

Antecedents of tourism destination reputation: The mediating role of familiarity

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Abstract This research aims to study the factors affecting Gilan Province is famous tourist destination. Statistical Society spss this study those tourists who have visited in the summer of 1395 in Gilan province. this Community sample of 384 people was ed by convenience sampling, experimental data through 420 questionnaires were distributed among the tourists for a sample of 384 questionnaires were returned. For data collection the questionnaire in paper Artigas (2015) has been used. The validity and the reliability of the questionnaire was confirmed in this study. Data review and hypothesis testing a combination of descriptive and inferential statistics were performed with use of SPSS and Amous. The results showed that the introduction of the famous tourist destination can be a significant positive impact Leaves. Understanding cognitive perception is positively and significantly affects. Trading on the affective evaluation to positively and significantly affects. Infrastructure and the environment and recreation and events positively and significantly affects cognitive perception. In conclusion, the results showed Environment Cognitive perception of the tourist destination tourist destination has the greatest impact on reputation.

Keywords : Keywords: tourism destination, reputation, affective evaluation, familiarity, cognitive perception

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