

Exploring Factors Affecting Tourist's Recommendation Intention due to Experience Quality, Satisfaction, and Recommendation Intention in Historical-Cultural Tourism of Fooman

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Abstract This study aims to determine the factors affecting tourist's recommendation intention due to experience quality, satisfaction, and recommendation intention in historical-cultural tourism of Fooman. It is a descriptive survey study and an applied regarding objective. The population consist of tourists who have chosen the Fooman city as the destination to visit. Data are collected as field study by questionnaire. The questionnaires were distributed among Fooman's tourists through convenience sampling in the period of Ordibehesht to Khordad of 1395 and finally, 210 samples were ed via Cochran sampling. In order to analyze the data in this study was used structural equation modeling based on partial least squares. The research hypotheses were tested after ensuring the suitability of validity and quality of the model. The results indicated that at a confidence level 99/9%, the participation of cultural tourism has a positive effect on the quality of the tourist experience and the extent of the impact is equal to 0/701. Also, the participation of cultural tourism has a positive effect on tourists' satisfaction and extent of this impact is equal to 0/382. In addition, the participation of cultural tourism influence on tourist's recommendation intention and extent of this impact is equal to 0/529. The quality of cultural tourism experience has effected on tourists' satisfaction positively and the extent of this impact is equal to 0/411. The participation of experience quality cultural tourism has impacted on recommendation intention positively and extent of this impact is equal to 0/386. As well as, cultural tourists' satisfaction is positively effected on recommendation intention and extent of this impact is equal to 0/223. The results are also demonstrated that experience quality and satisfaction can adjust the relationship

between participation and recommendation intention. Keywords: Tourist's Recommendation Intention, Participation, Satisfaction, Tourism Experience Quality, Historical-Cultural Tourism, Fooman

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