

## The Role of Pilgrimage to the Shrine of Imam Riḍā (as) in Quality of Life

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### Abstract

In this study, the effect of constructive experience of pilgrimage on the benefits of religious pilgrimage due to peace of mind, escape from experiences, unique experience during pilgrimage, interactive experiences and brand image are discussed. The brand image of the pilgrimage-religious collection is the perceptions and ideas that are formed from the whole existence of the collection in the minds of the pilgrims. This research is considered as applied in terms of purpose and in terms of research method is in the category of descriptive survey research. The statistical population of the study is the tourists of Holy Mashhad (Imam Riḍā's royal court), and in the model of this study, 14 variables were measured and 510 questionnaires were collected by simple random sampling. Statistical analyzes were performed using SPSS and Amos software. Cronbach's alpha coefficient was used in the inferential analysis of the data, KMO test tool and Cruet Bartlett were used to determine the internal stability, and structural equation modeling method was used to determine the appropriateness of the sample size and the accuracy of factor separation and to determine the causal relationship between the variables. The findings of this study indicate that the constructive experience of pilgrimage affects the benefits of religious travel through peace of mind, escape from experiences, unique experience during pilgrimage, interactive experiences of pilgrims and the brand image of the royal court of Imam Riḍā (as). The results of this study also showed that the travel benefits of religious tourists have a positive and significant effect on the health status of tourists. The results of this study showed that religious tourism can provide many material, spiritual and cultural opportunities for religious cities.

**Key words:** Constructive experience of pilgrimage, Religious tourism, Tourism brand, Religious culture.

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