



Interpret Influencing Factors on Revisit Intention to Rural Tourism Destinations in Yazd Province

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Abstract

Purpose- Aim of this study was to interpret the effect of perceived quality and perceived value on tourists' loyalty by the mediation of satisfaction and destination image in the three tourism target villages of Yazd province (located in central Iran).

Design/methodology/approach- Present study is applied research regarding the objective and the type of research is a descriptive correlation. The population of the study consists of all incoming tourists to three tourism villages of Yazd province (Kharanagh, Saryazd, and Sadeghabad). Participants were 200 visitors to three villages of Yazd province that were selected using the convenience sampling method. They all completed the perceived quality, perceived value, satisfaction, destination image, and loyalty scales in a questionnaire. Data were analyzed using the path analysis model (LISREL software).

Findings- The study shows that there is a positive and significant relation between tourists' loyalty and perceived quality, between tourists' loyalty and perceived value, between tourists' loyalty and destination image, and between tourists' loyalty and satisfaction. Moreover, perceived quality and perceived value have a direct, significant effect on tourists' loyalty. Perceived quality by the mediation of destination image has an indirect effect on tourists' loyalty; perceived quality by the mediation of satisfaction has an indirect and meaningful effect on tourists' loyalty; perceived value by the mediation of destination image has an indirect effect on tourists' loyalty; perceived value by the mediation of satisfaction has an indirect and meaningful effect on tourists' loyalty.

Keywords- Tourists' loyalty, Perceived value, Destination image, Tourist satisfaction, Perceived quality.

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1. Introduction

Iran is facing an unemployment problem today more than ever. The oil price has shaped the country's economy and has made policymakers look for solutions outside the earlier patterns. Tourism as a complex system with large dimensions can be a pathway through the unemployment gap (Miraj, 2008). Job creation, sustainable development, economic stability, regional balance, aid to global peace, contribution to investing in cultural heritage, etc., have been the advantages of the tourism industry (Sadr Mousavi & Dakhili Kahanmoye, 2005). Hence, our country is one of the top ten countries in terms of tourism (cultural and civilizational attractions) and among the top five countries in terms of diversity (natural environment), and one of the top three countries in terms of handicrafts (Taheri Damneh et al., 2011). Tourism in recent years has been widely considered as a solution for development (Akbarian Ronizi & Ramezanzadeh Lasbuee, 2015).

Tourism, considered as a tool for national income and one of the economic forms of sustainable development, has many forms, one of its forms as rural tourism aimed at sustainable development of local communities. It has turned to a new job in rural development regions (Walpole & Goodwin, 2000).

Rural tourism, one of the most important patterns of tourism, for the first time, appeared in response to increased urbanization and industrialization in the 19th century (Teyu, 2004 as cited in Akbarian Ronizi & Ramezanzadeh Lasbuee, 2015). Rural tourism can play an important role in the diversification of rural communities and in creating new opportunities in rural areas including the creation of profitable employment in rural areas, increasing the income of villagers, public participation and reduction of income differences between villagers and citizens, reducing the migration of villagers to cities and reducing the migration problems of big cities. It must be acknowledged, however, that tourism solely cannot satisfy all the needs of the villagers (Rezvani, 2008).

Today, rural tourism is an obvious factor in rural development that drives tourists to rural areas and improves the quality of life, infrastructure, and employment rates (Bardón, 1990).

Rural tourism emerged as a type of tourism when shore tourism, which had the lion's share, went down to the recession (Besteiro, 2006). Other alternative forms of tourism, such as rural tourism affected by European firms, started to develop (Fernández, 1987 as cited in Hernández-Mogollón et al., 2011). Rural tourism would satisfy the people who want to stay away from the city in the quiet of the suburbs and that later led to credit, order, become academic and more classification of this kind of tourism (Cánoves et al., 2005). Making loyal customers is one of the most important tasks of a marketer because it costs much less to maintain current customers than to attract new ones (Moon & Minor, 2009). By creating loyalty, consumers can form desirable behavioral intentions, such as repurchase, lack of price sensitivity, and product recommendation to others. If the expectations of tourists can be met, these people are sure to recommend a visit to the region, which is the most effective way of marketing and advertising (Sunderland, 1998).

Perceived quality as consumers' judgment about the superiority of a product or service is an important factor in the selection of goods and services by consumers (Zeithaml, 1988). Perceived value refers to the benefits that a product or service brings to the consumer. These benefits accompany by the costs involved in the purchase of goods or services. Perceived value is a good predictor of behavioral intentions (Williams & Soutar, 2009). Perceived quality as consumer opinion about the superiority of a product or service is a critical factor that is used today for customer satisfaction. Increasing the quality of quality increases the likelihood of desired behavioral intentions (Zeithaml et al., 1996).

Perceived value refers to the benefits that a product or service brings to the consumer by deduction of the costs involved in the purchase of goods or services which is a good predictor of behavioral intentions (Williams & Soutar, 2009). Value as the benefits derived from buying the product are factors that affect satisfaction and behavioral intentions. The perceived value is a better predictor for satisfaction (Chen & Tsai, 2007).

The mental image of the destination consists of a spiritual paradigm or a person's perception of a destination. Furthermore, a mental image can denote a simplified set of perceptions that cover many data about a location.

In one sentence, the subjective image of the destination is the subjective perception of a location that can change from person to person (Chao, 2005). Gallarza et al. (2002) reviewed the previous researches on the mental image of the tourism destination, noted the following results:

- A mental image of a place is a set of beliefs, ideas, and feelings that the individual has (Kotler et al., 1993, as cited in Gallarza et al. 2002).
- The target (destination) image consists of three components associated with each other, cognitive, affective, and behavioral (Gallarza et al. 2002).
- The image is the mental expression of the attributes and interests of a product (Santes, 1994, as cited in Gallarza et al. 2002).

Optimal or unfavorable preconceived notions about the product or a destination (Parneto, 1995, as cited in Gallarza et al. 2002).

Yazd province has a large variety of cultural, natural, and biological world heritage, which was preserved in a rural area for several millennia. Some of them are registered in UNESCO heritage and preserved but others are going to be forgotten. According to the mentioned literature and many years of drought and the loss of major rural businesses which has been agriculture and agriculture. We face a shortage of water each year in Yazd province. The culture and traditions of that region are forgotten and people are forced to migrate to larger cities and earn income and as result, we lose much cultural and natural heritage.



Figure 1. Case study location (Statistical Center of Iran)

With comprehensive and scientific planning of rural tourism development, it can be possible to revitalize forgotten rural areas and develop them and make a permanent job and income for villagers and preserve rural heritage. In addition to the importance of rural development on employment rate and reverse, migration will be tried in this research to study Structural relations of quality and perceived value with loyalty in rural tourism destinations; mediating role of destination image and tourist satisfaction in Kharanagh, Saryzad, and Sadeghabad tourism target villages of Yazd province, which are rich in tourism attraction (Figure1).

There are some researches about revisit factors of destination, but this study was examined four main variables that affect the loyalty of tourists and also

there are rare rural studies operated in the rural desert area of Yazd which nominated as tourism target villages of the province, in this study three tourism target villages of Yazd were studied. On the other hand, most of the time, rural studies neglect the marketing approach of destination management, in this study researchers emphasized this aspect of destination management.

The main question of this study is whether the perceived quality and perceived value have a significant indirect effect on tourists' loyalty by the mediation of satisfaction and the destination image?

2. Research Theoretical Literature

The goal of reviewing the theoretical bases and history of the research is a better description of

tourists' loyalty to the rural destination and effective factors on it. Therefore, the concepts of loyalty in rural tourism destinations and influential elements have been mentioned.

Destination loyalty- Loyalty refers to the repeating of visiting a destination or relative interest to revisit the same destination (Yoon & Uysal, 2005; Prayag, 2009; Ramseook-Munhurrin et al., 2016). Features such as the convenience of facilities, security, suitable infrastructure, cultural attractions and shopping, diversity of tourist attractions, and accessibility are indicators that can influence loyalty (Prayag, 2009).

Previous research has shown that previous visits, general satisfaction, and quality are good predictors of tourists' loyalty (Chen and Tsai, 2007; Prayag, 2009; Li et al., 2009; Ramseook-Munhurrin et al., 2015; Ramseook-Munhurrin et al., 2016.). In addition, it is necessary to consider service quality and satisfaction more indicate because they are predictors of loyalty (Lee, 2009). Many researchers have studied the relationship between service quality and satisfaction in determining loyalty. Recent research on leisure times and travel showed loyalty compared with attitudinal and behavioral factors (Backman & Crompton, 1991; Pritchard & Howard, 1993; Baloglu, 2001). Loyalty is divided into four categories: high loyalty, 2 - hidden loyalty, 3 - secret loyalty, 4 -low loyalty. While the empirical support of the typology in the literature of marketing and leisure services has been stated, the researchers have developed four distinct types of loyalty in many fields.

True faithful customers are characterized by attributes such as attitudinal dependencies and excellent behavior support to a product or service and the least vulnerability to competitors.

Hidden loyal customers are those who show low support to the brand's strong attitudinal dependencies, which may prevent them from buying because of protective barriers such as price and promotion (such as available time, repetitive) or position (convenience of access and distribution).

Fake-Artificial loyal customers are those who repeat the purchase and have no dependency on the brand. The high support level of fake loyal customers may be linked to daily purchasing, financial incentives, persuasive factors, and the absence of alternatives, and so on.

Low loyal clients are, those who perform fewer visits and are at low attitudinal and behavioral levels to use a brand. Hidden and low loyal customers are highly prepared to attract by competitors because they understand a poor connection and support with the brand (Backman & Crompton, 1991; Abdel Kader Fayed et al., 2016)

Concerning perceived value and loyalty, it can be said that perceived value is currently the most prominent element in the intention to purchase and revisit intention. Among quality factors in tourism studies, the perceived value services factor is the best element of loyalty in shopping and visit and travel recommendation. (Abdel Kader Fayed et al, 2016).

Perceived Service quality- Service quality has been defined as how much the needs of the consumer have been met and how much the customer's needs satisfy his expectations. (Kotler et al., 2014). Moreover, the measure of consumer service quality is the satisfaction that arises from an event or a transaction (Oliver, 2010).

Based on tourism literature, many researchers have suggested that service quality performance can be considered a suitable measurement tool for measuring the satisfaction of visitors because the visitor will be satisfied when the quality of the product or service is at the desired level (Chen and Chen, 2010; Oliver, 2010; Udo et al., 2010).

Today, the perceived quality of products and services is considered the most important factor in competition in the business world. Also, the present age is called the Age of Quality, which can significantly increase the level of positive perceptions of services and products, because the quality and type of customer perception affects his behavioral attitude and overall customer community (Figure2)

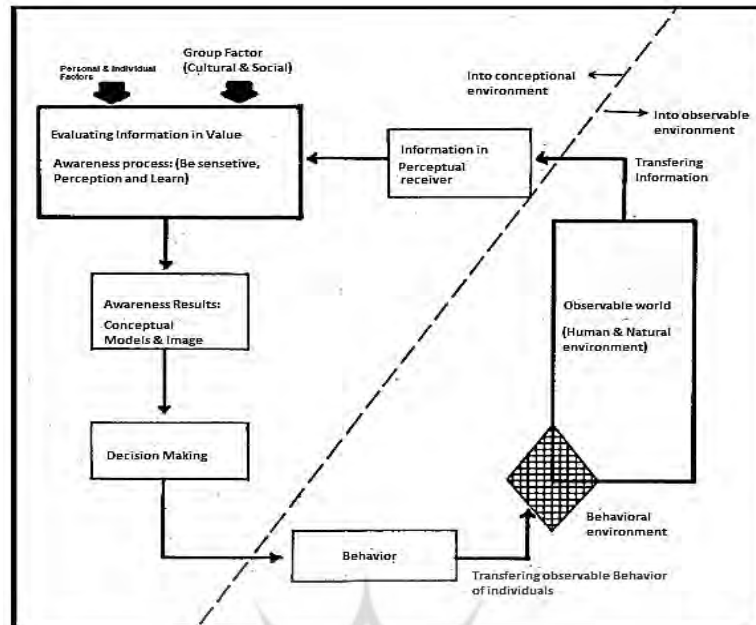


Figure 2. The perceptual relationship of environment and behavior
(Source: Sojasi Gheidari et al. 2015)

According to [Figure 2](#), it is likely that tangible and intangible factors have a significant effect on the subjective image and perceived environmental quality; therefore, the process of emotion, perception, and environmental cognition are important dimensions that must be addressed in the environmental management and planning, because it facilitates the experience of space in terms of quality.

Tourism is a service industry whose mental image is positively affected by their visits to their destination and the quality of perception among them ([Sánchez et al., 2001](#)). Also, increasing the quality of the environment has a significant impact on tourist satisfaction and willingness to revisit intention ([Petrick et al., 2001](#)).

Every year many tourists in the world choose rural areas as tourism destinations because of cultural, natural, and historical heritage and leisure activities. The role of perceived quality of the environment and mental image of rural tourism destinations is considered as tourist decision making in selecting the destination and attracting enough tourists considering the greater tolerance capacity, as the mental image of a tourism destination is a measure of choosing a destination that many tourists pay attention while traveling.

Having proper awareness of the interests of tourists and their attitude about infrastructure, service

quality, tourism capacities, local people, and so on is necessary to control or manage the mental image of tourists from tourism destinations and seek to enhance their environmental perceptual quality from a destination.

Among the past studies on the development of tourism destinations, only a few studies have focused on the topic of perceived quality ([Murphy et al., 2000](#)). It is interesting to note that the quality of the environment and service quality is interesting because the overall assessment of tourists from a destination is a combination of products, services, and experiences. Perceived quality and perceived value play a critical role in affecting consumer behavior ([Lam et Hsu, 2006](#)).

Therefore, when tourists evaluate services and products properly, the perceived value of their destination is placed at a desirable level; therefore, there is a significant relationship between perceived quality of tangible and intangible factors and perceived value ([Moon et al et al., 2011](#)).

Perceived value- The perceived value is the overall consumer evaluation of the usefulness of products or services based on understanding what is received and what has been paid ([Zeithaml, 1988](#)). In its research, [WoodRuff \(1997\)](#) has stated the perceived value of the customer as perceived perception and assess the attributes of products, performance value, and consequences of their use

as well as facilitating access to goals that can meet customer goals in certain situations.

Since the mid-1990s, the literature related to perceived value theory was an important topic in the tourism industry that could play an important role in improving the competitiveness of tourism organizations as well as promoting sustainable tourism development (Lee, 2009).

Petrick (2004) found that the perceived value of the visitor could increase the market share of a tourism company, and his research findings indicated that the perceived value affects the behavioral intentions of tourists as well as revisiting the destination.

Mingyan and Seng (2002) suggested that improving the perceived value of the customer can encourage tourists to go to the restaurant and serve the purpose of restaurant operations. Xu et al. (2006) stated that in fierce market competition, the similarity between tourism products offered by different travel agencies would reduce the feasibility of product differentiation strategy, and thus the perceived value of the customer would be their main competitive advantage and also be very helpful in increasing the value of customer perception, cost orientation, time orientation, as well as relationship orientation

Tourist satisfaction- The evaluation of the satisfaction rate of tourists is based on tourist expectations of the visit (Akama & Kieti, 2003) it means that if the overall performance of the tourism service is expected or exceeded, tourists will find satisfaction; on the other hand, if performance is lower than the tourists' expectations, level of its satisfaction is considered low or unacceptable.

Tourist satisfaction is considered an important topic in tourism since it plays a role in decision making, consumption of products and services as well as the decision to revisit (Chen & Tsai, 2007; Armario, 2008; Prayag, 2009).

Accordingly, tourist satisfaction is a key indicator for measuring the success of the services offered at the destination (Prebezac & Mikulic, 2008). The satisfaction of tourists due to the unique characteristics of the destination causes the overall satisfaction of the destination. Satisfaction with different parts of the destination leads to general satisfaction.

The overall satisfaction of hospitality experience involves the satisfaction of unique destination attributes that tourists experience, such as cultural

attractions, residence, weather, people, the natural environment, the social environment, and so on (Kozak & Remington, 2000). Many studies in the field of tourism believe that satisfaction affects the future behavioral intentions of tourists (Chen & Tsai, 2007; Chi et al., 2013; Prayag, 2009).

The positive experiences of tourism in the destination can lead to word-of-mouth marketing, recommendation (for example, a good destination), and revisit of destination (Yoon & Uysal, 2005; Oppermann, M. 2000; Chi, C.G.Q., & Qu, H, 2008).

According to the importance of customer satisfaction at the destination level, the concept of satisfaction is still defined in different forms. One of the definitions suggests that satisfaction is a delightful realization, which is defined by Oliver in 1997 (as cited in Giese & Cote, 2000). It means that tourists feel that reaching their needs is somehow pleasurable.

(Lee et al., 2016) said that Satisfaction based on the importance of products or services and their performance was evaluated experimentally. At the destination level, there is an indirect relationship between the importance of their destination attributes and their performance, which is defined by Ryan et al. (2002) and Griffin and Edwards (2013); therefore, it is assumed that tourist satisfaction can be directly affected by the performance of the target features and indirectly by its importance.

In the sense that in the empirical evaluation of tourist satisfaction, the relationship between the unique characteristics of the destination must be recorded. since the ideas of satisfaction and expectation are based on subjective perception, and it's different from one person to another, it can be difficult to predict the volume of expectations and satisfaction of tourists. However, with regards to appropriate marketing strategies and suitable service, a tourism Destination can benefit from different tourists.

Destination image- The destination image encompasses ideas, thoughts, and effects that people have about one place; so having a mental image and type of perception affect the decisions of tourists (Kazemi et al., 2015). This image or perceived feeling may be unreal or unrealistic from the destination of tourism, but this image of a tourist influences his decisions and shaping his behavioral pattern. Also, in another definition of the destination image, the subjective image of

people is expressed in terms of sensations, knowledge, and overall understanding of the destination (Gomez et al., 2015).

Some of these authors believe that the destination image affects the choice of destination and stated that the destination which has a positive image will be on the decision-making process and this destination is ultimately chosen to revisit. Furthermore, the mental image of the destination affects the behavioral intentions of individuals for visiting the region in the future (Tabatabayenasab S. M. & Mahavarpur, F. 2017).

The key factor for tourism destinations is the subjective image. In choosing tourism destinations, perceptions or positive impressions of tourists have a significant impact. As such, the destination image can affect the satisfaction and future behavior of people (Lee, 2009).

The perception of tourists of the mental destination image should not be overlooked, because this is a decisive factor in choosing a tourism destination for tourists (Mohamad et al., 2015). The mental destination image will have a significant impact on tourist decision-making and behavioral consequences of his travel (Toudert & Bringas-Rábago, 2016). One of the important and effective factors in choosing different destinations from tourists' perspectives is the subjective image of the destination (Puh, 2014). The existing definitions of the target image are related to individual or group

beliefs of one place (Min et al, 2013; Zeugner-Roth & Žabkar, 2015).

The destination image, according to Crompton (1979), "defines the beliefs, opinions, and Impressions that one has from a destination". This definition is at the individual level and is generalizable to the group Lawson and Baud-bovy (1997) have defined the mental image of destination from individual and group aspects: "The image of destination is to express objective knowledge, perceptions, prejudices, imagination, and thoughts that a person or group has to a place or destination" (Lawson & Baud-bovy, 1997).

For theory, the mental image of destination plays a critical role in the destination selecting process, because customers trust significantly their alternatives and subjective destination images while they are choosing tourism destinations (Tasci & Gartner, 2007). In practical terms, the mental image of a destination is an important foundation for destination marketing, because mental destination images can reveal the strengths and weaknesses of the destination in the vision of future tourists (Tasci & Gartner, 2007).

In the area of loyalty, perceived quality, perceived value, destination image, and tourist satisfaction in rural destinations have not been made many Studies; therefore, the researcher has pointed out the results of studies that examining the relationship between variables:

Table 1. Recent researches related to mentioned variables

| (Author, Year) | Topic |
|-----------------------------------|--|
| (Hosseini, 2015) | The Study of Relations between the subjective image of the destination, the visitor satisfaction, and loyalty to the destination |
| (Ramseook-Munhurrun et al., 2015) | The Study of Structure of a subjective image of the destination, perceived value, tourism satisfaction, and loyalty |
| (Parvazi, 2016) | "Special analysis of the value of urban tourism brand (case of study: Baneh), |
| (Shirkhodaie et al. 2016) | The effect of destination image on satisfaction and behavioral intentions in health tourism (case study: Hot spring of Lavij) |
| (Taheri and Ansari 2016) | Impact of perceived perceptual Value and sense of place on tourists 'loyalty (case study: Hamedan Province) |
| (Kiani Feizabadi, 2016) | The effect of destination image and personality on the attachment and satisfaction of tourists (case study: local tourists in Isfahan) |
| (Jafari et al., 2017) | Examination of effective factors on the special value of tourism destination" (case study: Savadkooh city) |
| (Abbasi et al., 2017) | Forming destination loyalty regards to the destination experience, destination image, and destination satisfaction |
| (Akroush et al. 2016) | Quality of Tourism Services and Destination loyalty: The role of the mediator is the mental picture of the destination of international tourist destinations |
| (Hanaa Abdel Kader et al. 2016) | Impact of motives, perceptions, and satisfaction on tourist loyalty |
| (Endah et al. 2017) | Subjective image analysis of destination, satisfaction, trust, and behavioral intentions |
| (Permatasari et al., 2017) | Structural relationships of service quality, subjective image of tourists and loyalty: an integrated approach |
| (Priporas et al. 2017) | Service Quality, Satisfaction, and Customer loyalty in Airbnb in Thailand |
| (Ngoc Khuong & My Duyen, 2017), | The impact of the subjective image of the destination, perceived value, and service quality on tourists return based on satisfaction from the destination: studied the city of Ho Chi Minh, Vietnam. |

According to the mentioned literature and literature review, there have been some researches in the context variables of perceived quality, perceived value, destination image, and tourist satisfaction with loyalty, but so far no research has been done at the same time interpret the relationship between perceived quality and perceived value with the loyalty of rural tourists with the mediating role of destination image and tourist satisfaction in the

country; Additionally, no research has done in Yazd tourism target villages.

Thus, the present study regarding the mentioned cases considered a model of the relationship between perceived quality and perceived value with the loyalty of rural tourists. In the conceptual model of study destination image and tourist satisfaction has a mediating role between structural relation of perceived value and perceived quality on rural tourists' loyalty (Figure 3).

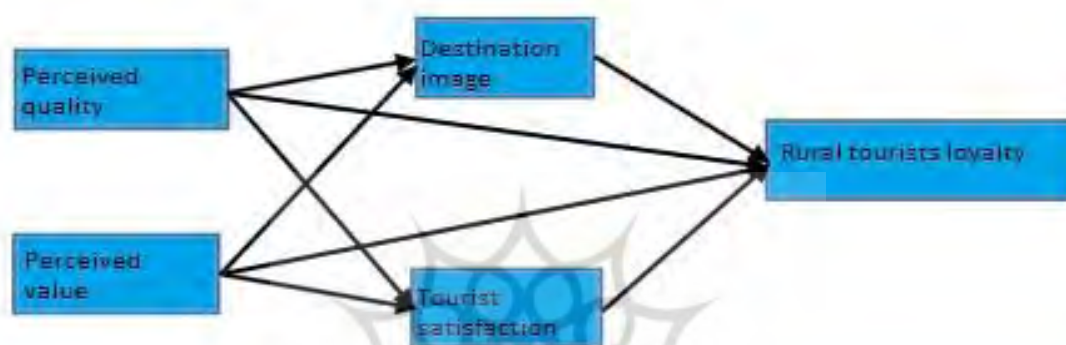


Figure 3. Conceptual model

(Source: Campón-Cerro et al., 2016; Donnelly et al., 2008)

Based on the conceptual model and theoretical bases, the following hypotheses were introduced and tested:

H1: Perceived quality has a direct and significant effect on the loyalty of tourists.

H2: Perceived value has a direct and significant effect on the loyalty of tourists.

H3: Perceived quality with mediating role of tourist satisfaction has an indirect effect on the loyalty of tourists.

H4: Perceived quality with mediating role of destination image has an indirect effect on the loyalty of tourists.

H5: Perceived value with mediating role of tourist satisfaction has an indirect effect on the loyalty of tourists.

H6: Perceived value with mediating role of destination image has an indirect effect on the loyalty of tourists.

3. Research Methodology

The research method has been quantitative research descriptive - correlation concerning the effect of perceived quality and perceived value on tourists' loyalty by the mediation of tourist satisfaction and destination image. Data was collected with questioner including all variable scales with 5-point Likert scales.

The research community has been determined according to the available parameters in terms of conceptual model parameters. Based on these parameters, the sample size was estimated at 200 domestic tourists of three villages of Kharanagh, Saryazd, and Sadeghabad in Yazd province.

Table 2. Scale used

| variables | Based on | indicators | Cronbach Alpha |
|----------------------------|---|--|----------------|
| Image (IMA) | The new scale, based on Ehtner and Ritchie (1991) | (IMA1) The destination's conditions are good for engaging in rural tourism (e.g. tourism resources, infrastructures, accommodations, and restaurants). (IMA2) It offers good rural tourism experiences. (IMA3) It reflects an authentic rural environment. (IMA4) It offers possibilities to find out and learn things about rural environments. (IMA5) It offers unique experiences in a rural environment | (0 / 85) |
| Quality (QUA) | The new scale, based on Zeithaml et al., (1988) | (QUA1) It had what I was looking for. (QUA2) The visit was worth the effort. (QUA3) It made me feel good. (QUA4) It offers quality experiences. | (0 / 88) |
| Value (VAL) | Mechinda et al. (2009); Mechinda et al. (2010) | (VAL1) It gives me great value for my money. (VAL2) It has good prices. (VAL3) It offers tourism services above my expectations (VAL4) It offers good value for my money. | (0/86) |
| Overall satisfaction (OVS) | Campón et al. (2016) Williams and Soutar (2009) San Martín et al., (2008); Williams and Soutar (2009) Williams and Soutar (2009); Williams and Soutar (2009); Žabkar et al. (2010); Forgas-Coll et al. (2012); Oliver (1997); Tse & Wilton (1988) | (OVS1) I found all the services needed during my stay. (OVS2) I found everything I needed to have a satisfying experience. (OVS3) I can satisfy my motivations as a rural tourist. (OVS4) I received the services that I expected to receive. (OVS 5) I had a good experience. (OVS 6) I made a wise choice. (OVS 7) I found exactly the rural tourism destination that I was looking for. (OVS8) I feel satisfied with my decision to visit it. (OVS9) My expectations were fulfilled at all times. (OVS10) I feel it is a close-to-ideal destination. | 0/89 |
| Loyalty (LOY) | Mechinda et al. (2009); Chi and Qu (2008); Hernández-Lobato et al. (2006), Kim et al. (2012); San Martín et al., (2008); Su et al. (2011); Chi and Qu (2008), Forgas-Coll et al. (2012); Kim et al. (2012); Lee et al. (2016) | (LOY1) I consider myself a loyal visitor. (LOY2) I will visit it on my next rural tourism trip. (LOY3) I will visit the destination again in the future. (LOY4) I will recommend it to people who ask my advice. (LOY5) I will tell other people positive things about it. | 0/89 |

For data analysis, statistical packages were used Statistical Package for the Social Sciences (SPSS V22) and Linear Structural Relations (LISREL V8.54) SOFTWARE. Descriptive indexes including mean, standard deviation, and correlation coefficients were calculated. Structural hypothesized relationships with the test path analysis model and the fit index of the final model were reported.

4. Research Findings

4.1. Relationship between research variables

To determine the mean of perceived quality variables, perceived value, satisfaction, Destination image, and tourists' loyalty were used descriptive statistics, standard deviation, and correlation matrix between the research variables (Table 2)

In this study, the average number of tourists ($M = 3.81$) in a 5 - point range shows that tourists have assessed loyalty at the appropriate level. The mean dimensions of perceived quality, perceived value, satisfaction, and destination image show that tourists have assessed the five variables appropriately. The relationship with perceived quality, perceived value, satisfaction, and destination image has a meaningful relationship. The intensity of the loyalty relationship with the perceived quality is appropriate and more than other variables ($r = 0.66, p < 0.001$). Satisfaction has the highest relationship with perceived value. The destination image is more associated with satisfaction ($r = 0.67, p < 0.001$) than the perceived quality and perceived value.

Table 3. Mean, standard deviation, correlation, and validity coefficients

| Variables | Mean | standard deviation | (1) | (2) | (3) | (4) | (5) |
|------------------|------|--------------------|---------|---------|---------|---------|-----|
| (1) quality | 3/87 | 0/63 | 1 | | | | |
| (2) Value | 3/55 | 0/53 | 0/614** | 1 | | | |
| (3) Satisfaction | 3/46 | 0/61 | 0/564** | 0/705** | 1 | | |
| (4) Image | 3/57 | 0/66 | 0/453** | 0/526** | 0/677** | 1 | |
| (5) loyalty | 3/81 | 0/71 | 0/666** | 0/552** | 0/619** | 0/545** | 1 |

To answer the research hypotheses and investigate the relationship structure of variables in the desired model and the influence of Exogenous variables (perceived quality and perceived value) and mediating variables (satisfaction and destination image) on the endogenous variable (loyalty) was used the statistical method of path analysis by LISREL software (8.54 version). Standard coefficients and coefficients of the final model of the research are based on the path analysis model in Figures (4) and (5). The model fitting indicators suggest that the final model has a fairly

good fit with the data (Table 3). The direct, indirect, and total effects are reported in Table 4. In the final model, the perceived quality and perceived value affect tourists' loyalty. There is the indirect effect between perceived quality and loyalty with mediating of destination image and also the indirect effect between perceived quality and loyalty with mediating of satisfaction. Perceived value has an indirect effect on loyalty with mediating of destination image and also Perceived value has an indirect effect on loyalty with mediating of satisfaction. Also, satisfaction and Destination image affect loyalty.

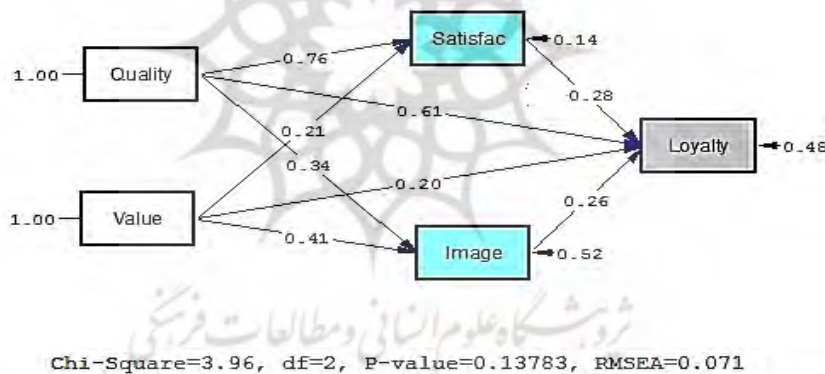


Figure 4. The standard coefficients of the final model: the effect of perceived quality and perceived value on tourists' loyalty with the role of mediator of satisfaction and destination image

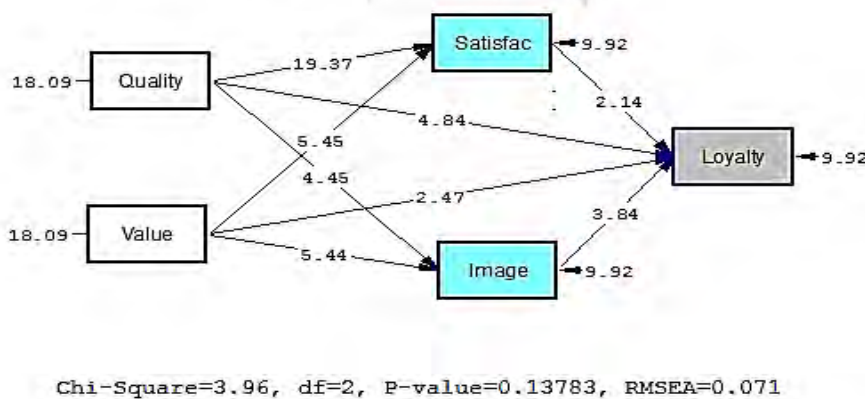


Figure 5. Significance coefficients of the final model effect of perceived quality and perceived value on tourists' loyalty with the role of the mediator between satisfaction and the destination image

Table 4: Performance indices of the final model

| Indices | Acceptable Dominant | Amount | Result |
|--------------------|---------------------|--------|--------|
| X ² | 0/05 ≥ P | 3/96 | Verify |
| Df | - | 2 | - |
| X ² /df | 3-5 | 1/98 | Verify |
| RMSEA | 0/08 < RMSEA | 0/07 | Verify |
| GFI | 0/90 ≥ GFI | 0/99 | Verify |
| AGFI | 0/90 ≥ GFI | 0/94 | Verify |
| NFI | 0/90 ≥ NFI | 1 | Verify |
| CFI | 0/90 ≥ CFI | 1 | Verify |
| IFI | 0/90 ≥ IFI | 1 | Verify |

Table 5. Direct, indirect, and total effect of perceived quality, perceived value, satisfaction, and destination image on the loyalty of tourists

| Effect | Rout | Direct | Indirect | Total |
|--------------------------|--|--------|----------|---------|
| Exogenous on endogenous | Perceived Quality on Loyalty | **0/61 | - | **0/61 |
| | Perceived Value on Loyalty | **0/20 | - | **0/20 |
| | Perceived Quality on Satisfaction | **0/76 | **0/212 | **0/547 |
| | Perceived Quality on Destination Image | **0/34 | **0/088 | **0/428 |
| | Perceived Value on Satisfaction | **0/21 | **0/058 | **0/151 |
| | Perceived Value on Destination Image | **0/41 | **0/106 | **0/516 |
| Endogenous on endogenous | Satisfaction on Loyalty | **0/28 | - | **0/28 |
| | Destination Image on Loyalty | **0/26 | - | **0/26 |

5. Discussion and Conclusion

Today, in addition to producing and converting agricultural and livestock fields, rural areas have been able to develop and expand their rural and crafts industries, which include customs, culture, traditions, and encourage tourists to visit these rural areas. Today, because of changing lifestyle of the majority of people in the world and the spiritual and psychological pressure of urban environments, residents are forced to leave cities and join the skirt of nature and enjoy natural and unspoiled environments and travel to the villages. considering the above-mentioned cases, the development and tourism development in the villages depend on the attention of officials and managers to provide a proper platform to improve the quality of environmental services and create a desired perceived value for tourists, it is required to create a proper image of the destination and attract tourist's satisfaction, for tourists will be loyal to the destination. According to this, the main purpose of this study was to investigate structural relations between perceived quality variables, perceived value, destination image, satisfaction, and loyalty of tourists.

The first finding suggests that the perceived quality has a significant effect on the loyalty of tourists,

which is consistent with the previous study (Parvazi, 2016) this regard, it can be argued that quality is one of the most important factors on tourists loyalty and revisit intention because tourists who enjoy high service quality in rural tourism destinations are more inclined to return to the same destination with the same quality experienced and this could be important for marketers.

The second finding suggests that perceived value has a significant effect on the loyalty of tourists, which is consistent with previous studies (Kim et al., 2012; Hoseini, 2015; Ngoc Khuong & My Duyen, 2017; Taheri & Ansari, 2016) the justification of this finding can be argued that rural destinations have acceptable value and tourists have considered this services valuable for rural tourism. These tourists have shown willingness to return to that destination and to experience previous valuable services.

The third finding indicates that the perceived quality is indirectly and mediated by satisfaction, It affects the loyalty of tourists. This finding is consistent with the previous study (Kim et al., 2012). the results of this study show that the quality of services offered in rural tourism destinations has a significant impact on the intention of tourists to revisit, in addition by creating a sense of

satisfaction in tourists, it can indirectly have a significant effect on the revisit intention and their loyalty to rural tourist destinations.

The fourth finding suggests that the perceived quality indirectly affects tourists' loyalty by the mediation of the destination image. This finding is consistent with previous studies (Permatasari et al., 2017; Ngoc Khuong & My Duyen, 2017; Shirkhodaye et al., 2016) in this regard, we can say that the quality of services offered in rural tourism destinations has a significant impact on the intention of tourists to revisit the destinations indirectly, by creating a positive image in the minds of tourists, it can indirectly affect tourists and their loyalty to rural tourism destinations.

The fifth and sixth finding indicates two indirect effects in the research model. The fifth finding implies that perceived value indirectly affects tourists' loyalty with mediating of satisfaction. This finding is consistent with some of the previous findings (Shirkhodaye et al., 2016; Kim et al., 2012; Ramseook-Munhurrin et al., 2015; Ngoc Khuong & My Duyen, 2017)

In explaining this, it can be argued that the perceived value of tourism services provided in tourism destinations can have an indirect effect on revisit intention and loyalty to tourism destinations as well as the direct and meaningful effect on revisit intention and loyalty of tourists by creating a sense of satisfaction in tourists who have received valuable services.

Furthermore, the sixth finding suggests that perceived value is indirectly affected by the mediation of the destination image. This finding is consistent with the previous study (Jafari et al., 2017) it can be said that the perceived value of tourism services provided in tourism destinations can have an indirect effect on revisit intention and loyalty to tourism destinations as well as the direct and meaningful effect on revisit intention and loyalty of tourists.

The model of tourists' loyalty in this study presents some limitations. First, tourists' loyalty in rural tourism is affected by many dimensions in this study only perceived quality dimensions, perceived value, satisfaction, and the image destination were considered and neglected from other aspects that could have a potential impact on it. Therefore, researchers are offered to consider other aspects in future research.

In addition, this research has been carried out regarding incoming tourists to three villages in

Yazd province (Kharanagh, Saryazd & Sadeghabad) and the results are not generalizable to other villages in other provinces.

Therefore in future research, the model of loyalty of tourists in other cities of Iran as well as from the viewpoint of the local community and comparing their views together can be tested separately. It is also suggested that researchers use other methods to collect data such as interviews and compound methods.

According to the results, some strategies that can lead to competitive advantage for villages in the long term can be suggested to managers and supervisors:

1. According to the results of the study, it has been found that loyalty has a positive and significant relationship to quality and there is a direct and meaningful relation between destination image and perceived quality.

Based on the loyalty of tourists, it is suggested rural tourism aims to increase service quality by creating a sense of satisfaction in tourists and desired image in tourists' minds, which cause loyalty and word of mouth (WOM) advertisement, in result reduced significantly Tourism advertising cost for attracting new tourists.

2. According to the results of the study, the perceived value of tourists has a positive and meaningful relationship with satisfaction and destination image. It is suggested that in addition to maintaining and enhancing the quality with proper cost management, increase the true value of your service, therefore have a great impact on the tourist intention to revisit. This loyalty will boost further prosperity and significantly reduce the future costs of attracting new tourists.

This study focused on four main variables which impact revisit intention but in the future study researchers suggest study more variables that affect revisit intentions and loyalty of tourists, also in this study, three Yazd rural destinations were studied, in the future study it could be suggested to study other tourism target villages of Iran and results could be compared with each other, Also it could be suggested to used qualitative or mixed-method in the future study for collecting and analyzing data.

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بررسی عوامل تاثیر گذار بر قصد بازگشت گردشگر در مدیریت مقاصد گردشگری روستایی در استان یزد

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چکیده مبسوط

۱. مقدمه

با توجه به بحران های اخیر و تک قطبی بودن اقتصاد ایران که متکی بر نفت است، هر روز بر تعداد بیکاران افزوده می شود و تصمیم سازان به دنبال راه حلی جدید خارج از الگوهای قدیمی می باشند. گردشگری به عنوان یک سیستم پیچیده با ابعاد گسترده می تواند راه عبور از این تنگنا باشد. توجه به اوصاف ذکر شده و نیز سالیان خشکسالی پی در پی در مناطق کویری ایران به ویژه استان یزد، بسیاری از شغل های روستاییان که مبتنی بر کشاورزی و دامپروری بوده است، از بین رفته است و موجب مهاجرت بسیاری از روستاییان به شهرهای بزرگتر برای کسب درآمد شده است؛ که به دنبال آن اثراتی همچون از بین رفتن میراث های فرهنگی روستا و اداب و رسوم مردم محلی را در پی داشته و روستا به محلی خالی از سکنه تبدیل شده است. اما با توسعه علمی و جامع روستایی می توان مناطق روستایی را احیا کرد و شغل ها و منابع درآمدی جدیدی برای حفظ روستاییان در روستا و مهاجرت معکوس انجام داد. لذا در این پژوهش سعی شده است که عواملی که موجب بازگشت گردشگران به روستا و بازدید مجدد آن ها از روستا می شود مورد بررسی قرار گیرد. هدف این مطالعه تفسیر تأثیر کیفیت ادراک شده و ارزش ادراک شده بر وفاداری گردشگران با نقش میانجی رضایت و تصویر مقصد در سه روستای هدف گردشگری استان یزد می باشد.

۲. روش تحقیق

پژوهش حاضر از لحاظ هدف کاربردی و از لحاظ شیوه گردآوری داده ها توصیفی از نوع همبستگی است. جامعه آماری این پژوهش شامل گردشگران داخلی ورودی به سه روستای هدف گردشگری استان یزد (سرزید، خراق، صادق آباد) بودند که با استفاده از روش نمونه گیری در دسترس ۲۰۰ نفر به عنوان نمونه انتخاب شدند. همه ی آن ها پرسش نامه های کیفیت درک شده شامل ۴ گویه، ارزش درک شده شامل ۴ گویه، رضایت شامل ۱۰ گویه، تصویر مقصد شامل ۵ گویه و مقیاس های وفاداری شامل ۵ گویه با طیف لیکرت ۵ گزینه ای از کاملا موافقم (۵) تا کاملا مخالفم (۱) تکمیل کردند. اعتبار درونی پرسشنامه نیز بوسیله آلفای کرونباخ مورد تایید قرار گرفت. داده ها با استفاده از نرم افزار LISREL و آزمون تحلیل مسیر تحلیل شده اند.

۳. یافته های تحقیق

یافته ها نشان می دهد که بین وفاداری توریست ها با ارزش ادراک شده، تصویر مقصد، رضایت توریست ها و کیفیت ادراک شده رابطه مثبت و معنی داری وجود دارد؛ همچنین کیفیت ادراک شده و ارزش ادراک شده تأثیر مستقیمی بر وفاداری توریست ها دارد. کیفیت ادراک شده با میانجی گری تصویر مقصد تأثیر غیرمستقیم بر وفاداری توریست ها دارد؛ کیفیت ادراک شده با میانجی گری رضایت تأثیر غیرمستقیم بر وفاداری توریست ها دارد؛ ارزش درک شده توسط میانجی گری تصویر مقصد تأثیر غیرمستقیم بر وفاداری توریست ها دارد؛ ارزش ادراک شده با میانجی رضایت، تأثیر غیرمستقیم و معنادار بر وفاداری توریست ها دارد.

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۵. بحث و نتیجه‌گیری

باتوجه به تأثیر کیفیت ادراک شده بر وفاداری و قصد بازگشت به مقصد روستایی می‌توان گفت که کیفیت یکی از مهمترین عامل‌های وفاداری و بازگشت به مقصد روستایی است به این دلیل که گردشگرانی که از کیفیت خدمات بالایی در مقاصد گردشگری روستایی برخوردار هستند تمایل بیشتری به بازگشت به همان مقصد با همان کیفیت تجربه شده دارند و این می‌تواند برای بازاریابان اهمیت داشته باشد. البته باید در نظر داشت که کیفیت ادراک شده با تصویر سازی مثبت در ذهن گردشگران به طور غیر مستقیم بر وفاداری و قصد بازگشت گردشگران تأثیر می‌گذارد و از سویی دیگر این کیفیت با ایجاد رضایت موجب می‌شود تا گردشگران به مشتریان وفادار تبدیل شده و دوباره به مقصد روستایی برای به دست آوردن دوباره همان رضایت بازگردند. این نتایج با مطالعات پیشین (پروازی، ۲۰۱۶ و نگوک خونگ، ۲۰۱۷) هم‌راستا بوده است. باتوجه به تأثیر ارزش ادراک شده بر وفاداری و قصد بازگشت به مقصد روستایی می‌توان گفت مقاصد روستایی که ارزش قلیل قبولی را برای خدمات ارلیه می‌کنند، اشتیاقی بیشتری را در گردشگران برای بازگشت به مقصد روستایی ایجاد می‌کنند. البته نباید تأثیر غیرمستقیم ارزش درک شده‌ی قابل قبول را در شکل دادن تصویری مثبت از مقاصد گردشگری روستایی نادیده گرفت که

موجب وفاداری گردشگران به این مقاصد می‌شود. از سوی دیگر این ارزش درک شده موجب حس خرسندی در گردشگر شده و تمایل وی را برای بازگشت به مقصد گردشگری بر می‌انگیزد. این نتایج یا مطالعات (شیرکوهی و همکاران، ۲۰۱۶ و کیم و همکاران ۲۰۱۲) هم‌راستا بوده است.

از محدودیت‌های پژوهش می‌توان به دوری روستاهای گردشگری از یکدیگر اشاره کرد و نیز در این پژوهش فقط ۴ عامل تأثیر گذار بر قصد بازگشت گردشگران مورد مطالعه قرار گرفت و از روش کمی برای گردآوری و تحلیل داده‌ها استفاده شد. لذا پیشنهاد می‌گردد در پژوهش‌های آتی پژوهشگران متغیرهای بیشتری را که بر وفاداری و قصد بازگشت تأثیر گذار هست مورد مطالعه قرار داده و از روش‌های کیفی و مصاحبه و یا روش‌های ترکیبی برای گردآوری و تحلیل داده‌ها استفاده کنند.

کلیدواژه‌ها: وفاداری گردشگران، کیفیت ادراک شده، ارزش درک شده، تصویر مقصد، رضایت گردشگران.

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