Factors affecting tourism destination brand image and its impact on behavior of domestic tourists (case studies in the West Mazandaran

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Factors affecting tourism destination brand image and its impact on behavior of domestic tourists (case studies in the West Mazandaran) Abstract : Tourism sectors due to the positive impact of social, cultural and economic Nowadays, different countries have been seriously considered. The tourism industry in terms of revenue and the impact on economic growth by creating suitable infrastructure fields seeking to exploit the benefits of this industry.The talk in the industry today raised the subject of the target brand image which has already been the subject of many researchers. Researchers different fields and disciplines agree that the image is formed mainly by two major forces: Movers and personal factors. So that image data suggests that both features of information about the system governing mutual relations drivers for environmental understanding, in making effective picture elements. Therefore, given the importance of the brand image of the destination, this study sought to identify factors influencing torism destination brand image and its impact on domestic tourism in Mazandaran is in the West.The research method used in this research is descriptive and functional purpose. The population of the research included in the West Mazandaran tourists. The number of 313 questionnaires were distributed and 284 questionnaires tourists in West Mazandaran were investigated using SPSS software. The findings show that three image cognitive, unique and affective influence on the overall image of the destination brand .The results show the overall brand image to the relationship between the three images (cognitive, unique and emotional) on tourists to visit again and also good intentions to offer tourists more effectively.

Cognitive image

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