



Investigating Domestic Tourists' Satisfaction from Pahlevani and Zourkhaneh Rituals

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ABSTRACT

Tourism is a dynamic industry with social, economic and cultural impacts for communities. Today, countries are moving towards more sustainable forms of tourism to be able to help to preserve their environment, culture and authenticity in addition to economic benefits. The present research is applied in terms of type and in terms of method is quantitative and in terms of purpose is descriptive survey. The main purpose of this study is to investigate the domestic tourists' satisfaction from the observance of Pahlevani and Zurkhaneh rituals. Results show that Baku has the capability to diversify cultural tourism with orientation towards tourism of intangible heritage and Pahlevani and Zurkhaneh rituals, because it is faced with high satisfaction of tourists visiting Zurkhaneh and on the other hand, the infrastructure of this kind of intangible heritage is provided.

1. Introduction

Tourism is a dynamic industry with social, economic and cultural impacts for communities. Today, countries are moving towards more sustainable forms of tourism to be able to help to preserve their environment, culture and authenticity in addition to economic benefits. Heritage tourism as one of the sustainable forms of tourism industry has been considered by activists of this industry in recent years. According to UNESCO's (2017) classification of cultural heritage, this heritage is divided into two categories: tangible cultural heritage and intangible cultural heritage. Intangible cultural heritage is a kind of living heritage that is constantly renewed and it is in accordance with the environment and it is traditions that are still alive and established, and united with the past, present and future. These elements are an important part of cultural heritage because it creates a unique understanding of the authenticity of a community (Jovanovic et al, 2015). Pahlevani and Zurkhaneh rituals are an intangible heritage that was recorded in list of Heritage Site of Humanity by UNESCO in 2010. Azarbaycan is known as a cultural destination with a lot of tangible and intangible cultural heritage. Esfahan is a historic cultural city that its tangible heritage is considered by tourists, but still it has not allocated any position in the field of intangible cultural heritage tourism among tourists. The initial purpose of this study is to evaluate the domestic tourists' satisfaction from Pahlevani and zurkhaneh rituals as important customers for this market. Pahlevani and zurkhaneh rituals as world intangible cultural heritage, especially in the cultural and historical city of Baku, will create a sense of identity and extension of culture of chivalry and Pahlevani among tourists and residents of this city. Also, according to the vision document of the cultural heritage and tourism development of the country (2005-1404), all the activists of this industry should be diligent for preserving, protecting and introducing and presenting the values in the cultural heritage of the country at national and international level for survival and promoting cultural identity of community as well as increasing domestic tourism and achieving a proper share of tourism markets with diversification to the Azarian tourism market. Achieving this issue requires identifying new capabilities and attractions, introducing them to visitors, and attracting satisfaction of tourists to revisit them. The intangible heritage as a huge potential cultural resource of the country can be one of these capabilities. Paying attention to the Pahlevani and Zurkhaneh rituals in Baku will lead to the diversification and dynamics of Baku's cultural tourism market. Therefore, examining the satisfaction of domestic tourists visiting Zurkhaneh to increase tourists visiting Baku's Zurkhaneh and prospewrty of Pahlevani rituals seems necessary in this city.

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2. Research Methodology

The present research is applied in terms of type and in terms of method is quantitative and in terms of purpose is descriptive survey. The main purpose of this study is to investigate the domestic tourists' satisfaction from the observance of Pahlavani and Zurkhaneh rituals in Baku. The study population is domestic tourists of Baku and the sample is 385 domestic tourists visiting Zurkhaneh in Baku. Veal's table (Veal 2006) has been used to select the sample size. Research data has been obtained through the design of a questionnaire containing 5 general questions and 8 questions with a five-point Likert scale (very low to very high) regarding the satisfactory of the constituent elements of the Zurkhaneh such as music, architecture, tools and instruments, Zurkhaneh sports skills and techniques from the perspective of domestic tourists. The validity of the questionnaire was investigated by content analysis method (CVR) using the views of tourism, cultural and sport professors and its reliability was investigated by SPSS software. Questionnaire findings were evaluated through parametric and nonparametric tests such as one-sample t-test and independence.

2.1. Area of study

Baku is located in the geographical center of Azerbaijan and southeast of Baku province. Table and map 1 shows the population, area and geographical coordinates of Baku. The number of historical and cultural monuments led to be called the Museum of the Azaria City and selected as the cultural capital of the Islamic World in 2006. It is noteworthy that in the twenty-year vision document of Baku tourism, diversification of tourism products for sustainable development and maximization of tourism revenue as well as the use of modern methods in introducing and informing tourism attractions of Baku has been mentioned. (Zirak Bash, 2009). In addition to having much tangible heritage, Baku has a great potential for the prosperity of tourism of the intangible heritage as it has intangible heritage such as carpet weaving, traditional game of polo, handicrafts, minstrelsy, traditional music of Baku school and Pahlavani and zurkhaneh rituals. There are more than 16 Zurkhanehs in Baku, many of them located in the historical districts of this city. Among them, it can be referred to the Zurkhaneh of Ali Gholi Agha, Ali Ibn Abitaleb, Darvazeh Hassanabad, Mullah Ali (AS) and Zulfaghar Zurkhaneh.

Table 1. Geographical features of Baku City (Baku Province's Statistical Yearbook, 2016)

| Latitude and Longitude | | | | Area | Population |
|---------------------------|---------------------------|------------------------|------------------------|-----------|------------|
| Maximum eastern longitude | Minimum eastern longitude | Maximum north latitude | Minimum north latitude | 15706 Km2 | 2243249 |
| 51 degrees 50 minutes | 51 degrees 33 minutes | 32 degrees 51 minutes | 32 degrees 32 minutes | | |

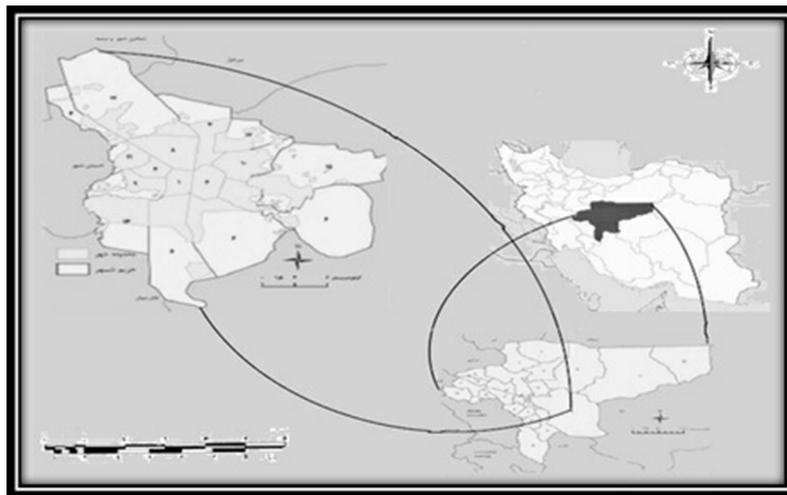


Figure 1. Baku Location Map (Base Map: Statistical Yearbook of Baku Province, 2016; Drawing: Author)

3. Theoretical Foundations of Research

Cultural heritage is something that human beings inherit from the past and it is protected for the benefit of the present and future generations (Dimitriadis et al. 2012). Cultural heritage is not limited to tangible and constructed monuments and works, and it consists many hidden and intangible dimensions that are intertwined and preserving each one depends another and tangibly and intangibly are for the interests of each group or even entire humanity (Skounti 2001). The intangible cultural heritage is a kind of living heritage that is sustainably renewed and it is in accordance to the environment and it is traditions that are still alive and united with the past, present and future. These elements are an important part of cultural heritage because it creates a unique understanding of the authenticity of a community (Jovanovic et al, 2015). Intangible or immaterial cultural heritage means verbal behaviors, symbols,

knowledge, skills and manifestations that communities, groups and in some cases individuals consider to be part of their cultural heritage, they are transmitted from one generation to another, they are continuously changed and recreated by communities and groups in response to the environment, nature and history and bring a sense of identity and continuity and promote respect for human cultural diversity and creativity (UNESCO Intangible Heritage Convention, 2003). UNESCO divides immaterial cultural heritage into five areas:

1- Verbal and linguistic traditions 2- Performing arts and music 3- Social customs, rituals and celebrations 4- Traditional knowledge and activities related to nature and society 5- Crafts-related techniques and skills (Rodzi et al. 2013). It should be noted that the emphasis of the present study is on the third area of this division i.e rituals.

Tourist's satisfaction plays an important role in the continuity of tourism and the future of this industry (Neal & Gursoy, 2008) because satisfied tourists tend to transfer their positive experiences to others and replicate travel to place. Mazorski in 1989 showed that tendency to offer destination to others and revisit it is influenced by tourist's satisfaction (Warnaby & Medway, 2004). According to Hong and Cheng, determining the satisfaction related to tangible or intangible products that consumers experience is important to determine effectively the target market for tourists (Kim, 2008). In the following, a number of researches conducted by intangible cultural heritage researchers will be pointed out.

The purpose of an article titled "Intangible Cultural Heritage in Advancing Development of Location" has been to determine the impact of using intangible cultural heritage in tourism on the community and the local environment. The data collection method has been the use of theoretical sources included analysis of international literature, documents and experiences as well as empirical research methods including observations and structured interviews. The results show that tourists are looking for adventure and new attractions and prefer attractions based on authenticity, cultural heritage and oneness. On the other hand, preserving intangible heritage will promote awareness of the national identity of the community and long-term economic and social development (Smuka, 2016). Also, in an article titled "Improving Tourism Destination Image with Intangible Cultural Heritage: Montenegro as case study", researchers state that while contemporary tourism seeks ways to increase economic experience, tourism experience from intangible heritage has become an important component of tourist destination image. The image is a kind of pure result of the contrast of all experiences, beliefs, feelings and perceptions in relation of individuals with the destination organization. In this study, the authors seek to investigate current issues in Montenegro tourism and the need to improve the tourist destination image based on the preservation and promotion of intangible cultural heritage. On the other hand, Montenegro's intangible heritage is considered a reason for diversifying tourism and attracting new sections of the market, according to the limitation of capital, population and natural resources. Competition in global tourism markets requires applying innovative methods in tourism development. Montenegro is a country where tourism is the strategy of the main development for the creation of new sections of the tourist's attraction market including arousing by cultural heritage, events, education and ethnic values (Jovanovic et al, 2015). In addition, Lanzarini (2011) states in his article that the main factors of intangible cultural heritage are recognized by the heritage itself. This heritage through sustainable and continuous entertainment in response to societal and historical assessment of communities and interest groups, relation to the cultural identity of communities and persistent communication with human rights is as an essential element and prerequisite for ensuring real understanding and benefiting the carriers and creator's individual and collective rights. (Lenzerini 2011).

Afkhami et al (2006) in an article entitled "Identifying Factors Affecting Heritage Tourists' Satisfaction from the Sheikh Safi Al-Din Ardebili's World Collection" have investigated the heritage tourists' satisfaction and factors affecting it from Sheikh Safi Al-Din Ardebili's World Collection. The statistical sample has been 400 randomly selected tourists visiting Sheikh Safi World Collection. The questionnaire included questions about motivations of visiting collection, satisfaction from different parts of the collection and services that were analyzed by SPSS software after being finalized. The findings show that tourists' satisfaction from this world collection is very low and not as much as the name and size of the world site. The dissatisfaction, especially among the educated strata of the visiting community, is very high. This paper shows that tourists' satisfaction from heritage sites has not been considered an important issue for trustees and officials of the country's cultural heritage so far. Chaghajerdi (2014), in an article, investigated the role and position of Zurkhaneh in the development of sport tourism in Baku. The results showed that lack of experts in sport tourism field, lack of amenities and proper transportation for sports tourists, very low publicity in this area, the old building of Zurkhaneh and lack of familiarity of people with Zurkhaneh have role in the weakness of sport tourism in Zurkhaneh of Baku. A thesis entitled "Investigating the Role of Intangible Cultural Heritage in Attracting Inbound Tourists, a Case Study of Baku City" have investigated the feasibility of diversifying tourism products focusing on introducing and developing intangible cultural heritage to Baku foreign tourists and more attention to heritage by the help of cultural tourism. The intangible cultural heritage of the study includes minstrelsy, Taziyeh, traditional music and the Zurkhaneh. Determining the position of intangible cultural heritage in attracting foreign tourists, comparing the views of foreign tourists in Baku as demand and the views of trustees and organizers of the intangible cultural heritage as supplier regarding the use of this heritage as tourism cultural products, as well as examining the causes of emergence and expansion of intangible cultural heritage in Azerbaijan are objectives of this study. The researcher has used semi-structured interviews in the supply section and used a researcher-made questionnaire and a focus group in the demand section to be aware of the views of Baku foreign tourists who used the International Coaching Surfing Site. The results of this study indicate the high status of intangible cultural heritage from the viewpoint of tourists and most of them tend to extend their stay in Baku. The position of intangible cultural heritage has, especially for traditional music has a better position, followed by it, Taziyeh and Zurkhaneh are in the next ranks of desirability (Amiri, 2013).

4. Research findings

As it was mentioned before, the questionnaires were distributed in Baku and among the domestic tourists. In order to answer the research question, 8 questions were asked tourists, one question in general and the rest separately by naming visual and auditory items in Zurkhaneh evaluated the satisfaction of domestic tourists from Pahlavani and Zurkhaneh rituals in Baku. After completing the questionnaires, the obtained data were coded and entered into SPSS software and data reliability was investigated using Cronbach's alpha. Reliability was 9.1 which indicating high reliability of the research data.

The descriptive results of the demographic questions show that 52.2% of the participants are male and 47.8% are female. A high percentage of respondents are 26-35 years old (41%). Also, 40.8% of the respondents have a bachelor's degree.

After assuring the normality of data, a one-sample t-test was used to investigate the satisfaction of domestic tourists from Pahlavani and Zurkhaneh rituals as a world intangible heritage in Baku. Two hypotheses were considered for this test:

Table 2. One-sample t-test hypotheses

| Hypothesis | Mean | Position |
|---|--------------|----------|
| H0= Domestic tourist satisfaction is not high | $3 \mu \leq$ | Improper |
| H1= Domestic tourist satisfaction is high | $3 < \mu$ | Proper |

According to Table 3, it can be said that the average satisfaction of tourists after visiting Pahlavani and Zurkhaneh rituals is higher than the average with probability more than 95%. Bottom and up limit are the same in all questions. The sig (2-tailed) in all questions except for the first question examining overall tourists' satisfaction is less than 0.05. In the first question, the sig (2-tailed) is 0.01 which is equal to 0.05 by dividing on two, so the hypothesis H0 is rejected and the domestic tourists' satisfaction from Pahlavani and Zurkhaneh rituals is high.

Table 3: T-test to investigate the average domestic tourist's awareness from Pahlavani and Zurkhaneh rituals in Baku

| Question related to the domestic tourists' satisfaction from Pahlavani and Zurkhaneh rituals | Test scale=3 | | | | | |
|--|--------------|---------------|---------------|-------------|----------------------|----------|
| | T | Sample number | Sig(2-tailed) | Mean sample | Confidence level 95% | |
| | | | | | Bottom limit | Up limit |
| Satisfaction of tourists visiting Baku Zurkhaneh | 603/2 | 384 | 01/0 | 1506/3 | 0368/0 | 2644/0 |
| Zurkhaneh architecture attractiveness | 659/9 | 384 | 0 | 5013/3 | 3993/0 | 6033/0 |
| Attractiveness of Zurkhaneh music | 114/16 | 384 | 0 | 8234/3 | 7229/0 | 9238/0 |
| Attractiveness of athletes rituals of Zurkhaneh | 201/14 | 384 | 0 | 7636/3 | 6579/0 | 8694/0 |
| Attractiveness of instruments and means of performing the Pahlavani and Zurkhaneh rituals | 481/11 | 384 | 0 | 5948/3 | 4929/0 | 6967/0 |
| Attractiveness of poems and signs of Pahlavani and Zurkhaneh | 027/14 | 384 | 0 | 7169/3 | 6164/0 | 8174/0 |
| Attractiveness of the movements and techniques of Pahlavani and Zurkhaneh rituals | 654/12 | 384 | 0 | 6675/3 | 5638/0 | 7713/0 |
| Attractiveness of coverage of Pahlavani and Zurkhaneh rituals | 973/10 | 384 | 0 | 5584/3 | 4584/0 | 6585/0 |

The independence test was used to examine the dependency between the two variables of gender and domestic tourists' satisfaction from Pahlavani and Zurkhaneh rituals (equation 1 of questionnaire). The hypotheses considered in this test are as follows:

H0= Two variables of gender and domestic tourists' satisfaction are independent.

H1= Two variables of gender and domestic tourists' satisfaction are not independent.

As it can be seen in Table 4, the expected frequency of men's satisfaction in low and middle options is greater than the frequency observed, and in the other options, the frequency observed is greater than expected frequency. But for women, the expected frequency for very few, many, and too many options is greater than observed frequency. In Table 5, the Pearson's statistic sig is greater than 0.05, so the null hypothesis is accepted and the two variables of gender and satisfaction are independent and have no relation.

Table 4. Independence test between gender and satisfaction from Pahlavani and Zurkhaneh Rituals

| Gender | | the tourists' satisfaction after visiting Pahlavani and Zurkhaneh rituals in Baku | | | | | | Sum |
|--------|--------------------|---|------|--------|------|-----------|-------------|-----|
| | | Very low | Low | Medium | High | Very high | No response | |
| Male | Frequency observed | 16 | 34 | 55 | 61 | 17 | 1 | 184 |
| | Frequency expected | 8/15 | 4/34 | 2/61 | 4/55 | 4/13 | 8/3 | 184 |
| Female | Frequency observed | 17 | 38 | 73 | 55 | 11 | 7 | 201 |
| | Frequency expected | 2/17 | 6/37 | 8/66 | 6/60 | 6/14 | 2/4 | 201 |

| | | | | | | | | |
|-----|--------------------|----|----|-----|-----|----|---|-----|
| Sum | Frequency observed | 33 | 72 | 128 | 116 | 28 | 8 | 385 |
| | Frequency expected | 33 | 72 | 128 | 116 | 28 | 8 | 385 |

Table 5. Independence test between gender and satisfaction from Pahlavani and Zurkhaneh rituals

| Statistic | Value | df | Sig. (2-sided) |
|---------------------------|--------|----|----------------|
| Pearson statistics | a145/8 | 5 | 148/0 |
| Logarithmic statistics | 71/8 | 5 | 121/0 |
| Line-by-line independence | 148/0 | 1 | 701/0 |
| Sum | 385 | | |

5. Discussion and Conclusion

The formation of intangible heritage tourism in a community depends on identifying, preparing and presenting existing attractions and local and regional supporting of intangible heritage tourism at social structural levels. According to many researchers in the field of tourism and heritage, these rituals can provide national pride and institutionalize ethical traits in the visitors. Many traditional communities invest on the intangible heritage of their areas to obtain economic benefits. In this study, a quantitative method was used to evaluate the satisfaction of domestic tourists from the components of Pahlavani and zurkhaneh rituals. The average of all items questioned was obtained above the average $I_e 3$. According to the results, it can be said that Baku has the capability to diversify cultural tourism with orientation towards tourism of intangible heritage and Pahlavani and Zurkhaneh rituals, because it is faced with high satisfaction of tourists visiting Baku Zurkhaneh and on the other hand, the infrastructure of this kind of intangible heritage is provided in this city. The results are consistent with Amiri's research (2013) and mention the importance of these rituals for attracting tourism and prosperity of intangible heritage tourism. Finally, suggestions and guidelines for the results of the research will be presented:

- ✓ Holding specialized tours to visit the intangible heritage of Baku with centrality of visiting the Zurkhaneh of this city for tourists
- ✓ Creating a creative and friendly atmosphere for tourists for their more interest, such as the possibility of working with tools of Zurkhaneh or inviting old athletes in Zurkhaneh and talking to them.
- ✓ Holding national and international ancient sport matches in Baku Zurkhaneh and inviting indigenous people and tourists to visit these matches
- ✓ Providing brochures to visiting tourists with information about Pahlavani and Zurkhaneh rituals and customs of entry into Zurkhaneh in Baku
- ✓ Adaptation of a number of old Zurkhaneh located in the historic districts of Baku for tourists to visit in terms of ventilation and other facilities.
- ✓ Aligning athletes' coverage and coordinating their movements in Zurkhaneh prepared for the presence of tourists.

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