

The Influence of Information Sources on Dimensions of Mental Image and Intent to Travel to Tourism (Case Study: Travelers West of Gilan)

Saeedeh HesabiFard*,

Researchers believe that information sources are effective in shaping the mental image of tourism destinations. Accordingly, this study attempts to investigate the effect of information sources on mental image dimensions and intention to travel to tourism destinations. The data were collected through a questionnaire and the hypotheses were tested using structural equation modeling using SPSS and Smart PLS 3.0. The statistical population of the study consisted of travelers west of Gilan province who visited the western tourist attractions of the province. In order to collect data using non-probability sampling method, 422 tourists were sampled. The reliability of the questionnaire was confirmed by Cronbach's alpha. Based on the structural analysis, it was found that tourist information resources have a great influence on the cognitive and emotional image of tourists. In addition, cognitive mental imagery had an effect on emotional mental imagery. In addition, the cognitive and emotional mental image had a significant effect on the overall mental image of the destination. Finally, the overall mental image was also influenced by tourists' intention to travel. Keywords: Tourist, information resources, mental image of destination, intention to travel, structural equations.

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