

## Assessment and analysis of spatial patterns and tourism species in Mashhad metropolis

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**Abstract:** - Urban tourism is one of the most important tourism patterns will be shaped so that today one of the most important functions of urban, modern services is tourism. Mashhad is one of the metropolitan cities due to the Imam Reza's shrine every year about 20 million tourists are welcome. Influx of the volume of tourists Metropolis Mashhad different consequences for citizens and for tourists to follow. The urban tourism flow in the Metropolis requires efficient integrated management, which has the ability to organize the huge mass of tourists. Accordingly, the results indicate that the shift in Mashhad has played an important role in the typology of tourists. Due to the distance of displacement, tourists into three categories: The traditional pilgrims, Pilgrim tourism and religious tourism are classified. Each category has its own features and related information. Therefore, tourism, urban management, it should be classified and needs of each category shall consider the welfare of tourists. On the other hand, optimal performance of Mashhad tourism structure must also be considered.

**Keywords:** - Spatial Patterns, Mashhad, Tourism, Urban Management

### I. INTRODUCTION

Tourism in the 21st century due to the expansion of economic infrastructure, health, security and communication has become an unavoidable fact. Travel to other sites with different incentives for tourism in this century, is part of the essentials of life. The fact that the current national and international borders are hitting approach is beyond the nation-state (Papoli Yazdi, Saghaei; 2007: 7). Therefore tourism in the world, especially in the economic dimension is very important. So that tourism consumption, public and private investment in tourism and export growth in 2004 is equivalent to 5/9 of about 5/5 trillion dollars is (Chiang Lee, 2008: 180).

The many benefits of tourism as economic activity improves quality of life of residents in different areas of employment, revenues, and increase understanding of the location, the development is considered to be an important parameter. The local authorities in the areas of enhancing competitiveness, attracting investment and tourism, social welfare and development of tourism markets based on redistribution of wealth associated with the management of technological modernization act (Saghaei, 2007: 8).

Competitive power market in different regions, tourism strategies and policies for local authorities on the one hand and on the other hand, is dependent on the ability of tourism in different regions. This means that in the first place should be studied in different areas of tourism potential. And the identification of appropriate capabilities and tourism market, with regard local authorities initiatives suited to strategies is Obtaining. Among the incentives that human life always has prompted him to travel, "Pilgrimage" is. Religious tourism is one of tourism are identified and written history dating back to as old as religion. Religious tourism has many differences from other types of tourism. In Iran, according to the holy shrine of the eighth Imam (AS) in the Shiite holy city of Mashhad, the different classes throughout the year all over the country and from neighboring countries near and far are Razavi pilgrimage to the Shrine. This type of tourism is one of the most common forms of tourism worldwide. Religious, and possibly holy shrine every year many tourists are attracted towards.

This type of tourist accommodation and entertainment facilities such as motels and Zaersra according to social context and the cultural and ideological tourists with its peculiarities is that in every country of the wide variety whole. Mashhad in the metropolis of the kingdom of the blessed shrine of Imam Reza (AS) as a gem among all the cities of Islamabad and shines beautifully. Mashhad, with a special place in the national and international tourism. Generally speaking excellence and unique metropolitan Mashhad is the most important characteristic of a great religious center of the Metropolis. Holy Shrine of Imam Reza (AS) has always been regarded as a strong religious and pilgrimage attractions to attract large numbers of Shiites that. More than 20 million passengers yearly pilgrimage to the shrine of Imam Reza (AS) and visit the great places of historical, religious, cultural and beautiful countryside in this city, this country is headed. Influx of the volume of tourists and pilgrims Metropolis of Mashhad has different consequences for citizens and tourists future. The urban tourism flow in the Metropolis and efficient integrated management, which requires the ability to organize that huge mass of tourists and pilgrims have to be(Mafi, Saghaei, 2010: 28 - 30).

### Research objectives

1. Identify problems, constraints and obstacles in the process of urban tourism.
2. Appropriate for use in all cities and tourist area attracting tourists.
3. Create more consistency coefficient of tourists and pilgrims with better service and more security
4. Explores the motivations and goals of pilgrims and tourists visit the entrance to the Metropolis of Mashhad.

### Research hypotheses

1. It seems that the Metropolitan Mashhad pilgrimage and tourism single-purpose trips, multiple trips tend to have.
2. It seems that tourist arrivals are divided into different groups Metropolis of Mashhad.

### Theoretical Principles Research

"Tourism and the Greek origin of the word is getting around the Tour means Greek to Spanish and French and has finally found its way to England the following definitions are used in the Oxford Dictionary:

- 1) The place or places where the short travel a lot to see.
- 2) Pass a short trip somewhere.
- 3) Means that large amounts of money through the tourism industry, with foreign tourists who come to earn some countries are.

In general, the word tour is derived from the word tourism means a trip back to the spot and follow a specific itinerary. (Ali Asgari, 1997)« Tourism (Tourism) is the activity or activities that people can relax, work or other reasons outside of their usual travel and at least one night stay for a maximum of one year in succession where the chosen.

"Tourism is a phenomenon of the distant past, societies have been considered According to the different needs of economic, social, historical, and... The momentum has continued This phenomenon since the Industrial Revolution, particularly during the last century, has expanded dramatically, Underlying science and technology in international relations and economic development of nations "(Ali Asgari, 1997).

When "Thomas Cook" of London launched his first tour, about 150 years ago, this action over a century and a half of ups and downs and changes, the largest social movement in human history became here goes the next century, the greatest economic, social and cultural wellbeing. In total, a staggering increase in tourism due to improved communications, increased wealth and prosperity and more leisure is (Bonnie Face, 1995: 15) Tourism or tourism industry since 1950 with great changes that some have called it a revolution tourism this led to the development and maturation of "mass tourism" and in the near future "quality tourism" will become. We have a strong and professional tourism activity worldwide is great So that before the first oil, then placed in a row and then above it is growing.

"According to the World Tourism Organization, which is affiliated to the United Nations, tourism is the largest industry in the world" (Lund Berg and others, 1995: 3) The first travel in most countries and regions to exploit its economic interests" (World Tourism Organization 2001, 66) The World Tourism Organization statistics that show offers an important impact on tourism in the global economic system, the third largest industry after oil and automobile industries, dynamic and growing industry is the only industry where the introduction .. "As a force for social change, tourism has been the impact of the Industrial Revolution. In less than three decades, tourism has transformed the world's view of business "(quoted from Bonnie Facebook Svdjych 1995: 16). Today tourism has become one of the greatest levers of economic social change in human history So that the number of international tourists in 1950, which did not exceed 25 million in 1992 have been to over 594 million people . According to the World Tourism Organization predicts the number of tourists in 2010 to one billion people in 2020 to 6/1 billion people will increase. The magnitude of tourism to create jobs and income is not limited. If the thought of planning and development, direct and indirect benefits of tourism to

the economic, social, cultural and political environment and make a significant contribution to play in national development. In other words, to promote social justice indicators, improved living standards, prosperity and regional balance lead. In some cases, regional economists, tourism as the only resource deployment and development of less developed regions have seen "(Masumi 2007: 10).

"Cultural environment - social media activity is tourism. Thus, culture and tourism community interact with each other. This discussion is related to two aspects:

- Impact and influence on each other's culture and society, culture and tourism community.
- The impact of tourism on culture and society.

"The benefits of tourism to the local community and cultural patterns and also bring problems. Social work - cultural tourism, including tourism development in each region are the most important considerations, however, measure the impact of the economic and environmental impact is far more difficult. In countries that are still socially and economically very traditional, very critical of these works are important. Although the incidence of social tourism - cultural, but it should be remembered that in principle lead to the development of any new changes are sought. Tourism is the only source of change in society "(World Tourism Organization 1994: 78-79). Economic consequences usually measurable and manifest contrast, only some of the social costs of tourism are obvious, but in other cases not. In the past, the Dutch capital of Amsterdam was the center of attraction hippie and drug addicts. The city's reputation was tarnished, which is a social cost (Lund Berg and others 199: 83).

"Social problems caused by drug addiction, alcoholism, crime, and prostitution, as well as the tourists are likely to intensify.

Research suggests that these problems are rarely the main reason for this is that tourism but can they provide developments"(World Tourism Organization 1994: 82).

## II. INTRODUCING THE STUDIED AREA

The holy Mashhad is the name of a capital city in the vast province of Khorasan Razavi; it is located in 59 minutes, 3-60 degrees and 35 minutes of east-longitude and 42 minutes till 36 degrees and 59 minutes of north-longitude. From the north it is connected to the Kalat city, from North-Western to Dargaz, from west to Chenaran, and Naishabour and from east it is connected to Sarakhs and Torbat Jam. Based on the census which was done for populations and domiciles in the year of 2012, it was indicated that the population of this city is more than 6009941 people, and from these people about 2772287 people are the inhabitants of mashhad city.

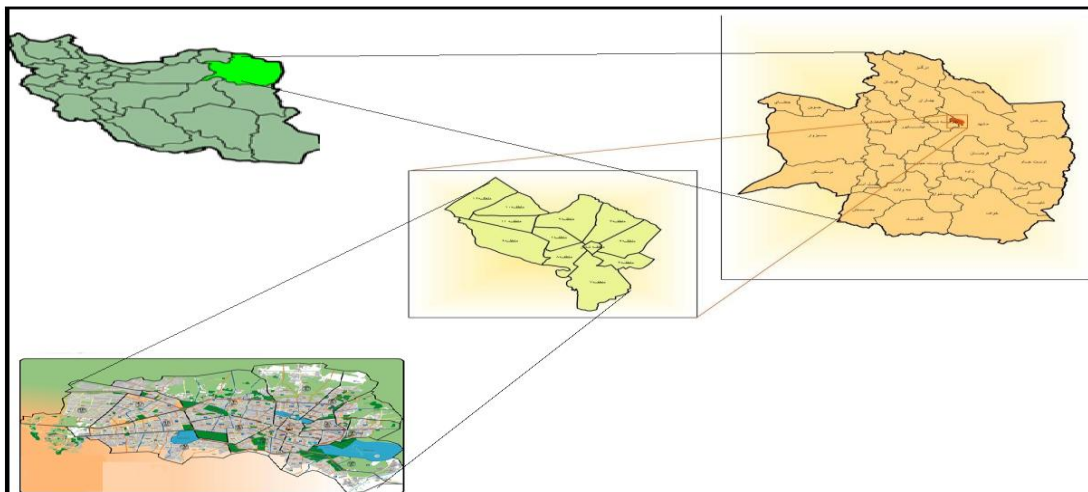


Figure (1): Geographic map of Mashhad city.

## III. DISCUSSION AND CONCLUSIONS

### Research findings

#### Question 1:

In the first part of the claim is considered "best place to stay is near the shrine" and Chart (1) as well as tourists respond to these claims is arranged.

Table (1): places to stay near the shrine

Options	$x_i$	$f_i$	$f_i x_i$	$(x_i - \bar{x})^2$	$f_i (x_i - \bar{x})^2$
Very low	1	20	20	5/13	102/6
Low	2	20	40	1/60	32
Average	3	30	90	0/07	2/1
much	4	60	240	0/538	32/28
Very much	5	20	100	3/0	60
Total	15	150	490	10/338	228/98

Source: search results

$$\frac{3.266 - 1.539}{\frac{0.950}{\sqrt{150}}} = 22 / 25$$

As a result, the value of T equal to 22/25 and 1/64 is more. As a result, the above relationship is established. Therefore, the null hypothesis is confirmed and the claim is accepted. The distance between the places of residence of the shrine is effective accommodation choices for tourists.

**Question 2:**

The first of these claims is discussed in this section: "except pilgrimage incentives - such as the entertainment, shopping, and others on their journey to Mashhad has played a role" and Table (2) also the answer to the claim regular tourists it is.

Table (2): Reasons travel to Mashhad

Options	$x_i$	$f_i$	$f_i x_i$	$(x_i - \bar{x})^2$	$f_i (x_i - \bar{x})^2$
Very low	1	10	10	5/13	51/3
Low	2	30	60	1/60	48
Average	3	40	120	0/07	2/8
much	4	50	200	0/537	18/5
Very much	5	20	100	3/00	30
Total	15	150	490	10/337	150/6

Source: search results

$$\frac{3.267 - 1.271}{\frac{0.950}{\sqrt{150}}} = 25 / 72$$

As a result, the value of T equal to 25/72 and 1/64 is more. Therefore, the null hypothesis is confirmed and the claim is accepted. Apart from the pilgrimage, other motives such as entertainment, shopping, and others on their journey to Mashhad has played a role.

**Question 3:**

The first of these is discussed in this section to claim, "the cost of providing adequate access and stay away from areas provides sanctuary" and Table (3) as well as the response to the claim has been sorted.

Table (3): places to stay away from the shrine

Options	$x_i$	$f_i$	$f_i x_i$	$(x_i - \bar{x})^2$	$f_i (x_i - \bar{x})^2$
Very low	1	9	9	6/08	54/72
Low	2	12	24	2/14	26/68
Average	3	52	156	0/217	11/28
much	4	58	232	0/285	16/53
Very much	5	19	95	2/353	44/70
Total	15	150	516	11/07	153/91

Source: search results

$$\frac{3.466 - 1.056}{\frac{0.950}{\sqrt{150}}} = 31 / 05$$

As a result, the value of T equal to 31/05 and 1/64 is more. Therefore, the null hypothesis is confirmed and the claim is accepted. The cost of providing adequate access and stay away from the shrine where it provides.

**Question 4:**

In the first part of the claim is raised: "If being provided access to income ratio you want to visit from the promenade around the city of Mashhad," and Table (4) as well as tourists respond to these claims is arranged.

Table(4): visiting on promenade the city of Mashhad

Options	$x_i$	$f_i$	$f_i x_i$	$(x_i - \bar{x})^2$	$f_i (x_i - \bar{x})^2$
Very low	1	22	22	3/73	82/06
Low	2	28	56	0/87	24/36
Average	3	56	118	4/48	250/88
much	4	24	96	1/138	27/31
Very much	5	20	100	4/27	85/4
Total	15	150	392	14/48	470/01

Source: search results

$$\frac{2.933 - 1.405}{\frac{0.950}{\sqrt{150}}} = 19 / 69$$

As a result, the value of T equal to 19/69 and 1/64 is more. Therefore, the null hypothesis is confirmed and the claim is accepted. Hence, in the case of providing access to income ratio you want to visit from the promenade around the city of Mashhad.

**Question 5:**

The first of these claims is discussed in this section: "Given the number of tourists tend to stay within the shrine and unwillingness to address other incentives as a traditional pilgrims categories." And Table (5), as well as tourists respond to these claims is arranged.

Table (5): the traditional pilgrims

Options	$x_i$	$f_i$	$f_i x_i$	$(x_i - \bar{x})^2$	$f_i (x_i - \bar{x})^2$
Very low	1	20	20	5/13	102/6
Low	2	20	40	1/60	32
Average	3	30	90	0/07	28/1
much	4	60	240	0/538	32/28
Very much	5	20	100	3/0	60
Total	15	150	490	10/338	228/98

Source: search results

$$\frac{3.266 - 1.539}{\frac{0.950}{\sqrt{150}}} = 22 / 25$$

As a result, the value of T equal to 22/25 and 1/64 is more. Therefore, the null hypothesis is confirmed and the claim is accepted. Hence, the number of tourists due to the desire to stay within the shrine, and not wanting to deal with other incentives, as pilgrims traditionally is classified.

**Question 6:**

All tourists alike and are similar in Mashhad and Mashhad in no way want to visit other parts are not. Table (6) is arranged according to the response of tourists to this claim.

Table (6): did not visit other parts of the city of Mashhad

Options	$x_i$	$f_i$	$f_i x_i$	$(x_i - \bar{x})^2$	$f_i (x_i - \bar{x})^2$
Very low	1	16	16	5/11	81/76
Low	2	28	56	1/60	44/8
Average	3	44	132	0/07	3/08
much	4	32	128	0/537	17/18
Very much	5	30	150	3	90
Total	15	150	482	10/31	163/82

Source: search results

$$\frac{3.040 - 1.673}{\frac{0.950}{\sqrt{150}}} = 1 / 61$$

As a result, the value of T equal to 1/61 and 1/64 is lower. Therefore, the null hypothesis cannot be verified, and the claim that all tourists alike and are similar in Mashhad and Mashhad are not in any way want to visit other parts of the city are not accepted.

**Question 7:**

In the first of these claims have been made that tourism needs to visit the shrine in Mashhad in addition to shopping centers and entertainment including Almase Shargh is like as a Moujhai Abi. Table (7) as well as tourists respond to these claims is arranged.

Table (7): shopping and entertainment along with pilgrimage

Options	$x_i$	$f_i$	$f_i x_i$	$(x_i - \bar{x})^2$	$f_i (x_i - \bar{x})^2$
Very low	1	10	10	12/52	152/2
Low	2	24	48	2/36	56/64
Average	3	36	108	0/290	10/44
much	4	48	192	0/212	10/17
Very much	5	32	160	2/13	68/16
Total	15	150	518	17/51	297/61

Source: search results

$$\frac{3.539 - 1.459}{\frac{0.950}{\sqrt{150}}} = 26.80$$

As a result, the value of T equal to 26/80 and 1/64 is more. Therefore, the null hypothesis is confirmed and the claim is accepted. Hence the need for pilgrimage tourism in Mashhad addition to visiting shopping centers and entertainment including Almase Shargh is like as a Moujhai Abi.

**Question 8:**

The first of these claims is discussed in this section: tourists who travel to the city of Mashhad, according to income, vehicle transportation, places to visit and places to stay, things are different. And Table (8), as well as tourists respond to these claims is arranged.

Table (8): difference between the tourist city of Mashhad

Options	$x_i$	$f_i$	$f_i x_i$	$(x_i - \bar{x})^2$	$f_i (x_i - \bar{x})^2$
Very low	1	0	0	0	0
Low	2	33	66	29/87	985/71
Average	3	37	111	0/217	8/029
much	4	52	208	0/285	14/82
Very much	5	28	140	2/353	65/88
Total	15	150	525	37/275	1074/43

Source: search results

$$\frac{3.466 - 0.922}{\frac{0.950}{\sqrt{150}}} = 33 / 21$$

As a result, the value of T equal to 33/21 and 1/64 is more. Therefore, the null hypothesis is confirmed and the claim is accepted. The tourists who travel to the city of Mashhad, according to income, vehicle transportation, places to visit and places to stay, things are different.

#### IV. TESTING HYPOTHESES

**Hypothesis 1: seems to be the Metropolis of Mashhad pilgrimage and tourism single-purpose trips (motivated pilgrimage) to the multi-purpose trips (the first visit) is biased.**

According to this hypothesis claimed that incentives to Mashhad for pilgrimage and tourism over recent years to address the state of pilgrimage and the lack of other incentive to address the changed. And these days, in addition to other incentives as motivational priorities pilgrimage to visit recreation centers like Moujhai Abi, Shandiz and similar phenomenon has also been considered. To investigate this claim, two questions in the questionnaire was devoted to this hypothesis, a second question or question that is dedicated to the question "except pilgrimages, other motives such as entertainment, shopping, and others on their journey to Mashhad has played a role "the result was as follows:

$$\frac{3.267 - 1.271}{\frac{0.950}{\sqrt{150}}} = 25 / 72$$

As a result, the value of t is equal to 25/72 and 1/64 is more? Therefore, the null hypothesis is confirmed and the claim is accepted. Apart from the pilgrimage, other motives such as entertainment, shopping and the like is involved in journey to Mashhad.

Additionally, upside in Question 6 This question was posed to tourists, which "all tourists alike and are similar in Mashhad and Mashhad in no way want to visit other parts are not.

$$\frac{3.040 - 1.673}{\frac{0.950}{\sqrt{150}}} = 1 / 61$$

As a result, the value of t is equal to 1/61 and 1/64 is lower. Therefore, the null hypothesis cannot be verified, and the claim that all tourists alike and are similar in Mashhad and Mashhad are not in any way want to visit other parts of the city are not accepted.

Due to the positive response of tourists to the second question, and prove that the tourists traveling to the shrine in Mashhad and other incentives are also considered. According to the response to question 6 as the answer, not to visit other tourist attractions in the city of Mashhad, the first hypothesis of this study is demonstrated

**Second hypothesis: seems that tourist arrivals are divided into different groups Metropolis of Mashhad.**

Questionnaire data were also used to evaluate this hypothesis. To study the typology of tourism between the three levels of the pilgrim, pilgrims, tourists and religious tourism, as well as demographic characteristics and Tourism. There is a significant relationship or not? T-test was used for the results in Table 9 are given.

Table (9): T-test the typology of tourism and tourism

		Group Statistics			
		N	Mean	Std. Deviation	Std. Error Mean
features	جنس زن	60	19.3667	5.46783	.70589
	مرد	219	17.1735	4.91273	.33197

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Y65	Equal variances assumed	.000	.995	2.989	277	.003	2.1932	.73383	.74855	3.63775
	Equal variances not assumed			2.812	86.834	.006	2.1932	.78006	.64266	3.74364

Source: search results

The table shows that the output value 0/003 is because the amount of 0/05, then the least we can conclude that there is a significant relationship between demography and tourism point of view of Assumption 2 is also proved.

## V. RESULTS

The results obtained from this study is based on a conceptual model represents a typology of tourism and its metropolitan area is Mashhad. Due to the large volume of tourists in Mashhad, and constraints and bottlenecks that involve the direction of the city. Typology can be a major tourist city of Mashhad, the local and regional scale and attract more tourists to overflow its surrounding area in the city of Mashhad; Mashhad has been a major pilgrimage tourism circuit. Mashhad become the country's second largest metropolitan center of pilgrimage tourism, as well as fixed and variable demand of increasing population, causing the widening sphere of influence and attract more areas of Mashhad, Mashhad, villages and towns in the metropolitan system is the Mashhad, one must consider the needs of tourism, recreation and leisure constant growing population (about 3 million) and variable (monthly average of 1 to 1/5 million) to answer visitors and pilgrims.

Mashhad Tourism is the main function and dynamic metropolis with its urban economy is dependent on tourism and tourists and pilgrims. This necessitates the metropolis Mashhad TBD or the "business tourism" should be defined. On the one hand, tourists and pilgrims to the problems associated with this area are known. On the other hand, obtaining a solution that would facilitate tourism and increasing the quality of the tourism experience in this area of practice. Based on the obtained results, the following strategies are offered in different sizes:

### Suggestions

- ✚ Recommended that management is responsible for organizing and promoting tourism in the city of pilgrims and the management of local authorities can be formed.
- ✚ Stable policy of tourism development in the pilgrim town. This is necessary in order to prepare the ground for investments in tourism, pilgrim, in order to prevent false investment activity and inflationary.
- ✚ Improve the quantity and quality of tourism services in each city zone Pilgrim prioritized according to the measuring zone and tourism services in the city Pilgrim TFS
- ✚ Increase citizen awareness towards the resolution of a pilgrim town and the neighboring town and its advantages in economic, social, cultural and physical space.
- ✚ Recommended banks involved in the development of tourism in the region shared by public and private investment to develop tourism in the town of Pilgrim recommended.

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