

**Destination Image, Destination Attributes and
Behavioral Intentions of Tourist: Case Study of
Shiraz**

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ABSTRACT

The current study has been reexamined the previous investigations which carried out by scholars and researchers about destination image and its attributes. The survey particularly examines the influence of destination image attributes (cognitive image, affective image, and unique image) first on the overall perception of tourists by the destination, evaluating the effect of overall image on the future tourists' behavior in term of intention for recommendation and intention for revisit and finally assess the direct and positive effects of cognitive image, affective image, and unique image on the revisit intention and recommendation intention. The study has been developed based on the existent model that has been surveyed by researchers however focusing on the unique image of Shiraz and evaluating the direct effects of destination attributes individually on the behavioral intentions are the originality of this study. The data has been collected from Shiraz and the respondents were the incoming tourists.

The results of this study show that only cognitive image among the destination image attributes influence the overall image of destination. From the future tourists' behavior only intention for recommendation has been supported. Ultimately from the direct effects of cognitive image, affective image, and unique image over the revisit intention and recommendation intention all of them have been accepted except the direct influence of affective image on the revisit intention.

Moreover at the end of this study the managerial implications have been provided according to the results. As well as the limitations of this study the future guidelines for research has been elaborated in this thesis.

Keywords: destination image, cognitive image, affective image, unique image, future behavior, Shiraz.

ÖZ

Bu çalışma, arařtırmacıların ve bilim adamlarının destinasyon imajı ve öznitelikleri ile ilgili yapılan önceki arařtırmaları yeniden incelemektedir. Arařtırma, özellikle destinasyon imajı özniteliklerinin (kognitif imaj, duygusal imaj, ve özgün imaj) öncelikle öneri niyeti ve tekrar ziyaret etme niyeti açısından genel imajın gelecek turist davranıřlarının üzerindeki etkisini deęerlendirerek turistlerin destinasyon tarafından genel algılarını ve en sonunda da kognitif, duygusal ve özgün imajlarının öneri niyeti ve tekrar ziyaret etme niyeti üzerindeki direkt ve olumlu etkilerini incelemektedir. Bu çalışma, arařtırmacıların daha önceden incelemiř olup varolan bir model üstünden geliřmektedir. Fakat, bu çalışmanın orijinallięi Shiraz'ın özgün imajının odak noktası olup destinasyon özniteliklerinin bireysel olarak davranıř niyetlerinin üzerindeki direkt etkilerini deęerlendirmesidir. Verilerin Shiraz'da toplanmıř olup katılımcılar gelen turistler olmaktadır.

Bu çalışmanın sonuçları, destinasyon imajı özniteliklerinin arasından sadece kognitif imajının destinasyonun genel imajı üzerinde etkisi olduęunu göstermektedir. Turist davranıřlarından ise sadece öneri niyeti desteklenmiřtir. Sonuç olarak, duygusal imajın tekrar ziyaret etme niyeti üzerindeki direkt etkisi haricinde, kognitif, duygusal ve özgün imajlarının öneri niyeti ve tekrar ziyaret etme niyetinin üzerindeki direkt etkileri kabul edilmiřtir.

Buna ek olarak yöneticiler için öneriler yapılmıř, tezin sınırlılıkları açıklanmıř ve gelecekteki arařtırmalar için öneriler sunulmuřtur.

Anahtar Kelimeler: destinasyon imajı, kognitif imajı, duygusal imajı, özgün imajı, gelecekteki davranışlar, Shiraz.

To my Beloved parents, Babak, Sara, and my love Mehrzad

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TABLE OF CONTENTS

ABSTRACT	iii
ÖZ.....	v
DEDICATION	vii
ACKNOWLEDGMEN.....	viii
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
1 INTRODUCTION.....	1
1.1 Statement of the Problem.....	1
1.2 Purpose and objectives of the Study	2
1.3 Contribution of the Study	4
1.4 Outline of the Study	5
2 SHIRAZ AS CASE STUDY	7
2.1 Shiraz as a tourism destination	7
2.2 Shiraz Climate.....	8
2.3 Shiraz Economy	8
2.4 Shiraz culture	9
2.5 Main sights of Shiraz	10
2.5.1 Persepolis	10

2.5.2 Hafez Mausoleum	11
2.5.3 Saadi Mausoleum	13
2.5.4 Quran Gate	14
2.5.5 Shah Cheragh Shrine	16
2.5.6 Eram Garden	17
2.5.7 Vakil Bazar.....	18
2.5.8 Zand Complex	19
3 LITERATURE SURVEY	22
3.1 General.....	22
3.2 Theoretical Analysis and Justification.....	23
3.3 Theoretical Background.....	25
3.3.1 Image Theory	25
3.3.2 Motivation Theory	26
3.4 Destination Branding	28
3.4.1 Destination Image	29
3.5 Importance of Destination Image	36
3.5.1 The effects on tourists' behavior	37
3.5.2 The effects on tourists' satisfaction	38
3.5.3 The effects on competitiveness	39
4 RESEARCH HYPOTHESES AND MODEL.....	42

4.1 General.....	42
4.2 Conceptual Model.....	42
4.3 Elaboration of hypothesis	43
4.3.1 The influence of Cognitive image and affective image on the visitors’ perception of overall image of destination.....	43
4.3.2 The influence of unique image on the visitors’ perception of overall image of destination	45
4.3.3 The influence of visitors’ perception of overall image of destination on the future behaviors.....	45
4.3.4 The influence of Cognitive image, Affective image, and Unique image on the visitors’ intention of revisit	46
4.3.5 The influence of Cognitive image, Affective image, and Unique image on the visitors’ intention of recommendation	48
5 METHODOLOGY	50
5.1 General.....	50
5.2 Research Approach.....	50
5.2.1 Deductive Approach.....	51
5.2.2 Inductive Approach.....	52
5.3 Instrument Development.....	53
5.4 Sampling Method.....	55
5.5 Population and Sample	57

5.6 Data Collection Procedure	57
5.7 Data Analysis	58
6 RESULTS	59
6.1 Descriptive Analysis of the Sample	59
6.2 Factor Analysis	64
6.3 Reliability and Validity	66
6.4 Multiple Regression Results	68
7 DISCUSSION AND CONCLUSION	71
7.1 General	71
7.2 Discussion	71
7.3 Conclusion	74
7.4 Managerial Implications	75
7.5 Limitation and Further Studies	77
REFERENCES	79
APPENDICES	96
Appendix A: Interviews	97
Appendix B: Questionnaires:	113
Appendix C: Recommendation Letter:	117

LIST OF TABLES

Table 6.1: Demographic Profile of Respondents (n= 375).....	59
Table 6.2: Primary Respondents Information	61
Table 6.3: Cognitive, Affective, and Unique components	63
Table 6.4: Cognitive Image Factors	65
Table 6.5: Affective image factor.....	66
Table 6.6: Correlation analysis.....	66
Table 6.7: Multiple Regression Analysis Results.....	69

LIST OF FIGURES

Figure 2.1: Map of Iran	7
Figure 2.2: Nation Gate, Persepolis.....	11
Figure 2.3: Hafez Mausoleum	12
Figure 2.4: Saadi Mausoleum.....	14
Figure 2.5: Quran Gate	15
Figure 2.6: Shah Cheragh Shrine.....	16
Figure 2.7: Eram Garden	18
Figure 2.8: Vakil Bazar	19
Figure 2.9: Sarai Mosher	19
Figure 2.10: Karim Khan Castle (Arg-e-Karim Khan)	19
Figure 2.11: Vakil Mosque.....	20
Figure 2.12: Pavilion	21
Figure 2.13: Vakil Bathhouse.....	21
Figure 4.1: Conceptual Model.....	43
Figure 5.1: Deductive Approach Processes	52
Figure 5.2: Inductive Approach Processes	53

Chapter 1

INTRODUCTION

1.1 Statement of the Problem

Tourists' decisions making for choosing a destination are based on the image of that place. All of the strategies for improvement and success of the destination will be based on differentiation and specific criteria of that place which will be presented by their image (Sans & Ramirez, 2013). Destinations can take benefits from creating unique image and create a competitive advantage for themselves. In other word as in the context of global rivalry in tourism industry one of the best way to win this competence is providing a unique image for a destination. Being successful in tourism industry mostly means that have a stable growth of inbound tourists that means having a good image which comes from an appropriate brand. Nonetheless destinations had better create a brand to focus on its singularity in order to attract more tourists (Pereira, Correia & Schutz, 2012). In manufacturing market the notion of brand defined as “a distinguishing name and/or symbol intended to identify the goods or services of either seller or a group of sellers, and to differentiate those goods or services from those of competitors” (Aaker,1991; p.7). On other hand in hospitality industry tourism destination brand is: “A name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination; furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also

serves to considerate and reinforce the recollection of pleasurable memories of destination experience” (Ritchie & Ritchie, 1998; p.17).

Destination brand is comprised of destination image and destination personality (Hosany, Ekinici & Uysal, 2007). According to Baloglu and McCleary (1999) destination image is a combination of cognitive and affective aspects, while destination personality is a set of human attributes that are associated with a tourism destination (Batra et al., 1993; Aaker, 1997). More over destination image is defined as “the sum of the beliefs, ideas, and impressions that a person has of a destination” (Crompton, 1979, p. 18). Additionally the image of destination can be described as the whole objective knowledge, imaginations, impressions, and emotional ideas that each individual or groups may have toward a specific place (Lawson & Baud-Bavoy, 1977).

One of the other significant issue of this study is finding the connection of destination image attributes to future tourists’ behaviors. There is a lack of studies about this relationship in the literature. As the tourists purchase a destination based on its significant image, their loyalty- which bring long term benefits- could be their intention to revisit and intention to recommend the destination to others (Zhang et al., 2014).

1.2 Purpose and objectives of the Study

The main purpose of the current study is:

- Tourists’ perceptions of overall image of Shiraz as a destination attributes and its impacts on the tourists’ future behavior.

However there are some aims beside the main objective which are:

1. Investigating the cognitive and affective attributes of Shiraz.

2. Focusing on the unique image of Shiraz as an originality of this study.
3. Investigating the linkage of Shiraz attributes and future tourists' behaviors.
4. Provide a framework to improve the weak attributes.

This study is to develop and test a theoretical model of destination branding as well as exploring the potentials of Shiraz as a destination. As significance of destination image clarified, research and study on this issue will help to develop the potentials and important issues in this field and uniquely related to image of Shiraz the case of this study. On the other hand this study attempts to work on the relationship of destination attributes with future tourists' behaviors besides considering the tourists' perception of overall image of the destination.

As long as there is no study about Shiraz image as a destination one of the significant purposes of current study is to fill the gap which is existed in the destination branding literature. Specifically the current study defines the significance of Shiraz destination image from the tourists' point of view. Beside that the study shows the tourists' perception by Shiraz image as a destination and the impacts on the destination image. Moreover there will be analysis of the impacts of destination image on the tourists' choices; whether it causes the retention or not. By the results some guidelines will be provided in making the destination image and even for implementation by the government and Shiraz municipality.

Creating destination image is crucial in the competitive tourism industry, hence for entering to international tourism and attract potential tourists to Shiraz this study will

contribute the singular and unique image to differentiate this attractive city. It is important to establish how tourist perceive image of Shiraz after visiting. Nonetheless this study wants to fill the existed gap about destination image study of Shiraz.

This study focus on finding the tourist's behavior after visiting Shiraz as a destination by considering the cognitive image, affective image, and unique image as independent variables and their effect on the perception of tourists by the overall image of Shiraz. However this model has been adopted by other scholars but in the context of Shiraz this study examine the existed model.

1.3 Contribution of the Study

The current study is significant as it is developing and testing a theoretical model of destination image in Shiraz which is a unique and attractive destination since it has three historical sites that are registered in the world heritage (UNESCO). The second significant point of this study is developing a different questions in case of Shiraz for independent variable of the current study which is “unique image” variable. Third factor is surveying the direct effects of destination image attributes (cognitive, affective, unique image) separately on the tourists' behavioral intentions. The last and the most important significance of the current study is using the different theory in this topic that “image theory” as the theoretical support of this study. All of these significant criteria of the current study has been fill out the gaps in previous surveys. The details of contributions that cover the gaps are as followed.

As long as this study has the mentioned significance it has some contributions in literature and practical domain. In the literature it will influence as the current study

making contribution to image and motivation theories. Using these theories as the theoretical background of the study added a new study and research to the literature. Beside the findings of this study provide valuable information towards a deeper understanding of destination image attributes and future tourists' behavioral intentions. As a practical contribution implications for practitioners and tourism management will be mentioned in the last chapter.

It is anticipated that this study would influence on the future of governmental realm and tourism management of Shiraz as it will provide guidelines in making the destination image and clarifying the important impacts of destination image over the future tourists' behavior. So the study provides a practical insight into Shiraz as a destination brand.

1.4 Outline of the Study

The current study comprises of seven chapters. The first chapter will provide a brief statement of the problem, purpose of the study, contribution of this research, and outline of the thesis.

Chapter two will present Shiraz as a tourism destination and will talk about the unique sites of Shiraz.

The third chapter is related literature that will go through the definition of destination image and its components which are cognitive, affective, and unique image. Also this chapter will provide the importance of destination image by clearing the effects on behavior, tourist's satisfaction, and competitiveness.

The research hypothesis will be found by chapter four. In this chapter the conceptual model will be developed.

Methodology of this study will present in details in chapter five. The sample and population, data collection and data analysis are in this chapter.

Chapter six is the results of the study that go through the details of response rates, demographic characteristics of the sample, and hypothesis testing.

Finally in the last chapter discussion and conclusion will be found which are presenting the findings, implications for practitioners, future research directions, and the research limitations.

Chapter 2

SHIRAZ AS CASE STUDY

2.1 Shiraz as a tourism destination

Shiraz is the center of Fars province which is located in the southwest of Iran. It is located in a valley that is related to Zagros mountain; one of the famous chain mountains of Iran. The boundaries of Fars province from the North meet Isfahan, from east expand to Yazd and Kerman, from West it is close to Kuhkiluye and Buyerahmad, and from the South it expands to Hormozgan province. The area of Fars province is 122,608 km² and the area of its center 224 km². The Geographic coordinates of Shiraz is; Latitude: 29.6036, Longitude: 52.5388 (29°37'N 52°32'E). The population in this city is around 1,700,677 in 2009.



Figure 2.1: Map of Iran

2.2 Shiraz Climate

Shiraz has a moderate climate nonetheless it is famous as a four season city. In the springs the weather in Shiraz is perfect that bring a considerable number of Iranian tourist from other cities as spring is the season of Iranian New Year (Nowruz). However the summers are hot and the average high heat is July which is 37.8 °C (100.0 °F). Autumns are moderate and windy. The average precipitation in this season is 29.7 mm. Winters are cool and the average low temperatures is 1.8 °C. The high record temperature is around 43.2 °C (109.8 °F) in July and the low record temperature is around -16 °C (3 °F) in December.

2.3 Shiraz Economy

Shiraz is not an industrial city and mostly its economy is based on its local products, that the significant products are corn, wheat, grapes, citrus fruits, cotton and rice. However beside these agricultural production some other industries such as cement production, sugar, fertilizers, textile products, metalwork, wood products and rugs bring the money for this city. On the other hand a significant oil refinery is located close to Shiraz from the North direction. Furthermore Shiraz because of 53% share of investment in Iran's electronic industries is very important.

Besides all the various industries that are mentioned above agriculture is the main tool in the economy of Shiraz. This significant improvement of agriculture is because of plenty of water in this region however the average of raining is not too much but the underground waters are the advantages of Shiraz. One of the industries of Shiraz was production of wine however after the revolution (1979) and commence of Islamic

Republic this industry has been vanished based on the religious beliefs. Finally one the globally famous industry of Shiraz is carpet production.

SEEZ (Shiraz Special Economic Zone) has been established in 2000 in order to improve manufacture in electronic and communications.

2.4 Shiraz culture

Shiraz not only has a great and ancient history but also has the magnificent monuments and famous poets and gardens which made it one of the best touristic cities in Iran. For instance Persepolis, which is one of the World Heritage Sites, is located in seventy kilometers northeast of Shiraz. Beside that this city is the home town of two significant poets; Hafiz and Saadi, who are very well known in the world. This city is famous as “Persian Cultural Capital”, “City of Roses”, “City of Gardens”, and “City of Flowers and Nightingales”. Hence making an appropriate destination image will lead this city to have more benefits by the arrival tourists. Shiraz is one of the most attractive cities in Iran and at the same time it has a great potential for attracting the tourists for various dimension in each season. Shiraz is the third popular city of Iran and most of the top visited places located in this city. For instance Hafiz Mausoleum, Persepolis, and Nasir ol Molk Mosque. On the other hand by the website of trip advisor there are eleven sites that are recommended for visiting are as followed: Persepolis, Hafiz Mausoleum, Eram Garden, Pasargad, Bishapur, Shahe Cheragh, Saadi Mausoleum, Afif Abad Graden, Qavam House, Vakil Bath, and Nasir ol Molk. By taking all above mentioned arguments into consideration the great potential of Shiraz for being an attractive and significant destination could be understood.

2.5 Main sights of Shiraz

2.5.1 Persepolis

Persepolis is located in the north of Shiraz in a region that is named Marvdasht and the coordinates is 29°56'04"N 52°53'29"E. Persepolis with the area of 125,000 square meter was the capital city which was used for ceremonies especially for the New Year (Nowruz) which was in the spring. This capital city is related to ancient time that is Achaemenian era the great empire in 2500 years ago. The construction of this fantastic monument started by the Great Darrius in 515 BC. Actually this city continuously shape to the last king of Achaemenian Darrius the third in around 330 BC. In this period Alexander from Macedonia attacked to Iran and burn the great empire of Iranian.

The meaning of Persepolis is the city of Persians as polis in Greek means city. However the Greek mostly wrote the history of Iran as they simultaneously rule Europe so this name remain from their literature. The Persian and ancient name of Persepolis is Parseh.

This fascinating monument is a UNESCO World Heritage Site that attract lots of tourists from all over the world.



Figure 2.2: Nation Gate, Persepolis

2.5.2 Hafez Mausoleum

Hafez Tomb is related to one of the considerable Persian poets not only in Iran but also in all over the world. This beautiful sight is located in the north of Shiraz in a picturesque garden which is Musalla. The coordinates of this place is $29^{\circ}37'31.45''\text{N}$ $52^{\circ}33'29.95''\text{E}$ / $29.6254028^{\circ}\text{N}$ $52.5583194^{\circ}\text{E}$. The present monument is built in 1935 by one of the great French architectures, Andre` Godard. At the period of Pahlavi era the king of Iran Reza shah decided to repair and reconstruct the tomb of Persian poets' tombs in Iran and one them was Hafez Tomb. The appearance of this building is the combination of Iranian and Islamic art and architecture. Before 1935 the most important time that repairment done in this place was at time of Karim Khan Zand the king of Iran in 1773. As Karim Khan Zand choose Shiraz as capital city he paid lots of attention to this city. Some parts of the current mausoleum is related to his time.

Hafez is very sacred and well-known for Iranian. Khwāja Shamsu d-Dīn Muhammad Hāfez-e Shīrāzī (Hafez) was born in Shiraz in 1325/1326. Interestingly he didn't leave Shiraz as he believed this city all the concepts and moral facility to follow his dream and composing his lyrics. This prominent character died in Shiraz in 1389/1390. He buried in a nice garden that is Musalla. The collection of poems of Hafez is known as Divan –e- Hafez. For Iranian this book is very sacred as for their new year beside Quran they put Divan –e- Hafez. People of Iran believe that they can do divination by Hafez lyrics as the lyrics are combination of love, philosophy, and mysticism.

One of the well-known European author “Johann Wolfgang von Goethe” (1749-1832) from German is the disciple of Hafez. He claim that he followed the style of Hafez in one his book West-Eastern Divan.



Figure 2.3: Hafez Mausoleum

2.5.3 Saadi Mausoleum

Saadi Mausoleum is the tomb of one of the well-known Persian poets. This tomb is settled in the north of Shiraz in a beautiful garden with the same name; Saadi Garden (29°37'20"N, 52°34'57"E). This garden passes by one of the important subterranean which again has the same name. The water of this subterranean is very sacred for Iranian especially for people of Shiraz. They believe that this water can reveal their diseases and by washing themselves in the water they will meet their dreams and wishes. Hence for the importance of this water beside the tomb of Saadi there is fish pond that visitor go there and throwing the coins inside and have their wish in silent.

The current building of Saadi is related to Reza Shah Period in 1950 which was built by the help of Ali Sami, Ali Asghar Hekmat and the architecture of this building was Mohsen Foroghi. Previously the construction of this place has been done by different governments from death of Saadi, but the most significant construction was at time of Karim Khan Zand in 1773. This tomb is exactly the place that Saadi himself leaved and he was isolated in this fantastic garden.

Saadi Shirazi with the full name of Abū-Muhammad Muslih al-Dīn bin Abdullah Shīrāzī was born in Shiraz in 1210 and died in 1291/1292. He is very famous for his travels as he composed two masterpiece after 30 years travel to Islamic and non-Islamic countries. These two masterpieces are “Golestan” (Rose Garden) and “Bustan” (The Orchard). Saadi has both poetry and prose. His books are consist of justice, liberality, contentment, and humility. This character is very well-known in the word especially by one of his lyrics that has translated to various languages which is:

Humans are peers of a united race,
Thus in creation, share the same base.
If one is affected with pain,
Others share the faith of same.
When you are indifferent to this pain,
You shall not earn the Humans' name.



Figure 2.4: Saadi Mausoleum

2.5.4 Quran Gate

This gate is the symbol of Shiraz. It is located in the northeast of Shiraz between Chehel Magham and Baba Kuhi Mountain in Allah o Akbar pharynx. Quran gate history goes

back to around 970 AD at time of Azadud Dule Deilami. They put a Quran on top of the gate to protect the passengers that pass from this gate. Karim Khan Zand repair and reconstruct this gate in 1773. Finally at time of Reza Shah Pahlavi because of lots of damages and dangers by the old gate they destroyed the old one and by some distance a new Quran gate established. The new Quran gate was built by the Haj Mohammad Hossein Igar one of the kind merchant of Shiraz by his own money. Actually this person donate this gate to people of Shiraz. After his death by his will he buried in the wall of this fantastic gate.



Figure 2.5: Quran Gate

2.5.5 Shah Cheragh Shrine

Shah Cheragh (King of Lights) is a mausoleum and mosque in Shiraz. This sacred and significant character is Imam Ahmad Ebn e Musaa Kazem the brother of Imam Reza the eighth Imam of Muslims. This Shrine is located in the northeast of Shiraz in the old part of the city (29°36'34.58"N 52°32'35.88"E). This shrine is a pilgrims place.

The tomb of this religious character first was built by Atabeg Abū Sa'id Zangi in 1130 AD. The edifice completed by Queen Tash Khātūn 1344 to 1349. As this character is very holy in each era the kings repaired and reconstructed this shrine. The importance of this edifice base on the appearance is the mirror working inside which is done at time Qajar by the Iranian artists. This place is very attractive for tourists not only because of the significance of religion but also for its beautiful and unique architecture.

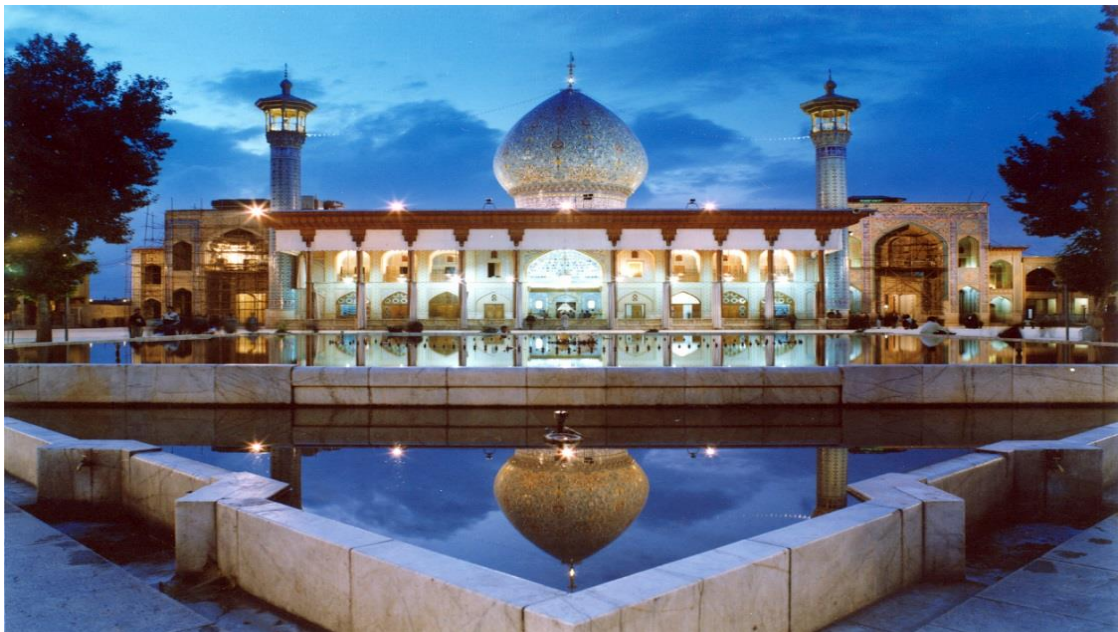


Figure 2.6: Shah Cheragh Shrine

2.5.6 Eram Garden

Shiraz is famous for its gardens which are dated back to Achaemenian style “Persian Gardens”. Shiraz had around 75 terrific gardens but during the urbanism most of these gardens have been destroyed. The important gardens are: 1- Eram Garden, 2- Afif-Abad Garden, 3- Delgosha Garden, 4- Janat Garden, 5- Jahan Nama Garden, 6- Takht Garden and 7- Meli Garden.

Among the mentioned gardens Eram is much highlighted. Eram garden is located in the North of Shiraz (29.6358° N, 52.5253° E). This garden is related to ninth century. As gardens are belonging to noblesse the ownership of this garden also changed during the history. The significant time of owners is at Qajar Era. The dynasty of Ghavam ol Molk run this garden and constructed a fantastic edifice inside the garden in nineteenth century. The architecture of this building is the combination of Iranian and Islamic art. Variety of flowers and trees are too much so this garden has become the botanical garden which is monitored by the University of Shiraz. Visiting this garden is so pleasant especially in the spring.



Figure 2.7: Eram Garden

2.5.7 Vakil Bazar

Iranian bazars have a specific architecture that is well-known in the world. This bazar is located in the historical center of Shiraz which was the main part of the city in Zand era around 1770. This bazar is one of the part of Zand Complex that has been constructed by the order of king Iran, Karim Khan Zand. It has different branches and each one is specifically sale one items such as spices, carpets, metals, silvers, and etc. one significant part of this Bazar is Sarai-e-Mosher, which was added to Vakil Bazar in 19th century by Ghavam ol Molk Shirazi dynasty. This Bazar significantly use by residents

of Shiraz, local, and foreign tourists. Most of the souvenirs of Shiraz can be bought from this Bazar.



Figure 2.8: Vakil Bazar



Figure 2.9: Sarai Moshir

2.5.8 Zand Complex

In 19th century when Shiraz was chosen as the capital city of Iran at the time of the Zand era, the king of Iran, Karim Khan Zand, started to inhabit Shiraz, so he gave a plan to build a center for the city to concentrate the population and in order to protect the city easier.



Figure 2.10: Karim Khan Castle (Arg-e-Karim Khan)

Hence construction of this complex started which are include: 1- Karim Khan Castel (Arg-e- Karim Khan), 2- Divan Khane, 3- Pavilion, 4- Vakil Bathhouse, 5- Vakil Mosque, 6- Vakil Bazar, and 7- Vakil Reservoir.

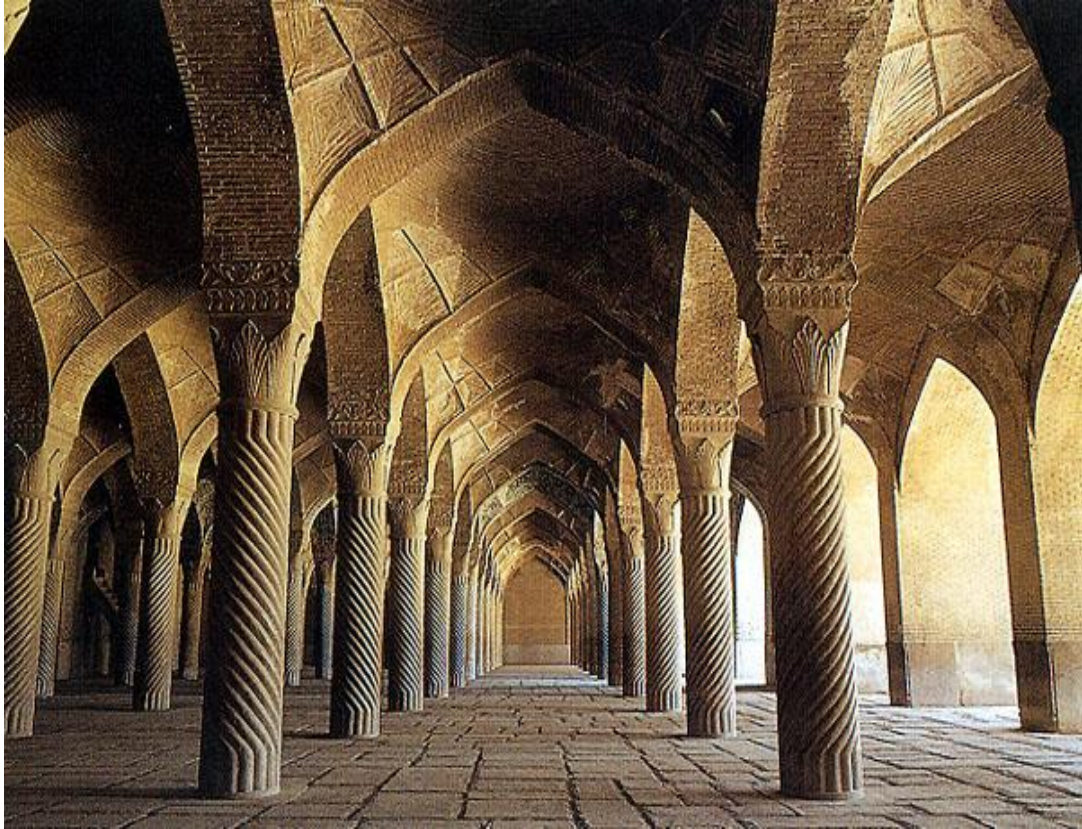


Figure 2.11: Vakil Mosque

The appellation of name of Vakil is related to its meaning. Vakil means “Judge” and as king of Iran was very kind and righteous, the people give this nickname to him. This complex provides different facilities in term of religion, economy, hygiene, and connections.



Figure 2.12: Pavilion



Figure 2.13: Vakil Bathhouse

Chapter 3

LITERATURE SURVEY

3.1 General

One of the significant ways of achieving to a successful tourism operation is to have a stable growth of inbound tourists. Since the global competition has been increased, branding must be essential in tourism management (Lehto & Kim, 2013). Nonetheless destinations had better create a brand to focus on its singularity in order to attract more tourists. In manufacturing market the notion of brand defined as a unique name or logo that is responsible for a specific product so the consumer can clarify it to others (Aaker, 1991). On other hand in hospitality industry tourism destination brand is a name, logo, or symbol that differentiates the destinations and brings a nice and memorable trip and could be a symbol of memorable time (Ritchie & Ritchie, 1998).

Destination brand is comprised of destination image and destination personality (Hosany et al., 2007; Xie & Lee, 2013). According to Zhang et al. (2014) destination image is a combination of cognitive and affective aspects, while destination personality is a set of human attributes that are associated with a tourism destination (Batra et al., 1993; Aaker, 1997). More over destination image is defined as “the sum of the beliefs, ideas, and impressions that a person has of a destination” (Crompton, 1979, p. 18). Additionally the image of destination can be described as the whole objective

knowledge, imaginations, impressions, and emotional ideas that each individual or groups may have toward a specific place (Lawson & Baud-Bavoy, 1977).

3.2 Theoretical Analysis and Justification

In the field of tourism and hospitality and the topic of destination brand and destination image different theories have been used by scholars in the researches. For instance Qu et al. (2011), Hanzaee and Saedi (2011), Elliot et al. (2011), Avis et al. (2012), Mariutti and Giraldi (2013), and Chen and Phou (2013), used “destination branding theory” that is a combination of “brand personality” and “brand relationship”. Brand personality is the human characteristic associated with the brand (Aaker, 1997), however brand relationship is the relationship that consumers had with the brand (Fournier, 1998).

The other theory that has been used the studies is “attitude theory” which means that appraisal precipitates emotions that later influence on the behavior of individuals and it display cognitive, appraisal, and emotional responses and behaviors which are in the continuum (Bagozzi, 1992). The mentioned theory has been used in researches such as Chen and Phou (2013), and Jalivand et al. (2010).

In the study of Zhang et al. (2014) “customer loyalty theory” adopted that claim that tourists’ loyalty is the extension of customer loyalty which is defined in three ways. The first one is the attitudinal loyalty (i.e. the intention of tourists for repurchase) (Fournier, 1994), the second one is the behavioral loyalty (i.e. the real act of repurchasing) (Hughes, 1991), and finally the combination of these two loyalties which defines that behavioral loyalty initiate after attitudinal loyalty (Baloglu, 2001).

One of the other theories that has been used in the similar topics is the “novelty- seeking theory”. Based on this theory modern tourists are innately interested in things, sights, customs, and cultures different from their own (Cohen, 1979). This theory adopted by Xie and Lee (2013).

Ajzen’s (1991) “Theory of planned behavior” (TPB) is a valid model to predict behavioral intention. This theory suggests that behavioral intent signifies motivational components of the tourist’s behavior representing the degree of conscious efforts that they will exert to perform that behavior. The theory of planned behavior adopted in studies for example Ramkissoon et al. (2011) and Jalilvand et al. (2010).

One the common theories of tourism and hospitality about decision making is the “motivation theory” which has been used by many scholars (Crompton, 1979; Dann, 1979, 1981; Pearce & Caltabiano, 1983; Yuan & McDonald, 1990; Uysal & Hagan, 1990; Rittichainuwat et al., 2008; Jang et al., 2009; Prebensen et al., 2012; Chen & Xiao, 2013; Pan et al., 2014). Since this study used this theory the related information will developed in details in the following parts.

Beside the “motivation theory” another theory that is “image theory” has been used in the current study. Although there are many theories related to the current topic according to the concept of this study and close relationships of these theories for supporting the survey this study has been adopted them. Each of these theories are explained in details in the following parts.

3.3 Theoretical Background

3.3.1 Image Theory

Decision making process has been changed through recent years. Hence studies and theories are going to adopt themselves to these alterations. The recent theory that is related and support individual decision making is image theory. However for many years the normative theory was used that came from economic. Researchers for supporting the people decision making has developed image theory. Actually researchers' tendency is toward using the techniques in order to influence on the decision making. By image theory pursuing this aim will be feasible (Beach & Mitchel, 1978).

According to the Beach's (1990) image theory notion is a common sensical which claims that individuals are following a plan to achieve their objectives. The decision includes adopting or denying the new objectives and plans which are effected by the individuals' standards. In another word this theory is based on fittingness (i.e. compatibility between individual standards and new plans and aims).

Based on assertion by study of Miller et al. (1960) who inspired the image theory, the individuals make decision based on three schematic information structure in order to arrange their thoughts.

1. First is value image; which is the principles of individual. These standards and principles lead them to find the right and wrong aspect of any plan or goals.

2. Second is trajectory image; which is a path that related to previous aims. Their intention is achieving the objectives. Decision makers like extend their idea and think more about the future.
3. Third is strategic image; which is the plans that are persuaded to achieving the aims. The planes start with a beginning activity and will be finished by achieving goals.

Image theory support the decision making influencers that is highlighted in the current study as the visitors choosing the destination based on the image of the destination.

3.3.2 Motivation Theory

Motivation is a vigor that persuade to have action, try to satisfy a need as a need is the state of deprivation (Leiper, 2004). Also motivation called as an internal state that conducts and invigorates the behaviors and acts of people (Kassin, 1998; Moutinho, 2000; Jang et al., 2009). Motivation is comprised of drivers such as emotions (affectivity), instigate, cognitive process that leads to find an objective.

The human needs are the root of travel motivation. Based on Mill and Morrison (2002) motivation of travel are aroused by deficiencies in needs. The explanation of need can be clarified by Maslow's (1954) hierarchical theory of need. Three factors could effect on people to become a tourist, first a type of need that can be satisfied by travel, second the affection and cognition of satisfaction of those needs, and third the affirmative expectation about satisfying the needs by traveling (Leiper, 2004).

Based on a wide range of studies motivations are two type. The first one is physiological motivations that satisfies the needs such as foods, water, and the second

one is psychological motivations that is related to social environment. (Crompton, 1979; Dann, 1977, 1981; Rittichainuwat et al., 2008; Jang et al., 2009; Chen & Xiao, 2013; Prebensen et al., 2012).

In different studies various types of motivation factors have been surveyed but based on the common assertion two comprehensive motivation factors are pull and push factors (Crompton, 1979; Dann, 1979, 1981; Pearce & Caltabiano, 1983; Yuan & McDonald, 1990; Uysal & Hagan, 1990; Rittichainuwat et al., 2008; Jang et al., 2009; Prebensen et al., 2012; Chen & Xiao, 2013; Pan et al., 2014).

One of the most accepted motivation is push-pull factors that established by Daan (1977). Push factors are internal motives and sociopsychological needs which are conduct people to travel. These needs could be categorized to three types. 1- Self-honor, 2- evasion, and 3- innovation (Daan, 1981). As Lee and Crompton (1992) believed need of self-honor is a tendency to be recognized by society, family, and friends. They like to talk about their experiences in their trip which others are not aware of them. Evasion is going far from routines and follow up the new experience and make changes in life. Innovation is to find out the unknown places and have thrill, adventure and etc. kind of experience.

Push factors according to Chen and Xiao (2013) are the individuals' internal motives which are rooted in disturbed level of pressure and strain. The individuals are supposed to reveal them by going on a trip. On the other hand pull factors are the attractiveness,

beauty, and unique criteria of a destination that pull people and actually it initiates after pushing factors take place (Jang et al., 2009).

The correspondent researches by Iso-Ahola (1980, 1982, & 1983) claim that people follow up trip because of two factors, first seeking, and second escaping. Escaping is going beyond the routine and exhausted situation, however seeking is finding the new opportunities that considered as psychological appraisal.

Crompton's (1979) empirical investigation provides documents that asserted push-pull factors are comprised of nine factors that seven items are the sociopsychological (i.e. push factors), and two items (i.e. pull factors).

The pull factors are the package of a destination characteristic and appearance that attract tourists. For example some places are famous for their beaches, weather, historical sites, and unique attractions. These factors can strengthen the push factors which are internal motives. Mostly pull factors are the tangible and related to the destination. Generally these motives are related to the destination situation (Yoon & Uysal, 2005).

3.4 Destination Branding

Brand and brand image has been surveyed broadly by the marketing scholars (Freling & Forbes, 2005; Hosany et al., 2006; Gartner & Ruzzier, 2010; Pars & Gulsel, 2011; Qu et al., 2011; Kim & Lehto, 2012; Avis et al., 2012; Sartori et al., 2012; Garcia et al., 2012; Naidoo & Ramseook-Munhurrin, 2012; Im et al., 2012; Li & Kaplanidou, 2013; Waldron et al., 2013). Brand is a name, logo, term, symbol, design or mixture of them

to clarify products or services and made them unique. Accordingly as Keller (2008) mentioned the notion of Brand origin from an Old Norse word that means ‘to burn’. They used this word when they wanted to mark their animal in order to recognize them. As Simeon (2006) and Sartori et al. (2012) believes a brand is comprised of characters, images, and experiences of a unique place, service, good, or organization. A brand is representative of a style, image, or value. However literatures focused on the branding from 1940 (Hanzaee and Saeedi, 2011) tourism branding and destination branding commenced from 1998.

Destination branding is a method to make differences between a specific destination and its rivals (Qu et al., 2011). The perception of a brand is connected to the memory of the consumers. In context of destination branding two factors are significant which are identification and differentiation. Identification is an explanation of the origin of the sources to the tourists.

Destination branding means combination of destination image and destination personality. Destination image incorporate cognitive image, affective image, and unique image.

3.4.1 Destination Image

As mentioned before having a unique image is crucial in tourism, hence research and study about this issue has become significant for scholars. Focusing on destination image goes back to eighties’ decade that accomplished by Hunt (1975). Different scholars searched about destination image like Crompton (1979), Aaker (1991), Aaker

(1997), and Ritchie and Ritchie (1998), Qu et al. (2011), Chen and Phou (2013), Sans and Ramirez (2013), Mariutti and Giraldi (2013), Zhang et al. (2014).

In one of the research by Pike (2000) there is a review of 142 studies about destination image. By his study he confessed that after the first research this concept has become one of the significant topic for investments in tourism. For approving this issue Qu et al (2011) mentioned that image is highlighted as it is the start of tourist's expectation. Focusing on the concept of image of destination is not only considered by academics but also by the destination marketers as this concept will effect on the choice of tourists.

It is believed by Zhang et al. (2014) that more positive image of a destination will lead to more credit and acceptable idea so it make the destination more considerable as a destination. However there is consensus about the relationship of destination image and desire to revisit (Bigñé et al., 2009; Geng-Qing Chi and Qu, 2008; Goodrich, 1978; Hunt, 1975; Milman and Pizam, 1995; Scott et al., 1978; Ramkissoon et al., 2011; Saumell et.al., 2012; Molina et al., 2013).

According to Baloglue and McCleary (1999) image of a destination in tourism means combination of the present knowledge and beliefs, emotions, and worldwide feeling about that place.

Through one of the research by Gunn (1972) a theory presents which claim destination image is based on the information source. Stern and Krakover (1993) by their model

defend that the present image of a destination is come from different sources that one of them is information.

Tapachai and Waryszak (2000) believed that investments on image through forty years ago mostly focused on the destination image itself not the attributes which effect on the tourist's choice of specific place.

Nadeau et al. (2008) stated that when a destination has an image it will influence on the selection process of destination and besides it will effect on the perception about that place. These kinds of perceptions can be named as satisfaction, service quality, entertainment, climate, natural environment, culture, and general facilities (Gallarza et al. 2002).

Destination image is playing an important role as Ekinci and Hosany (2006) claimed that those destinations that have a specific image will win the competitive market of tourism. Customer loyalty is considerable, hence as Bigne` et al (2001) state image of destination could be one of the ways in order to find the loyal customers in tourism sector.

Destination image is very significant in differentiating and attracting the present and potential tourists so in order to be successful in tourism market being a unique choice in the mind of tourists is crucial (Etchner & Ritchie, 2003).

Many scholars have been worked on the concept of destination image like Hunt who started to have survey about this issue in 1971, but among them the investments of Etchner and Ritchie (1991) are very significant as they tried to measure this concept through suitable techniques.

As stated before different researchers and scholars have various interpret about destination image. Some of them like Assael (1984), Herzog (1963), and Hunt (1971) believe that perspective of destination image is come from psychological tradition and consumer behavior. Destination image by Gunn (1972) is a concept that divide into two dimensions which are “organic image” and “induced image”. Organic image is the feeling of tourists about a destination although he/she did not visiting the place. This term is used for the tourists that mostly get the information about a place by books, newspaper and etc. on the other hand the second dimension is induced image which come from the real visting of tourist from a destination. This author believe that these two dimension are in one continuum. Later Fakeye and Crompton (1991) worked on this issue and add another dimension to this continuum which is complex image. By adding this new aspect the meaning of induced image changed in their idea which means the beliefs and perspective of a destination based on the advertisement and what the marketers claim. Hence the meaning of complex image becomes the image that is affected by the actual visiting of the place.

Some scholars like Dann (1996) and Gartner (1993) state that destination image is comprised of three aspect: 1- cognitive image, 2- affective image, and 3- conative image. Based on their research cognitive image is external motives, affective image is

internal motives, and conative image is spring of external motives. However some other researchers such as Baloglu and Bringberg (1997) and Baloglu and McCleary (1999) claim that components of destination image are very considerable which cognitive and affective image are. These two dimensions are interrelated to each other.

Qu et al. (2011) present a model of destination image that consider three dimension for this term which are “cognitive image”, “affective image”, and “unique image”. Based on their study total effect of cognitive and affective image is unassailable. However they propose that beside these two significant dimensions providing a “Unique Image” of a destination will lead to have a better differentiated image. Their survey focused on the importance of this dimension as unique image has the ability to make the destination differ to other places and will influence on the destination positioning. For this issue this study depend on the idea of some scholars such as Botha et al. (1999), Crompton et al (1992), and Uysal et al. (2000).

According to what is mentioned before it is clear that different researchers conceptualize destination image in different ways however in this study the model is presented based on the study of Qu et al. (2011).

3.4.1.1 Cognitive and Affective image

Cognitive image is about beliefs and knowledge about the physical criteria of a destination (Baloglu & McCleary, 1999). Esper and Rateike (2010) believe that cognitive image is a perception of the destination and what they understand about it. Additionally Beerli and Martin (2004) mentioned that there is concurrence in the literature that shows cognitive image is the antecedents of affective image. Moreover

Sahin and Baloglu (2011) discussed that as cognitive image is based on the destination perception hence the more positive information about the destination the more reliable cognitive assessment. In accordance to the scholars like Baloglu and McCleary (1999) and Beerli and Martin (2004) the elements of cognitive image are as followed: natural and cultural resources, general tourists' infrastructure, atmosphere, social and environment, and sun and beach.

On the other hand the affective image is also discussed by scholars (Baloglu & McCleary, 1999; Beerli & Martin 2004; Hosany et al., 2007; Lee et al. 2005; Martin & Bosque, 2008; Philip & Jang, 2008). Affective image is an affective assessment and is linked to the emotions and feelings about the destination (Baloglu, 1999; Chen & Uysal, 2002; Pike & Ryan, 2004). Affective image is evaluated by the destination criteria which means that more pleasant characteristics of the destination from the tourists' view the better affective assessment (Genereux et al., 1983; Walmsley & Jenkins, 1993). By understanding the relation of cognitive image and affective image there will be a better understanding of how tourists value a destination (Esper & Rateike, 2010). According to Baloglu and McCleary, (1999) aggregation of cognitive image and affective image will increase a worldwide image which can be positive or negative. Saeedi and Hanzae (2011) defined two factors for affective image which are pleasant-unpleasant and exciting-boring. In overall there are some connections between cognitive and affective image which show that tourists' value (affective image) is the consequence of knowledge of the destination (cognitive image) (Stern & Krakover, 1993).

By the findings from study of to Baloglu and McCleary (1999) it reveals that cognitive evaluation is consistent to affective evaluation of a tourism destination, and overall image of tourism destination. Affective evaluation directly affect overall image of tourism destination. Different number and type of information sources influence cognitive evaluation. Tourist's sociopsychological motivations and education have consistency to affective evaluation of a destination however tourist's education is consistent to cognitive evaluation.

Esper and Rateike (2010) research show that cognitive evaluation is directly impacted by tourist's motivation but in other side affective evaluation is not directly affected. They found that cognitive evaluation I mediated by affective evaluation. By their findings it is obvious that these two elements complete each other hence both factors should be considered equally in order to create an appropriate image for a destination. It is clear that the value (affective image) that tourists give to a destination is based on their knowledge about that destination (cognitive image).

Sahin and Baloglu (2011) for the case of Istanbul, Turkey focus on the importance of cognitive and affective image in order to find brand personality and image of Istanbul to have a wide perceptions and image of Istanbul. These scholars however follow the study of previous researchers such as Freling & Forbes (2005) and Hosany et al. (2006).

3.4.1.2 Unique Image

There are some studies that defined unique image as a significant element of destination image (Qu et al. 2011; Saeedi & Hanzae, 2011). According to Qu et al. (2011) unique image is a new element of destination image which have an impact on the overall

image. Having a specific destination image will be a competitive advantage where there is a competition between various destinations. A strong unique image is the basic factor in destination positioning which can be remaining in the tourists' mind. This study reveal that unique image for a destination should be differentiated and should be rather than a common image as it has influence on the overall perception of tourists. With a unique image the place can meet the expectation of tourists by providing the travel experiences. When destination is unique actually there is a justified reason for visiting so the travelers will have a better choice and perception.

In addition Saeedi and Hanzaee (2011) present that the unique image can be considered as the second significant factor after cognitive image that has an impact on the overall destination. Consequently unique image can be the antecedents of a strong destination image. In the case of their study which was Isfahan, Iran the researchers concluded that unique image has positive influence on the travelers' overall image of destination.

3.5 Importance of Destination Image

By reviewing the literature it is recognized that investigating on destination image has become very considerable. Different scholars from eighty decade have been tried to expand this term in various way. Different models and hypothesis been developed in order to have a better measurement of destination image such as Etchner and Ritchie (1991). Throughout the surveys in the realm of destination image in tourism sector some distinctive effects have been found on the tourists' behavior, satisfaction, and destination competitiveness.

3.5.1 The effects on tourists' behavior

Many researchers have consensus in effect of destination image on tourists' behavior (Ashworth & Goodall, 1998; O'Leary & Deegan, 2003). As destination image is a set of beliefs and knowledge about a destination it is understandable that it will influence on tourists' behavior. By depending on the studies it is clear that destination image effect not only the decision making of tourists but also it will effect on the behavior of tourists in general. According to Bigne` et al. (2001) destination image is very affective in analyzing the behavior of tourist in different continuum of travel to that destination.

In analyzing the influence of destination image two independent variables are highlighted in studying about tourists' behavior. These two dimensions are intention to revisit and recommend. For approving this point many scholars have been worked on this issue like Bigne` et al. (2001), Court and Lupton (1997), Qu et al. (2011), and Hanzaee et al. (2011).

By the consensus among researchers two significant role will be present by the destination image which are: 1- effect on the election of a destination, and 2- effect on the decisions after visiting a destination (participation, evaluation, and behavioral intention). Aligned to this belief Chen and Tsai (2007) prove that more favorable image of a destination lead to more positive behavioral intention. Behavioral intention could be considered as the willingness of recommending or visiting a destination.

Some surveys by scholars such as Echtner and Ritchie (1991), Baloglu and McCleary (1999), and Castro et al. (2007) claim that destination image have influence on the perception of tourists, behavior, and their choice.

The prior studies rest on the assertion that image of a destination directly and indirectly influence on the behavioral intention (Alcaniz et al., 2009). Also Alcaniz (2009) lately prove that there is a direct relationship between cognitive of destination image and behavioral intention.

Chen et al. (2007) and Bigne` et al. (2001) have supported the direct relationship of quality of travel on behavioral intentions. On the other hand the indirect influence of travel quality, value, and satisfaction on the behavioral intentions are accepted.

Qu et al.'s (2011) study through an investment claim that overall image of a destination will broadcast positive word of mouth that could be the consequence of behavioral intention and post consumption. When intention to visit established loyal customers will be increased. Some previous studies aligned with this finding that overall image of a destination is very significant in explicit the behavioral intention i.e. intention to revisit (Alcaniz et al., 2005; Bigne` et al., 2001).

3.5.2 The effects on tourists' satisfaction

The term of satisfaction by Kotler and Keller (2013) means the reflection of customer idea toward the experience of one product, if the perception is equal to the expectations satisfaction is the outcome.

Many scholars have been survey on this issue as satisfaction lead to loyal customer and having loyal customers are essential for being alive in the market (Alcaniz et al. 2005; Qu et al. 2011; Hanzaae & Saeedi, 2011; Park & Njite, 2010; Chi & Qu, 2008; Chen & Tsai, 2007).

By the consensus of Phelps (1986), Bigne` et al. (2001), and Font (1997) destination image has a positive effect on the level of satisfaction as the image can affect the apperceived quality.

Based on the literature when tourists are satisfied by the element of destination so there will be satisfied by the whole destination (Mayer et al., 1998; Ross & Iso-Ahola, 1991; Hsu, 2003).

Chi and Qu (2008) by an investment approved that destination image and tourists' satisfaction are directly related to each other. When tourists are satisfied by a destination they have intention to visit that place again. Also their feeling bring positive word of mouth that generally is positive for a destination.

A model has been established by Kotler et al. (1996) which claim that destination image effect on the quality hence there will be satisfaction by tourists as satisfaction is the antecedents of perceived quality by the destination.

3.5.3 The effects on competitiveness

As Molina et al. (2013) support the previous studies, earning more profit in tourism industry lead researchers to focus on this issue. Although the researches are continued

and the findings have been used but the competitive market still exist and even it grows faster and faster.

Destination should be differentiate in order to attract more tourists. Being a target market to survive in the competitive atmosphere is crucial, hence by creating a distinctive destination image tourism of that place can maximize its benefits (Alegre & Cladera, 2006).

Ritchie and Crouch (2003) based on their study claim that what makes a destination ahead of the competitors, is to attract tourists and make a memorable travel for them while considering the sustainability of the destination. However achieving that aim is still vague.

Previously the significant elements of being competitive was concentrating on quality and quantity (Dwyer et al., 2000; Song & Witt, 2000). Hence for fostering the ways of achieving to competitiveness researchers try to focus beyond these factors (Gooroochurn & Sugiyatro, 2005).

One of the noteworthy studies in the destination competitiveness is belong to Crouch and Ritchie (1994, 1999) and Ritchie and Crouch (1993). Based on their findings the framework of destination competitiveness is divided to four categories: 1- main resources and attractions, 2- supporting resources, 3- managing the destination, and 4- specific and acceptable determinants. The first category could be comprised of attractions, cultures, history, facilities, catering, infrastructure, and etc. so this factor is

closely have positive relationship to destination image. However the other three factors are essential in the success of a destination in competitive market.

Chapter 4

RESEARCH HYPOTHESES AND MODEL

4.1 General

This chapter focuses on the elaboration of the hypothesis and the conceptual model. In this study base on documents eleven hypotheses will be developed which are formed base on the model that illustrate some variables and their relation. Furthermore the model and hypothesis will be covered.

4.2 Conceptual Model

The following model is supported based on the literature survey that discussed in chapter three.

According to the mentioned researches interpretation of destination image could be different. Even the components are various but this study express the model in support of Qu et al. (2011) investment. The graphic depiction of proposed model could be found as follow (Figure: 4.1).

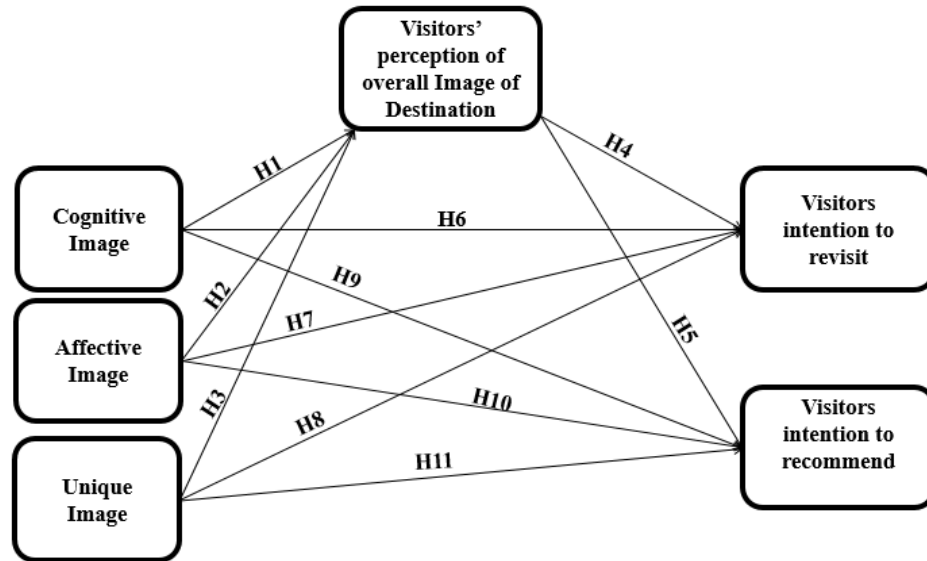


Figure 4.1: Conceptual Model

4.3 Elaboration of hypothesis

4.3.1 The influence of Cognitive image and affective image on the visitors' perception of overall image of destination

In the literature there are many studies about components of destination image that one of them is “cognitive image” (Batra et al., 1993; Aaker, 1997; Ritchie & Ritchie, 1998; Baloglu and McCleary, 1999; Hosany et al., 2007; Qu et al. (2011), Chen and Phou (2013), Sans and Ramirez (2013), Mariutti and Giraldi (2013), Zhang et al. (2014)). Cognitive image is one of the main components of a destination image. As mentioned before this term means the idea and beliefs of the physical appearance of a destination (Pereira et al., 2012). Sahin and Baloglu (2011) claim that more positive and appropriate physical features in destination lead to have more positive evaluation of that destination.

On the other hand the other factor in destination image formation is “affective image”. Consistent to the surveys affective image means the emotion of tourists toward the criteria of a destination and its environment (Baloglu & McCleary, 1999) while the attributes of a destination is more attractive and effective for tourist the evaluation of the affective image will be more.

The perspective of researchers rest on this asserts that component of destination image (cognitive and affective image) effect in the overall perception of tourists’ toward that destination (Baloglu & McCleary, 1999, Baloglu & Mangaloglu, 2001; MacKay & Fesenmaier, 2000). Most of the investments have been done on one of the destination image componets (i.e. cognitive image). However by claim of some scholars such as Baloglu and McCleary (1999), Baloglu and Mangaloglu (2001) and MacKay and Fesenmaier (2000) focusing on both elements of destination image could clearly established a better understanding of overall image. Meanwhile cognitive image and affective image could have a specific effect on the overall image as they can have different level of impact on the formation of overall image. Hence in this study each components are considered as an individual variable. Thus this study develop the sequent hypothesis:

H1: Cognitive image will positively affect the visitor's overall image of a destination.

H2: Affective image will positively affect the visitor's overall image of a destination.

4.3.2 The influence of unique image on the visitors' perception of overall image of destination

In support of two studies which has done by Qu et al. (2011) and Hanzaee and Saeedi (2011) this study wants to focus on a third components of destination image which is “unique image”. Echtner and Ritchie (1993) believe that the elements that capture the overall image of destination in the mind of tourists is unique image. Hence as the uniqueness and differentiated attributes of destination improve the overall image is impacted more. Ultimately as image of destination wants to differentiate the place emphasizing on the unique factor could be vital (Aaker, 1991). Unique image of a destination create a justified reason to choose that place rather than other alternatives (Qu et al., 2011). Accordingly unique image is very significant in formation of overall image in the mind of tourists. So based on the significance of this issue the sequent hypothesis is proposed:

H3: Unique image will positively affect the visitor's overall image of a destination.

4.3.3 The influence of visitors' perception of overall image of destination on the future behaviors

In the tourism literature major consensus is upon impacts of overall image of a destination on tourists' future behaviors (Ashworth & Goodall, 1998; O'Leary & Deegan, 2003; Bigne` et al., 2001; Cooper et al., 1993; Mansfeld, 1992; Ramkissoon et al., 2011; Saumell et.al., 2012; Molina et al., 2013).

In analyzing the influence of overall image two issues are considered: 1- intention to revisit, and 2- intention to recommend. For approving this point many scholars have been worked on this issue like Bigne` et al. (2001), Court and Lupton (1997), Qu et al. (2011), and Hanzaee et al. (2011).

When the tourists have a positive perception toward the overall image of destination it is logical that he/she will like to travel to this place one more time or spread a positive word of mouth that could lead to recommendation. Thus this paper based on the mentioned facts developed the following hypothesis:

H4: Visitor's perception of overall image toward a destination will affect the visitor's intention to revisit the destination.

H5: Visitor's perception of overall image toward a destination will positively affect the visitor's intention to recommend the destination to others.

4.3.4 The influence of Cognitive image, Affective image, and Unique image on the visitors' intention of revisit

In accordance to the studies by Chen and Phou (2013), Sans and Ramirez (2013), Mariutti and Giraldi (2013), Zhang et al. (2014) destination attributes individually has impacts on the intention of tourists for revisit. Sahin and Baloglu (2011) discussed that as cognitive image is based on the destination perception hence the more positive information about the destination the more reliable cognitive assessment. As mentioned before cognitive image is related to the perception of tourists from the destination hence

cognitive image can positively effect on the revisit intention so the hypothesis number 6 has been developed:

H6: Cognitive image has a direct and positive influence on the visitor's intention to revisit.

Affective image is an affective assessment and is linked to the emotions and feelings about the destination (Baloglu, 1999; Chen & Uysal, 2002; Pike & Ryan, 2004). Nonetheless by having more attachment to the destination which comes from affective image the intention of tourists for revisit will be higher so the following hypothesis has been developed:

H7: Affective image has a direct and positive influence on the visitor's intention to revisit.

A strong unique image is the basic factor in destination positioning which can be remaining in the tourists' mind. This study reveal that unique image for a destination should be differentiated and should be rather than a common image as it has influence on the overall perception of tourists. With a unique image the place can meet the expectation of tourists by providing the travel experiences. When destination is unique actually there is a justified reason for revisiting and the travelers will have a better choice and perception. So the following hypothesis has been developed:

H8: Unique image has a direct and positive influence on the visitor's intention to revisit.

4.3.5 The influence of Cognitive image, Affective image, and Unique image on the visitors' intention of recommendation

As Sahin and Baloglu (2011) discussed in their studies cognitive image is based on the destination perception nonetheless the more positive information about the destination the more reliable cognitive assessment. In accordance to the scholars like Qu et al. (2011) and Beerli and Martin (2004) the elements of cognitive image are as followed: natural and cultural resources, general tourists' infrastructure, atmosphere, social and environment, and sun and beach. Ultimately these perception could lead to intention for recommendation of that destination to others and spread positive word of mouth. Hence hypothesis number 9 will be:

H9: Cognitive image has a direct and positive influence on the visitor's intention for recommendation.

Affective image is evaluated by the destination criteria which mean that more pleasant characteristics of the destination from the tourists' view the better affective assessment (Genereux et al., 1983; Walmsley & Jenkins, 1993). By considering this perception of affective image it will be conclude that better emotional feeling toward a destination more intention for recommendation. So hypothesis 10 could be:

H10: Affective image has a direct and positive influence on the visitor's intention for recommendation.

The last type of image of a destination is the unique image which is specific for that destination. A strong unique image is the basic factor in destination positioning which can be remaining in the tourists' mind. As a destination becomes highlighted for the visitors their intention for spreading positive word of mouth will be increased and they are going to recommend that destination, so the last hypothesis will be:

H11: Unique image has a direct and positive influence on the visitor's intention for recommendation.

Chapter 5

METHODOLOGY

5.1 General

This study has developed based on a quantitative preliminary study over the destination image, destination attributes, and behavioral intention of tourist in Shiraz. Beside one of the independent variables' scale (i.e. unique image) has been found through the interviews which were the open ended to identify the unique attractions of Shiraz. The respondents in this part were chosen based on judgmental sampling who are the famous and effective characters in tourism sector of Shiraz such as governmental organizations, universities, travel agencies, and institutes. These interviews were taken as a pilot project in June 2013. In this chapter the details of methodology by clarification of research approach, development of instrument, sampling method, population and sample, the process of data collection, and data analysis will be presented.

5.2 Research Approach

The philosophy of a research is based on type of construction of knowledge at the beginning or at the end of the study. If the research is based on developing hypotheses and a theory, reviewing the related literature, and testing the hypotheses, it is a deductive research. On the other hand if the study is based on using the related literature in order to design the study to analysis of data and ultimately to develop a theory, it is an inductive research (Altinay & Paraskevas, 2008).

In this study both approaches are used. The approach that was taken to the study was to initially collect information based on judgmental sampling among the professionals and experienced characters by interviews in order to develop the scale of the study for “unique image”. So the qualitative study has been used to find out the sources for measurement of unique image variable. This multi approaches are known as multimethod or triangulation. This term has been used to show that these approaches are completed each other. This notion developed by Denzin (1978) that means combining the methodologies for investigation of one subject.

5.2.1 Deductive Approach

Conforming to Spangler (1986) deduction is the procedure of moving from one thing to another, from identified fact to unidentified one. Actually by considering deductive approach the research is going through the known theory and just by the analysis of data it is going to prove the relations. This approach goes from general to specific issues. Informally this approach called “Top-Down” approach. This approach is involved in quantitative methodology.

By the confirmation of Altinay and Paraskevas (2008) deductive approach assist in presenting a better study as the relation of variables and the model is exist. Beside that deductive approach can be categorized into five steps (Robson, 2002):

1. Expand the hypotheses
2. Operationalization of the hypotheses
3. Examine the hypotheses by various methods
4. Corroboration or decline of the hypotheses

5. In a case modification of the theory based on the new outcome

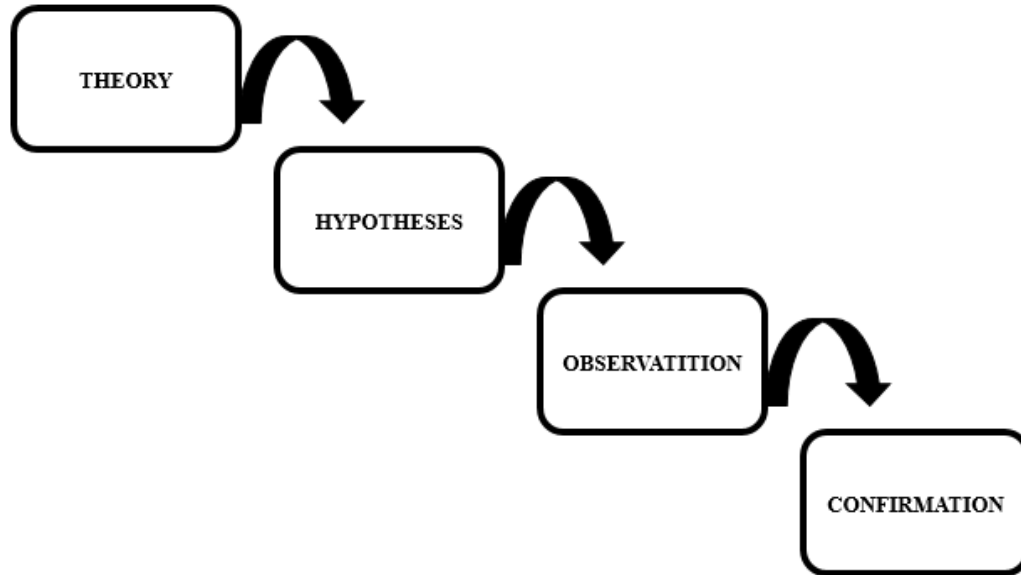


Figure 5.1: Deductive Approach Processes

As this study is going to test the hypotheses based on the existent theory and models, the deductive approach has been used.

5.2.2 Inductive Approach

Induction is based on investigating a specific phenomenon that have intention to build theories according to the collected data. Observation of the researcher is very significant in this approach. Inductive approach is going from the specific to the general, which is informally called bottom-up approach. This approach is likely based on premises hence it has a degree of uncertainty. This approach is the representer of qualitative methodology (Altinay & Paraskevas, 2008).

The steps of inductive approach are vice versa of deductive approach that is shown in the following picture:

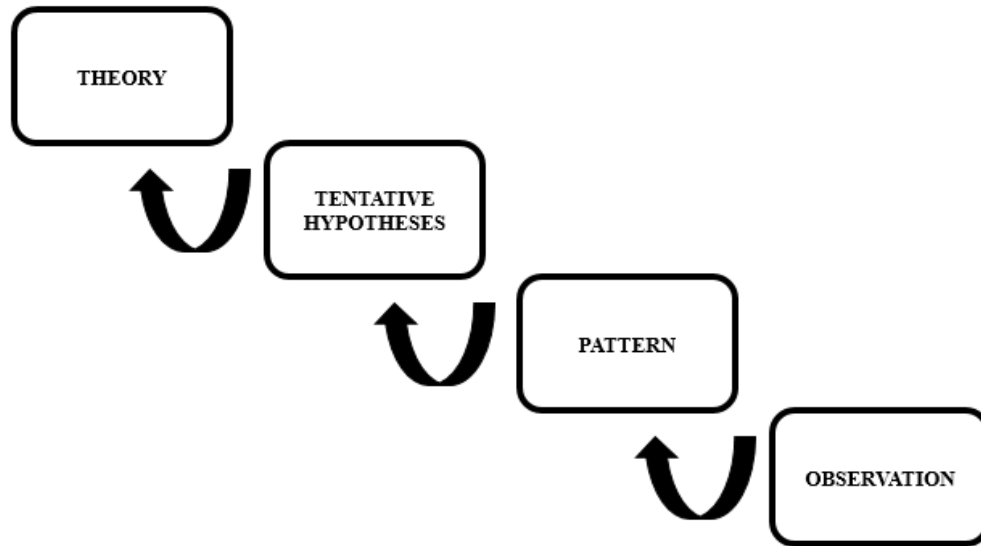


Figure 5.2: Inductive Approach Processes

In this study measurement and analysis of one of the independent variables (i.e. unique image) has been done through the inductive approach and qualitative methodology.

5.3 Instrument Development

This study has used the questionnaires that “Cognitive Image” has been developed based on the scale of Echtner and Ritchie (1991). Their conceptual framework is very well-known in measuring reliable and real images of tourist destinations (Baloglu & Mangalolu, 2001). On the other hand the scales of “Affective Image” have been used by the Russel et al. (1981). The scales that were used in the part of “Unique Image” are those that has founded by focusing on the interviews which has been done in Shiraz

with professional and experienced characters who are involved directly or indirectly in tourism such as “Cultural Heritage Institute”, “Travel Agencies”, “University Professors”, and “Non-Governmental Organizations”.

The first section of questionnaire is about how long the tourists stay in Shiraz, have they ever traveled to Shiraz before, and their source of information to be acquaintance with Shiraz.

Section two is some demographic questions for instance age, the country of their residence, gender, marital status, and their average income. These information will be useful for giving the criteria of the sample.

In section three some attributes of Shiraz are determined through 20 questions that the tourists rate them by 5 scales Likert which “1” is “Strongly Disagree” and “5” is “Strongly Agree”. The attributes that mentioned in this part are scenery, historical, and cultural attractions, hospitality of people, hygienic, climate, atmosphere, quality of accommodation and restaurants, safety, security, night life, cuisine, museums, quality of service and finally cost/value of Shiraz.

Section four consists of 4 questions which are feelings about Shiraz with five scales Likert which “1” is “Strongly Disagree” and “5” is “Strongly Agree”. Such as: “Arousing-sleepy”, “Pleasant-Unpleasant”, “Relaxing-Distressing”, and “Exciting-Gloomy”.

Section five has three questions:

1. The rate of tourists toward “Overall Image of Shiraz” which has 5 scale Likert that “1” is “Very Negative” and “5” is “Very Positive”.
2. The idea of tourist about “Recommend Shiraz” to their friends or relatives. This part has 5 scales Likert that “1” is “Not Recommend at all” and “5” is “Definitely Recommend”.
3. The rate of tourists toward “Intention to Visit Shiraz” again with 5 scale Likert that “1” is “Do not intend to visit” and “5” is “Very likely to visit”.

The last section is the unique attraction of Shiraz which are the most popular sights of Shiraz. In this part the tourists rate the items based the 5 scale Likert that “1” is “Strongly Disagree” and “5” is “Strongly Agree”. The items are: 1- Persepolis, 2- Saadi Mausoleum, 3- Hafez Mausoleum, 4- Quran Gate, 5- Shah Cheragh, 6- Eram Garden, 7- Vakil Bazaar, and 8- Zand Complex.

All of the questions of this study were accomplished in English. For being more valid and reliable first the pilot study done by 20 tourists in advance in order to found whether there is any ambiguity in the questionnaire or not.

5.4 Sampling Method

According to Altinay and Paraskevas (2008) there are two main type of sampling: 1- probability and 2- non-probability. In probability sampling there are several methods such as:

1. Simple random sampling
2. Systematic sampling
3. Stratified sampling

4. Clustering sampling

The second type of sampling is non-probability which has five methods:

1. Convenience sampling
2. Judgmental sampling
3. Quota sampling
4. Snowball sampling
5. Self-selection sampling

However as tourism and hospitality researches are mostly difficult because of time, cost, and ethical issue, nonetheless the researchers face to some difficulty during their investigation as they can access easily to their addressed sample. Non-probability sampling is used where the possibility of defining the probability of participant of the sample is not clear. Therefore this study based on the mentioned issues and easy access to sample has chosen non-probability sampling and its techniques which are “convenience sampling” and “judgmental sampling”.

Judgmental sampling or purposive sampling has been used for finding the scales for “unique image” variable. The respondents in this data collection were the professionals and experts who are involved directly and indirectly in tourism and hospitality. These respondents were from “Cultural Heritage Institute”, “Travel Agencies”, “University Professors”, and “Non-Governmental Organizations”. These samples has been chosen based on their qualification for this study because of their experts, knowledge and experiences.

Convenience sampling (i.e. haphazard or accidental sampling) is easy in order to access to the samples. Altinay and Paraskevas (2008) claim that the trade-offs made for the tranquility of this technique are:

1. The non-representative nature of the sample, and,
2. The bias that is probably to be introduced into it.

The population of the sample in this study is multinational. The tourists that visit Shiraz and came from EU, North America, or other countries.

5.5 Population and Sample

For the qualitative part the interviews has been done by 14 respondents for finding the scales for “unique image” variable.

The data for quantitative part of this study has been gathered through 375 questionnaires which are distributed in summer of 2013 (July to September). The targets were inbound tourists from EU, North America, and other countries. The tourists were met in the historical sights, hotels, especially Vakil bazaar in Shiraz.

5.6 Data Collection Procedure

By the judgmental sampling the respondents for qualitative part have been chosen among professionals in tourism and hospitality. 14 interviews have been done for finding the scales for independent variable which is “unique image”.

Convenience sampling method has been chosen for its convenience. The target tourists were multinational however they filled out the questionnaire in English. For more reliability and validity 20 tourists considered as pilot study. The questionnaires

distributed between 375 tourists who are above 18 years old. The respondents elected from different places in Shiraz like historical sites such as Hafez Mausoleum, Persepolis, Zand Complex especially Vakil Bazaar as the tourists were more free and available in bazaar.

5.7 Data Analysis

For finding the source for the unique image variable the interviews analyzed and finally through them the unique places which are the interviewees have assertion about them as the main sights of Shiraz have been chosen for the measurement of “unique image” variable.

The cognitive image of Shiraz measured through 20 questions with 5 scales Likert where “1” means “Strongly Disagree” and “5” means “Strongly Agree”. This method has been extracted by Echtner and Ritchie (1991). In part of affective image there were four questions by the Russel et al. (1981). The scales were comprised of arousing-sleepy, exciting-gloomy, relaxing-distressing, and pleasant-unpleasant where “1” means “Strongly Disagree” and “5” means “Strongly Agree”. Overall image of Shiraz (“1” is “Very Negative”, “5” is “Very Positive”), recommendation of Shiraz (“1” is “Not recommend at all”, “5” is “Definitely recommend”), revisit intention of Shiraz (“1” is “Do not intend to visit”, “5” is “Very likely to visit”) are measured through 5 Likert scale. The last section which is focus on the unique sights of Shiraz again measured by 5 scale Likert (“1” means “Strongly Disagree” and “5” means “Strongly Agree”). The measurement of this scaled has been adopted by the studies of Plog Research (1999a, 1999b).

Chapter 6

RESULTS

6.1 Descriptive Analysis of the Sample

The sample of this study is comprised of 268 male respondents (71.5 %) and 107 female respondents (28.5 %). Among the respondents 67.7 % of them had university with four-year program and 30.7 % had Master or PhD degree, 1.6 % of them had high school degree or less. 47.7 % of the respondents were married however 45.4% of them were single respondents. In the case of income a high percentage of results show that 32.0 % had salary between “90,000 - 119,999” \$ per year. The other information of respondents like source of information, days of staying in Shiraz and etc. has been illustrated in Table 6.1 and Table 6.2.

Table 6.1: Demographic Profile of Respondents (n= 375)

AGE	FREQUENCY	%
18-24	33	8.8
25-44	194	51.7
45-64	142	37.9
65+	6	1.6
TOTAL	375	100.0
COUNTRY		
EU	355	94.7
IRAN	0	0

NORTH AMERICA	3	0.8
OTHER	17	4.5
TOTAL	375	100.0
GENDER		
MALE	268	71.5
FEMALE	107	28.5
TOTAL	375	100.0
MARITAL STATUS		
SINGLE	170	45.4
MARRIED	179	47.7
OTHER	26	6.9
TOTAL	375	100.0
EDUCATION		
HIGH SCHOOL	6	1.6
UNIVERSITY	254	67.7
MASTER OR PHD	115	30.7
TOTAL	375	100.0
INCOME		
LESS THAN 30,000 \$	33	8.8
30,000 – 59,999	82	21.9
60,000 - 89,999 \$	98	26.1
90,000 – 119,999	120	32.0
120,000 OR MORE	42	11.2
TOTAL	375	100.0
TOTAL	375	100.0

Table 6.2: Primary Respondents Information

DAYS IN SHIRAZ	FREQUENCY	%
1 DYA	7	1.9
2 DAYS	146	38.9
3 DAYS	133	35.5
4 DAYS	57	15.2
5 DAYS	20	5.3
6 DAYS	7	1.9
7 DAYS	2	0.5
10 DAYS	1	0.3
15 DAYS	2	0.5
TOTAL	375	100.0
PREVIOUS VISIT		
NEVER	323	86.1
ONCE	38	10.1
TWICE OR MORE	14	3.7
TOTAL	375	100.0
SOURCE		
OFFICIAL GUIDE	3	0.8
BROCHURE	11	2.9
MAP	2	0.5
TRAVEL AGENT	19	5.1
BOOK/ARTICLE	153	40.8
FRIENDS/FAMILY	163	43.5
OTHER	24	6.4
TOTAL	375	100.0
TOTAL	375	100.0

Table 6.3 illustrates some information about the components of cognitive image, affective image, overall image, recommendation, and intention to revisit. The components of cognitive image are the factors that based on Etchner and Ritchie (1991) are the perception of the tourists toward the destination. These factors are the functional and psychological attributes such as historic sites, natural attractions, night life, and shopping which are the functional attributes, mostly tangible, and they are the physical and measurable attributes, however hospitality, atmosphere, and service quality are more the psychological attributes which they are not measurable and they mostly are intangible.

Table 6.3 show the quantity of respondents for every each attributes with the minimum and maximum score that is between 1, 00 to 5, 00, beside that the average score and the standard deviation are displayed.

Affective image has been shown in table 6.3 by the expression and feeling of tourists towards the destination. The feeling of tourists towards Shiraz in terms of if it is “pleasant or unpleasant, distressing or relaxing, sleepy or arousing, and gloomy or exciting”. The same as cognitive attributes the mean and standard deviation of them beside the number, and score of 1 to 5 has been displayed.

Unique image components also are displayed in the following table with the score between “1 – 5”.

The other variables name as “overall image of the visitors, recommendation to other people and intention to visit” have been represented in table 6.3.

Table 6.3: Cognitive, Affective, and Unique components

Cognitive/perceptual (based on 1-5 scale)						
Item No	Question	Number	Minimum	Maximum	Mean	Std. Deviat.
1	Scenery	375	1,00	5,00	4.56	0.528
2	Historical	375	1,00	5,00	4.59	0.525
3	Cultural	375	1,00	5,00	4.39	0.685
4	Unpolluted	375	2,00	5,00	3.09	0.628
5	Friendliness	375	1,00	5,00	4.45	0.605
6	Cleanliness	375	1,00	5,00	2.98	0.729
7	Accessibility	375	1,00	5,00	3.84	0.575
8	Climate	375	1,00	5,00	4.06	0.709
9	Atmosphere	375	1,00	5,00	3.99	0.711
10	Restaurants	375	1,00	5,00	3.77	0.808
11	Accommodation	375	1,00	5,00	2.98	0.935
12	Safety	375	1,00	5,00	3.81	0.660
13	Shopping	375	1,00	5,00	3.30	0.796
14	Transportation	375	1,00	5,00	2.95	0.690
15	Local tours	375	1,00	5,00	3.35	0.757
16	Sports	375	1,00	5,00	2.14	0.855
17	Cuisine	375	1,00	5,00	4.17	0.709
18	Museums	375	1,00	5,00	3.77	0.672
19	Service	375	1,00	5,00	3.20	0.804
20	Costvalue	375	1,00	5,00	4.28	0.599
Affective (based on 1-5 scale)						
21	Unpleasant- Pleasant	375	1,00	5,00	4.19	0.728

22	Sleepy-Arousing	375	1,00	5,00	3.63	0.796
23	Distressing-Relaxing	375	1,00	5,00	3.87	0.793
24	Gloomy-Exciting	375	1,00	5,00	4.02	0.736
Unique (based on 1-5 scale)						
25	Persepolis	375	1,00	5,00	4.65	0.574
26	Saadi	375	1,00	5,00	3.85	0.580
27	Hafez	375	1,00	5,00	4.58	0.661
28	Quran Gate	375	1,00	5,00	3.34	0.687
29	Shah cheragh	375	1,00	5,00	3.49	0.712
30	Eram	375	1,00	5,00	3.50	0.734
31	Bazar	375	1,00	5,00	4.02	0.733
32	Zand Complex	375	1,00	5,00	3.88	0.809
33	Overall image (based on 1-5 scale)	375	1,00	5,00	4.52	0.575
34	Recommendation (based on 1-5 scale)	375	1,00	5,00	4.53	0.588
35	Intention to Visit (based on 1-5 scale)	375	1,00	5,00	3.47	1.169

6.2 Factor Analysis

Extraction Method with Principal Component Analysis by Rotation Method of Varimax with Kaiser Normalization has been used in factor analysis. Table 6.4 is the factor analysis of destination image attributes regarded to cognitive image. Firstly the number of the items in questionnaires was 20 as mentioned in table 6.3. However through factor analysis the results show that only eleven questions for this study in the case of Shiraz are representative and valid for cognitive image. Table 6.4 displays the mentioned items. The Eigen value of components is bigger than one. The adequacy sampling of KMO (Kaiser-Meyer-Olkin) has been done that is 0.590 and the total variance for these

factors was 22.478%. Variables and communalities are ranged between “0.503 - 0.628”.

All factors loading are greater than 0.50.

Table 6.4: Cognitive Image Factors

FACTORS		Component 1
Variance explained %	22.478	22.478
Eigenvalue		2.473
Cronbach’s alpha	0.623	
Variables and communalities		
accessibility		0.628
restaurant		0.609
historical		0.527
friendliness		0.504
atmosphere		0.503
cultural		0.594
unpolluted		0.575
accommodation		0.534
transportation		0.514
climate		0.512
service		0.532
Notes: Each item is measured on a five point likert scale (1= strongly disagree, 5= strongly agree). Kaiser-Meyer-Olkin measure of sampling adequacy is 0.590. Bartlett’s test of Sphericity $p < 0.000$.		

Factor analysis also has been done for affective image (table 6.5). The initial eigenvalue for components is 2.754. The adequacy sampling of KMO (Kaiser-Meyer-Olkin) has been

done that is 0.769 and the total variance for these factors was 68.840%. Variables and communalities are ranged between “0.737 - 0.893”. All factors loading are greater than 0.50.

Table 6.5: Affective image factor

FACTORS		Component 1
Variance explained %	68.840	68.840
Eigenvalue		2.754
Cronbach’s alpha	0.842	
Variables and communalities		
distressing-relaxing		0.893
gloomy-exciting		0.891
unpleasant-pleasant		0.787
sleepy-arousing		0.737
Notes: Each item is measured on a five point likert scale (1= strongly disagree, 5= strongly agree). Kaiser-Meyer-Olkin measure of sampling adequacy is 0.769. Bartlett’s test of Sphericity $p < 0.000$.		

6.3 Reliability and Validity

As finding the reliability of factors is essential for investigations, this study has been used one of the common method of measurement which is Cronbach’s Alpha. Based on research by Kerlinger (1973) the measurements of reliability value should be more than 0.60. In this study the alpha of cognitive image is 0.623 and the alpha of affective is 0.842 so there is reliability.

Validity is commonly defined as whether a measurement operation can really measure what it intends to measure (Meister, 2004; Suter, 2006). There are some process in order to ensure about the validity of the survey:

1. Collecting the data from the credible sources (Respondents).
2. Making the questionnaires based on the literature review.
3. Carrying out the pilot test to be sure about the validity of the questioners. In this study 20 respondents were chosen as pilot study.

Table 6.6: Correlation analysis

	Overall image	Recommendation intention	Revisit intention	Affective Image	Unique Image	Cognitive Image
Overall image	1					
Recommendation Intention	0.791**	1				
Revisit intention	0.038	0.179**	1			
Affective Image	0.079	0.108*	0.055	1		
Unique Image	0.090	0.142**	0.216**	0.047	1	
Cognitive Image	0.197**	0.331**	0.273**	0.064	0.174**	1
** Correlation is significant at the 0.01 level (2-tailed).						
*Correlation is significant at the 0.05 level (2-tailed).						

According to table 6.6 there are plenty of relationships which are significant such as:

Relationship between overall image and recommendation is significant ($\beta=0.791$), the relationship between cognitive image and overall image ($\beta=0.197$).

Relationship among affective image and recommendation intention is significant ($\beta=0.108$). Unique image and recommendation intention is significant ($\beta=0.142$). The

relationship between cognitive image and recommendation intention is significant ($\beta=0.331$)

The relationship between unique image and revisit intention is significant ($\beta=0.216$), cognitive image and revisit intention are significantly related ($\beta=0.273$).

6.4 Multiple Regression Results

In order to carry out multiple regression analysis the dimensions of destination image attributes; Cognitive (CO), Affective (AF), and Unique (UN) were taken as the independent variables. Overall Image (OVI) was taken as the dependent variable. Multiple regression analysis also has been done for the antecedents which are revisit intention (REVI) and recommendation intention (RECI). Finally the direct effect of CO, AF, UN over REVI and RECI has been analyzed by multiple regressions. The results are elaborated in the following table (table 6.5).

Table 6.7: Multiple Regression Analysis Results

Hypotheses		Tstatistic	Beta ^a	R square	F	Sig.
H1	CO-OVI	3.876	0.197	0.039	15.026	0.000<0.0001
H2	AF-OVI	1.539	0.079	0.006	2.368	0.125<0.5
H3	UN-OVI	1.738	0.090	0.008	3.019	0.083<0.1
H4	OVI-REVI	0.729	0.038	0.001	0.532	0.466<0.5
H5	OVI-RECI	24.953	0.791	0.625	622.628	0.000<0.0001
H6	CO-REVI	5.481	0.273	0.075	30.038	0.000<0.0001
H7	AF-REVI	1.070	0.055	0.003	1.144	0.285<0.5
H8	UN-REVI	4.262	0.216	0.046	18.168	0.000<0.0001
H9	CO-RECI	6.776	0.331	0.110	45.918	0.000<0.0001
H10	AF-RECI	2.095	0.108	0.012	4.388	0.037<0.05
H11	UN-RECI	2.775	0.142	0.020	7.702	0.006<0.01

CO-OVI (relationship between cognitive image and overall image)
 AF-OVI (relationship between affective image and overall image)
 UN-OVI (relationship between unique image and overall image)
 OVI-REVI (relationship between overall image and revisit intention)
 OVI-RECI (relationship between overall image and recommendation intention)
 CO-REVI (relationship between cognitive image and revisit intention)
 AF-REVI (relationship between affective image and revisit intention)
 UN-REVI (relationship between unique image and revisit intention)
 CO-RECI (relationship between cognitive image and recommendation intention)
 AF-RECI (relationship between affective image and recommendation intention)
 UN-RECI (relationship between unique image and recommendation intention)

Notes: ^a Standardized coefficient

Based on table 6.7 the results show that cognitive image have significant positive influence on overall image ($\beta= 0.197$) however affective image ($\beta= 0.079$) and unique image ($\beta= 0.090$) does not have significant influence on the overall image in the context of this study.

Hence based on the results of multiple regression analysis results hypothesis 1 has been accepted but hypotheses 2 and 3 are not accepted.

On the other hand OVI (overall image) doesn't have significant effect on REVI (revisit intention) ($\beta= 0.038$), however it has significant and positive effect on RECI (recommendation intention) ($\beta= 0.791$).

As a result hypothesis 4 has not been accepted but hypothesis 5 has been accepted.

In the case of assessing the direct effects the results show that CO has direct and positive relationship to REVI ($\beta= 0.273$), AF doesn't have a direct relationship to REVI ($\beta= 0.055$), UN directly and positively related to REVI ($\beta= 0.216$).

CO has a direct and positive influence on RECI ($\beta= 0.331$), AF positively and directly related to RECI ($\beta= 0.108$), and at last UN has a positive and direct impact on RECI ($\beta= 0.141$).

Finally in accordance to the results H6, H8, H9, H10, and H11 have been accepted, but H7 was rejected.

Chapter 7

DISCUSSION AND CONCLUSION

7.1 General

This study has been developed to examine a theoretical model of a destination image attributes and assesses the variables that are influence on overall image of destination and ultimately their effects on the behavioral intention of tourists whether they are intended to revisit or recommend this destination to others.

The results of this survey were discussed and some significant issues and suggestions have been made for tourism destination managers and practitioners to focus on the importance of destination image and its attributes to have better strategies. In addition the limitation of this study and the guidelines for further studies has been mentioned.

7.2 Discussion

The results of this study show that hypotheses H1, H5, H6, H8, H9, H10, and H11 have been accepted however hypotheses H2, H3, H4, and H7 have been rejected.

The first hypothesis (**H1**: Cognitive image will positively affect the visitor's overall image of a destination.) was significantly supported. This detection is consistent with previous studies which claim that cognitive image, which I functional and psychological, have impacts on visitors' perception of overall image of the destination

(Echtner & Ritchie, 1991; Stern & Krakover, 1993; Walmsley & Young, 1998; Baloglu & McCleary, 1999; Chen & Uysal, 2002).

The second hypothesis (**H2**: Affective image will positively affect the visitor's overall image of a destination), third hypothesis (**H3**: Unique image will positively affect the visitor's overall image of a destination), and fourth hypothesis (**H4**: Visitor's perception of overall image toward a destination will affect the visitor's intention to revisit the destination) have been rejected in the current study.

Hypothesis number five (**H5**: Visitor's perception of overall image toward a destination will positively affect the visitor's intention to recommend the destination to others) has been accepted based on the results. This finding is consistent with the studies that have been done (Fakeye & Crompton, 1991; Chen & Kerstetter, 1999; Alcaniz et al, 2009; Qu et al., 2011; Hanzaae & Saeedi, 2011).

The proceeding hypotheses which have assessed the direct effects have been accepted which is in contradictory with the studies of Baloglu and Brinberg (1997), and Bigne et al., (2001). Their studies are based on the assertion that the combination of destination image components (cognitive, affective, and unique) as a whole affects the tourists' future behavior.

H6: Cognitive image has a direct and positive influence on the visitor's intention to revisit.

H8: Unique image has a direct and positive influence on the visitor's intention to revisit.

H9: Cognitive image has a direct and positive influence on the visitor's intention for recommendation.

H10: Affective image has a direct and positive influence on the visitor's intention for recommendation.

H11: Unique image has a direct and positive influence on the visitor's intention for recommendation.

The mentioned hypotheses which have been accepted the claim is that the attributes of destination image such cognitive and unique image can directly and positively influence on the intention of visitors to return to that destination. On the other hand related to other tourists' future behavior that is recommendation intention each type of destination image (cognitive image, affective image, and unique image) directly and positively are affected.

Hypothesis number seven (**H7:** Affective image has a direct and positive influence on the visitor's intention to revisit) has been rejected in accordance to the results of this study.

7.3 Conclusion

The current study has been investigated the influence of destination image attributes (cognitive image, affective image, and unique image) on the overall perception of tourists by the destination, assessing the influences of overall image on the future tourists' behavior in term of intention for recommendation and intention for revisit and finally assess the direct and positive effects of cognitive image, affective image, and unique image on the revisit intention and recommendation intention.

This study has been done through a mix method (triangulation) with the deductive approach for quantitative part and inductive for qualitative part. The data initially collect from the influential managers and characteristic in municipality and tourism sector and then the questionnaires filled out by the incoming tourists.

As mentioned before analyzing the impacts of destination image attributes on the overall perception of tourists and the influences of overall image on the future tourists' behavior in term of intention for recommendation and intention for revisit is the main objective and purpose of the current study. The findings of this study have proved that from destination image attributes (cognitive, affective, and unique image) only cognitive image is affective on the overall image of destination for tourists. On the other hand the consequences of overall image which are "revisit intention" and "recommendation intention", only recommendation intention accepted as been influenced by overall image. The findings of this part is consistent to the previous studies (Echtner & Ritchie, 1991; Stern & Krakover, 1993; Walmsley & Young, 1998; Baloglu & McCleary, 1999; Chen & Uysal, 2002; Bigne et al., 2001).

Besides the mentioned findings the direct effects of each destination image attributes “cognitive image”, “affective image” and “unique image” over the “revisit intention” and “recommendation intention” have been found. These findings show that each type of image has a direct and positive influence on the “revisit intention” and “recommendation intention” except affective image effect on the revisit intention.

According to the results some managerial implications, limitation, and further research guidelines demonstrated in this study.

7.4 Managerial Implications

According to the results and discussion of the current study, some implications for practitioners and managers can be proposed. At the first perspective as cognitive image is very influential in overall image of Shiraz, the revisit and recommendation intention so the practitioners should focus more on the items that influence on the perception of visitors. These highlighted components are historical and cultural attractions, accommodation, restaurants, and etc. On the other hand some other factors such as local tours, festivals, shopping facilities, infrastructures, and etc. found as the weakness of Shiraz hence the related organizations like municipality, city planning, and tourism sectors must concentrate on these issues and try to develop sustainable programs for improving these important attributes of Shiraz.

As destination image is one of the core competencies that a destination could have so the responsible tourism marketers, tourism managers, private organizations, and governmental organizations are responsible to adopt the strategies that differentiate and clarify its product which is destination image. They should follow the strategies that

clear these two factors: 1- How is the image of the destination perceived? Are there any obstacles which might prevent the popularizing of the image? These issues might be addressed by continual market research about destination image, perception and touristic aspirations. 2- What are the characteristics of the typical target market and how large is the market segment? If destinations like Shiraz is attractive for its historical what might be done to widen the market and to increase the positive future behavior of tourists?

As long as visitors have a positive perception and feeling toward the destination and its unique criteria they will lead to a better success as they have intention to revisit and recommend the destination. Especially recommendation intention is very significant as the current and potential buyers are affected by positive or negative word of mouth.

The results derived from this study can also provide tourism managers with insights into destination image attributes and the future tourists' behavior. In particular, by collaboration between the private institute and governmental institute in tourism and hospitality the responsible managers can work on the establishment of the importance of destination image and in practice implement the proper plans in order to achieve the image that the destination deserved.

Moreover, it is obvious that destination image is a general concept which is divided in to cognitive, affective, and unique image. Using the result of this study, destination managers can examine the effect of destination image and its components in more

details and consider each component as an affective element in the success and development of benefits and their position globally.

Finally based on the theoretical findings of this study the marketers can have a better positioning strategy and have financial and non-financial benefits through the image that they make.

7.5 Limitation and Further Studies

The current study had some limitations which can be considered for future studies. The first limitation is related to the questionnaires that translated only into English. As the studies carry out by the foreign tourists so in future researches it is better to use the questionnaires in other languages.

The second factor could be related to the tourists' way of visiting the destination whether they have any tour leader or not as the tour leader can influence on the perception and experience of the tourists. So for further studies this item could be considered in questionnaires.

The third limitation could be because of the season that data have been gathered. As the current study carried out in summer maybe the other seasons (e. g. spring) can have a different impact on the perception of the tourists nonetheless in future studies having a longitudinal study may lead to have better results.

The fourth limitation may be related to the type of survey that has been done without any time lag. The future studies can be done in two time lags. First lag can be by the tourists' arrival and the second lag could be by their leaving.

The fifth limitation is that the current study didn't divide the first visitors from the repeated visitors hence in further studies the researchers can test the proposed model separately regarding to first-time and repeated tourists, as the tourist's familiarity with the destination may differ within the two groups.

The last limitation could be because of the variables that have been used in the current study. In future studies by using more variables and control variables the results of the study could be different and stronger.

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APPENDICES

Appendix A: Interviews

1. Mr. Amirhossein Hekematnia

1. In your idea what images or characteristic of Shiraz is very significant as a travel destination?

The symbol of Shiraz is not only a place or a picture but also it could be the smell of the famous trees in Shiraz which are Narenj (sour orange) with a very nice and pleasant smell that are because of their blossoms. Also Hafez Mausoleum and Quran Gate are two significant elements of Shiraz.

2. Please list any distinctive or unique tourist attractions that you think of Shiraz.

Hafez Mausoleum, Saadi Mausoleum, Persepolis, Shah Cheragh Shrine, Zand Complex.

3. What is your logical and emotional perspective of Shiraz?

One criterion is very highlight for people of Shiraz which is kindness and hospitality. Shiraz is a comprehensive package for enjoying as historical, cultural, literary, and religious tourism and even ecotourism.

2. Miss Sara Eslamzadeh

1. In your idea what images or characteristic of Shiraz is very significant as a travel destination?

Hafez Mausoleum is one of the main attributes of Shiraz. This great poet is great and renowned not only for Iranian but also for all the world. The poems of Hafez are masterpiece they influence the soul of people. Unique image of Shiraz can be determined by the symbol of Hafez.

2. Please list any distinctive or unique tourist attractions that you think of Shiraz.

Persepolis, Hafez Mausoleum, Saadi Mausoleum, Eram Garden, Zand Complex.

3. What is your logical and emotional perspective of Shiraz?

Shiraz is very calm an appropriate place to be relaxes. Green spaces give positive energy. Kind people are welcoming the tourists and guests. Shiraz is a nice place for leisure time.

3. Mr. Ali Amini

1. In your idea what images or characteristic of Shiraz is very significant as a travel destination?

Hafez Mausoleum means Shiraz. When we hear the name of Hafez automatically we think of Shiraz. Shiraz is proud of having this great and unique poet who is very well known in the entire world. Many tourists from everywhere come to visit this spiritual place which is a nice garden for Hafez.

2. Please list any distinctive or unique tourist attractions that you think of Shiraz.

Persepolis, Hafez Mausoleum, Saadi Mausoleum, Eram Garden, Zand Complex.

3. What is your logical and emotional perspective of Shiraz?

Shiraz is a city of flowers, nightingale, wine, and love. People of Shiraz are very amiable and they are renowned for their hospitality. Also the girls of Shiraz are very famous. The most beautiful ladies are from Shiraz.

4. Mr. Mehran Sokhakian

1. In your idea what images or characteristic of Shiraz is very significant as a travel destination?

From the old time Shiraz has been the brand of tourism. In different branches like culture, medical, literary, nature, and religion Shiraz is significant.

2. Please list any distinctive or unique tourist attractions that you think of Shiraz.

The most important masterpiece Persepolis is located in Fars province close to Shiraz. For most of European Persepolis is one significant target.

3. What is your logical and emotional perspective of Shiraz?

Shiraz has some problems in its urban structure as there is not a proper relationship between different executive organizations. Shiraz has a great potential for national and international tourism hence by an appropriate comprehensive plan this city can be one of the great destination in the world. People of Shiraz are very kind so all the guest enjoy their time in this city. The hospitality of Shiraz is very famous.

5. Mr. Mehdi Farzaneh

1. In your idea what images or characteristic of Shiraz is very significant as a travel destination?

One of the main attributes of Shiraz is its gardens such as Eram garden which is one of the best samples of Persian Garden.

2. Please list any distinctive or unique tourist attractions that you think of Shiraz.

Persepolis the pearl of Iran, Hafez Mausoleum, Saadi Mausoleum; two great poet who are very famous not only in Iran but also in the world.

3. What is your logical and emotional perspective of Shiraz?

Shiraz is well known as it is the capital of history and culture in Iran. People of Shiraz are very kind and they are famous for their hospitality. This city is the city of gardens and flowers.

6. Ms. Roya Kazemi

1. In your idea what images or characteristic of Shiraz is very significant as a travel destination?

Hafez Mausoleum is the most significant brand of Shiraz that most of the world has acquaintance with this famous poet.

2. Please list any distinctive or unique tourist attractions that you think of Shiraz.

Persepolis symbol of great history and culture of Iran, Hafez Mausoleum, Saadi Mausoleum, and Eram Garden.

3. What is your logical and emotional perspective of Shiraz?

Shiraz is well known as it is the capital of history and culture in Iran. People of Shiraz are very kind and they are famous for their hospitality. This city is the city of gardens and flowers.

7. Mr. Fereidon Shabani

1. In your idea what images or characteristic of Shiraz is very significant as a travel destination?

The culture of Shiraz that is very ancient is one of the significant attributes of Shiraz. Shiraz is the city of gardens and flowers.

2. Please list any distinctive or unique tourist attractions that you think of Shiraz.

Hafez Mausoleum, Saadi Mausoleum, and Eram Garden, Narenjestan-e- Qvam Garden, and Persepolis.

3. What is your logical and emotional perspective of Shiraz?

The climate of Shiraz is very attractive as this city has four seasons. Tourists can enjoy their time based on their desire. The people of Shiraz are very nice, kind and well coming.

8. Mr. Yazdan Panah

1. In your idea what images or characteristic of Shiraz is very significant as a travel destination?

One of the unique attributes of Shiraz is the hospitality of its people. Various attractions like history, nature, culture, and literary are the heritage of Shiraz. In general the unique image of Shiraz in the mind of Iranians and foreigners is Persepolis. Persepolis is one of the great attractions in Iran that can give motivation to the tourists to come to Iran. Iran should pay attention more and more to this great masterpiece.

2. Please list any distinctive or unique tourist attractions that you think of Shiraz.

Hafez Mausoleum, Saadi Mausoleum, and Eram Garden, and Persepolis are the significant sites for tourists. The verity of attractions even those which are not known for tourists are one of the unique attributes in Shiraz as the cultural heritage and government can have advertisement and marketing on these places and sites. Shiraz as the center of Fars province is a center for tribes of this province. This attributes also can attract tourist as we show the image of traditional life in Shiraz.

I believe that Shiraz is a small Iran as it represents the climate, nature, and history whole Iran. Also Shiraz can meet the need of religious tourist as it is the third religious city in Iran however because of the comprehensive package of attractions beside Shah Cheragh Shrine it could be a better attraction rather than other religious cities.

Shiraz has been one of the Medical tourism destinations from the old time. The location of Shiraz is very appropriate as it is located in south of Iran which is close to Persian Gulf and Arab world. The numbers of direct flights are proper to bring this type of tourists from this region.

Mountain climbing and ecotourism is very highlight in Shiraz because beautiful waterfall, jungles, and Zagros chain that is located in Fars province.

One of the things that introduce Shiraz is Shiraz Wine that the entire world knows it.

3. What is your logical and emotional perspective of Shiraz?

People of Shiraz are very kind. They are famous for their hospitality. Shiraz and people of Shiraz has a perfect credit in Iran and in the world. 34% of historical sites are located in Fars province that will highlight Shiraz as its center. Medical facilities are very good and up to date. Around Shiraz there is mountain, snow, jungles, and desert.

9. Mr. Peiman Niroumand

1. In your idea what images or characteristic of Shiraz is very significant as a travel destination?

Shiraz is a city that makes people relaxes. Poems and literary, greenness of the city, culture and history are the attributes that attract tourist.

2. Please list any distinctive or unique tourist attractions that you think of Shiraz.

Hafez Mausoleum, Saadi Mausoleum, and Persian Gardens, and Persepolis are the significant sites. In my idea Persepolis and Zand Complex are very significant to attract tourists.

3. What is your logical and emotional perspective of Shiraz?

As Shiraz is my hometown I have severe relationship with this city. I love its food, accent, weather, and people. I try to tell others about the attributes and characteristics of Shiraz. If we have proper marketing on Shiraz there will be proper tourism in this city. Shiraz is a combination of various Iranian attractions.

Iran is one the 10 countries which attractive because of historical sites. Around 34% of historical sites are located in Fars province that highlights Shiraz as the center of this province. The importance of Shiraz and visiting its sites is as importance of China wall in China, Eifel Tower in Paris, and Pyramids in Egypt.

10. Mr. Nematolahi

1. In your idea what images or characteristic of Shiraz is very significant as a travel destination?

The Gardens in Shiraz and the Narenj blossoms and its smells are the images of Shiraz. Beside that Hafez Mausoleum and Persepolis are the unique images of Shiraz.

2. Please list any distinctive or unique tourist attractions that you think of Shiraz.

Zand Complex, Hafez Mausoleum, Saadi Mausoleum, and Persian Gardens, and Persepolis are the significant sites.

3. What is your logical and emotional perspective of Shiraz?

Shiraz has a great and beautiful spring. The people are very kind and hospitality is very significant.

11. Mr. Peiman Ameri

1. In your idea what images or characteristic of Shiraz is very significant as a travel destination?

Glory of Persepolis, smell of Narenj blossoms, the atmosphere of Hafez Mausoleum, taste of Kalam polo (traditional food of Shiraz), sweetness of Falode (traditional ice cream of Shiraz), moral atmosphere of Shah Cheragh Shrine, beauty of inlaid working (original handicraft of Shiraz), the old alleys and regions in Shiraz, the old houses with 5 windows and nice pool in the middle of yard which are very famous are the characteristics of Shiraz.

2. Please list any distinctive or unique tourist attractions that you think of Shiraz.

Zand Complex, Hafez Mausoleum, Saadi Mausoleum, and Persian Gardens, and Persepolis are the significant sites. Ecotourism and medical tourism are very important in Shiraz.

3. What is your logical and emotional perspective of Shiraz?

Shiraz is the city of love, poets, civilization, philosophy, culture, literary, knowledge, and theosophy.

12. Mr. Hesam Ghaledar

1. In your idea what images or characteristic of Shiraz is very significant as a travel destination?

Shiraz is the city of colorful flowers, green gardens, four seasons' climate, religion, and knowledge. Recently this city has become the center of medical tourism.

2. Please list any distinctive or unique tourist attractions that you think of Shiraz.

Hafez Mausoleum, Saadi Mausoleum, and Persian Gardens such as Eram garden, Afif Abad Garden, Melli Garden, Delgosha Garden, and etc. Also Persepolis is the pearl of Persian culture.

3. What is your logical and emotional perspective of Shiraz?

People of Shiraz are very kind and hospitality is very dominant. There are great poets, authors, and knowledgeable people in Shiraz from the old time. The weather of Shiraz is very unique.

13. Mr. Heidari

1. In your idea what images or characteristic of Shiraz is very significant as a travel destination?

Hafez Mausoleum is the most significant attributes of Shiraz. Most of the people in the world know this poet. The German author Goethe admired Hafez and follows his style.

2. Please list any distinctive or unique tourist attractions that you think of Shiraz.

Persepolis, Hafez Mausoleum, Saadi Mausoleum, Zand Complex.

3. What is your logical and emotional perspective of Shiraz?

Shiraz is famous for its hospitality, and kindness. The gardens of this city are very famous. Traditional foods of Shiraz are very unique.

14. Mr. Ali Deghani

1. In your idea what images or characteristic of Shiraz is very significant as a travel destination?

Definitely the first attributes is Hafez Mausoleum from two points of view; first for the importance and status of this character. Hafez poems are the most popular poems between Iranian. Second the weak architecture however the great characteristic of Hafez cover this weakness.

The second attributes is Quran Gate not only the building but also the atmosphere of this region Khajo Mausoleum, nice Steps in the mountain.

The third attribute is Vakil Bazar specially the south branch. This bazar cannot be felled by picture as the smell of Vakil Bazar is very unique.

2. Please list any distinctive or unique tourist attractions that you think of Shiraz.

First, Shiraz Boulevards are very special as Shiraz has Boulevards more than other cities. Second, Narcissus flower is very significant. Third, numbers of trees in Shiraz are more than other cities.

3. What is your logical and emotional perspective of Shiraz?

One of the fantastic events in Shiraz is Norowz (New Year) because of the weather and smell of flowers and green gardens the atmosphere of Shiraz is very proper for this national event. People of Shiraz are very kind and they are known because of their hospitality.

Appendix B: Questionnaires:

Dear Respondent;

You are being asked to participate in a study examining the Destination brand image of SHIRAZ. All information that you provide will be confidential and in no way will you be identified when the results of this study are reported. Thank you for taking time to complete this survey and being a part of this study. Have a nice holiday in Shiraz.

Contact Address:

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School of Tourism and Hospitality Gazimağusa,	School of Tourism and Hospitality
KKTC	
Magusa	
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Section I.

1. How long have you been in Shiraz?.....days.

2. Travel to Shiraz before? Never Once Twice or more

3. Sources of information?

Official Guide Brochure Map Travel agent
 Book/Article Friend/Family other.....

Section II.

Some demographics about you:

1. Age: 18-24 25-44 45-64
 65 +

2. The country of residence: EU Iran North America
Other

3. Gender: Male Female

4. Marital Status: Single Married Divorced/Seperated/Widowed

5. Education: High School or less University Master or PhD

6. Average household income: (per year)

Less than \$30,000 \$60,000-\$89,999 \$120,000 or more
 \$30,000-\$59,999 \$90,000-\$119,999

Section III.

Listed below are some attributes that determine the quality of a tourist destination. Please rate below attributes for Shiraz by circling the appropriate number. "1" means "Strongly Disagree" and "5" means "Strongly Agree".

		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	Scenery/natural attractions are beautiful.	1	2	3	4	5
2	It has rich and plentyful Historical attractions .	1	2	3	4	5
3	Cultural attractions were diverse (Customs and Traditions)	1	2	3	4	5
4	Unpolluted/unspoiled environment is attractive.	1	2	3	4	5
5	People's behavior were friendly and hospitable.	1	2	3	4	5
6	Cleanliness and hygiene standards are highly taken in to consideration.	1	2	3	4	5
7	The destination can easily be reached.	1	2	3	4	5
8	Climate is mild and tolerable.	1	2	3	4	5
9	Atmosphere is calm and relaxing.	1	2	3	4	5
10	Quality of restaurants/cafes are at high level.	1	2	3	4	5
11	Quality of accommodation facilities is at high level.	1	2	3	4	5
12	Safety and security of the place makes me feel better.	1	2	3	4	5
13	There are plenty and interesting Shopping facilities.	1	2	3	4	5
14	Public transportation is organized and affordable.	1	2	3	4	5
15	Local tours/excursions are interesting.	1	2	3	4	5
16	Sports Facilities and activities are highly available.	1	2	3	4	5
17	Local Cuisine is delicious.	1	2	3	4	5
18	Museums are interesting and culturaly rich.	1	2	3	4	5
19	The Quality of service is perfect.	1	2	3	4	5
20	Cost/Value is affordable.	1	2	3	4	5

Section IV.

Below is a list of scales that can be used to describe your feelings towards places. Evaluate Shiraz as a tourist destination on each word set by checking the appropriate box.

Unpleasant	1	2	3	4	5	Pleasant
Sleepy	1	2	3	4	5	Arousing
Distressing	1	2	3	4	5	Relaxing
Gloomy	1	2	3	4	5	Exciting

Section V.

1. Please rate your **overall image** of Shiraz as a vacation destination on a scale from 1 to 5.

Very negative	1	2	3	4	5	Very Positive
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2. Please indicate if you would **recommend Shiraz** to your friends and relatives on a scale from 1 to 5.

Not Recommend at all	1	2	3	4	5	Definitely recommend
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3. Please rate the level of your **intention to visit Shiraz** for vacation purposes **over the next two Years** on a scale from 1 to 5.

Do not intend to visit	1	2	3	4	5	Very likely to visit
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Section VI.

Listed below are some historical sites that determine the unique image of Shiraz as a tourist destination. Please rate them by circling the appropriate number. "1" means "Strongly Disagree" and "5" means "Strongly Agree".

		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Persepolis	1	2	3	4	5
2.	Saadi Mausoleum	1	2	3	4	5
3.	Hafez Mausoleum	1	2	3	4	5
4.	Quran Gate	1	2	3	4	5
5.	Shah Cherag	1	2	3	4	5
6.	Eram Garden	1	2	3	4	5
7.	Vakil Bazaar	1	2	3	4	5
8.	Zand Complex	1	2	3	4	5

Appendix C: Recommendation Letter:



To Whom It May Concern,

115675 Sepideh Eslamzadeh is a master student in the Faculty of Tourism, Eastern Mediterranean University, North Cyprus. As the Dean of the Faculty, I would appreciate it if you could be of help to Ms. ESLAMZADEH in her thesis data collection.

Collected data will be evaluated generally in our study. As the results will be subject of a scientific study the name of the institution and persons will not be included in this study. The questionnaire will only take 10 minutes of your time and the utmost attention will be shown to the application.

I thank you in advance for your kind help and cooperation.



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