



2528-9705



HERITAGE TOURISM BOOM: TOURISTS' TENDENCY TO REVISIT SHEIKH SAFI AL-DIN ARDABILI COLLECTION

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ABSTRACT

The purpose of this paper is to explore tourism form and predictive components on the heritage tourists' tendency to revisit Sheikh Safi Al-din Ardabili collection (Spiritual-historical area of Ardabil city, Iran). Research method has been descriptive survey; and, statistical population included all tourists referring the Sheikh Safi's collection. 375 persons have been selected through convenience sampling and Cochran's formula (with unspecified population size) to form the sample size. The results showed that among respondents, visiting historical monuments and heritage tourism takes place mostly in the form of family (41.9%) than individual tourism; and, marital status as a variable significantly affects the variables related to tourism destination image (except for destination emotional image), and tourism satisfaction. Also, according to the respondents' viewpoint, the most attractive section of Sheikh Safi's collection has been Chini-Khaneh. Considering the results of discriminant analysis, from among variables related to tourism destination image and tourism satisfaction, variables of welfare-health facilities, satisfaction from the staff, feeling of security, cultural acceptance, tourism costs, location and routes, cognitive image, overall image, awareness and interest, demographic characteristics (education, income) have significant effect on discriminating and predicting of respondent groups (in terms of their tendency to revisit).

Keywords: Heritage tourism; Sheikh Safi Al-din Ardabili collection; Destination image; Satisfaction

INTRODUCTION

Tourism industry is one of sustainable movements with many strategic functions including economic development, social empowerment, and protecting environment, as well as tourism destination boom (Parmawati *et al.*, 2018). Overall share of tourism industry in Iranian GDP has been 6.5% in 2015; and, it is predicted to be increased to 8% till 2025. Maintenance of historical monuments and their stability has effective relationship with presence level of heritage tourists. Also, it has been proved that effect of loyal customers' word of mouth on their friends, families, and other potential consumers of tourism destinations is an important factor in tourism boom (Shoemaker and Lewis, 1999; Leou *et al.*, 2015). Tourists' satisfaction of travel experience is related to tendency towards revisiting tourism destinations. Positive satisfaction of tourism destination can lead to revisit and making positive suggestions to friends and families (Chi and Qu, 2008). So, taking heritage tourism boom into consideration is unavoidable; and, it could have negative consequences including marginalization of measures justifiable for maintenance, revival, and stability of historical buildings (López-Guzmán *et al.*, 2018).

Tendency to revisit a tourism destination has been defined as an individual's readiness or willingness to make a repeat visit to the same destination, providing the most accurate prediction of a decision to revisit. Especially, in terms of historical (heritage) tourism, strengthening tourist loyalty significantly affects revival and maintenance of historical areas and their boom, in addition to economic boom (Stylos *et al.*, 2016); because, governmental supports in terms of historical monuments' repair and maintenance are based on command and attrition, and are not enough. In other words, considering stages of creating behavior of attracting heritage tourists and increasing their tendency to revisit; considering effective variables and tourists' motivations for revisit are of specific importance as a tourism development planning and marketing requirement (Assaker *et al.*, 2015). What is important through behavior attracting tourists is creating loyalty in heritage tourists and increasing their tendency towards revisiting the historical tourism area. So, tendency to revisit is defined as a type of customer loyalty in the field of tourism (Som and Badarneh, 2011). Variables related to heritage tourism destination image and tourists' satisfaction are among key components of achieving loyalty of tourists and their tendency towards revisiting the tourism destination (Hashemi *et al.*, 2015; Assaker *et al.*, 2015; López-Guzmán *et al.*, 2018). That is, tourism destination image includes a comprehensive spiritual perception or personal and/group conception against a certain tourism destination. Destination image can be indicative of a simplified set of individual perceptions, covering up much information about a certain place for that person; and, it can lead to motivation to be created or not for revisiting a destination as a tourist (Chao, 2015). Tourism destination image is associated with three concepts of emotional image, cognitive image, and overall image (Chi and Qu, 2008; Rajesh, 2013; Hashemi *et al.*, 2015; Assaker *et al.*, 2015; López-Guzmán *et al.*, 2018). Cognitive image refers to obtained perception of tourists towards various characteristics of destination includes its attractions, infrastructures, environment, and quality of services (Artuger and Cetinsoz, 2017). Emotional image is defined through emotions and sensational reactions of an individual against various characteristics of tourism destination (Stylos *et al.*, 2016). In fact, obtaining emotional experience such as happiness, joy and excitement in mind is originated from desirable or undesirable image of destination. Destination's overall image also is resulted from summing up positive and negative points experienced from tourism destination, i.e. general perspective about that destination. Heritage tourist satisfaction of a destination can improve competitive status of that tourism destination, compared to others; and, it can affect tourists' decision for revisiting that destination (Chew and Jahari, 2014). Also, tourists' satisfaction is based on whether their expectations from destination before their visit are consistent with their lived experience in destination or not? This shows consistency of previous image of tourists about that destination and what they see, feel, and remember in reality. This will result in tendency of tourists towards revisit (Zabkar, 2007).

Review of Research Background

In a research performed by Rajesh (2013), a theoretical model about tourist loyalty and return to tourism destination has been studied through consideration of these factors: tourism perception, destination image, and tourist satisfaction. The results showed that tourism perception, destination image, and tourist satisfaction directly affect loyalty and tendency towards revisit of tourists. In the research, tourism perception components included such variables as historical and cultural attractions, destination accessibility, natural environment



and attractions, and infrastructures. Destination image variables also included existence of welfare-health facilities, historical attractions, feeling of security, cultural acceptance, tourism costs, and prices of services. Tourist satisfaction's components included such variables as destination attractions, and being satisfied with welfare-health facilities, transportation services, and etc.

In a research performed by Romao *et al.* (2014), factors determining travel, environmental tourist satisfaction and loyalty towards tourism destination in Hokkaido (Japan) have been dealt with. According to the findings, from among demographic variables, age, knowledge and information about tourism area have been effective on tourist loyalty and their tendency to revisit. This has been concluded that, being satisfied of welfare-health facilities, destination environment, and overall image of destination are important variables having effect on making decision for revisit, and suggesting that destination to other people to make a visit to.

A model for reviewing tendency level towards revisiting tourism destination has been analyzed and validated by Assaker *et al.*, (2015). In the research model, three factors of tourism destination image, tourists' satisfaction and tendency to revisit (loyalty) has been formulated. According to the findings, tourism destination image could predict satisfaction level of tourists; and, this satisfaction affects tourists' tendency towards revisit. According to other findings, age variable had significant effect on possibility of tourist's revisit. That is, those tourists of lower age have been less loyal to tourism destination, compared to tourists with higher age.

In 2015, motivational factors having effect on loyalty and tourists' tendency to revisit Thailand historical and natural areas have been studied by Htun *et al.* According to their results, such variables as visit costs, location and routes, feeling of security, beautiful nature, cultural acceptance and welfare-health facilities have been effective on tourists' tendency to revisit. Also, there has been a significant difference between married and single tourists in terms of tourism costs as a variable. In terms of tourist satisfaction also, there has been a significant difference between tourists of different genders. A research has been performed by Stylos *et al.* (2016) about effects of variables related to tourism destination image and mental beliefs on tourists' tendency to revisit. According to the results, emotional image as a variable has been effective, but cognitive image from destination has been of no effect on tourists' tendency to revisit. Also, tourist satisfaction has been effective on their possible revisit of tourism destination. In a research performed by Artuger and Cetinsoz (2017), effects of tourism destination image variables have been studied on tendency to revisiting the tourism area (Istanbul). According to their results, cognitive image variable has been effective on tendency to revisit; but, emotional image had no effect on tourists' tendency to revisit. Also, overall image of tourism destination has found to be effective on tourists' tendency towards revisit.

Motivation, satisfaction, and loyalty of heritage tourists regarding historical city of Cordoba (Spain) have been studied by López-Guzmán *et al.* (2018). Based on the findings, tourism satisfaction has been resulted in increase of motivation for revisit among heritage tourists. They have been concluded that, role played by variables of cultural acceptance and welfare facilities and services existing in tourism destination have been of special importance in tourist satisfaction. Also, 68% of respondents have declared their tendencies towards revisiting Cordoba, based on their current experiment. Also, 90% of respondents have declared their tendencies to introduce the destination through word of mouth.



In general, it has to be acknowledged that, systemic heritage tourism development for historical-global collection of Sheikh Safi Al-din Ardabili and using numerous potentials of the sector to improve current status of heritage tourism requires development, and taking requirements, characteristics, and demands of tourists into consideration, as demand factors of heritage tourism. So, considering destination image of tourists and those factors having effect on their satisfaction as a motivating factor for their tendency to revisit will be resulted in heritage tourism boom to the extent possible, in relation to the collection and the city; and, it will be considered as a basis for designing infrastructures related to maintenance, revival, and protection of historical buildings in Ardabil Province (Iran). Therefore, in the research effort has been made for effective variables on tendency of heritage tourists towards revisiting spiritual-historical collection of Sheikh Safi to be analyzed, in respect of sustainable tourism boom and protecting historical resources of the city. In consideration of research backgrounds as a whole, and in terms of determinant factors having effect on heritage tourists, it could be acknowledged that the two tourism destination image and tourist satisfaction variables have effect on tourist's tendency to revisit. Conceptual model in details is presented in figure (1).

- Research performed by Qu *et al.* (2011), Rajesh (2013), Hashemi *et al.* (2015), Stylos *et al.* (2016) in relation to identification and determination of relationships between destination image, and heritage tourist satisfaction and their effects on tendency to tourists' revisit have been used as the basis for designing conceptual model of the research.
- Results from research performed by Bigne Alcaniz *et al.* (2005), Chi and Qu (2008), Rajesh (2013), Hashemi *et al.* (2015), Assaker *et al.* (2015), Stylos *et al.* (2016) and López-Guzmán *et al.* (2018) in relation to components of variables related to destination image factor and heritage tourists' satisfaction have been used as the basis for explaining the research conceptual model.

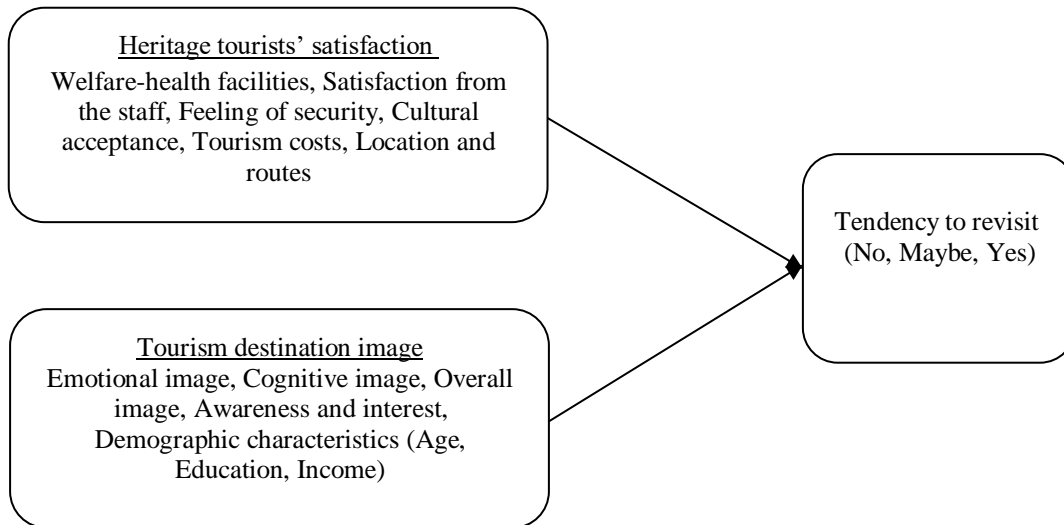


Figure 1. The research conceptual model

METHODOLOGY

Sheikh Safi Al-din Ardabili collection

The spiritual-historical khanegah or Sheikh Safi Al-din Ardabili collection in Ardabil city, north-west of Iran, listed as the world heritage site (by UNESCO) back in 2011 under the identification no. 1450. This collection is located at $38^{\circ} 14'52/5''$ northern latitude, $48^{\circ} 17'27/5''$ longitude, and altitude of 1365 above sea level (Yousefi *et al.*, 2013). This khanegah, one of the big and famous tombs among the religious construction worldwide (figures 2 and 3).

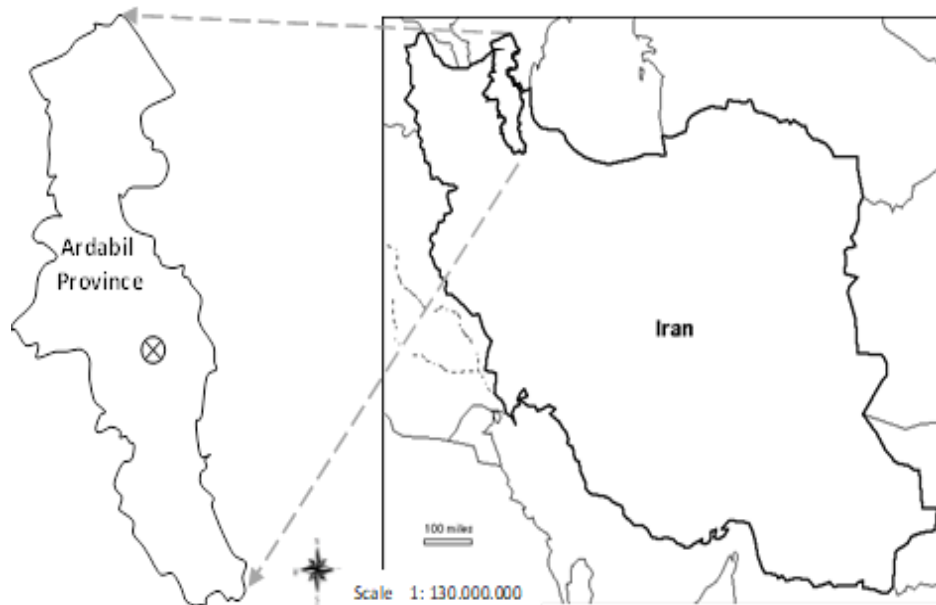


Figure 2. Map of collection location

Source: Iranian Cultural Heritage, Handicrafts and Tourism Organization, 2009



Figure 3. The Sheikh Safi Al-din Ardabili collection

Source: Iranian Cultural Heritage, Handicrafts and Tourism Organization, 2009



Also, as one of the Islamic architecture is the important building that has been constructed according to the Safavid period. This khanegah is composed of a group of architectural structures including tomb of Sheikh Safi (Allah Allah Dome), Shah-Ismael tomb, Chelleh-Khaneh, Dar al-Hadith, mosque of Jannat-Sara, Chini-Khaneh (ceramic gallery, in fact one of the oldest museums established in Iran in 16th century), Qandil-Khaneh, the Haram-Khaneh, Shahidgah Cemetery, main courtyard and some other buildings. Mainly all parts of the collection are completed during Safavid periods, mostly at the time of Shah-Abbas (Shahbazi Shiran and Mammadova, 2014).

Sampling method, data collection and analyses process

This applied research in terms of objective is considered a field research, as far as variables' controlling level is concerned. In terms of data collection method, the research is considered as a descriptive survey designed and performed in 2018. The method of convenience sampling has been applied; and, to reduce measurement errors in the results, only those tourists who have been visiting the collection for the first time had to be referred to, as for data collection. To compute number of research samples, population size would be considered as unclear. Here and to specify sample size, Cochran's formula with unclear population size (based on calculation of initial sample's variance) has been used. To do so, data has been collected through 30 questionnaire presented to those tourists visiting the Sheikh Safi collection for the first time; and, initial sample's variance has been computed. In the formula, variance level obtained has been 0.2435. Error level (d) has been 0.05, with 0.95 as confidence level; and, Z value has been considered to be 1.96. This way, numbers of persons included in sample size have been obtained as 375.

$$n = \frac{Z_{\alpha}^2 * S^2}{d^2} = \frac{3 \cdot 8416 * 0 \cdot 2435}{0 \cdot 0025} \cong 375$$

Data collection process has begun with questioning tourists and to see if this is their first visit to the collection or not? In case of positive answer, they have been furnished with questionnaire. Finally, discriminant method of analysis has been used for data analysis.

Research Tool, Reliability, and Validity

Research tool has been a questionnaire including three main parts: 1) Demographic characteristics (age, education, income, etc.); 2) The tourism form (individual (alone), with family, with friends, tourism tours); 3) Tourism destination image (emotional image, cognitive image, overall image, awareness and interest) and tourists' satisfaction (welfare-health facilities, satisfaction from the staff, feeling of security, cultural acceptance, tourism costs, location and routes); and, 4) Main research questions about tendency towards revisiting the collection (with options of 1. no, 2. maybe and 3. yes). Items related to satisfaction and destination image have been formulated based on researches performed by Bigne Alcaniz *et al.* (2005), Rajesh (2013), Hashemi *et al.* (2015), Assaker *et al.* (2015) and López-Guzmán *et al.* (2018). Validity of research tool has been verified through face validity, based on views of a group of faculty members and experts. As for convergent validity and based on three following criteria, research tool's convergence level has been obtained to be desirable after applying required technical views: load factors equal to 0.5 and greater than that; mean of extracted variance equal to 0.5 and greater than that; and, composite reliability equal to 0.7 and greater than that (Hair *et al.*, 2010). In terms of discriminant validity and the average variance



extracted (AVE) for each hidden variable in measurement models being greater than mean square of covariance and maximum squared covariance among all of the hidden variables; research tool has been of desirable discriminant validity. In relation to the measurement model's reliability and based on three following criteria, reliability of measurement variables has been desirable: load factor equal to 0.5 or greater than that; Cronbach's alpha equal to 0.5 or greater than that; and, composite reliability (CR) equal to 0.7 or greater than that (table 1).

Table 1. Reliability and validity of research variables

Variables		Number of items	CR	AVE	Cronbach's alpha
Tourism destination image	Emotional image	6	0.75	0.58	0.70
	Cognitive image	8	0.82	0.66	0.77
	Overall image	3	0.76	0.62	0.73
	Awareness and interest	7	0.71	0.57	0.68
Tourists' satisfaction	Feeling of security	8	0.73	0.55	0.69
	Welfare-health facilities	8	0.75	0.62	0.73
	Tourism costs	5	0.74	0.61	0.70
	Location and routes	7	0.79	0.65	0.75
	Satisfaction from the staff	6	0.77	0.64	0.73
	Cultural acceptance	5	0.80	0.66	0.75

Source: The Table is built by findings of researcher

RESULTS AND DISCUSSIONS

Personal and Professional Characteristics of Respondents

According to the findings (table 2), most of respondents (33.1%) have been within the 46-49 age range. 70.7% and 29.3% of statistical sample included male and female respondents, respectively. In terms of marital status, 70.7% were married and 29.3% were single. Highest frequency in terms of education level was related to Bachelor's degree, with 30.7% of statistical population. Highest average income has been 30.1 to 40 million IRR (44.7%).

Table 2. Statistical summarization of demographic characteristics among respondents

Variables	Items	Frequency	Percent
Gender	Male	274	73.1
	Female	101	26.9
Marital status	Single	110	29.3
	Married	265	70.7
Age	≤ 35 years old	105	28.00
	36-45 years old	117	31.20
	46-55 years old	98	26.13
	≥ 56 years old	55	14.67
Education level	High School and lower	50	13.3
	Diploma	95	25.3
	Bachelor	125	33.3
	Postgraduate	105	28.0



Average monthly income (million IRR ¹)	≤ 30 million IRR	153	40.8
	30.1-40 million IRR	164	43.7
	40.1-50 million IRR	23	6.1
	≥ 50.1 million IRR	35	9.3

1. 1 US dollar ≈ 100,000 Iranian rials (IRR).

Source: The Table is built by findings of researcher

Comparing mean of research variables based on marital status

According to the finding presented in the table 3, based on marital status, results have been indicative of significant differences existing between marital status of respondents and all of research variables ($p=1\%$), except for destination emotional image. That is, married respondents compared to single respondents have higher level in terms of all significant variables, according to the mean values obtained.

Table 3. Results of comparing mean of research variables based on marital status

Factors	Variables	Marital status		
		t	Item	Mean
Destination Image	Awareness and interest	-6.683**	Single	15.9307
			Married	19.8650
	Emotional image	-1.575	Single	16.0891
			Married	18.8540
	Cognitive image	-4.105**	Single	21.0396
			Married	26.0328
	Overall image	-3.822**	Single	10.1584
			Married	12.2117
Satisfaction of tourist	Location and routes	-4.127**	Single	13.7327
			Married	15.9562
	Cultural acceptance	-4.088**	Single	12.1485
			Married	14.5255
	Satisfaction from the staff	-17.797**	Single	11.8317
			Married	18.4343
	Tourism costs	-5.717**	Single	15.0396
			Married	18.6168
	Welfare-health facilities	-3.219**	Single	19.4653
			Married	20.5803
	Feeling of security	-2.851**	Single	21.0495
			Married	23.4124

* and ** show significance at the 5% and 1% levels, respectively.

Source: The Table is built by findings of researcher

The tourism form of respondents

The results of table 4 showed that the tourism form of most respondents (41.9%) was with family. Also, the use of tourism tours (14.1%) was the lowest percent among respondents.

Table 4. Frequency of the tourism form, among respondents

Method	Frequency	Percent	Valid Percent	Cumulative Percent
Individual (alone)	96	25.6	25.6	25.6

With family	157	41.9	41.9	67.5
With friends	69	18.4	18.4	85.9
Tourism tours	53	14.1	14.1	100.0
Total	375	100.0	100.0	-

Source: The Table is built by foundings of researcher

Prioritization of attraction level of various sections of collection

According to the respondents' viewpoint (table 5), Chini-Khaneh (figure 4) and museum of collection have been prioritized as the most attractive sections.

Table 5. Prioritization of attraction level of various sections of collection

Items	Mean	SD	Rank
Chini-Khaneh	4.15	0.85	1
Museum of collection	4.12	0.88	2
Shahidgah Cemetery	4.11	0.95	3
Qandil-Khaneh	4.09	0.83	4
Main enclosure	4.07	0.88	5
Mosque of Jannat-Sara	4.06	0.97	6
Allah Allah dome	4.04	0.93	7
Dar Al-Hadith	3.98	0.92	8
Chelleh-Khaneh	3.94	0.93	9
Tomb of Shah-Ismail	3.91	0.94	10
Haram-Khana	3.90	1.02	11
Shāh-Neshin	2.57	1.20	12
Other cases	2.41	1.15	13

Source: The Table is built by foundings of researcher

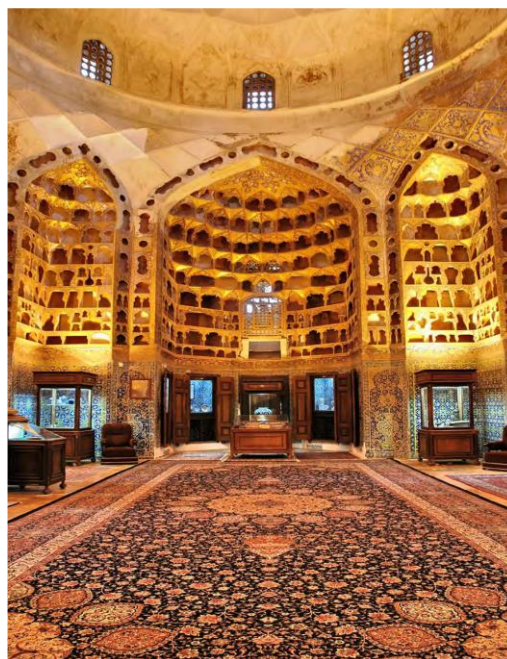


Figure 4. Chini-Khaneh

Source: Iranian Cultural Heritage, Handicrafts and Tourism Organization, 2009

Results of discriminant analysis***Frequency of respondent groups (tendency level to revisit)***

According to the results (table 6), most of respondents (40.5%) have been tendency to make a revisit to the collection. Also, the lowest percent (28.8%) is related to the respondents that have not been tendency to revisit.

Table 6. Frequency of respondent groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	152	40.5	40.5	40.5
	Maybe	115	30.7	30.7	71.2
	No	108	28.8	28.8	100.0
	Total	375	100.0	100.0	-

Source: The Table is built by foundings of researcher

The fitness of analysis

To specify fitness of analysis, Wilks' Lambda test has been used (table 7). According to the results provided in table 6, value of Wilks' Lambda (0.41, $p=1\%$) explains significant difference existing among discriminant scores of the three groups. In other words, obtained function can desirably discriminate among three groups of tourists in significant way; and, fitness of analysis is at desirable level.

Table 7. Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 2	.410	330.884	6	.000
2	.927	27.983	2	.000

Source: The Table is built by foundings of researcher

Predictive Variables

To identify most important discriminant and predictive variables as for heritage tourism groups, stepwise method of discriminant analysis has been applied. First, this general question has been asked "Will you make a repeated visit to historical collection of Sheikh Safi Al-din Ardabili?" to be answered with yes, no, or maybe. Considering the point in the analysis that, those variables with lower Wilks' Lambda have higher predictive power, from among 13 independent variables entered into the analysis and in final step, 11 variables with acceptable Wilks' Lambda and significance levels have been obtained, based on table (8). These 11 variables (welfare-health facilities, satisfaction from the staff, feeling of security, cultural acceptance, tourism costs, location and routes, cognitive image, overall image, awareness and interest, demographic characteristics (education, income)) have been capable of creating maximum discrimination among three groups of tourists, based on their tendency levels to revisit. However, the two variables of age and destination emotional image have not been significant. Considering values of Wilks' Lambda and significance level, obtained variables have been capable of predicting tendency level to revisit; and, they have been entered into discriminant analysis through three steps. As observed in table 5, common correlation coefficients among groups and discriminant score variables have been desirable. Another criterion in assessment of discriminant function is special size, being equal to 0.762 in this function.

Table 8. Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
Age	.999	.261	2	372	.770
Education	.963	7.156	2	372	.001
Income	.978	4.180	2	372	.016
Awareness and interest	.457	90.677	2	372	.000
Emotional image	.993	1.226	2	372	.295
Cognitive image	.943	11.206	2	372	.000
Overall image	.982	3.410	2	372	.034
Location and routes	.933	13.458	2	372	.000
Cultural acceptance	.967	6.261	2	372	.002
Satisfaction from the staff	.929	14.154	2	372	.000
Tourism costs	.931	13.782	2	372	.000
Welfare-health facilities	.935	12.907	2	372	.000
Feeling of security	.943	11.244	2	372	.000

Eigen value = 0.762, Canonical correlation = 0.747, Sig = 0.000

Source: The Table is built by foundings of researcher

Results of correctness of grouping

Results of final function assessment are shown in table 9, results show that following significant variables are correctly classified: 78.5% of tourist having tendency towards revisit, 75.7% probably making a revisit (maybe), and 74.1% with no tendency to revisit. Also, the function as a whole is capable of discriminating and explaining 79.2% of samples correctly, in terms of their tendency to revisit (no, maybe and yes).

**Table 9. Classification Results^a**

		Revisit	Predicted Group Membership			Total
			Yes	Maybe	No	
Original	Count	Yes	130	20	2	152
		Maybe	22	87	6	115
		No	17	11	80	108
	%	Yes	85.5	13.2	1.3	100.0
		Maybe	19.1	75.7	5.2	100.0
		No	15.7	10.2	74.1	100.0

a. 79.2% of original grouped cases correctly classified.

Source: The Table is built by foundings of researcher

CONCLUSION AND RECOMMENDATIONS

The research has been aimed at analyzing predictive components on heritage tourists revisiting the of Sheikh Safi Al-din Ardabili collection (Spiritual-historical area, Ardabil city). According to the results, the most of respondents (40.5%) have been tendency to make a revisit the collection in future. Also, most of tourist respondents have been married (70.7%) and the tourism method of most respondents (41.9%) was with family. Considering results of discriminant analysis, from among independent variables entered into the analysis, 11 variables (welfare-health facilities, satisfaction from the staff, feeling of security, cultural

acceptance, tourism costs, location and routes, cognitive image, overall image, awareness and interest, demographic characteristics (education, income)) have had significant effect on discriminating among respondent groups (consistent with the findings of Rajesh (2013), Romao *et al.* (2014), Htun *et al.* (2015) and López-Guzmán *et al.* (2018)). However, age and destination emotional image as the two variables have not been significant ((Contrary to results of Romao *et al.* (2014) and Assaker *et al.*, (2015)). Also, other part of findings showed that there has been significant difference among respondents' marital status and all of the research variables, except for destination emotional image (Contrary to results of Stylos *et al.* (2016) and consistent with the findings of Artuger and Cetinsoz (2017)); and, married tourists have been of higher level. Since most of visitors have been married and the tourism form of most respondents was with family; it seems that visiting historical monuments and heritage tourism in Iran takes place mostly in the form of family than individual (or alone) tourists; In this respect, considering personal emotions in selecting tourism destination would be fading and collective view and family selection is of higher priority in reselection of tourism destination. In this regard, King *et al.* (2015) suggested the cognitive images are quite stable over time, but affective and emotional components of image are more susceptible to change. So, possibly tourism destination emotional image cannot provide tourists with enough motivation to reselect that tourism destination. The result could be used in heritage tourism marketing programs in the area. In this respect, it is proposed that marketing heritage tourism in the area would be more directed towards promotions appropriate for family attractions. Also, welfare-health, and entertainment services and facilities in tourism area are required to satisfy needs of families so that they would become more satisfied.

Other findings showed that, section of Chini-Khaneh has been considered as first attraction priority of heritage tourism in visiting Sheikh Safi's collection. It seems that its architectural structure being rare, its beauty, and attraction of the building contents, compared to other historical buildings in the country are involved in the finding. So, it is proposed for promotions and providing information regarding Sheikh Safi's collection to tourists that, more advantage would be taken from background images of Chini-Khaneh and complementary explanations. That is, the more this unique building would be introduced; destination image among heritage tourists would be strengthened more. Finally, it could be resulted in selecting this tourism destination for revisit with higher possibility. In general, according to the research findings, heritage tourism development of Sheikh Safi Al-din Ardabili collection requires investment in terms of training, management, infrastructures, and promotions, with groups and families as first priority. To create more attractive image of tourism destination, revival of specific and traditional ceremonies within the range of tourism area as well as renovating life styles related to historical record of the collection can improve tourism destination image, tourist satisfaction, and their knowledge and interest so that the way would be paved for revisiting the collection, more. Preparing and providing free brochures, with more attention paid to Chini-Khaneh and its description, establishment of tourism information bureaus at entrances of the city and providing group tourists with residing places and entertainment facilities appropriate for families can play an effective role on improving tendency towards revisiting the Sheikh Safi Al-din Ardabili collection, and heritage tourism boom in the area.



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