

The impact of the identity of the tourism website features on the destination image Tourists in Gilan Province

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Abstract The increasing importance of tourism has attracted the attention of researchers various humanities-social sciences. According to the above text, the purpose of this research is to measure the identity of the tourism website characteristics on the image of the destination of tourists. The purpose of this research is descriptive-survey. The population of this study is tourists of Gilan province. Due to their unlimited number, 423 people were ed using unconstrained Cochran formula by simple random sampling method. The data gathering tool of this study was a questionnaire extracted the base article (Foroudi etal, 2018) and analyzed using SPSS and SMART PLS software. The results obtained the research have a significant impact on the variables (location website on the destination image, identity location on the website, location identification on the destination image, mediation of the destination image on the site, intent to review, and intent to recommend).

Keywords : Keyword: Location Identity on the website, location, destination image, location website, review intention, recommendation intention, tourism, Gilan province.

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