

Attitudes of the pilgrims of Astan Quds Razavi towards the people of Mashhad With the approach of developing tourism in religious cities

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Abstract

The expansion of tourism in different regions has led to the introduction of tourism as the largest industry in the world. adequate tourism environment leads to the growth of the region and region economy and its reproduction affects the cultural mechanisms and behaviors of people in the region. the research method of this research is phenomenology. For data collection, sampling of 37 participants between the ages of 19 and 65 years, the interview was semi-structured and thematic analysis was used to analyze the data.

Findings in the field of semantic contexts include 30 statements related to the attitude of pilgrims, which were reduced to five semantic sub-themes and were classified into three areas. these three areas are individual attitude (systemic attitude), family (rotation of factors shaping attitudes) and society (structural relationships between semantic contexts that perpetuate attitudes). attention to the attitude of pilgrims and its relationship with tourism in the region plays a key role in socio-cultural planning and policy-making. In this regard, structural, rotational and multi-causal relationships should be considered.

Keywords: development, tourism, cultural sites, semantic context, religious cities.

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