

عنوان مقاله:

The effect of tourists' memories on Tourist purchasing behavior: An approach to spiritual tourism (Case Study:
(Tourists in Mashhad

محل انتشار:

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خلاصه مقاله:

The growing and accelerated growth of the tourism industry has led many scholars to call the twentieth century the century of tourism. The tourism industry is one of the most important phenomena of the present century. This study aimed to investigate the effect of commemorative memoirs of tourists on the intention to re-buy (retry) tourists in Mashhad. The research is applied in its purpose, and it is descriptive-correlational. The statistical population is the tourists who visited Mashhad in the spring of ۱۳۹۶, and as the sample, ۳۸۴ people were selected. Lisrel software was used to analyze the data. The results showed that reminders of tourism memories have a positive and significant effect on the use of memorable leisure destinations, retreat and attachment to Mashhad city, Satisfaction of tourists with a trip to remember the memories of tourists, attachment to the city of Mashhad, and re-trips have a positive and significant effect, The use of memorable leisure destinations also has a positive and significant impact on the intention of traveling and attachment to Mashhad. Also, the attachment to Mashhad has a positive and significant effect on the intention to retreat. The combination of destinations with the inclination of tourists also has a positive and significant .impact on the recollection of tourists' memories

کلمات کلیدی:

Tourism, Memories, remembering memories, Intent to repurchase, Travel

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