

عنوان مقاله:

Brand Image of Mystical Spiritual Tours and Tourists' Satisfaction and Quality of Life

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خلاصه مقاله:

This article examines how contemporary tourists visiting the mystical destinations perceive the different aspects of the mystical tours. In other words, this article attempts to investigate the role of mystical journeys and spiritual tours in improvement of tourists' satisfaction and quality of life. The statistical population of this study includes the international tourists, who participated in the mystical tours and visited the attractions of the mystical elders in Iran. Therefore, ۳۸۴ tourists were selected by convenience sampling method and a questionnaire survey was conducted since June ۲۰۱۹ to January ۲۰۲۰. Then, in order to determine relationships between research variables, the Structural Equation Modeling method was applied. Findings indicated that participating in the mystical tours has an impact on the increasing quality of life. This effect can be achieved through various variables. In addition, many factors and variables such as brand image, quality of services, perceived value, tourist satisfaction, reputation of destinations and tourist commitment to the destination have positive impacts on the tourists' loyalty.

کلمات کلیدی:

mystical tourism, Quality of Life, perceived value, Brand Image, spiritual destinations

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