An empirical Investigation to Effects of Brand Equity indicators on Tourist Attraction to Create tourism loyalty in order to Develop Tourism Industry of Guilan province

Mehrshad Nasiri Vashmehsaraei[1], Elham Vahedi[2*] and Abbas Shirian[3]
[1]Master of Executive Management, Alborz, IRAN
[2]Department of Executive Master of Business Administration, Alborz, IRAN
[3]Department of Management and Global Economy, Instroct Scientific Applied Training Center, Tehran, IRAN

Abstract

In recent years, numerous studies have been done about branding and identifying constituent components of products brand equity. While, a few research can be found that the scope of their activities are related to tourism destinations brand. Strong brand of a regional tourism creates an identity for it. Greater value will achieve due to destination name, if formed identity in mind of tourists associate with more positive. Therefore, in this research, the relationship between the indicators of brand equity (including: brand awareness, brand Image, perceived quality, and brand loyalty) in point view of Konecnik and Gartner, attraction of tourist and tourism loyalty was measured. The questionnaires were distributed among 384 tourists in the province of Guilan. Path analysis and confirmatory factor analysis (CFA) method were used to test data and model of research. The results showed that attraction of tourist and brand Image have the greatest effect on tourism loyalty.

Keywords: Brand equity, brand awareness, brand image, perceived quality, brand loyalty, tourist attraction, tourism loyalty, confirmatory factor analysis.

Introduction

Today, there is heavy competition in the tourism industry focusing on the attraction, but should focus on brands. Tourism is an export of invisible and components of tourism goods and services in today's developing world without having a commercial name and an especial brand won't be able to compete with other countries. Considering that a brand is an unknown familiar in the tourism industry and perceptions and conceptions about its meaning is very diverse and sparse, it is an undeniable necessity and due to the competitive position of tourism in economic activities that govern it, each type of expense and effort to brand and branding, which is a long term investment and invaluable advantage which will be led to excellence, advantages and benefits[1]. Destination brand equity to total assets (or liabilities brand) names and symbols associated with changes in the value of the services and business tourism destination, which provides that is to be determined. Each year, the value of global brands by various international institutions is measured and in many cases, the value of brand equity is much more than physical assets. The factors affecting brand equity and their relationship to attract tourists and their loyalty to the desired destination can help the authorities to change their planning and their attitudes. The main objective of this study is to investigate the effects of brand equity indicators in point view of Konecnik and Gartner (2007)[2] on attraction of tourist to create tourism loyalty in order to develop tourism

industry; therefore, the main question in this study is based on: What is the relationship between the dimensions of brand equity and loyalty by attracting tourism in the Gilan province.

Literature Review: Brand Equity: Brand equity is collection of thoughts, emotions and attitudes belonging to the brand. So when we say that a brand is a value that has the ability to influence consumer's behavior, interests, preferences, attitudes and their purchasing behavior. Brand equity can be defined based on the interests of the consumer and the brand preferences, purchase intentions and choice of words to other brands. Since customer-based brand equity occurs when the consumer has of the brand in the mind of a good memory, strong and unique brand that is, Therefore, preference, purchase intent and brand choice are all indicative of the presence and brand equity[3]. Several methods for measuring brand equity by marketing or consumer perspective are presented. Many methods for measuring brand equity managers are restricted because the components and factors can not be decomposed into elements such as the customer's perception[3]. To overcome this problem, some investigators have divided brand equity in to two characteristics: attributable and non-attributable; while, others[4, 5] have proposed a method for measuring the value of brand equity with different dimensions of analysis, (Such as brand awareness, brand associations, perceived quality and brand loyalty).
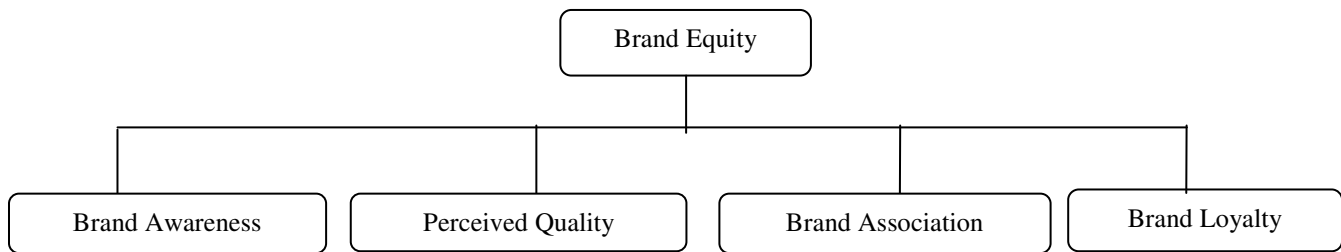
Figure-1
Brand equity indicators[8]

Cup Valgrn, leading researcher in evaluating brand equity based on the customer-based concept of Aaker[6] and Keller[7], considered brand equity as a set of four dimensions, namely brand awareness, brand associations, perceived quality and brand loyalty[4], for example in a research, Aaker and Joachimsthaler[8] in 2000 showed that brand equity included in four key dimensions, such dimensions are showed as figure 1.

According to this view and view of Konecnik and Gartner[2], in this study, brand equity dimensions based on consumer perceptions (tourists) is formed as a knowledge of the four dimensions, i.e. brand awareness, brand image, perceived quality, and brand loyalty as explained as follows;

Brand awareness: Brand awareness is the base of all sales activities and represents the power of the brand in the customer's mind. In other words, the goal is to gain familiarity with the brand through repeated play. The concept of destination brand awareness has been investigated under issue of the decision making process of tourists and has strongly rooted in customers behavioral studies. Awareness's indicate that there is, potentially, the destination image in the minds of tourists[2]. Also, brand awareness represents that how much consumers embodied the brand in their mind and it can be measured at different levels. Brand awareness often provides two levels of brand recognition and brand recall**.** Several methods to measure brand awareness are brand remembrance by customers that they are considered as criteria. Therefore, the first step is to identify the brand (Have you ever seen this brand?) Then they call the brand to mind, (What brands of these products, do you remember?). Next step is to determine the top brand in the mind (the first brand to be remembered) and finally, the dominant brand (the only brand to be remembered). The role of brand awareness in brand equity depends on the context (class) and the level of awareness. The lowest level of recognition is based on aid recall test, i.e. Respondents, after seeing a number of brands of a product category, identify those who have seen or heard, and name recognition is the lowest level of awareness. The next level is called, recall or retrieval, i.e. recall of non-adjuvant. In recall of non-adjuvant, the person is asked to name the brands which are in a product category. Here the respondent won't be helped to recall the name. Non-assisted recall is more difficult than the assisted recall**.** The first brand which is named through non-assisted recall has a specific situation in the consumer's

mind. It means that the best known is the dominant brand in the consumer's mind[9].

Brand Image : Among the identified dimensions of brand equity, brand image is an issue that has been more misunderstood. Image as an important concept in marketing has been the subject of many researchers. Image as beliefs, ideas and person's perceptions about an object is defined. Hence, In the case of tourism destinations, the same definition as in the image of tourism destinations, a total of beliefs, ideas and individuals perceptions from places or tourism destination will be presented. Research in the area of brand image is focused on the characteristics that make up the tourism destination image. Identify the characteristics of the bran image are classified into a category that includes: Economic characteristics, physical environment, activities and facilities, the brand attitude and individuals[9]. Generally, brand equity is affected by consumers association of a brand that is factor supporting and protecting a particular brand's image by itself. Brand associations are complex and closely related to each other, and involve a complex set of ideas, moods, situations and facts that make use of knowledge to create a coherent network. These associations are the result of consumers' brand trust, and they are created by marketers, are formed by direct experience of the products consumer and affect purchase intentions and his brand choice[10].

Perceived Quality: Another important dimension of brand equity is the perceived quality which, in fact, is not the actual quality of the product (destination), and only is the consumer's subjective evaluation. Just like brand associations, perceived quality is great for the consumer because separating it from the other brands, creating for customers a reason to buy. Experienced product, unique needs and conditions of use may affect the consumer's judgment about the quality. High perceived quality means that; through a long-term experience with the brand, consumer realizes differences, priorities and preferences of each brand[10]. Also, Zeithmal[11] defines perceived quality as "consumer perception of the overall quality or superiority of a product or service than other options"[9]. Perceived quality is a competitive necessity, and today most companies are turning to the customer-focus quality as a strategic weapon. Perceived quality compared to the other properties is highly abstract and based on its subjective nature is quite different in the evaluation of the brand compared to the objective characteristics of the others. Because of the

willingness to pay for extra fee, purchase intent and brand choice, perceived quality is considered as a one of the structure of the original brand equity. Perceived quality may also substitute for other components of brand equity and its application between the classes and different product categories[12]. Aaker[12] in 1996 suggested that the perceived quality of different brands can be measured directly. He asserts that the evidence from previous studies have shown that up to 80% variation in perceived value is described through perceived quality. Like brand image, perceived quality provides the value to the customers to separate their brand from competitors', they have a reason to buy. Basically, customer perception of quality is concerned to the perception of the intrinsic and external characteristics of the quality. Perceived quality dimensions depend on the context of the product. Parasuraman, ET al[13] have proposed eight dimensions of quality for quality service some of which overlap product quality: i. Tangible characteristics: physical facilities, equipment and appearance of personnel, ii. Reliability: The ability to provide the promised services, iii. Accountability: willingness to help customers and provide prompt service, iv. Competencies: knowledge and skills of employees and their ability to convey trust and honesty, v. Validity / Honesty: Being honest and trustworthy in dealing with customers, vi. Empathy: empathy and customer focus, vii. Courteous and humbleness: friendly behavior in dealing with customers, viii. Communication: giving information to customers in a language they understand and listen to customers.

Generally, it is a competitive necessity and many companies, today, have customer-oriented quality changed to the powerful strategic tools. They have satisfied customer satisfaction and customer value through consistently and profitably fulfilling customer needs and preferences about the quality.

Brand Loyalty: Although the concept of loyalty in the field of marketing devoted many researches, but a few research has focused on destination loyalty [2]. Brand loyalty is the fourth group of brand assets which is excluded of many of the conceptual framework of brand equity. However, at this point, there are at least two reasons for the inclusion of brand loyalty confirming the brand equity in the conceptual frameworks. First, the significant of the brand equity for a company is the result of customer loyalty to the brand, and while valuating the brand, for buying and selling it, brand loyalty is one of the key factors that must be considered. So, having a base of loyal customers can lead to a flow of sales and profits for the brand owners. Because of some unique value of the product of a brand, a loyal customer sees the product as a brand that does not have any alternative, so; may have to pay more money to get well. Second, considering loyalty as an asset will result in the creation of programs to increase loyalty and this will lead to increase brand equity[9]. Aaker says that brand loyalty is different from other dimensions of brand equity because it is directly related to the consumption experience and unlike brand awareness and perceived quality, brand loyalty will exist only if the customers

have already purchased and consumed desired brand, while shopping and consumption are not required for consumer awareness of the brand and perceived quality. Although, the dimensions of brand equity are interrelated with each other, but brand loyalty is one of the dimensions of brand equity[10]. According to the Pappu, et al[3], there is a correlation between the four dimensions of customer- oriented brand equity, i.e. brand awareness, brand (association) image, and perceived quality and brand loyalty. Consumer perceptions are concerned with the brand equity. The more loyal is the customer, the more desirability and superiority of the brand does he believe and vice versa. And also, the more association of the brand has the customer, the more loyalty will be the customer and vice versa. Those consumers, who have favorable associations of the brand, have more favorable perceptions of quality and vice versa. When the brand association is strong and perceived quality is positive, the consumer brand awareness will probably be high and vice versa. When the associations are strong, customer's perceptions of the quality of a brand is high and vice versa [3].

Tourist Attraction and Tourism Loyalty: In terms of travel, tourism literally means exploration and it is defined as domestic and foreign travel. In the dictionary, tourism is defined as traveling all over the world to cognition, entertainment and the travel where passengers go to the destination, then go back to his own residence. Tourist refers to the person about whom the two conditions are true: First, he has been around from his own residence for a while, less than a year, and second, in the new location does not generate income. In economic terms, tourism represents the transfer of purchasing power from one region to another, which is a thorough economic analysis in this industry[14]. Tourism is one of the sections due to the positive effects of social, economic and cultural issues is becoming the first industry in the world; as many countries through the creation of appropriate infrastructure are seeking to exploit the advantages of this industry. For most developing countries, tourism is considered as an important source for commercial activities, income, employment and foreign exchange. Many of these countries gain high annual income of this industry. This industry, due to the lower industrial pollution and the lower negative consequences is called the pure industry. As a result of the successful countries in tourism industry, other countries have considered incentives to develop this sector and not to be deprived of its advantages. However, to achieve a comparative advantage in this sector requires appropriate infrastructure, ensuring the needs of tourists and creating tourism desirable facilities. Given the multiplicity of tourists needs as recruitment agents and tourism development, the development requires an understanding of the needs of this sector and its supply by the destination. As, the based on the needs and demands of tourists, different tourist areas have been shaped with the unique features and different typologies of tourism are presented. For example, in one of the categories can cite to the mass and alternative tourism, cultural and artistic, adventurous, nature-oriented, and ancient history, sports, beach, drinking, health, and visit relatives. In other typologies, it is referred to the recreational

tourism, commercial, cultural, health, religious, academic exchanges, athletic, sexual, adventurous and nature-oriented that each one is considered and desired by some of the tourists. Being successful in attracting tourists, destination countries should proceed due to its geographical and cultural characteristics to provide the necessary infrastructure and decide to become a tourist destination in its own area. This requires a systematic approach, oriented towards the tourism sector, as tourism development can be provided through the creation and provision of the necessary facilities. Despite the fact that providing necessary facilities is the first step to attract and retain tourists, there is a significant demand for them again; so, a level of awareness in terms of these factors provides the background for introducing the situation of development, pathology and the regions of tourism to meet the needs and expectations of tourists, and to create satisfaction and loyalty towards the destination. In other words, the possibility to return and reclaim depends on the amount of tourist's satisfaction of destination and providing their satisfaction, in turn, will increase their loyalty of the destination[14]. Since the tourism industry in many countries, is one of the largest and most profitable industries, Iran with ancient history and diverse attractions and prominent climatic conditions, demands economic benefits, including job creation and foreign exchange earnings and also emphasizes to retain its own noble values and cultural identity. Based on tourism prospects in 2020, the number of worldwide tourists will arrive to one billion and six hundred million. The agency predicted that the Middle East region after East Asia will have the highest tourism growth rate in the world. Accordingly, based on the plan which occurs in order to take the advantage of tourist attractions and ecotourism; macroeconomic policies and aspirations of the local population should be considered, which is shown in figure 2[15].

Research Conceptual Framework: To clarify the influence of the four dimensions of brand equity in point view of Konecnik and Gartner (2007)[2], on tourism loyalty and tourism attraction, this section presents the conceptual framework of the study. Figure 3 shows the conceptual framework of this study.
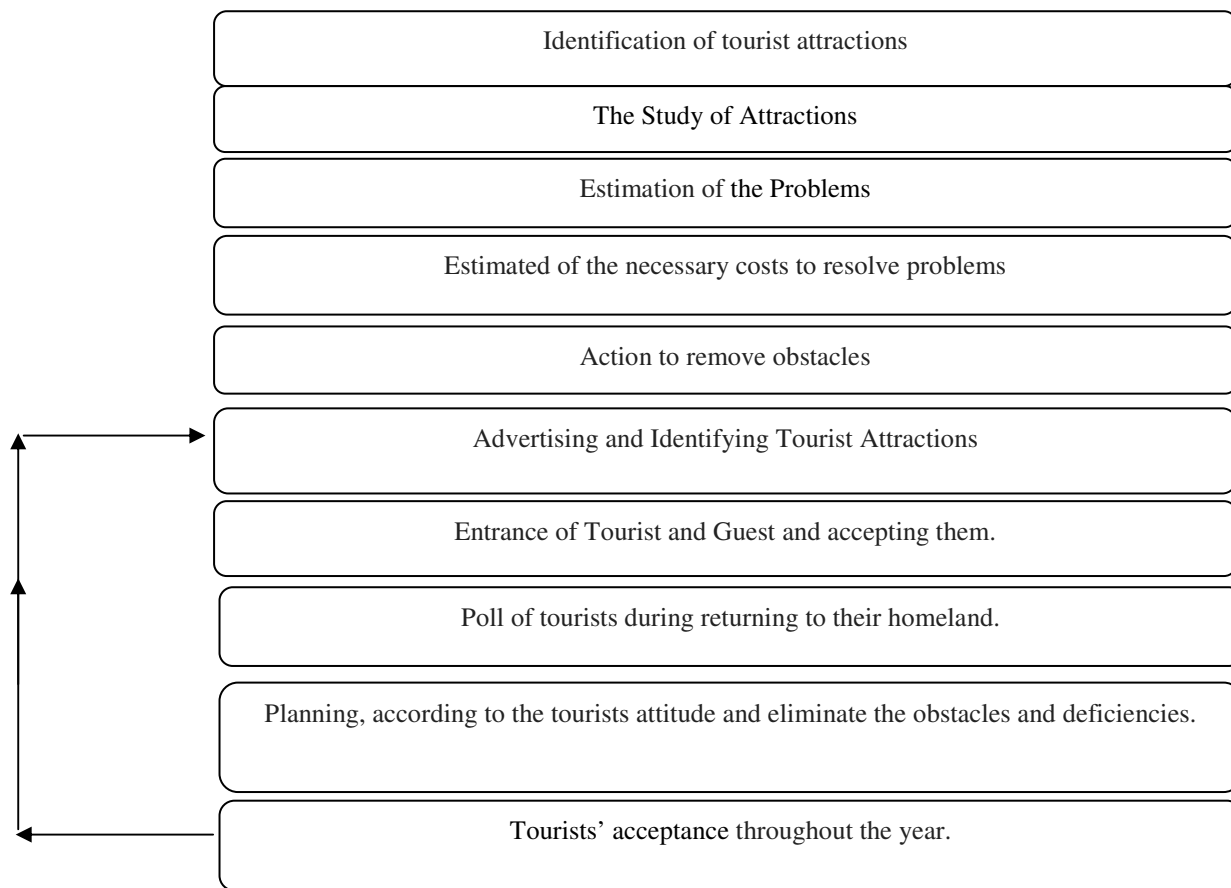
Identification of tourist attractions

The Study of Attractions

Estimation of the Problems

Estimated of the necessary costs to resolve problems

Action to remove obstacles

Advertising and Identifying Tourist Attractions

Entrance of Tourist and Guest and accepting them.

Poll of tourists during returning to their homeland.

Planning, according to the tourists attitude and eliminate the obstacles and deficiencies.

Tourists' acceptance throughout the year.

Figure-2
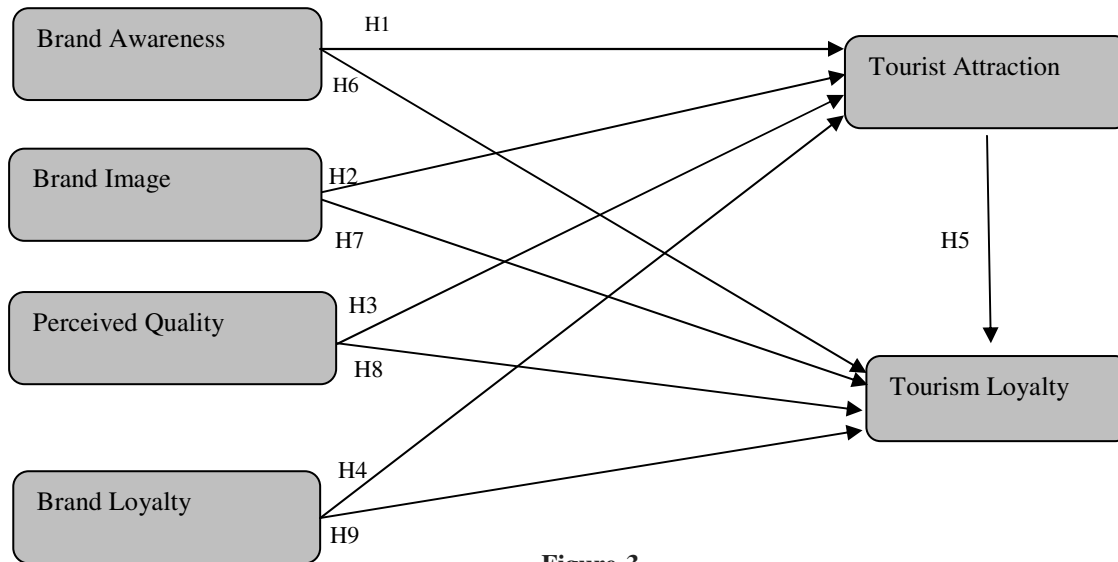**How to plan to attract tourists (Khezerly, 2010)[15]**

Figure-3
Conceptual Framework of Research

This conceptual framework is shown in figure above is based on hypotheses that are described below:

H1: There is a significant and positive relationship between tourist awareness of brand of destination and tourist attraction. H2: There is a significant and positive relationship between the tourist's image of brand of destination and tourist attraction. H3: There is a significant and positive relationship between the tourist's perceived quality of the brand of destination and tourist attraction. H4: There is a significant and positive relationship between the brand loyalty of the destination and tourist attraction. H5: There is a significant and positive relationship between the tourist attraction and the tourism loyalty. H6: There is a significant and positive relationship between tourist awareness of the brand of destination and tourism loyalty. H7: There is a significant and positive relationship between the tourist's image of the brand of destination and tourism loyalty. H8: There is a significant and positive relationship between the tourist's perceived quality of the brand of destination and tourism loyalty. H9: There is a significant and positive relationship between the brand loyalty of the destination and tourism loyalty.

Methodology

Materials and Methods: The purpose of this method is that we can determine what research is needed for a particular topic and what method or a way researcher should choose to make everything faster and achieve more accurate answer to research questions[16]. In general, research methods in the behavioral sciences, are divided into the two criteria, i.e. the research purpose and the method of data collection. Present research, because of testing the performance of scientific theories in the fields of humanities, and developing the applied knowledge about the quality of the relationship between variables and the influence of brand equity, tourism attraction and tourist loyalty, represents the applicable research. Also, because the relationship between variables is analyzed based on the purpose of the study, the methodology of this research is the type of "The correlation research method" that is a kind of descriptive research method. Between the correlation research methods, considering that in this study the structural relationships governing variables is done, based on the existing theories and researches, the research method is the kind of "analysis of covariance structures". Also, the analysis of covariance structures is called under titles like "causal modeling" or "Structural Equation Modeling" (SEM).

The field of research related to the field of humanities and tourism management in which the effect of brand equity indicators on tourism loyalty and tourist attraction is presented.

Sample and Statistical Population: The research statistical population is tourists selected the Guilan province as a tourism destination. Due to the vast area of the statistic society, lack of accessibility to the whole customers and being time and cost consuming, simple random sampling method of a part of the society that represents the whole society has been used. According to Morgan sample size was calculated of 384. Since the expected number of questionnaires were not returned, 400 questionnaires were distributed in a simple random sampling method. Data collection was based on the analysis of the conceptual framework.

Data Gathering Tools: In this research the five-item Likert scale questionnaire was used to collect data. The questionnaire was used, in order to collect the data for data analysis. In table 1, variables and their components and items measured are listed.

Reliability and Validity of the study: Reliability: The initial plan was to question the validity and reliability of the questionnaire. In this study, Cronbach's Alpha was used to determine the reliability of the test. This method is used to calculate the internal consistency of the measuring instrument to measure different attributes. The first prototype consists of 25 questionnaires that was a pre-test and then, using data obtained from the questionnaires and using SPSS software, the reliability coefficient for this instrument was calculated, while using Cronbach's alpha method. The result of Cronbach's alpha for each variable and component is shown in Table 2.The questionnaire is reliable whose alpha value is greater than the value of 0/7, and the more the value is close to 1 and the higher is the reliability of the questionnaire.

Validity: The questionnaire used in this study has been designed by standard questionnaire of famous researchers and theorists and has been used in many studies**.** And Face validity of this questionnaire was confirmed again by faculty advisors and is valid. Also to ensure their accuracy, confirmatory factor analysis was used to validate the entire model. The main purpose of confirmatory factor analysis is to determine the strength of pre-defined factor model and a set of observed data. Thus, using the measurement model of LISREL software, validity of variables was analyzed in measuring related factors. As is evident from table 3, all questions are significant and have appropriate factor loadings, and the significance of the coefficients at 99% confidence level indicates confirming all of them.

Data Analysis Tools: In this study collected data were analyzed, while using both SPSS and LISREL software.

Factor Analysis of Tourism Loyalty Variable: According to fitting parameters) $\frac{x^2}{df} = 0.0, \text{RMSEA} = 0.000$), model fitting is in an appropriate condition, so the above model with the obtained data is in an excellent fit (Perfect). Figure 4 shows the results obtained from the factor analysis of tourism loyalty variable in the condition of standardized coefficients.

Table-1
Variables, components and sources

Row	Variable	component	Question	Sum of question	Resource
1	Brand equity	Brand awareness	1-3-24-10	15	Boo, et al (2009)[17]
		Brand image	4-8-2-11		Boo, et al (2009)[17]
		Perceived quality	9-5-7-12		Konecnik and Gartner[2] (2007)
		Brand loyalty	13-15-21		[17] Boo, et al (2009)
2	Tourist attraction	-	16-19-14-6-17-25-22	7	Alvani and Piroozdokht [18](2006)
3	Tourism loyalty	-	23-18-20	3	Hsu, et al (2009)[19]

Table-2
Reliability of variables based on the final data collection

Row	Variable	Component	Questions	Cronbach's alpha
1	Brand equity	Brand Awareness	1-3-24-10	0.72
		Brand Image	4-8-2-11	0.87
		Perceived Quality	9-5-7-12	0.84
		Brand Loyalty	13-15-21	0.75
2	Tourist Attraction	-	16-19-14-6-17-25-22	0.84
3	Tourism Loyalty	-	23-18-20	0.77
4	Total Variables	-	1-25	0.96

Table-3
Results of confirmatory factor analysis

Dimention	Component	Question	Standard Coefficient(λ)	t-value
Brand Equity	Brand awareness	AW1	0.73	-
		AW2	0.77	**97.15
		AW3	0.72	**85.15
		AW4	0.52	**86.9
	Brand Image	IM1	0.80	-
		IM2	0.77	**18.18
		IM3	0.70	**78.15
		IM4	0.66	**57.14
	Perceived Quality	PQ1	0.84	-
		PQ2	0.80	**50.18
		PQ3	0.72	**20.16
		PQ4	0.40	**77.7
	Brand Loyalty	LO1	0.70	-
		LO2	0.64	**90.12
		LO3	0.68	**97.13
Tourist Attraction	-	AT1	0.60	-
		AT2	0.42	**61.6
		AT3	0.60	**93.9
		AT4	0.60	**86.8
		AT5	0.63	**93.9
		AT6	0.47	**44.7
		AT7	0.54	**35.8
Tourism Loyalty	-	DL1	0.84	**25.14
		DL2	0.61	**08.11
		DL3	0.63	**32.11
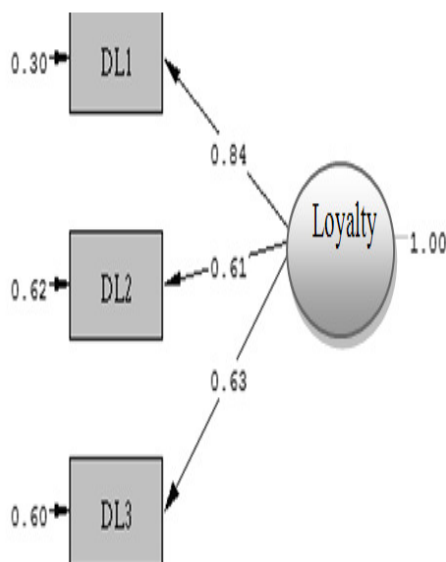
Chi-Square=0.00, df=0, P-value=1.0000, RMSEA=0.000
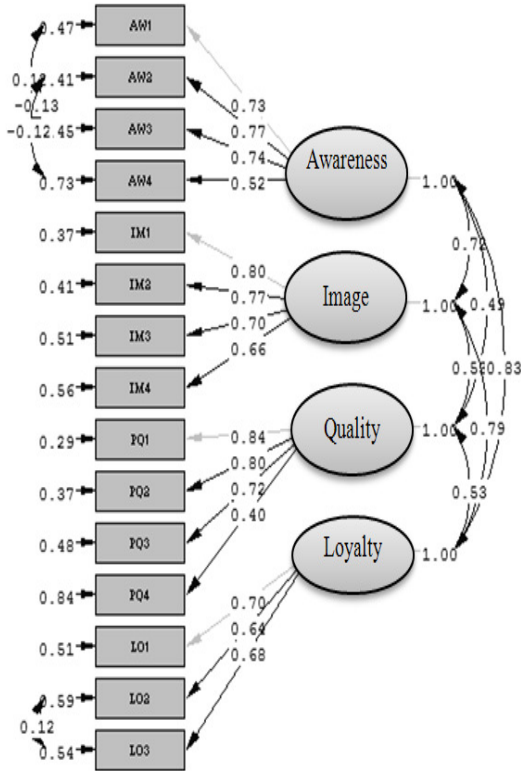**Figure-4**
Model of factor analysis of tourism loyalty variable in the condition of standardized coefficients

Factor Analysis of Brand Equity Indicator: According to goodness of fit parameters, $\frac{x^2}{df} = 3$, $CFI = 0.97$, $AGFI = 0.88$, $NNFI = 0.96$, $RMSEA = 0.073$

The model fitting is located approximately ˝ in an appropriate condition, thus, the above model with the obtained data has value. Figure 5 shows the results of factor analysis of the brand equity indicators in the condition of the standardized coefficients.

Factor Analysis of Tourist Attraction Variable: According to the goodness of fit of parameters, $\frac{x^2}{df} = 0.4$, $CFI = 1$, $AGFI = 0.99$, $NNFI = 1.01$, $RMSEA = 0.000$

Model goodness of fit is in an appropriate condition, so the above model with the obtained data is in an excellent fit (Perfect). Figure 6 shows the results obtained from the factor analysis of tourist attraction variable in the condition of standardized coefficients.

Chi-Square=255.70, df=84, P-value=0.000, RMSEA=0.073
Figure-5
**Model of factor analysis of brand equity indicators on the condition of standardized coefficients**
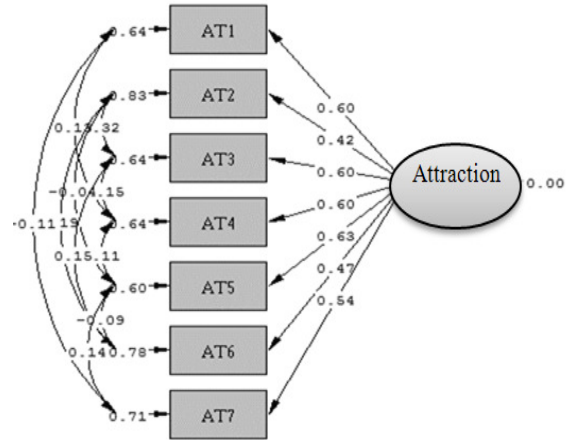
Chi-Square=2.43, df=5, P-value=0.78728, RMSEA=0.000
Figure-6
Model of factor analysis of tourist attraction variable on the condition of standardized coefficients

Investigation of the Research Structural Model: To investigate the effect of exogenous latent variables (independent) on the endogenous latent variables (dependent) research model was built on the LISREL software. Figure 7 shows the significant coefficients in the research model and figure 8 shows the standardized coefficients in the research model.
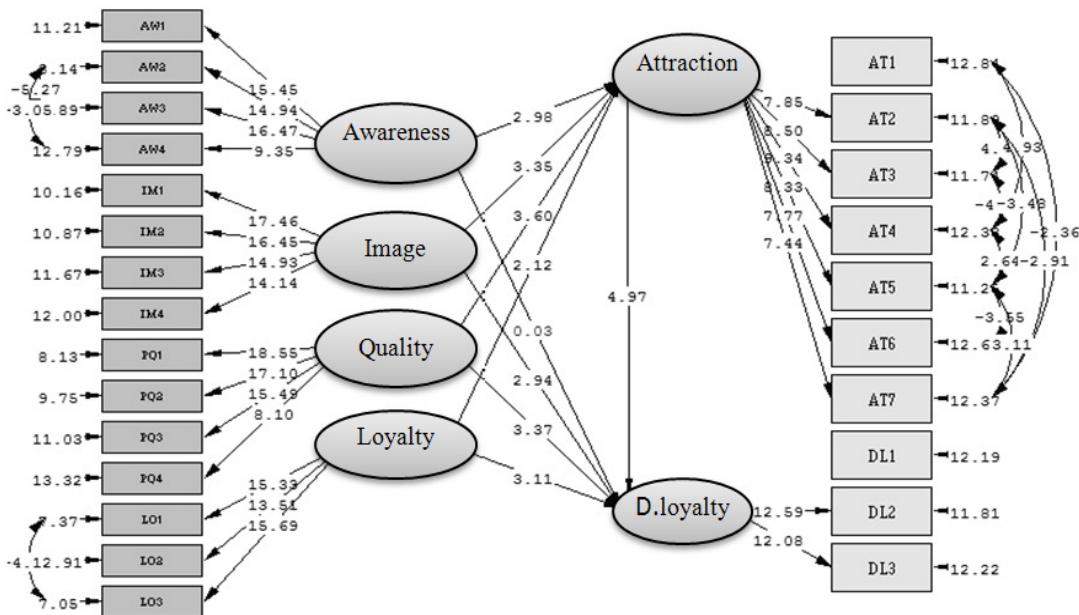
Chi-Square=748.38, df=248, P-value=0.000, RMSEA=0.073
Figure-7
Research conceptual model of significant coefficients
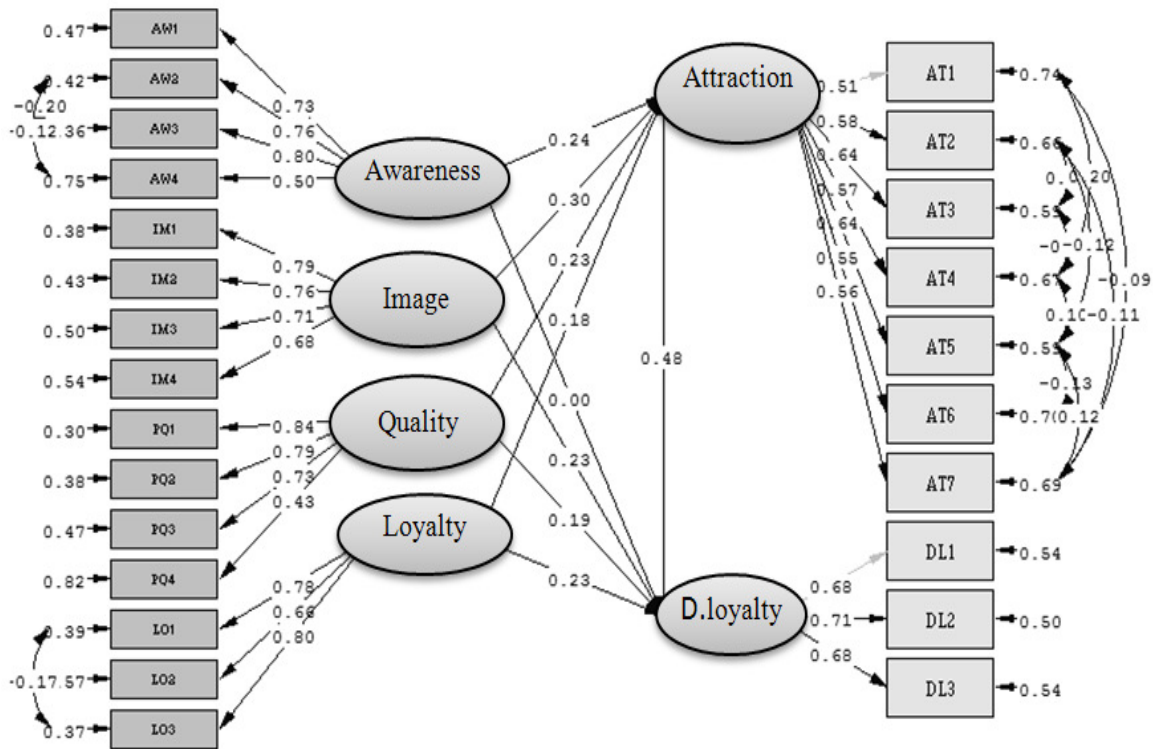
Chi-Square=748.38, df=248, P-value=0.000, RMSEA=0.073
Figure-8
Research conceptual model of the standardized coefficients

According to the obtained fitting parameters, ($\frac{x^2}{df} = 3$, CFI = 0.96, AGFI = 0.84, NNFI = 0.96 , RMSEA = 0.073)

the model fitting is located approximately ˝ in an appropriate condition, thus, the research conceptual model with the obtained data is located in an appropriate goodness of fit.(It is necessary to mention that some of the standard errors depicted in the model, because of improving the model fitting parameters and the software suggestion, do not influence on the regression coefficients).

Results and Discussion

The Investigation of the First Four Hypothesis: According to the following table, the first three hypothesis, because the t-value is greater than | 2.576|, and in fourth alternative hypothesis, the t-value is greater than | 2 |, error levels of 1% and 5%, respectively, are significant. It means that, there is a significant difference between the variables of brand awareness (H1), brand image (H2), perceived quality (H3) and brand loyalty (H4), and tourist attraction.

The regression equation for the standardized coefficients (dependent variable: tourist attraction), is as follows: Attractions=0.24×Awareness + 0.30×Images + 0.23×Quality + 0.18×Loyal R^2=0.62 (1)

Table-4
Results of the structural model (dependent variables: tourist attraction)

Predictor Variables	Path coefficients (β)	t-value	Determinant Coefficient (R^2)
Brand Awareness	0.24	**98.2	
Brand Image	0.30	**35.3	
Perceived Quality	0.23	**60.3	
Brand Loyalty	0.18	*12.2	
			0.62=R^2

The Investigation of the Last Five Hypotheses: According to the above table, the fifth hypothesis (H5) (there is a relationship between tourist attraction and tourism loyalty) because the t-value (4.97) is greater than | 2.576 |, it is significant at the error level of 1%. It means that, there is a relationship between dependent variables, i.e. the tourist attraction and tourism loyalty. According to this table, the sixth hypothesis (H6) (there is a relationship between brand awareness and tourism loyalty), because the t-value (0.03) is smaller than the value | 2 |, so it is rejected. It means that, in this study between the brand awareness and tourism loyalty, no significant relationship was

found. Other hypothesis (H7, H8, H9) are similarly confirmed according to their significant coefficients and there is a significant relationship between them and tourism loyalty.

Table-5
Results of the structural model (dependent variable: tourism loyalty)

Predictor variables	Path coefficient(β)	t-value	Determinant Coefficient (R^2)
Tourist Attraction	0.48	**97.4	
Brand awareness	0	03.0	
Brand Image	0.23	**94.2	
Perceived Quality	0.19	**37.3	
Brand Loyalty	0.23	**11.3	
			0.95=R^2

The regression equation for the standardized coefficients (dependent variable: tourism loyalty), is as follows: D. Loyalty= 0.48×Attractions + 0.23×Images + 0.19×Quality + 0.23×Loyal R^2=0.95 (2) According to the results, the dependent variables, i.e. tourist attraction, brand image, perceived quality, brand loyalty, totally, predict 0.95% of the total variations of tourism loyalty, and the remaining (5%) is related to the prediction error (or other factors).

The Research Final Model: The research final model was built by removing the sixth hypothesis that was not confirmed to be significant. The model has been shown in the following figure on the condition of the standardized coefficients.

In the last step, using path analysis to calculate the direct and indirect effects (through tourist attraction) of research variables on tourism loyalty variable. The results are shown in the table 6.

Table-6
The direct and indirect effects of research variables on tourism loyalty variable

Variable	Direct Effect	Indirect Effect	Total Effect
Brand Awareness	-	0.11	0.11
Brand Image	0.23	0.14	0.37
Perceived Quality	0.19	0.11	0.30
Brand Loyalty	0.23	0.08	0.31
Tourist Attraction	0.48	-	0.48

Evidently, tourist attraction variable with the overall regression coefficient of 0.48 will have the greatest effect on the tourism loyalty. Then, the brand image variable of the destination with the coefficient of 0.23, directly and the coefficient of 0.14, indirectly and totally with the coefficient of 0.37, after the tourist attraction variable, will have the greatest effect on the tourism loyalty.
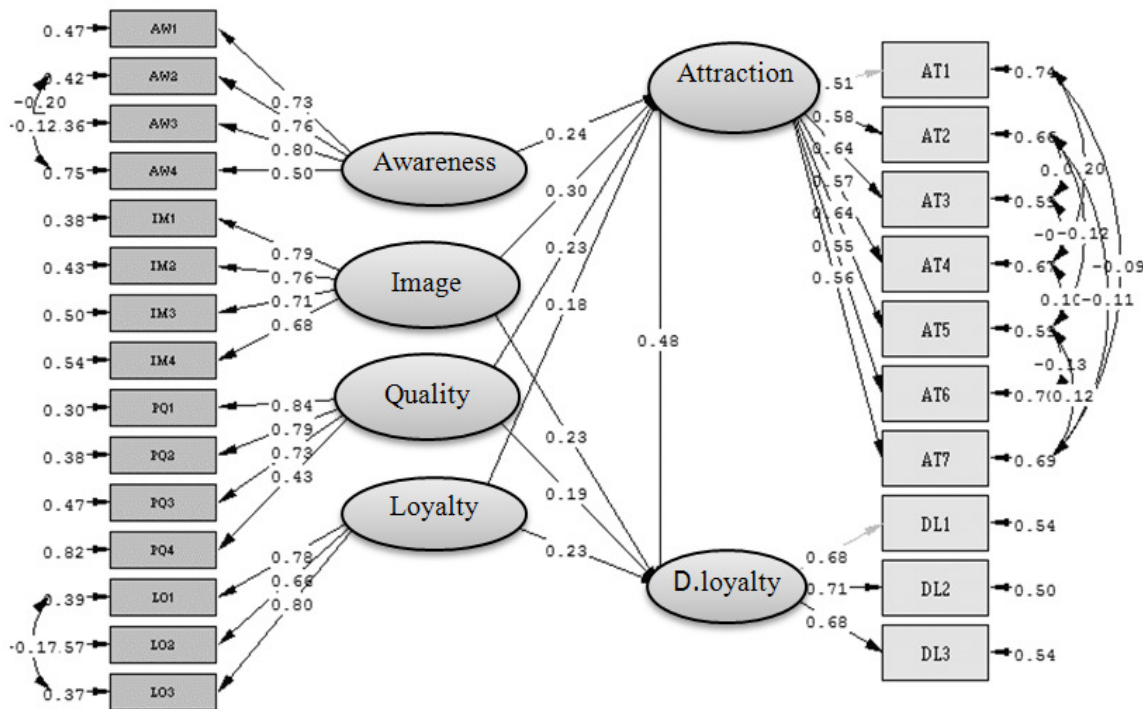
Chi-Square=748.38, df=249, P-value=0.0000, RMSEA=0.072
Figure-9
Research final model on the condition of the standardized coefficients

Conclusion

While social and economic aspects of the different regions are different[20], but brands are considered as representatives of investment and culture of each country and region; so, the use of commercial name (brand) is required for investment in each region and a successful brand can be the most valuable source of any company [21]and region. Branding of tourism destinations in relation to the consumers' subjective perceptions of destination, is an integration of the characteristics like the products, services, training and investment and has been integrated with the desired destination. Today, many countries have a tendency to make money by attracting tourists, and are trying to achieve a global reputation for their own self by relying on such a high-income and low-cost industry; so, in the tourism competitive market create and design the brands, until present themselves as a tourism destination between the other competitors. Undoubtedly, because of the tourist exchange at the international level, the foreign investment in the fields of tourism is very important. Meanwhile, branding and turning to the slogans and tourism specific symbols will play an important role in the development of this sector.

In this study, the results showed that the components of brand equity including brand awareness, brand image, perceived quality and brand loyalty; totally, with the coefficient of 1.1 (sum of direct and indirect effects of each component) have the influence on tourism loyalty. As mentioned in previous sections, one of the ways to enhance the effect of components of brand equity is the expenditure on tourism advertisement which can increase the above components and increase the tourist's loyalty towards the destination, and satisfy and attract them. Thus, further understanding of these components and strategies that will empower them can have dramatic results on the tourist's attraction. According to the variable of attraction which its questions measured the degree of tourist's satisfaction, had the greatest effect on the tourism loyalty. In other words, where the tourist's satisfaction increases, tourist's loyalty will be increase too. This is exactly the same as in the real world. So, the focus on the factors that will lead to the tourists satisfaction and spending major budget in this field; not only will be effective on the components of the brand equity of the destination, but also it will lead to the tourism loyalty and enhance the development of the tourism industry.

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