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**تأثیر تجربه سفر بر وجهه استنباط شده از ایران به عنوان یک مقصد  
گردشگری در بین گردشگران خارجی**

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**The Effect of Inbound Tourists' Travel Experience on Their Image of Iran as  
a Tourist Destination**

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**Abstract**

Success of a tourist destination marketing manager depends on proper identification of markets, their major needs and understanding quality of tourists' image about destination and the factors which influence their perceived image; so managers could take proper decision for attracting more tourists. This paper is a descriptive survey research which studies the effect of inbound tourists' experience of visiting Iran on their perceived image of the country. The results indicate that tourists' image of Iran has been changed in a positive direction after visiting it. In this study, the influencing factors on a destination image have been classified in six groups i.e., infrastructure, culture, economy, politics, environment, and tourism facilities. The results also indicate that among tourists' evaluation of these factors, the culture, and environment compare with other factors, evaluated more positively, whereas the quality of Iran's tourism facilities has received the lowest rank.

**Keywords:** Tourism destination, Image, Marketing, Tourism.

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(Beerli &

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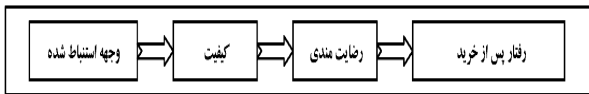
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(Bigne, Sanchez & Sanchez,2001)

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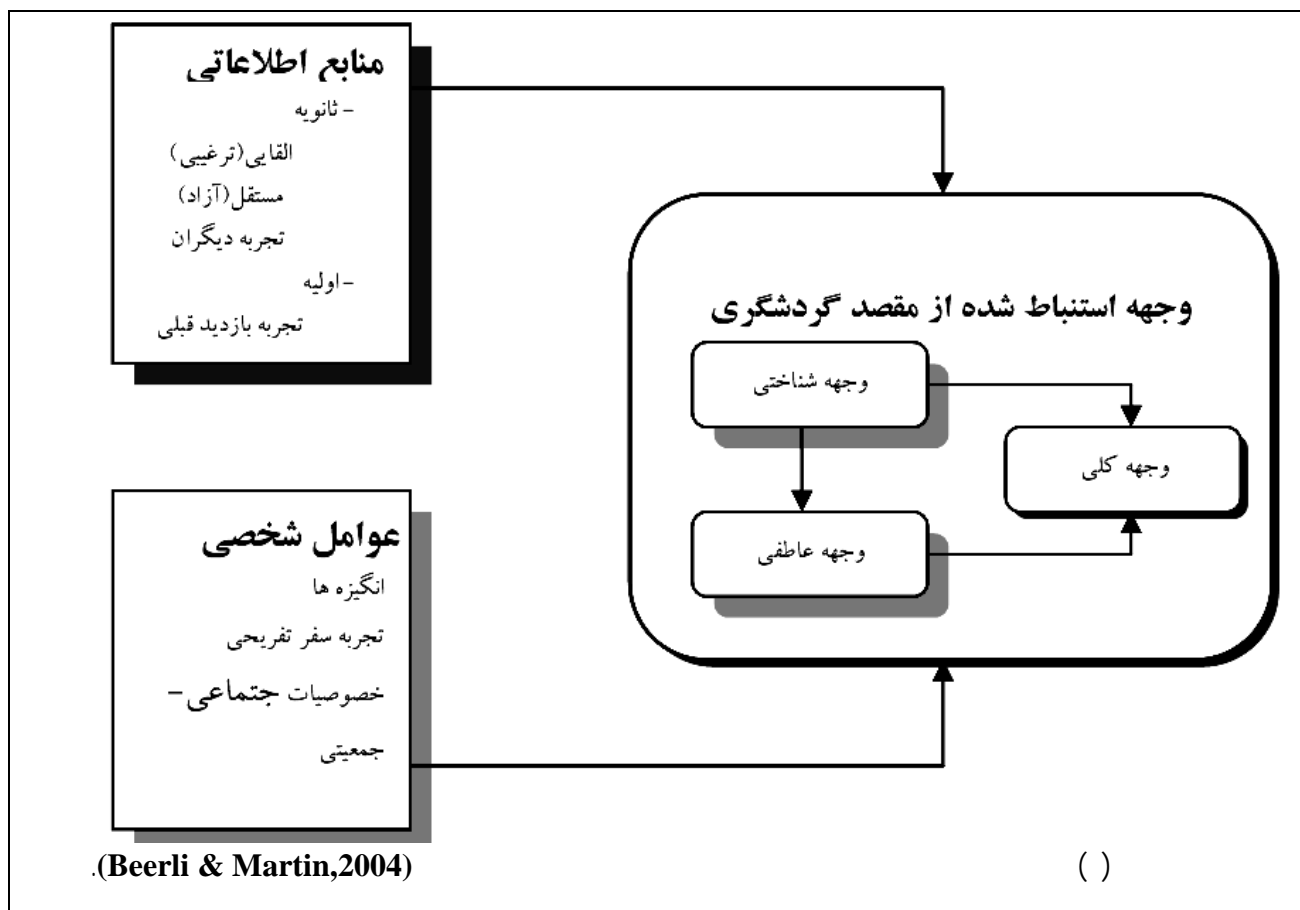


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(Bigne, Sanchez & Sanchez,2001)

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(Leisen,2001))



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$$= \frac{Z_{\alpha}}{2}$$

(Gartner, .1993)

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(.Beerli & Martin,2004)

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