

THE ROLE OF TOURISM DESTINATIONS ATTRACTION IN SHAPING THE PLEASURE AND MOUTH-TO-MOUTH PROMOTIONS OF TOURISTS AND THEIR IMPACT ON THE INTENTION OF RE-TRAVELING

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Abstract. Today, the dynamic tourism industry is unique with its unique features, which is an important part of the economic and non-economic activities of developed and developing countries. With the growth of the tourism industry, the importance of measuring the satisfaction of tourists and the desire to travel again, as a tool for growth and the creation of competitive advantage, has been considered. Travelers traveling are the most trusted source of information for potential tourists and can be the target language in their home country. The purpose of this study is to measure the impact of various attractions on tourism destinations in shaping the enjoyable attitude and mouth-to-mouth advertising of tourists and their impact on the intention of re-traveling. A questionnaire and simple random sampling method were used to collect data from foreign tourists traveling to Yazd in May or June 1396. The validity of the questionnaire was confirmed by using the content validity method and confirmatory factor analysis and the reliability of the questionnaire was confirmed by Cronbach's alpha. Structural Equation Modeling Using soft pls2 software is used to obtain relationships between structures and to measure the fitting of measurement, structural and general models. The findings of the research showed that the tourist attractions, cultural and tourist destination of tourism have a positive and significant effect on the pleasure of tourists and their mouth-to-mouth advertising to Yazd. Also, the positive and significant positive effects of oral-to-mouth advertising and pleasure-appearing were confirmed on the reciprocal desire to travel to Yazd city.”

Keywords: Tourist attraction, pleasure attitude, mouth-to-mouth advertising, travel intention.

1. INTRODUCCIÓN

Today, tourism is one of the most important and effective economic issues and is one of the important and important social, cultural, and social factors in the world. Indeed, the expansion of economic, health, security and communications infrastructure in the twenty-first century has made tourism an inevitable reality in human life. (Papeli et al., 2007) Hence, tourism is one of the key industries in any community that can attract planners' attention because it affects many sectors of society, including the economic, cultural and environmental spheres. On the other hand, the large volume of travel in recent years has made tourism one of the largest industries in the world. (Assaker et al., 2013) So that tourism and travel incomes together with the transport of travelers account for about 12% of the world's total exports. Given the growing importance of tourism in today's world and the competitiveness of the tourism market around the world, tourism destinations are increasingly competing with each other to attract tourists. The expansion of the tourism industry in every part of the world requires special conditions and facilities such as climate, ancient artifacts, natural attractions, traditions and culture, infrastructure, facilities and equipment. (Assuri, 2002) The general belief of most researchers is that urban tourism can be an important part of a city's economy and help the welfare of the entire community. However, the choice of urban tourism destinations is influenced by tourists by various factors, each of which directly or indirectly leads tourists in choosing a tourism destination. One of the most effective factors that are always considered in tourism marketing is the satisfaction of tourists from the destination. This satisfaction, on the one hand, allows for the return of traveler to the destination, and on the other hand, plays an important role in informing and advertising or in some way branding for the destination. (Zabkar.vesna ,2007) In this regard, this research seeks to measure the impact of tourist destinations such as cultural, tourist, and welfare factors on the formation of positive pleasure attitudes among tourists, and as a result of the development of positive mouth-to-mouth advertisements and the purpose of re-traveling to the destination of tourism is. Because a city must have more than one score to attract more people, measuring the impact of various attractions on the tourist destination can be to inform city managers in order to provide suitable tourism infrastructure and attract tourists

satisfaction by providing services. It's better for them to play a significant role (Rethinking ,2007)

2. Theoretical foundations and design hypotheses of research

2-1. Tourism industry

Tourism is now considered an industry. It should not be associated with industrial structures, workshops and factories, but a combination of science, industry and culture, and ultimately providing "tourist services" to its consumers. (Babin et al., 1994) Tourism has become more and more as one of the largest and most exponentially growing global economic activities in the world, and in particular in developing countries (with crises such as high unemployment, limited financial resources, and economics) Single product) is one of the most prominent and most important development policies. (Barbosa,2013) Tourism is one of the largest industries in the world, many countries have invested in this industry, because they are sure of long-term profitability, and they call tourism "fluid gold. (Zabkar.vesna, 2007) According to the statistics, there are 3.5 billion trips annually. 700 million of which are between the country and 2.8 billion of domestic travel. (Ben et al., 2003) According to the World Travel and Tourism Council, it is estimated that the direct contribution of the tourism industry to the world's gross national product in 2011, amounting to US \$ 1,850 billion, is 2.8 percent of the gross national product. This would mean an increase of 4.2% per annum by 2021, which is projected to reach \$ 2.860 billion. According to the World Tourism Organization, more than 900 million people visit cities and landmarks in different countries every year (Hoecklin, 1995)

2-2. Yazd city

Yazd is the first city in the world and the second most historic city in the world after the city of Venice in Italy. Yazd province is a land of ancient and historical lands of Iran. In some sources, some of the cities of this province, such as Meybod, have been attributed to Suleiman the Prophet (Yazd) to Zahak, Alexander the Great and (Abarkuh) to Ibrahim the Prophet. This reflects the old and historical background of the land and people of this land. The collection of ancient sculptures in this province also contributes to this historical background. Works such as rock tools derived from Shirkouh valleys, pictures on the rock of Mount Ernan, pieces of pottery of Narin Ghale Meybod - belonging to the Elamite period, the

caves of the province, and the works of ancient architecture and urbanization, and so on. Researchers from this area, located on the highways of the ancient (Ray - Kerman) and (Pars - Khorasan), are considered as far away from the Medes. Most Yazd Muslims and Shiites are twelve. Also, a large group of Zoroastrians in Iran reside in Yazd. A minority of Jews also resides in this city. The city of Yazd is located in the dry and spacious hills between Shirkouh and Kharangagh mountains at 15 degrees 53 minutes to 40 degrees and 54 minutes east and 46 degrees 31 minutes to 15 degrees and 32 minutes north latitude. The city is bounded to the cities of Meybod and Ardakan from the east to the cities of Ardakan and Bafgh, from west to Isfahan province and south to Taft, Abarkuh and Mehriz. The average height of the Yazd city is 1200 meters above sea level. Placing in the central part of Iran's Plateau includes the most inappropriate natural elements on the central plateau of Iran. Slight rainfall with strong evaporation, being far from the sea, proximity to the dry and abundant salt desert, low relative humidity and high heat, are among the factors that have brought Yazd to one of the driest regions of Iran. Moreover, there is also a severe temperature fluctuation in this area.

2-3. Pleasure attitudes

Over the past thirty years, they have defined attitude in many ways. Researchers from different parts of the world have consistently sought a wider understanding of consumer attitudes. One of these researchers, L. L. Treston is the inventor of the theory of measuring a new attitude that defines attitude as "passivity" or "feeling" as opposed to a stimulus. (Dumont et al., 2005) There have been many discussions about different aspects of attitudes in various fields of science, including sociology and psychology and economics. (Gospodini, 2001) Holbrooke, Hirschman, Waus and others (2003) have taken a two-dimensional conception of consumers' attitudes. These two dimensions are: the enjoyable dimension resulting from the experience gained from the use of the product, the consequence of the benefits of belief derived from the performance of a product. Then pleasure is a consuming experience driven by the uniqueness of the product or the service of the symbolic meanings of emotional arousal and imagined mentality. Next, the belief is that it relates to the economic, functional, and task-oriented aspects of goods and services. This post-attitude is defined as a general assessment of the benefits and functional costs. Therefore, in the later case, there is a greater participation in the cognitive

aspects of attitudes, such as the economic value of money and judgment about comfort and time saving (Gospodini, 2002)

2-4. Tourist attraction

Generally speaking, all the resources, features, and capabilities of the region are intended to enable individuals and groups for various purposes, including commercial and commercial purposes, recreational and entertainment purposes, meetings and expansion of relationships, cultural purposes, learning and educational purposes, personal and Self-education, adventure and sport, and sometimes scientific and scientific purposes, will be beneficial to the attraction of the region, in order to preserve the features of that area and to create the benefits and benefits for the inhabitants of that area (Schouten, 2001)

Hypothesis 1: Social tourism attraction has a positive and significant impact on pleasure attitudes.

2-5. Welfare attraction

Social welfare can be considered as a set of measures and measures designed to reduce, relieve or eliminate problems arising from economic growth and inconsistent growth in the fields of education, health, health and some social affairs such as Economics, the lack of balanced socioeconomic development at the community level (Fawcett et al., 2001). Tony Fitzpatrick examines prosperity with prospects such as happiness, satisfaction, and comparative comparisons. In the social science dictionary, Walus Gould writes that welfare in the broadest sense means welfare (Cana, 2004). In the narrower sense, it refers to the comfort and improvement of the people, higher and higher than the revenues they earn, because people are affected by the policies of the central government, local governments or private enterprises. (Fox, 2001) The term social welfare usually encompasses a society in which all members of the community enjoy the material and spiritual needs of their material needs and, in another definition of social welfare, consider it a military service or institution or social institution designed to serve and assist people it has been created, To better health, better life and better relationships for the development of the talents, capabilities, capacities, and abilities of humans to develop their well-being. In short, there is no consensus on the definition of the term 'welfare' and there are numerous and varied definitions of social welfare (Glob, 2010)

Hypothesis 2: Economic welfare attraction has a positive and significant effect on pleasure attitudes.

2-6. Cultural attraction

The culture of commonly justified remedies in a society is to address any real or unrealistic needs. Culture is always software, and civilization includes hardware and hardware. Simply put, culture is what people are living with. Culture is the people.(Bigné et al., 2008) Edward Taylor from 1917 to 1832 Defines culture as a complex set of knowledge, beliefs, arts, rules, morals, habits, and whatever the individual associates with society from his own community. Each region of any country can have a different culture from other parts of that country. Culture is transmitted by education to the next generation, while genetics is transmitted by inheritance. For example, Farsi speaking is a solution to addressing the need to speak and the Chinese language is another solution for other people to address this need. In fact, tourists from contemporary societies are looking for genuine cultural experiences, so that some writers emphasize culture and consider it the foundation stone of tourism development.(Virtual,2010) They believe that cultural tourists seek real and credible experiences and consider the success of cultural tourism in the city by resorting to urban and indigenous culture.(Swarbrooke wt al., 2007) In defiance of the nature of the symbolic economy, which often contradicts the local structures of global harmony, the local cultural heritage, innovative cultural effects, and cultural characteristics (non-Lebanese) are considered to be a reliable response to the needs of cultural tourists.[13] The body of literature mentions the tourist as a consumer.(DeMooij,2004) Cultural tourists are consumers of cultural services. Consumer behavior is influenced by external factors, including cultural factors. Culture is one of the most effective factors affecting the motives, choices, goals and purchases of tourists in the global dimension.(Dumont et al., 2005) These factors have the greatest and most profound effects on consumer behavior.(Enrique et al., 2001) Therefore, cultural factors are a group of foreign factors affecting cultural tourists to select Iran and Yazd as their cultural destination. So we can say:

Hypothesis 3: Cultural attractions have a positive and significant impact on pleasure attitudes.

2-7. The desire for oral-to-mouth advertising

Oral-to-mouth advertising is the most powerful way of communicating with humans, and the positive promotional message (Schouten, 2001). This is done using people's conversations face to face or through web pages (via the camera). Oral-to-mouth advertising is a powerful tool that should be part of effective marketing and advertising strategies. In some cases, this method is a neutral tool because the transmission of the message is both positive and negative. Always the friends of a brand are a positive burden to oral-to-mouth advertising, and vice versa, the opponents and saboteurs generate a negative publicity with the negative dimensions of advertising. It's very difficult to control and measure oral-to-mouth, but its influence and influence on buying decision-making is extremely high. Introducing friends to the destination of tourism or preventing them from acting always influences their behavior of companies or organizations is transmitted from person to person at no cost. Considering the above-mentioned principles and also the basics of oral-to-mouth advertising, we can state the following hypotheses:

Hypothesis 4: Social tourist attractions have a positive and significant impact on the desire for oral-to-mouth advertising.

Hypothesis 5: Economic welfare benefits have a positive and significant effect on the desire for oral-to-mouth advertising.

Hypothesis 6: Cultural attractions have a positive and significant impact on the desire for oral-to-mouth advertising.

Hypothesis 7: Pleasant attitudes have a positive and significant impact on the desire for oral-to-mouth advertising.

2-8. The desire of tourists to retreat

The tendency represents a kind of positive attitude toward a subject, an event, or something and a person, but the tourist is equivalent to the word Sa'ayah in Arabic and the term "tourist" in French. Dr Moin called the travel word below: "Getting out of your own city and going to another location, stopping the distance, getting to the point from the local to the distant place.(Ben et al., 2003) Sociological study of factors affecting the development of tourism in Iran (with the approach of attracting foreign tourists) 137 In 1925, the United Nations Special Search Census Committee identified the following subjects as tourists: Those who travel for pleasure and for personal reasons or for medical or therapeutic purposes. Those who go to other countries to attend conferences, exhibitions, religious ceremonies, sports events,

and so on. Those who travel for marketing and commercial affairs. - People traveling with a ship and staying in a port for up to 24 hours (Becker et al., 2006).

Consequently, this concept is measured by the following indications:

- Tendency to return to Iran and Yazd - Interest in the land of Iran and Yazd - The pleasure of being happy in Iran and Yazd.

- Benefits of some hardships in Iran (Yazd) easily and welfare on another country - A proposal to travel to Iran (Yazd) to friends and / or compatriots if you intend to travel to other countries of the world - The choice of another country to travel to Iran and Yazd.

The purpose of this study is to re-orient tourists to their interest in traveling to Iran (Yazd city). Therefore, it can be said:

Hypothesis 8: The desire for oral-to-mouth advertising has a positive and significant effect on the desire to travel again.

Hypothesis 9: Pleasant attitudes have a positive and significant impact on the desire to re-travel.

Hypothesis 10: Social tourist attractions have a positive and significant impact on the desire to travel again.

Hypothesis 11: Economic welfare benefits have a positive and significant effect on the willingness to travel again.

Hypothesis 12: Cultural attractions have a positive and significant impact on the desire to travel again.

The following conceptual model shows the relationships between variables in the form of hypotheses:

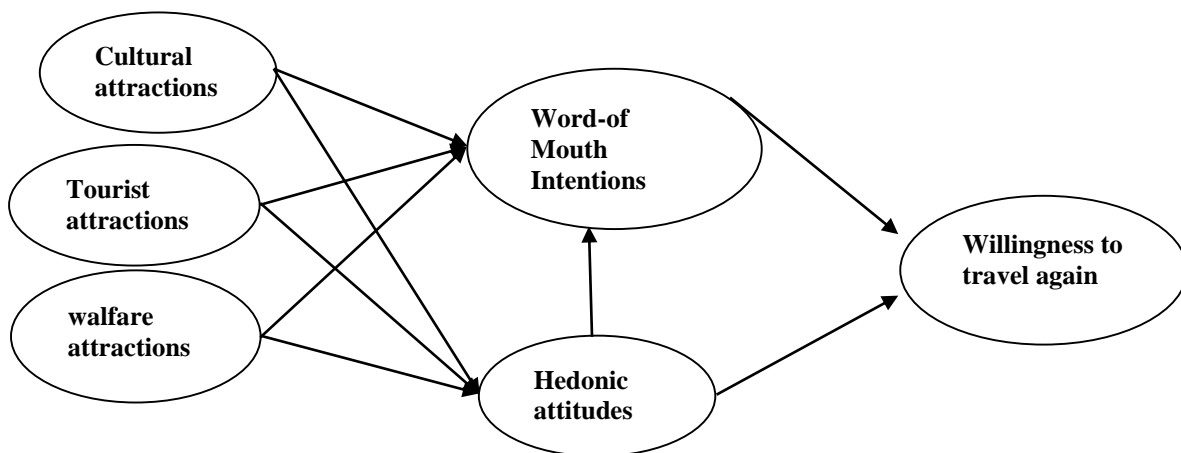


Figure 1. Conceptual model of research

3. RESEARCH METHOD

The statistical community consists of all real or hypothetical members who are interested in generalizing the findings of the research to them, or, in other words, the statistical society consists of a number of desirable elements that at least have a common trait characteristic. The statistical population of the study is the travel of foreign tourists. Has formed the city of Yazd in May or June 1396 and 120 questionnaires have been distributed among them. The research method is applicable to the purpose of the research and according to the data collection method, it is descriptive and correlation type. Also, smart pls2 software was used to analyze the data. Data

analysis is a multi-stage process in which data that is collected through the use of collection tools in a statistical sample (community) is summarized, coded, categorized and finally processed to provide the basis for the establishment of types Analyzes and connections between these data are provided to test the hypotheses. In this process, data is both conceptually and empirically refined, and various statistical techniques play a significant role in deductions and generalizations. In this study, the hypothesis of the research is tested using structural equation modeling technique with partial least squares approach.

Table 1 lists the Cronbach's alpha and the number of questions related to the entire questionnaire and the variables of the questionnaire. Since the Cronbach's alpha value of the whole questionnaire and variables are greater than 0/7 Therefore, the test has acceptable reliability.

Table1. Reliability test using Cronbach's alpha coefficient

Cronbach's alpha	Questions	Variables
0/792	3	The desire of tourists to retreat
0/755	5	Cultural attraction
0/737	8	Welfare attraction
0/802	5	Tourist attraction
0/897	8	Pleasure attitudes
0/970	7	The desire for oral-to-mouth advertising
0/824	36	Total questionnaire

4. RESEARCH FINDINGS

4-1. Examining the fit of the model

In this study, the hypothesis of the research is tested using structural equation modeling technique with partial least squares approach. Before examining the research hypotheses, the fitness of the model of measurement, structural model and general model should be investigated.

The fitting of the research model is based on convergent validity (based on factor analysis and average extracted variance), composite reliability and constructive-divergent validity (diagnostic validity). As shown in Figure 1, the factor load of all indicators of the main research structures is greater than 0.4 and at 95% confidence level is significant and there is no need to remove none. Also, the mean values of the variance extracted and the combined reliability are greater than 0.4 and greater than 0.8, respectively, and at 95% confidence level are significant. In addition, the AVE of the research structures is more than the second power of the structural equation with other structures, which indicates the diagnostic validity of all the model structures. Table 2 summarizes the fitting of the measurement model:

Table 2. Summary of the fitting of the measurement model

CR	Factor Load Range *	Solidarity with other structures						AVE	Structures
		a	b	c	d	e	f		
*0/863	Among 0/491 until 0/908		0/523	0/496	0/577	0/611	0/589	*0/623	Cultural attractions (a)
*0/821	Among 0/431 until 0/820			0/425	0/542	0/601	0/576	*0/408	Welfare Attractions (b)
*0/924	Among 0/827 0 until 0/907				0/522	0/533	0/586	*0/752	Attractive Attitudes (c)
*0/886	Among 0/419 until 0/868					0/623	0/688	*0/451	Tourist attraction (d)
*0/864	Among 0/442 until 0/893						0/722	*0/627	Desire to retry (e)
*0/854	/461 Among until 0/886							*0/607	The desire for oral-to-mouth advertising (f)
1-*Significant at 5th-5th level. 2- All structures have a diagnostic validity									

The fitting of the structural model is also carried out by means of indicators R2, R2 and Q2. As Table 3 shows, all values of the adjusted R2 and R2 values are significant. China (1998) introduces three values of 0.19, 0.33 and 0.67 as the criterion value for weak, moderate and strong R2 values. Accordingly, the adjusted R2 and R2 values of the dependent model variables are very strong. Q2 indicates the predictive power of the model. The values of 0.02, 0.15 and 0.35 respectively indicate weak, moderate and strong predictive power of the model for the endogenous structure. This value has been obtained for dependent variables of research larger than 0.36 which indicates a relatively strong predictive capability and a relatively favorable structural model.

Table 3.1 summarizes the appropriateness of the structural model of the research

Table 3. Summary of the fitting of the structural model

Q ²	R ² justified	R ²	Structures
*0/864	*0/914	*0/917	Attractive Attractions
*0/560	*0/922	*0/924	The desire to retreat
*0/558	*0/*943	*0/945	The desire for oral-to-mouth advertising

The GoF benchmark is used to examine the fit of a general model that controls both the measurement and structural model sections:

$$GoF = \sqrt{\overline{Communalities} \times R^2}$$

Communalities The average of the shared values of the first-order hidden variables is obtained. Due to the output of the SmartPLS software, these values are as follows:

Table 4. Calculation of the general fitting index model

Structures	Communalities	<i>Communalities</i>	R ²	$\overline{R^2}$	GoF
Cultural attractions	0/623	0/593	--	0/929	0/742
Welfare-Economic Attractions	0/408		--		
Attractive Attractions	0/752		0/917		
Tourist-social attractions	0/541		--		
The desire to retreat	0/627		0/924		
The desire for oral-to-mouth advertising	0/607		0/945		

Watzles et al. (2009, p. 187) introduces three values of 0.01, 0.25 and 0.36 as the criterion value for weak, moderate and strong GoF values. Therefore, achieving a value of 0/742 for GoF indicates a general fit of the research model.

4-2. Test the hypothesis of the research

In this part of the research, the research hypotheses are tested. To this end, the direct, indirect and total effects of the variables should be investigated. The zero hypothesis indicates that the independent variable has no significant effect on the dependent;

and the hypothesis shows a significant effect of the independent variable on the dependent variable. If the value of p is less than 0.05, or the value of the statistic t is greater than the magnitude of 1.96, the assumption of a research is assured with a confidence of %94. Figure 1 shows the direct effect

of independent variables on affiliated entities using SmartPLS software. In this form, the values of t are also visible:

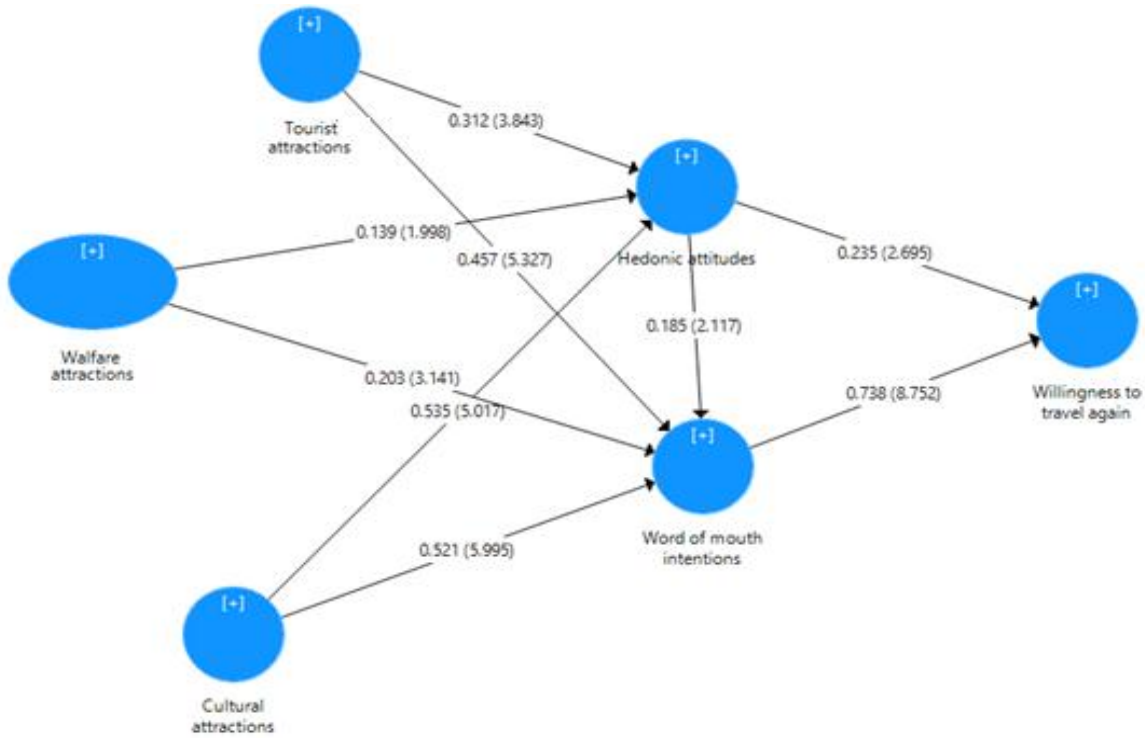


Figure 2. Effect of direct effect and statistics t

Chart 3. also shows the direct effect of the p-model of the research:

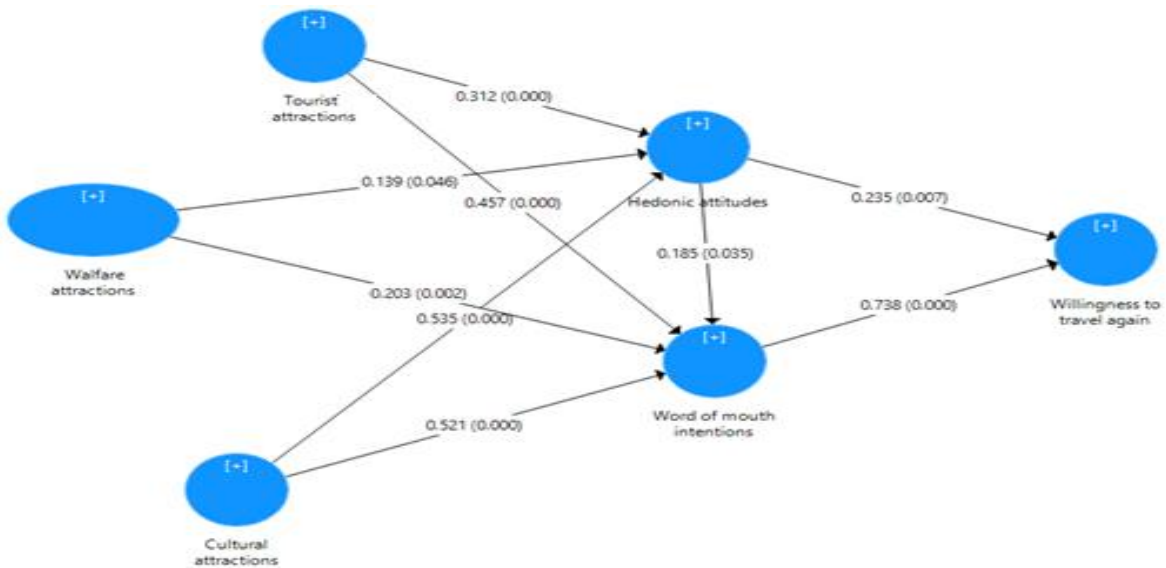


Chart 3. Effect of direct effect and p

The indirect effect of independent variables on the dependent variable is also apparent in model 4

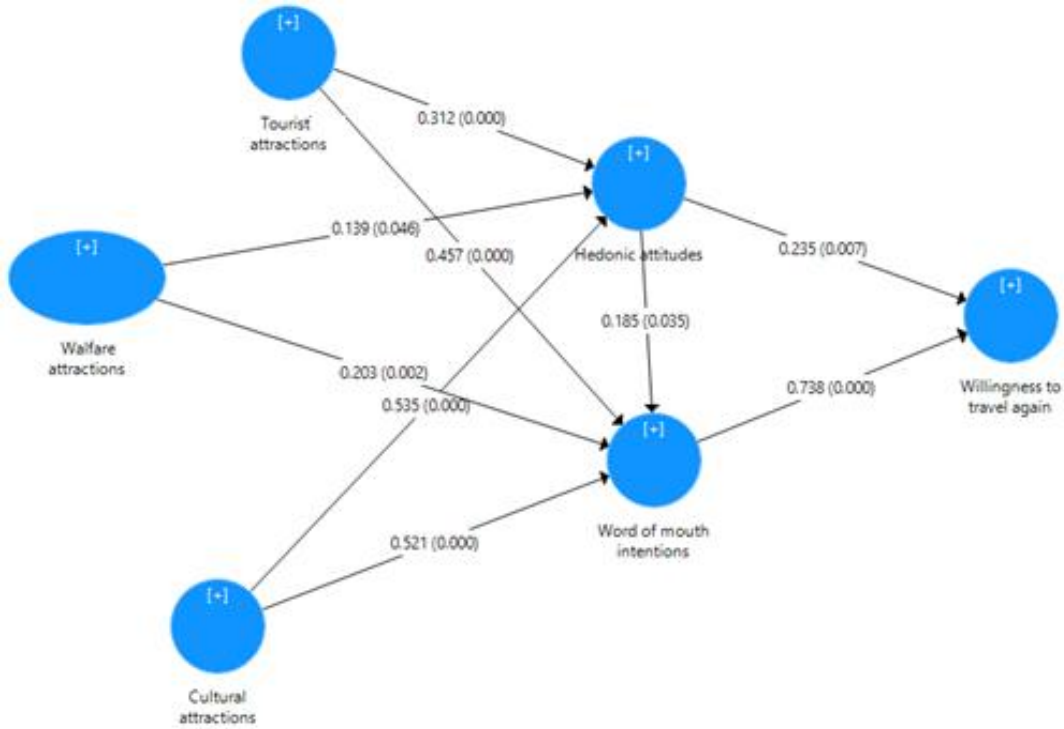


Chart 3. Effect of direct effect and p

The indirect effect of independent variables on the dependent variable is also apparent in model 4

4-3. RESEARCH FINDINGS

Table 5. Test results show research hypotheses:

Table 5: Test results. Research hypotheses								
Result	Test statistic		Anything	Effect indirect	direct impact	The dependent variable	independent variable	Hypothesis
	P<0/05	t>1/96						
Confirmation Assumption 1	√	√	*/312	---	*0/312	Attractive Attractions	Tourist attractions	1

Confirmation Assumption 1	√	√	*0/139	---	*0/139	Attractive Attractions	Welfare Attractions	2
Confirmation Assumption 1	√	√	*0/535	---	*0/535	Attractive Attractions	Cultural attractions	3
Confirmation Assumption 1	√	√	*0/515	*0/058	*0/457	The desire for oral-to-mouth advertising	Tourist attractions	4
Confirmation Assumption 1	√	√	*0/229	0/026	*0/203	The desire for oral-to-mouth advertising	Welfare Attractions	5
Confirmation Assumption 1	√	√	*0/620	*0/099	*0/521	The desire for oral-to-mouth advertising	Cultural attractions	6
Confirmation Assumption 1	√	√	*0/185	---	*0/185	The desire for oral-to-mouth advertising	Attractive Attractions	7
Confirmation Assumption 1	√	√	*0/372	*0/137	*0/235	The desire to retreat	Attractive Attractions	8
Confirmation Assumption 1	√	√	*0/738	---	*0/738	The desire to retreat	The desire for oral-to-mouth advertising	9
Confirmation Assumption 1	√	√	*0/584	*0/584	---	The desire to retreat	Cultural attractions	10
Confirmation Assumption 1	√	√	*0/454	*0/454	---	The desire to retreat	Tourist attractions	11
Confirmation Assumption 1	√	√	*0/201	*0/201	---	The desire to retreat	Welfare Attractions	12

*: Significantly at the level of 5 hundredth

DISCUSSION AND CONCLUSION

In recent decades, the growth and development of the tourism industry and its adoption as one of the major economic activities of developed and developing countries and competition of major tourist destinations to attract tourists has led planners to increase their income. Consider tourism activities in two important categories. First, increasing the satisfaction of tourists and improving the pleasure and quality of the tourism experience, and secondly, trying to protect the interests of host societies and the intention of traveling again, is why most countries look at tourism as an urgent necessity and use all the capacities and facilities they will use their own to obtain the desired benefits and benefits. Based on the results obtained in this research, the results of the assumptions test showed that the tourist attractions, cultural and tourist destination have a positive and significant effect on the pleasure of tourists and their mouth-to-mouth advertising on the city of Yazd, as well as oral advertising. Positive and pleasurable attitudes have a positive and significant effect on the reciprocal desire to travel to Yazd. Therefore, all assumptions are confirmed. So, we conclude that the attraction of the tourist destination has a positive and significant effect on the tendency for tourists to travel again. This achievement is consistent with previous teachings. The present study showed that in order to increase the number of tourists wishing to travel and also to increase their mouth-to-mouth advertising, they should focus on the attraction of the tourist destination and tried to improve the tourism situation by improving them.

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