

Investigating the effect of the destination image on responsible environmental behavior with the mediating role of perceived value, travel quality and satisfaction with tourist sites (Case study: Entrance tourists to northern Iran

Nasim Alipour Kanafi*, Mohammad Sadegh Hasanzadeh,

Today, the tourism industry forms an important part of the economy of the countries. The present study was conducted with a survey approach aimed at investigating the effect of the mental image of the destination on responsible environmental behavior, the mediator role of perceived value, travel quality and satisfaction towards the tourist sites of the north of the country. The statistical population of the survey is all visitors to the tourist sites of the north of the country, among which 384 people were selected using the Cochran formula as a statistical sample. The research instrument was a researcher-made questionnaire that was developed using the study literature of Hendriawa and Ambarah (2016). The data were analyzed using SPSS software and smart pls. Normality and correlation tests as well as structural equation analysis were used. The results of statistical surveys showed that the mental image of the destination has a significant effect on the quality of travel, the quality of travel has a significant effect on perceived value, quality of travel on the satisfaction of visitors, perceived value on the satisfaction of visitors and, finally, satisfaction with responsible environmental behavior. . Therefore, it can be concluded that there is a close relationship between visitor satisfaction and their responsible environmental behavior towards natural resources and landscapes.

Keywords : mental image of destination, travel quality, perceived value, satisfaction,

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