

Analysis of Gender Differences in Heritage Tourism among Visitors of Sheikh Safi Al-din Ardabili world collection

Roya Esmi^{1*}, Habib Shahbazi Shiran²

Masters graduate of Archaeology, University of Mohaghegh Ardabili, Ardabil, Iran.

Faculty of Literature and Human Sciences, University of Mohaghegh Ardabili, Ardabil, Iran.

Abstract

Gender status in society and the mental patterns formed by it can affect many behavioral differences, such as tourism (heritage). Also, the existential identity for women tourism in Iran is basically considered as a modern matter and has always been accompanied by many challenges. Therefore, the present study seeks to analyze gender differences in tourism from Sheikh Safi Al-din Ardabili world collection (Ardabil city). The research method was survey and the sample size was 375 people using available sampling method and Cochran formula (unknown population size). Data were collected during several different time steps. Tourism methods, attractiveness of buildings and gender-differentiating variables in tourism were examined. The results showed that most of the tourists' methods were with family members (women tourists: 47.3%; men tourists: 50.9%). The section of Chini-Khaneh was a top priority for both men and women tourists. Female visitors had a higher tendency to re-visit the collection than male visitors. Also, the most influential variables that distinguished tourists by gender were feeling of security (1.233), cultural acceptance (1.179), and facilities (1.188). it seems Heritage tourism to be more welcomed by women and provides more cultural acceptance for the presence of women tourism.

Keywords: Gender, heritage tourism, Sheikh Safi Al-din Ardabili world collection, tendency to revisit.

1. Introduction

During past years Iran has experienced wide range changes in social and cultural values, behavioral patterns and choices; and, more social opportunities have been provided for those walks of life being on the margin such as women. So, women tourism in Iran is basically considered as modern concept. Tourism can be considered as the industry or services with highest rate of growth in the world (Gunarathna et al., 2013; Kodithuwakku, 2018). Tourism is considered as the leisure time activity in contemporary societies; however, like many other leisure time activities, making access to tourism and travelling is of no equal distribution among different social and gender groups (women and men). However, through improvement of socio-cultural infrastructures, number of women tourists is experiencing an upward trend (Ling Yang et al., 2017). Tourism methods have been defined in three categories of family, group, and or individual tourisms (Kodithuwakku, 2018); however, sometimes the role played by environmental, social, cultural, economic, traditional or customary factors prevailing in different societies are effective on the point that which of gender-based tourism methods would be dominant? That is, in Iran, mostly women as tourists travel with their families or groups; and, in general individual tourism is not a defined position in the society. In other words, Asian women in Asian societies are more vulnerable and dependent than those in western countries, due to cultural differences in terms of tourism (Teo and Leong, 2006; Yang, 2016). This way, they are less willing to travel as an individual tourist (Zhang and Hitchcock, 2017). Heritage tourism (historical) includes visiting various aspects of local cultural and historical heritage (including historical and artistic monuments, and etc.) in every region; and, it has been highly demanded in 21st Century. It has been predicted that history

and culture will play critical role in attracting tourists during future years (Gebreegziabher Asmelash and Kumar, 2019).

Historical textures such as archeological and historical sites, as well as pre-historical hills and old buildings are main sources of heritage tourism. Every historical texture is an integrated set of architecture, culture, economy, and valuable social exchanges; and, the necessity for its emersion has been resulted from considering the country as important and paying attention to local and religious cultures in each region (Salazar and Zhu, 2015). Heritage Tourism boom requires image of destination to be improved among tourists. Tourism destination image depends on three concepts of emotional, cognitive, and the overall image (Hashemi et al., 2015; Assaker et al., 2015; Lopez-Guzman et al., 2018). Cognitive image depends on perceived beliefs and awareness by a tourist regarding characteristics of destination. In fact, tourist's perception includes numerous characteristics of destination including attractions, infrastructures, environment, and quality of services rendered (Coban, 2012).

Emotional image has been stated through feelings and emotional reactions against different characteristics of tourism destination. In fact, gaining emotional experience such as happiness, and mental excitement is stemmed from desirable or undesirable imagination about destination (Xu et al., 2018). In research performed by Romao et al. (2014), effective tourists' satisfaction factor making them to revisit a destination are welfare facilities, environment, and overall impression about destination, as well as variables of age, awareness, and knowledge about tourism destination. According to the results from research performed by Leou et al. (2015), effect of satisfaction is confirmed on tendency towards revisiting a destination. Also, a significant difference has been found between destination image and variables of age, education and income levels. To analyze the variable of heritage tourism' destination image, such variables as cultural acceptance of local people in relation to heritage tourists, emotional destination image, cognitive destination image, feeling of security, public services rendered, expenses, and demographic variables such as age, education level and average monthly income have been measured as main demographic variables.

It was resulted by Apostolopoulos and Sonmez (2001) in gender-based tourism analysis that possibility of women's tourism and travel is stemmed from their social norms and values; and, mainly cultural or religious limitations related to their social roles and socio-economic as well as family limitations are probably determinants of their methods of travel. The aforementioned are considered as main challenges in female travel. For men, being occupied is a big limitation as for entertainment travels; whereas, for women, family responsibilities and their families required to accompany them are considered as important challenges. According to Meng and Uysal (2008) research performed on tourism destinations, women show more tendency towards taking part in local programs such as festivals and visiting historical attractions, museums, and ecotourism; whereas, men show more tendency to entertainment, individual and physical activities in tourism environment. Priority of men is existence of facilities and services in tourism destination. However, welfare conditions and facilities have been first priorities for both gender groups. The two variables of age and income have been resulted in gender difference between two groups of men and women in respect of tourism. Deterministic variables of gender difference in selection of tourism destination between men and women as well included feeling of security, socio-cultural interactions within the area under study, as well as being respected in tourism destination. However, it was concluded by Lin et al. (2014) that no significance difference has been created based on gender, in choosing tourism destination and variables of tourism destination image.

According to the results from research performed by Anuar et al. (2016) in Malaysia, women and men have different tourism goals. Women show more tendencies to revisit cultural and historical places compared to men. However, entertainment aspect of tourism has been of more concern for men. Also, Income factor as well has been one of the effective variables on tourism differences between men and women. In study performed by Kodithuwakku (2018), it has been shown that among historical tourists, dominant tourism method (43%) has been family tourism (compared to individual and group tourisms methods); and, most of women tourists have shown lower tendencies to revisit tourism destination,

compared to men. Marital status has been also of important effect on tourism destination's mental image; and, those travelling with tours or in groups have been less tendency to revisit the place compared to other tourism methods. It was also proved by the study that age, education level, culture, religious values, and mental images regarding tourism destination are important factors as for tourists to make decision for revisit. Also, satisfaction level from destination has been higher among women tourists, compared to men. Similar results have been obtained in research performed by Tasçi et al. (2007).

As confirmed by UNESCO, compared to other countries in the world, Iran is among the eight first countries in terms of having distinguished historical and cultural monuments; however, physical, legal, social and cultural infrastructures appropriate for all segments of society, especially women to take advantage of the potential in terms of tourism are not available. In addition to many ecotourism attractions in Ardabil City, Sheikh Safi Al-din Ardabili world collection (listed in the UNESCO World Heritage, No. 1450) is also considered as one of the most important historical and cultural monuments of the country listed in the UNESCO World Heritage. It goes without saying that, protecting historical monuments and their repair and maintenance has close relationship with presence level of heritage tourists (from all segments of society); because, mostly governmental plans and budgets are very low and the procedure is not of high socio-cultural priority. Women are considered as a large group of people interested in historical and religious buildings; however, many socio-cultural obstacles are a head of women as for presence of them as heritage tourists. That is, unfair social expectations, gender discriminations and social inequalities, as well as emphasis put on economic dependence of women have paved the way for their self-confidence and possibility of desirable presence of them in society to be reduced. This creates hesitation regarding how possibly women can be culturally accepted in different social formats in society (accepting the concept of female tourist). So, the research has been performed to the aim of analyzing gender-based tourism differences in respect of Sheikh Safi Al-din Ardabili collection and studying effective factors on these differences. In this respect, research hypotheses are as follows:

- There is difference between dominant tourism method, between men and women tourists;
- There is gender-based difference between selecting the most attractive historical monuments in the collection;
- There is significant difference between men and women visitors, in terms of revisiting the collection; and,
- There is significant difference between the two groups of men and women tourists in terms of heritage tourism variables.

2. Methodology

2.1. Sheikh Safi Al-din Ardabili collection

The Sheikh Safi Al-din Ardabili world collection in Ardabil city, north-west of Iran, listed as the world heritage site (by UNESCO) back in 2011 under the identification no. 1450 (Esmi and Shahbazi Shiran, 2019). This collection is located at 38° 14'52/5" northern latitude, 48° 17'27/5" longitude, and altitude of 1365 above sea level (Yousefi et al., 2013). This world collection (Figure 1), one of the big and famous tombs among the religious construction worldwide (Jamaati-e-Somarin and Jamaati-e-Somarin, 2011).

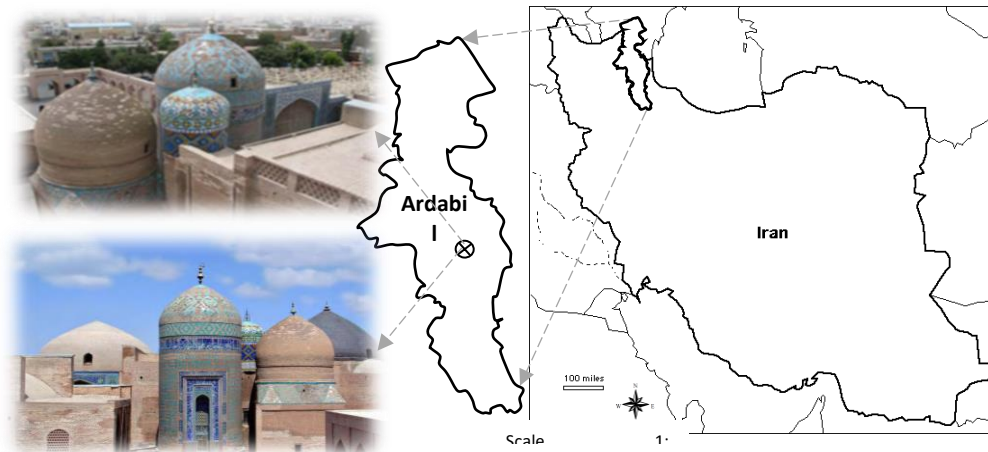


Figure 1. Map of collection location and photos (The Sheikh Safi Al-din Ardabili)

(References: Esmi and Shahbazi Shiran, 2019; Iranian Cultural Heritage, Handicrafts and Tourism Organization, 2009)

Also, as one of the Islamic architecture is the important building that has been constructed according to the Safavid period. This collection is composed of a group of architectural structures including tomb of Sheikh Safi (Allah Allah dome), Shah-Ismail tomb, Chelleh-Khaneh, Dar al-Hadith, mosque of Jannat-Sara, Chini-Khaneh (ceramic gallery, in fact one of the oldest museums established in Iran in 16th century), Qandil-Khaneh, the Haram-Khaneh, Shahidgah Cemetery, main courtyard and some other buildings. Mainly all parts of the collection are completed during Safavid periods, mostly at the time of Shah-Abbas (Shahbazi Shiran and Mammadova, 2014).

2.2. Research Nature, Statistical Population, and Specifying Sample Size

This applied study in terms of objective is a field study as far as control level of variables is concerned; and, it is a descriptive-survey, in terms of data collection method. Statistical population of the study includes all tourists visiting Sheikh Safi Al-din Ardabili collection during June, August, September, March, and April for the period of 2018-2019. Considering unknown population size and to specify sample size, Cochran's Formula for unknown population has been applied (Esmi and Shahbazi Shiran, 2019; Hazra and Gogtay, 2016). In the formula, sample variance value (S^2) has been obtained as 0.2435, for calculation of which primarily 30 questionnaires have been distributed among people outside statistical sample; and, variance of initial sample has been calculated. Thus, the sample size was 375 as follows:

$$n = \frac{Z_{\alpha}^2 \cdot S^2}{d^2} = \frac{3 \cdot 8416 \cdot 0 \cdot 2435}{0 \cdot 0025} \cong 375 \quad (1)$$

(S^2 : 0.2435; Error level (d): 0.05, with 0.95 as confidence level; Z: 1.96)

Simple random sampling (available) method has been used. Considering the point that most of visitors will find occupational, educational, and family opportunities to travel during holidays in spring and summer, and to prevent minimum bias and maximum coverage and variety in statistical population, questionnaires have been collected in different time periods (during June, August, September, March, and April) during 2018 and 2019.

2.3. Research tool

Research tool has been a questionnaire including three main parts, first part of which related to demographic characteristics (education, age, number of family members, financial resources, and etc.). Items in second part of it has been related to tourism destination image as a variable (including components of awareness and interest, emotional image, cognitive image, and overall image), and tourists' satisfaction of destination (retrieved from Bigne Alcaniz et al. (2005); Romao et al. (2014); Rajesh (2013) and Lopez-Guzman et al., 2018). Third part included other main variables of the research including cultural acceptance, employees' interactions and guidance, tourism costs, welfare-health facilities and services provided, feeling of security, location, and roads (Retrieved from Research by Frangos et al. (2015), Archer (2015), Hashemi et al. (2015) and Lopez-Guzman et al. (2018)). Finally, at the third part, variable of tendency towards revisiting by tourists has been scored between zero (none) to five (very much). Other questions of the main research variables with special order and equal weights have been formulated within a five-point Likert Scale from one (very low) to five (very high). Research tool validity has been verified through face validity and based on views provided by a group of faculty members and experts, as well as applying required technical views. In relation to measurement tool reliability, Cronbach's alpha coefficient has been used and the value has been reported as desirable. In Table 1, while referring to the variables affecting the tendency to (re) visit historical collections (Heritage Tourism) and the analysis of gender differences for visitors, additional information about the reliability of the research tool and examples of items of the main variables are presented.

Table 1. Reliability of main tourism variables and some item samples

| Tourism variables | Number of items | Cronbach's alpha | Examples of items | Some references |
|-----------------------------|------------------------|-------------------------|--|--|
| Knowledge and awareness | 7 | 0.71 | - Familiarity with Sheikh Safi Al-din Ardabili; - Familiarity with historical record of buildings constructed, and etc. | - Bigne Alcaniz et al. (2005); Remao et al. (2014) |
| Emotional destination image | 6 | 0.74 | - Visiting the collection has been spiritual and tranquilizing to me; - Visiting the collection, I obtain exciting experiences, and etc. | - Xu et al. (2018); Rajesh (2013) |
| Cognitive destination image | 8 | 0.73 | - More recognition of history of historical buildings in the collection is interesting to me; - Observing traditional texture here and recognition of cultural traditions is attractive to me, and etc. | - Assaker et al. (2015); Lopez-Guzman et al. (2018) |
| Overall destination image | 4 | 0.78 | - Sheikh Safi Al-din Ardabili collection is of high historical reputation; - In addition to historical and mystical attraction, destination is of good climate, and etc. | - Romao et al. (2014); Hashemi et al. (2015) |
| Employees' interaction | 5 | 0.79 | - Desirable information provided by employees; | - Bigne Alcaniz et al. (2005); |

| | | | | |
|--------------------------|---|------|--|--|
| and guidance | | | - Good behavioral interaction of employees, and etc. | Frangos et al. (2015) |
| Destination satisfaction | 5 | 0.84 | - Being satisfied with historical variety; - Desirable attraction available during visit, and etc. | - Frangos et al. (2015); Lopez-Guzman et al. (2018) |
| Location and roads | 7 | 0.73 | - Proper travelling conditions (air-land) towards tourism destination; - Location of tourism region (not being far from the city), and etc. | - Frangos et al. (2015); Hashemi et al. (2015) |
| Cultural acceptance | 5 | 0.70 | - Identity of women and their acceptance as target tourists in destination becoming customary; - Feeling language and/or cultural difference in tourism destination, and etc. | - Ling Yang et al. (2017); Lin et al. (2014) |
| Tourism costs | 5 | 0.75 | - Appropriateness of ticket prices compared to other historical places; - Appropriateness of price paid and welfare services rendered in the region, and etc. | - Frangos et al. (2015); Leou et al. (2015) |
| Facilities | 8 | 0.73 | - Being close to welfare places (parking, hotel, restaurant, residential); - Appropriate residential conditions for women tourists, and etc. | - Romao et al. (2014); Lopez-Guzman et al. (2018) |
| Feeling of security | 8 | 0.77 | - Availability of police stations and health centers in destination; - Having a feel of social security in destination, and etc. | - Anuar et al. (2016); Archer (2015) |
| Loyalty | 5 | 0.79 | - How much you are tendency to make a revisit to Sheikh Safi Al-din Ardabili collection, and etc. | - Romao et al. (2014); Lopez-Guzman et al. (2018) |

3. Research Findings

3.1. Respondents' Demographic Characteristics

According to the research findings in Table 2, 29.3% of visitors have been female, and 70.7% have been male. From marital status point of view, most of respondents (69.6%) have been married and highest frequency percentage (30.4%) of them has been related to the age range between 36 and 45 years. In terms of highest frequency percentage of education level within statistical sample, it was related to the Bachelor's degree (33.3%). Highest average monthly income (43.7%) has been related to

the amounts between 30.1 to 40 million IRR. Demographic characteristics are provided in details in Table 2.

Table 2. Summary of demographic characteristics of respondents

| Variables | Items | Frequency | Percent |
|--|--------------------------|-----------|---------|
| Gender | Female | 110 | 29.3 |
| | Male | 265 | 70.7 |
| Marital status | Single | 114 | 30.4 |
| | Married | 261 | 69.6 |
| Tourism method | Solitary tourism (alone) | 96 | 25.6 |
| | Group (or family) | 279 | 74.4 |
| Age | ≤ 35 years old | 105 | 28.00 |
| | 36-45 years old | 117 | 31.20 |
| | 46-55 years old | 98 | 26.13 |
| | ≥ 56 years old | 55 | 14.67 |
| Education level | High School and lower | 50 | 13.3 |
| | Diploma | 95 | 25.3 |
| | Bachelor | 125 | 33.3 |
| | Postgraduate | 105 | 28.0 |
| Average monthly income (million IRR ¹) | ≤ 30 million IRR* | 153 | 40.8 |
| | 30.1-40 million IRR | 164 | 43.7 |
| | 40.1-50 million IRR | 23 | 6.1 |
| | ≥ 50.1 million IRR | 35 | 9.3 |

*. 1 US dollar≈120,000 Iranian rials (IRR).

3.2. Gender-based tourism methods among tourists

According to the results provided in Table 3, highest frequency percentage based on tourism methods (individual, group (friends or tours), and/or family tourism) for both gender groups has been related to family tourism (women tourists: 47.3%: men tourists: 50.9%). On the contrary, lowest frequency percentage has been related to individual tourism (women tourists: 21.8%: men tourists: 20.0%).

Table 3. Frequency distribution of respondents based on tourism methods

| Tourism methods | Female | | Male | |
|--------------------------|-----------|---------|-----------|---------|
| | Frequency | Percent | Frequency | Percent |
| Individual | 24 | 21.8 | 53 | 20.0 |
| Group (friends or tours) | 34 | 30.9 | 77 | 29.1 |
| Family | 52 | 47.3 | 135 | 50.9 |
| Sum | 110 | 100 | 265 | 100 |

3.3. Attractiveness level of various historical sites in the collection based on gender

Considering Table 4, first and last attractiveness priorities in both gender groups have been respectively related to the Chini-Khaneh (exhibition of porcelain objects) and Haram-Khaneh (house of women); whereas, there have been some differences between the two genders in terms of attractiveness level of Shah-Neshin (alcove), museum of collection, Chelleh-Khaneh (praying room),

Sheikh Safi tomb (Allah Allah dome), main courtyard, and Dar al-Hadith Hall (Motevalli arch). However, there has been no difference between the two genders as far as other sections are concerned.

Table 4. Prioritizing the attraction level of various sections of collection based on gender

| Items | Gender | Mean | SD | Rank |
|-----------------------|--------|-------|-------|------|
| Chini-Khaneh | Female | 4.200 | 0.799 | 1 |
| | Male | 4.147 | 0.870 | 1 |
| Shāh-Neshin | Female | 4.164 | 0.807 | 2 |
| | Male | 4.011 | 1.037 | 7 |
| Qandil-Khaneh | Female | 4.118 | 0.916 | 3 |
| | Male | 4.113 | 0.966 | 3 |
| Mosque of Jannat-Sara | Female | 4.091 | 0.808 | 4 |
| | Male | 4.087 | 0.842 | 4 |
| Museum of collection | Female | 4.055 | 0.907 | 5 |
| | Male | 4.034 | 0.935 | 6 |
| Chelleh-Khaneh | Female | 4.027 | 0.807 | 6 |
| | Male | 4.128 | 0.903 | 2 |
| Allah Allah dome | Female | 4.025 | 0.795 | 7 |
| | Male | 3.083 | 0.909 | 5 |
| Shahidgah cemetery | Female | 3.954 | 0.850 | 8 |
| | Male | 3.996 | 0.947 | 8 |
| Main enclosure | Female | 3.918 | 0.900 | 9 |
| | Male | 3.891 | 0.961 | 10 |
| Dar Al-Hadith | Female | 3.736 | 0.974 | 10 |
| | Male | 3.966 | 1.031 | 9 |
| Tomb of Shah-Ismail | Female | 2.918 | 1.085 | 11 |
| | Male | 2.940 | 1.110 | 11 |
| Haram-Khana | Female | 2.546 | 1.138 | 12 |
| | Male | 2.585 | 1.222 | 12 |
| Other cases | Female | 2.491 | 1.107 | 13 |
| | Male | 2.381 | 1.169 | 13 |

3.4. Comparing gender-based tendency to revisiting the collection by tourists

According to Table 5, there is significant difference between the two male and female groups at significance level of 5%. According to mean rank, women tourists show more tendency to revisiting the collection, compared to men tourists.

Table 5. Comparing gender-based tendency for revisiting the collection

| Variable | Categories | Mean rank | U | Z | Sig. |
|---------------------|------------|-----------|----------|---------|-------|
| Tendency to revisit | Female | 204.55 | 12755.00 | -2.024* | 0.043 |
| | Male | 181.13 | | | |

*: Significant at the 0.05 level (2-tailed)

3.5. Estimating Logistic Regression Model

In analyzing the role played by gender on heritage tourism variables, dual logistic regression has been used. Dependent variable of gender has been divided into two men tourists (code 0), and women tourists (code 1) groups. Based on regression analysis model, 15 variables of age, education level, average monthly income (million IRR), knowledge and awareness, emotional destination image, cognitive destination image, overall destination image, destination satisfaction, location and roads, cultural acceptance, employees' interaction and guidance, tourism costs, facilities, feeling of security, and loyalty have been analyzed. According to the results provided in Table 6, overall power of the

model evaluated in form of overall prediction percentage has been equal to 84%. This means that 84% of observations have been separated appropriately; and, the model has been capable of predicting desirable percentage of dependent variables with consideration of those variables entering the equation.

Table 6. Classification of two respondent groups in logistic regression

| Observed | | Predicted | | |
|--------------------|--------|-----------|------|--------------------|
| | | Gender | | Percentage Correct |
| | | Female | Male | |
| Gender | Female | 74 | 36 | 67.30 |
| | Male | 24 | 241 | 90.90 |
| Overall Percentage | | | | 84.0 |

Considering Table 7, Chi-square value (-2 log likelihood) has been 285.499. Also, Values of Cox and Snell R square and Nagelkerke R squares showing coefficient of determination and adjusted coefficient of determination show that independent research variables can predict 0.362 to 0.515% of changes in dual variable, in total.

Table 7. The results of logistic regression for study variables

| Variables | B | S.E. | Wald | P-value | Exp (B) |
|--|----------|-------|--------|---------|---------|
| X1= Age | -0.028 | 0.015 | 3.253 | 0.071 | 0.973 |
| X2= Education level | -0.023 | 0.036 | 0.415 | 0.520 | 0.977 |
| X3= Average monthly income | -0.048** | 0.016 | 9.674 | 0.002 | 1.050 |
| X4= Knowledge and awareness | -0.123** | 0.028 | 20.022 | 0.000 | 1.086 |
| X5= Emotional destination image | -0.600** | 0.021 | 8.199 | 0.004 | 0.942 |
| X6= Cognitive destination image | -0.023 | 0.015 | 2.485 | 0.115 | 0.977 |
| X7= Overall destination image | -0.024 | 0.036 | 0.439 | 0.508 | 0.977 |
| X8= Destination satisfaction | -0.102** | 0.030 | 11.175 | 0.000 | 1.109 |
| X9= Location and roads | 0.007 | 0.039 | 0.036 | 0.849 | 1.007 |
| X10= Cultural acceptance | -0.164** | 0.039 | 17.999 | 0.000 | 1.179 |
| X11= Employees' interaction and guidance | 0.023 | 0.033 | 0.491 | 0.484 | 1.023 |
| X12= Tourism costs | -0.083* | 0.035 | 5.467 | 0.019 | 0.920 |
| X13= Facilities | 0.111** | 0.031 | 12.528 | 0.000 | 1.118 |
| X14= Feeling of security | -0.209** | 0.031 | 44.966 | 0.000 | 1.233 |
| X15= Loyalty | 0.004 | 0.039 | 0.010 | 0.922 | 1.004 |
| Constant | -2.003 | 1.161 | 2.979 | 0.084 | 0.135 |
| -2 Log likelihood= 285.499; Cox & Snell R Square= 0.362; Nagelkerke R Square=0.515; Hosmer and Lemeshow Test: (Chi-square: 4.124; P-value= 0.769). | | | | | |

* and ** show significance at the 5% and 1% levels, respectively.

After being assured of the model's fit being indicative of appropriateness of overall research model, significance of effects of independent variables has been specified via parent statistic so that significant variables distinguishing between the two groups of tourists based on gender would be determined. According to the results in Table 7, from among 15 independent variables, 8 significant variables have been obtained. To identify the most effective independent variables on dependent variable, Exp (B) values have been used (Nadaf Fahmideh et al., 2017). Considering the value of Exp (B), effective variables on distinction made between the two groups have been respectively variables of feeling of security (1.233), cultural acceptance (1.179), facilities (1.118), destination satisfaction (1.109), knowledge and awareness (1.086), average monthly income (1.050), emotional destination image (0.942), and tourism costs (0.920) so that placement of tourists in two gender groups would be predicted. Finally, and based on the results provided in Table 8, optimized logistic regression equation (g) is as follows:

$$g = -2.003 - 0.048 (X3) - 0.123 (X4) - 0.600 (X5) - 0.102 (X8) - 0.164 (X10) - 0.083 (X12) + 0.111 (X13) - 0.209 (X14) \quad (2)$$

3. Conclusion

Gender as a social structure is defined as being male or female and what is expected from these two in society; and, some characteristics are attributed to men and women within which the person would be assigned a gender role. In this respect, research has been aimed at analyzing gender-based differences in tourism among those people visiting global complex of Sheikh Safi (heritage tourism), and studying effective factors on occurrence of these differences. According to the results consistent with the findings from Kodithuwakku (2018), highest frequency based on tourism methods in Sheikh Safi Collection in terms of both gender groups has been related to family tourism (women tourists: 47.3%: male tourists: 50.9%). So it could be claimed that heritage tourism has been accepted more in form of family tourism and its boom (especially for Sheikh Safi Collection) requires support; and, promotional programs of heritage tourism to be directed towards services rendered to families and facilities provided to them (place of residence and rest for families, places for taking care of children or their play, clinics, supporting family tours, and provision of facilities, and etc.). Another finding showed that first priority in terms of attractiveness of tourism buildings has been put on Chini Khaneh (exhibition of proclaim objects) by both males and females. It seems that architectural structure of Chini Khaneh, its beauty, and attractions are unique among historical sites in the country. Therefore, to promote and market tourism in Sheikh Safi complex, background images of the exhibition and complementary explanations regarding them are proposed to be used. This would be resulted in destination image among probable tourists to be strengthened more; and, it can be resulted in tourism boom.

The results from research performed on comparing tendency level for revisiting the complex based on gender; there has been significant difference between the two male and female tourist groups. That is, consistent with the results from Anuar et al. (2016) and contrary to those of Kodithuwakku (2018), women visitors have been more interested in revisiting the collection, compared to men visitors. So, heritage (historical) tourism and visiting historical-religious and spiritual buildings can play a leading role as for women tourists to be more present, if well managed. It seems that socio-cultural acceptance of women tourists in form of heritage tourism (visiting historical-religious buildings) is much more accepted than other types of tourism; so, women tourists can be developed in form of heritage tourism within religious and cultural accepted frameworks in the society; and, it can help increase of spiritual freshness and social presence of women. Heritage tourism boom can be realized through more interest shown by wide range of people in the society (women), more than ever.

Contrary to the findings by Lin et al. (2014), the results from regression analysis performed on the role played by gender on heritage tourism variables showed that men and women tourists are different in terms of many tourism variables. Effective variables on the two groups of tourists being distinguished included feeling of security, cultural acceptance, tourism costs, facilities, average monthly income, knowledge and awareness, destination emotional image and destination satisfaction (according to result of Leou et al. (2015) and Xu et al. (2018)); from among which, effective role played by three variables of feeling of security, cultural acceptance, and facilities (similar to the findings by Meng and Uysal, 2008) has been higher than the other variables, based on gender. So, creating coordination among various institutions such as police and municipality in addition to Cultural Heritage, Handicrafts and Tourism Organization can be used in respect of creating more desirable psycho-sociological and physical security where heritage tourism is of concern. That is, increase made in numbers of police kiosks and security patrols in the region and/or installation of security cameras, increasing the ambient lighting and designing the environment in a way that blind visual spots would be eliminated can provide tourists especially women with more sense of security. However, vital role played by culture building programs, and strengthening social norms so that women tourists would be accepted as an identity have to be taken into consideration.

Supporting tours specified to women and providing them with desirable facilities can lead to agreement and more cooperation of families of women tourists, as well. Using discounted tickets for women tourists and creating (discounted) residences specified for women to reside or rest in can have

more incentive aspects as for more presence of women tourists in the area. Protecting nightlife in surrounding environments of tourism locations through creation of land uses active during night and inducing family environment to the tourism area, creating special parks for women proportionate to women's population share, allocation of taxis with female drivers to women, using visual advertisements as for introduction of existential identity of women, as well as culture building in this respect, revival of stagnant and passive textures within tourism region, installation of obstacles in footpaths so that motor cycles could not be passed through and cars not to stop there, promoting quality of public transportation system, and increased accessibility to emergency services and police in facing with danger can have more effective role to improve reputation of tourism region as for presence of women. They also can improve satisfaction and lead to heritage tourism boom in the region so that female visitors would be more willing to revisit Sheikh Safi Al-din Ardabili collection.

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