

عنوان مقاله:

Explaining the pattern of using experiential marketing in building tourism dreams

محل انتشار:

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خلاصه مقاله:

The aim of the current research is to explain and investigate the pattern of using experiential marketing in building tourism dreams. In terms of purpose, this research is applied, in terms of data collection, it is descriptive-survey and quantitative research. The research community was formed by tourists visiting Khuzestan province during the years ۲۰۲۰-۲۰۲۱ (the last ۱۰ years), whose number is unlimited and uncertain. The sample size based on Cochran's formula was ۳۸۴ people who were selected by simple random method. Data collection was done through a closed questionnaire, and its reliability and validity were confirmed through the conducted tests. The mentioned questionnaire was prepared based on the results of data analysis related to the data obtained from interviews with experts in the design stage of the model. To test the model of using experiential marketing in the construction of tourism dreams, the structural equation model test was used, which was done through PLS software. The results showed that there is a significant relationship between the model variables. In such a way that the causal conditions have a positive effect on the central phenomenon; The central phenomenon, background conditions, and intervention conditions have a positive, positive, and negative effect on strategies, respectively; And finally, the strategies had a positive and significant effect on the results.

کلمات کلیدی:

Tourism, experiential marketing, tourism dream

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