

The Effect of Travel Intention on the Dimensions of Electronic Tourism in Term of Perceived Satisfaction by Tourists (Case Study: Tourists Entering the Province of Guilan)

Arash Hashemi*,

The purpose of this research is to investigate the effect of travel planning on the dimensions of electronic tourism in terms of perceived satisfaction by tourists. The statistical population of this research is all tourists who travel to Gilan province. The Cochran formula was used to calculate the statistical sample size. So the sample size is 400. The present research is based on the purpose of the applied type and in terms of information gathering method, descriptive research and correlation type. The method of data collection, data gathering tool, standard questionnaire and data analysis method were used to model structural equations. The validity of the research was assessed using content validity through respected teachers and experts. The reliability of the research was determined using Cronbach's alpha method and it was confirmed that the alpha value above 0.70 was considered acceptable. After descriptive analysis of variables, factor analysis and path analysis were used to analyze the hypotheses. Using PLS3 software, path coefficients for variables were investigated and the operational model of the research was presented. The results of the study showed that there was a meaningful relationship between travel intention and tourists satisfaction, and there was a significant relationship between the satisfaction of tourists on the search of information and mouth-to-mouth advertising. However, there was no meaningful relationship between the satisfaction of tourists with the acquisition of electronic services and the variable of travel intention with satisfaction Tourists also had a significant relationship with the dimensions of electronic tourism.

Keywords : travel intention, electronic tourism, satisfaction, information search, oral-

to-mouth advertising

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