

Evaluating the Destination Image of Iran and Its Influence on Revisit Intention: After Iran's 2022 Crisis

Authors : Hamideh S. Shahidi

Abstract : This research examines destination image and its impact on tourist revisit intention. Destination images can evolve over time, depending on a number of factors. Due to the multidimensional nature of destination image, the full extent of what might influence that change is not yet fully understood. As a result, the destination image should be measured with a heavy consideration of the variables used. Depending on the time and circumstances, these variables should be adjusted based on the research's objectives. The aim of this research is to evaluate the image of destinations that may be perceived as risky, such as Iran, from the perspective of European cultural travellers. Further to the goal of understanding the effects of an image on tourists' decision-making, the research will assess the impact of destination image on the revisit intention using push and pull factors and perceived risks with the potential moderating effect of cultural contact (the direct interaction between the host and the tourists with different culture). In addition, the moderating effect of uncertainty avoidance on revisit intention after Iran's crisis in 2022 will be measured. Furthermore, the level of uncertainty avoidance between gender and age will be compared.

Keywords : destination image, Iran's 2022 crisis, revisit intention, uncertainty avoidance

Conference Title : ICDBMS 2023 : International Conference on Destination Branding and Marketing Strategy

Conference Location : Istanbul, Türkiye

Conference Dates : June 22-23, 2023