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## ***The Study of effective sub- factors in selection of pilgrimage tours***

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### ***ABSTRACT***

*Religious tourism is mostly considered as the oldest form of people's travel (Blackwell, 2007). Pilgrimage tours are considered as one types of pilgrimage tourism, really has been welcomed by many people in the world. Muslim, Christian and other pilgrimage sites seem to be attracting increasing numbers of visitors .apparently religious motivations are the most important reason to choose religious tours ,but studies show this is not the only one and some factors contribute to choose and request this kind of travel.in this case we Focus on effective sub factors in selection religious tours Which has been held in Qom for ten days in 2020 .by Structured interview we collected data and analyzed them by thematic method. result shows different effective sub-factors like Learning religious Contents, Familiarity with the historical contexts of sacred places, Familiarity with the historical context of the Geographic Area around holy places, Familiarity with the historical narrative about each places, Familiarity with historical rituals related to each places and Awareness of vehicle safety are Involved.*

*Keyword s: tourism, religious tourism, pilgrimage tourism, tourist*

## **INTRODUCTION**

*Since ancient times, travelling for fervor and religious devotion purposes have been present inhumanity. In this way, religious tourism starts from the moment people begin a journey due to a question of belief. It begins with a religious manifestation—the pilgrimage—where the pilgrim is considered a tourist of religious motivation ( Digance 2003; Turner 1973; Turner and Turner 1978).One type of religious travel is the pilgrimage. There are evident links between tourism and pilgrimage in terms of both the journey and the experience of community; indeed, Turner and Turner (1978) famously claimed that ‘s tourist is half a pilgrim, if a pilgrim is half a tourist’ (p. 20).*

*The Pilgrimage tourism provides an opportunity to participate in worshipping and praying. The Pilgrimage can also be classified according to the number of participants, i.e. individual, family, group. If one considers the duration of the tour, one can identify long and short pilgrimages(Gregorio 2017).*

*Nowadays religious tourism is closely connected to holiday and cultural tourism, as spiritual journeys and visits are not the main and dominant motives for travel. For example, pilgrims at Fatima visit the Atlantic coastline and culturally interesting cities in the neighboring area (Rinschede, 1992). According to the United Nation World Tourism Organization (UNWTO, 2008), nearly 300 million pilgrims visit religious sites every year all over the world, representing an expanding economic sector. For the tourism industry, pilgrims are generally treated like general tourists because pilgrims often have the same needs as general tourists and visit tourist-frequented places, such as museums, cafes, and shops ,in addition to the religious sites.*

*Travel to sacred places may be motivated by a number of reasons, ranging from deeply religious to plain curiosity. Such travel is generally placed within the purely religious domain of pilgrimage or within the profane and hedonistic pursuits of tourism. While the focus in pilgrimage is on the association with some sacred and numinous supernatural power and the ability to get closer to it by means of religious practices, tourism is mainly about ‘getting away’ to experience a change. However, these two forms of travel are interconnected(Rodrigo,2012). in an increasingly secular world, many non-religious people undertake journeys to sites of deep personal meaning .Thus, secular pilgrimages include journeys to the gravesites and memorials of celebrities, famous sporting grounds, or sites of political significance (Digance 2006; Kaelber 2006; Margry 2008;Morinis 1992; Olsen and Timothy 2006). In short, Hyde and Harman (Hyde and Harman 2011) say that the pilgrimage is not just a religious phenomenon, and the old paradigm of pilgrimage,*

*predicated on religious elements, no longer holds (Collins-Kreiner 2010, 2010). In its place must be recognized two alternative forms of pilgrimage: the religious and the secular.*

*previous studies and tourism Behavior Suggests that there are different effective factors in selecting Pilgrimage tours, in this study We are determined to Review effective sub factors on choosing Pilgrimage tours. In other words the question is: is what are the factors that influence the choice of pilgrimage tours?*

### ***Review of the Literature***

*Religiously motivated tourism is a worldwide phenomenon as old as religion itself and characteristic of all religious denominations (Lanczkowski 1982). Both Olsen and Timothy (2006) and Gallagher (2009) define religion and spirituality as one of the main and most common motives for travel, and because of this many destinations have developed, and in so doing, have included spiritual sites and events in their tourism offer. Keeling (2000) argued in his study that while the core activity for most religious sites is worship and prayer, he also found that when visitors go to cathedrals in England, spiritual motives are not the only reasons why people visit them. This indicates that religious and secular motives are often intertwined.*

*There are many factors that motivate tourist to undertake a religious journey, like: it being a spur of the moment decision; family connections with a site (for example, visiting gravestones of ancestors);*

*famous people or events connected with the site and; cultural motives such as personal interest in architecture or historic art works (stained glass). Similar motives for visitation have been reported by Nolan and Nolan (1992), Shackley (2002), Smith (1992), and Vukonić (1996) who all found that many people tend to visit religious heritage sites for recreational, educational or cultural interests, rather than spiritual reasons. For example, Voase (2007) found in his study that Lincoln Cathedral was just part of the attraction of visiting the city of Lincoln and not the dominant motive for visit and therefore not the primary reason for choosing the destination.*

*There are wider community considerations if religious attractions are used without discernment as part of destination marketing and as part of an 'experience industry' (Richards, 2001). In this respect, Kotler et al. (2003) highlight the marketing challenge of destinations becoming distinctive through destination marketing, suggesting that "Destinations . . . may not welcome tourists uniformly. Due to location, climate, limited resources, size and cultural heritage, some places have few economic choices other than*

to participate in tourism.” (2003: 720).so we are looking forward to know more about lateral motivation for visiting religious sites.also Razaq Raj(2012) tried to show how Muslim visitors are attracted to religious sites and what they seek for themselves from such visitations.Annal Irimias (2016) had a study that enhances the discussion on perception of religious tourism behavior, The result gives an important contribution to the discussion on the nature of religious tourism. Since it is widely accepted that religious attractions and religious events attract numerous cultural tourists and people who are not concerned with the religious meaning of the place.

### **Methodology**

Qualitative method is used in this study. Generally ,qualitative research is the description of facts and perceptions from the perspective of individuals, in other words, it examines internal perceptions from the perspective of perceivers. Since in the present study, the purpose of examining the sub-factors of tour selection from the perspective of tourists, we have used this method. Our Target society contain the participant populatin in pilgrimage tours that is held in 10 days(Qom-2020). We used available the sampling method in this study and the Data collection method is Structured interview.data analysis continued until theoretical saturation achieved so we analyzed about 45 Structured interview forms. Also Thematic method is used to analys the forms.

### **Data analysis**

Findings indicate that in addition to the motivation of pilgrimage, which is the main factor in selection of pilgrimage tours,the process of selecting is effected by other factors like Learning religious Contents , motivation to get acquainted with the historical dimensions of each of the Imams and religious places, motivation to learn historical materials and the importance of the antiquity of sacred buildings.

**Learning religious Contents:** This concept is the most repeated concept. It shows that in addition to the motivation of pilgrimage, tourists are also motivated to learn religious content. Existence of this type of learning, which is known as indirect learning among religious tourists, as a side effect of tour demand can lead to better planning for the needs of tourists and ultimately lead to satisfaction and acceptance of the tour.

### ***Familiarity with historical dimensions:***

*One of the interesting and important categories among the derived concepts has been the motivation to get acquainted with and learn historical Contents . The analysis of the findings shows that most people were aware of the historical antiquity of sacred buildings In addition to the motivation of the pilgrimage, they have chosen this tour in other word Awareness of the of historical antiquity aspects had encouraged them to choose this tour.*

<i>Concepts of the category Familiarity with historical dimensions</i>
<i>1- Familiarity with the historical contents of sacred places.</i>
<i>2- Familiarity with the historical context of the Geographic Area around holy places</i>
<i>3- Familiarity with the historical narrative about each place</i>
<i>4- Familiarity with historical rituals related to each place</i>

*In addition to this important categories , from the text of the interview other concepts can be deduced that should be mentioned.*

*3-Timing : The analysis of the findings shows that the correct timing can play an effective role in selection of pilgrimage tours. As 70% of the participants stated that the planning and success of this tour in time management, plays an effective role in selecting this tour*

*4- Awareness of vehicle safety: In analysis of the interview findings, awareness of vehicle safety has been introduced as one of the effective factors in selecting this tour. also we can not introduce this factor as an Auxiliary factor of tour selection just because of our finding in this Specified study. but it should be noticed that - Awareness of vehicle safety and The feeling of security it brings ,is really Effective in selecting tours.*

### ***Results and Discussion***

*A publication on religious tourism in WOS appeared from the first time in 1968 and from that moment there has been a constant increase in the annual volume of studies. several studies have been done about Pilgrimage tours and each of them relied on an aspect. Investigating the motivation of tourists, Browse religious sites for Muslims, Barriers to pilgrimage tourism and History of pilgrimage tours are some examples of the subjects that Previous studies have focused on it.in this study we Focused on sub effective factors in selection of Pilgrimage tours. We have assumed that Motivation for pilgrimage is not the only factor that Encourages tourism to travel. data Analysis Indicates that the factors like Learning religious Contents, Familiarity with historical dimensions, timing and Awareness of vehicle safety are effective. While many studies have been done on pilgrimage tourism, Few studies have been done on the motivations for choosing tours so It is suggested that*

researchers conduct more quantitative and qualitative studies in this subject. Secondly As the results showed We face several factors that are effective in choosing pilgrimage tours so it is suggested to Focus on these factors more and more to have better a tourism planning and a better tourism attraction.

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