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The Effect of Visiting the Mystical Destination Brand on Love and Fascination with the Destination Brand (Case Study of Atar Neishaburi Tomb)

Yazdan Shirmohammadi^{1*}, Amin Ghanbari², Parastoo Amidi³

¹ Associate Professor, Department of Business Management, Payame Noor University, Tehran, Iran

² M.A., Department of Tourism Management, Payame Noor University, Tehran, Iran

³ M.A., Department of Tourism Management, Payame Noor University, Tehran, Iran

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Abstract

Mystical tourism could have a significant role in the development of tourism industry. It is also possible to achieve a significant contribution by investing in the pristine sector of mystical tourism and create an authentic Iranian mystical cultural space. Considering the characteristic of a mystical tourist, which is generally spiritual and cognitive issues, gaining inner peace and the meaning of existence, it should be taken into consideration in branding a mystical destination. For this reason, this research tries to investigate The effect of visiting the mystical destination brand on love and fascination with the destination brand. In addition, the cultural destination of tourism can be created with a strong relationship between tourism and culture. Attarnishaburi tomb is one of the potential tourist areas that has the ability to attract tourists at the national and international level with unique historical, cultural, and religious features. The current research was conducted on the people who visited the tomb of Atar Neishaburi in the winter of 1400. Among the current population, 348 people were selected as a research sample based on Cochran's formula with the available sampling method. Statistical calculations were performed by SPSS and Amos software, and the structural equation modeling method was used to check the conceptual model of the research. The findings of the research indicate that brand awareness in mystical tourism according to the criteria of expectation from the brand, consumer brand allocation, secrets, sensitivity to the brand, intimacy and interest in the brand, respect for the brand, in terms of the fit of the tourist with The destination brand creates a positive and meaningful impact. The presence of an important relationship between tourists and the brand, with enjoyable experiences gained from the brand, creates more trust in the brand. The experiences created in connection with the brand can have potential positive effects on trust and satisfaction with the brand. One of the most important tasks of brand managers is to understand a set of associations around the brand because it can be valuable in the brand.

Corresponding author

E-mail: Y.shirmohamadi@pnu.ac.ir

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Introduction

The term destination can be anywhere people visit for a day trip, short or long stay; with opinion, the destination is understood only in terms of tourism (Briciu, 2013). A destination is defined by physical geographic boundaries and management systems that allow it to compete with other locations or destinations (Morgan & Huertas, 2011). Simultaneously with the expansion of the emotional dimension of travel as an experience, destination brands also began to expand the tourism industry. Many of the leading destination marketing brands seek to position themselves as comprehensive place brands (Ruiz-Real et al., 2020). Destination branding is actually a reaction to the growth of competition to attract more tourists and fund, and its purpose is to help cities, regions, places of pilgrimage, tourism and tourism. (Zenker et al., 2017). Marketing professionals are trying to create a destination brand to increase their share of the benefits of growing tourism industry, At the national and international case (Taghizadeh Joorshari et al., 2020). Religious motives, entertainment, interest and curiosity have always been influential factors in making short and long-term trips (Butler & Suntikul 2018). For example, the Chinese who followed the Buddha started traveling to India, the Greeks and the Romans traveled to the Delphi temple. In fact, the value of religious and pilgrimage trips was revived in the middle ages (Margry, 2008). One of the important and influential factors in tourism and cultural convergence in society is related to mystical tourism. Mystical tourism as a social and cultural phenomenon has positive duties and functions in society. Mysticism is the heart of spirituality, not something that is added to spirituality. Peace of mind, influence of spiritual atmosphere, compliance with customs, sustainable peace, economic prosperity, earning income, creating job opportunities, getting to know Islamic-Iranian culture and personalities, cultural exchange and other such things are among the most important positive functions of mystical tourism (Noroozi et al. 2018, Shirmohammadi & Abyaran 2020). Since the introduction of the idea of tourism destination branding, probably the most widely used approach in this field is to examine the role of branding in tourism destination marketing. In fact, the decision makers of the tourism industry realized that the destinations are visited because of the feeling they create in the audience. This process caused the emergence of many theories. So far, various studies have been conducted on the factors that a mystical tourist chooses a destination from among multiple destinations and various models have been presented, But in particular, not much research has been done in the field of mystical destination tourism, which is abundant in our country. This study tries to consider and list the existing concepts to examine the fit between the tourist brand and the mystical destination. Nowadays, mystical tourism has received serious attention due to its positive social, cultural and economic effects. The tourism industry can play a significant role in generating income and economic development of countries, and because of this, it is

becoming the first industry in the world (Sofronov, 2018). Countries can take advantage of the benefits of this industry by creating appropriate fields and infrastructures. For many countries, the tourism industry is an important source of income for business activities, job creation and foreign exchanges (Basariya & Ahmed, 2019). Mystical tourism seeks to understand and experience mysticism as a spiritual message and religious thought, whose pillar is the purification of the heart from the material and impurity of life, and its essence is the connection between man and the Creator (Battour, Ismail, & Battor, 2011). Spirituality is the essence of man, that's why he always seeks to find the main meaning of life. Spirituality can be considered a tool of awareness. Since travel leads tourists to search for meaning in life, tourism can be interpreted as a form of spirituality (Shirmohammadi & Abyaran, 2020).

Therefore, mystical tourism can be a solution for our country, which seeks to reduce dependence on oil income. Also, according to the sixth paragraph of the development vision document, which aims to achieve a superior economic position at the regional level, a significant contribution can be achieved by investing in the pristine mystical tourism sector, and also the atmosphere of authentic Iranian mystical cultural transmission will be created. In addition, by creating a strong relationship between tourism and culture, it can become a cultural tourism destination. In this context, the tomb of Atar Neishaburi is one of the important areas prone to tourism, which, due to its unique historical, cultural, and religious characteristics, can have a high potential to attract tourists at the national and international case. Therefore, the purpose of this study is to investigate the effect of the mystical destination brand on the congruency of the tourist with the brand personality through the mediating variables of intimacy, love and respect, and the mystery of the destination brand.

Theoretical Foundations

Today, tourism is an industry that can help different countries and regions economically. Branding of tourist destinations has become an emerging phenomenon in recent years, which tries to present its intended destination to the audience and make people and places benefit from its profits (Gomez Aguilar et al., 2016). The main goal of destination branding is to create a positive feeling with the destination and distinguish it from other destinations (Kladou et al., 2017).

Brand effect: According to Aaker's definition (Aaker, 1991, pp. 247-248), brand means identifying the goods or services of a seller or sellers and distinguishing them from their competitors' goods (Ritchie & Ritchie, 1998). A destination brand is a name, symbol, logo, trademark, or any other type of graphic sign that both introduces the destination and distinguishes it. In addition, it promises a memorable experience (which is unique to the characteristics of the destination) to the tourist. It also provides fun memories of visiting the destination. Destination brand refers to the context and characteristics of a place

that make it attractive to tourists. In some texts, it is also referred as a tourism brand; most cities and places are more interested in the destination brand because it is more organized in connecting people with the characteristics of the place (Chen et al., 2020). Branding a destination means creating a reputation that attracts investors and tourists to that destination (Chi et al., 2020). Destination branding creates an image in the audience's mind and is one of the most important criteria for the audience to make a decision, so it can be clearly stated that creating a strong destination brand is a way to attract more people to the place (Imani khoshkhou & Ayoubi Yazdi, 2010).

Congruency of mystical and cultural tourism: Cultural tourism is visiting cultural attractions, activities and ceremonies, which is considered as a motivating factor for starting a trip (Zargham, 2014). This type of tourism includes heritage, artistic, creative and indigenous tourism. Visiting environments can be city or village, natural or human. Heritage tourism deals with tangible places and customs. Art tourism includes visiting art festivals and events. In this type of tourism, in addition to visiting galleries, museums, theaters and concerts, other more experiential forms of tourism such as handicrafts, dance and local music are also visited. Creative tourism indicates a more active participation of tourists in a cultural phenomenon that can create something (Chaddad, 2021). Other types of tourism have been mentioned in various texts, which include rural and nomadic tourism, business tourism, health tourism, and literary tourism (Tureac & Turtureanu, 2010). In addition to sacred features, spiritual destinations are a symbol of the civilization and culture of a land that attract the attention of tourists. Mystical tourism has been formed in line with a religious practice or a spiritual journey (Saghahi et al., 2018, Shirmohammadi & Abyaran, 2020). It is a branch of cultural tourism that is directly related to knowledge tourism. In it, the tourist starts a purposeful journey to gain wisdom or to visit sacred and mystical places (Moscoso, 2018).

Identity of branding in tourism: identity sets are human characteristics that are attributed to a brand. Marketers must define their brand personality precisely to match the right consumers (Aaker, 1997). The concept of branding was introduced in the last decade of the last century in the field of tourism destinations. Probably the most extensive and widely used approach in branding places is the role of branding in the marketing of tourist destinations. This approach has been noticed and investigated since the decision makers of the tourism industry realized that destinations are visited because of the initial image they create in the mind of the audience. This approach puts several theories in front of decision makers in order to brand places. The most extensive efforts in this field have been made by Hankinson. He expressed his belief that there is no theoretical framework for destination branding, except product-based branding theories. He presented a framework in order that cities can be branded as tourist destinations (Hankinson, 2007). In this context, another researcher named Brent Ritchie recognized in 1998 that the destination brand has the potential to play the coordinating role for many

social activities (Ritchie & Ritchie 1998). Therefore, tourism marketers are trying to turn their tourism destination into a brand. Although this approach should be considered very probable, transferring the application of this approach from the traditional products and services that we used to know to the field of tourism has many difficulties. One of the useful concepts of transferring branding from products to the environment of tourism destinations has appeared as place branding (Skinner, 2021).

Destination brand: The destination brand is actually all the perceptions of a person about a destination or place (based on previous experience, rumors or prejudices) that affect his / her view of that destination based on a level of feeling. A destination brand is a combination of distinctive features of a destination that make it memorable (Hanna et al., 2021). A destination brand is the essence of a place that makes it different from other places. The important point about the destination brand is the existence of the place in the eyes of observers. The destination brand must be authentic, well-known and authentic and cannot be of a manufacturing nature. A destination brand is a solution by which a destination cultivates and develops its important and colorful characteristics and presents it to its target audience, and in this way it can sustain, strengthen, and even change and improve its reputation. This approach is known as branding process (Choobandian et al., 2021). A brand that is constantly monitored and monitored offers coherent solutions in the destination, which remains safe against shocks that may reduce the attractiveness of a destination in the eyes of the audience (terrorist events, conflict, economic recession or unpopular managers). Although neutralizing the negative reputation is a difficult task, a strong destination brand has the ability to offer a positive and alternative vision that can change the image of a destination over time. The stronger the destination brand, the better the destination can withstand shocks and overcome that crisis quickly (Lucarelli, 2018).

Literature review

Studies in the field of branding have started since the 40s of the last century, but the concept of the destination brand was proposed in the late 90s and for the first time at the annual conference of the Travel and Tourism Research Association in 1998 (Oppermann, 2000). In this conference, various examples of destination branding in Canada, Oregon, New Orleans, Hawaii in America and other cases were stated (Ritchie & Ritchie, 1998). Although the concept of destination branding seems to be new, it has already been developed by other researchers (Ritchie & Ritchie, 1998). Destination branding by cities such as New York and Glasgow was carried out through marketing activities that launched the slogans "I love New York" and "Glasgow is miles better" during the 1980s (Morgan et al., 2011a). Destinations such as Spain, Hong Kong and Australia followed a similar strategic approach to brand development. Later, Las Vegas, Seattle and Pittsburgh adopted the same approach. These issues grew with the need for more competition between destinations, creating a framework for decision-making and

increasing accountability (Almeyda-Ibáñez & George, 2017). Ritchie defines destination branding as: "a name, symbol, logo, symbol, word, or other graphic image that identifies and distinguishes a destination. It also promises a memorable travel experience that only belongs to the same destination and helps to recall pleasant memories of the destination experience" (Ritchie & Ritchie, 1998). This definition includes the concept of experience because of its role in tourism management theory. The first part of the definition deals with the identification and differentiation of a brand. The second part emphasizes the importance of introducing the destination brand directly or implicitly and, if possible, providing the audience with a unique experience that is not available in any other destination (Ritchie & Ritchie, 1998). Blain, Levy and Ritchie in 2005 revised the definition of destination branding based on a survey conducted by the Destination Marketing Organization (DMO). Therefore, the new definition was that the destination brand is a set of marketing activities that (1) create a name, symbol, logo, word mark or other graphic images used to easily recognize and distinguish a destination. (2) Constantly reflect the expectation of a memorable travel experience that is exclusively associated with the destination; (3) act to strengthen and strengthen the emotional connection between the visitor and the destination and (4) reduce consumer search costs and perceived risk. Collectively, these activities are useful for creating an image of the destination that positively influences the consumer's destination choice (Blain et al., 2005). It is important to understand the characteristics that differentiate the destination brand from other products and services. This product is a combination of places and a multitude of public and private service jobs (Hankinson, 2009). In fact, this complex product should be marketed through partnerships. Gartner has stated that destinations are places of life and change (Gartner, 2014). For this reason, destination brands are not the same as product-related brands that offer a variety of market segments at the same time and each consumer chooses the product they need from among them. For this reason, destination marketers have less control over the branding experience (Hankinson, 2009). Objectives are not tangible goods that can be returned if the consumer is not satisfied. Therefore, from this point of view, destination brands face more risks, because what constitutes a commercial brand may change sometimes purposefully and sometimes by random or natural events (Gartner, 2014). Another differentiating factor of destinations is that they are not sold in the market and are unique. No other alternative destination can be used as a similar destination (Gartner, 2014).

Another factor differentiating destinations is the complexity of tourists' decision-making process. Tourists receive a set of services that are usually associated with uncertainty and high prices (Cai, 2002). Also, tourists are not able to test the destination before buying their travel package (Almeyda-Ibáñez & George, 2017). The purchase process requires information search by buyers, this need to search for extensive information affects the image of the destination and makes it a vital driver in choosing a destination (Cai, 2002). In the marketing literature, most researchers have focused on their specific

destination branding case studies, but as Hankinson argued, a successful destination branding approach lacks appropriate management solutions. He supports the development of destination branding theories that help explain and evaluate management practices and can be used as a basis for future research (Hankinson, 2009).

Many experts tried to apply the branding theory developed by David Acker and Kevin Keller in tourism destinations (Almeyda-Ibáñez & George, 2017). Other authors such as Ritchie and Ritchie were aware that destinations have unique characteristics that traditional products and services do not. At the executive level, many destination management organizations had the misconception that developing logos and labels is the first step to creating a destination brand (Almeyda-Ibáñez & George, 2017). The complexities of developing a destination brand are related to the empirical development and understanding of tourists' decision-making process. Managers must understand the economic, political and social issues of the destination. Otherwise, managers and organizations can participate in advertising shows just to promote logos and labels (Khanna, 2011). Recent research has shown that today the differentiation of places is based on factors that marketers know as hardware and software factors. Hardware factors such as infrastructure, economics, availability and financial incentives categorize. In these cases, many countries get an excellent rank in these elements. Software factors such as environment, hospitality of local people, artistic and cultural traditions and leisure activities are factors that are important among tourists and investors (Morgan et al., 2012b).

It seems that after trials and errors in recent years, destination brands around the world have started to understand the factors affecting their brands, and by knowing the characteristics of tourists, they are seeking to implement strategic management in this field. In Iran, various studies have not been done so far, but specifically, these cases are not many for mystical purposes. For this reason, the purpose of this research is to identify the factors that are effective for the branding of such a place from the point of view of Attar tomb tourists.

Research hypotheses

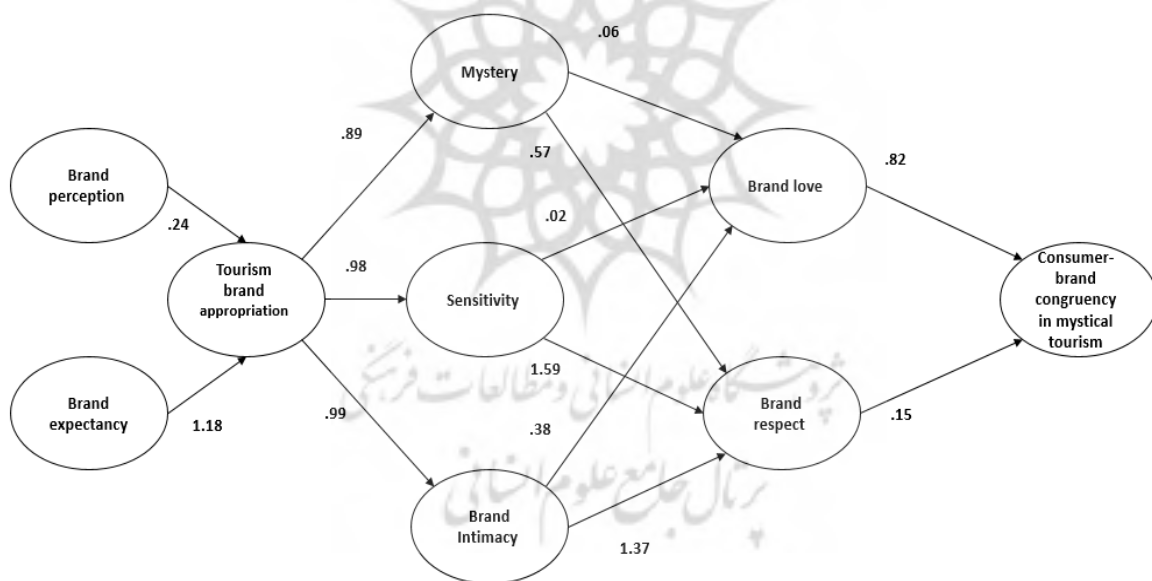
- 1) Brand perception positively and significantly affects consumer brand allocation
- 2) Brand expectancy positively and significantly affects consumer brand allocation.
- 3) Consumer brand appropriation is positively and significantly related to mystery.
- 4) Consumer brand appropriation has a positive and significant effect on sensitivity.
- 5) Consumer brand appropriation positively and significantly affects intimacy.
- 6) Mystery positively and significantly affects brand love.
- 7) Mystery positively and significantly affects brand respect.
- 8) Sensitivity positively and significantly affects brand love.

- 9) Sensitivity positively and significantly affects brand respect.
- 10) Intimacy has a positive and meaningful effect on brand love.
- 11) Intimacy positively and significantly affects brand respect.
- 12) Brand love positively and significantly affects consumer-brand congruency.
- 13) Brand respect positively and significantly affects consumer-brand congruency.

Conceptual model of research

The conceptual model of this study, which is taken from the article of Jacob et al. (2020), is to adopt such a model in order to examine the congruency of the tourist with the identity of a mystical destination brand (Attar Nishaburi Tomb). This model is localized in this research. The current research has the mediating factors introduced in this article in its model. Figure 1-2 shows the conceptual model of the current research. This research examines the factors influencing the selection of marketing destinations for mystical tourism, which are believed to have a positive effect on the image of tourism in this case.

Figure 1. The conceptual model of the research, taken from the study of Jacob et al. (2020)



Research methodology

This research is applied in terms of purpose and in terms of methodology in the field of analytical-survey research. The information was collected by library and field method. The current research was conducted on the people who visited the tomb of Atar Neishaburi in the winter of 1400. The statistical population was the number of people who referred to the tomb of Atar Nishaburi. From among the present population, 348 people were selected as a research sample based on the ratio formula $\frac{(z^2)p(1-p)}{d^2}$ in the

research, in the form of available sampling. According to Cochran's formula, the first type error rate was equal to 0.05 and the ratio value was equal to 0.5 and finally the number of the resulting samples was estimated. After this stage, the desired questionnaires were distributed for data collection. The entry criteria of all the people who refer to the tomb and the exit criteria of the visitors were the lack of mastery of the Persian language. At first, in order to comply with the principles of professional ethics, the code of ethics was obtained from the research ethics committee. After this action, in order to check the people, the entry and exit criteria were evaluated and the questionnaires were distributed among the desired people. Then, by answering the questions of the questionnaire, the desired samples were collected by the people. Finally, the participants in the research were thanked for their cooperation. It is worth mentioning that the researcher interacted closely with the subjects in all the implementation stages to be responsive in case of possible problems and ambiguities, and in case of non-answer of the questions of the questionnaire by individuals, they are removed from the samples or a complete answer is provided.

Research tools

The tools used in this research are questionnaires. One of the important methods used in research related to human sciences, the questionnaire is actually a type of indirect interview. Questionnaire is a written list of questions to collect information from respondents. The main use of the questionnaire is to measure and evaluate the past behaviors, thoughts and perceptions and characteristics of the respondent. The questionnaires of this research is presented in detail below. This questionnaire was used by Chu et al. in a study in 2011 and included at highest level in 16 items, whose scoring was divided from (score 1, I strongly disagree) to (score 5, I strongly agree), (Cho, 2011).some of them scoring from (1 strongly disagree) to (5 strongly agree) (Sirgy et al., 2007).

Brand perception: This perception is a part of consumer-brand allocation, which is considered as a hidden variable. There was no case of reverse scoring in this questionnaire. The reliability rate of these questions was 0.78, which shows the good reliability of these questions (Jacob et al., 2020).

Brand expectations: Brand expectation can be defined as expectations that serve as standards against which subsequent experiences are compared and lead to evaluations of satisfaction or quality (Zeithaml et al., 1993). the reliability of these questions with Cronbach's alpha of 0.75 shows the appropriate reliability of this questionnaire. There was no case of reverse scoring in this questionnaire (Jacob et al., 2020).

Mystery: Mystery can be defined as cognitive experiences that are shaped by different narratives of that brand, past and present brand experience, as well as dreams and aspirations for the future (Cho et al., 2015). The Cronbach's alpha level of this set of questions was 0.81, which had good reliability. There was no case of reverse scoring in this questionnaire (Jacob et al., 2020).

Sensitivity: Descriptors or sensations refer to pleasant sensory experiences with a brand such as its visual appearance, scent, shape, or advertising (Cho et al., 2015). Therefore, this sensuality and aesthetics play a strong relationship with the customer's strong memory (Bloch et al., 2003). The reliability level was reported as 0.80 based on the investigated index. There was no case of reverse scoring in this questionnaire (Jacob et al., 2020).

Intimacy: Intimacy is a term that describes the emotional and relational feelings that come from interacting with a brand (Cho et al., 2015). The reliability of the set of intimacy questions was also 0.92. There was no case of reverse scoring in this questionnaire (Jacob et al., 2020).

Brand love: Brand love is a combination of passion-based behavior, integration with the personal brand, and positive emotional connection. According to Rossman, brand love can be described as the emotional level of a consumer with a specific brand (Batra et al., 2012). In another definition, this factor includes the positive feelings that the consumer experiences towards a brand of loyalty and attachment to it (Bergkvist & Bech-Larsen, 2010). It had a good reliability with a reliability rate of 0.88. There was no case of reverse scoring in this questionnaire (Jacob et al., 2020).

Brand respect: Brand respect is a combination of personality, promise and position. A strong brand can create trust, optimism and respect from its loyal consumers (Pieters et al., 2010). The reliability of the items in this case was 0.86. There was no case of reverse scoring in this questionnaire (Jacob et al., 2020).

Findings analysis method

In this research, according to the studied variables and the type of data collected, in the descriptive statistics stage, the number and percentage for the qualitative variable, mean and standard deviation for the quantitative variable have been used. In the inferential statistics stage, the Structural Equation Model (SEM) method was used at a significance level of 5%. Calculations were done using SPSS and AMOS software.

Research findings

Description of the data and demographic characteristics of the participants are displayed under the title of descriptive information in Table 1. Most people were between the ages of 31 and 40, and the number of men and women was almost equal. In addition, the education level of the participants was mostly at the bachelor level and most of them were married.

Table 1. Descriptive information of the participants

	Variable	Number	Percent
Age	Under30	58	11.9

	Between 31 to 40	242	49.8
	Between 41 to 50	84	17.3
	Over 51 years old	102	21
gender	Men	246	50.6
	Women	240	49.4
Level of Education	High school	1	.2
	diploma	22	4.5
	BA or BS	383	78.8
	Master's degree and higher	80	16.5
Marital status	single	232	47.7
	married	254	52.3

Examining questionnaire questions

Table 2. Cronbach's alpha coefficient of questionnaire questions by variables

Dimensions	Cronbach's alpha
Brand perception	.821
Brand expectation	.817
Consumer brand appropriation	.809
Mystery	.811
Sensitivity	.850
Intimacy	.854
Brand love	.897
Brand respect	.821
Consumer-brand congruency	.832

Table 2 shows the results of Cronbach's alpha test. It was used to determine the validity of the content and validity of the questionnaire according to experts and specialists. Cronbach's alpha of all the constructs of this research is more than 0.70 and it shows that it is within the acceptable range. SPSS software was used to calculate this reliability.

Exploratory factor analysis

Table 3. KMO test and Bartlett questionnaire

The output related to the goodness of measurement of the main research variables: factor analysis		
		Bartlett's sphericity test

The main research variables	Kaiser-Meier-Elkin sampling adequacy test	Approximate chi-score value	The significance level
Brand perception	./878	2775/89	<0.001
Brand expectation	./856	789/56	<0.001
Consumer brand appropriation	./886	1159/34	<0.001
Mystery	./801	1267/90	<0.001
Sensitivity	./718	794/87	<0.001
Intimacy	./893	945/33	<0.001
Brand love	./867	1078/11	<0.001
Brand respect	./832	1045/41	<0.001
Consumer-brand congruency	./824	1166/73	<0.001

In factor analysis, it must be ensured that the available data are suitable for analysis. For this purpose, KMO index and Bartlett's test were used. The closer the value of the KMO index is to one, the data are suitable for factor analysis. Table 3 shows the results of KMO indices and Bartlett's test and shows that the desired data is more suitable for factor analysis.

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Fitting the conceptual model of the research

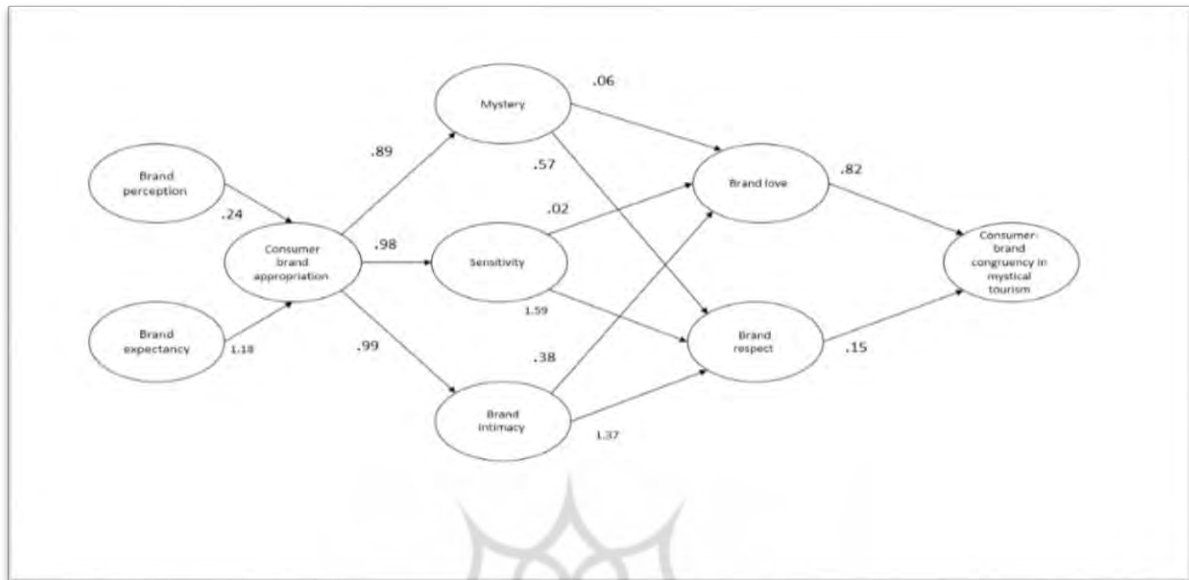


Figure 2. The structural model of examining the relationships between the main variables (standard coefficients)

Chart 2 shows the standardized coefficient, for example, the standardized coefficient of brand love or fascination variable with brand consumer fit in mystic tourism is equal to 0.82, which can be said that the brand love or fascination variable is 82% It directly explains the changes in brand consumer suitability in mystical tourism.

Table 4 shows the test result. The significance level of the relationships obtained shows statistical significance ($p\text{-value} < 0.05$).

Table 5 shows the fit indices of the model. Based on the fit indices, the data of this research has an acceptable fit with the factor structure and theoretical foundation of this research, which shows the validity of the findings of this research.

Table 4. Test result

Independent variable	The dependent variable	Vector ratio	The significance level	Statistical status
Brand perception of mystical tourism destinations	Consumer branding in mystical tourism	./24	./001	Confirm
Expect mystical tourism destinations	Consumer branding in mystical tourism	1/18	./001	Confirm
Consumer branding in mystical tourism	Mysterious mystical tourism	./89	./001	Confirm
Consumer branding in mystical tourism	Brand sensitivity	./98	./001	Confirm
Consumer branding in mystical tourism	Intimacy of tourists to mysticism	./99	./001	Confirm
Mysteries of mystical tourism	Brand love	./06	./001	Confirm
Mysteries of mystical tourism	Brand respect	./57	./001	Confirm
Brand sensitivity	Brand love	./02	./001	Confirm
Brand sensitivity	Brand respect	1/59	./001	Confirm
Intimacy of tourists to mysticism	Brand love	./38	./001	Confirm
Intimacy of tourists to mysticism	brand respect	1/37	./001	Confirm
Brand love	Consumer-brand congruency in mystical tourism	./82	./001	Confirm
Brand respect	Consumer-brand congruency in mystical tourism	./15	./001	Confirm

Table 5. Model fit indices

Indicator	Acceptable level	value	result
GFI	Minimum ./9	./915	acceptable
RMSEA	Maximum ./08	./066	acceptable
RMR	Maximum ./08	./028	acceptable
TLI	Minimum ./9	./903	acceptable
NFI	Minimum ./9	./915	acceptable
CFI	Minimum ./9	./919	acceptable
χ^2 / df	$\chi^2 / df = < 5$	3/213	acceptable

Discussion

There are many emotional exchanges between people and the places and destinations they visit. By focusing on the personality characteristics of destinations, which can be considered as a new dimension, lead to strategies for destination branding. In the current world, tourism is an influential force in international changes and developments and can be the largest and fastest growing economic industry in the world in terms of employment and domestic production (Kum et al., 2015). Branding of the destination has been considered in marketing and branding strategies in order to increase the competition to attract tourists and the resulting capital. Therefore, managers and specialists in the field of tourism destination marketing are looking for solutions to create a destination brand and to strengthen their share of income and other advantages in this industry. The personality of the destination has a significant impact on the formation of the destination brand. Researches in this field show that tourism destinations have indicators like the personality characteristics of people, and the behavior of tourists can be predicted according to the personality type of the destination. Therefore, the creation of a strong brand can lead to the tendency of tourists to visit again, to recommend it to others, and to increase the satisfaction and loyalty of visitors. The findings of this research indicate that brand awareness can influence mystical tourism. Therefore, various requirements can be considered for the development of tourism activities. One of these requirements can be in different dimensions of awareness. It has been shown in a research that the awareness of the brand status can influence the tourism destination (Jahanian et al., 2013). The results of this research show that a significant relationship has been observed between brand expectations and mystical tourism. In a study that was conducted with the aim of investigating the effects of satisfaction and expectation from a place on the verbal advertising of tourist destinations. The results of this research showed that satisfaction and expectation from brand and place have a significant effect on tourism destinations (Shirmohammadi et al., 2022). In this research, it was found that the brand allocation of the consumer in mystical tourism has a significant relationship with the mysteries of mystical tourism, the sensitivity to the brand and the intimacy of tourists to mysticism. Considering that positive emotional experiences affect relationships with brands. Previous studies have shown that this strength of brand attachment increases when people have prior positive attitudes toward the brand (Roberts, 2006, Cho, 2011, Kim et al., 2012). The results of this research showed that mystical tourism secrets have a significant relationship with brand love and brand respect. Also, brand sensitivity has a significant relationship with brand love and brand respect. In addition, tourists' closeness to Irfan has a significant relationship with brand love and brand respect. One of the most important tasks assigned to managers is understanding the brand and organizing a set of associations around the brand, so that these associations play an important role in creating brand value (Till et al., 2011). Associations

caused by the brand can create differentiation from competitors, including creating a positive attitude towards the brand and helping the consumer to retrieve information from the brand (Bidmon, 2017). In addition, the results show that brand love and brand respect have a significant relationship with consumer-brand fit in mystical tourism. In reality, people expect brands to satisfy them; but simply having satisfaction cannot be a sufficient condition for establishing a continuous and stable relationship with the brand. Today, people seek to create bonds beyond satisfaction, such as bonds that are based on emotional dependence. That level of emotional attachment that a satisfied person can have with a particular brand is brand love (Bagozzi et al., 2017). Today's customers prefer brands that are consistent with a set of personality traits and associations (Huang, 2017). And the more the brand's characteristics can match the personality and self-image of people, the more it can lead to an increase in brand love (Machado et al., 2019). In fact, brands that do not have the ability to create such links in the long term will not only be unable to maintain their brand heritage, but will lose market share over time.

Conclusions and suggestions

The way of looking at tourism destinations has changed from static to dynamic and effective brands, and the variety of services and products in tourism destinations has been increasing. Tourism destinations are also operating in a complex, competitive and challenging environment, so that the most important development strategy of any destination is to gain a suitable position in this competitive market. In order to achieve success, tourism destinations need to have the conditions of tourism, planning, advertising and introducing the best facilities and conditions to the global markets of this industry. Currently, tourism destinations, like other businesses, are trying to differentiate themselves from other competitors and offer a unique experience to their customers. Before traveling to a tourist destination, tourists can have some ideas about it, and they can also consider its various dimensions before making a decision about the destination and finally choose a destination for the trip. One of the things recommended by marketing experts in the management of tourism destinations and attracting more market share is the ability to create a valuable and powerful brand. In this regard, the urban destination brand is recommended as a tool to achieve this goal. One of the most valuable intangible assets are brands, and branding is a unique feature of the differentiation process. In today's competitive society, this idea is considered one of the essential tools in tourism programs and one of the important and influential components in the development process of tourist destinations. Therefore, all products seek a targeted effort to promote branding so that they can successfully attract customers. In a competitive market, most countries seek to adopt efficient economic policies, determine appropriate strategies to respond to emerging questions in the field of competition and new challenges. The most important challenges raised in the highly competitive global market include brand management and the

position of tourist destinations. Therefore, in order to promote and develop the urban tourism brand, as well as to achieve credibility and an acceptable position at the international level, it is necessary to fully understand the different parts of this industry and pay special attention to the more important parts. In the meantime, one of these important parts in the country and in this industry is paying attention to the mystical destination. The most important principle in branding is to introduce the capabilities and identify tourist attractions to tourists, but many cities in the country have neglected this. The tomb of Attar Neishaburi, with many natural, geographical and historical tourist attractions, is one of the places that has a high potential for tourism purposes. However, it has not yet opened a suitable place among tourists, and despite effective efforts, a proper city brand has not been created based on its capabilities and tourist attractions. On the other hand, it is the emotional dimension that is created among many tourists and the destinations they visit. This personality characteristic of destinations is an emerging aspect that can be focused on to achieve appropriate strategies regarding destination branding and provide the possibility of multiple visits to the final tourism destination. An important relationship between people and the brand, the experiences they have with the brand. People who have pleasant experiences with the brand are induced to trust the brand. The experiences created in connection with the brand can have potentially positive effects on brand trust and satisfaction. One of the most important tasks of brand managers is to understand a set of associations around the brand. This is because it can create value in the brand. This research, like other researches, has limitations, such as the reluctance of some sample members to answer the questionnaire. In addition, we can point to the low access to existing resources based on research records, especially in Iran, the lack of sufficient information and resources, and the lack of access to reliable and new sources. According to the findings, the following suggestions are made: Considering the positive effects of mystical destinations on visitors, if the destinations seek their own development, awareness can be successful in encouraging people to visit. The mystical destination brand can use brand personality as a competitive advantage compared to competitors. Making current clients loyal as promoters can play a role in the development of tourists. The destination brand can use the passion and interests of tourists as a competitive advantage over competitors. The results of this research show that brand awareness can affect mystical tourism. Therefore, various requirements can be considered for the development of tourism activities. It has been shown in the research that the awareness of the brand status can affect the tourism destination. The limitations of this research are as follows: Lack of sufficient and comprehensive research on the research topic, Unwillingness of some respondents to complete the questionnaire, Lack of sufficient scientific resources about the research topic.

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