

عنوان مقاله:

The Effect of Destination Image on Tourist Satisfaction, Intention to Revisit and WOM: An Empirical Research in Foursquare Social Media

محل انتشار:

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خلاصه مقاله:

Creating positive image of the destination through internet and social media and improve the image can affect tourists satisfaction and their intention to revisit the destination. The aim of this study is to investigate the relationship among destination image, overall image, tourism Satisfaction, intention to revisit recommend in the foursquare that is a social media for sharing information . The purpose of this research is applied and descriptive. The sample of this study includes of domestic and foreign users of Foursquare. For collecting data we use web questionnaire and Finally 165 questionnaires were collected. Structural equation modeling (SEM) was employed to test the research model. According to the results, all dimensions of Destination image have significant and positive effect on overall image and overall image has significant and positive effect on satisfaction and intention to revisit destination and Word Of Mouth in Foursquare. The effect of tourism satisfaction on intention to revisit and Word Of Mouth in Foursquare is positive .and significant. The findings of this research will lead to better understanding of factors that improve e-tourism

کلمات کلیدی:

destination image, satisfaction, intention to revisit, word of Mouth

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