

عنوان مقاله:

The Identification of the Effective Key Propellants in the Essence of the Brand of Target Tourism Villages (Case Study: Saman County in Chahar Mahal and Bakhtiari Province)

محل انتشار:

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خلاصه مقاله:

Purpose- The present study has two major purposes; the first of which is the identification of the key propellants in the essence of the brand of target tourism villages of Saman County in Chahar Mahal and Bakhtiari Province, and the second purpose is prioritizing of the effective key propellants in the essence of the brand of target tourism villages of Saman County in Chahar Mahal and Bakhtiari Province. **Design/methodology/approach-** This study is an applied one, and data are collected using a descriptive-survey method. To collect data, three types of questionnaires have been used for three groups of the local community, visitors, and experts. According to Morgan table, the sample size of the visitors and the local community are ۳۸۴ samples, and ۳۶۵ examples, respectively, and the sample size of the experts, with Delphi technique, was ۲۵. To analyze the samples, one-sample T-test and Mann-Whitney U-Test using SPSS software and structural analysis (paired squares) using MICMAC software were used. **Findings:** The results of this research showed that the most effective key propellants in the essence of the brand of target tourism villages of Saman County in priority order are, ۱. gardens, ۲. water-based tourism, ۳. place attachment, ۴. plants and animals species, ۵. the opportunity for relaxing, ۶. beautiful landscapes, ۷. rural accommodations. **Research Limitations/Implications:** The high cost of the research and the required time to fill out the questionnaires, with regard to the extent of the study area, were among the main challenges facing the present study. **Originality/Value:** The present study is looking for a model and method for making a sustainable brand that not only give identity to the local community but also it is attractive to tourists and fulfills experts' views. So, the present model has the mentioned features.

کلمات کلیدی:

Destination brand, Rural tourism, Target tourism village, Chahar Mahal and Bakhtiari

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