



RESEARCH ARTICLE

TOURISTS' SATISFACTION AND LOYALTY TO PRODUCT QUALITY OF TOURISM DESTINATIONS

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ABSTRACT

Tourism is becoming the world's first industry due to its positive social, cultural and economic impacts, such as income generation and the impact on country's economic growth. Today, tourist satisfaction from quality of tourism product is a decisive factor for success in the competitive world of tourism industry. Because it affects the consumption of goods and services on holiday, fame, trust and future behavior. In this regard, the aim of the present study was to assess the satisfaction of tourists from the quality of tourism product and their future behaviors from the Suspension Bridge of Meshkinshahr city. This study is based on descriptive analysis and correlation. The statistical population of the study was domestic tourists in the suspended bridge in Meshkinshahr city in Nowruz 2017. Validity and reliability of questionnaire was based on content validation and Cronbach's alpha test in SPSS version 24 software that the amount of which is estimated 89%. Finally 200 questionnaires were distributed by sampling method among tourists in the Nowruz of 2017 in the township of Meshkinshahr. The results indicate that (1) there is no significant difference among tourists about the attractiveness, interest in recreation and feeling of security experienced by the suspended bridge. (2) Tourists have full satisfaction with the facility, accessibility, attraction, cost and image deduced from the suspended bridge. (3) as well as test results have a significant and positive effect on the tourist satisfaction and offer destination to others and decision to visit the destination again.

INTRODUCTION

Talking about providing tourism services without introducing a quality item that illustrate the totality of features and specifications of a product or service is difficult (Talghani and Fattahi, 2005, 1). The perceived quality of the product is becoming the most important factor of the competition in the business world, this has led to the current era of business called the "age of quality" (peeler, 1996, 11). Hence, quality is mentioned as the strongest competitive weapon (kandampully, 1998, 432), the lifeblood of the organization (Clow and Beisal, 1995, 33) and consistent with customer expectations and recognizes customer expectations of specific services (parasuraman and et al, 1998, 40). Satisfaction of tourists is one of the most important competitive factors and the best indicator for guaranteeing the growth of future profits. Today, many centers, organs and organizations consider tourist satisfaction as an important criterion to measure the quality of their work, and this trend is still rising (Golipour and Rashidi, 2008, 3). Tourist satisfaction is important to successful destination marketing, because it influences the choice of destination, the consumption of products and services, and the decision to return (Yoon and Uysal, 2003, 47).

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In Iran, tourism activities accounted for 5.6% of the total GDP, 5.1% of total employment, 2.9% of total investment and 2.8% of total exports (WTCC, 2013). This is while Iran is one of the most spectacular countries in the world. As our country is one of the top 10 countries in the world in terms of tourism attractions (cultural and civilization), one of the first five countries in the world in terms of tourism diversity (natural environment) and is one of the first three world countries in terms of handicrafts (Zangiabadi and et al, 2006, 131). One of the popular tourist destinations for domestic and foreign tourists in Iran is the largest suspended bridge in the Middle East in Meshkinshahr. This bridge was erected at an altitude of 80 meters in the Khiyawchai River and on the forest park in Meshkinshahr. It has 2 meters wide and 365 meters long and its part of the tourist complex of Khiyaw to Girdolli and has been built on an area of 130 hectares with a cost of over 400 billion rials. The Khiyaw to Girdolli Tourism typical Area is one of the largest tourism projects in Ardebil province. This tourist complex includes guest halls, residential suites, balloons, gliders and paragliders, aerobics, restaurant and amusement market, amusement parks and many other recreational amenities (many of them are under construction) with a capacity of 3,000 people (Cultural Heritage, Handicrafts and Tourism Organization of Ardabil Province, 2017). Therefore, in line with the above mentioned, the research objectives are as follows:

- Assessing the satisfaction of tourists from the quality of dimensions of the tourism product of Suspension bridge Meshkinshahr.
- Assessing the effect of tourist satisfaction on the future Behavioral tendencies of tourists.
- Assessing destination charm in terms of tourists.
- Comparing the interest of tourists to the recreation.
- Comparing the feeling of security experienced by the suspended bridge.

Theoretical overview

Tourism product

A product can be a physical and tangible product, a service, an idea or experience. A city (tourist destination) is, at the same time, a combination of physical goods, services, and ideas that shape tourism experience (Kalb, 2006). Middleton and Clarke (2001, 125) said: The tourism product package consists of tangible and intangible elements with five main components. (1) The environment and destination attractions; the term attraction applies to facilities such as museums, art galleries, monuments, parks and gardens. In fact, attraction is an empirical relationship that is created between the tourist, the landscape and the signs (Hoseinzadetalir and et al, 2012, 73). (2) Destination services and facilities; Includes residential units, catering, destination, sports or leisure activities and other services (information services, equipment rental, tourist police). (3) Destination access; including infrastructure, equipment (size, speed and range of vehicles and public transport), operating factors (used roads, charging prices and road charges), regulations and Government rules; (a wide range of monitoring controls for transportation operations, such as driving rules). (4) The image of the destination; the concept of tourism destination image in various scientific disciplines, including, ethnology, sociology, geography, semiotics and marketing, has been studied (Zangane and Shamsollahzade, 2012, 155). Destination image is known as a concept, an attitude consisting of sum of beliefs, ideas and imaginations that a tourist has from one destination. The destination image consists of two dimensions: cognitive and emotional. The cognitive component can be defined as beliefs and knowledge about the physical properties of the destination, while the emotional component refers to evaluating emotional quality of feeling to the features and surrounding environments (Abedi and Glichkhani, 2016, 186). (5) The tourist costs (including all travel expenses to a destination), while domestic tourism researchers have different opinions about tourism products of tourism destinations. Kodyour and Sagaii (2006, 113) Believe that tourism in the framework of supply as a tourism product has three elements (attractions, habitats and facilities). Imanikhoshkho and Javdane (2011, 18) Believe that a tourism product of a destination, including attractions, facilities, services used or the sight of tourists, and the experience of tourists from the destination.

Future behaviors of tourists

Mazurski in 1989 showed that the willingness to offer a destination to others and revisit it, is influenced by the level of tourist satisfaction. For this reason, satisfaction is one of the most important competitive factors and the best indicator for future profits (Naghizadeh, 2016:37). Considering that in the tourism industry, the main thing is the satisfaction of tourist and whether his expectations are fulfilled or not, it is first

necessary to determine what those expectations are, then they have to set goals and highlight the forces that are most important for tourism. Considering that customer satisfaction could be the result of a three-part system in which the tourism industry is no exception, this three-part system is: 1. Operations 2. Those who provide the product or service. 3. Customer Expectations. The effectiveness of this three-part system depends on the proper integration of these parts together. The common area between the three parts represents customer satisfaction. If a quality service is to be provided, the balance between customer expectations and what can be delivered is essential (Khayatzademahani, 2003, 75). Identifying consumer behavior is performed by specific mental and psychological activities to select, purchase and use of products or services, meeting their needs and desires. Churchill and Peter point out that consumer behavior is shaped and changed by thoughts, feelings and actions (CassangoJunio et al, 2011, 34). In fact, the future behaviors of tourism are influential in tourism experiences. In existing literature, the desire to meet again and offer destinations to others is reflection of the future behaviors of tourists and the loyalty of tourists to a destination and tourist satisfaction.

Research Background

Tosun et al investigated Tourist shopping experiences and satisfaction. The results showed that tourists recorded different levels of satisfaction, attitude to shops and shopping experience. Zabkar et al (2010), in a study of perceived quality, visitor satisfaction and their behavioral tendencies modeling and It was concluded that awareness of the perception of visitors about the service quality of a tourist destination, the satisfaction of the travel experience and the behavioral habits of tourists in the future, is crucial for the success of management and marketing of the destination. Mat Som and Badarneh (2011) investigated the satisfaction and repeat visits of tourists in a study. They designed a new model that shows a positive relationship between a re-visit of destination and previous experience (image of destination, experience value, specific events, and distance from destination). Haji Nejad and Ahmadi (2010) surveyed the satisfaction of tourists from services and facilities of tourism, welfare residential in the city of Baneh. The results of this research indicate that the Baneh tourism facilities are not at a favorable level. This could affect the destination of their next trips and the selection of other destinations instead of Baneh. Therefore, in order to avoid this trend, appropriate action is needed to balance the facilities and equipment of the accommodation, and to improve their quality and quantity standards in proportion to the demand, as well as the quality expectations of tourists. Ebrahimpour and RoshanandalArbalani (2011) studied the factors affecting tourism based on the expectations and perceptions of tourists in the Sareen area. The results of the research show that there is a positive and significant relationship between organizational and environmental factors and tourist's satisfaction with coefficient of 0.577 and 0.34 respectively.

METHODOLOGY

Observations, criticisms, and recommendations of tourists are a database for improving the quality of tourism services in each destination. So according to expert's opinion questionnaire was used. This study was conducted on Likert scale from very agreeable to very disagreement in five

dimensions of destination facilities, destination availability, destination attractions, destination image, costs, and behavior of tourists. In order to establish profiles of tourists, focus on the two groups of social and demographic characteristics. The second part of the questionnaire includes questions about the five dimensions of the Suspension bridge tourism product and the assessment of tourists' satisfaction and future behavioral desires of tourists coming up with 40 questions. These data were evaluated using SPSS software version 24. Considering that the statistical society of this research is the tourists entering the bridge in Nowruz 1396 and since the statistical society has no official and informal statistics, the minimum sample size according to the Cochran formula is 200 people. The distribution of questionnaires was done by available sampling method. By collecting questionnaires, the experimental data were evaluated to test the hypotheses of the research using SPSS software version 24 with U-Mann-Whitney, Chi-square, Cramer's V and Phi tests.

this destination (18%). Another noteworthy point is that 61.9% of family, travels in the form of family and vehicles of the most respondents were personal car.

Inferential statistics

- The attraction of the suspended bridge is different for tourists (men and women). To test this hypothesis, the non-parametric U-Mann-Whitney test, was used which shows the results of this test in Table (3). From the total sample, 110 are men and 79 are women. The average rating points out that the attraction of the Suspension Bridge is more for women than men. But due to the error rate ($Z = -0.501$) and the Sig value is calculated 0.616. And since it is larger than 0.05, the zero assumption based on equality of destination attractiveness, for men and women is not rejected (was accepted) ($Sig = 0.616 > 0.05$) In other words, the attractiveness of destination was equal for men and women.

Table 1. Demographic characteristics of tourists

Sex	Age				Employment status			
Male 59.2 Female 41.8	Under 20 years old	13.2	40-49 years old	10.6	Expert	6.9	manual worker unemployed	5
	20-29 years old	28.6	50-59 years old	8.5	Employee	29.6		22.8
Marital status	30-39 years old	31.7	60 years and older	7.4	Free	55	student	21.7
Single 46 Married 54								
Education		Under the diploma		Diploma	Associate Degree	Bachelor	Master's Degree and PhD.	
		18/5		13/8	11/1	39/2	17/5	
Monthly income	Under 400.000 Toman	500-900 thousands toman		1000000-1500000 thousands toman		More than 1500000 thousands toman		
	20/1	28/0		25/2		26/5		

Table 2. Tourist's trip characteristics

Length of stay	Residence	Form of trip	Vehicle
No overnight stay	Tehran	Solitary	Personal car
52.3 26.5		18	56.6
A full day	East Azerbaijan	familial	Bus and minibus
2-3 nights	Alborz	A group	Airplane
8.5		11.1	12.7
More than 3 nights	Others	Others	Others
12.7		59.7	1.1

RESULTS OF THE FINDINGS

Descriptive Statistics

200 questionnaires distributed among tourists. By collecting questionnaires, 189 questionnaires were used to evaluate and measure the opinions. From the responders In terms of men gender with 59.2% consists the majority of the study. For age, the age group, 30-39 years old is 31.7% and in terms of marital status, 54% are married and 46% are single persons. In terms of job status, 55% of the participants in this study are people with free jobs. In terms of education, the overwhelming majority of participants had a bachelor's degree with 39.2%. The monthly income of 28% of respondents is between five hundred and ninety hundred thousand. In terms of length of stay, it should be said that the suspended bridge is destination, most of the tourists have stayed for several hours. In terms of location, most tourists traveled from Tehran to

The interest of tourists (men and women) is difference.

To test this hypothesis, the non-parametric U-Mann-Whitney test has been used. The results of this test in Table 3 show that out of a total sample, 110 males and 79 women. Average ratings also show more interest in male sex than females. But due to the error rate ($Z = -1.5.9$, $Sig = 131$), it can be deduced that the interest of tourists to recreation is equal and there is no significant difference between them in this regard. Therefore, as a result of the two hypotheses, the attractiveness of the suspended bridge is different for tourists, and the interest of tourists in recreation is different, unacceptable.

Women tourists have experienced fewer safety from their destinations than male tourists

The results of the non-parametric test of Yu-Mann-Whitney in Table 3 indicate that the average rank of amount of security

sense for the male gender is more than the female. Sig value is calculated 0.802. Because, since it is larger than 0.05, so the zero assumption based on equality of security for women and men is not rejected (accepted) (Sig=0.802>0.05). In other words, the level of security felt was equal for men and women. -Tourists are satisfied with the facilities, access, attraction, spending and image inferred from the destination.

The dimensions of the tourism product in this study are as follows: (1) Destination facilities (restaurants, stores, W.C) (2) Destination access (including public transport, parking and bench) (3) Destination attractiveness (suspended bridge) (4) costs and (5) the destination image. To evaluate the satisfaction of tourists, the performance of these components due to non-normality of the research data was used by non-parametric K2 test.

Table 3. Comparison of the attractiveness, recreational interest and safety of the suspended bridge in terms of the tourists' gender

Destination attractiveness	N	Mean Rank	Mann-Whitney Test	Wilcoxon W	Z	Sig.
Men	110	90.04	3799.000	9904.000	- 0.501	0.616
Woman	79	101.91				
Interest in recreation	N	Mean Rank	Mann-Whitney Test	Wilcoxon W	Z	Sig.
Man	110	96.65	4164.000	7324.000	1.509-	0.131
Woman	79	92.71				
Security	N	Mean Rank	Mann-Whitney Test	Wilcoxon W	Z	Sig
Man	110	96.15	4254.000	10359.500	0.251-	0.802
Woman	79	94.18				

Table 4. Different levels of satisfaction from the quality of tourism product performance

	Facility variable	Mean	Chi-Square	Sig	Cramer's V
Restaurant	Hot and fresh food	3.1429	20.392	0.000	0.093
	Respectful staff	3.1323	96.889	0.000	0.159
	Beautiful and appealing physical appearance of the restaurant	2.7672	8.381	0.079	0.080
	staff cleanliness	2.5079	32.032	0.000	0.219
Store	Respectful seller	2.6402	21.026	0.000	0.115
	Variety of goods in stores and buffets	3.0159	21.344	0.000	0.138
	Standardization of goods and products	3.0317	39.492	0.000	0.110
	Knowledge and information of good and product sellers	2.6138	44.942	0.000	0.109
	cleanliness of vendors	2.7989	28.910	0.000	0.175
WCs	Cleanliness of WC	2.5979	27.905	0.000	0.117
	Sufficient number of services	2.7309	22.085	0.000	0.111
Public Transportation	Destination access	Mean	Chi-Square	Sig	Cramer's V
	comfort of vehicles	2.5979	36.847	0.000	0.117
	The presence of appropriate symptoms in the city	2.7309	23.884	0.000	0.150
	Traffic of route	2.4392	17.481	0.002	0.122
Parking	Sufficient parking space for cars and Vehicles	2.5397	22.190	0.000	0.147
Bench	Easy access to the couch in the courtyard	2.6720	20.974	0.000	0.075
Suspended bridge	attractiveness variable	Mean	Chi-Square	Sig	Cramer's V
	Friendly and responsible treatment of bridge's staff	2.4497	40.492	0.000	0.104
	Safety and standard of the bridge	2.5873	61.381	0.000	0.091
	Easy access to emergency services	2.4497	40.762	0.000	0.207
	Beauty and charming	2.5185	25.894	0.000	0.138
	Proper placement	2.5238	29.228	0.000	0.053
	Cleanliness of bridge	2.5607	28.593	0.000	0.072
	Easy access to entertainment	2.5972	73952	0.000	0.168
	An attractive place to spend your leisure time	2.5503	35.101	0.000	0.185
	Excitement at destination	2.6878	27.481	0.000	0.056
	Enjoy the music playback	2.4233	24.942	0.000	0.127
	Architectural appeal	2.5767	22.772	0.000	0.186
Costs	Public transport cost (fare)	2.5503	24.519	0.000	0.173
	Food prices in restaurants	2.6878	23.989	0.000	0.183
	Prices of goods and products in stores and buffets	2.4233	32.614	0.000	0.230
	Prices of bridge tickets and public transport	2.5767	23.249	0.000	0.143
Inferred image					
	Security	2.8413	20.233	0.000	0.067
	Person Friendly Behavior	2.7090	56.053	0.000	0.201
	Beautiful and attractive appearance of the bridge	3.4974	98.222	0.000	0.117
	See Discriminatory Behaviors	2.8201	59.228	0.000	0.044
	Reminders of cultural events	2.3598	90.223	0.000	0.190
Historical reminder	2.3069	104.624	0.000	0.151	

Given that the K2 test is calculated, it only helps to distinguish whether the variables are independent of each other or are related to each other, and never describes how and how strong the relationship is. So, after calculating it, in the case of the relationship between the variables, we must determine the direction and intensity of the relationship between them. Therefore, the Cramer coefficient that has been expanded by the Phi test is used. Also, indicators based on the highest average satisfaction have been compared. The results of the test indicate that there are different levels of satisfaction with the performance of the product quality of the suspended bridge. According to the results of the K2 test in Table 4, in the area of destination facilities in the factors related to the restaurant, shop and WCs except the beauty and appealing factor of the physical appearance of the restaurant (with 95% confidence), the remaining factors with 99% confidence in this relationship has been influential (P-value=sig<0.05). According to the results of Cramer's V test, also the beauty factor and appetite for the physical appearance of the restaurant with a value of 0.080, the severity of the further weaknesses and the cleanliness of the restaurant with a value of 0.219 indicates a decrease in the severity of the weakness in the destination of the next facility.

Also, comparing the mean of variables to its satisfactory is that the factor of hot and fresh food with 3.1429 among the factors has the highest average satisfaction. In the area of destination access according to the results of the test, except of traffic and traffic of route (with 95% confidence), the rest of the factors related to public transport, parking and bench had a 99% confidence in this regard (p-value=sig<0.05). Results of, Cramer's V also showed easy access to the bench in the area with a score of 0.075, with more severity of weakness, and the presence of appropriate symptoms in the city with a score of 0.150 shows a lower degree of weakness. Also, the average satisfaction score is that the presence of appropriate symptoms in the city with a mean of 2.7309 is more satisfactory. In the destination attraction aspect, the factors associated with it have had a 99 percent confidence in this regard (p-value=sig<0.05) that among them, an appropriate bridge locator with a value of 0.053 and easy access to emergency services with a value of 0.207 show a greater and lesser degree of weakness in this regard and the factor of attractive activity at the destination with a value of 2.6878 is more satisfactory. In the dimension of costs, the factors related to it were 99% confidence in this regard (p-value=sig<0.05). The ticket price for the bridge and public transport with a value of 0.143 and the price of goods and products in stores and buffets with a value of 0.230, respectively, had more and less weakness in this regard, respectively. The restaurant price factor with 2.6887 value has the more average satisfactory. In the target destination image, the factors associated with it have a 99 percent confidence in this regard (p-value=sig<0.05) that Among them, observing the discriminatory behavior factor with a score of 0.044 and the person's friendly behavior factor with a score of 0.201, respectively, had the highest and lowest severity of the weakness. The comparison of the meanings to satisfaction also shows that the beauty factor and the attractiveness of the bridge with a value of 3.4974 were higher than the satisfaction average.

Therefore, the hypotheses derived from the main hypothesis are admitted.

- Tourists are satisfied with the destination facilities (suspended bridge).
- Tourists are satisfied with the destination access (Suspension bridge).
- Tourists are satisfied with the attraction of the destination (suspended bridge).
- The tourists are satisfied with the amount of money spent on the destination (suspended bridge).
- Tourists are satisfied with the image inferred from the destination (suspended bridge).
- Tourism satisfaction has a significant and positive effect on the offer of destination to others and the decision to visit the destination again.

According to the above hypothesis, the results of chi-square test with 99 percent confidence confirms the relationship between tourist satisfaction as an independent variable (X) and future behavioral tendencies of tourists (revisiting, offering a destination to others) as a variable Y (dependent) at a significant level of 0.000 (p-value=sig<0.05). In order to investigate the intensity of the relationship between the two variables, the Phi coefficient has been used in this hypothesis. This coefficient is used as a symmetric coefficient of time, in which both variables are rated at 2 * 2, (relationship test between two, two sided variable). According to the results of the test, the agent's offer of destination to others was less severe.

Table 5. Measuring the Satisfaction Effect on future Behavioral Desires of the Meshkinshahr Suspension Bridge Visitors

Variables	Chi-Square	Sig.	Phi	Sig.
Satisfaction of the tourist on the offer of destination to others	30.612	0.000	0.402	0.000
Satisfaction of tourists to revisit the destination	23.487	0.000	0.353	0.000

Conclusion

Today, tourism as one of the foundations of the economy has a major contribution on the development of the regions. And most countries in the world are in a close competition and are taking advantage of their country's capabilities in order to attract more share of the revenue generated by the tourism industry. In tourism in Iran, the issue of satisfaction with tourism and tourism behavior is less than a decade. And a limited number of studies have examined these issues while customer satisfaction is always at the top of the list of important issues that should be addressed by marketers. Measuring the satisfaction of tourists is an important task for tourism marketers to do things better related to the satisfaction of tourists and their visits and returns. In tourism, like other service industries, the creation, survival, development and failure of a business depends on customer satisfaction. The main result of measuring customer satisfaction is to provide information; Information related to how a destination is currently meeting the needs of its tourists. Understanding satisfaction requires evaluating specific features that make up satisfaction. The results of this analysis on the satisfaction of tourists from the quality of tourism products in the Suspension Bridge showed that tourism satisfaction has a correlation and a significant and positive impact on the future behavioral tendencies of tourist, such as the decision to return again and offering destination to others. Therefore, strengthening the

tourist's satisfaction at the suspended bridge will ultimately lead to the loyalty of tourists to this destination. As a suggestion for future researches, the future behavioral trends of tourists based on demographic, social, and length of stay and examining the relationship between the inferred image of the destination and future behavioral desires of the tourists is recommended.

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