Sociological Analysis of the Effective Factors in the Development of Urban Tourism (A case of Mashhad Metropolitan)

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ABSTRACT

Tourism as the largest service industry in the world has a special role in the development of geographical regions. It would be taken the better scientific and administrative steps to access the actual development of geographical regions when the dimensions of tourism and its related fields well known. In this between, sociological tourism and its affecting parameter is one of the most important aspects of tourism in cities which unfortunately has been neglected. In order to, current research has been used of descriptive - analytical approach and TOPSIS technique to evaluation and ranks the sociological affecting factors on urban tourism in Mashhad city. Results show that According to studied and analysis it found that lack of attention to sociological factors in the city causes of crime in the region and this has led to many negative impacts on the Mashhad tourism.

Keywords Urban Tourism; Sociological Factors; Mashhad Metropolitan; Urban Society.

1. INTRODUCTION

In the contemporary society, the tourism represents through its content and role, a distinctive domain of activity, an essential component of the economic and social life for a growing number of world countries, countries that see in their own touring potential a real wealth generator. The tourism is considered first of all a recreation form besides other activities and formulas of spending the leisure time [1]; it implies the temporary move of people through destinations situated outside the regular residence and activities deployed during the time spent at those destinations [2]. Also in most of the situations, it implies the performance of some expenses with impact upon the economies of the visited areas. So, the tourism is presented as a complex activity, with a multitude of fronts, with significant economical loading, positioned at the intersection of more branches and sectors of economy; all these find their reflection in the variety of points of view regarding the content of tourism concept and the adjacent concepts [3]. Also, tourism activities mean a complex interplay of different factors. The planning and development of tourism implies the management of a lot of information related to the cultural, social and economic context of each reality, and potential relations due to proximity or another location factor [4].

Within an urban community, the tourism can bring

significant benefits [5]. These benefits refer at:

- ❖ Creating new work places;
- ❖ New perspectives for local tourism firms;
- ❖ New investment possibilities;
- ❖ Increase of incomes and implicit the improvement of life standards for local collectivity;
- ❖ Generating incomes from local taxes which can be used for restoration of infrastructure and improvement of the community facilities;
- ❖ Improvement of the infrastructure whose direct beneficiaries, besides the tourists from the area, will be the residents of that area;
- ❖ Assurance of the financial sources for conserving the natural areas, art, handicraft, archeological and historic areas, cultural traditions [6];
- ❖ Improvement of the environment quality [7].

The last quarter century was also marked by some major historical events, which either strengthened or resisted those basic trends, and thereby significantly affected the global dynamics of contemporary tourism. The principal benchmark events of this period can be summarized as follows: One, the collapse of the Soviet Union and of the East European communist regimes, and the subsequent transformation of China and Vietnam into post-communist societies. The stagnant life and cultures of these huge regions were subsequently opened to inbound, mostly Western, tourism, whereas

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their flourishing liberalized economies engendered a growing flow of outbound tourism into their neighboring countries and to the West. Two, the relocation of the focus of economic growth from the West to the "emergent economies" of non-Western countries, primarily in Asia (China, India, South Korea, Hong Kong, Singapore), but also in Latin America (Brazil). These broad social trends and dramatic historical events thoroughly affected the scope, origins and destinations of tourist flows, the motives and styles of travel, the structure of the tourist industry, and the relationship between tourism and ordinary life. They also impacted the modes of sociological thinking about tourism, the paradigmatic and theoretical approaches to it [8, 9].

2. BACKGROUND

Sociological theorizing about tourism during the last quarter of the 20th century was dominated by the question of the relationship between tourism and (Western) modernity [10, 11], and particularly by the issue of authenticity as a cultural motive, albeit motivating individuals to varying degrees of intensity , in tourist experience. Stated originally in McConnell's (1973) seminal article in terms of "staged authenticity," the twin arguments that moderns seek authenticity outside modernity, and that locals stage it for them, appeared to have the potential to become the basis of a paradigm for the sociological study of tourism. Instead, the discourse turned to the elucidation of the multiple meanings of "authenticity" and split up into sub-discourses around the three types of authenticity discerned by Wang [12]: "objective (object)" authenticity, "constructed" authenticity and "subjective (existential)" authenticity [13]. Christopher Law examines the relationship between tourism and urban areas. He distinguishes between primary, secondary, and additional elements of a city's tourism resources. Primary elements provide the main reasons why tourists visit cities. Secondary elements such as accommodation and shopping as well as additional elements like trans

portation or tourist information are also very important for the success of urban tourism, but are not the main attractor of visitors [14].

Urban tourism refers to a variety of social practices and institutional forms that involve the production, representation, and consumption of urban culture, history, and environment. In conventional accounts, tourism is a set of discrete economic activities, a mode of consumption, or a spatially bounded locality or "destination" that is subject to external forces producing impacts. Other research, in contrast, conceptualizes tourism as a highly complex set of institutions and social relations that involve capitalist markets, state policy, and flows of commodities, technology, cultural forms, and people. One can find conceptualizations of tourism as a search for authenticity; an expression of leisure and performativity identity; a malevolent form of colonialism; a form of pilgrimage to culturally significant places; a type of ethnic relation; a force for historical and cultural communication; and a process of mobility and demographic migration. In John Urry's famous concept of the "tourist gaze," tourists view or gaze upon particular sites and sights because "there is an anticipation, especially through day-dreaming and fantasy, of intense pleasures, either on a different scale or involving different sense from those customarily encountered" [15].

One major debate in tourism studies concerns whether tourism is a global process of simulation that reflects and reinforces people's alienation from society and social relations. Early, Dean McConnell (1973) developed the concept of "staged authenticity" to refer to the manufacturing of local culture to create an impression of authenticity for a tourist audience. McConnell conceived of culture as primordial and viewed tourists as alienated consumers who strive to experience an authentic experience and encounter with authentic sites, objects, or events [10].
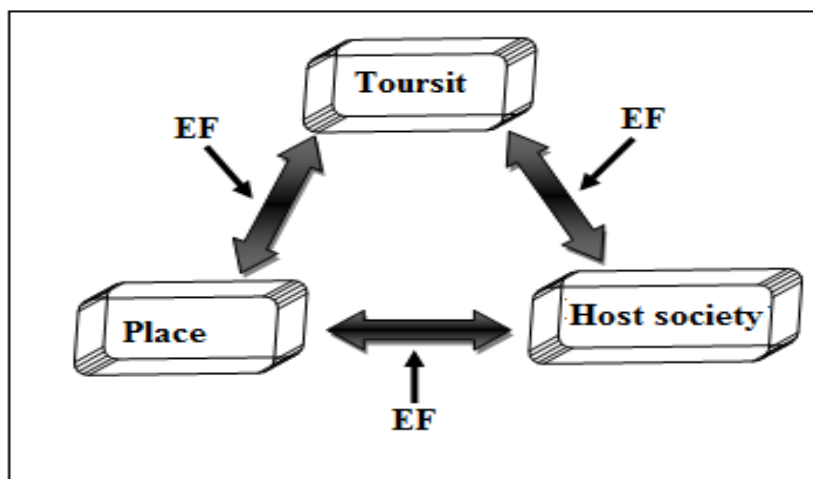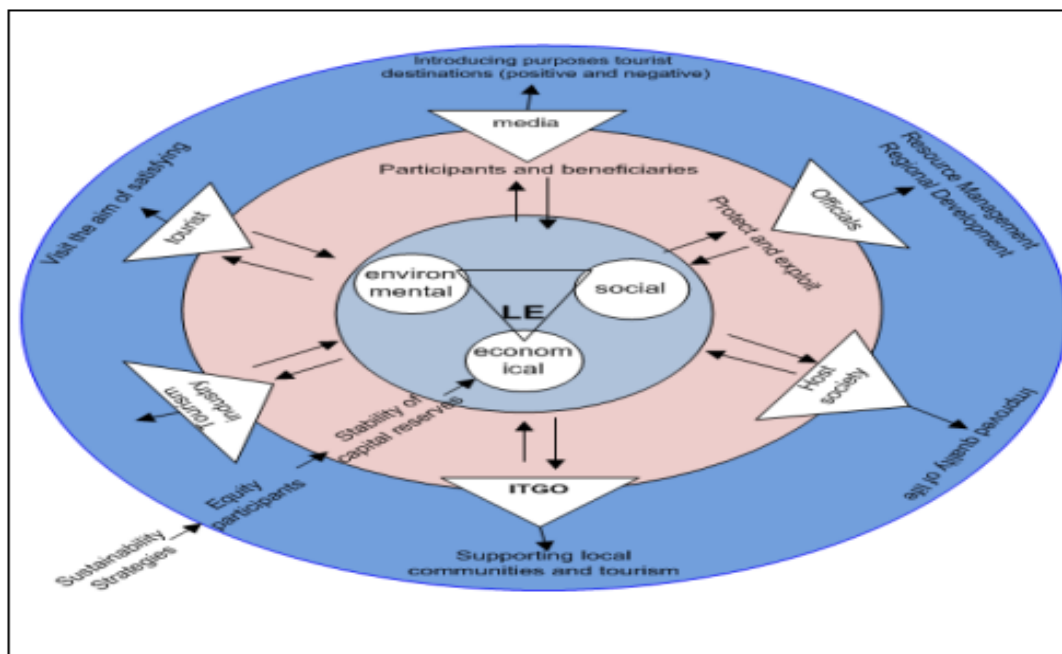

Fig.1. three main principle of tourism.

Source: Authors, 2014

Ritzer and Liska (1997) maintain that rather than seeking authenticity as MacCannell suggests, people prefer inauthentic and simulated tourist attractions and experiences because these can be made to be highly predictable and efficient vehicles for delivering fun and entertainment. Other scholars have used the concept of Densification to examine the spread of Disney theme-park characteristics to cities and urban culture. This city-as-theme-park explanation suggests that urban cultural spaces are being refashioned to attract visitors and enhance entertainment experiences through the production of fake histories and phony cultures that masquerade as "authentic" [16].

In contrast, more recent research eschews a conception of tourism as eroding urban culture and examines the ways in which tourism practices invigorate local culture and relations. Gotham (2007) has elaborated on the concept of touristic culture to examine the actions of local elites in using tourism practices, images, symbols and other representations to build a New Orleans community identity during the first half of the twentieth century [17]. As he points out, powerful groups and organized interests often deploy symbols and imagery in an attempt to unite local citizens and build a supportive constituency for tourism development. Tourism practices can support and invigorate existing modes of authenticity, help reconstruct old forms of authenticity, and promote the creation of new meanings of authenticity and local culture. Rather than viewing authenticity as immutable and primordial, Gotham examines the process of authentication, focusing on how and under what conditions people make claims for authenticity and the interests that such claims serve. Findings suggest that tourism discourses, practices, modes of staging and visualization can shape and constrain the availability of symbols and themes people use to construct meanings and definitions of authenticity.


Fig.2. urban tourism in cities area.
Source: [18]

The implication is that tourism discourses, practices, and framings can mobilize people to create new authenticities, reinvent culture, and foster new conceptions of place identity [19].Therefore, as the main focus is on the economic dimension and this can be found in concepts such as tourism, especially in urban tourism. So today in many countries of the tourism industry, the city is the foundation for the development of tourism, because of all types of the city contain these tourist attractions, this mean that, can be able to seen the natural, cultural and man-made attractions, respectively. Creation and development of appropriate urban spaces, rehabilitating the abandoned and died apparently spaces with the intention of reviving the ancient aspects of society, is the effects of the development of urban tourism. To this end, many cities trying to benefit from Specific Features of the town municipal. Urban spaces in contemporary cities as an attraction for tourists can be divided into two categories:

- Modernization or new spaces such as parks, modern sales center, or cultural sites, squares and plaza;

- Traditional spaces such as markets, shrines, cemeteries, gardens, mosques and other historic sites [20].
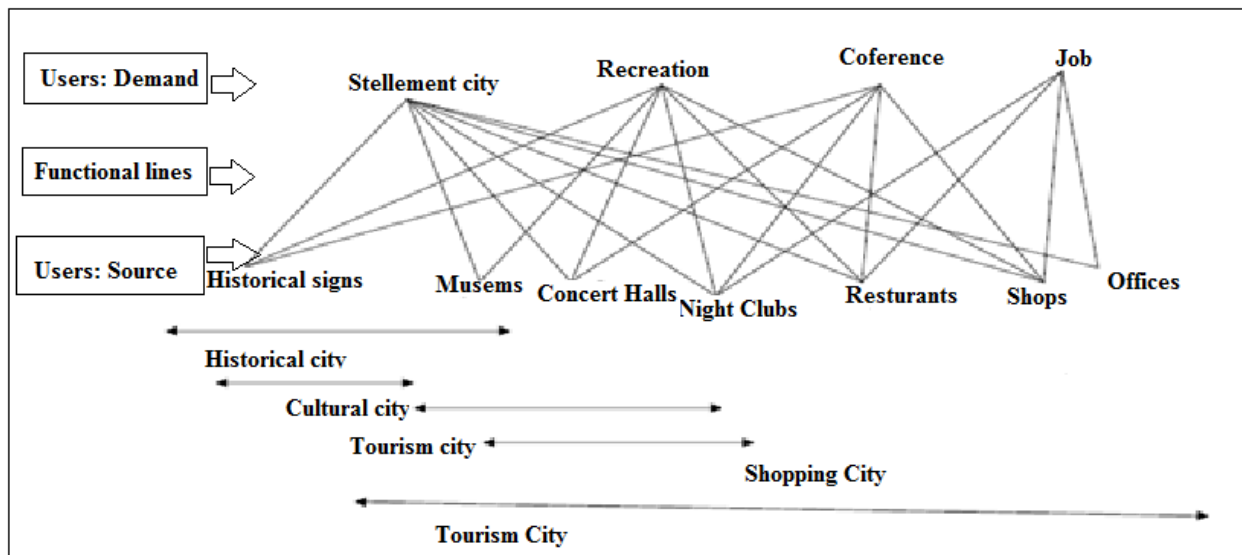
Fig.3. Urban tourism typology

3. CASE STUDY REGION

Mashhad is the capital of Khorasan Razavi Province of Iran (Fig. 3). It is one of the most important cities because of its religious, historical and economic values that attract a large number of people each year. In 1986, its population was 668,000 whereas its current population is about 2.8 millions. Since 1987, built-up areas in the city have expanded significantly [21]. Mashhad covering an area of 204 sq. km, for centuries, has been an important trade center and junction point on Silk Road caravan routes and highways from India to Iran and from north to south between Turkmenistan towns and Sea of Oman. At the beginning of the 9Th century (3rd century AH) Mashhad was a small village called Sanabad situated 24 km away from Toos. Mashhad has become the second Iran country's second metropolitan in recent decades [22]. Mashhad as other shrine cities in the world has different potential's in the field of attraction urban tourism. In this between, advertising as a powerful tool has a key role in exacerbated of this process.
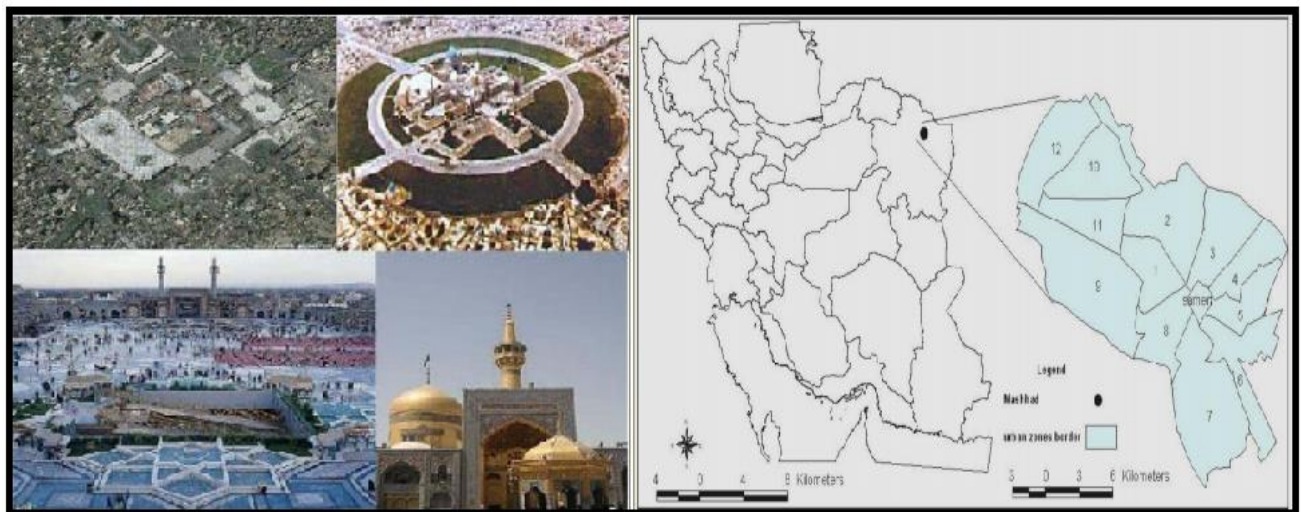
Fig.4. A view of case study region.
Source: Authors adopted [21].

4. METHODOLOGY

The methodology is based on descriptive-analytical approach and documental method to collect information. In order to, in this research was used of 10 variables to analysis the sociological barriers to tourism development in Mashhad city. Also, the rates of effects in each social variable were evaluated in five status of (very low, low, medium, high and very high).

Table 1
Tourism sociological factors in Mashhad metropolitan

	Sociological urban tourism parameters
1	Citizens tendency rate to participate in the tourism;
2	Development of cultural relations and opportunities for interaction between citizens;
3	the tourism impact on the commodification of culture;
4	the tourism impact on improving of infrastructure and facilities;
5	Public destruction activism;
6	Improve the quality of life in the presence of tourists in the society;
7	Increase in crime and villainy;
8	Cultural damage (reduced by the culture of the host society);
9	the tourism impact on the preventing migration and population stability;
10	Rate of using expertise in the staff & tourism administrative.

Source: Authors, 2014.

5. RESULTS AND FINDINGS

TOPSIS is one of the most useful decision making models. This model has been used a number of times. In this method, M options analyzed through N indices. The basis of this technique is the concept that the selected option should have the least distance from the positive ideal solution (the best possible solution) and the most distance from the negative ideal solution (the worst possible solution).The hypothesis is that the ideality of every index is steadily increasing or decreasing. The solution of the present method requires the following six steps that here, because of the vastness of the steps the health-care indices excluded and only the cultural indices are included for the purpose of this paper.

Step 1: Quantize and admeasuring of decision matrix (N): we have used the admeasuring norm to do that:

$$n_{ij} = \frac{a_{ij}}{\sqrt{\sum_{i=1}^{n} a^2 ij}}$$

Table 1
Tourism sociological factors in Mashhad metropolitan

Parameters	Very low	low	medium	high	Very high
Citizens tendency rate to participate in the tourism;	0.316	0.294	0.129	0.189	0.516
Development of cultural relations and opportunities for interaction between citizens;	0.316	0.392	0.129	0.189	0.258
the tourism impact on the commodification of culture;	0.316	0.098	0.129	0.189	0.645
The rate of tourist satisfaction from local services and facilities;	0.316	0.294	0.387	0.189	0.129
the tourism impact on improving of infrastructure and facilities;	0.316	0.298	0.387	0.756	0.129
Public destruction activism;	0.316	0.294	0.516	0.189	0.129
Improve the quality of life in the presence of tourists in the society;	0.316	0.294	0.387	0.189	0.129
Increase in crime and villainy;	0.316	0.294	0.129	0.378	0.387
Cultural damage (reduced by the culture of the host society);	0.316	0.490	0.258	0.189	0.129
The tourism impact on the preventing migration and population stability.	0.316	0.392	0.387	0.189	0.129

Source: Authors, 2014.

Step 2: To obtain rhythmic admeasuring matrix, it is required to have the weights of the indices. To do this first with the technique of entropy Shannon (or other methods) the indices weights are measured. These weights are obtained through the following method.

Table 2
Weighted index using the Shannon entropy method

Parameters	Very low	low	medium	high	Very high
Citizens tendency rate to participate in the tourism;	0.003	0.006	0.001	0.076	0.300
Development of cultural relations and opportunities for interaction between citizens;	0.003	0.008	0.001	0.076	0.150
the tourism impact on the commodification of culture;	0.003	0.002	0.001	0.076	0.374
The rate of tourist satisfaction from local services and facilities;	0.003	0.006	0.004	0.076	0.075
the tourism impact on improving of infrastructure and facilities;	0.003	0.002	0.004	0.302	0.075
Public destruction activism;	0.003	0.006	0.005	0.076	0.075
Improve the quality of life in the presence of tourists in the society;	0.003	0.006	0.004	0.076	0.075
Increase in crime and villainy;	0.003	0.006	0.001	0.151	0.225
Cultural damage (reduced by the culture of the host society);	0.003	0.010	0.003	0.076	0.075
The tourism impact on the preventing migration and population stability.	0.003	0.008	0.004	0.076	0.075

Source: Authors, 2014.

Step 3: Now the positive and negative ideals for each index should obtained. For an index with a positive aspect, the positive ideal is the greatest amount of V and in opposite an index with a negative aspect the positive ideal is the smallest amount of V. In addition, the negative ideal for the positive index is the least amount of matrix V, the negative ideal for a negative index is the greatest amount of matrix V. The amounts of positive and negative ideals for these indices are as follows:

$$V_i^+ = \{min\ Vi1,\ max\ Vi2,\ max\ Vi3,\ max\ Vi4,\ max\ Vi5,\ max\ Vi6,\}$$

$$V_i^- = \{max\ Vi1,\ min\ Vi2,\ min\ Vi3,\ min\ Vi4,\ min\ Vi5,\ min\ Vi6,\}$$

Step 4: To obtain the distance between every option and the positive or negative ideals, the following formulas are used:

Step 5: In this step, the degree of closeness of every option to the ideal solution is measured. To do this the following formula is used.

$$d_i^+ = \sqrt{\sum_{j=1}^{m}\left(v_{ij} - v_j^+\right)^2}$$

$$cl_i^* = \frac{d_i^-}{d_i^- + d_i^+}$$

Step 6: The ordering of options can done according to the obtained CL in the previous step. An option with more CL is a better or ideal one.

$$d_i^- = \sqrt{\sum_{j=1}^{m}\left(v_{ij} - v_j^-\right)^2}$$

Table 3
Ranking indices according to expert view

Parameters	Si+	Si-	Ci +	Ranking
Citizens tendency rate to participate in the tourism;	0.24	0.22	0.48	4
Development of cultural relations and opportunities for interaction between citizens;	0.32	0.56	0.64	2
the tourism impact on the commodification of culture;	0.23	0.40	0.64	2
The rate of tourist satisfaction from local services and facilities;	0.38	0.59	0.61	3
the tourism impact on improving of infrastructure and facilities;	0.30	0.23	0.43	6
Public destruction activism;	0.38	0.01	0.01	7
Improve the quality of life in the presence of tourists in the society;	0.38	0.00	0.02	6
Increase in crime and villainy;	0.21	0.17	0.44	5
Cultural damage (reduced by the culture of the host society);	0.21	0.01	0.02	6
The tourism impact on the preventing migration and population stability.	0.30	0.56	0.65	1

Source: Authors, 2014.
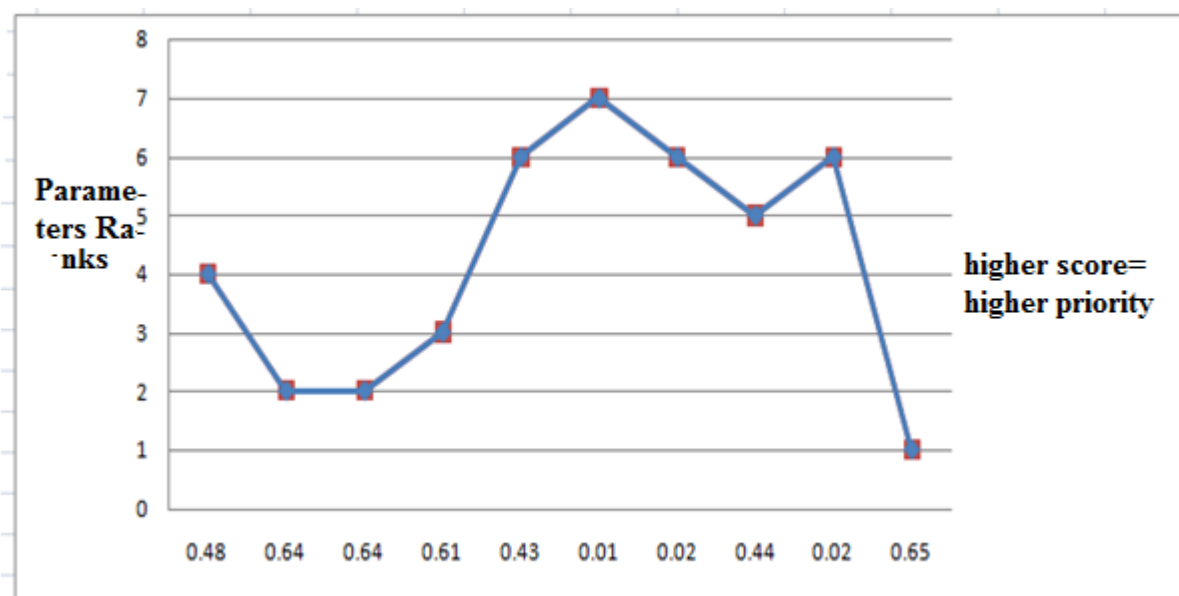
Fig. 5. Parameters ranking based on result analysis

Source: Authors, 2014.

Tourism is one of the most important and sensitive issue in the modern world that it is influence of sociological factors and parameters. According to studied and analysis it found that lack of attention to sociological factors in the city causes of crime in the region and this has led to many negative impacts on the Mashhad tourism. Social harms of the study area can be found under the below map.

Table 4
Sociological Status of tourism development in Mashhad metropolitan

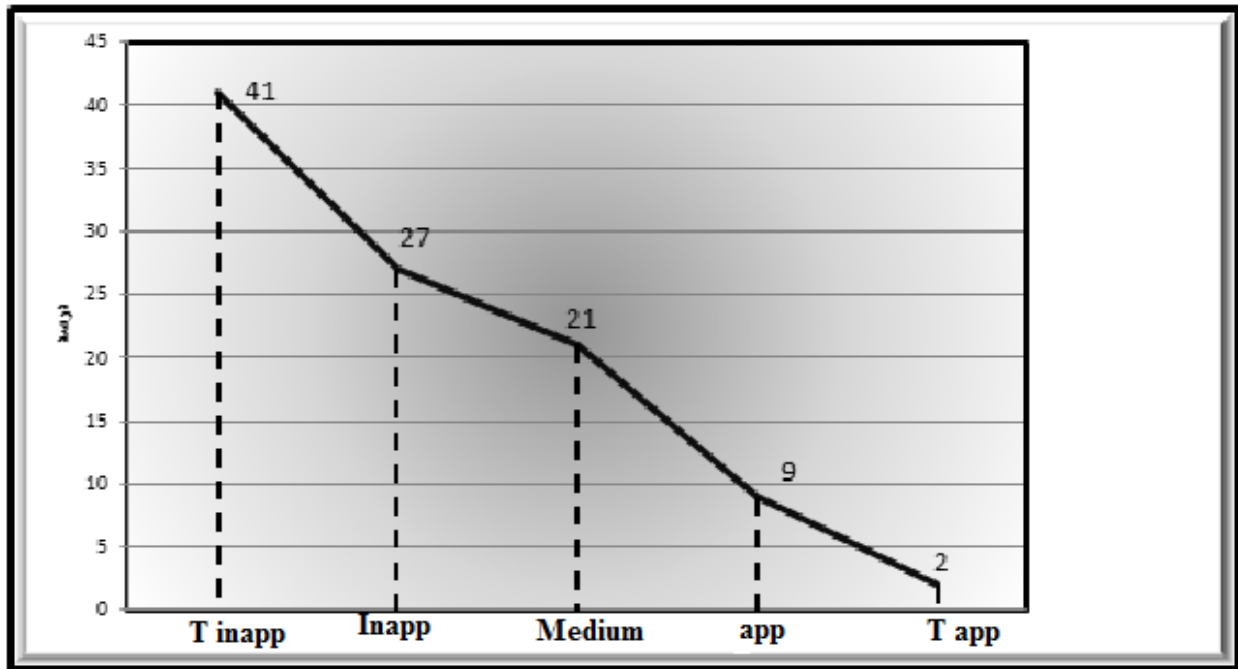|	Frequency	percent	Valid Percent	Cumulative Percent
Totally inappropriate	164	41.0	41	41
inappropriate	108	27	27	68
normal	84	21	21	89
appropriate	36	9	9	98
Totally appropriate	8	2	2	100
Total	400	100	100	---

Source: Authors, 2014.

Fig. 6. Sociological Status of tourism development in Mashhad metropolitan
Source: Authors, 2014.

CONCLUSION

In contrast, more recent research eschews a conception of tourism as eroding urban culture and examines the ways in which tourism practices invigorate local culture and relations. Gotham (2007) has elaborated on the concept of touristic culture to examine the actions of local elites in using tourism practices, images, symbols and other representations to build a New Orleans community identity during the first half of the twentieth century (Gotham, 2004). As he points out, powerful groups and organized interests often deploy symbols and imagery in an attempt to unite local citizens and build a supportive constituency for tourism development. Tourism practices can support and invigorate existing modes of authenticity, help reconstruct old forms of authenticity, and promote the creation of new meanings of authenticity and local culture. Rather than viewing authenticity as immutable and primordial, Gotham examines the process of authentication, focusing on how and under what conditions people make claims for authenticity and the interests that such claims serve. Findings suggest that tourism discourses, practices, modes of staging and visualization can shape and constrain the availability of symbols and themes people use to construct meanings and definitions of authenticity.

In the 1990s, new structural changes in production and consumption, the globalization of the economy, and the high competition among places to capture tourism revenues and middle class residents increased the number of urban policies and institutional arrangements oriented to the development of urban tourism as a source of economic, social and physical urban revitalization. Tourism is one of the most important and sensitive issue in the modern world that it is influence of sociological factors and parameters. According to studied and analysis it found that lack of attention to sociological factors in the city causes of crime in the region and this has led to many negative impacts on the Mashhad tourism.

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