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Evaluating the effect of security on tourists' loyalty to the destination with emphasis on the mediating role of satisfaction and destination image (Case study: Shiraz foreign tourists)

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Research Article

Extended Abstract

Objective: Destinations should try to satisfy the expectations and needs of tourists. One of the most important factors that keep people from visiting a destination is the security of that destination. In the modern era, the most important spaces that are visited and stayed by tourists are urban spaces, which have long been the most attractive spaces. A favorable mental image of the city can lead to attracting tourists and thus long-term socio-economic development. Urban space as an environment in which the general behavior of human beings takes place, is always in a two-way interaction with human beings. Therefore, urban space as a platform for public human activities should be easily understood and safe; therefore, the existence of security in urban environments is one of the basic requirements for quality of life. Accordingly, the main purpose of this study is to investigate the effect of security on the loyalty of foreign tourists in Shiraz with the mediating role of satisfaction and destination image.

Methods: The present research is applied in terms of purpose and is descriptive and survey based on the nature and method. Research data were collected in the field through a questionnaire. The statistical population of the study is foreign tourists in Shiraz in 2019. The sample size according to Cochran's formula was estimated to be equal to 200 tourists. Indicators related to the variables studied in this study were extracted from the theoretical foundations of the research and related sources and a questionnaire was designed by the researchers of the present study. The validity of the questionnaire was confirmed by experts through content validity method and formal type. Also, the reliability of the questionnaire was calculated equal to 0.867 using Cronbach's alpha (general) method. A simple random method was used to distribute and complete the questionnaire. Lisrel and Spss software were used to analyze the collected data and descriptive and inferential statistical methods (one-sample t-test, structural equation modeling (confirmatory factor analysis and path analysis) were used.

Results: Findings show that security with a coefficient of 0.20 directly and with a coefficient of 0.07 with the mediating role of the destination image and with a coefficient of 0.26 with the mediating role of satisfaction has a positive effect on the loyalty of foreign tourists in Shiraz. The overall effect of security on the loyalty of foreign tourists is equal to 0.53. The level of security in Shiraz from the perspective of foreign tourists with an average (36.72), the level of loyalty of foreign tourists in Shiraz with an average (10.81), the level of satisfaction of foreign tourists in Shiraz with an average (10.88) and the image of

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foreign tourists From the city of Shiraz with an average (12.77) above the average calculated for each of the research variables. The difference between the mean and the calculated average for the security variable is 6.72, for loyalty 1.81, for satisfaction 1.88 and for the destination image 2.92, all of which show a positive difference and indicate the desired situation. Research variables.

Conclusion: The existence of dual factors of the desired level of security in a tourist destination and loyal tourists and the relationship between these two factors can significantly contribute to the prosperity and development of tourism in these destinations and also create a clear and forward-looking perspective and eliminate shortcomings and ambiguities in the process. Develop the tourism industry. With the increase in the level of security and the improvement of this factor in the city of Shiraz, we will see an increase in the loyalty of foreign tourists to this city, and consequently, the tourism industry of this city will prosper as much as possible. In the meantime, the two variables of tourists' satisfaction in Shiraz and also the image of Shiraz from the perspective of foreign tourists, as mediators between security and loyalty of foreign tourists in Shiraz, have a decisive role. Increasing the level of loyalty of foreign tourists in Shiraz, which is due to the appropriate level of security, in addition to profitability and economic debate, has led to the promotion of existing facts and the removal of the insecure and distorted image of Iran by their opponents and media; Because people trust those who have direct contact with the destination more than the media and hostile governments.

Keywords: Security, Loyalty, Tourism, Shiraz

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