

عنوان مقاله:

The Impact of Sanctions on Destination Image Tourism of Iran

محل انتشار:

کنفرانس بین المللی اقتصاد در شرایط تحریم (سال: 1392)

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خلاصه مقاله:

In current situation where Iran is struggling to get through consecutive sanctions, developing tourism industry and attracting foreign tourist and also the use of the exchange rate and low values of Rial can be a viable solution strategy. Iran can be a cheap destination for countries with high currency value which can be a successful factor in attracting tourism from other countries. Placed among the first ten countries with cultural and natural attractions, distinct hospitality and delivering cheaper services compared to other destinations are the main factors which can be used in creating a destination brand for Iran. On this basis, relying on real advantage of its unique attractions is much better than creating artificial spaces and short-term booms. The present study investigated the brand image of tourism in Iran, before and after the sanctions. Data are gathered using 5-point Likert scale in a questionnaire and results in the analysis and conclusions are presented.

کلمات کلیدی:

destination image, sanctions, tourism image of Iran, impact of sanction

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