1 is made up of the following sub-hypothesis:

Sub-Hypothesis 1.1: There is a significant relationship between the sex and the satisfaction with the destination.

In the following Table (5.29) it can be observed that 7.7 percent of the male travelers to Tabriz were unsatisfied. In contrast, 3.3 percent of female travelers were satisfied. In total, approximately 50 percent of male travelers and 36 percent of female travelers were recorded as satisfied travelers and thus leading to an overall 85 percent male and female travelers being satisfied from their trip to Tabriz.

Table 5.29: Satisfaction and Sex Cross Tabulation

Variables		Satisfaction					Total
		Very weak	Weak	Fair	Good	Excellent	
Sex	Male Count	1	16	17	105	74	213
	% of Total	.3 %	4.4 %	4.7 %	29.1 %	20.5 %	59.0 %
	Female Count	0	12	7	75	54	148
	% of Total	.0 %	3.3 %	1.9 %	20.8 %	15.0 %	41.0 %
Total Count		1	28	24	180	128	361
% of Total		.3 %	7.8 %	6.6 %	49.9 %	35.5 %	100.0

Table 5.30: Group Statistics

	Sex	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction	Male	213	25.4085	7.96379	.54567
	Female	148	25.7230	8.11300	.66688

Table 5.31: Independent Samples T.test

Variables	T	Sig
Satisfaction & Sex	-0.366	0.714

In order to analyze the obtained data (Satisfaction and Sex), independent samples T.test was adopted ($0.05 < 0.714$) but no significant relationship was observed between the two variables of sex and satisfaction, therefore the hypothesis that there is a significant relationship between sex and satisfaction is rejected. In group statistics,

Table (5.30) also show that the means of male and female travelers satisfaction score are very close, identical and therefore no differences could be observed.

Due to the centralization of affairs, goods, and wealth in the city, it is a passage to come and go through for many motivators and reasons. More than half of the inter-city trips are recreational. One-fourth of them were shopping. Taking into consideration the above mentioned hypothesis and the results obtained on the one hand, and importance and priority of the welfare and recreational activities and shopping for women on the

other hand, the tourist services and products of Tabriz could not meet the satisfaction of female tourists due to the lack of modern shopping, welfare and recreational centers. This process is also indicative of the fact that Tabriz as a market supplying tourist products and services has been less successful in meeting their needs and desires and has not been able to fully satisfy them. This means that Tabriz as a tourist destination suffers from weaknesses in terms of the provision of tourist goods and services.

Sub-Hypothesis 1.2: There is a significant relationship between the age and the satisfaction with the destination.

In the Table 5.32 which is related to age (age groups) and the level of satisfaction with travel to Tabriz, it is observed that most satisfied travelers are between the ages of 20 to 24. The people of this group are recorded as 82 persons and comprise 22.7 percent of the sample population. Nevertheless, from the all people of all age groups, 29 persons were unsatisfied, and 308 persons were satisfied with their travel to Tabriz. It is to be noted that in the survey, the age variable has been used in a singular age format and the use of age groups was utilized for age descriptive purposes only.

Table 5.32: Satisfaction and Age Group Cross Tabulation

Variables			Satisfaction					Total
			Very weak	Weak	Fair	Good	Excellent	
Age Group	Under 15	Count % of total	1 .3%	0 .0%	0 .0%	3 .8%	1 .3%	5 1.4%
	15-19	Count % of total	0 .0%	2 .0%	0 .8%	13 3.6%	11 3.0%	26 7.2%
	20-24	Count % of total	0 .0%	6 1.7%	6 1.7%	48 13.3%	34 9.4%	94 26.0%
	25-29	Count % of total	0 .0%	4 1.1%	5 1.4%	30 8.3%	18 5.0%	57 15.8%
	30-34	Count % of total	0 .0%	5 1.4%	4 1.1%	23 6.4%	18 5.0%	50 13.9%
	35-39	Count % of total	0 .0%	5 1.4%	3 .8%	25 6.9%	18 5.0%	51 14.1%
	40-44	Count % of total	0 .0%	2 .6%	4 1.1%	17 4.7%	12 3.3%	35 9.7%
	45-49	Count % of total	0 .0%	1 .3%	0 .0%	8 2.2%	7 1.9%	16 4.4%
	50 & up years old	Count % of total	0 .0%	3 .8%	2 .6%	13 3.6%	9 2.5%	27 7.5%
Total	Count % of total		1 .3%	28 7.8%	24 6.6%	180 49.9%	128 35.5%	361 100.0 %

Table 5.33: Group Statistics

Age		N	Mean	Std. Deviation	Std. Error Mean
Satisfaction	> 31	153	25.7255	8.05429	.65115
	< 31	208	25.3990	8.00359	.55495

Table 5.34: Independent Samples T.test

Variables	T	Sig
Satisfaction & Age	0.382	0.703

In order to analyze the obtained data (satisfaction and age), Independent Samples T.test was Adopted ($0.05 < 0.703$) but no significant relationship was observed between the two variables of age (< 31 ; ≥ 31) and satisfaction. Therefore the hypothesis that there is a significant relationship between age and satisfaction is rejected. In the group statistics Table (5.33) can be observed in which the means of 2 groups below 30 years of age and above (< 31 ; ≥ 31) are very close and identical and no differences can be seen. This survey has been conducted based on age Cut point = 30.88.

Sub-Hypothesis 1.3: There is a significant relationship between marital status and satisfaction with the destination.

In Table 5.35, the marital status and the level of satisfaction can be observed, meaning to say, most of the travelers have been married and the level of satisfaction among them is about 52 percent. In contrast, the level of satisfaction in singles has 33 percent.

Table 5.35: Group Statistics

Marital status		N	Mean	Std. Deviation	Std. Error Mean
Satisfaction	Single	139	25.2662	8.04838	.68265
	Marriage	222	25.7072	8.00847	.53749

Table 5.36: Satisfaction and Marital Status Cross Tabulation

Marital status		Satisfaction					Total
		Very weak	Weak	Fair	Good	Excellent	
Single	Count	0	12	6	75	46	139
	% of Total	.0%	3.3%	1.7%	20.8%	12.7%	38.5%
Marriage	Count	1	16	18	105	82	222
	% of Total	.3%	4.4%	5.0%	29.1%	22.7%	61.5%
Total	Count	1	28	24	180	128	361
	% of Total	.3%	7.8%	6.6%	49.9%	35.5%	100.0

Table 5.37: Independent Samples T.test

Variables	T	Sig
Satisfaction & Marital status	-0.508	0.612

In order to analyze the obtained data (satisfaction and marital status), Independent Samples T.test was adopted ($0.05 < 0.612$) but no significant relationship was observed between the two variables of age and satisfaction. Therefore the hypothesis that there is a significant relationship between the marital status and the satisfaction is rejected. In the group statistical Table, it can be observed that the average of the 2 group of singles and married people are very close, identical and thus with no difference. As illustrated in the above table, there is no significant relationship between the marital status and the satisfaction with the destination. The main tourism trend and travel mode of most Iranians is travelling with the family, and thus peace and welfare of the families is the first priority. Considering Tabriz conditions in terms of social, cultural and religious structure, this city has the capability of providing the families with such psychological safety. On the other hand there is a more strict view towards single people in public places, thus the degree of satisfaction of the single people was much lower than married ones.

Sub-Hypothesis 1.4: There is a significant relationship between the occupation and the satisfaction from the destination.

In the Table 5.38 which are related to the profession and level of satisfaction it can be observed that firstly, most travelers to Tabriz are government servants, students and businessmen with 35.7 percent, 29.9 percent and 20.2 percent respectively. These would include 86 percent of the total travelers to Tabriz. Within these groups, government servants with 32.7 percent comprising of 118 people were most satisfied from their travel to Tabriz while the businessmen with 14.4 percent in a ratio of 52 persons were the least satisfied people for their stay and travel to Tabriz.

Table 5.38: Satisfaction and Occupation Cross Tabulation

Occupation		Satisfaction					Total
		Very weak	Weak	Fair	Good	Excellent	
Government officer	Count	0	10	1	63	55	129
	% of Total	.0%	2.8%	.3%	16.5%	15.2%	35.7%
Worker	Count	1	1	1	10	8	21
	% of Total	.3%	.3%	.3%	2.8%	2.2%	5.8%
Farmer	Count	0	0	0	2	0	2
	% of Total	.0%	.0%	.0%	.6%	.0%	.6%
Student	Count	0	5	7	56	40	1
	% of Total	.0%	1.4%	1.9%	15.5%	11.1%	.3%
Military	Count	0	0	0	0	1	1
	% of Total	.0%	.0%	.0%	.0%	.3%	.3%
Pensioner	Count	0	0	0	3	1	4
	% of Total	.0%	.0%	.0%	.8%	.3%	1.1%
Self employer	Count	0	10	11	36	16	73
	% of Total	.0%	2.8%	3.0%	10.0%	4.4%	20.2%
Others	Count	0	2	4	10	7	23
	% of Total	.0%	.6%	1.1%	2.8%	1.9%	6.4%
Total	Count	1	28	24	180	128	361
	% of Total	.3%	7.8%	6.6%	49.9%	35.5%	100.0%

Table 5.39: Descriptive Statistics

Satisfaction	N	Mean	Std. Deviation
Officer	129	26.5736	8.04652
Worker	21	25.7143	8.37940
Farmer	2	24.5000	3.53553
Student	108	26.3148	6.69167
Military	1	29.5000	-
Pensioner	4	29.5000	3.69685
Self employer	73	22.6301	9.13404
Others	23	24.3913	8.67986
Total	361	25.5374	8.01557

Table 5.40: Analysis of the Variance (Anova)

Variables	F	Sig
Satisfaction & Marital status	2.109	0.042

Analysis of the variance (Anova) is a collection of statistical models used to analyze the differences among group, means and their associated producers (such as variations among and between groups). In order to analyze the obtained data (Satisfaction and Occupation), Anova was adopted ($0.05 < 0.042$) then significant relationship was observed between the two variables of occupation and satisfaction, therefore the hypothesis that there is a significant relationship between Occupation and satisfaction is accepted. With respect to Spearman's correlation Table which was considered between

two variables of occupation and satisfaction, it can be observed that with the occupational moving, the level of satisfaction to a considerable extent would be diminished.

Table 5.41: Spearman's Correlations

Spearman's Correlations		Occupation	Satisfaction
Spearman's rho Occupation	Correlation Coefficient	1.000	-.185**
	Sig. (2-tailed)	-	.000
	N	361	361
Satisfaction	Correlation Coefficient	-.185**	1.000
	Sig. (2-tailed)	.000	-
	N	361	361

** Correlation is significant at the 0.01 level (2-tailed)

Most of the employees use passenger parks and institutional guest houses for accommodation due to their low incomes and poor access to public and governmental services. The low level of expectations of this class of society is a consequence of their low incomes which manifests itself in the quality and quantity of their tourist experiences. Thus, the civil employees are not in a situation to compare the tourist services due to the lack of such experiences. Consequently, no great difference between their satisfaction and dissatisfaction with the destination was observed. In general university students have lower expectations due to their socio-economic status and thus mainly use cheaper services. However, as the case with the previous group, they were not able to make a comparison between tourist destinations due to the quality and quantity of their experiences. Most of them had positive view and high degree of

satisfaction, but those with highly-paid jobs had more varied tourist experiences in terms of both quality and quantity. Therefore they had more choices to compare Tabriz tourist services and products. Besides, as they had paid more for these services and products, they had higher expectations in comparison with others, and their evaluation of the tourist services and products would be more precise and realistic. Taking into consideration the above-mentioned points and looking at the results illustrated in the above Table, the degree of satisfaction of businessmen was low.

Sub-Hypothesis 1.5: There is a significant relationship between the educational level and the satisfaction from the destination.

In the Table on the level of education and satisfaction, it can be observed that out of the total numbers, 193 respondents or 53.3 percent are above the bachelor degree. In total, the level of satisfaction among people with bachelor degree, high school and diploma are 33.3 percent and 21.3 percent respectively and are most satisfied.

Table 5.42: Satisfaction and Educational level Cross Tabulation

Educational Level		Satisfaction					Total
		Very weak	Weak	Fair	Good	Excellent	
Primary	Count	0	2	0	3	3	8
	% of Total	.0%	.6%	.0%	.8%	.8%	2.2%
Junior Middle	Count	0	4	2	9	6	21
	% of Total	.0%	1.1%	.6%	2.5%	1.7%	5.8%
Senior Middle	Count	1	7	6	42	35	91
	% of Total	.3%	1.9%	1.7%	11.6%	9.7%	25.2%
College	Count	0	3	3	25	17	48
	% of Total	.0%	.8%	.8%	6.9%	4.7%	13.3%
Bachelor	Count	0	6	11	77	47	141
	% of Total	.0%	1.7%	3.0%	21.3%	13.0%	39.1%
Master	Count	0	6	0	19	17	42
	% of Total	.0%	1.7%	.0%	5.3%	4.7%	11.6%
Ph.D +	Count	0	0	2	5	3	10
	% of Total	.0%	.0%	.6%	1.4%	.8%	2.8%
Total	Count	1	28	24	180	128	361
	% of Total	.3%	7.8%	6.6%	49.9%	35.5%	100.0%

Table 5.43: Analysis of the Variance (Anova)

Variables	F	Sig
Satisfaction & Education	1.121	0.350

Table 5.44: Descriptive Statistics

Satisfaction	N	Mean	Std. Deviation
Primary	8	21.5000	12.42118
Junior	21	22.5714	11.11563
Senior	91	25.7912	8.38055
College	48	26.2708	7.38814
Bachelor	141	26.0638	6.65927
Master	41	24.5238	9.76614
Ph.D+	10	26.0000	3.97213
Total	361	25.5374	8.01557

Analysis of the variance (Anova) is a collection of statistical models used to analyze the differences among group, means and their associated producers (such as variations among and between groups). In order to analyze the obtained data (satisfaction and education), Anova was adopted ($0.05 < 0.350$) but no significant relationship was observed between the two variables of education and satisfaction. Therefore the hypothesis that there is a significant relationship between the education and the satisfaction is rejected.

5.4.3.2 Hypothesis 2: There is a significant relationship between the psycho-cultural status and the satisfaction with the destination.

In order to analyze the obtained data Independent Samples T.test was adopted ($0.05 < 0.137$) but no significant relationship was observed between the two variables of the psycho-cultural ($< 9.8 \geq 9.8$) and the satisfaction. Therefore the hypothesis that there is a significant relationship between the age and the satisfaction is rejected. As it can be seen in the group statistics Table (5.45), the means of the two groups (below 9.8 > and above ≥ 9.8) are not any different. These are very close to one another and a little difference can be seen. This survey is based on Cut point = 9.88 (psycho-cultural score).

Table 5.45: Significant Relationship between Satisfaction with the Destination and Respondents' Psycho-cultural Status Cross Tabulation

Satisfaction		Psycho-cultural Status					Total
		Very weak	Weak	Fair	Good	Excellent	
Very weak	Count	0	1	0	0	0	1
	% of Total	.0%	.3%	.0%	.0%	.0%	.3%
Weak	Count	7	14	5	1	1	28
	% of Total	1.9%	3.9%	1.4%	.3%	.3%	7.8%
Fair	Count	4	10	7	1	2	24
	% of Total	1.1%	2.8%	1.9%	.3%	.6%	6.6%
Good	Count	26	75	53	19	7	180
	% of Total	7.2%	20.8%	14.7%	5.3%	1.9%	49.9%
Excellent	Count	18	64	35	8	3	128
	% of Total	5.0%	17.7%	9.7%	2.2%	.8%	35.5%
Total	Count	55	164	100	29	13	361
	% of Total	15.2%	45.4%	27.7%	8.0%	3.6%	100.0%

5.4.3.3 Hypothesis 3: There is a significant relationship between the distances among Iran's seven identified tourist regions and Tabriz as a tourist destination.

In order to analyze the obtained data (distance from origin to destination), one- Sample T.test was adopted ($0.05 < 0.000$) thereafter a significant relationship was observed. One of the important motivating factors determining tourism trends is the geographically proximity of destinations to the places where tourists originated from. The close distance between the destination and starting point is one of the important factors directly affecting the number of tourists in the destinations. Although the development of new mode of transportation like airplanes has dramatically reduced the distance in intra-city travels, yet distance is one of the affecting factors the tourism trends of the middle class who normally travel by road.

Table 5.46: Significant Relationship between the Distances among Iran's 7 Identified Tourist Regions with the Tourist Destination

Regions	N	%	df	T	Sig. (2tailed)
1	165	45.7	360	2.651	0.000
2	49	13.6			
3	43	11.9			
4	24	6.6			
5	39	10.6			
6	13	3.6			
7	28	7.8			

Table 5.47: Distance between the Origins and the Destination per km

Region	Starting Points (Provinces)	Location	Distance	N	%
1	Alborz, Mazandaran, Gilan, Tehran, Semnan, Qom & Qzvin	North	500-900km	165	45.7
2	Ardabil, East Azerbaijan, West Azerbaijan, Kordestan, Hamadan & Zanjan provinces	Northwest	60-500km	49	13.6
3	Kermanshah, Ilam, Lorestan & Khuzestan provinces.	West	300-800km	43	11.9
4	Hormozgan, Kohkiluyeh, Buyer Ahmad, Fars & Bushehr provinces	South	800-1300	24	6.6
5	Isfahan, Markazi & Chaharmahal-vah-Bakhtiari provinces.	Center	1000-1300km	39	10.6
6	Yazd, Kerman & Sistan-o-Baluchestan provinces	Center & Southeast	1300-2200km	13	3.6
7	Khorasan-e-Razavi & South Khorasan.	Northwest	1500-2200km	28	7.8

Table 5.48: Group Statistics

Psycho-cultural	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction ≥ 9.80	178	26.1742	6.92233	.51885
< 9.80	183	24.9180	8.92760	.65995

Table 5.49: Independent Samples T.test

Psycho-cultural	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction ≥ 9.80	178	26.1742	6.92233	.51885
< 9.80	183	24.9180	8.92760	.65995

5.4.4 Socio-demographic Variables and Travelling Motivation

The tourism market is a mix of tourists with different socio-demographic variables and various traveling motivation. Such differences result in diversity in tourists' behaviors. Each of these characteristics also affects the type and quality of tourism demand. This section is indicative of the relationship between socio-demographic of Tabriz domestic tourists (age, sex, occupation, education and marital status) and their motivation for travelling.

- Motivation to travel and Age

In the age group and motivation Table, it is observed that most tourists are in the age group of 20-24. These are in the scale of 94 persons and 26 percent and the lowest number without considering the age group of 19 belongs to the age group of 45-49 in the scale of 16 persons and 4.4 percent. Hence, the Chi-Square Tables and Phi Correlation Co-efficient are meaningful and are indicative of the existence of a direct positive and weak relationship between the two age and motivation variables. Therefore it can be said that the older the person's age, the higher his/her motivation in traveling to Tabriz.

Table 5.50: Motivation to Travel (ordinal) and Age Cross Tabulation

Motivation to Travel (ordinal)		Age Group									Total
		10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50&up	
Motivation to Travel	Weak										
	Count	0	2	5	2	3	6	2	3	6	29
	% of Total	0.0	0.6	1.4	0.6	0.8	1.7	0.6	0.8	1.7	8.0%
	Middle										
	Count	1	7	53	34	29	33	20	8	14	199
	% of Total	0.3	1.9	14.7	9.4	8.0	9.1	5.5	2.2	3.9	55.1%
	Strong										
	Count	4	17	36	21	18	12	13	5	7	133
	% of Total	1.1	4.7	10.0	5.8	5.0	3.3	3.6	1.4	1.9	36.8%
Total Count		5	26	94	57	50	51	35	16	27	361
% of Total		1.4	7.2	26.0	15.8	13.9	14.1	9.7	4.4	7.5	100.0

Table 5.51: Motivation to Travel (ordinal) and Age Chi-Square Test

Motivation to Travel (ordinal) and Age Chi-Square Tests	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	31.124 ^a	16	.013
Likelihood Ratio	29.085	16	.023
Linear-by-Linear Association	13.111	1	.000
N of Valid Cases	361		

Table 5.52: Symmetric Measures

Symmetric Measures	Value	Approx. Sig
Nominal by Nominal Phi	.294	.013
Cramer's V	.208	.013
N of Valid Cases	361	

- **Motivation to Travel and Sex**

In the sex and motivation Tables, it is observed that most Tabriz tourists are male and in the scale of 213 persons and 59 percent. In contrast, women consist of 148 persons and 41 percent. The Chi-Square tables and Phi Correlation Co-efficient are meaningless.

Table 5.53: Motivation to Travel (ordinal) and Sex Cross Tabulation

Motivation to Travel (Ordinal)			Sex		Total	
			Male	Female		
Motivation to Travel (ordinal)	Weak	Count	16	13	29	
		% of Travel	4.4	3.6	8.0	
	Middle	Count	120	79	199	
		% of Travel	33.2	21.9	55.1	
	Strong	Count	77	56	133	
		% of Travel	21.3	15.5	36.8	
Total			Count	213	148	361
			% of Travel	59.0	41.0	100.0

Table 5.54: Motivation to Travel (ordinal) and Sex Chi-Square Tests

Motivation to Travel (ordinal) and Age Chi-Square Tests	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	.382 ^a	2	.826
Likelihood Ratio	.381	2	.827
Linear-by-Linear Association	.004	1	.949
N of Valid Cases	361		

Table 5.55: Symmetric Measures

Symmetric Measures	Value	Approx. Sig
Nominal by Nominal Phi	.033	.826
Cramer's V	.033	.826
N of Valid Cases	361	

- Motivation to Travel and Education

In the education and the motivation tables, it is observed that due to the societal statistics the motivation factor in Bachelor level is positioned in all three levels as high, average and low. This is in the scale of 50 persons and 13.9 percent, 12 persons and 3.3 percent as well as 79 persons and 21.9 percent. Here, the Chi-Square tables and Phi Correlation Coefficient are meaningful because they show a meaningful and weak correlation with the education. This is to say the higher the educational level, the higher motivation in the person.

Table 5.56: Motivation to Travel (ordinal) and Education Cross Tabulation

Education								Total
Motivation to Travel(ordinal)	Primary	Junior middle	Senior middle	College	Bachelor	Master	PhD+	
Weak Count % of Total	0 0.6	2 0.6	4 1.1	4 1.1	12 3.3	5 1.4	2 0.6	29 8.0%
Middle Count % of Total	1 1.1	8 2.2	45 12.5	24 6.6	79 21.9	31 8.6	8 2.2	199 55.1%
Strong Count % of Total	4 1.1	17 4.7	42 11.6	20 5.5	50 13.9	6 1.7	0 0.0	133 36.8%
Total Count % of Total	8 2.2	21 5.8	91 25.2	48 13.3	141 39.1	42 11.6	10 2.8	361 100.0

Table 5.57 Motivation to Travel (ordinal) and Education Chi-Square Tests

Motivation to Travel (ordinal) and Age Chi-Square Tests	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	24.272 ^a	12	.019
Likelihood Ratio	29.437	12	.003
Linear-by-Linear Association	17.048	1	.000
N of Valid Cases	361		

a. 8 cells (38.1%) have expected count less than 5. The minimum expected count is .64.

Table 5.58: Symmetric Measures

Symmetric Measures	Value	Approx. Sig
Nominal by Nominal Phi	.259	.019
Cramer's V	.183	.019
N of Valid Cases	361	

- Motivation to Travel and Occupation

In the cross tabulation occupation and motivation is observed. In regard to this, government employees in the scale of 11 persons and 3 percent possess the weakest motivation. In contrast, students in the scale of 47 persons and 13 percent possess the most motivation in traveling to Tabriz. That said, the Chi-Square tables and Phi Correlation Coefficient are meaningless.

Table 5.59: Motivation to Travel (ordinal) and Occupation Cross Tabulation

Motivation to Travel	Occupation								Total
	Gov officer	Worker	Farmer	Student	Military officer	Pensioner	Un Employed	House wives	
Weak Count % of Total	11 3.0	1 0.3	0 0.0	6 1.7	0 0.0	1 0.3	10 2.8	0 0.0	29 8.0%
Middle Count % of Total	75 20.8	9 2.5	0 0.0	55 15.2	0 0.0	2 0.6	44 12.2	14 3.9	199 55.1%
Strong Count % of Total	43 11.9	11 3.0	2 0.6	47 13.0	50 13.9	1 0.3	19 5.3	9 2.5	133 36.8%
Total Count % of Total	129 35.7	21 5.8	2 0.6	108 29.9	1 0.3	4 1.1	73 20.2	23 6.4	361 100.0

Table 5.60: Motivation to Travel (ordinal) and Occupation Chi-Square Tests

Motivation to Travel (ordinal) and Age Chi-Square Tests	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	19.741 ^a	14	.139
Likelihood Ratio	21.657	14	.086
Linear-by-Linear Association	.586	1	.444
N of Valid Cases	361		

a. 11 cells (45.8%) have expected count less than 5. The minimum expected count is .08.

Table 5.61: Symmetric Measures

Symmetric Measures	Value	Approx. Sig
Nominal by Nominal Phi	.234	.139
Cramer's V	.165	.139
N of Valid Cases	361	

- Motivation to Travel and Marital Status

In the cross tabulation the marital status is observed in which the married persons with 222 persons and 61.5 percent versus singles with 139 person and 38.5 percent possess the most motivations for their trip to Tabriz. Overall, 332 persons and a total of 91.9 percent have agreed to travel to Tabriz and possess the necessary motivation in doing so. The Chi-Square test and Phi Correlation Coefficient are meaningless.

Table 5.62: Motivation to Travel (ordinal) and Marital Status Cross Tabulation

Motivation to Travel (ordinal)		Marital Status		Total
		Married	Single	
Weak	Count	9	20	29
	% of Travel	2.5	5.5	8.0%
Middle	Count	74	125	199
	% of Travel	20.5	34.6	55.1%
Strong	Count	56	77	133
	% of Travel	15.5	21.3	36.8%
Total	Count	139	222	361
	% of Travel	38.5	61.5	100.0%

Table 5.63: Motivation to Travel (ordinal) and Marital Status Chi-Square Tests

Motivation to Travel (ordinal) and Age Chi-Square Tests	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	1.558 ^a	2	.459
Likelihood Ratio	1.571	2	.459
Linear-by-Linear Association	1.543	1	.214
N of Valid Cases	361		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.17.

5.64: Symmetric Measures

Symmetric Measures	Value	Approx. Sig
Nominal by Nominal Phi	.066	.459
Cramer's V	.066	.459
N of Valid Cases	361	

5.5 Summary

In this chapter, the descriptive results of the socio-demographic, psycho-cultural characteristics of tourists and their evaluation of the outlook of the city have been mentioned. These characteristics play a direct role on the diversity of demands, travel mode, using the tourist services and the products and finally tourists' satisfaction with the destination. Respondents' combination was mainly comprised of civil employees and students comprising 65 percent of the total respondent. Most of the Tabriz domestic tourists belong to middle class. This will determine the respondents' purchasing power. This combination illustrates that the majority of Tabriz domestic tourists are educated people whose demands, needs and degree of satisfaction are different from other society groups. Almost 29.1 percent of the respondents travelled to Tabriz to spend their holidays for relaxation and 45.2 percent for recreational purposes. With respect to the above mentioned motivations, the summer season was selected as the best time to travel by more than 76 percent of the respondents. More than 70 percent of the respondents had a positive evaluation of the tourist attractions. Among the major weaknesses in urban tourism cited are the serious urban traffic and lack of restaurants. In contrast, the pleasant Tabriz climate (38.2 percent) and cleanliness of the city (30.5 percent) were mentioned as the strengths of urban tourism in Tabriz. Generally, 93 percent of the

respondents were satisfied with their trip to Tabriz which in turn may increase the possibility of their re-visit to Tabriz.

The first hypothesis tested the significance of the relationship between the respondents' satisfaction with domestic urban tourism and their socio-demographic characteristic. This hypothesis was analyzed in the form of five sub-hypotheses. But no significant relationship was observed between the four demographical variables (sex, age, marital status, education level, and occupation) and tourists' satisfaction. Only the fourth sub-hypothesis is confirmed and significant relationship was observed between the two variables of occupation and tourists' satisfaction. The second hypothesis of this research tests the significance of relationship between respondents' psycho-cultural status and their degree of satisfaction. Results obtained from testing the second hypothesis reveals no significant relationship between the respondents psycho-cultural status and their satisfaction from destination. The results obtained from testing the third hypothesis reveals that there is a significant relationship between the number of tourists and the distance between their starting points. About 77.8 percent of the respondents who travelled to Tabriz had come from the origins which were 60-1000 km distance away from Tabriz and 22.2 percent of the respondents were from other origins which were 1000-2200 km distance away from Tabriz.

CHAPTER 6: DISCUSSION AND CONCLUSION

6.1 Introduction

This chapter presents a discussion of the findings, conclusions drawn from the study and recommendations for practice and further study. The aim of this study is to analyze the domestic segment of urban tourism market in Tabriz, Iran. This prime aim has been defined in the following three objectives: First, analyzing the characteristics of socio-demographic, psychological and behavioral of Tabriz domestic tourists; second, analyzing Tabriz urban domestic market based on motivation, and tourists' preference; and, third, analyzing Tabriz domestic tourists' satisfaction from services offered, tourism production and urban infrastructures. Based on these objectives, literature review and theory framework related to the current study such as theory of market segmentation, customers' satisfaction model and human needs theory is provided. The framework for the said theory would support three hypothesis and six research questions in order to achieve the objectives of the current study.

6.2 Summary of the Study

The problems of Tabriz domestic urban tourism relates to understanding tourists characteristics in so far as knowing tourists' main motivations, socio-demographic and psychological variables, tourists' preference, desires and needs. The aim of this study is to analyze the domestic segment of urban tourism market in Tabriz, Iran; to obtain socio-demographical information, psychological characteristics, tourists' preference and tourists' satisfaction level. The data were gathered through questionnaire in three selected tourist regions in Tabriz metropolitan. These regions are a mix of various attractions and facilities. The members of the statistical population were randomly selected from amongst the tourists present at tourist sites and spaces in Tabriz metropolitan during the summer season, from 22nd June through 22nd September 2011.

The reason for collecting data in summer season was due to first, schools get closed for summer holidays and second, because this period is the traveling time for most of the Iranian families. Research questions have been designed on the basis of the aforementioned research. Nevertheless, three research hypotheses of the present study have been designed on the basis of the research questions and objectives adopting the literature and theoretical frameworks in chapter two. This research questions will be answered in this section. These hypotheses are examining the relationship between socio-demographical variables (sex, age, marital status, occupation, education level) and tourists' satisfaction that have been discussed in the deductive section. Also in this section the relationship between socio-demographic variables and tourists' motivation to travel are being examined. On the basis of the findings, the present study has some recommendations for future study and improving practice. Figure 6.1 shows the theoretical framework of understanding of the tourists' characteristics.

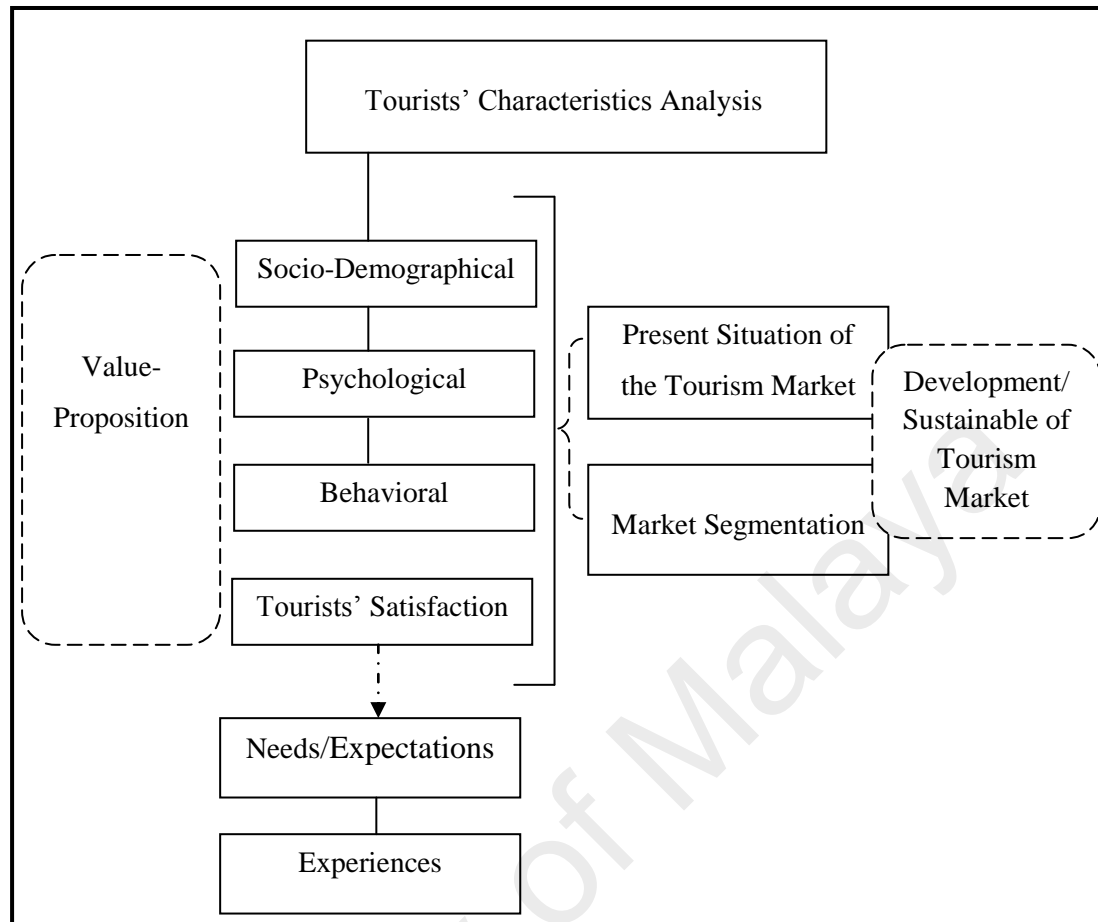


Figure 6.1: Theoretical Framework for Understanding of Tourists' Characteristics

6.3 Discussion of the Hypotheses

6.3.1 Hypothesis 1: There is a significant relationship between tourists' satisfaction from visiting the destination (Tabriz) and the socio-demographic variables.

Demographic characteristics, sex, age, marital status, occupation, and education level as dependant variables referred to in Hypothesis 1, have been examined in the following 5 sub-hypotheses.

Sub-Hypothesis 1.1: There is a significant relationship between sex and satisfaction from the destination.

In order to analyze they obtained data (satisfaction and sex), Independent Samples T.test was Adopted ($0.05 < 0.714$) but there is no significant relationship between the

two variables of sex and satisfaction. Therefore the hypothesis is rejected. Moreover, studies by Chen and Keresetter (1999) which have been conducted on tourism and tourists' distinguished characteristics such as sex, have concluded that the tourists' sex significantly influenced the perceived image. But Baloglu (1999) in his study found no statistically significant relationships between the perceived image and the demographic variables of sex and education. The level of satisfaction on the one hand has close proximity with actual performance of a destination which can satisfy the tourists and dependent upon understanding of quality, and individual preferences on the other hand. Overall, tourist's expectations are those that are desired by him/her and is his/her ideal. These expectations are based on tourist's previous expectation, psychological characteristics and relates to his/her understanding of satisfaction. Different results in the sub-hypothesis one of the present study and other differing results in the previous studies referred to above are indicative of the fact that tourists' satisfaction is mostly the result of combination of variables such as understanding of quality, tourists' level of satisfaction, their positions etc... rather than be dependable upon sex alone. However, understanding tourists based on their sex and their experience of vacationing would help to offer necessary services. But, tourist's sex alone is not the factor for satisfaction because there are other factors that have impact on this satisfaction.

Due to the timing factor namely summer vacation which is the season when Iran domestic tourists travel, the combination of Tabriz tourists are mostly from families with middle to lower income. These do not have high expectations as they adjust their expectations based on the availability of services offered. Tabriz tourists have least demands and expectations and fulfilling these expectations would result in their satisfaction. Hence, the process of Tabriz domestic tourists' satisfaction is following this pattern of satisfaction namely, expectations, understanding and accepting as well as satisfaction (Jamal & Nasser, 2002). Nevertheless in order to analyze effective factors

responsible for achieving satisfaction or dissatisfaction, the individual characteristics, social and psychological factors responsible for this trend must be studied. Hence, in relation to factors responsible for behavior, tourists' level of satisfaction, a proper multi-policy-making is necessary. For instance, expectations, behaviors, and tourist's satisfaction can be influenced by demographic factors, psychological, time and location opportunities, companion etc... Therefore, it is imperative that in line with the studies on tourism market related to satisfaction and sex, terminologies responsible for behavior and tourists' satisfaction such as motivation, life cycle and characteristic are considered.

Sub-Hypothesis 1.2: There is a significant relationship between the age and the satisfaction from visiting the destination.

In order to analyze the obtained data (satisfaction & age), Independent Samples T-test was Adopted ($0.05 < 0.703$) but no significant relationship was observed between the two variables of age ($< 31 > = 31$) and satisfaction. Therefore the hypothesis that there is a significant relationship between the age and the satisfaction is rejected. Unlike non-conformity of statistics related to the age and the satisfaction, in the present study of sub-hypothesis, some researchers have referred to their studies to the relationship that exist between the age and the satisfaction. Based on the review of the impact of socio-demographic characteristics on tourist's satisfaction level, Walmsley and Jenkins (1993) found that the image of some different places is dependent upon the tourists' age. Also, Baloglu and McCleary (1999) found that an individual's age influenced the perceived image of various tourists' destinations.

The difference between the tourists' age results in varieties of their needs and demands. This is indicative of a logical and natural relationship so that needs of various groups of children, teenagers, youth and adults would differ from one another. In analyzing the various age groups, different societies would have deferring and

changeable views on the definition of child, teenager, adult and senior citizens. This definition due to time, social, cultural and technological changes is changing constantly. As a result, and due to these changes, needs, demands and level of expectations among various age groups would change. For instance, children would have influence over family's travel planning. They also have saying in the overall family satisfaction because parents' satisfaction follows that of their children (Heydari, 2004).

Despite the importance of the age in the above mentioned studies on satisfaction, in the present study, the statistical relation of sub-hypothesis test, the said hypothesis does not confirm any relationship between the age and the satisfaction. This non-conformity may owe its existence to the fact that in order to feel satisfied; there are various factors such as expectations, previous experience and environmental conditions. This is so true about Tabriz domestic tourists. On the other hand, most domestic tourists consists of middle income people who have lower expectations and who have not experienced high quality tourism services as the latter would enable them to compare the tourism services. The satisfaction of tourists who have visited Tabriz as a tourism destination has mostly resulted from the proper city's tourism services for families. In Iran, the decision-maker is the breadwinner so it can be understood that due to the financial dependence and country's laws, the social capital favors the family's breadwinner and hence the family for its love and affection as well as other affairs is depended upon the family's breadwinner. Therefore, practically the difference in the age groups would not cause a free self opinion following the change of the breadwinner in the family. Nevertheless, in such conditions, all people who are positioned in various age groups would have identical opinions and would follow the family's breadwinner who is in charge of the family.

Sub-Hypothesis 1.3: There is a significant relationship between marital status and satisfaction from visiting the destination.

In order to analyze the obtained data (satisfaction & marital status), Independent Samples T.test was adopted ($0.05 < 0.612$) but no significant relationship was observed between the two variables of marital status and satisfaction, therefore the sub-hypothesis that there is a significant relationship between marital status and satisfaction is rejected.

Since satisfaction is a learning phenomenon and thus is the defining moment between the expectations and living, therefore, positive characteristics of socio-cultural conditions of Tabriz, its rich cultural background and low social problems, has diminished the gap between the expectations before a trip and the resultant experience tourists would experience. This has become a factor in achieving an overall satisfaction. Relaxation and social and environmental security has caused Tabriz tourists to expect more. Furthermore, if tourists' expectations and experience are met, this will result in satisfaction from tourism services offered in the city. Nevertheless, since the majority of travel models for domestic tourists are based on family traveling and in the summer season, as such the fulfillment of Tabriz tourists' expectation (Tabriz as a city which is cultural and relaxing) is proportionate to the level of most families in Iran and thus resulted in their overall satisfaction. This is despite the fact that we have not achieved a statistical relation between the marital status and the level of expectations in the 3rd Sub-Hypothesis test. In accordance with C.S.I model which is the parameter in European satisfaction from a product (in general), it must be noted that effective variables and their impact on satisfaction is not the result of services offered by the host society alone. Therefore, it is possible that satisfaction is a process whereby an individual would assess various opportunities and accessibility of those opportunities related to his/her expectations (Coelho & Esteves, 2006). The marital status would put people in different position to experiment tourism. If male and female are companions in one trip to

experience it, such companionship is reflective of their satisfaction. Being satisfied from each other's attitude during the trip, harmony in their age and cultural gender of the male and the female would all cause affection in the level of their satisfaction from a trip.

It must be pointed out that Coelho and Esteves (2006) have opined that in order to have a satisfaction from a trip the two factors of understanding and affection must be present. The affection factor is dependent upon the individual's experience be positive or negative. However, the understanding factor relates to those that the individual perceives from the destination tourism and his/her expectation from the destination to be visited. Therefore, the relationship between the level of satisfaction and the marital status depends upon the various affection circumstances, learning and tourists' practical experience. This would differ depending on various circumstances and it cannot be said that due to socio demographic of male and female, no steady conclusion for the satisfaction can be achieved. This is evident as in the sub-hypothesis test this relationship has not been confirmed. All the above points are indicative of this fact that commitment, cohesion, family and relationship must exist so to create a harmony in the family and hence opinions are identical and close to one another.

Sub-Hypothesis 1.4: There is a significant relationship between occupation and satisfaction from visiting the destination.

Analysis of the variance (Anova) is a collection of statistical models used to analyze the differences among group, means and their associated producers (such as variations between groups). In order to analyze the obtained data (satisfaction & occupation), Anova was adopted ($0.05 < 0.042$) then significant relationship was observed between the two variables of occupation and satisfaction. Therefore the hypothesis that there is a significant relationship between the occupation and the satisfaction is accepted.

Tourists' purchasing power would provide the opportunity to choose tourism services and experience high quality tourism. Various occupations would have various income levels. Hence the expectation is in par with the purchasing power. A review on the current Tabriz tourists' reveals that more than 33 percent of the tourists have been accommodated in upscale hotels. Most of these people have been businessmen. In contrast, most of the employees use passenger parks and institutional guest houses for accommodation due to their low incomes and poor access to the public and the governmental services. The low level of expectations of this class of society is a consequence of their low incomes which manifests itself in the quality and the quantity of their tourist experiences. Consequently, no great difference between their satisfaction and dissatisfaction with the destination was observed. Nevertheless, due to the fact that various occupations have different income levels, these have their own standards and likewise their experiment is different than that of tourism. Therefore, the occupation and the level of satisfaction would have meaningful relationship.

Overall, in the hypothesis 1, a meaningful relationship between the socio-demographical variables and the satisfaction from the destination can be observed. This is being tested and likewise if the 1st hypothesis independent of other sub-hypothesis and as an integral part is examined, then the following opinion can be offered:

- 1) Social characteristics- Socio demographics such as age, sex, occupation, marital status and education coupled with satisfaction from the trip to Tabriz have different meaningful relationship. This hypothesis has five independent variables and one variable which is single dependent. The five independent variables include characteristics such as age, sex, marital status, occupation and education. The relationship of these with their single dependent variables, and the satisfaction from the trip to Tabriz

must be tested. Independently, each one of the five variables has been examined with the dependent variables. The overall results indicate that the occupation is the only variable that has meaningful relationship with the satisfaction and likewise other independent variables have had no meaningful relationship.

To elaborate the meaningful relationship between the occupation and the above non-meaningful variables, the following reasons can be offered:

- 1) Due to lack of a definitive standard and tourism experience to make comparison (image) and compatibility with the destination (Tabriz), most tourists often come from smaller cities throughout Iran. The smaller cities compared with Tabriz have less facilities and tourism infrastructure;
- 2) In addition, most domestic tourists belong to middle to lower income earners, and based on the statistics, most of these tourists have been satisfied from their visit to Tabriz. However, in conducting the test, there is no meaningful difference between the sex, age, marital status, education and tourism satisfaction; and
- 3) With respect to occupation, due to the fact that various occupations have different income, as such they possess different tourism standards compared to traveling to other countries. Therefore, the occupation will have a meaningful relationship with the level of satisfaction. It can be said that four other factors are responsible for the satisfaction. In addition, factors such as cheap cost of travel, high population density, medium and high urban facilities as compared to other cities of Iran, can also be referred to.

Sub-Hypothesis 1.5: There is a significant relationship between the educational level and the satisfaction from visiting the destination.

In order to analyze the obtained data (satisfaction & education), Anova was adopted ($0.05 < 0.350$) but no significant relationship was observed between the two variables of education and satisfaction. Therefore, the hypothesis that there is a significant relationship between the education and the satisfaction is rejected.

In elaborating 1st and 2nd sub-hypotheses, meaning sex and age groups, almost majority of the understanding relates to non-meaningful satisfaction which has been examined. In this sub-hypothesis, meaning the relationship between the education and the satisfaction from destination tourism can be a good guideline for the aforementioned reasons. In summary, it can be mentioned that due to timing circumstances meaning summer vacation which is the season most Iran domestic tourists travel, the combination of Tabriz urban tourists are mostly students and their families with middle to lower income who have no high expectations. Since tourists' expectation is the base to measure their understanding, they possess least expectation and demands. Likewise, addressing these expectations and demands would cause satisfaction amongst them. However, in order to analyze the effective factors responsible for achieving or not achieving the satisfaction, individual characteristics, social, psychological factors that have effect on this process must be studied.

Also, it can be said that the non-conformity may owe its existence to the fact that in order to feel satisfied there are various factors such as expectation and current experience, as well as environmental and circumstantial conditions. Those groups that are identical in the age have different expectations and needs. These stem from cultural, economic and environmental characteristics. The same is true about Tabriz domestic tourists which possess different educational level.

6.3.2 Hypothesis 2: There is a significant relationship between the psycho-cultural status and the satisfaction from visiting the destination.

In order to analyze the obtained data (psycho-cultural & satisfaction), Independent Samples T.test was adopted ($0.05 < 0.137$) but no significant relationship was observed between the two variables of psycho-cultural (cut point: $< 9.8 \geq 9.8$) and the satisfaction. Therefore, the hypothesis that there is a significant relationship between the psycho-cultural and the Satisfaction and is rejected.

The human needs theory has been used in the cultural and psychological variables. In this theory, the emphasis is mostly on the psychological and cultural variable of individual in question. In accordance with the theoretical definition of human needs, satisfaction from one part of life would expedite the other part of life. Relying on this theory therefore, it can be stated that should a satisfaction result from part of a tourism experience in the destination, this can directly impact and expedite satisfaction in other part of the tourism experience in which the results have been unsatisfactory. However, overall the tourist would feel satisfied from all his/her experience in the destination. In accordance with the descriptive statistics, Tabriz domestic tourists are mostly satisfied from citizen's behavior, people in charge of offering the tourism services, quality of accommodation, quality of tourism services, and the availability of information. In contrast, there are tourists who have expressed their concerns on matters such as city's traffic, shortage of public rest rooms and parking. Despite this latter, in the overall opinion, 93 percent of the tourists who have visited Tabriz have expressed their satisfaction for their trip. It is evident that due to the psychological variables that are close to one another, common cultural backgrounds and on occasions, the affection factor, they all have recommended and expressed their satisfaction to other potential travelers who may wish to visit Tabriz. The opposite is possible, whereby an unsatisfied

tourist who would discourage a trip by a potential tourist due to being unsatisfied from his/her trip to the destination.

6.3.3 Hypothesis 3: There is a significant relationship between the distances among Iran's seven identified tourist regions and Tabriz as a tourist destination.

In order to analyze the obtained data (distance from origin to destination), one-Samples T.test was adopted ($0.05 < 0.000$) then significant relationship was observed. One of the important motivating factors determining tourism trends is the geographical proximity of destinations to the places of tourists' origins. The close distance between the destination and the origins is one of the important factors directly affecting the number of tourists in the urban tourism destinations. Although the development of new mode of transportation like airplanes has dramatically reduced the distance in inner-city travels, yet distance is one of the affecting factors the tourism trends of the middle class who normally travel by road

There is a significant relationship between the distances of destination and points of origin, and the number of arrivals to Tabriz metropolitan. Therefore, the hypothesis is accepted. Almost 77.8 percent of the investigated samples were from areas which were a distance of between 60 and 1000 km from Tabriz. Only 22.2 percent of the visitors had come from the places which were 1000-2200 km away from Tabriz. Most of the tourists visited this city in the summer of 2011 were mainly from tourist region 1, comprising 45.7 percent of the total visitors. The cities of tourist region 1 are located 500-900 km away from Tabriz. In addition to close physical distance to Tabriz, the other reason for the greater number of visitors from this region is the common cultural, social and ethnic characteristics between the residents of East Azerbaijan and Tabriz with the visitors. Due to the development of economic activities, most of the residents of Azerbaijan region have migrated to Karaj and Tehran. Therefore the visits to this city

were multi-purposes in nature with the objectives of visiting friends and relatives for a recreational holiday and to rekindle cultural and ethnic ties. The lowest numbers of visitors were from tourist region 6, located in the south and center of Iran. This region has accounted for only 3.6 percent of the total visitors arriving in Tabriz metropolitan. The population of this region (6) being 1300-2200 km away from Tabriz, had the least travel motivation to visit Tabriz.

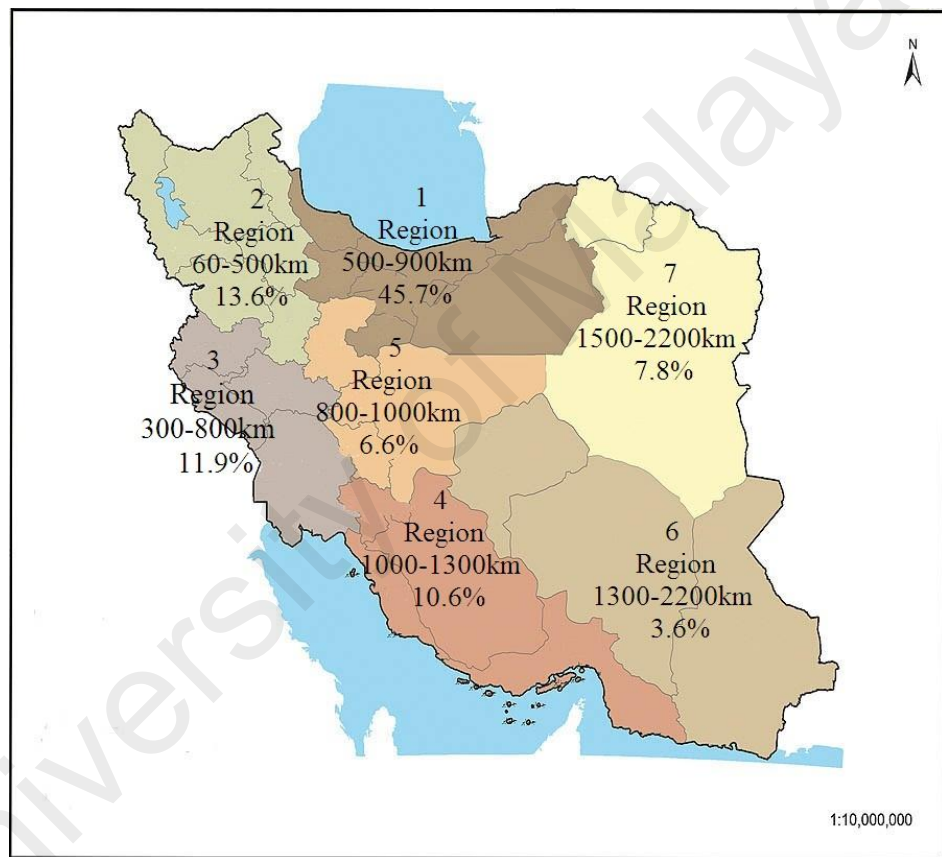


Figure 6.2: Distance between Iran's Seven Tourist Regions and Tabriz

Source: Heydari, 2004

6.4 Socio-demographic Variables and Motivation to Travel

The Chi-square and phi correlation coefficient have been used to get the analysis (age & motivation). The results show that there is a meaningful but weak relationship between the two age and motivation variables ($5.05 < .013$). The results of Table 5.50

indicate that tourists of middle to higher age have more motivation to travel to Tabriz. Overall, the more the age factor increases, the more the individual become conservative in their decision making and they would be less interested in exposing themselves to hard and risky conditions. Nevertheless, middle age men mostly conduct their tourism activities for the sake of getting relaxed and resting in an environment far from urban excitements. Hence, they would choose destinations that could assist them to achieve a relaxed and resting environment. City of Tabriz due to its historical, cultural and religious background has always been a relaxed city for its visitors and has been capable in providing a proper environment for tourists who are looking to relax.

In order to analyze the obtained data (sex & motivation) the Chi-square and phi correlation coefficient have been used. The test results indicate that there is no meaningful relationship between the two variables of sex and motivation ($0.05 > .826$). The results of Table 5.53 indicate that there are not many differences between the number of female and male tourists who are present in Tabriz. This status is evident that tourists due to sex characteristics have no special motivation in traveling to Tabriz. It must be said therefore that the gender combination of tourists who travel to Tabriz is influenced by the Iranian travel model which mostly include parents and their children. School holidays and nice weather during the summer are two most effective reasons for the Iranian family trips. (mostly to west of the country and Tabriz). The season provides unique opportunity for the families to travel and use most of their time during this season. Closeness of the family is peculiar to the social and cultural characteristics of the Iranians. Such unified approach has encouraged family trips and discouraged individual motivation for individual trips.

In order to analyze the obtained data (education & motivation) the Chi-square and phi correlation coefficient have been used. The test results indicate that there is a

meaningful relationship between the two variables of education and motivation ($0.05 > .019$). As it can be observed from the Table, all the three motivations of high, average and low at Bachelor level are 13.9 percent, 21.9 percent and 3.3 percent respectively. This status is indicative of the fact that the higher the educational level, the more motivation for a trip. Lamb, Hair & McDaniel (2002) is of the opinion that combinations of cultural, social, characterial as well as psychological have all impact on tourist's behavior and their expectation. Hence, the expected results are in conformity with the aforementioned opinion. Nonetheless, a portion of Tabriz tourists are well educated and having knowledge of the relationship between the education and the motivation can and will be effective in the tourism market segmentation.

In order to analyze the obtained data (occupation & motivation) the Chi-square and phi correlation coefficient have been used. The test results indicate that there is no meaningful relationship between the two variables of occupation and motivation ($0.05 > .139$). In the cross tabulation Table, occupation and motivation is observed in which government employees in the scale of 11 persons and 3 percent have weakest motivation. In contrast, students with the highest motivation and in the scale of 47 persons and 13 percent possess most motivation for traveling to (Tabriz). The summer is the ideal vacation time for traveling to Tabriz. During this season, many trips from all parts of Iran occur. These are mostly to spend leisure time. Hence, economic characteristics as well as Tabriz commercial potentials will be of less priority for people who visit Tabriz during the summer time. In addition, the school holidays have had impact on the combination of student population which constitutes most travelers as indicated in the Table 5.56.

In order to analyze the obtained data (marital status & motivation) the Chi-square and phi correlation coefficient have been used. The test results indicate that there is no

meaningful relationship between the two variables of marital status and motivation ($0.05 > .459$). In the cross tabulation table, marital status and motivation is observed in which married people with 222 persons and 61.5 percent had most motivation to travel to Tabriz. Because of the fact that most domestic trips in Iran are conducted in a family group, it is anticipated that most Tabriz domestic tourists to be married persons. Nevertheless, the decision making process in choosing the destination, mode of transport, accommodation etc...is influenced by the opinion of all family members. However, smaller member of families have most impact on the decision-making process. Therefore, the tourism behavior in the destination is influenced by each and every member of the families. Tabriz's accommodation, recreational, shopping...infrastructure has been effective in choosing this city as a destination for families. In addition, the existence of good public amenities and rich social culture of its citizens have been encouraging factors for families who chose to travel to Tabriz.

6.5 Discussion of the Research Questions

Research questions in relation to first objective are:

6.5.1 Question 1: Research question one asked, what is the dominant group of tourists who have visited Tabriz?

The checking of responders characteristics infer that the dominant structure of Tabriz domestic tourists travels is based on family or group. This model of traveling is due to emotional foundations resistance in family and it's educative values and the roles in Iranian-Islamic culture. Besides, the tour scheduling and tourist destination choice originate from an interaction between the members of family and the children's leisure time on summer vacation and the Iranian New Year holidays (beginning 20th of March). Although tourist journeys of responders don't result from the motivation combination, however, the decision making process and choice of tourists destination have all been affected by the combination of various factors such as time, season and suitable place.

These factors have caused tourist journeys perform most with all family members and in groups. This way of traveling has decreased the average age of tourists and created youth synthesis, civil employees, and married people of high education level and income.

Period of tourists traveling time (summer season & educational system's vacation) have caused that students and government employees organize the most structure of domestic tourists in Tabriz (75.5 percent) and following of this provision most of the economic and social strata of the society who were affected by this situation get appropriate occasion to travel; according to above factors it can be inferred that most of the domestic tourists are from middle class of the society but have academic education. All mentioned factors caused to form numerous population of domestic tourists on a specific period of time in the society; generally two main domestic tourists streams - summer season (22nd June through 22nd September) and new year holidays (beginning 20th of March)- have made a nationwide influence on all state and private departments activities and all dimensions of people's life.

The characteristic of the dominant tourists has led to an emergence of a special tourism behavior. Most Tabriz dominant young tourists are looking for activities proportionate to their age, however, the tourism infrastructure and services offered have not been responsive to this. Nevertheless, due to the low purchasing power of current tourists their demands have decreased to the extent that these would choose parks and schools for their accommodation, and purchase fewer meals from restaurants. This has led to lower injection of capital to city's economy. Despite this, these groups of tourists due to their lower expectation and demands have been reasonably satisfied from Tabriz service sector and tourism infrastructure.

6.5.2 Question 2: What are the most important characteristics in influencing Tabriz's socio-demographic tourism market?

In general, tourists' socio-demographic characteristics such as age, sex, education level, income, place of residence and etc...have influence on tourism market's supply and demand. However, it must be borne in mind that these characteristics are subject to constant change. Hence, it is necessary for marketing executives and tourism managers to scrutinize these changes in order to address and provide tourists' real demands. It also equips the tourism managers with the necessary tools so to enable them to have proper and timely reaction to these changes. In fact, Tabriz tourists' socio-demographic characteristics that can influence its tourism market are: Tourists of young age, majority students, mostly male, mostly married with their family members, mostly government servants, mostly having an average to lower income and mostly from cities and provinces close to Tabriz. Hence, the demand pattern and tourism necessities of the said Tabriz tourists very much depend on the above mentioned factors. The travel time is influenced by school breaks because during the school holidays which takes place in summer (22nd June through 22nd September) and new year holidays (beginning 20th of March), student population average of which being teenagers (approx. 18 million) are considered good potentials for the tourism demand. It must be pointed out that, Iranian families in conjunction with the spring and summer school breaks plan their annual travel based on that and when schools are closed. Therefore, Tabriz tourism market similar to other part of the country is very much influenced by the young population and the family travel mode. These characteristics would influence tourist's combination in terms of their components, number of people in any given journey, occupation, level of income and tourists' gender so much so to cause most of the travel groups to be members of a family whose travel is based on the family travel model. Moreover, spring and summer vacation would provide a unique opportunity for causing a family trip.

Hence, government servants and those business owners use their annual leave to close down their work and business and adjust their travel based on the school holidays. Therefore, most visitors to Tabriz are either government servants or private business owners. Nevertheless, the presence of mass tourists in the city of Tabriz during the summer time provides challenges in service as well as tourism production sectors. For instance, shortage of accommodation, heavy traffic in the city, increase in the price of service sectors, shortage of parking space etc...have created problems for the tourists in the one hand and caused the city managers to face with many challenges on the other hand. This study has viewed the tourism theories based on some population variables with influence over the market (Smith, 1954) and has referred to part of Tabriz tourism market demand.

Research questions in relation to second objective are:

6.5.3 Question 3: Research question three asked, what are the motivations that attract domestic tourists to visit Tabriz?

Developing tourism market relies on knowing the main motivations that encourage domestic tourists to choose Tabriz as a destination. This question was handled qualitatively to allow participants to state their motivation for choosing Tabriz without having to choose their reasons in a prescribed format. Tourists' stimulus motivations to come to Tabriz had presented to responders in 12 motivating factors as follows:

- 1) Enjoyable weather in spring and summer;
- 2) Historic and cultural attractions;
- 3) Enjoying both weather and cultural attractions;
- 4) Welfare and recreation facilities;
- 5) Cultural: included reasons given were interesting, different, and exotic;
- 6) Services and infrastructure;

- 7) Security and ethics;
- 8) Suitable sport for each season;
- 9) Normal travel cost;
- 10) Suitable travel time;
- 11) Closeness to place of residence; and
- 12) Visiting friends and relatives.

Generally pleasant weather, historic and cultural attractions have expressed as two main characteristics of the region in major stimulus by responders to Journey. It's inferring that two mentioned features remain evermore in motivation stimulus in order to entertain and get calmness, thus these must be noticed as major parts in the development of touristic feature of the region and Tabriz metropolitan. Also it must be mentioned that suitable time namely spring and summer season and vacation of country educational system in this period on the one hand has strengthened the main stimulus of travel and it has given multi feature to the responders purposes on the other hand; for instance visiting friends and relatives, have had supplement role for suitable time and season and sweet weather in motivation stimulus.

6.5.4 Question 4: Research question four asked, what attractions are mostly to be visited by those interested in traveling to Tabriz?

It presumes that most of the Iranian tourists traveling in order to be in a journey. The journey has become habitual and is used to spend one's time. Nevertheless, journeys lack the proper planning, infrastructure, suitable and sufficient tourism services. This problem on the one hand is due to the loss of customer-orientation in productions, activities and services in the tourism section, and shortage of entertainment and tourism substructures on the other hand.

The present study focuses on the theory of travel career ladder (Pearce, 1998) based on Maslow's needs pyramid (1956). By comparing the research findings with theory of travel motivations hierarchy, most of Tabriz urban domestic tourists place on two initial steps of this pyramid have physical and calmness requirement that indicate the level and lifestyle and type of responders motivation; this situation has made formation of the necessity types, demands, actions and the rate of their satisfaction according to their personalities. There is a meaningful relation between the responders' satisfaction rate and their cultural and economic position (second hypothesis); but responders expectations and satisfactions are different toward their job, education and incoming level that influence on responder's tourism preference and manner.

The weather condition in northwest and especially in Tabriz is more pleasant as compared to other parts of the country during summer. This characteristic coupled with historical and ancient heritage of Tabriz has strongly influenced the decision of tourists in traveling to Tabriz. These factors in market segmentation of Verbeke (1986) are considered as urban tourism factors and leisure time of first factors. This has been addressed in Figure 2.5. Nevertheless, school breaks during spring and summer time to a large extent has shaped the motivation of domestic travels to Tabriz. In this regard, the role of modern shopping complexes as well as the ancient ones as secondary factors played important role in attracting tourists to Tabriz and filling in their leisure time. However, Tabriz's special characteristic is its covered brick Bazaar with its historical background and its variety of economic activities and thus is considered the heart of Tabriz economy. Hence, based on the finding of the present study, the covered brick Bazaar, old houses, Azerbaijan and Iron Age museums, Shah-Goli great ark, Kabood Masjid (Mosque) have always attracted tourists and visited most by those who visit Tabriz.

Research questions in relation to third objective are:

6.5.5 Question 5: Research question five asked, what are the most important factors responsible for Tabriz tourist's satisfaction?

By identifying factors responsible for tourist's satisfaction one is able to offer practical solutions to increase such domestic tourist's satisfaction so to enable Tabriz tourism industry to develop. In order to respond to this question in an efficient manner and better understand this objective, the most important factors responsible for Tabriz tourists' satisfaction include 15 dependant variables which can be divided into the following 4 categories:

- 1) **Economic reasons:** (goods being cheap, quality of meals and restaurants, quality of the accommodation, Public transportation performance);
- 2) **Social factors:** (citizen's behavior, hotel personnel behavior, Museums, restaurants etc, language barrier, the level of people who are soliciting for help (i.e. those who beg for help in the street), observation of social problems, general beauty of the city and quality of providing information to tourists);
- 3) **Environmental factors:** (cleanness of tourism places & historical monuments, cleanness of the city, weather condition, traffic level in the city); and
- 4) **Political factors:** (safety & tourists' confidence)

In the event that factors responsible for Tabriz tourists' satisfaction is identified taking into account economic, social..., it is possible to procure tourist's various needs thus leading to tourism development in the region. This development will bring also economic benefits to Tabriz. In addition, identifying factors responsible for tourists' satisfaction can and will reveal obstacles and threatening factors to a large extent. Hence, with containing these factors it is possible to address and improve tourist's

satisfaction. In addition, due to the fact that satisfactory variable depends on a research it has been mentioned in research hypotheses one and two and questions five and six. Description and the necessary reasons in relation to the variable and the aforementioned parameter have been discussed in conclusion related to the said hypothesis.

6.5.6 Question 6: Research question six asked, what are the most important priorities responsible for domestic urban tourist's satisfaction?

City tourism managers should know which parts of the tourism market tourists are most satisfied with, for knowledge of this would cause tourists to extend their stay in the city and repeat their visit. Urban tourists have pointed out to 15 variables responsible for their visit to Tabriz as a tourism destination. These have been mentioned in response to question No. 3. However, tourists will not consider all of these factors to have identical importance because each one of these factors has different impact. Therefore, it is important to know the priorities of these factors. Based on the variables of safety and tourist's confidence, non existence of social problems, quality of meals and restaurant services, hotels, citizen's behavior, public amusements and historic sites cleanness, public servant's behavior (hotels, museums, restaurants etc...) city's public places cleanness, weather condition, city's general beauty, availability of goods with reasonable price, public transportation performance, language barrier, quality of information offered to tourists, traffic level, all included in the factors responsible for Tabriz metropolitan tourist's satisfaction.

Nevertheless variables of safety and tourist's confidence, non existence of social problems, citizen's behavior, public amusements and historic sites cleanness, are amongst the most important priorities factors in variables responsible for Tabriz Metropolitan tourist's satisfaction. This is indicative of the fact that by enhancing political stability, city's public safety, it is possible to increase tourists' confidence. When more tourists visit Tabriz this would tell the city's tourism managers that the need

for public safety has increased. Because in general, tourists have negative perception about petty crimes such as theft, prostitution, murder and other social problems and likewise, tourism managers relying on the social and moral infrastructures, and Tabriz's rich cultural and religious background have been able to provide a calm and secure environment for tourists. Nevertheless, accepting tourists and the existence of good interaction with them has always been a priority for tourists. Tourists' satisfaction is indicative of the fact that the society is getting used to interact with tourists and with a proper planning this can be improved.

However, this does not mean that if the variables have lesser importance they would necessarily be considered not important. Hence, a destination should not necessarily possess natural characteristics or be extraordinary historic so to become a developed destination. Nevertheless, cultural awareness and preparing public to better serve tourists, training personnel are amongst ways that could improve tourism service sector in Tabriz metropolitan which would eventually satisfy its tourists.

6.6 Significance of Findings

Findings from the present study reveal that domestic tourists to Tabriz could be characterized as middle income, young age, majority married, most government officer and self-employer, majority male with high level of education including many high school and bachelor graduates who had influenced the tourism market. Most of the tourists were from the neighboring provinces. The majority planned to spend between one to three nights at hotels, inns and travelers' park in Tabriz. Most of the tourists preferred the family mode of travelling and most of them chose to travel with their private car. Tourists did perceive Tabriz's historic attractions and Good weather as particularly unique. Majority of the tourists preferred the summer holiday to visit this city due to the favorable climatic condition and educational system holiday. Most of the

tourists expressed their general satisfaction with Tabriz as a tourist destination and would promote this city to the others. Two main purposes of tourists visiting this city has been to relax and have recreation. Domestic tourism trends were mainly self-motivated without being affected by the appropriate planning and tourism marketing. Most of the tourists cited aspects related to the traffic congestion, lack of public services, lack of welfare facilities, and lack of information to tourists and accommodation problem as their shortcoming during their visit to Tabriz.

6.7 Conclusion

The purpose of this study was to analyze the domestic segment of urban tourism market in Tabriz metropolitan. This study analyzed the socio-demographic, psychological, behavioral characteristics and the evaluation of domestic urban tourist in this city. This study provided main information about domestic tourist's behaviors, motivation, desires and satisfaction level. The type and hierarchy of travel motivations was influenced by tourists' level of needs, forming the preferences and behaviors of domestic urban tourists of Tabriz metropolitan. In addition, the findings of this study illustrated the inter-relation, the type of attractions, tourists' characteristics and their type of activities. This helps to know and provide a primary segmentation of Tabriz urban tourism market. Some significant information about primary segmentation of domestic urban tourism of Tabriz metropolitan has been provided through knowing the tourists' characteristics. According to the research findings, dominant structure of Tabriz domestic urban tourists' travels was based on family mode. This model of traveling was due to emotional foundations resistance in family and its educative values and culture. Summer season as a main domestic tourist traveling period have caused the students and government employees to organize the most structured domestic tourists in Tabriz metropolitan. Because of that most of the domestic urban tourists in this city were from middle class of society with low

purchasing power. Tabriz tourists' socio-demographic characteristics that can influence its domestic urban tourism market were: Tourists of young age, majority students, mostly male, mostly married, mostly government servants, mostly having an average to lower income, mostly from cities and their family traveling mode. Hence, the demand pattern and tourists' behaviors of the said Tabriz tourists very much depend on the above mentioned factors.

The results obtained from the distinct psychological characteristics of domestic urban tourists of Tabriz metropolitan which were primary reflection of their inner characteristics -affected by external factors- result in the formation of various needs, desires, preferences and behaviors. The main purpose of domestic urban tourists visiting Tabriz metropolitan has been to relax and have recreation. Generally pleasant weather, historical and cultural attractions have been expressed as two main characteristics of Tabriz in major stimulus by tourists to travel. Also enjoying from high social and moral security and the beginning of the educational year's holiday were three important factors to enforce the motivation of tourists to travel to Tabriz. In addition travelling during the summer holiday has become a culture among Iranians. The result is indicative of the fact that the domestic tourism trends were mainly self-motivated without being affected by the appropriate planning and scientific process of tourism marketing.

By identifying factors responsible for tourist's satisfaction one is able to offer practical solutions to increase such domestic urban tourist's satisfaction. The most important factors responsible for Tabriz domestic tourists' satisfaction were economic reasons, social, environmental and political factors. However, tourists will not consider all of these factors to have identical importance because each of one of these factors has different impact. Therefore, it is important to know the priorities of these factors.

Nevertheless variables of safety and tourist's confidence, non existence of social problems, citizen's friendly behavior, general cleanness of city, were amongst the most important priority factors in the variables responsible for Tabriz metropolitan tourist's satisfaction. In general, tourists have negative perception about petty crimes likewise, tourism managers relying on the social and moral infrastructures, and Tabriz's rich cultural and religious background have been able to provide a calm and secure environment for tourists. Tourists' satisfaction is indicative of the fact that the society is getting used to interacting with tourists and with proper planning this can be improved.

Social and cultural evaluation of characteristics of destination indicated that the majority of domestic urban tourists have observed no social problems in Tabriz metropolitan. Some of the main characteristics of this city were its social and moral health and secure environment which makes it an attractive destination for tourists. The evaluation of weakness and strength points of Tabriz metropolitan as a tourist destination can be considered as vital for determining objectives, policies and suitable strategies to develop tourism industry and satisfying tourists. The points of strength and weakness of Tabriz tourism industry from the point of view of domestic urban tourists were as below:

Weak Points:

- 1) Heavy urban traffic and lack of parking lots had made a smooth traffic impossible;
- 2) Tourist had communication problem due to culture and language difference;
- 3) There were very restricted number of guides and information centers all over the city; and

- 4) In general, the demand and supply of service was not customer-centered rather it was seller centered.

Points of Strength:

- 1) Tabriz benefits from various historic and cultural attractions belonging to both pre and post-Islamic periods;
- 2) Good attitude and high social culture were the most prominent characteristics of they being a good host;
- 3) Tabriz enjoys from pleasant climate in the first half of the year, and it also has the possibility of performing winter sports;
- 4) Security and social and moral peace was some of the valuable characteristics of Tabriz;
- 5) Beauty and cleanliness of public environment and passages was admirable; and
- 6) While planning for Tabriz urban tourism, the accommodation needs of the middle socio-economic class of society had been taken into consideration.

The findings of the study were revealing that most of the tourists were satisfied with the destination wishing to recommend visiting Tabriz to others. Satisfaction of most tourists from Tabriz outlook is a success for this city and an indication of the fact that this city has the potential and capability to plan and attract domestic urban tourists.

6.8 Recommendations

6.8.1 Recommendations for Future Study

On the basis of the findings the present study has some recommendations for future study.

- 1) This study has focused on the characteristics of domestic tourists who visited Tabriz during the summer season. Conducting study on characteristics of the domestic tourists who visited Tabriz in other seasons can and will provide useful information toward developing sustainable tourism activities and as such requires future studies;
- 2) This study aimed to examine the characteristics of Tabriz domestic tourists. To conduct study on international tourists who visit Tabriz in order to expand tourism market, requires future studies;
- 3) The study on socio-demographic, psychological and tourists' behavior, has offered a preliminary segmentation on the domestic urban tourism demand for Tabriz. Nevertheless, in order to conduct specialized marketing and access to the parallel demand market, a separate study on socio-demographic characteristics, psychological and tourists' behavior is required for future studies; and
- 4) The present study has examined the characteristics of domestic urban tourism market demand. Therefore, in order to create harmony between supply (tourism services and the production) and demand (needs and tourists' expectation), it is imperative to conduct future studies on other sections of urban tourism market meaning, the supply section.

6.8.2 Recommendations for Improving Practice

- 1) In order to develop the urban tourism, it is necessary to create a comprehensive statistic and up-to-date base and information bank about

the characteristics of the domestic urban tourists of Tabriz²³, which can be easily available for the researcher, marketers and urban management;

- 2) The market of supplying goods and products in Iran is not costumer-oriented rather than seller-centered. It is necessary to correct this wrong attitude governing the market of supply and demand. This attitude should be replaced with mutual respect between the costumer and the seller which is one of the inevitable requirements;
- 3) Historic, cultural and natural attractions have been the primary motivating factors for domestic tourists to travel to Tabriz. These attractions are considered as the primary tourism wealth. In order to be successful in the domestic urban tourism marketing, these attractions should be precisely evaluated;
- 4) In order to develop the domestic urban tourism, to enhance the attractiveness of man-made tourist attractions, is of high significance. Moreover, development of various urban public spaces and their surrounding environments -on the basis of tourism market- is one of the necessities for flourishing domestic urban tourism in Tabriz.
- 5) Urban tourism managers should pay attention to difference of characteristics of domestic tourists and avoid having a uniform look at all tourists. In order to increase the economic benefits and duration of stay of tourists in the destination, provision of tourist services and products should be done in a diverse manner on the basis of the needs, desires and market segments; and

²³ Socio-demographic, psychological, behavioral characteristics and the degree of satisfaction of tourists (age, sex, occupation, marital status, education, motivations, stay duration, the ways of gaining information, expenses, preferences, evaluation and degree of satisfaction, etc).

- 6) Destination choice, enhancement of motivations, behaviors and expenses during travel time are formed under the influence of quality and quantity of these facilities affecting tourist facilities. That is why it is suggested to enhance the quality and quantity of urban tourism facilities of Tabriz metropolitan on the basis of the characteristics of domestic tourism market and through predicting future market.

Finally, the present study believes that the following fundamental considerations are necessary for developing domestic urban tourism industry of Tabriz metropolitan:

- 1) Paying attention to the conceptual development of tourism among urban management and necessity of introducing Tabriz by taking advantage of historic, cultural and natural attractions as a privileged tourist destination;
- 2) Writing a comprehensive and applicable marketing plan based on the domestic tourism markets with emphasis on changing the perception of tourists, that is the seasonality and single-product state of tourism in the region and paying attention to the personal differences of tourists and avoiding a uniform look at all tourists and travelers;
- 3) Considering the role of tourism in other plans and projects of economic and social development in East Azerbaijan province and Tabriz metropolitan; and
- 4) Necessity of presence of educated private sector in supplying tourist goods and products and the evaluation of the possibility of absorbing the participation of private investors in the development of tourism infrastructures and products.

The purpose of conducting the present study was to explore the characteristics of the domestic urban tourism market for the future development of urban tourism of Tabriz

metropolitan. A practical framework for Urban Domestic Tourism Development presented below.

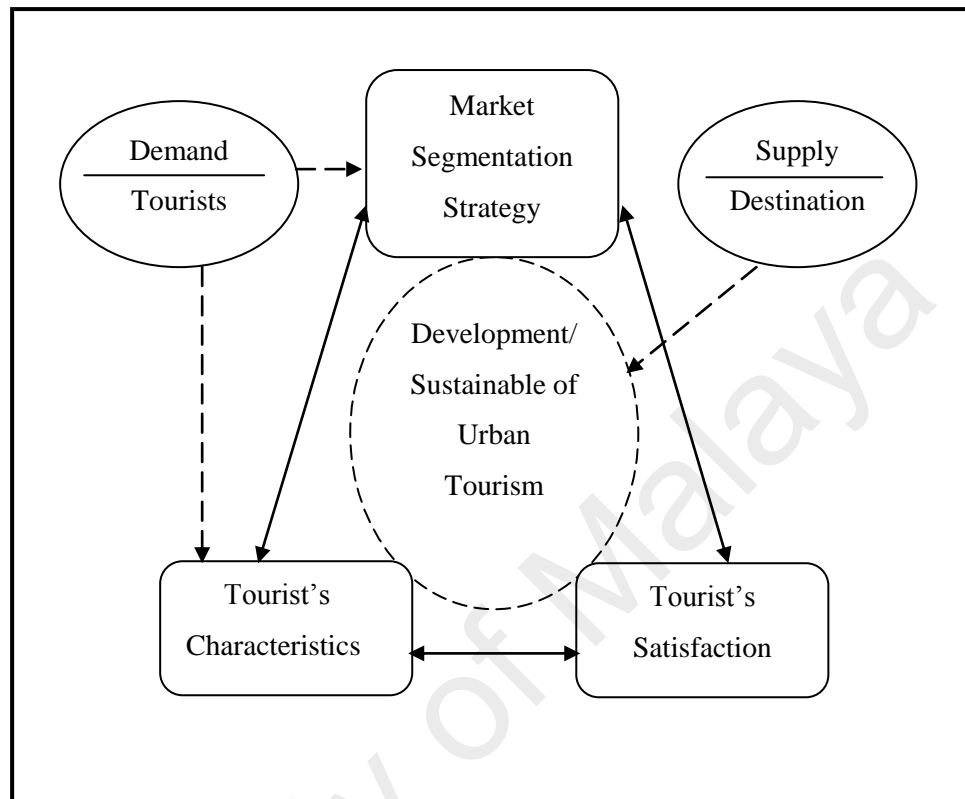


Figure 6.3: Practical Framework for Urban Tourism Development

6.9 Summary

The main gap in Tabriz domestic urban tourism relates to knowing tourist characteristic. The aim of the present study was to analyze the domestic segment of urban tourism market in Tabriz. Three research hypotheses have been designed on the basis of the six research questions in chapter one. These hypotheses were examining the relationship between socio-demographic, psych-cultural variables and tourists' satisfaction. The third hypothesis was examining the relationship between the distances among Iran's seven identified tourist regions and Tabriz as a tourist destination. After testing the obtained data observed that there was no significant relationship between the socio-cultural variables (sex, age, marital status & education level) and the tourist's

satisfaction; but there was significant relationship between the destination among Iran's seven identified tourist regions and Tabriz as a tourist destination. In relation to the research questions the results show that family members are the dominant group of tourists they visited Tabriz. Generally pleasant weather, historic and cultural attractions have expressed as two main characteristics of region in major stimulus by responders to Journey. Most of the tourist's socio-demographic characteristics are young age, majority students, mostly male, mostly married with their family members, mostly government servants, mostly having an average to lower income and mostly from cities and provinces close to Tabriz.

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