

Investigating the Effect of Attitude of Destination on Satisfaction and Behavioral Targets in Health Tourism (Case Study: Hamedan Salt Pool)

Majid Nouri Doshmanloo^{*1}

1.Master of Tourism Management, A.B.A Institute of Higher Education.

Available online at: www.IJSMD.Com

Received 23th March 2017, Accepted 17th June 2017

Abstract

Today, tourism is described as a driving force for regional development. Successful tourism can increase government revenue, employment, and incomes of destination tourists. How to attract the tourist to revisit the destination or recommend the destination to others is very important for the development of successful tourism. Tourism is considered as an attractive and alternative industry, in particular, health tourism, which is related to the spirit of tourists. Since tourists are looking to relieve their stress and relaxation from everyday tasks, the selection of right environment is in their priority. Since the mental image of the destination for tourism is a factor that many tourists consider when choosing a destination and this mental image is of great importance to the satisfaction and behavioral intentions of health tourists, the present study aimed to investigate the effect of the destination image on satisfaction and behavioral intentions of health tourists in Hamadan and Hamadan Salt Pool. The methodology of this study is descriptive- explanatory. The statistical population of the present study is tourists from Hamadan and Hamadan salt pool in April and May of 2016. Among tourists, 384 people are selected by simple random sampling method. Data collection tool is a questionnaire and SPSS18 and AMOS18 software are used to analyze the collected data. In this research, the positive relationship between the destination image and the travel quality and perceived value, travel quality and perceived value and satisfaction, perceived value and satisfaction and behavioral intentions, and satisfaction with behavioral intentions are shown. Creating a good destination image will satisfy the health tourists, and then will lead to the positive behavioral intentions that increase future visits and offer destinations. Therefore, it is suggested that positive behavioral responses should be considered for the managers of a tourism area as the most important achievement and result of all activities and actions taken by the tourism chain.

Key Words: Destination Image, Satisfaction, Behavioral Intentions, Health Tourism.

Introduction

Tourism is described as a driving force for regional development. Successful tourism can increase government revenue, employment, and incomes of destination tourists. How to attract the tourist to revisit the destination or recommend the destination to others is very important for the development of successful tourism (Ranjbarian, 2006). The mental image of the destination for tourism is a factor that many tourists consider when choosing a destination. The need for proper control or management of the mental image toward a tourism destination is the proper knowledge of the interests of tourists and their point of view about information of tourism destinations. In addition, the mental image of the destination is one of the most important issues in marketing research in the tourism industry, as many countries use promotional and global marketing tools to support their image and compete with other destinations. This concept is very important in tourism, because it affects both the behavior and decision of tourists and also plays an important role in their satisfaction with travel (Barely and Martin, 2001). Also, the destination image is one of interesting topics to tourism marketers, because the core element of the destination tracking process is the creation and management of a distinctive and attractive destination image. Several studies in tourism over the past two decades have shown that the destination image is a valuable and important concept in the process of selecting the destination and contributes to our understanding of the behavior of the tourists (Balglo, 1999). Tourism marketing is the identification and anticipation of the needs of tourists and

providing facilities to meet the needs and informing them and motivating them to visit, which will ensure the satisfaction of tourists and achieve organizational goals. The purpose of tourists from traveling to different parts of the world is to take advantage of the attractions that lie in the tourist destinations. In other words, the presence of attraction at the tourism destination attracts people to travel to different destinations (Brown, 2003). Among the various tourism areas, health tourism and its sub-sectors have received a great deal of attention due to their competitive advantage and have shown rapid growth among various types of tourism. Health tourism has flourished in developing countries in recent years, and globalization and trade liberalization in the field of health services have provided a boost to this type of tourism (Garcia et al, 2006). Considering the importance and increasing share of the tourism sector in the modern economy, planning to strengthen the tourism infrastructure and improve the quality of services and facilities of tourists is necessary. Because it is believed that the satisfaction of tourists makes the return and continuation of travel to the destination, on the one hand, and encourages friends and acquaintances to visit the city of destination, thus contributing to the continuity and sustainability of tourism and economic prosperity in the region (Fanni et al, 2012). Despite numerous researches on the topic of tourism destination image in recent decades in the world, this issue has not been studied in health tourism studies in Iran, especially in Hamadan province. Regarding previous researches, it has been argued that how is the impact of the destination image on the satisfaction and future inclination of health tourists. Therefore, this research has been conducted in the Hamadan salt pool, which is useful for bone

*Correspondent Author : Majid Nouri Doshmanloo
E-mail : pishahangtravelagency@gmail.com

pain, joints, rheumatism and skin diseases, and most importantly for relaxation.

Theoretical Principles and Literature Review

Chen and Tsai (2002), in an article as "How do destination image and evaluation factors affect behavioral intentions?" proposed a complete model of the tourist behavior by using destination image and perceived value of the paradigm of quality, satisfaction, and behavioral intentions. The results showed that destination image has both direct and indirect effect on behavioral intentions.

Hilin Cristina (2008), in an article as "Investigating the Structural Relationship between Destination Image, Tourism Satisfaction and Destination Loyalty", proposed a complete approach to understand destination loyalty by examining both theoretical and empirical documents on the causal relationships between the destination image, tourist characteristics, overall satisfaction and destination loyalty. The results showed that destination image directly affects the tourist satisfaction. Destination image and satisfaction are direct references of overall satisfaction. Overall satisfaction and tourist characteristics have direct and positive effect on destination loyalty.

Williams & Sutar (2003) in an article as "Value, Satisfaction and Behavioral Purposes in Adventure Tourism" investigated the relationship between value, satisfaction and behavioral purposes in adventure tourism. The results showed that emotional value and emerging value are important predictors of satisfaction and future goals.

Kazemi et al (2011) in an article as "The Impact of Tourists' Mental Image on Perceived Value of Coastal Cities of the Caspian Sea with Emphasis on the Mediating Role of the Quality of Perceived Factors" in a survey study investigated the relationship between the variables of mental image, perceived quality of tangible and intangible factors with perceived value. The results showed that the perceived value is one of the most important consequences of the tourists' mental image.

Zanganeh and Shamsollah (2012) in an article as "Investigating and analyzing the role of the destination image in the development of tourism industry" investigated and analyzed the image of domestic tourists from Tabriz city before and after traveling to the city. The results showed that travelling to Tabriz has caused the tourists to change their destinations.

Based on the backgrounds in this study, the effect of the destination image on the satisfaction and behavioral intentions of the health tourists is investigated which is actually a blur in previous research.

Destination Image

Given that the mental image is not directly known, the definition of this word is difficult. The mental image can be expressed as a mental state, the consequence of which is the explanation in a verbally or behavioral terms. What should be considered is that some of the mental images are collective and shared between the group (Broomly, 2004). Destination image is visitors' mental perception of destination reality (Chen and Tsai, 2002). Mental image of destination includes a mental or personal perception or group perception of a destination

(Mansouri Moayed and Soleymani, 2012). The mental image of the tourism destination is a factor that many tourists consider when choosing a destination (Kazemi et al, 2011). Therefore, it is very reasonable to assume that the mental image affects the decision of tourists and this image may be an unrealistic or mental image of a tourism destination, but this tourist's mental image influences his choice. The destination image is studied from various perspectives such as anthropology, sociology, semiotics, geography and marketing (Gallerza and Saora, 2002). To succeed in target markets, destinations need to be different from other competitors (other places), or have a positive attitude in the customers' mind. A key component of this process is to position, build, and manage a distinctive and attractive perception or destination image (Attchener and Richey, 2009). Several studies of tourism over the past two decades have shown that the destination image is a valuable and important concept in the process of selecting the destination and contributes to our understanding of the tourist's behavior (Zanganeh and Shamsollah, 2012). Marketing researchers and practitioners have widely accepted that images of tourism destinations play an important role in making travel decisions (Karoubi, 2011). The tourist behaviors include choosing a destination for a visit, secondary assessment, and behavioral intention for the future, and secondary assessments include travel experiences, perceptions of travel quality during stay, received values, and overall satisfaction, if behavioral intentions include revisiting intention (Zanganeh and Shamsollah, 2012).

Travel Quality

Although the definition of service quality is not easy, marketing theorists generally accepted that this concept is personal and mental and consumer perceptions form an essential element of its concept. The most commonly defined definition of service quality relies on the global consumer judgment of product or service superiority, and thus integrates consumer expectations of the service and perceptions that the company provides (Gonzales et al, 2002). In previous studies, the relationship between perceived quality and satisfaction has been confirmed (Paraceraman et al, 2006). Some scholars believe that perceived quality is the degree of adaptation between perceived performance and customer expectations (Bijo et al, 1996). Some other researchers consider perceived quality as the result of satisfaction (Anderson Cellion, 1993). Perceived value positively can be affected by perceived quality, but there is not necessarily a positive relationship between customer perception of quality and its value perception. Customers may perceive the clinical value of low-quality products or services because of low prices (Mc Dougalt and Looseko, 2000). However, some studies have also identified a positive relationship between perceived quality and perceived value (Anderson & Lindstad, 1991). The causal relationship between customer perceptions of perceived quality, satisfaction, perceived value, and behavioral responses has been proven in past research (Coang Wayne, 2012). Therefore, it is thought that perceived quality influences behavioral responses through perceived value indirectly (Jankington, 2012). It is generally believed that by increasing perceived quality, satisfaction is also increased (Matt Sam and Jacobson, 2011).

Satisfaction

Customer Satisfaction according to the definition of the World Tourism Organization is a psychological concept that includes the feeling of pleasure and joy resulting from obtaining what one hopes and expects a product or service (Chi, 2001) and it is the amount of utility a customer receives due to the various characteristics of the product or service and is a source of profitability for the organization to continue to operate (Orsley, 2001). Satisfaction is described as "complete customer satisfaction". In fact, satisfaction is the result of a customer's judgment as to the extent to which the attribute of a product or service is capable of satisfying customer expectations at the optimal level (Ranjbarian et al, 2012). Satisfaction of tourists is one of the most important competitive factors and the best indicator for ensuring growth of future profits (Fanni et al, 2012). Since tourism satisfaction plays an important role in the continuity of tourism and the future of this industry, it is one of the topics that have been widely discussed in the field of tourism (Nil, 2008). Because satisfied tourists tend to transfer their positive experience to others and repeat their travel, recognizing the factors of tourism satisfaction is one of the most important areas of research in the tourism industry.

The subject literature reflects the fact that the level of tourist satisfaction in a travel is the result of several factors that are generally evaluated in the process of comparing the tourist's view of the products and received services and expectations before and during his travel. Tourist satisfaction plays an important role in the marketing position of the tourist destination because it influences the choice of destination, consumption of goods and tourism services and the decision to return to destination (Yun and Yousal, 2009). Mazurski in 1989 showed that the willingness to offer a destination to others and re-visit it is influenced by the level of tourist satisfaction (Fanni et al, 2012). In other words, customer satisfaction comes from comparing customer expectations with the product or service supplier (Meng et al, 2011). This means that dissatisfaction occurs when performance is not at the level of expectations. Undoubtedly, satisfaction plays an important role in the planning of tourism products and services (Hutchinson et al., 2003). Tourist satisfaction for the successful marketing of the destination is very important. Therefore, destination managers should determine a higher level of tourist satisfaction in order to create positive behavior after tourists in order to maintain and promote competition at destination (Meng et al, 2011). Recent researches have shown that the perceived quality and satisfaction affect the loyalty and behavioral responses (Chen, 2010). And satisfied tourists from a destination may re-visit or offer it to others (Matt Sam et al., 2010).

Behavioral Intentions

According to Fischben and Ajzen (1989), the intent of an individual is: the perception of an individual from a particular behavior. In other words, the intention of the individual is a mental and potential relationship between an individual and his actions. In fact, the individual's attitude affects behavior through behavioral intentions (Rezaeian, 2005). Consumer behaviors include all actions that consumers make in relation to the acquisition, use and disposal of goods or services. People, before

engaging in an action, can create behavioral intentions about the possibility of engaging in that behavior (Javanmard and Hosseini, 2013). Behavioral intention is visitor judgment about the probability that the same destination will be re-visited or willing to recommend the destination to others (Chen and Tsai, 2002). Tourist behaviors include choosing a destination for a visit, secondary assessment, and behavioral intention for the future, and secondary assessments include travel experiences, perceptions of travel quality during stay, received values, and overall satisfaction, if behavioral intentions include revisiting intention. From the perspective of the tourist's consumption process, his behavior can be divided into three stages: before, during and after the visit. The tourist behaviors are a set of interconnections that include a pre-visit image, a travel experience, or an understanding of the travel quality during the trip and behavioral intentions, including the intention of re-visiting after the visit (Chen and Tsai, 2002). According to Lambert's study, behavioral intention is defined as a mental state that reflects a person's decision to behave. Therefore, having a better understanding of consumers' behavioral intentions can help marketers to better communicate with the target group. In his planned behavior model, Ajzen believes that behavioral intentions have motivational effects on behavior (Abdul Qader, 2008). Past studies about planned behavior theory have determined that past experiences play an important role in shaping behavioral intent (Han et al., 2011). Attention to consumers' past behavior can provide better predictions of their behavior. General knowledge points out that the best predictor of future behavior is previous behavior. When customers have a great opportunity to perform a certain behavior that has been carried out repeatedly in the past, that behavior can be done automatically (Conier et al., 2003). Several studies have investigated the direct and indirect relationship between value, quality, satisfaction and the consequences of purchasing dimensions such as customer loyalty, oral-to-mouth positive advertisements, and re-purchasing intentions. Many of these studies concluded that relationships between complex structures were diverse and dynamic. Cronick et al (2000) argued that there is considerable disagreement about the (direct and indirect) relationship between quality, value, satisfaction, and behavioral intentions. There seems to be a widespread recognition of a strong relationship between satisfaction, including perceived quality and perceived value and re-purchasing intentions. In terms of similarity, the concepts of customer value seem to be rooted in future intentions. Satisfaction also seems to be a predictor of behavioral intentions. Anderson and Sullivan (1990) found that service satisfaction has a strong relationship with re-purchasing intentions. Therefore, there seems to be a general agreement that satisfaction precedes future intentions in the service environment. It should also be noted that although satisfaction has a significant impact on future intentions, its value must be closely monitored because of the structural relationship between these two concepts (Williams & Sutar, 2003).

Research Hypotheses

1st Hypothesis: The more desirable the destination image is, the higher the perceived travel quality will be.

2nd Hypothesis: The more desirable the destination image is, the higher the perceived value will be.

3rd Hypothesis: The higher the travel quality is, the higher the perceived value will be.

4th Hypothesis: The higher the travel quality is, the more the overall satisfaction will be.

5th Hypothesis: The higher the travel quality is, the more the behavioral intentions will be.

6th Hypothesis: The more the perceived value is, the more the overall satisfaction will be.

7th Hypothesis: The more the perceived value is, the more the behavioral intentions will be.

8th Hypothesis: The higher the overall satisfaction is, the more the behavioral intentions will be.

The following figure shows the conceptual model of research.

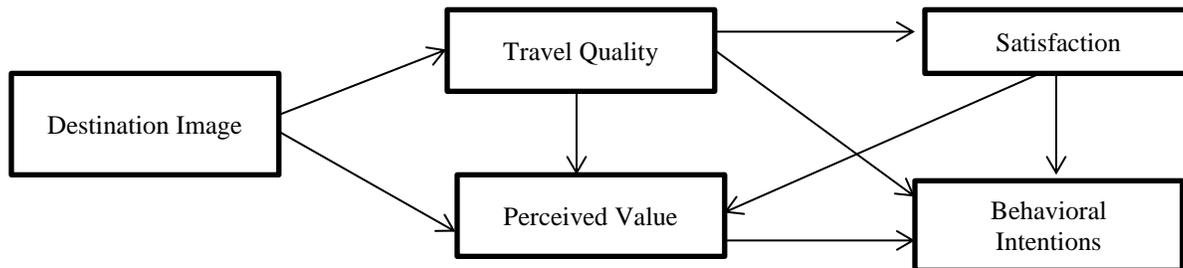


Figure 1- Conceptual Model

The research methodology in terms of purpose is practical and in terms of nature is descriptive-survey and in terms of the method is correlational. The statistical population of this study is tourists of Hamadan Salt Pool in April and May of 2016. The

number of statistical population is 384 people. The simple random sampling method was used to select the sample. The demographic characteristics of the sample group are presented in Table 1.

Table 1- Demographic Characteristics of the Sample Group

	Variable	Frequency	Percentage
Gender	Female	194	50.5
	Male	190	49.5
Age	Under 20	41	10.7
	20-30	125	32.6
	31-40	104	27.1
	41-50	63	16.4
	Over 50	51	13.3
Education	Under Diploma	113	29.4
	Diploma	98	25.5
	Associate	54	14.08
	Bachelor	92	23.9
	Master and Higher	27	7.03
Employment	Employed	190	49.5
	Unemployed	194	50.5
Marital Status	Married	268	69.8
	Single	106	27.6
	Divorced	10	2.6

In order to collect information, a questionnaire was taken from the researchers such as Balglou, Gonzales, and Carlos. The questionnaire is used to measure the variables of the research consisted of 5 questions related to the respondent's personal information and 45 questions related to the variables of the conceptual model of the research, for which the Likert 5 scales is used. Validity and reliability are the characteristics that each tool, including the questionnaire, should have. The results of the validity and reliability of the research indicate the suitability of the research tool for measuring the variables. The validity of this study was content and structure validity and exploratory factor analysis was used to evaluate the structure validity. Reliability of the questionnaire in this study was 0.79 with Cronbach's

alpha test, which indicates the accepted reliability. Data analysis is performed by using structural equation modeling method and SPSS18 and AMOS18 software is used to analyze the data. Cronbach's alpha coefficient is used to measure the level of one-dimensional attitudes, judgments, and other categories that are not easy to measure. This test is used to evaluate the reliability of a questionnaire designed in the form of a Likert spectrum and its multi-options solutions. According to the obtained results from the test, the alpha value is 0.97 which confirms the reliability of the research tool. To answer the question whether the proposed model is a suitable model, test fit indicators should be considered. The results of model fit index which is shown in Table 2, indicate that the proposed model has a suitable fit if

RMSEA is less than 0.08 and IFI, CFI, TLI, RFI, NFI is more than 0.3.

Table 2- Model Fit Index

RMSEA	CFI	TLI	IFI	RFI	NFI
0.078	0.99	0.99	0.97	0.96	0.99

Table 3 shows the results of hypotheses test.

Table 3- The Results of Hypotheses Test

	Hypothesis	Path Coefficient	Significance Coefficient	Hypothesis Test
1	The more desirable the destination image is, the higher the perceived travel quality will be.	0.23	***	Confirmed
2	The more desirable the destination image is, the higher the perceived value will be.	0.42	***	Confirmed
3	The higher the travel quality is, the higher the perceived value will be.	0.24	***	Confirmed
4	The higher the travel quality is, the more the overall satisfaction will be.	0.42	***	Confirmed
5	The higher the travel quality is, the more the behavioral intentions will be.	-0.8	0/036	Rejected
6	The more the perceived value is, the more the overall satisfaction will be.	0.53	***	Confirmed
7	The more the perceived value is, the more the behavioral intentions will be.	0.63	***	Confirmed
8	The higher the overall satisfaction is, the more the behavioral intentions will be.	0.21	***	Confirmed

Note: The three star sign means confirmation of the hypotheses at a significant level of 0/001.

The following Figure shows the path analysis in standard tested state in this study.

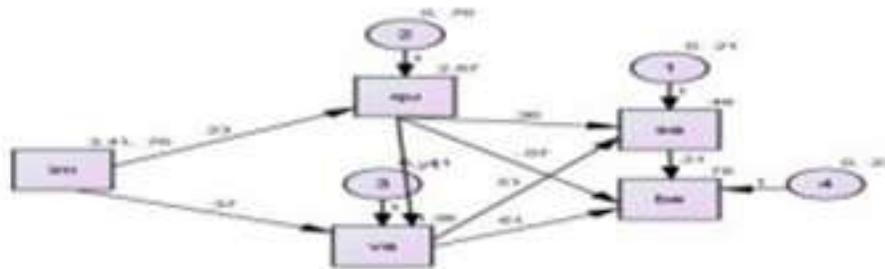


Figure 2- Path Analysis Test in Standard State

Conclusion

The present study aimed to investigate the effect of destination image on satisfaction and behavioral intentions in health tourism in Hamadan salt pool. The results of the hypotheses test indicate a positive relationship of the destination image with travel quality and perceived value, travel quality with perceived value and satisfaction, perceived value with satisfaction and behavioral intentions, and satisfaction with behavioral intentions. In the 1st hypothesis, it is stated that the more desirable the destination image is, the higher the perceived travel quality will be and this hypothesis is confirmed. This

result is consistent with the findings of Zabkar et al. (2010), Chen and Tsai (2010) on the positive effect of destination image on perceived quality. The 2nd hypothesis states that the more desirable the destination image is, the higher the perceived value will be. This hypothesis is also confirmed. This result is consistent with the findings of Zanganeh and Shamsollah Zadeh (2012). The 3rd hypothesis indicates that the higher the travel quality is, the higher the perceived value will be. It is also confirmed. Studies by Andersen and Lindstad (1998) have also identified a positive relationship between perceived quality and perceived value. The 4th hypothesis which states that the higher

the travel quality is, the more the overall satisfaction will be, is also confirmed. Parceraman et al. (1994) also confirmed this relationship. The 5th hypothesis indicates that the higher the travel quality is, the more the behavioral intentions will be. This hypothesis is NOT confirmed. This result is also predicted in Zabkar et al. researches which states that perceived quality indirectly and through perceived value affects behavioral responses. The 6th hypothesis is also confirmed and states that the more the perceived value is, the more the overall satisfaction will be. This result is consistent with findings of Jenkins (2010). The 7th hypothesis states that the more the perceived value is, the more the behavioral intentions will be. This hypothesis is also confirmed and is supported by Forati et al. (2014) researches. The last hypothesis is confirmed and states that the higher the overall satisfaction is, the more the behavioral intentions will be. This hypothesis is consistent with the results of Hackman and Gusky (2003).

According to the literature and research results, the following suggestions are presented:

Destination managers should determine a higher level of tourist satisfaction in order to create positive behavior after tourists in order to maintain and promote competition at destination. Positive behavioral responses should be considered for the managers of a tourism area as the key achievement of all the activities undertaken by the tourism chain. The speed of service delivery in warm waters should be increased. The balance should be created between the received services and the costs paid by the tourist and the benefits of using mineral warm water should be organized.

References

- Javanmard, Habibollah and Hosseini, Samaneh (2013), Determining the relationship between the mental image of the store, the distance dimension, customer satisfaction and behavioral intentions of buyers. (Case study: Shahrvand Chain Stores of Tehran), Marketing Management Magazine, No. 20: 30-31.
- Hassannejad Kashani, Behzad (2009), Investigating Factors Affecting Perceived Customer Value in Industrial Insurance Services in Iran, Islamic Azad University, Neyshabur, Master Thesis.
- Rezaeian, Ali (2005), Organizational Behavior Principles, Tehran: Samt Publisher, 6th edition.
- Ranjbarian, Baram (2006), Inference from Iran as a Tourism Destination, Journal of the University of Isfahan, Volume 24, Issue 2, pp. 63-80.
- Ranjbarian, Baram; Rashid Kaboli, Majid; Sanayei, Ali and Hadadian, Alireza (2012), Analysis of the relationship between perceived value, perceived quality, customer satisfaction and re-purchasing intention in Tehran chain stores, Business Management, Volume 1, Issue 44: 11-20.
- Zanganeh, Yaghoob and Shamsollah Zadeh, Yasser (2012), Investigation and Analysis of the Role of the Destination Image in the Development of the Tourism Industry (Case Study: Kalen Shahr of Tabriz), Journal of Geography and Planning, Volume 46, .419 -468: Issue 14.
- Forati, Hassan; Jokar, Aliakbar and Hosseini Banijamal, Fatemeh (2014), A Model for Assessing the Effective Factors on Positive Oral Advertising in the Management of Urban Economic Firms (Case Study: Ansar Bank, Borujerd City), Zagros Prospect Quarterly Journal of Geography and Urban Planning, Vol. 6, No. 43: 416- .418.
- Fanni, Zohreh; Barghamdi, Mojtaba; Skandarpour, Majid; Soleymani, Mansour (2012), Measuring the satisfaction of Gorgan tourists. Journal of Tourism Management Studies, Volume 2, Issue 20: 18-94.
- Kazemi, Mostafa; Pour, Samira; Sa'adat Yar, Fatemeh Sadat and Bitaraf, Fatemeh (2011), he effect of the mental image of tourists on perceived value of coastal cities of the Caspian Sea with an emphasis on the mediating role of the quality of perceived factors, Journal of Urban Planning and Research, Vol. 2, No. 6: 43-96.
- Karoubi, Mehdi (2011), Mass media and tourism destination selection, Journal of Tourism Studies, Vol. 2, No. 20, 444-496.
- Mansouri Moayed, Fereshteh and Soleymani, Samira (2012), Marketing Tools and Mental Image of Tourists from Destination, Journal of Tourism Management Studies, Vol. 2, No. 48: 440.
- AbdulQader, I. K. (2008). Intention to Purchase Electronic Green Products amongst Lecturers: An Empirical Evidence, Master Thesis, University Sanis Malaysia, Malaysia.
- Anderson, E.W. and Sullivon, M.W. (1993). The antecedents and consequences of customer satisfaction for firms, Marketing Science, 12(2): 125- .143
- Andreassen, T.W. and Linderstad, B. (1998). Customer loyalty and complex services: The impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service experience, International Journal of Service Industry Management, 9(1): 7-23.
- Arasli, H. and Salin, K. (2005). Customer service quality in the Greek Cypriot banking industry, Managing Service Quality, 15(6): 41- 56.
- Baloglu, S. and Mcclery, K. (1999). A model of destination image formation, Annals of Tourism Research, 26(4): 868-897.
- Beerli, A. and Martin, J.D. (2004). Factors influencing destination image, Annals of Travel Research, 31(3): 657-681.
- Bejou, D., Wray, B. and Ingram, T.N. (1996). Determinants of relationship quality: An artificial neural network analysis, Journal of Business Research, No. 36.143-137:
- Bromley, B. (2001). Relationship between personal and corporate reputation, Journal of Marketing, 14(1): 316-334.
- Brown, G. (2009). Island tourism marketing music and culture, International Journal of Culture Tourism and Hospitality, 3(1): 25-32.
- Cannière, M.H., De Pelsmacker, P. and Geuens, M. (2009). Relationship quality and the theory of planned behavior models of behavioral intentions and purchase behavior, Journal of Business Research, No. 62: 82-92.
- Chang, T. and Wildt, A.R. (1994). Price, Product information, and purchase intention: an empirical study, Journal of the Academy of Marketing science, 22(1.27-16:(

- Chen, C. and Tsai, D.C. (2007). How destination image and evaluative factors affect behavioral intentions, *Tourism Management*, 28(4): 1115-1122.
- Chi, G. (2005). A Study of Developing Destination Loyalty Model, Doctoral dissertation, Oklahoma state university.
- Christina, G. and Hailin, Q. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty, *Tourism Management*, No. 29: 624-639.
- Cronic, J., Brady, M. and Hult, G. (2000). Assessing the effects of quality, value and customer satisfaction on consumer behavioral intentions in service environments, *Journal of Retailing*, 76(2): 193–218.
- Destadl, I.J. and Jacobsen, Kr. S. (2011). The long & winding roads: perceived quality of scenic tourism routes, *Tourism Management*, No. 32: 780-789.
- Echtner, C.M. and Ritchie, J.R. (2003). The meaning and measurement of destination image, *Journal of Tourism Study*, 14(1): 37- 46.
- Gallarza, M. and Saura, I. (2002). Value dimensions, perceived value, satisfaction and loyalty: An investigation of university students travel behavior, *Tourism Management*, 27(3): 437-452.
- Garcia, J., Tena, M. and Monzonis, J. (2006). Customer perceived value in banking service, *International Journal of Behavioral Management*, 24(5):266- 283.
- Gonzalez, M., Comesana, L. and Brea, J. (2007). Assessing tourist behavioral intentions through perceived service quality and customer satisfaction, *Journal of Business Research*, 28(4): 153-160.
- Han, H., Hsu, L.T.J., Lee, J.S. and Sheu, C. (2011). Are lodging customers ready to go green? An examination of attitudes, demographics, and eco-friendly intentions, *International Journal of Hospitality Management*, No. 30: 345–355.