

The Study of Tourists' Propensity to Revisit Iran

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Abstract: *This paper aims to probe international tourists' intention to revisit Iran using survey research method. Asian and European tourists constitute the research's statistical population. The data needed were collected from 200 respondents chosen on the basis of convenience sampling method. The data analysis revealed no difference between tourists' economic-social attributes and their propensity to revisit Iran among the both groups of the respondents. However, the data indicated that the quality of services and facilities particularly transportation and accommodation have an important impact on stimulating the respondents to revisit Iran. Contrary to prevailing belief, the data did not find any significant relationship between some Islamic codes, i.e. hijab etc., and the tendency to revisit Iran. Nevertheless, such variables as the respondents' pre-knowledge and Iranians' hospitality significantly affect the respondents' intention to visit Iran in the future. The research concluded that improving the quality of services and conducting proper propaganda, via using globally used popular media, to enhance tourists' image of the country simultaneously should be at the top of any attempt to develop the country's tourism industry.*

Keywords: *Foreign visitors, motivation, revisiting destination, mental image.*

Introduction

Although after the Second World War processes like development of the urbanization, shorter working hours, ever-increasing development of roads and Transportation Systems, the promotion of public culture and reformation of Rules and Regulations, have greatly evolved tourism Industry and has made it a global phenomenon (Lanquar, 1381: 10), the issue of tourist attraction and creating motivation for revisiting still remain the main concern of tourism research and policy-making in many countries worldwide; consequently considering this issue as necessary to retain tourism industry (Kozak and Remington, 2000, Patrick, 2002). Likewise, Tourism potential capacities of a country could be counted as essential requisite regarding supply side; however, they are by no means adequate on demand side. For example, Iran is among top 10 countries with respect to tourism resources, and tourism incomes could help reducing unemployment problems and increasing economic outcomes; nevertheless, statistics shows that Iran has not profited enough from this opportunity (Abolhasani Nejad, 2003: 2). This raises some questions as below:

Why Iran's status in the region and the world is in low rank despite all its potentialities? What psychological, sociological, cultural and structural factors have been responsible for such a situation? Regarding the fact that Iran is ranked among countries with low per capita income, exporting crude oil as its main production, its economy has become vulnerable to various problems; nevertheless, most of these problems would be resolved by developing tourism industry. It is obvious that Iran's hindrance from its real position is caused by many factors which are beyond the scope of this study. Notwithstanding, theoretically speaking, additional processes like converting destination attractions to tourism products and creating enough stimulation for traveling are essential to provoke demand (Inskeep1991, Tom2001). Some researchers believe that the most important indicator in this process is

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tourists' propensity to revisit (Choi and Chou, 2001, Kozak, 2001). The intention of revisiting a place or destination is regarded as a significant choice, underlying this fact that tourists are satisfied with products' consumption and destination services. In other words, while social, political and economic factors like safety, sanitary, countries 'distances and attractions diversity are so important that could affect tourist's intention for visiting destination. There are some other features which reveal the individual's satisfactory like feelings, believes and comments made by individual about one place. For example, tourists' loyalty and their commitment to revisit a destination are similar to repurchase a product, showing how satisfied the tourist is with visiting that destination (Oliver, 1999). Tourists' satisfactory usually increases supporting rate of tourists retaining, loyalty and attracting. Therefore, this would be effective in reaching economic goals such as the increase of tourists and profit rate. Accordingly, there should be a direct relation between Tourists' satisfactory and long-term economic accomplishments in destinations. Moreover, tourists could express their satisfactory through different ways such as verbal approval of products and services. Study, recognition and comprehensive analysis of attributing factors related to tourists' satisfactory help to uncover obstacles and threatening elements in the industry. Identifying and resolving these problems, we can improve foreign visitors satisfactory subsequently. Likewise, examining tourists' propensity and attitude toward revisiting Iran is a proper way to see obstacles of tourism development in Iran. As it would be indicated in literature review and empirical studies, in spite of several studies on tourism problems in Iran, rarely is any study done with regard to tourists' propensity to revisit Iran. Since revisiting is accounted for assessment of destination quality with respect to Tourism, it could clarify the attractions and drawbacks of tourism process for policy-making and decision-making; hence, the main objective of this study is to identify effective factors in creating propensity to revisit Iran. For this purpose, this essay is presented in four parts. First, literature review would be discussed considering earlier studies and theoretical fundamentals. Then, research method is introduced and the study findings would be presented through analyzing data. At the end, results of this study would be discussed.

Literature Review

Earlier Studies

Up to now, most conducted researches focus on exploring effective factors in tourists' satisfactory or their destination selection. For example,

- Malekijou in his study, 'Advertising Effectiveness in Attracting Foreign Tourists to Iran', examines the ways of how to attract more foreign tourists. He explains the identification of weaknesses and strengths in tourism sector of Iran; meanwhile, he mentions improving the quality and quantity of services as an essential solution to tackle the above issues and as a main factor in marketing.

Likewise,

- Hossein Maleki studied sociological factors affecting Tourism Satisfactory in Kish Island. According to him, visitors' satisfaction is statistically and significantly associated with such variables like tourist knowledge, tourist experience, tourism attractors, nationality, religion, trust and political situation of Iran.

In the same way,

- Noorollah Farhadian probes economic-social impacts of Central Asian tourists entering Mashhad. According to him, Mashhad city having several attractors such as natural, cultural, religious, economic variety with Imam Reza Shrine, has become a touristic, mainly pilgrimage city in Iran as well as the Middle East. Since there is a definite link between Iran and other Central Asian countries culturally and historically, Iran is the main attracting touristic place for these people. This city, in fact, as a big habitat could easily provide these tourists with all kinds of attractions. The research also shows that Central Asian tourists play an important role in job creation, income (making money), increase of production and export, having significant socio-economic impacts on the people such as cutting down unemployment and its subsequent crimes and enhancing cultural exchanges as the result of supervisory controls.
- Mehrnaz Shafiiyan studied the cultural-social factors affecting Tourism Destination Selection among Italian Tourists in Iran'. According to her, understanding the tourists' preferences as

well as high-quality services would bring about their satisfactory and improve tourism industry in Iran.

- Oversea research to be mentioned here is done by Lou and Hsieh (2013), 'Reconstructing Revisit Intention Scale in Tourism', in which a scale for measuring the reasons of tourists' revisit is provided. This study mainly discusses the psychological factors which affect the tourist's behavior in revisiting a destination. The most important element of the whole psychological factors focuses on one point: the quality of services.
- In contrast, Toyama and Yamada (2012) discuss effective factors in tourists' loyalty. In this study, novelty and familiarity play a key role in satisfaction and thus tourists' loyalty. However, novelty has been more effective in tourists' satisfactory rather than familiarity.
- Lee conducts a research, 'Social Carrying Capacity of Tourism Planning at an Alternative Tourism Destination', considering trust, satisfaction and city dwellers' behavior towards the tourists. Its objective is providing some solutions to develop the concept of social carrying capacity in different aspects of tourism like Tourism Program Festivals. To this effect, understanding tourists' behavior is crucial. The findings show that retaining tourists' propensity to festivals needs careful management and appropriate programs (Lee, 1997). As mentioned before, little research is directly conducted exploring visitors' intention to revisit and there is nothing done with respect to foreign tourists' revisit in Iran.

Theoretical Fundamentals

Tourists' propensity to revisit a destination is somehow a sign of mature destination. Selecting a destination by tourists is derived from the interplay of multiple elements. Therefore, there is more than one motivating factor to revisit a destination. A destination according to the kind of its products must evolve constantly to fulfil what the tourists wish. The primary goal is to provide the cognition of products advantages and underlie the main intention of tourists' visiting. The assessment of tourists' propensity to revisit derives from interplay of several determining factors. Tourism destination includes compounding elements to attract tourists toward staying the area. Premium attractions, buildings, services, environment conditions, climate and culture are the main factors in attracting tourists (Lomesdon, 2001: 336). Besides these factors, travellers' motivations, tangible and intangible facilities, ease of travel, roads' expansion, security, peace, freedom and sanitation as marketing indicators in target markets should be regarded properly (Mahalati, 2001: 21,44). Attracting factors are destination s' attributes to fulfil the tourist's desires and accordingly to draw the tourist to that area. Stimulating factors are those embedded within an individual as well as constituted one's social content that causes to move him/her (Pearce, 1992). According to Crompton (1979), stimulation factors have a definite correlation to the psychological elements and usually are used to justify hidden motives for travelling, while attractors are justifying the selection of destination as they are compounding of a wide variety.

Destination image includes a set of believes, views and feelings which are embedded in tourist's mind (Crompton, 1997). This image is a significant element in tourism development accomplishment. The image of tourism destination is a preliminary step of quality, satisfactory, willingness to return, and tendency to recommend that destination to others (Lam and Hsu, 2006). The very perception of destinations is also affected by marketing (Correia et al, 2007) and so it is possible to be influenced by global marketing events. Since commercial brandings of destination are complicated and changing continuously (Balakrishnan, 2009), they should be organised by promoting new experiences to fulfil tourists' desires and expectations properly (Beerly and Martin, 2004). As mentioned above, the assessment of tourists' tendency to revisit is derived from interplay of multiple factors which is similar to repurchase in marketing studies. The most important positive outcome of repurchasing is word of mouth marketing which effectively cuts down the marketing costs. Baloglu argues that motivating tourist's intention to revisit is in direct relation with the psychological factors and visual imagery of destination, because tourist's behaviour is influenced by his/her cognition and attitude (Baloglu, 2000).

Study on tourists' motives is a sort of examining tourists' choice. Such studies follow several goals, finding out conscious and unconscious parts of tourists' minds. This is because the unknown factors determine one's priorities. We should be careful of misusing travelling motive for tourism demand (the real intention is visiting an especial place); this is a common mistake in technical situations and tourism marketing. Conversely, the correct notion is assuming demand as a result of motive.

For this reason, Gronholdt (2000) and Baker (2000) define intention of revisiting as a definite movement like desire which is the same for buyers to repurchase a product. For example, first-time visitors comparing repeat-visitors have a different visual imagery and consequently a different satisfaction from the destination. The inferred imagery includes the product, tourism staffs' attitude and behavior towards visitors and the environment. Awareness of the destination affects the inferred imagery of that destination. That is, those who are familiar with a place (had previously visited it) have a better understanding as well as more interest for revisiting the area. Previous experiences of traveling may affect tourists' satisfactory in next visit and the likelihood of revisiting that destination (Milman and Pizam, 1995). Entering a destination for the first time, most of international tourists have an ambiguous perception of what is expecting them. Hence, more awareness involves more investigation and exploration on behalf of the tourists. From the other viewpoint, tourists are totally different regarding the interest of exploration and gaining new experiences (Tse and Crotts, 2005) and this point would be effective in their satisfaction.

Since the concept of tourism is inclusive, compounding various dimensions, elements and sections, it is considered as a system having interplay components which are in direct correlations with each other. Paying attention to such Correlations is of high significance in tourism planning. So far, a few researchers have researched and built theories about tourism (Gunn2002; Leiper1990; Weaver & Opperman2000). Irrespective of tourists' intention to travel, they would have to be dealt with all components of tourism. In other words, tourists need all these components in their journey. So each destination which covers the components providing tourists' necessities would be more successful. Regarding all above-mentioned issues and to reach a research theoretical model, it is used of Gun's system theory in tourism, Leiper's tourist attraction system, Kaplan, Maslow's hierarchy of needs and Pearce.

As it is clear from the models, push and pull driving factors create the desire for travel regardless of social, cultural, economic, personal traits. Then tourists with respect to the imagery of their minds choose a destination to travel. Travel experience forms tourists' attitude towards destination. If tourists' attitude is satisfactory, they would return to that place; otherwise, they would be reluctant to travel that area.

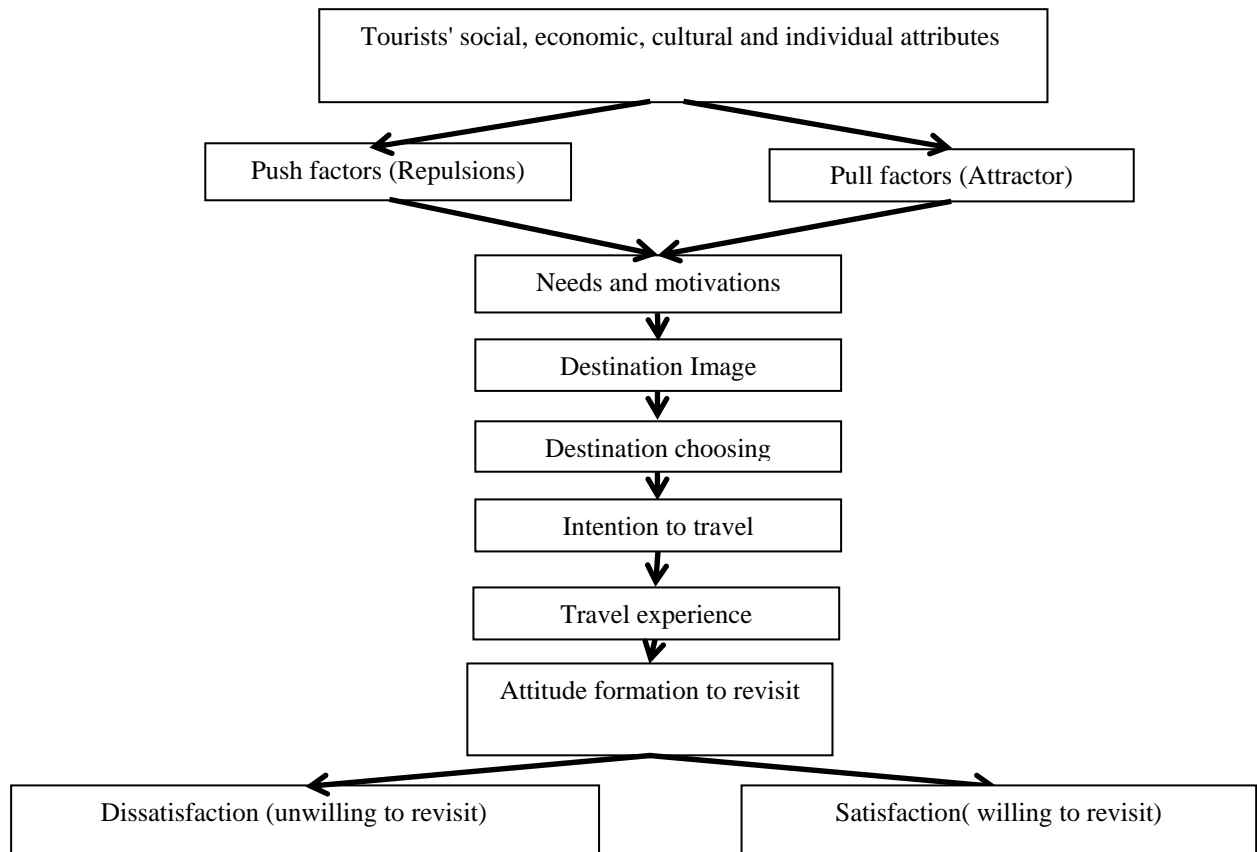


Figure (1): Theoretical Model

Methodology

With regard to the target of this research, the survey method is used. The statistical population in this study includes incoming European and Asian tourists to Iran. Out of these tourists, 200 people are selected as a research sample, through convenience sampling. Techniques of questionnaire and interview are to collect data. According to the research objective, question items are compiled in three stages: before entrance to Iran, through the visit of Iran and during leaving Iran. In order to assess the validity of the questionnaire, the method of content analysis is used in which the questionnaires were edited by University professors in Tourism Department. Cronbach's alpha coefficient is used to measure the questionnaire's reliability. All items selected for the final study had Cronbach's alpha value of 0.877 indicating high reliability. Questionnaires' data was coded and subsequently entered into SPSS Data Editor to be applied as a basis for this survey. First, the whole variables were analysed through Frequencies and Crosstabs procedures. Then, Chi-square test was used to find out the association between the dependent and independent variables and T-TEST to check the difference; so that the assumptions were examined.

Results and Data Analysis

Data are presented in two parts: Analytical and Descriptive. In order to have a better understanding of data analysis, a complicated multi-dimension table is avoided. Instead, the result of each hypothesis test is included in one table.

Descriptive Results

The findings indicated that 50.8 percent of Asian tourists were women and 47.7 percent men. Similarly, 51.4 percent of European respondents were women and 48.3 percent men. As it is observed,

female tourists in both nations were more than male tourists. The examination of the respondents' age distribution showed that they were mostly in range of 50-59 among both nation (31.8 percent of Asians and 31.5 percent of Europeans). Since Mode and Mean are the same, the statistical population considering age distribution is normal in range of 20-76. Regarding the level of education, both nations have higher education (40.1 percent of Asians and 39.5 percent of Europeans). Most of Asian tourists were traders (10.3 percent) and European respondents were largely academicians and technicians (22.3 percent) (Table 1).

Table (1): Frequency Distribution of respondents according to age, gender, education, job and tourist's prior knowledge of Iran

Attribute	Nationality	variable	Absolute Frequency	Relative Frequency	attribute	nationality	variable	Frequency	Percentage
Sex	Asian	Female	55	50.8	Age	Asian	0-39	11	17.9
		Male	35	7.7			40-49	21	25.1
	European	Female	58	51.4			50-59	43	31.8
		Male	39	48.3			60-69	16	19
Occupation	Asian	academic, technical	22	24.1			70-80	2	5.1
		professional	13	15.9			European	0-39	10
		Clerical	18	25.6		0-49		24	27.2
		business	23	10.3		50-59		40	31.5
		Seller	7	2.6		60-69		14	18.8
		Worker	3	3.6		70-80		7	3.5
		Retired	9	16.4		Education		diploma	10
	European	Academic, technical	25	22.3				graduate	25
		professional	15	16.3	Master's		38	4.1	
		Clerical	23	15.5	Ph.D and upper		17	14.1	
		business	10	5.6	European		diploma	9	13.1
		Seller	3	3.6			graduate	28	19.2
		Worker	4	4.5			Master's	42	39.5
		Retired	17	25.9		Ph.D and upper	13	13.8	
Prior knowledge	Asian	Yes	90	82.6					
		No	8	16.4					

		European	Yes	92	84.7
			No	3	1.5

Inferential Results

Assessment of hypotheses according to the scale of measurement is done by two statistical techniques: Chi-square and T-test for which the results are divided in accordance with assumptions as below:

- Hypothesis 1: There is a significant association between social-demographic (age, education and gender) and tourist’s propensity to revisit Iran.

The results of Chi-square test shows a statistically significant difference between Asian and European tourists with respect to revisit and variables of age, education and gender (Table 2) . The analysis of the data also indicates that there is no significant association between age and willingness to revisit. Likewise, this lack of relationship can be seen for variables of education and gender (Table 2). Therefore, having accepted Null (H0), the assumption of the study is rejected.

Table (2): The correlation between tourists’ social-demographic attributes and their willingness to revisit (Chi-square)

		Asian		European		Test Results	
		Frequency	Percentage	Frequency	Percentage	Significance	Chi-square
Age	0-39	11	11.8	10	10.5	0.0732	0.2895
	49-40	21	22.6	24	25.3		
	59-50	43	46.2	40	42.1		
	60-69	16	17.2	14	14.7		
	70-upper	2	2.2	7	7.4		
	Total	94	100	92	100		
Education	Diploma	10	11.1	9	9.8	0.9540	0.6592
	Graduate	25	27.8	28	30.4		
	Master’s	38	42.2	42	45.7		
	Ph.D.	17	18.9	13	14.1		
	Total	90	100	92	100		
Sex	Female	55	61.1	58	59.8	0.6580	0.4853
	Male	35	38.9	39	40.2		
	Total	90	100	97	100		

- Hypothesis 2: There is a significant association between prior knowledge about Iran and his/her propensity to revisit. i.e. the higher prior awareness about a destination, the more tendency to revisit it.

According to the result of Chi-square test, there is a significant relationship between Tourists' prior knowledge about the country and their propensity to revisit it ($X^2=26.48$, $sig= 0.000$), thus coinciding the research hypothesis (table 3). Regarding to the result of the test we may conclude that the deeper we know how to use marketing tools to make Iran known to tourists, the more they would be satisfied and more willing to return to Iran.

Table (3): The Correlation between Tourists 'Pre- knowledge as well as their Satisfaction and Propensity to Revisit (Chi-square)

	Asian		European		Test Results	
	Frequency	Percentage	Frequency	Percentage	Significance	Chi-square
Pre- knowledge	90	91.8	92	96.8	0.00	26.48
Lack of Pre- knowledge	8	8.2	3	3.2		
Total	98	100	95	100		

- Hypothesis 3: There is a significant relation between Islamic codes (such as obligation to wear scarf, etc.) and propensity to revisit.

Frequently, limitations and regulations of a country, civilly or politically, impact travelling for first-time visit and repeat visit. There is a dominant idea in different, academic and non-academic, circles in the Iranian society assuming such limitations as an obstacle in Tourism development and success. However, our data analysis did not confirm it. For example, Chi-square test did not find any statistically significant association between Islamic codes (obligation to wear hijab) and willingness to revisit the country (Table 4). Hence, it could be argued that although Islamic codes may impact tourists' propensity partly, it is not a crucial determinant in willing to revisit, instead other factors are effective. This is true for both Asians and Europeans. It may be as a result of characteristics of tourists in this study, whose intention is to visit cultural and historical attractions and such regulations (just wearing hijab not necessarily all kinds of limitations) do not affect their propensity. This indicates the importance of the characteristics of target market which should be considered to attract tourists.

Table (4): The correlation between Islamic codes (obligation to wear hijab) and willingness to revisit (Chi-square)

	Asian		European		Test Results	
	Frequency	Percentage	Frequency	Percentage	Significance	Chi-square
A little	18	19.1	18	19.6	0.245	1.344
To some extent	61	64.9	59	64.1		
A lot	15	16	15	16.3		

- Hypothesis 4: A significant association exists between historical and archaeological (in comparison to natural attractors) attractions and the willingness to revisit.

In contrast to the variable of obligation to Islamic regulations, Chi-square test confirms the research hypothesis, showing a significant relationship between historical and archaeological attractors and travelling satisfactory which yields to return (table 5). Therefore, we can conclude that historical-archaeological attractors yet play an important role in attracting foreign tourists, and subsequently affecting their willingness to revisit the area. From another point of view, this result might be due to

the lack of a proper initiatives or management over natural attractions which made them unknown to tourists.

Table (5): Correlation between Historical-archaeological attractions' role in attracting Tourists and willingness to revisit (Chi-square)

	Asian		European		Test Results	
	Frequency	Percentage	Frequency	percentage	Significance	Chi-square
Archaeological-historical Attractions	56	60.9	67	68.4	0.023	0.483
Natural Attractions	36	39.1	31	31.6		
Total	92	100	98	100		

- Hypothesis 5: There is a significant correlation between desirable services to tourists (people's attitude towards tourists, quality of accommodations, proficiency of tour guides, transportation quality...) and their propensity to revisit.

Like the previous variable, the variable of service in destination has often a statistically significant relationship with willingness to revisit (Table 6). Accordingly, the role of historical-archaeological attractors is of high importance in attracting tourists, though not sufficient. There are more determining factors like high quality services in above-mentioned sectors to retain attracting tourists and their intention to revisit. By examining the relationship between the above variables, it is concluded that the better people's attitude towards tourists is, the higher tourists' satisfactory would be. The Chi-square test revealed no evidence of violation of the assumption and it is well documented through the values in Table 6 ($X^2=7.352$, $Sig=0.028$).

However, the data analysis did not show any significant correlation between ease of getting Visa and propensity to revisit ($X^2=0.0308$, $Sig=0.5$), thus the H_0 , that is, null hypothesis is accepted (table 6). This might be due to the fact that tourists of any nation is not involved in the visa process personally, instead this process is done through tour operators. Hence, it seems that difficulty of getting visa makes no sense to tourists.

With regard to quality of hotels and accommodations, Chi-square test results show a significant correlation between two variables for both groups of respondents ($X^2=19.437$, $Sig=0.000$). Similarly, there is a significant relationship between tour guides and willingness to revisit ($X^2=4.56$, $Sig=0.024$) underlying the important role of tour guides (ibid). It is noteworthy that incoming tourists' attitude toward Iran is largely dependent on tour guides function. Hence, training these guides should be considered for the entire important role they play in incoming tourists' attitude. Likewise the correlation between propensity to revisit and transportation quality is significant which is illustrated on Table No.6 ($X^2=23.94$, $Sig=0.000$). This is another important factor in destination's satisfactory. In fact, one of the most important drawbacks is the poor transportation (in both intra-city and inter-city) which is effective on tourists' satisfactory and their intention to revisit.

In general, the above findings are confirming this fact that the more tourists are satisfied with the service including several factors, the more they would be willing to revisit. This result is the same for both Asians and Europeans.

Table (6): The association between service quality and propensity to revisit (Chi-square)

	Tourists	Asian		European		Test Results	
	Variables	Frequency	Percentage	Frequency	Percentage	Significance	Chi-square
People's Attitude	Bad	4	4.2	0	0	0.028	7.352
	Good	90	95.8	93	100		
	Total	94	100	93	100		
Visa Process	Difficult	12	87	6	93.7	0.05	0.0308
	Easy	80	13	89	6.3		
	Total	92	100	95	100		
Accommodation Quality	Bad	13	14.1	33	34.7	0.000	19.427
	Average	45	48.9	50	52.6		
	Good	34	37	12	12.6		
	Total	92	100	95	100		
Tour guides' Quality	Bad	10	10.8	13	13.8	0.024	4.56
	Average	15	16.1	28	29.8		
	Good	68	73.1	53	56.4		
	Total	93	100	94	100		
Transportation Quality	Bad	32	34	67	70.5	0.000	23.94
	Average	37	39.4	15	15.8		
	Good	25	26.6	13	13.7		
	Total	94	100	95	100		

- Hypothesis 6: Existence of significant relationship between tourists' origins and tourists' propensity to revisit.

Regarding tourists' nationality, the analysis of the data shows a statistically significant difference between their satisfaction and their nationalities. As shown in the table 7, Asian tourists have higher levels of satisfaction in comparison to European tourists. From the the result of the data analysis, we may conclude that the difference between target markets should be taken into consideration in planning. This is because; each of target markets has got its own expectations and attitudes in several aspects.

Table (7): T test according to tourists' nationalities

	Asian		European		T	Significance
	Frequency	Mean	Frequency	Mean		
Tourist's' Satisfactory	98	3.580	95	2.659	6.312	0.04

Conclusion

The research aimed at investigating factors affecting foreign tourists' propensity to revisit Iran, concentrating on two groups of Asian and European tourists. As mentioned in theoretical framework, tourists' satisfactory from each travel usually leads to increase of attracting rate, retaining and loyalty of tourists. Moreover, this would help to reach economic goals such as increasing tourists and income

rate. This study has benefited from Gun's system theory in tourism, Liber's theory in tourism attractors system, Kuplan's Tourism Demand Model, Pearce and Maslow's hierarchy of needs to reach the theoretical framework. The findings indicated that most of the respondents belonged to the age group of 50 - 59 in both Asian and European groups (Asians 31.8 percent and Europeans 31.5 percent). Tourists with higher degree (Masters) included both nationalities (Asians 40.1 percent, Europeans 39.5 percent). Additionally, the data showed that most of Asian tourists are traders (10.3 percent) and most of European respondents (22.3 percent) are working in scientific and technical fields.

The analysis of the data revealed that there is no significant correlation between social-demographical characteristics like age, education, gender and tourists' propensity to revisit Iran. Conversely, a significant relationship observed between tourists' prior knowledge and their intention to revisit. This result indicates the high significance of marketing and introducing Iran to tourists in target markets. The notable point of the findings is rejecting the assumption of relationship between Islamic codes like wearing scarf and willingness to revisit. Hence, more investigation should be dedicated to such limitations. Moreover, it is found that visiting historical-archaeological attractions is more effective in tourists' satisfactory than natural attractions. In any case, the important role of destination management in making an image of attractors should be highly noticed.

What this study reveals is the relation between service quality and tourists' intention to revisit according to their nationalities. Accordingly, providing high quality services in compliance with tourists' expectations seems necessary. This issue especially matters about accommodations, transportation and their effects on tourists' satisfactory. Supply Services should be provided according to academic studies on expectations and needs of tourists. Another important factor, neglected in planning, is tour guides who play significant role in tourists' satisfactory and their willingness to revisit Iran. Professional training of tour guides could be a main factor in increasing the levels of satisfactory. Also, tour guides impact on tourists' impression to a large extent. The results show that Asian tourists' satisfactory towards the provided services is higher than European tourists. Finally, in order to increase satisfactory and creating willingness to revisit Iran, some recommendations are put forward as below:

- Training people about how to communicate with foreign tourists
- More access to maps, tourism guide catalogues, guide booklets
- Trying to make a positive image in tourists' minds through improving services in transportation and accommodation
- Involving organizations and institutes affiliated with tourism development making more cooperation and synergy to increase tourists' satisfactory
- Development of marketing programs to introduce Iran's natural-historical attractions and neutralize negative advertisements against Iran
- Holding several exhibitions to introduce customs, Iranian festivals, Iranian art and music
- Expediting visa issue process and eliminating unnecessary limitations for incoming tourists
- Resolving technical problems of roads, bridges, street ruling and guideposts in order to decrease road accidents and equipping all touristic sites to English signs and posts
- Standardising accommodations in Iran
- Considering market segmentations and tourists' requests from various target markets

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