

Original Research Article

Factors Affecting the Attraction of Tourists to the Commemoration Event of the Sage Abolghasem Ferdowsi in Tus City

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Abstract | Event tourism is a new kind of tourism industry whose market is comprised of travelers who are traveling to see events or experiences. Events include a variety of forms. Festivals and events are among the fastest-growing segments of tourism in the world, and tourism destination managers have found that new, exciting, pristine, and unrivaled attractions should be used to increase the number of applicants visiting those destinations by meeting their needs and goals of tourism. This article attempts to identify the factors affecting the attraction of tourists in tourism. In the meantime, our country has potential capacity in the field of event tourism due to its unique climate, geography, and customs. The purpose of this study is to identify factors affecting tourist attraction in the tourism event of Hakim Abolghasem Ferdowsi in the city of Tus. To identify the factors affecting the attraction of tourists in tourism, the commemoration event of the sage Abolghasem Ferdowsi in the city of Tus was selected. For this purpose, the tourism literature of the event was scrutinized using the library method. Then, the hierarchical analysis method and questionnaire tools were used for field research. The obtained data were prioritized using Expert Choice¹¹ software and the logic of the hierarchical analysis process to present policies and effective executive strategies. The results showed that the most important factors affecting the attraction of tourists in event tourism in the organizational and managerial dimension, including the alignment of stakeholders with the goals of the event tourism. In terms of culture, the goal is the discourse of famous services to tourists while infrastructure and technology goals focus on the creation of communication channels and the educational goal is holding training courses. The framework provided to managers and trustees in stakeholders seeking to develop event tourism has a better understanding of the factors that influence the advancement of event tourism goals. It also helps stakeholders to become familiar with the potential risks and factors that occur in tourism development before starting to implement and allocate financial resources and adopt specific policies, to familiarize themselves with the tourism community and cultural heritage to enjoy its ultimate benefits.

Keywords | *Event tourism, Cmmemorating Hakim Abolqasem Ferdowsi, Attracting tourists.*

Introduction | Event tourism is a systematic process of planning, development, and marketing of events in relation to tourism. Event tourism strategies should also focus on tasks such as travel to events or those that can attract them to participate in events at a distance away from home (Arjang, 2012). The purpose of events, exhibitions, and festivals is

like holding the country's fame. All types of events include cultural events that encompass the social and cultural life of individuals and are cultural events. Cultural events can include various categories which emphasize traditions, festivals, and cultural events, such as events commemorating Abolghasem Ferdowsi. Festivals and celebrations are held for thousands of years as a cultural phenomenon in certain periods of the

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religious, cultural, or agricultural calendar, and they are often used to strengthen national and religious culture and traditions and allow societies to instrument their cultural identity (Bazrafshan, 2015). Festivals and events are among the most fast-growing tourism in the world. Competition in holding events of tourism in the last decade of the twentieth century has become more accelerated among various destinations of tourism. Tourism destination managers have found that new, exciting, untapped competitors should add destinations to the set of destinations to destinations so that the number of visitors to visit those destinations are considered according to the needs and objectives considered. The reduction of demand level and consequently, the lack of using facilities and facilities over the years, is one of the most important challenges of destinations. Festivals and events are an important part of the tourism industry. This can be a powerful tool to attract tourists during the growing season and create an image of the region and raise the awareness of tourists. Holding festivals and events, makes hotels, restaurants, recreation places, and areas or areas where that exhibition is formed and has a fairly good income. Events have an important role in the marketing and tourism development in different industries and the tourism field has become a powerful tool to increase competitive advantage and seasonality of tourism. The events have given life to gravity and vibrant and lively life that otherwise they will provide frequent experience and will be faced with decreasing the number of visitors. Events play an important role in the development of urban areas, cultural development, and national identity strengthening (Kiani Feizabadi, 2019). In Iran, the 5th of May was named Ferdowsi. Every year on this day, the rituals of Ferdowsi and Shahnameh are held at universities and research institutions. The great scholar of Abolghasem Ferdowsi, the great house of Iran, is one of the famous poets of the great mansion of Persian literature and is one of the famous poets of the Persian literature and the glory of the Iranian nation, which is mixed with different myths and traditions. According to the components of power in event-based tourism and considering the capacity, talents, and potentials of the country, indigenous and cultural characteristics of the country, especially in the field of the elite of the country's literature and art, this type of tourism can be effective in tourism development. However, despite these strengths and weaknesses, Iran has no good performance in attracting tourists in this field. Therefore, considering appropriate dimensions and motivational factors, effective actions should be taken to attract visitors and develop tourism. In this article, identifying and prioritizing the factors affecting the development of event tourism to attract tourists to the ceremony of celebration of Abolghasem Ferdowsi, is discussed.

Theoretical Foundations

• Event tourism

Event tourism is regarded as one of the forms of travel with

specific interests in which one visits an event to see an event or during the trip to visit the event (Mirzaei, 2016). Events are one of the most exciting and fastest-growing forms of leisure, business, and related phenomena for the acquisition of social, cultural, and recreational experiences that are usually formed in contrast to the conventional and current life of the local community (Gammon & Robinson, 2004). The event is anything different from what is present or is an event, especially an important event (Dwyer & Kim, 2003). The most comprehensive definition in the literature of tourism has been introduced by Getz in 1991. From the perspective of organizations and consumers, he defines events as follows: in the opinion of organizations, events are phenomena that occur once or repeatedly outside the programs and activities of the organization and the organization. from the perspective of consumers, events have perceived opportunities for formal programs such as entertainment, entertainment, or events that have a single character and generally celebrate multiple concepts, events, or reality. The features of celebration of public celebration are important in this definition because festivals and events have long been suggested as cultural methods and are present in forms of public display, mass celebrations, and civic ceremonies. In fact, according to Morgan & Condliffe (2007), people in all cultures need to allocate specific times and spaces to creativity and mass celebration. Historical research shows that in practice, events and festivals as tourist attractions have long influenced recreation tourist destinations. In particular, at the local level with a limited budget and limited resources for marketing, the organizers of the event should regularly evaluate their marketing strategies, expand information about event cultural activities and attract more audiences by creating and providing the required motivational needs and according to the events (Cussia & Rizzo, 2011). According to Connell, Page & Meyer (2015), most of the events of tourism are held in the local communities and their continuance will depend on the high level of motivation and the return of visitors can satisfy the motivational needs that seek to satisfy them (Goldner & Ritchie, 2009). Identifying the motivation of the festival is an introduction to the satisfaction of visitors and the level of satisfaction has a direct impact on the willingness to visit (Lee, Bergin-Seers, Galloway, O'Mahony & McMurray, 2008). Oliver and Jenkins (2003) believes that understanding the overall satisfaction of the audience is one of the key factors in the success of event tourism as it leads to positive and positive mouth - to - mouth profitability (Getz & Page, 2016) that demonstrate loyalty and motivation in visitors (Mirzaei, 2016).

• Event tourism recognition

Event definition alone is not sufficient and the ways to classify events in different categories are also important. The Fig. 1 shows the classification of events Getz, which classifies the

scheduled events into seven categories, which can be found in any culture and society. Events do not always need to be in a category or class and can be classified into two or more categories depending on the circumstances and objectives of the event. Figure 1 is presented in the form of a typology model of major types of events based on their thematic differences. Some events are public festivals that are called social festivals that generally enjoy a wide variety or are planned for goals such as competition, entertainment, recreation, business, etc. Most of these events will require facilities (such as conferences and sports grounds) for particular events (Getz, 2008). Jalilian, Karroubi and Ghaderi (2019) have investigated the possibility of an event tourism survey and its impact on the seasonal adjustment of tourism destinations in Hamadan City. In this research, the resources and factors affecting the development of cultural events have been studied to adjust the seasonality of tourism in Hamadan. The results show that the status of tourism resources, support resources, artificial resources, and situational factors for the development of tourism in Hamadan city except for support resources, are in a desirable situation for tourism development. Mirzaei (2016) studied the role of event tourism as a means of diversifying and sustainable economic development of local communities. The review of the rolling flower festival as a case study in this research reveals that more than half of the visitors are interested in the way they held the happy festival, to revisit and recommend it to their acquaintances. On the other hand, tourism can strengthen the local community economy. In this example, the amount of money generated by half of the festival visitors with/without an overnight stay is more than the average cost of domestic spending per household in Iran. In the first step,

the motivational factors affecting the presence of the event to accurately set the marketing plan and tourism development according to the needs of the city should be identified. the results of factor analysis of 37 motivational factors on 287 visitors, 6 factors, cultural exploration, socialization, native, freshness, and escape for tourists in this festival determined. Mirzaei and Rezaee (2016) attempted to identify and analyze the motivational factors influencing the presence of visitors in events based on local communities (case study: a rolling flower festival, Amirabad district). The results indicate that this event can be considered a collective leisure program for young and educated Iranian families with different income levels and to expand this cultural event to managers and marketers of the rolling flower festival, it was suggested that the main focus should be on improving the quality of holding and diversifying the lateral leisure activities required by the family focusing on the reconstruction of traditional historical rituals of the Amirabad sector. Tkaczynski and Tkaczynski & Rundle-Thiele (2015) studied tourism events in their research. The results show that culture, interaction with people, and pleasure are important in attracting visitors. Lee et al. (Lee, Chen, Liou, Tsai & Hsieh, 2018) proposed a structural model to examine how the image affects future behavior. The empirical results show that mental image has a direct impact on the behavior of tourists.

Research Method

In this research, because the researcher is trying to identify the factors affecting tourist attraction in respect of Hakim Ferdowsi, it is descriptive research. In this research, first, the effective factors were identified and extracted using the library

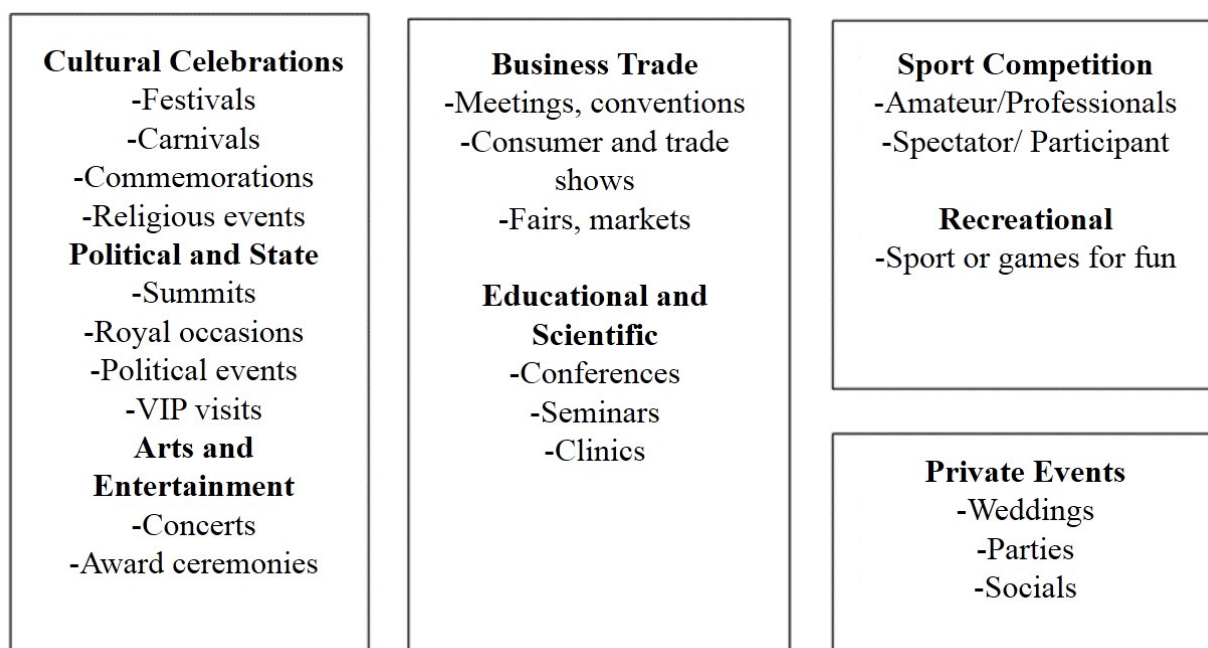


Fig. 1. Typology planned events based on their thematic types. Source: Getz, 2008.

study method, and then by using the analytical hierarchy process, these factors were ranked and presented in the logical framework. Then, the process of analytical hierarchy process was described. This method is one of the most popular multi-criteria decision-making techniques. The analytical hierarchy process (AHP) method is used when decision-making is faced with several key factors. This method is based on paired comparisons. The decision of the receiver by providing a hierarchical tree of decision tree, shows the key factors in a hierarchical structure. The first level of each decision tree is the decision maker. The last level of each tree is also the expression of effective factors that are compared. Intermediate levels indicate key factors that are the criterion of comparison. It should be noted that in the case of each pair of paired comparisons, the consistency rate should be calculated. Comparisons can be made if the rate of exchange rate exceeds 10 % (0.1). Next, the geometric mean of matrices derived from paired comparisons is compared. Then the weighted average of priorities is extracted using normalized means (Saaty, 1990). To prioritize the factors affecting the tourism event of Abolghasem Ferdowsi, the following hierarchical process was used (see Fig. 2).

Findings

• Priority of factors affecting the attraction of event tourism in celebration of Ferdowsi

- Step 1: Formation of the hierarchy structure of research (conceptual model)

To prioritize effective factors in attracting tourists in celebration of Ferdowsi, the analytical hierarchy process method was used. the analysis of the data is carried out according to the steps of the analytical hierarchy process which is shown in the Figure 3.

- Step 2: The formulation and distribution of the paired comparisons questionnaire

To obtain the opinions of the experts, the questionnaire was prepared and distributed paired comparisons questionnaire in this questionnaire, and the importance and priority of each of the factors were questioned.

- Step 3: Obtaining a composite matrix

By entering the results of the survey of experts, the combined matrix has entered and analyzed the organizational, cultural, educational, and infrastructural factors and technological and infrastructural factors in the expert choice software.

- Step 4: The weights and priorities of the elements

After the implementation of the paired comparisons matrix and computing the inconsistency rate of each of these matrices and the availability of matrices with acceptable inconsistency, the results were analyzed in advance methods and the weight of each dimension was determined according to the members of the expert team. After that, the arithmetic mean of these comments was calculated and normalized weights of each landscape were calculated by normalized weights. In the different stages of implementation of this research, fuzzy numbers for paired comparisons in the field of importance or impact have been used. Table 1 summarizes the scales used and their equivalent words in the questionnaire. Table 2 summarizes the weight of the dimensions according to the performance evaluation team members, as well as the final weight of each dimension. As it is clear from the table below, the organization dimension plays the most important role in the success of event tourism by a large difference compared to other dimensions. Also, according to the expert members, infrastructure and technology are more effective than the human dimension in the success of event tourism. But it can be said that according to the expert team members, the cultural dimension has no role or not much role in the success of event tourism in the direction of commemorating Hakim Abolqasem Ferdowsi.

• Success factors in the event commemorating Abolghasem Ferdowsi

After determining the weight and dimensions of success in event tourism, the success factors in implementing this type of tourism should also be prioritized to adopt effective policies and strategies. These factors, which were refined according to the rule of relevance, effectiveness, and measurability, in a meeting attended by members of the evaluation team, which guided the community based on the assumptions

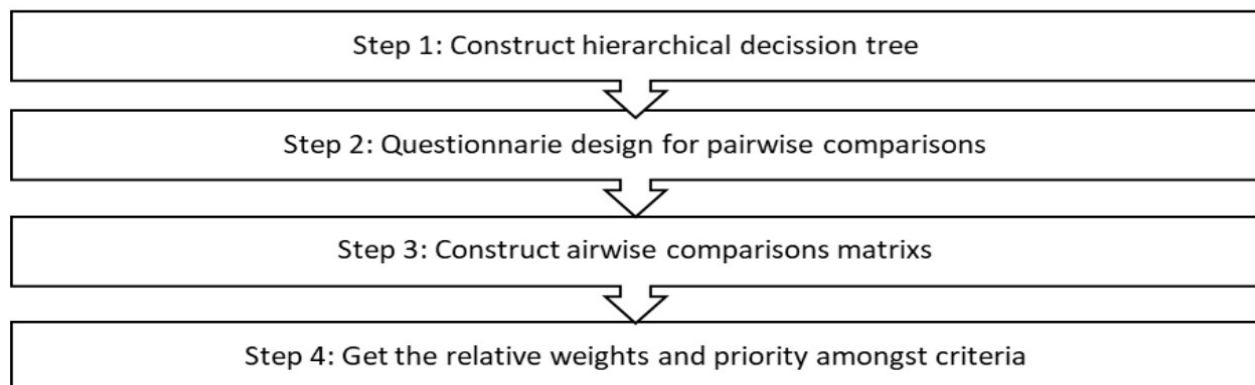


Fig. 2. Steps of the analytic hierarchical process. Source: Authors.

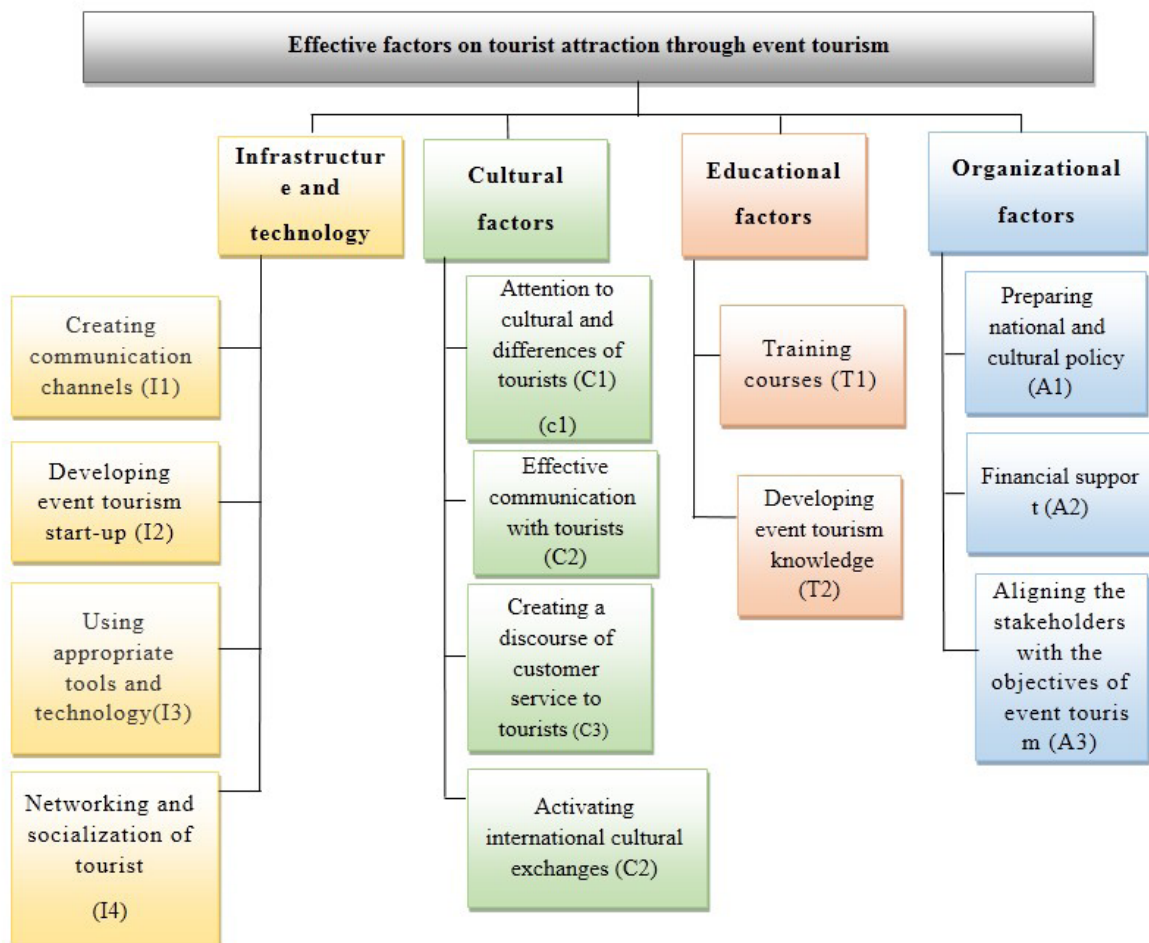


Fig. 3. Hierarchical tree of research. Source: Authors.

Table 1. Ten-point scale. Source: Authors.

Verbal variables in measuring the importance	Verbal variables in measuring the effect	Point
Very high	Equal effect	9
High	Low effective	7
Medium	Rather effective	5
Low	More effective	3
Very low	Much more effective	1

and principles of the focus group method, regarding the determination of the effective factors in event tourism in the field. The commemoration of Hakim Abolqasem Ferdowsi was done. The weight (importance) of these factors should be determined. For this purpose, the members of the evaluation team were asked to compare the importance of each of the factors under each dimension two by two. They were asked to determine which of the factors had a greater impact on the relevant dimension and finally on the entire dimension. After the formation of these paired comparisons and access to the matrices with acceptable inconsistency, the information was analyzed according to the described methods, and finally,

the initial weights of the factors (the weight of the criteria according to the opinion of each member of the evaluation team) and the final weight (The normalized averages of initial weights) of each factor under the respective dimensions were calculated. Tables 2 to 10 respectively show the initial weights (the weight of the factors according to the opinion of each member of the evaluation team and the final weight) and the final weight of the factors related to organizational, infrastructural and technological, human and cultural dimensions.

• The final calculation and evaluation of the effective factors

In the end and after determining the numerical score of each factor, the main goal of this research is to identify and prioritize the effective factors of event tourism and evaluate and feasibility of the current performance of event tourism in the field of commemorating Hakim Abolghasem Ferdowsi in four dimensions. It is organized, educational, cultural, infrastructural, and technological. Table 7 shows the current status of the organization. Table 8 shows the current situation under the following cultural factors.

Table 2. Initial weights and final weights of the main dimensions of event tourism. Source: Authors.

	1	2	3	4	5	6	Final weight
Organizing	0.433955	0.434205	0.392024	0.396958	0.357907	0.445919	0.410161
Infrastructural and technological	0.310605	0.233681	0.341348	0.318845	0.317146	0.231504	0.292188
Human factor	0.192747	0.307515	0.20677	0.2259516	0.291038	0.265382	0.253828
Cultural	0.062694	0.0246	0.059858	0.024682	0.03391	0.057195	0.043823

Conclusion

With the expansion and growth of tourism and increasing the awareness of travelers and tourists, special services and special products must be provided so that they can meet the needs of current travelers. Event tourism is a new type of tourism in connection with other types of tourism. The event tourism market consists of travelers who travel to see events or experience participating in events. In event tourism, tourists seek to obtain results such as improving knowledge, culture, awareness, etc., and for this reason, every year, a large number of tourists in different cultural fields in the country from many tombs, historical centers, ancient monuments, they visit sports and cultural festivals and competitions. In this regard, in the field of commemoration of Hakim Abolqasem Ferdowsi, a large number of domestic and foreign tourists attend every year, and the purpose of transferring Iranian culture is that it is necessary to organize and manage this event well to attract tourists. For this purpose, in this research, the factors influencing the attraction of tourists to this cultural arena were examined and analyzed. To identify and prioritize the factors influencing event tourism in the field of commemoration of Hakim Abolqasem Ferdowsi, the researchers studied the existing literature on event tourism and examined it by using a questionnaire. Then the opinions of university experts, managers, and tourism experts regarding the identification of factors were scrutinized. The present research was conducted to identify the factors affecting event tourism in the field of commemoration of Hakim Abolqasem Ferdowsi. After reviewing the literature and revising the opinion of experts, 13 factors were selected in four categories: organization, culture, education, infrastructure, and technology, which had the effect of event tourism factors. The statistical population in this research includes managers and expert experts in the field of event tourism. After preparing and compiling a paired comparison questionnaire, data analysis

was carried out using the hierarchical process method, which ultimately led to the prioritization of the main and secondary factors of identification. These factors are respectively related to the organization including financial support, alignment of the relevant body with the goals of event tourism, and the preparation of cultural and national policy, in the cultural dimension including effective and targeted communication of tourists, creating a discourse of customer service to tourists, activating international cultural exchanges and Paying attention to the cultural and linguistic differences of tourists, in the infrastructural and technological dimension, including the creation of communication channels and the development of event tourism startups and the networking and socialization of tourists, and the use of appropriate technology tools, and in the educational dimension, including the holding of training courses and compiling tourism knowledge. According to the results, the following suggestions are presented to attract domestic and foreign tourists in the event of Abolghasem Ferdowsi

- To align the goals and effective measures in attracting local and foreign tourists in event tourism, especially in commemoration of Ferdowsi, a strategic document of event tourism is proposed.
- It is suggested that to transfer Iranian rich culture, affected by Ferdowsi's thoughts, to create electronic packets in the form of social networks or establishment of cultural systems is suggested.
- It is suggested that a desirable discourse has been made to propagate and reflect the artistic achievements such as Abolghasem Ferdowsi
- It is suggested to consider the cultural and linguistic differences between tourists to provide and transmit Iranian culture.
- It is suggested that to guide the tourists in the direction of Hakim Abolghasem Ferdowsi's culture, it is suggested to take action against the networking and socialization between domestic and foreign tourists.

Table 3. Weight of organizational and managerial factors. Source: Authors.

	1	2	3	4	5	6	Final weight
Financial support	0.3099	0.5618	0.5583	0.3992	0.3916	0.3991	0.43665
Aligned with event tourism objectives	0.3962	0.0118	0.0971	0.3386	0.4504	0.5405	0.305767
Preparation of cultural and national policy	0.2929	0.4264	0.3446	0.2622	0.158	0.0604	0.257583

Table 4. Weight of cultural factor. Source: Authors.

	1	2	3	4	5	6	Final weight
Effective and targeted communication of tourists	0.2465	0.3184	0.2244	0.2559	0.3713	0.2477	0.277367
Creating a discourse of customer service to tourists	0.2703	0.208	0.2518	0.2958	0.2509	0.2665	0.257217
Activating international cultural exchanges	0.2360	0.2304	0.29940	0.2784	0.2634	0.2365	0.25745
Paying attention to the cultural and linguistic differences among tourists	0.2466	0.2432	0.2244	0.1699	0.1144	0.2493	0.207967

Table 5. Weight of infrastructural and technological factors. Source: Authors.

	1	2	3	4	5	6	Final weight
Creating communication channels	0.3740	0.2532	0.25	0.2993	0.1207	0.257	0.259183
Developing event tourism startups	0.2506	0.2469	0.25	0.2158	0.5629	0.2735	0.3004
Networking and socialization of tourists	0.2959	0.2896	0.25	0.2448	0.2661	0.2954	0.273631
Using appropriate technology tools	0.0797	0.2103	0.25	0.2374	0.0503	0.1741	0.166783

Table 6. Weight of educational factors. Source: Authors.

	1	2	3	4	5	6	Final weight
Holding training courses	0.5	0.6842	0.5	0.6842	0.3158	0.6841	0.561383
Compiling tourism knowledge	0.5	0.3158	0.5	0.3158	0.6842	0.3159	0.438617

Table 7. Computing the performance under the organization. Source: Authors.

Dimension	Factors	Weight Of Factors	Measure	Numeric Scored	Weight Scored
organization	Financial support	0.25758	Turnover	0.25	0.0643958
	Aligned with event tourism objectives	0.30577	Review of upstream documents	0.25	0.0744618
	Preparation of cultural and national policy	0.43665	Review of upstream documents	0.25	0.1091625
	Total	1	-		0.25

Table 8. Computing the performance under cultural. Source: Authors.

Dimension	Factors	Weight Of Factors	Measure	Numeric Scored	Weight Scored
Cultural	Effective and targeted communication of tourists	0.277367	Surveys	0	0
	Creating a discourse of customer service to tourists	0.257217	Survey	0	0
	Activating international cultural exchanges	0.25745	Field review	0.25	0.0643625
	Paying attention to the cultural and linguistic differences among tourists	0.207967		0.5	0.103835
	Total	1	-		0.168346

Table 9. Computing performance under infrastructure and technology. Source: Authors.

Dimension	Factors	Weight Of Factors	Measure	Numeric Scored	Weight Scored
Infrastructural and technological	Creating communication channels	0.259183	Survey	0.25	0.0647598
	Developing event tourism startups	0.3004	System analysis	0.75	0.2253
	Networking and socialization of tourists	0.257633	Field review	0.75	0.2052248
	Using appropriate technology tools	0.166783	Field review	1	0.166783
	Total	1	-	-	0.6621035

Table 10. Computing performance under infrastructure and technology. Source: Authors.

Dimension	Factors	Weight of factors	Measure	Numeric scored	Weight scored
Infrastructural and technological	Creating communication channels	0.259183	Survey	0.25	0.0647598
	Developing event tourism startups	0.3004	System analysis	0.75	0.2253
	Networking and socialization of tourists	0.257633	Field review	0.75	0.2052248
	Using appropriate technology tools	0.166783	Field review	1	0.166783
	Total	1	-	-	0.6621035

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