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Investigating the effect of cultural events and mental conflict on the image and intention to visit the destination among tourists in Sarab-e Meymeh township of Dehloran City

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Abstract

Due to the undeniable role of tourism in the development process of the country, managers of the tourism industry are always faced with the challenge of attracting tourists and gaining their satisfaction and loyalty. The image of the destination is one of the components that has a great impact on the tourist's decision and the behavioral consequences of his trip. The purpose of this study was to investigate the effect of cultural events and mental conflict on the image and the intention to visit the destination among tourists in Sarab-e Meymeh. The statistical population of this study consisted of tourists in Sarab-e Meymeh township of Dehloran City in the spring of 1398, which due to the unknown of the number of tourists in the region, the sample size was selected 385 people, which is the highest sample size. The present study is operational in terms of purpose and with a survey nature of correlation is based on structural equations. The required data was collected using a questionnaire tool. The questionnaire was acceptable in terms of validity and reliability. The results of data analysis using structural equation method with Smart Pls software showed that cultural events and mental conflicts have a positive and significant effect on the image and intention for visiting the destination among tourists in Sarab Meymeh. In fact, a good general image and the intention for visiting again the Sarab-e Meymeh township requires attention to the brand of the event, structural components, cultural events, brand of the place, tourist mental engagement, general image, cognitive image and emotional image of the destination. Tourism managers and marketers must pay special attention to these fundamental and important factors.

Keywords: cultural event, mental conflict, image of destination, intention for visit, Sarab-e Meymeh Township.

1. Introduction

Nowadays, the event tourism is one of the special cultural events that is known as one of the fastest growing sectors of the tourism business. At the macro level, the development of this type of tourism increases the country's share of tourism in important world tourism markets (Mirzaei et al., 1394: 922) and at the micro level, the importance of events can be known in support of protocols, beliefs and cultural heritage of communities, and consequently helping the younger generation to better understand these heritages that need to be protected and sustained (Savinovic et al, 2012: 683).If these events are planned properly, they can help to create a positive image of the tourist destination (Hernandez et al, 2017: 172). Tourism is expressed as a driving force for regional development. Successful tourism can increase government revenue, employment and tourist destination receipts.

How the tourist is attracted to visit the destination again or recommend the destination to others is very important for the development of successful destination tourism (Shirkhodaie et al., 2016: 129). Tourist Mental Conflict refers to checking of people's temporary feelings in the expansion of the tourist mental conflict in situations during the trip or decision to travel. Rothschild states that the mental engagement of tourism is a constant, changeable, and invisible state of motivation, provocation, and attention to leisure travel that is triggered by certain stimuli or situations. In other words, the constant mental conflict of the tourist is a reflection of people's perception of travel. The mental conflict of sustainable tourism is a constant commitment that some people have in their thoughts, feelings and reactive behaviors towards tourism (Shirr Mohammedi et al., 2017: 97). Mental image of a tourist destination is a factor that many tourists pay attention to when choosing a destination (Shirkhodaie et al., 2016: 129).

Over time, activists in the industry realized that by holding an event, in addition to the residents of a neighborhood, visitors from other areas could also be attracted to that place. Destinations can also be promoted by hosting cultural events, sports, exhibitions and cultural festivals or concerts. This measure is effective to improve the image of the destination, raise awareness, new infrastructure and their promotion and other potential tourism products, and provides significant potential for long-term tourism growth. On the other hand, cultural events provide an opportunity for tourists to become more familiar with the cultures, customs and lifestyles of other communities (Nazari et al., 2015: 700). The need of companies' ability to increase their revenue through positive mental engagement of customers by psychological and mental activities has great importance. Because the science of marketing, branding, brand strategies and brand management are very important in creating mental engagement. Today, significant resources are spent to build a brand of destinations (Shirmohammedi et al., 2017: 96). As mentioned, the perceived mental image of the tourist can be very effective in increasing the competitive advantage of the destination, attracting the tourist and thus increasing the revenues from the tourism industry and the prosperity of the national economy. However, the destination brand is more complex than the product brand and company brand; because it is involved with a larger number of stakeholders in products, services, resources and even different sectors of the economy (Gomez et al, 2015: 211). The behavior of tourists is sometimes influenced by their inference from the mental image of the tourist destination and this issue is observed from the beginning of the travel destination selection stage (Hamidizadeh et al., 2016: 811). Sarab Meymeh Township has a rich and original culture. Celebrations, rituals, local indigenous games, local antiquities, large gardens, rivers and natural springs, natural products, etc. have made this region, in terms of tourism, as one of the most important tourist areas of Zagros. Since Sarab-e Meymeh township has a lot of talent in attracting tourists, managers and officials of the region can make good use of this potential. Accordingly, the main question of the research is whether cultural events and mental conflicts affect the image and intention to visit the destination among tourists in Meymeh Sarab?

2. Literature Review
2-1. Cultural events

Cultural carnival, especially festivals, are of interest to various communities around the world; because they are not expensive and can be done everywhere. On the other hand, the community, as well as tourists, achieve authentic social and cultural experiences. In general, cultural festivals are formal and fun events that have a cultural theme. These festivals may include many types of planned events, but they are distinguished from other festivals by their cultural value. While tourism and the economic benefits of the festival are widely recognized, little empirical evidence has shown how cultural festivals can increase visits and loyalty of tourists in the long run. In addition, Iran is culturally rich and by organizing and executive management of events, especially cultural events, can use this golden opportunity to gain economic and cultural benefits from the implementation of such events well. Due to the competitive environment of tourism, festival organizers need to be sure of the views of their visitors to reduce the factors that may cause their decline. On the other hand, attracting a significant number of visitors is an important performance challenge for festival organizers (Papadimitriou, 2013; 9).

2-2. Event tourism

From a tourism perspective, "event tourism includes the systematic planning, development and marketing of festivals and special events, and is considered to be a catalyst for tourism attractions and a catalyst for the growth of economic infrastructure." In general, today, event tourism includes all planned events that are known in an integrated approach to development and marketing (Nazari et al., 2015: 704-703). According to the National Tourism Data Working Group in Canada, "a special event is a celebration or show of some topics that is held for a limited time and annually or with little repetition and the public is invited to it. (Matthews, 1393; translation: Mirzaei and Maleki). Events include range from major events such as the Olympics and international exhibitions to local festivals (Getz, 2008: 204; Huang & Lee, 2015: 93).

2-3. Place brand

In the discussion of place branding, brand elements have the same place in both identity-oriented approach and dominant goal branding approach. So far, the concept and impact of brand elements on brand success has not been confirmed. Both discussions of branding, namely place and destination branding, have been widely criticized for focusing too much on brand elements or visual aspects (Munar, 2011: 292). Residents act as the core of the place branding debate; they are not the target group but part of that place. Through positive advice and suggestions, residents become ambassadors of that place, in fact, residents initiate branding activities for a place (Braun & Sebastian, 2013: 20). In general, to build a place brand, it is emphasized to create a positive brand equity through acceptable influences, positive consumer behaviors and the right destination image, global marketing, competition between cities and different destinations, creating Memorable experiences, creating positive word of mouth, etc. (Sahin & Baloglu, 2014: 24).

2-4. Event brand

Identifying the characteristics of event visitors provides key and important information for managers to make decisions, and market segmenting is done in this regard (Tkaczynski, & Rundle-Thiele, 2011: 428). Because a market segment is not able to satisfy everyone, market segmenting is the heart of marketing and is a valuable tool for capital utilization by effectively targeting the most profitable consumers. Also, from the perspective of the events industry, market segmentation helps event organizers in developing more efficient marketing mechanisms and ultimately in ensuring their long-term economic survival. (Lee & Kyle, 2013: 658). Having lasting experiences refers to very powerful experiences that are impossible to forget. These memories often go back to the first experience, such as the first flight or the first trip to the tropics, which, being fresh, have led to memorable tourist experiences (Kim, 2014: 36).

2-5. Structural components

Most tourism events, even with small local dimensions, always have the potential to gain fame and attract visitors from outside the area (McDowall, 2010: 219). Involving the local community in tourism development is important. According to Godfrey and Clark (2000), local communities are an essential element in modern tourism. "They are the focal point of the accommodation, food, destination information, transportation facilities and services, the local environment, the buildings, the people themselves, their culture, their history and in general all the main elements that the tourist comes to see." (Muganda, 2013: 53).

2-6. Mental conflict

The constant mental engagement of the tourist is a reflection of people's perception of travel. The mental engagement of sustainable tourism is an ongoing commitment that some people have in their intentions, feelings, and behaviors toward tourism. Some people have a changeable commitment to ideas, feelings, and behavioral responses during the journey. Persistent tourist engagement is related to people who are involved in attraction, arousal or emotion. Engagement occurs even when there is practically no travel or when a person has no plans to travel to a tourist destination (Shirr Mohammedi et al., 2017: 99). The concept of mental engagement has been further explored in the field of consumer subjects, Jacobsen and Monar argue that because people have a lot of

mental engagement when choosing expensive and complex products and services (such as special holiday tours), risk reduction in such decisions is necessary (Mahmoudi et al., 2015: 27). Most studies on the mental engagement of tourism examine the mental engagement of the tourist in relation to a particular activity in travel, and less attention is paid to the general experiences of the tourist, for example, to activities such as skiing, visiting the park, purchase. In a general sense, tourist mental engagement is related to examine people's temporary feelings about travel situations or travel decisions (Ferns & Walls, 2012: 28).

2-7. Destination image

The importance of establishing tourists' perception of a destination image should not be underestimated, as it is said that this issue is an important determining factor that influences the choice of destination by tourists (Mohamad & et al, 2015: 63). In calculating different destinations from the tourist's point of view, one of the most important and influential factors is the image of the destination (Puh, 2014: 538). Destination image definitions relate to individual or group beliefs of a place (Min & et al, 2013: 761; Zeugner-Roth & karabkar, 2015: 1846). The destination image is an interactive system of thoughts, ideas, feelings, imagery, and goals toward a destination (Költringer & Dickinger, 2015: 1838). A mental image of a destination is a set of ideas, thoughts, and influences that people have about a place. Similarly, the image of the destination defines the mental image of individuals of knowledge, feelings and general perception of a particular destination (Gomez & et al, 2015: 212). It is difficult to define this term due to the fact that the mental image is not directly known. Mental imagery can be expressed as a mental situation that results in public explanations verbally or behaviorally. What needs to be taken into account is that some mental images are collective and shared among groups. The destination image is the visitor's mental perception of the reality of the destination. A mental image of a destination includes a personal/group perception toward a destination. The mental image of a tourist destination is a factor that many tourists consider when choosing a destination. One of the key components in this process is positioning, constructing and managing a distinctive and attractive perception or image of the destination (Shirkhodaie et al., 2016: 131). The image of a tourist destination is known as the set of beliefs, ideas and opinions that a person has of a destination. On the other hand, in the history of marketing, some of its most important dimensions including emotional and cognitive dimensions have been mentioned, which are included in the research model (Qu & et al, 2011: 467).

2-8. Cognitive imagery

From a cognitive point of view, the attraction of tourism is in having the beauty of architectural and natural landscapes, good facilities and special attractions. In fact, when tourist destinations have a satisfactory level of these features, visitors are more inclined to have a favorable attitude towards the tourist destination. In fact, cognition is created as knowledge and effective evaluation of the organization; thus, it represents a comprehensive awareness of the place that is transmitted from a variety of sources, including people's previous visits of the destination, the media, and word of mouth or community propaganda. From the tourists' point of view, it is very important that it seems the desired place is known to other people. Cognition plays an important role in a variety of tourism decisions. The level of knowledge of the destination has a positive effect on the tourism of the place, the choice of the place of travel and the image of the place. Knowing the destination also enhances the lasting relationship and stimulates re-visits. In fact, the good reputation of the company is strongly influenced by the level of customer knowledge (Artigas & et al, 2015: 55).

2-9. Emotional image

Emotional evaluation of the destination is a set of good and bad and neutral feeling about the environment. People have emotional responses to different places and transmit these feelings to their memory and memories. Tourism literature emphasizes the relationship between emotional evaluation and cognition. In other words, evaluating good and bad emotions affects the amount of cognition that people attribute to their memories; thus, the feelings of tourism come from cognition that is related to a person's emotional evaluation of the tourist destination. In addition, the choice of the desired place is achieved through cognitive perception and emotional

evaluation of the tourist place (Artigas & et al, 2015: 55). The emotional or evaluative dimension includes the tourist's feelings towards the tourist destination and in this study is measured by indicators such as pleasantness, relaxation and excitement (Qu & et al, 2011: 468).

2-10. Intention to visit again

Revisiting or recommending to others usually refers to tourism loyalty in the tourism literature and is one of the vital factors in measuring marketing strategies. Revisiting not only provides a steady source of revenue but may also include recommended advertising. Satisfied customers are likely to become loyal customers (Haji Karimi et al., 2014: 18).

2-11. Introducing the Sarab-e Meymeh Twonship

Sarab-e Meymeh township is located in the center of Meymeh city in Dehloran city of Ilam province in the west of our beloved country Iran, which is known as the evergreen jewel of Zagros. The city has a temperate mountainous climate and has spectacular villages called Takhtan, Agreh Bid, Gorab Bala, Gorab Pa'in, Farrokhabad and Bahramabad. Sarab-e Meymeh Township has a temperate climate due to its altitude, which welcomes guests and tourists from all over the country and the province in hot summers. Ways to access Sarab-e Meymeh Township include Lorestan, Kermanshah and Khuzestan provinces, which are bordered by Ilam in the north and Dehloran in the south and east of the country. Due to the beautiful nature of the path to reach the Sarab-e Meymeh Township, the natural attractions of the target path can also be used. Culturally, the people of this land have had special customs for a long time. The joys and sorrows of the people of this region have been held with special etiquette. The celebrations of this region have special customs. For example, weddings in the region are quite traditional and original, using local instruments in their ceremonies, and it may take several days and nights, depending on what is done outdoors in the region, that it is welcomed by tourists. Also, mourning ceremonies are held in this area with full respect. Various religious delegations show their love and affection for the Ahl al-Bayt every year, especially in the month of Muharram, by showing scenes, distributing vows among the people. Also, the mourning ceremony for the loss of their loved ones is held with special grandeur and respect, including the "Chamar" ceremony, which is a kind of ancient and original tradition, that was accompanied by playing a local instrument with a sad rhythm and the harmony of several men and in this type of ceremony, men and women are present in a special order. There have been many local and indigenous games among the people of Sarab-e Meymeh for a long time, which are performed and displayed from time to time, especially during the Nowruz holidays, and have also been welcomed by tourists. Maymeh has long been the resort of the rulers of the time, which was the resort of the governors of Poshtkuh before the revolution. Maymeh Gardens, natural cold springs and Maymeh rivers give a beautiful view of this city.

Maymeh Gardens, natural cold springs and Maymeh rivers give a beautiful view to this city. Hundreds of hectares of Sarab-e Meymeh and Meymeh city have beautiful gardens with a variety of products from grapes, figs, peaches, apples, walnuts, olive, ETC. Salmon farming as well as natural products such as honey and various dairy products in the field of these products are the brand of the province. All these products not only meet the needs of Sarab-e Meymeh sector but also are exported to Dehloran city, Ilam and other parts of the country, which in this regard Sarab-e Meymeh sector is self-sufficient. In different seasons of the year, especially spring and summer, it has received a large number of domestic and foreign guests and tourists. Autumn and its beauty have also been interesting for tourists. Winter has also given a beautiful view to this area due to the snow.

In terms of tourist places, it has many different places from each historical period; which can be referred to the following:
  ➢ Meymeh hill with unknown historical date (due to unexplored);
  ➢ Czech Dost Ali, which according to European explorers before the revolution, is a residential area that has gone underground and dates back to the Sassanid period;
  ➢ A castle left over from pre-Islamic times in the neighborhood behind the castle belonging to the Sassanid era;
  ➢ Beautiful historical fire temple of the Sassanid era;
  ➢ Inscription stone of Qajar period;

➢ Takhtan Moderate tourist area, which in its own way tourists watch nature painting;
➢ Numerous and beautiful waterfalls such as Abtaf waterfall, left -waterfall of Rasi Takhtan;
➢ Beautiful and pleasant rivers of Sarab Meymeh section;
➢ The natural landscapes of Kabirkuh, which are pristine and have a different beauty;
➢ Dense oak forests;
➢ Shrines that are shrines for local people and tourists;
➢ Pitku forest next to Takhtan river, one kilometer south of Takhtan village.

3. Research Background

Musapour et al. (2016) in a study examined the relationships between brand associations (cognitive, emotional and unique image), brand image (overall image of a destination) and future behavior of tourists and achieved these results that destination image plays a mediating role between the emotional image and the behavioral tendencies. The results confirm that a destination image has a direct effect on people's desire to revisit and recommend that destination to others. The results also showed that the cognitive image has a negative effect on the overall image of the destination and the unique image has no effect on the overall image of the destination. Hamidizadeh et al. (2016) in a study designed and explained the model of the effect of recommended advertising on the mental image of tourists from tourism destinations and travel destinations. Finally, after factor analysis, all the hypotheses proposed by the researcher were confirmed and remained in the model. Based on the path analysis, all research hypotheses were confirmed. Ismailian et al. (2015) examined how events and music festivals affect the attraction of tourists and create a good image of the destination and concluded that all hypotheses were accepted at a high level of significance and Music festivals have a positive effect on attracting tourists that makes them to encourage for traveling to the beautiful region of Kish. Tajzadeh Namin and Ismail Moshrafi (2014) conducted a study on the prioritization of brand equity components in tourism destinations from the perspective of domestic tourists , they concluded that in addition to brand image, brand loyalty, perceived quality and the awareness of the brand of the tourist destination directly affects the brand equity of Ramsar city , the findings of these researchers showed that brand loyalty is the most important factor influencing the brand equity of the tourist destination. Bayat et al. (2013) investigated the effect of brand associations on the destination image of Qazvin in order to effectively branding of destination among domestic tourists. Research findings indicate the positive effect of unique image association and emotional image association on the overall image of the destination, while the effect of the cognitive image association on the overall image of the destination is not significant. On the other hand, the role of the overall image as a mediator for the unique image variables and the emotional image with the variable of tourists' behavioral tendencies is also confirmed. As a result, it can be said that the overall image of the destination in the minds of tourists plays an important role in shaping the future behaviors of tourists to revisit the destination or advise others to travel. Abdolvand and Parakhodi Moghadam (2013) investigated the effect of cognitive and emotional assessments on behavioral tendencies in enjoyable services. Findings show a direct effect of loyalty on the willingness to pay more, in other words, consumers of enjoyable services who have a stronger relationship with a particular supplier tend to pay more for it. Disapproval is directly related to emotions and also has a direct and indirect effect on satisfaction. Rahimnia et al. (2013) in a study investigated the interaction effects of customer-based brand equity dimensions in five-star hotels in Mashhad. The results of their research showed that perceived quality is an important and fundamental factor in creating the brand equity of a tourist destination and has an important impact on other dimensions of brand equity. Hernandez (2017) examined the impact of cultural events, structural elements, and brand location in destination locations on the overall image based on an assessment of the cognitive and emotional components of the destination image. The results show that cultural events are used as promoters of tourism and help to develop the image of tourism. The results also show that more cognitive imagery has a greater effect on the formation of the overall image than the emotional image. It also shows that structural elements and brand location potentially affect both images.

Yu et al. (2013) conducted a study entitled "Study of brand equity from the consumer's point of view" and concluded that urban branding can be considered as a strategic tool for tourism purposes. According to them, the factors affecting the special value of the tourist destination brand include knowledge of the tourist destination,

image of the tourist destination, quality and loyalty of the tourist destination. This study examined the four dimensions of awareness, image, quality and loyalty and showed that the image dimension is more important than other dimensions. Fern and Wallace (2012) examined the relationship between tourists' mental engagement and destination eigenvalue and tourist preferences during travel. In their research, they concluded that brand equity is an important and fundamental necessity in branding tourism destinations. The special value of the brand is also greatly influenced by the mental engagement of tourists. Their studies showed that loyalty, brand experience (quality and image), and awareness are significantly associated with the intention to return to the destination. Getz (2010) conducted extensive studies on festivals and tourist events, of which his research can be referred to as the effects of festivals on society and culture. According to him, festivals, which are part of leisure businesses, are often considered as the main programs in place marketing and tourism, and the role of festivals in tourism, including attracting tourists (to a specific place, and overcoming the seasonality of tourism), helping to market a destination (including forming an image of the destination and creating a destination brand), reviving attractions and places, and finally as a catalyst of other forms of development are mentioned.

Lee et al. (2005) concluded in a study that the persistent mental involvement of the tourist in the tourism industry is an introduction to the psychological commitment of individuals and its relationship with the destination brand. The degree of interest of people in travel and tourism is directly related to people's perception and feeling about the destination. In travel decision-making processes, individuals may experience a mental conflict of position against a tourist destination. People use cognitive and emotional processes to study the functional, symbolic, and experiential characteristics of different tourism destinations. Richards and Wilson (2004) in their article entitled "the effect of cultural events on the image and pattern of a city "to use cultural events as a creative force in creating and promoting the image of a city, the driving force of urban development, attracting tourists and investment have pointed out.

4. The research conceptual model

After reviewing documented international and sometimes domestic articles and treatises, in relation to the background of the present study, the following model was used.
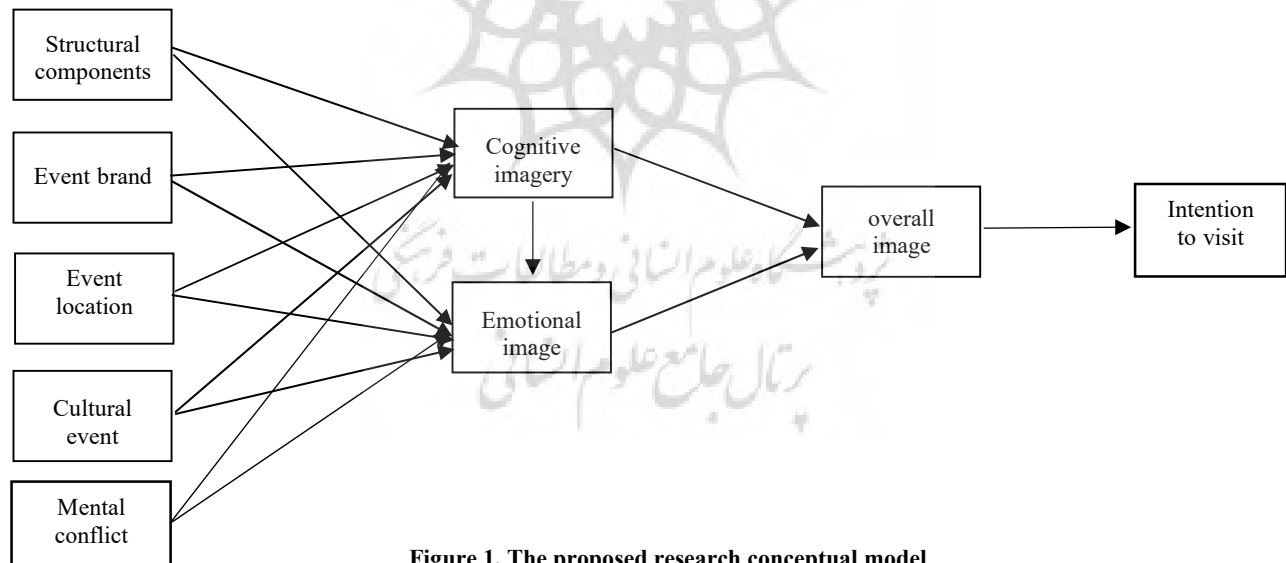

Figure 1. The proposed research conceptual model

Research Hypotheses

➢ The brand of the event has an effect on the cognitive image among the tourists of Sarab-e Meymeh Township.
➢ The brand of the event has an effect on the emotional image among the tourists of Sarab-e Meymeh Township.

> ➤ The structural component affects the cognitive image among tourists in Sarab-e Meymeh Township.
> ➤ The structural component affects the emotional image among tourists in Sarab Meymeh.

> ➤ Cultural event affects the cognitive image among tourists in Sarab-e Meymeh Township.
> ➤ Cultural event affects the emotional image among tourists in Sarab-e Meymeh Township.
> ➤ The place brand has an effect on the cognitive image among the tourists of Sarab-e Meymeh Township.
> ➤ The brand of the place has an effect on the emotional image among the tourists of Sarab-e Meymeh Township.
> ➤ Mental conflict affects the cognitive image among tourists in Sarab-e Meymeh.
> ➤ Mental conflict affects the emotional image among tourists in Sarab-e Meymeh.
> ➤ Cognitive image has an effect on the emotional image among tourists in Sarab-e Meymeh Township.
> ➤ Cognitive image has an effect on the overall image among tourists in Sarab-e Meymeh.
> ➤ motional image has an effect on the overall image among tourists in Sarab-e Meymeh.
> ➤ The general picture affects the intention to visit among tourists in Sarab-e Meymeh.

5. Methodology

The present study is practical in terms of purpose and descriptive survey research in terms of research method. Information was collected by library and field methods. Research data were collected using a combined questionnaire from the studies of Hernandez (2017), Molinillo et al. (2018) in the form of a Likert scale from tourists in the Meymeh Township. The statistical population in this study is the tourists of Sarab-e Meymeh Township in the spring of 1398. In determining the number of research samples, due to the uncertainty of the statistical population, the statistical sample size of this research was 385 people. Sampling method in this study is systematic random sampling. In this study, the independent variables in the present study are structural components, event brand, cultural event, event location and conflict. The dependent variable in this research is cognitive image, emotional image, general image, intention to visit. Multiple-choice questions and a five-point Likert scale were used to measure variables. In this study, in addition to the standardization of data collection tools, the logical type validity method (by professors and other experts available) has been used to further ensure. In the present study, after a pilot study in a sample of 20 people and the return of the questionnaires, the collected data were entered into SPSS21 software and it was found that the research questionnaires have a very high reliability because after calculating Cronbach's alpha, the numerical value of this coefficient for the standard questionnaire was 0.911 in general. The distribution of the questionnaire questions and their Cronbach's alpha coefficient are shown in the table below.

Table 1. Relationship between variables and questionnaire questions

Row	Variables	Questions	Cronbach's alpha	Sources
1	Cultural event	1-6	0.899	
2	Structural component	7-12	0.906	
3	Event brand	13-16	0.921	(Hernandez, 2017)
4	Place brand	17-23	0.865	
5	Emotional image	24-27	0.930	
6	Cognitive imagery	28-34	0.901	
7	overall image	35-37	0.852	
8	Mental conflict	38-42	0.912	Molinillo et al., 2018
9	Intention to visit	43-47	0.848	

Structural equation modeling technique has been used in Smart Piels (PLS) software to inferentially analyze the research data and to investigate the simultaneous effect of several independent variables on the dependent variable. Due to the small size of the statistical sample and the complexity of the model (large number of structures), SmartPLS2 software has been used (Davari and Rezazadeh, 2014: 69).

6. Research Findings
6.1. Fitting the measurement model

The structural equation modeling method in Smart Pls uses three criteria of reliability, convergent validity and divergent validity to examine the fit of measurement models. According to Fornell and Larker (1981), the reliability of the PLS method is measured using factor load coefficients, Cronbach's alpha coefficients and combined reliability (CR). Factor load is a numerical value that determines the intensity of the relationship between a hidden variable and the corresponding explicit variable during the path analysis process. The higher the factor load of an index in relation to a given structure, the more that index plays a role in explaining that structure. Also, if the factor load is a negative indicator, it indicates its negative effect in explaining the relevant structure. In other words, the question about that indicator is designed in reverse. The criterion for the suitability of factor load coefficients is 0.4 (Holland, 1999). In the present study, as shown in the table, all coefficients indicate the appropriateness of this criterion. All factor loads are above 0.4 and at the confidence level of 99% significant, which indicates that the indicators (indicator variables) explain the conceptual variables well. As can be seen in Table 2, the studies show that the Cronbach's alpha coefficient and the combined reliability of all structures are greater than the acceptable minimum of 0.7; therefore, the structures of this study have the desired reliability.

Table 2. Combined reliability, Cronbach and convergent validity and common values

Variables	Items	Factor loadings	Combined reliability coefficient (CR); CR> 0.7	Reliability coefficient's Cronbach's alpha	Mean extraction variance (AVE)	Shared values	$\overline{R^2}$
Event brand	CQ1	0.882267	0.938061	0.911666	0.791229	0.891229	
	CQ2	0.908925					
	CQ3	0.918326					
	CQ4	0.846790					
Cognitive imagery	FQ1	0.839591	0.963301	0.955307	0.789717	0.889717	0.828625
	FQ2	0.889488					
	FQ3	0.933918					
	FQ4	0.894159					
	FQ5	0.877085					
	FQ6	0.847771					
	FQ7	0.933918					
Emotional image	EQ1	0.875722	0.927531	0.895868	0.761894	0.861894	0.838023
	EQ2	0.870704					
	EQ3	0.867732					
	EQ4	0.877271					
Overall image	GQ1	0.908931	0.943777	0.910585	0.848398	0.848398	0.903372
	GQ2	0.935850					
	GQ3	0.918272					
The clash	HQ1	0.833216	0.938089	0.917443	0.751967	0.851967	
	HQ2	0.878124					
	HQ3	0.866713					
	HQ4	0.884977					
	HQ5	0.871842					
Cultural event	AQ1	0.930969	0.970741	0.963745	0.846922	0.846922	
	AQ2	0.943489					
	AQ3	0.942440					
	AQ4	0.918311					
	AQ5	0.895057					
	AQ6	0.889968					
Intention to visit	LQ1	0.836561	0.933038	0.903963	0.777143	0.877143	0.616537
	LQ2	0.911422					

Variables	Items	Factor loadings	Combined reliability coefficient (CR); CR> 0.7	Reliability coefficient's Cronbach's alpha	Mean extraction variance (AVE)	Shared values	$\overline{R^2}$
	LQ3	0.900370					
	LQ4	0.876004					
Structural components	BQ1	0.840025	0.956101	0.944681	0.784207	0.884207	
	BQ2	0.891146					
	BQ3	0.904129					
	BQ4	0.918139					
	BQ5	0.908090					
	BQ6	0.848766					
Brand place	DQ1	0.812082	0.951264	0.940052	0.736284	0.836284	
	DQ2	0.891283					
	DQ3	0.880665					
	DQ4	0.817307					
	DQ5	0.883724					
	DQ6	0.874872					
	DQ7	0.842731					

As can be seen in Table 2, a study of the AVE criterion (mean of variance extracted) shows that all structures have a value higher than the minimum acceptable, i.e., 0.5, so the structures in this study are desirably have convergent validity. According to the results of the table, because all indices have the mean values of variance extracted higher than 0.5, convergent validity is established at the level of all indices. To evaluate the fit of the structural model of the research, several criteria are used, the most basic of which is the significance coefficients or T-values. The fit of the structural model using T-coefficients is such that these coefficients must be greater than 1.96 in order to confirm their significance at the 95% confidence level.

6.2. Overall model fitting

The overall model includes both the measurement and structural model parts, and by confirming its fit, the fit check in a complete model is completed. To check the fit of the overall model, it is enough to measure a criterion called GOF:

$$GOF = \sqrt{\overline{Communalities} \times \overline{R^v}}$$

The amount $\overline{Communalities}$ is obtained from the average of the common values given in Table 2. According to the values in the table above, the average value of common values is equal to 0.782.

Since there is a first-order endogenous latent variable in this model, the value $\overline{R^v}$ is equal to: 0.79. Therefore, the GOF standard value is equal to:

$$GOF = \sqrt{0.79 \ast 0.78} = 0.78$$

Considering the three values of 0.01, 0.25 and 0.36 which have been introduced as weak, medium and strong values for GOF (Wetzel et al., 2009: 177-195), obtaining the value of 0.786 for this criterion indicates Strong fit of the general research model.

Table 3. Divergent validity assessment matrix

	Event brand	Cognitive image	Emotional image	General image	conflict	Cultural event	Intention to visit	structural components	**Event location**
Event brand	0.9433	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Cognitive image	0.845661	0.9380	0.000	0.000	0.000	0.000	0.000	0.000	0.000

| Emotional image	0.832260	0.868223	0.9273						0.000
General image	0.829679	0.908269	0.791319	0.9165					0.000
conflict	0.888337	0.839457	0.815243	0.811562	0.9219				0.000
Cultural event	0.801986	0.830365	0.781615	0.799712	0.844338	0.9165			0.000
Intention to visit	0.767236	0.845804	0.863022	0.785199	0.834904	0.812900	0.9327		0.000
the structural components	0.836208	0.862333	0.858253	0.829002	0.827943	0.854167	0.844387	0.9380	
the structural components	0.795018	0.853108	0.853819	0.799189	0.904292	0.844836	0.900035	0.854167	0.9110
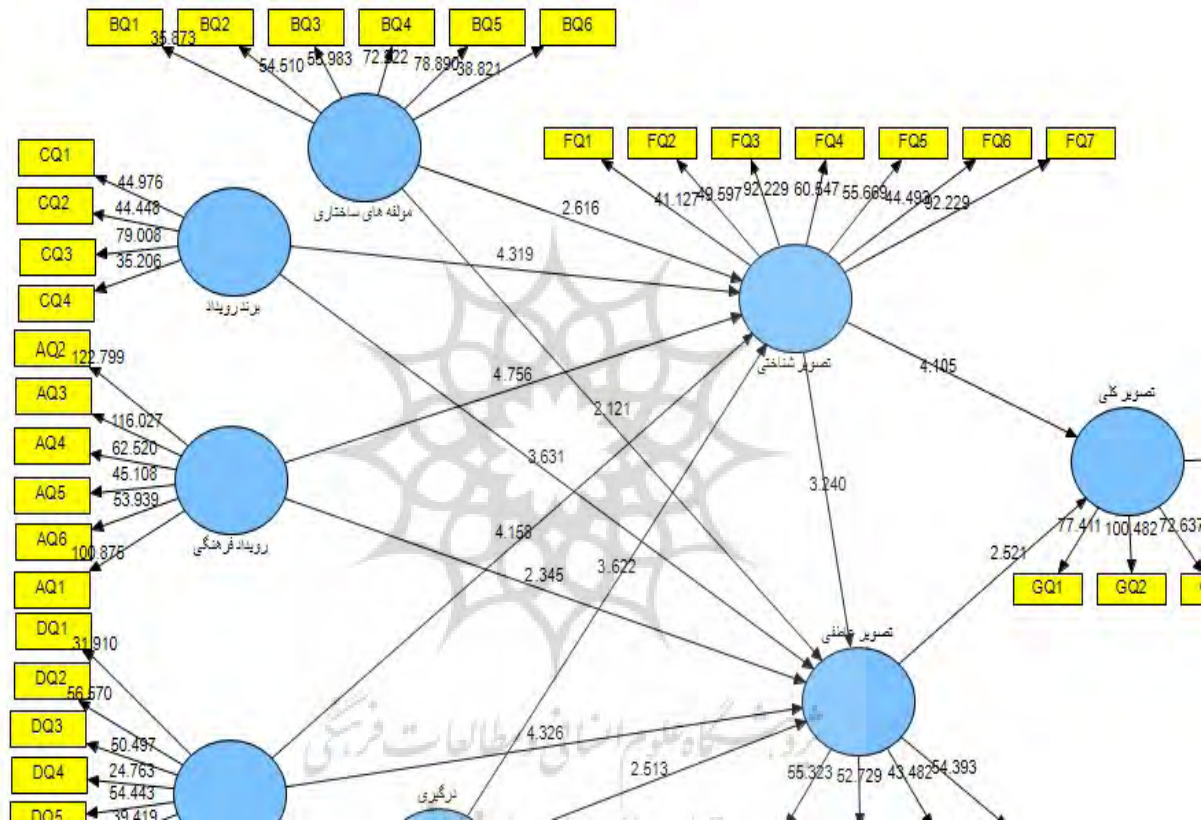
Figure 2. research model with T-statistic

The fit of the structural model using T-coefficients is such that these coefficients must be greater than 1.96 in order to confirm their significance at the 95% confidence level. Figure 2 shows that all paths between model variables are validated and significant.
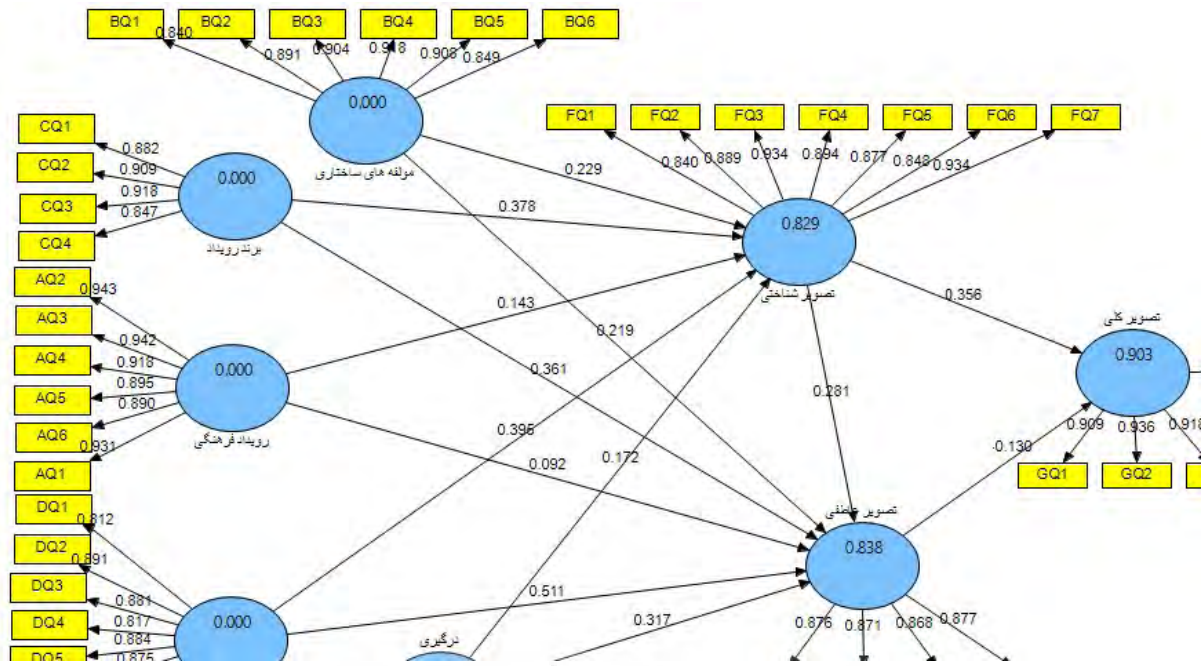
Figure 3. Model in the case of standard factor load coefficients

The second criteria for examining the fit of a structural model in a research the R^2 coefficient is related to the latent endogenous (dependent) variables of the model. R^2 is a criterion that indicates the effect of exogenous variables on an endogenous variable and three values of 0.19, 0.33 and 0.67 are considered for weak, medium and strong values of R^2. In a model, if an endogenous structure is affected by only one or two exogenous structures, the value of R^2 from 0.33 and above indicates the strength of the relationship between that structure and the endogenous structure (Davari and Rezazadeh, 2013). The mentioned criteria are shown within the circles related to the structural model of the research and for the structural model of this research, considering that there are three endogenous latent variables, it is natural that the number within the other five circles is equal to zero. The above figure shows that in this study, two criteria are higher than 0.67 (criterion of strong values) and a value between 0.33 and 0.6 (criterion of moderate values), so the structural model from the perspective of this criterion also has a good fit.

Table 4. Regression coefficients and t-test statistics

Rows	Hypotheses	Path coefficient	T-Statistics	Result
1	Event brand ← Cognitive imagery	0.378	4.319	Confirm
2	Event brand ← emotional image	0.361	3.631	Confirm
3	Structural component ← Cognitive imagery	0.229	2.616	Confirm
4	Structural component ←emotional image	0.219	2.121	Confirm
5	Cultural event ← Cognitive imagery	0.143	4.756	Confirm
6	Cultural event ← Emotional image	0.092	2.345	Confirm
7	Location brand ← Cognitive imagery	0.396	4.158	Confirm
8	Brand place ← emotional image	0.511	4.326	Confirm
9	Mental conflict ← Cognitive imagery	0.511	4.326	Confirm
10	Mental conflict ← emotional image	0.317	2.613	Confirm
11	Cognitive imagery ←emotional imagery	0.281	3.240	Confirm
12	Cognitive image ←overall image	0.356	4.105	Confirm
13	Emotional image ←overall image	0.130	2.521	Confirm
14	overall image← Intention to visit	0.785	3.782	Confirm

As can be seen in Table 4, according to the t-statistic of all hypotheses, which is greater than 1.96, the research hypotheses are confirmed at a 95% confidence level.

7. Discussion and conclusion

Tourism refers to the set of activities that take place during a tourist's trip. This process includes activities such as trip planning, trip to destination, accommodation, return, and even recalling memories. It also includes the activities that the tourist does as part of the trip, such as buying various goods and the interaction of the host and the guest. In general, any activity and interaction that occurs during a tourist trip is considered tourism.

One of the important factors in the efficient and effective marketing of a tourist destination, which causes it to choose that destination and return to it, is the perceived mental image of the tourist destination with tourists. In the present study, the effect of cultural events and mental conflict on the image and intention to visit the destination among tourists in Sarab-e Meymeh township of Dehloran City has been studied and analyzed. Findings showed that the brand of event has a positive and significant effect on the cognitive image among tourists in Sarab Meymeh. In other words, tourists are affected by the brand of the event if they have a good image of the tourist destination and the tourist destination is known to them. The results of this part of the research are in line with the findings of Tajzadeh Namin and Ismail Moshrafi (2014) and Bayat et al. (2013). Findings indicate that the brand of the event has a positive and significant effect on the emotional image of tourists in Sarab Meymeh. The pleasant, relaxing and exciting feeling of the tourist area, which includes the emotional image, can be mentioned as reasons for influencing on tourists in relation to the brand of the event. The results of this part of the research are consistent with the findings of Bayat et al. (2013) and Rahimnia et al. (2013). The available accommodations, comprehensive and complete information, transportation and rich culture of Sarab-e Maymeh Township have formed a suitable and desirable image in the minds of tourists. The results of this study indicate that structural components have a positive and significant effect on cognitive imagery among tourists in Sarab Meymeh. These structural components also create pleasant moments, peace of mind and memorable memories in the minds of tourists. However, the results show a positive and significant effect of structural components on the emotional image among tourists in Sarab Meymeh. Hernandez (2017) reached similar conclusions in this regard. Findings of another part of the present study showed that cultural events have a positive and significant effect on the cognitive image among tourists in Sarab Meymeh, in other words, cultural events such as local indigenous games, traditional ceremonies and celebrations for some special occasions in Sarab-e Meymeh township have had a positive effect on the image that has been formed in the minds of tourists and has made this area known. Also, the mentioned cultural events have caused a feeling of joy, pleasure, excitement and good and pleasant moments among tourists, and the results indicate the positive and significant effect of cultural events on the emotional image among tourists in Sarab-e Meymeh that is agree with the results of the research of Ismailian et al. (2015), Hernandez (2017), Getz (2010) and Richards and Wilson (2004). Findings of another part of the study showed that the place brand has a positive and significant effect on the cognitive image among tourists in Sarab Meymeh. Among the people of the region and the way of construction and arrangement of houses and residences in Sarab-e Meymeh township has caused a suitable image in tourists. Also, the branding of a tourist place has an effect on creating a good feeling among tourists. The results indicate a positive and significant effect of the place brand on the emotional image among tourists in Sarab Meymeh, which according to the results Ismailian et al. Et al. (2013), Hernandez (2017) and Getz (2010) are consistent. According to the previous knowledge and image of the destination and recall of the moments, tourists have a special feeling of joy and excitement towards the tourist area, so the results of the present study indicate a positive and significant effect of cognitive imagery on emotional image among tourists in Sarab-e Meymeh that agreed with the results of research by Abdolvand and Parakhodi Moghadam (2013).

Cognitive image has a positive and significant effect on the overall image among tourists in Sarab Meymeh. As the knowledge of the tourist area and the appropriate image of it has created a positive and general positive image in tourists. Also, a good feeling, excitement and joy and enjoyment of the tourist area creates an overall image in the tourist that the results of the present study show a positive and significant effect of the emotional image on the overall picture among tourists in Sarab Meymeh, which is contrary to the results of the research of Musapour et al. (2015), Bayat et al. (2013) and Hernandez (2017). The results of the last part of the study

showed that the overall image has a positive and significant effect on the intention to visit among tourists in Sarab Meymeh. As it turns out, the positive image and pleasant feeling of the tourist area causes tourists to visit the tourist area for the next time and even bring their relatives and friends to the area, which this is according to the results of Musapour (2016) Bayat and Et al. (2013) Abdolvand and Parakhodi Moghadam (2013) Yu et al. (2013) Farn and Walsh (2012). The results of this study showed that re-visiting and developing an appropriate image of Sarab-e Meymeh tourist destination requires attention to the brand of the event, structural components, cultural events, branding of the place, tourist mental engagement, overall image, cognitive image and emotional image from the destination. Tourism managers and marketers must pay special attention to these fundamental and important factors.

7.1. Practical suggestions

➢ Allocation of employment-generating tourism loans for the employment of the region's youth, given that the region has the necessary talent in the field of employment and business;

➢ Creating parking for the well-being of tourists in recreational, special and busy areas;

➢ Establishment of intermediate restaurants, which unfortunately is lacking in this regard;

➢ Due to the snowy and mountainous nature of the region, it is possible to help the prosperity of the tourist area by creating a ski slope, as well as an overall image of the Meymeh township;

➢ The municipality should provide more services in terms of aesthetics, architecture and urban furniture;

➢ The Cultural Heritage Administration should put existing antiquities in need of restoration on its agenda;

➢ Due to the existence of large gardens in the region, it is possible to help the economic prosperity of the region by setting up several factories such as juices, jams, etc.;

➢ The Cultural Heritage Administration should take regular action to hold the traditional celebrations of the region in the form of conferences and celebrations of happiness in order to be important to tourists;

➢ Necessary trainings for regional managers on how to attract and retain tourists and the most important things that cause the intention to visit tourists again should be on the agenda;

➢ Increasing the existing resorts and equipping them;

➢ Create special accommodations in this regard.

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