

Happiness, Leisure and Tourism vs Household Budget in Iran

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Abstract – *The paper aims to explore how happiness, leisure and tourism play role in modern life, and how they are related to household budget. While in the past household budget was totally allotted to the necessities of food, clothing and shelter, nowadays, some portion of the household budget needs to be allotted to leisure and tourism activities — leading to happiness. While in the West it is done so, in the developing countries, there is still a long way to go, to achieve that goal. However, tourism has become a popular global happiness and leisure activity. As reported, in 2011, there were over 983 million international tourist arrivals worldwide (UNTWO, 2012). Tourism as a way to happiness is important and vital in some cases. It brings large amount of income in payment for goods and services available. The present paper partly investigates happiness, leisure and tourism in Tehran, Iran through assessing household budget. In that, 623 households were empirically studied to find out happiness, leisure and tourism vs household budget in Iran.*

Keywords – Happiness, Leisure& Tourism. Household Budget. Consumption. Expenditure. Quality of Life.

I. INTRODUCTION

The present paper aims to reflect the mutual relations between happiness on the one hand, and leisure and tourism on the other, as affected by household budget. While peaceful and disciplined mind leads to happiness, and undisciplined mind leads to suffering and unhappiness, and such a state of mind could be partly found in leisure and tourism.

The study aims to reflect the socio-economic perspective of household conditions in Iran in the context of household budget. For that, it attempts to reflect the budget status within households in Tehran. However, income, being a prime determinant of household quality of life, has been investigated and assessed in this study. Generally speaking, the research is intended to know how the lifestyle of the households is affected by the stream of income and technoscience¹ within the household. For this purpose, a number of households were empirically examined. Happiness, leisure and tourism include human resource management, tourism operations, transport and logistics, and hospitality (Guardian, 2012).

In the present work, the different ways, in which household budget is prepared, are discussed. It also delineates the financial arrangements mainly related to the socio-economic characteristics of the household (e.g., total income, the relative contribution of husband and wife, educational backgrounds etc.).

For the purpose of the present study, a household is defined as a single person, or a group of people who have the single address as their only or main residence, and who either share one meal a day, or a living accommodation. Non-related members are not included in this definition. For a sociological inquiry, households may be classified into two categories:

- (a) those based on the familial structure, which identify the number, size and types of family in the household (Jary, 1999: 295); and
- (b) those based on the age and sex structure, which identify the numbers of children, adults and, sometimes, people of pensionable age in the household.

Saving, which plays an important part in the determination of the socio-economic status of a household in every society, has also an important impact on the behaviour of household's happiness, leisure and tourism. The paper reviews the main determinants of household's socio-economic status in the city of Tehran, which could be a perspective of Iran in general. Similarly, it also examines how household budget affects the quality of life in the Iranian context. The relevant perspectives, propounded by various scholars, have been examined. In the last, the results of the data collected are analyzed and presented. The paper is a good example for other developing countries too.

Budgetary expenditure patterns could be enunciated in the way that no two households spend money in

exactly the same way. Yet, statistics show that there is a predictable regularity in the way people allocate their expenditures on food, clothing, happiness, leisure and other major items, due to changing social stratification.² However, the paper would indirectly describe the current economic conditions of the households. By the level of budget, the households may be classified as "very poor", "poor", "fair", "good" and "very good" (Habibov et al., 2009). In many countries such as Iran where incomes cannot easily be measured, expenditures could indicate incomes and the socio-economic conditions of the households. Likewise, accurately measuring incomes in a context such as Latin America is difficult. For that, both income and wealth variables are used (Graham, 2009).

Literally, thousands of budgetary investigations have been made of the ways that people at different levels of income, spend their money; and there is remarkable agreement in the general qualitative patterns of behaviour (Samualeson, 1984: 209). The study will find out how poor households must, of course, spend their incomes largely on the necessities of life. However, the quality and quantity of expenditures depend on how the household budget changes. Thus, income is a prime determinant of saving for the households followed by leisure pursuits and happiness by them. Yet, motivations making people engage in saving and investing activities are different, depending upon socio-cultural norms and values of people in a certain society.

II. THEORETICAL PERSPECTIVES

As stated above, income and wealth are the basic determinants of a household's happiness, leisure and tourism, and consequently consumption. Most studies use per capita income as the relevant wealth variable. However, the level of per capita income is hypothesized to have positive impact on the socio-economic status, happiness and leisure of households. Such conditions contribute to the increase in saving rate and greater assurance for future consumptions. The poor, under low budget, are more likely to be at their biological or social minimum level of current consumption including tourism. This does not mean zero saving by the poor households in all years, because they attempt to cushion themselves against fluctuations in current income. But, they have relatively smaller cushions, and more frequently find themselves with zero wealth and no opportunity to borrow in order to sustain consumption when income is low (Deaton, 1989; Zeldes, 1989).

Households, particularly in developing countries, such as Iran, tend to be credit-constrained, which would

imply that consumption would respond significantly to temporary income changes. Campbell and Deaton (1989) also argue that, at least in developed countries, a household's perception of its permanent income is strongly affected, with no evident distinction made between current and permanent income flows. Most empirical studies of developing countries have not looked closely at the effect of income fluctuations on savings. An exception is Gupta (1987), which consistently finds that savings respond significantly and positively to temporary income shocks.

Wealth is usually a key determinant of consumption or saving in theoretical models of inter-temporal optimization. Of course, permanent income can be viewed as the stream of income from total wealth, but a narrower definition of wealth would be the assets that can be exchanged for current consumption, and that would widely affect the socio-economic status of households, i.e., in the course of which happiness, the lifestyle and leisure of the households would be affected. Hence, holding a higher stock of assets allows a household to maintain a higher consumption rate on an average. Based on *gemeinschaft-gesellschaft*³ theory of Ferdinand Tonnies (1887-1963), households are ever changing in behaviour, social relations, happiness, leisure and recreation, consumption patterns etc.

III. BASIC CONCEPTS OF HOUSEHOLD

In some respects, development and modernity have limited the role of the household. Industrial capitalism robbed it of much of its productive function, separating leisure place from workplace. Other changes, such as the establishment of formal education system, took away some of the household responsibility for socializing the young (Crow and Allan, 1980). In the meantime, the modern household has come to be viewed as a source of support and security – sometimes threatening social environment (Lasch, 1979).

A budget should have a purpose or defined goal that is achieved within a certain time period. Knowing the source and amount of income, and the amounts allocated to expense events are as important as when those cash flow events occur (Jenkins:2006).

There are several guidelines to apply when allocating money for a budget in household. Past spending is one of the most important priorities; a critical step in most personal/household budgeting strategies involves keeping track of expenses via receipts over the past month so that spending for the month can be reconciled with budgeted spending for the next month. Any allocation guidelines may be used.

So, the household may choose one that will work well with the situation.

However, a sound household financial plan or simple budget is crucial to both one's financial and emotional well-being. Typically, certain flexible expenses can be controlled to some extent. Flexible expenses include items such as groceries, utilities, clothing, restaurant expenses, leisure and tourism, fuel and other items that change from month to month, and impact happiness. However, if household expenses exceed its income, then the household will eventually move to shortfall (Gow, 2006).

Traditionally, throughout the world, households form around marriage, involving economic cooperation, as well as meeting sexual needs and childbearing, and the whole process contributes to the people to endure (Macionis, 1997). In modern times, new needs of happiness, leisure and tourism have emerged as well. As in many other societies, the industrialization process has largely affected the household structure in Iran too. Increasing social mobility within the household members, occupational choices and extensive social interactions -- all have come to affect household ties and quality of happiness.

Problems of conflict and accommodation between traditional and modern value systems within households are at the time being complicated and controversial with special reference to information technology.⁴ So far as the household budget is concerned, if the old and new ideals and values can be synthesized, the stresses and strains involved in the transitional phase will automatically be minimized (Dube, 1995). However, happiness, leisure and tourism could highly affect and eradicate the current emerging complications and stresses.

Household ties entail economic cooperation, support and dependency. Economic obligations often extend beyond family-based households and include wider kin (Taylor, 1999: 169). While in the West, most married women have paid jobs, in the developing countries, including Iran, fewer women are so, and as a result, they are dependent on their husbands, which has a meaningful impact on household budget and, as a result, their quality of life, happiness, leisure and tourism etc.

IV. METHOD

The issues that social researchers are concerned with, both in theorizing as well as in their research, are often similar to those that worry many other people. Scientific research aims to provide answers to these and many other problems. As all researches start from a

research problem, the researcher sets out answers to the questions posed. In the present survey, as in many others, research procedure or strategy has been planned and carried out in a way to scientifically interpret results and analyze findings of the work.

The research methodology applied in the present study is a combination of theoretical and empirical techniques. The first step taken was reviewing the previous researches through referring to the theories and the relevant literature set out by various researchers and thinkers. This has helped the researcher clarify the issues in a better manner.

This study uses several variables to investigate household budget within selected households in Tehran City through a survey method. It allows better description of the changes in household budget within locations of the study. The population of the study comprised of 623 households randomly selected in various municipal districts of Tehran City. A pre-tested and modified questionnaire was used to collect data on the study. In that, questionnaires were administered among all the selected households. The data collected on the study were then analyzed, and thence statistical tools were created in order to examine the household budget.

In the present study, information was collected on different key parameters like monthly income, various costs on food, clothing and shelter, medical costs, transportation costs, leisure and tourism etc. The research could approach 590 males and 623 females; a sex ratio ($\frac{M}{F} \times K$) of 95 within the context of the universe of study as the samples.

In a nutshell, in the empirical part of the research, 623 households were randomly selected, and the designed questionnaires were administered among them by a student team. After finishing with the respondents, the collected data were analyzed, and the findings were interpreted.

Satisfaction of Needs

The needs of the households in modern times are endless. To satisfy our needs, in order to have a happy quality of life, the economic community is engaged in making available and in converting the various forms of 'natural resources' for our use in households. However, satisfaction of new needs including leisure and tourism are extensively emerging within households (Thomas, 1987: 27).

All these activities, aimed at fulfilling the household needs or, in particular, human needs, produce various types of consumer goods and services. Thus, to

be able to make use of all such goods and services, there should be enough budgets within the households otherwise deprivation and low quality of life will dominate households in various forms.

However, there will be no socio-economic problems for the households, if the resources were large enough to satisfy the households' needs. Thus, under the present conditions, the households need to earn the means to pay for all these things, and that is where the problem starts with households. To earn our living, all the socio-economic infrastructures must be set in a satisfactory manner.

Industrialization and technological change have highly influenced households in various aspects of living. In general, the direct influence of industry on the household is bound up with its occupational structure which works in two ways. On the one hand, the particular occupation which an individual follows in industry determines many immediate aspects of household living, e.g., the amount of income which the household will live on, and the amount of 'living' which it can buy. Furthermore, occupation decides the amount of time which a job-holder spends at home, whether in the night or in the day. Occupations create happiness, tensions and strains as we have seen, which may be transferred to the household life. Certain attitudes and values are created by occupational experiences, and these may infiltrate household relationships in many subtle ways (Schneider, 1983: 485).

On the other hand, so far as occupation determines class and status position, many indirect influences on the household life are being felt. Class and status groups are indeed sub-cultures in many societies with indigenous habits, values, attitudes, consumption manners and so on. The fact that a given household belongs to a particular class or status group, determines many structural and functional features of that household. For instance, the number of dependents, the role of breadwinner and the vulnerability of the household towards crises will determine the socio-economic status of the household with special reference to happiness, leisure and tourism.

Industrialization has contributed to household tourism rise. It has had certain direct and indirect impacts not only on the structure and function of the household life, but also on the disorganization and dissolution of households. At the same time, another indirect and positive influence of industry on households is the opportunity which it offers to women for financial independence. That contributes to rise in

family budget and thereby leads to improvement in the quality of life and rise in happiness, leisure and tourism.

Sociologically speaking, industrialism strikes at the working class marriages and households, mainly by failing to provide economic and social foundations on which the household might take root.

So far as the nutrition is concerned, 'household nutrition' can be viewed as a combination of both income (related to food purchasing power) and time (a determinant of food production, processing, preparing and storage). Household work in low-income countries is time-consuming and changes in tasks, e.g., fuel and water-carrying can make a significant contribution to the time available for other household work, i.e., food production. During the lean agricultural season, women are particularly disadvantaged in intra-household allocation of food, and are also particularly vulnerable to seasonal cycles at harvesting and planting times (Chamber, 1979). However, savings usually contribute to the seasonal pilgrimages by the villagers in Iran.

Similarly, allocation of scarce household resources affects girls more than boys. Mason and Mason (1993) state that in parts of Asia and in Latin America there is evidence that the price and income elasticities of education are higher for girls than boys. That is, for instance, if the price of education rises, the girls are more likely to stop receiving it. However, household work and child care by girls as young as seven years of age, is referred to by Hoodfar (1986) and Khafagy (1990). While both sons and daughters have household tasks, everywhere, the demand for girls' labour is higher. Therefore, on an average, while boys spend 1.2 hours per day working at home, girls spend more than twice -- 2.9 hours per day. Thus, unequal demand for household labour translates into educational disadvantage for girls (Guhl, 1990). In the meantime, lower household budget conflicts with pursuit of education for girls within households. Such conditions also affect happiness, leisure and tourism by the girls in a negative manner.

However, increased food production will not ensure increased consumption without an increase in purchasing power, i.e., increase in real income. For women in low-income situations and already marginalized, a way out of dependency, and a means of self-help, is a type of credit system which may be used to generate income, increase purchasing power and thereby improve the socio-economic status of households.

Evidence on relationship between income and health comes from historical analyses, and the literature for which is quite vast. Mckeen (1976) and Fogel

(1994) have argued that improvements in longevity in the 19th century were driven not by advances in medicine or public health, but by improvements in nutrition, largely as a result of higher incomes. Other researchers, including Preston (1975) and Easterlin (1998), present historical and cross-country evidence on shifts in the health production function. Such improvements highly affect happiness, leisure and tourism in qualitative and quantitative manners.

At the micro-economic level, researchers have used household data to document a positive relationship between income and measures of health status, both in developed and developing countries. For developed countries, both a channel from health status to income, and feedback from income to health, are expected (Adler et al., 1999). Therefore, all the aforesaid perspectives relatively assert that the household socio-economic status and quality of life are highly dependent on income.

Tehran's Household Survey

The survey develops an instrument for linking information on individual and household socio-economic well-being with the health and security status of household members, with an eye towards identifying casual links in the income-health gradient. The survey explores some questions such as household resources, including literacy level of both men and women, occupational status of the households, monthly income of the couples, residential conditions of the households, expenditures of the households on residential accommodation, education, food, clothing, transport, medical expenditures, monthly travel and tour costs, insurance status of the households, number of the dependent children, number of the unemployed children over the age of 20, satisfaction with life, how the households can afford their current life expenditures and sufferings — all of which impact happiness.

The survey was carried out to collect data from a random sample of households in selected parts of the capital city Tehran. However, there is an urgent need for a programme to improve the household conditions and socio-economic circumstances. Similarly, research is needed for a better understanding of how consumption of, and access to, goods and services including happiness, leisure and tourism are affected by income. The results of the present study could indicate the rate of poverty within the households, and thereby needful policies could be formulated to improve the socio-economic conditions of the increasing number of households, more due to the population growth in the country in the past three decades.

A general socio-economic survey conducted on households in Iran in 2001 indicates that the general monthly expenditure of an Iranian household was US \$274, of which US \$78 was spent on food and tobacco, and US \$195 was spent on non-food items (Socio-Economic Household Survey, 2001:45).

However, another survey carried out in 2002 indicates some increase in the annual average income of the households studied, reaching approximately US \$332 per month per household. The main sources of such income were 13.5 percent belonging to those employed in public sector, 11.3 percent to those engaged in private sector, and 10.7 percent to those occupied in agriculture. Similarly, 23.5 percent of households used to earn their incomes from non-agricultural occupations, 0.2 percent from cooperatives and finally 40.8 percent from other miscellaneous sources (Socio-Economic Household Survey, 2002: 32). In the face of such low purchasing power, the high annual inflation of more than 10 percent can be observed. Hence, the need for special household budget reforms is well-felt.

Assessment of Data

Overall, 623 households were surveyed through administering structured questionnaires. In that, about 30 questions, which were directly or indirectly related to the household budgets, were sought in order to assess household budget in the capital city of Tehran.

Correlation of data indicates that while households affect budget, they are affected by the budget too. However, households within various age groups had different numbers of children, for example, and on a random basis, households of 20 years of age and above, reported as not having children, was 1.61 percent. On the other hand, and on a total basis, households, with two children, had the highest percentage of 20.04.

To survey household budget, the samples were identified by the age of households, and whether both spouses were alive. Inquiries indicate that 94.38 percent of both men and women were alive at the time of study. Data also proved that in 5.30 percent cases, only women, and in 0.32 percent cases, only men were identified alive. The content of such analysis indicates that if both spouses were alive, household budget would run better, and more prosperous.

In terms of demographics, while 1.53 percent of the male respondents belonged to the age group 15-24, 28.81 percent to the age group 45-54, and only 4.58 percent to the age group 65 years and above. That means, household budget within cohort 65 and above, was on decline. Indeed, such age group not only in Iran,

but everywhere else, needs budget and financial assistance in most cases. On the contrary, in case of female respondents, 10.79 percent of households studied, belonged to the age group 15-24, 28.18 percent to the age group 45-54, and the lowest percentage of 1.77 reflected the age group 65 and above. However, the rest of age-groups within the study population remained between 1.77 and 10.79 percent.

In today's world, education is known to highly contribute to economic situation of a household. In the current survey, 15.76 percent of the male respondents had primary educational qualification, 47.63 percent had finished higher secondary level, 35.59 percent to have attained university education and only 1.02 percent were found uneducated. Under such an educational scenario, the household budget seems to be satisfactory by Iranian standards.

As for the female respondents, while 16.59 percent had primary education, 47.83 percent had completed education up to higher secondary level. Similarly, 33.01 percent of the female respondents had some university education, while 2.58 percent were found to be uneducated. However, women's education had great impact on their household budget.

As far as the occupational status of households is concerned, 513 (96.95%) of the male respondents were employed, 10 (1.69%) were unemployed, and 67 (11.36%) of male respondents were identified as retired. Similarly, in case of female respondents, out of the total number of 623, only 180 (29%) were employed, 419 (67.30%) were unemployed, and 24 (3.72%) were retired.

Income being a determining factor in household budget, the survey found out that 13 (2.23%) of the male samples used to draw monthly income of less than US \$ 166 only, 69 (11.71%) men drew monthly income between US \$ 166 and 221, for 87 (14.77%) men, their monthly incomes were reported between US \$ 222 and 276. Likewise, 87 (14.7%) obtained monthly income of US \$ 277 and 332, and finally 328 (55.52%) of men reported their monthly incomes US \$ 333 and above. In case of women, 167 (26.72%) had monthly incomes of less than US \$ 166 only, 135 (21.68%) drew monthly incomes between US \$ 119 (19.03%) only, 58 (9.31%) declared to receive incomes equivalent to US \$ 277 and 332 per month, and 144 (23.08%) received monthly incomes of US \$ 333 and above.

Table 1. Classification of Households by the Educational Costs of Children, Proportional Food Clothing, Transportation Medical, Leisure and Tourism and Other Costs per Month (Number/percent)

Education Costs	Total	Less than US \$ 27	US \$ 27-54	US \$ 55-110	US \$ 111-165	US \$ 166 and Above
Total	623(100%)	326(52.33%)	71(11.40%)	92(14.77%)	57(9.15%)	77(12.36%)
Proportional Food Costs	Total	Less than US \$ 55	US \$ 55-110	US \$ 111-165	US \$ 166-221	US \$ 222 and Above
Total	623(100%)	109(17.50%)	169(27.13%)	143(22.95%)	76(12.20%)	126(20.22%)
Proportional Clothing Costs	Total	Less than US \$ 27	US \$ 27-54	US \$ 55-110	US \$ 111-165	US \$ 166 and Above
Total	623(100%)	274(43.98%)	115(18.46%)	169(27.13%)	46(7.38%)	19(3.05%)
Proportional Transportation Costs	Total	Less than US \$ 27	US \$ 27-54	US \$ 55-110	US \$ 111-165	US \$ 166 and Above
Total	623(100%)	370(59.39%)	118(18.94%)	102(16.37%)	16(2.57%)	17(2.73%)
Medical Costs	Total (%)	Less than US \$ 27	US \$ 27-54	US \$ 55-110	US \$ 111-165	US \$ 166 and Above
Total	623(100%)	502(80.58%)	10.1163(%)	40(6.42%)	12(1.93%)	6(0.96%)
Leisure & Tourism Costs	Total	Less than US \$ 27	US \$ 27-54	US \$ 55-110	US \$ 111-165	US \$ 166 and Above
Total	623(100%)	406(65.17%)	86(13.80%)	83(13.32%)	33(5.30%)	15(2.41%)
Other Proportional Costs of Households	Total	Less than US \$ 27	US \$ 27-54	US \$ 55-110	US \$ 111-165	US \$ 166 and Above
Total	623(100%)	354(56.82%)	58(9.31%)	105(16.85%)	54(8.67%)	52(8.35%)

In another investigation, the researcher came to know that out of the 623 households, 439 (70.47%) paid less than US \$ 111 for their housing charges per month, 58 (9.31%) households paid US \$ between 111 and 165 per month, and finally 33 (5.41%) of the households used to pay between US \$ 166 and 221 as their monthly housing costs. Similarly, 38 (6.26%) of households declared to ablate between US \$ 222 and 276 as their housing rents per month, and eventually 55 (8.83%) of the households reported to pay an amount of US \$ 277 as their housing charges in a month.

With regard to meeting household expenditures, the data indicate that out of 623 households studied, in 424 (68.06%) households, men were responsible for the household expenditures, whereas in 43 (6.90%) households, women take this responsibility, and in 156 (25.04%) households, both men and women were entrusted with this task.

Assessing the housing conditions of the respondents, it was found that 66.13 percent of the households owned their dwellings, while 30.82 percent had rental accommodations, and 3.05 percent lived in subsidized government houses.

Another set of data indicate the monthly pension status of the households whose men and women were retired. In that, out of 333 retired households, 205 (61.65%) had monthly pensions, while 128 (38.44%) did not draw any monthly pensions. In Iran, as in many other developing countries, large numbers of the retired people do not receive regular monthly pensions. Therefore, happiness, leisure and tourism seem difficult to achieve at retired life for many households.

V. CONCLUSION

Income and saving play a meaningful role in the socio-economic quality of households, whether in Iran, or in any other country. The study has drawn a clear picture of households and household budget as illustrated by relevant thinkers. The paper concludes that no two households spend their money in exactly the same way under the influence of expenditure and consumption patterns, which is determined on the basis of the general qualitative patterns of behaviour. It also leads to the conclusion that poor households have to spend their incomes largely on the necessities of life, and as a result do not get the opportunity to pursue happiness, leisure and tourism. However, higher saving rate would be an assurance for higher future consumption, whereas the vice versa would lead to minimum level of biological and leisure consumption, leading to poor health, low lifestyle, unsatisfactory manners and quality of life.

The industrialization process and social mobility have largely affected the household structure in Iran. As women mostly do not have paid work, and are mainly dependent on their husbands, it leads to a meaningful burden on men so far as the household budget is concerned. The paper also came to the conclusion that shortage of budget within the household increases the vulnerability of the household towards crisis, i.e., affecting the socio-economic status of the household; leading to unhappiness. Similarly, higher household budget contributes to better health of the households, and more happiness, leisure and tourism activities by them -- leading to longer life expectancy and eventually lower rates of illness. Other surveys carried out in Iran in 2001 and 2002 indicate monthly expenditures within households of US \$277 and US \$332 respectively. Thus, the present study demonstrates a clear image of household budget in Tehran in a sociological context.

Notes:

1. **Technoscience:** This concept variously refers to the idea that science and technology are intricately interrelated. It is used to clarify the logical and real sequences of technological development and social change. It is a response to the ideas that technology drives history, and that the society must somehow respond to technological change, by emphasizing that the social factors that go into the invention and selection of technology, also contribute to its effects.
2. **Social Stratification:** It refers in general to social, religious, political, or economic hierarchies; each level in the hierarchy is characterized by its position and power relative to the other levels. For example, in feudal societies, the hierarchy placed slaves and peasants on the bottom, followed by knights, princes/princesses, and kings/queens. Stratification can be based on different dimensions, corresponding to different realms of social activity.
3. **Gemeinschaft-Gesellschaft:** The concept refers to the polar ends of a continuum that describe the nature of societies and social relationships (Ferdinand Tonnies, 1887-1963). On the *gemeinschaft* end, are social relationship generally based on intimacy, cooperation and kinship. *Gesellschaft*, on the other hand, refers to social relationships founded upon self-interest and competition. It is kin to a set of dichotomies that set modern urban and industrial life in opposition to traditional way of living (e.g., urban-rural, city-community, modern-traditional etc.).
4. **Information Technology (IT) :** That is the forms of technology based on information processing. Any

kind of system that can create, convert, transmit, duplicate, or use data. Data is sometimes used as a synonym for information. Information and information technology embody their social and cultural context-of-use. The contemporary ubiquity of computers, satellites, and personal portable information devices have helped fuel the notion that we are in the midst of an information revolution.

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