

# Determinants for Tourist Satisfaction with Ghorogh Coastal Park: toward an Empirical Model by using the DTP Approach & Results of Path Analysis

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## Abstract

This study seeks to understand the relations between destination tourism product (DTP) and domestic tourist satisfaction with Ghorogh coastal Park (located in the north of Iran, Hashtpar city). In order to achieve the purpose of the study two-hundred questionnaires were distributed among tourists from August to September in 2012. The main results indicate that destination facilities affect tourist satisfaction, directly and indirectly. Moreover, destination accessibility and costs of tourists affect tourist satisfaction, directly. By using the DTP approach, it is possible to analysis influencing factors in satisfaction with coastal destinations accurately, clearly, and to prevent the issue from being more complicated.

**Keywords:** destination tourism product, tourist satisfaction, path analysis, Ghorogh Coastal Park.

## 1. Introduction

The travel and tourism sector has become one of the main activities of the worldwide economy<sup>1</sup>. According to the statistics of the WTO (World Tourism Organization) international tourist arrivals grew by 5% in 2013, reached 1.087 billion, an addition of more than 52 million compared to the year 2012 (WTO, 2014). Accordingly, tourism plays a prominent role in the international economy (Cengiz, 2012) by accounting 11% of global gross domestic product (GDP), employing 200 million people (Okello and Yerian, 2009), and 6% of the world's exports (WTO, 2014).

The business of tourism is complex and fragmented and since visitors arrive at the destination, until they leave, the quality of their experience is affected by many services and experiences, including a range of public and private services, community interactions, environment, and hospitality (WTO, 2007). Therefore, destinations have to deliver wonderful experiences, excellent values (WTO, 2007), as well as attractive, eye-catching, safe or secure, (Truong and King, 2009), hygienic, transparent, authentic, and harmonious product (Eraqi, 2006) product to visitors. The creation of attractive tourist products are important for the sustainability of the destination economy (Vassiliadis, 2008), for fulfilling the primary and secondary tourist needs and expectations (Koutoulas, 2004), and for creating benefits by consuming the product.

The study area was Hashtpar, located in the north of Iran, the political and economic capital of Talesh, with population of 75,362 (2012 Census) residents, which is outnumbered by the hundreds of tourists, particularly during the spring and summer seasons. The city, from the north, is connected to Astara Port and the Republic of Azerbaijan, from the south to Anzaly Port, from the east to the Caspian Sea, and from the west to Ardabil Province. The city offers year-around recreation and tourism opportunities to residents and tourists. A review of tourist attractions of the city found that Hashtpar is rich in natural and cultural tourism resources many of which are unique to tourists. Hashtpar's primary natural tourism assets include three Ss (sea, sand, and sun), the Taleshian Forests and Mountains, the Karganrood River, Seraga Lake, many falls and mineral springs, beautiful landscapes, variety of flora and fauna, rice farms, Ghorogh and Siahderan Parks, and good climate specifically in spring and summer seasons. The city also possesses rich intangible living customs. Furthermore, the native language of the local residents "Talishi" provides a great opportunity to some tourists who like social attractions.

One of the most popular tourism attractions of the city, due to three S (sun, sand, and sea), is Ghorogh Park. Located in the east of the city, the park covers an area of about 25 hectares, which was constructed in 2003. The Park faces several considerable challenges: (1) an economic system which has not traditionally emphasized service quality or products, (2) high level of inconsistency between tourism decision-makers, (3) lack of conservation and protection of principals of attractions, (4) low level of creativity of tour operators, authorities and decision-makers, (5) and lack of marketing programs (Zeinali and Ghojali, 2013). Moreover, in Iranian tourism literature, no specific study has been devoted to analyze of relations between the DTP and tourist

<sup>1</sup>. <http://www.giturprojects.com>

satisfaction with coastal destinations. Thus, the major purpose of the paper is *to analyze relations between the DTP and tourist satisfactions with Ghorogh Coastal Park*.

Following this introduction, the conceptual model of study is outlined. After a description of the methodology, the results of the empirical analysis are discussed. The paper is finalized by presenting a conclusion.

## 2. Toward the conceptual model

In the last three decades satisfaction in tourism has become a major research topic for scholars and practitioners around the world (Tsiotsou and Vasiotio, 2006), although satisfaction in Iranian tourism literature has been rarely debated, specifically in the recent decade (Zeinali et al., 2014). Tourist satisfaction is an important standard of strategic control to destination management (Song et al., 2011), to destination marketing (Dmitrovic et al., 2009) and to destination loyalty (Lee and Hsu, 2013).

Both in marketing and tourism behavior literature, satisfaction was defined as post-purchase comparison between pre purchase expectation and performance received after the consumption of a product, a service, or an experience. For example, according to Oliver (1980) customer satisfaction is the customers' post-purchase comparison between pre purchase expectation and performance received (Barutcu et al., 2011, p.1050), as well as, Moutinho (1987) defined satisfaction as primarily a function of the relationship between pre-travel expectations and post-travel experiences (Truong and King, 2009, p.525). It is notable that, recently, satisfaction is understood as an individual's cognitive-affective state derived from a tourist experience (Mendes et al., 2010; Bowen and Schouten, 2008; Okello and Yerian, 2009).

A wide range of empirical studies have indicated that destination attributes or leisure product (including primary, secondary, and conditional elements) can influence tourists' satisfaction. In this context the primary elements or attractions include facilities. The secondary elements consist of the supporting facilities and services such as hotels, catering outlets and shopping facilities. Finally the conditional elements are present by tourism infrastructure including signposting, parking facilities, transport provision and tourist specific services (Craggs and Schofield, 2011; Kozak and Rimmington, 2000; Danahar and Arweiler, 1996). The gap point of this approach is lack of attention to the image of the destination, while previous studies indicated that destination image has determinate role for tourist satisfaction (Vengesai, 2003; Truong and King, 2009; Philips et al., 2013). Thus, it seems that the approach (leisure product) is not holistic in that it does not achieve a better understanding of the influencing factors of tourists' satisfaction with holiday destinations.

Measuring tourists' satisfaction with a holiday destination is not simple (Truong and Foster, 2006) because a destination has various activities such as excursions, shopping, participation in recreational and sport activities, entertainment, as well as, main attributes namely attractions, accessibility, facilities and services, prices, and destination image. When the abovementioned activities and attributes are combined together, they comprise the destination tourism product. According to Middleton and Clarke (2001) there are five main components in the tourism product: (1) destination attractions, (2) accessibility of the destination, (3) destination facilities and services, (4) price of the consumer, and (5) image of the destination, which are discussed separately below:

### Destination attractions

Attractions are a specific type of tourism resource (Cooper and Hall, 2008) and they are the component elements within the destination that largely determine consumers' choice and influence prospective buyers' motivations (Middleton and Clarke, 2001). Indeed, attractions are the lifeblood of a destination (Page, 2007) and without them there would be little need for other tourism services (Goeldner and Ritchie, 2003). Attractions can be divided into four categories: (a) Natural attractions: landscape, seascape, beaches, climate, flora and fauna and etc., (b) Built attractions: buildings, historic and modern architecture, monuments, promenades, parks and gardens and etc., (c) Cultural attractions: history and folklore, religion and art, theatre, music and etc., and (d) Social attractions: way of life and customs of resident or host population, language and opportunities for social encounters (Middleton and Clarke, 2001).

### Accessibility of the destination

Accessibility is the private and public transport aspects of the product that determine the cost, speed and convenience with which a traveler may leave his place of residence and reach a chosen destination (Middleton and Clarke, 2001). The important role of the accessibility is illustrated in figure 1. According to Middleton and Clarke, accessibility at a destination includes: (i) *infrastructure*: of roads, car parking, airports, railways, seaports, inland waterways and marinas. (ii) *Equipment*: size, speed and range of public transport vehicles. (iii) *Operational factors*: routes operated, frequency of services, prices charged and road tolls levied. (iv) *Government regulations*: the range of regulatory controls over transport operations (Middleton and Clarke, 2001).

### **Destination facilities and services**

One of the key elements for tourism destinations is facilities and services. Their importance role for destinations is that they make it possible for visitors and tourists to enjoy and participate in attractions of the destination (see figure 1) (Middleton and Clarke, 2001). According to Middleton and Clarke facilities and services at a destination includes: (i) *Accommodation unit*: hotels, holiday villages, apartments, villas, campsites, caravan parks, hostels, condominiums, farms, guesthouses. (ii) *Restaurants, bars and café's*: ranging from fast-food through to luxury restaurants. (iii) *Transport at the destination*: taxis, coaches, car rental, cycle hire. (iv) *Sports/interest activity*: ski schools, sailing schools, golf clubs and spectator stadiums; centers for pursuit of arts and crafts and nature studies. (v) *Other facilities*: language schools, health clubs. Retail outlets: shops, travel agents, souvenirs, camping supplies. (vi) *Other services*: information services, equipment rental, tourism police. It should note that, for some of these elements the distinction between attractions and facilities may be blurred. For example, a hotel, skiing slope or a famous golf course may well be perceived as primary attractions in their own right and the reason for selecting a destination. Nevertheless, their primary function of providing facilities and services in the context of the specific attractions and environment of place remains clear (Middleton and Clarke, 2001).

“Figure 1 about here”

### **Price to the consumer**

Any visit to a destination carries a price which is the sum of what it costs for travel, accommodation and participation in a selected range of facilities and services (Middleton and Clarke, 2001). Product and price are linked to each other, and price is a key element in inter-firm competition (Vanhove, 2005) price also is a critical variable in the marketing mix (Goeldner and Ritchie, 2003). In this regard, pricing is a key component for any destination. Pricing objectives can divide into three categories (Vanhove, 2005): (i) profit-oriented; prices are established either to achieve a certain targeted profit or to generate the maximum profit, (ii) sales-oriented; focusing on sales volumes and/or larger market share and not so much on profits. Sales-oriented pricing can fit into the competitive strategy of a firm or destination such as low-cost carriers, and (iii) status quo-oriented pricing; where the position relative to the competitors is the main target (competitive pricing), and the objectives will be affected by the pricing decisions of destinations (Swarbrooke and Horner, 2007). It should be noted that the price varies by season, by choice of activities and internationally by exchange rates as well as by distance travelled, transport mode and choice of facilities and services (Middleton and Clarke, 2001).

### **Image of the destination**

Tourists must eventually form their destination choice on a combination of perceived destination images and attitudes formed from the available information sources (Truong and King, 2009). The destination image is one of the most important elements of a tourist destination, and becomes a critical factor for the success or failure of tourism management (Lopes, 2011) because of its effects on visitor expectations (Middleton and Clarke, 2001) visitor behavior and decision-making (Cooper and Hall, 2008). It is also a valuable concept for designing destination positioning strategies (Son, 2005). Although destination image has been one of the key areas of tourism research for more than four decades (Rajesh, 2013), and the lack of agreement on the definition of the term has led to the coexistence of three broad dimensions in its interpretation. Some authors suggest that destination image is an overall impression, others suggest that it is formed through perceptions of its components, and more recent studies agree that it is a combination of both (Prayag, 2012). Although a number of methodological approaches to the measurement of destination image have been developed, no consensus has been yet reached on the best approach. The marketing literature has mainly focused on two opposing schools of thoughts: the first suggests that the destination image can be disaggregated into many attributes and elements that can be measured. The second, gestalt approach, effectively says that the image is a whole or holistic concept and cannot be disaggregated (Cooper and Hall, 2008). The latest guidelines for tourism marketing admit that the development of the image of a destination is based on the consumer's rationality and emotionality (Lopes, 2011), and the result of the combination of three main components (see figure 2): cognitive, affective and conative (Prayag, 2012; Cooper and Hall, 2008). The cognitive or perceptual component refers to beliefs and knowledge about destination attributes (Prayag, 2012). The affective component refers to feelings and emotions raised by tourist destinations. This emotional component is also strongly affected by the motivations of tourists (Lopes, 2011). The conative component is the action component (Cooper and Hall, 2008) and refers to the intended behavior (Prayag, 2012) as a result of the first two components (Cooper and Hall, 2008).

“Figure 2 about here”

To assess the destination tourism product for Ghorogh Park and the relationship to tourist satisfaction, the

theoretical model (figure 3) was derived from the literature framework. There are twelve paths in the model, which describe the relations between the variables, formulated by the following:

- Path<sub>1</sub>: destination facilities affect destination image positively and significantly.
- Path<sub>2</sub>: destination accessibility affects destination image positively and significantly.
- Path<sub>3</sub>: destination attraction affects destination image positively and significantly.
- Path<sub>4</sub>: destination facilities affect costs of tourists positively and significantly.
- Path<sub>5</sub>: destination accessibility affects costs of tourists positively and significantly.
- Path<sub>6</sub>: destination attraction affects costs of tourists positively and significantly.
- Path<sub>7</sub>: destination image affects costs of tourists positively and significantly.
- Path<sub>8</sub>: destination image affects the tourist's satisfaction positively and significantly.
- Path<sub>9</sub>: destination attraction affects the tourist's satisfaction positively and significantly.
- Path<sub>10</sub>: costs of tourists affect the tourist's satisfaction positively and significantly.
- Path<sub>11</sub>: destination accessibility affects the tourist's satisfaction positively and significantly.
- Path<sub>12</sub>: destination facilities affect the tourist's satisfaction positively and significantly.

“Figure 3 about here”

### 3. Methodology

The study destination was Ghorogh Park in Hashtpar and the study population was domestic tourists. Therefore, a face-to-face questionnaire was developed to test the hypothetical model (figure 3), based on a review of the literature, opinions of academics, and experiences of the experts (Tosun et al., 2007).

The survey includes two sections. The first section gathers information on the visitor's profiles. The visitors' profiles include: gender, age, marital status, education level, occupation, type of accommodation, transport used, length of stay, travel party or companion, purpose of visit, and times visiting. The second part of the questionnaire measured the degree of tourist satisfaction with the tourism products of the Park. The dimensions of Park tourism products are namely attractions, accessibility, facilities, costs of tourists, and destination image. The scale options for the satisfaction levels were: ‘Very Dissatisfied’ (1), ‘Dissatisfied’ (2), ‘Neither Satisfied Nor Dissatisfied’ (3), ‘Satisfied’ (4), and ‘Very Satisfied’ (5) (Craggs and Schofield, 2011).

#### Data collection

In this research statistical population are domestic tourists who have visited the Park from August to September in 2012. Whereas, the number of population was unknown, the convenience sampling approach was applied (Ebrahimpour, et al., 2011). The researchers used this type of sampling because it was easy to obtain a large number of completed questionnaires quickly, at a low cost, and the least time (Saad, et al., 2013).

In total, 200 usable questionnaires were distributed among tourists. Of those returned, fifty-five questionnaires were eliminated (27.5 percent). These questionnaires were incomplete or had an excessive amount of missing data. After elimination 145 questionnaires were coded for data analysis (72.5 percent).

#### Path Analysis

Social scientific theories of causal relationships often specify a system of relationships in which some variables affect other variables and these in turn influence still other variables in the model. A single multiple regression model can only specify one response variable at a time. However, path analysis estimates as many regression equations as are needed to relate all the proposed theoretical relationships among the variables in the explanation at the same time. Path analysis is a statistical technique used primarily to examine the comparative strength of direct and indirect relationships among variables. A series of parameters are estimated by solving one or more structural equations in order to test the fit of the correlation matrix between two or more causal models, which are hypothesized by the researcher to fit the data (Lleras, 2005).

Variables in path analysis divide into two categories: (1) internal variables: in the path analysis, internal variables include dependent and independent variables. The dependent variable divides into the final dependent variable and the middle dependent variable. The former is the variable which, in the end, all the research analyses are conducted on. In this study, the tourist satisfaction is considered the final dependent variable. The middle dependent variable is an independent variable which, in some stages of the path analysis, plays the role of a middle dependent variable, and the effect of other independent variables on it is tested. In the present study, both the destination image and tourists' expenses are considered middle dependent variables. The independent variable is a variable which has an effect on dependent variables (both final and middle). In this study, the five-dimension products of tourism destinations, consistent with Middleton and Clarke' theory, as independent variables, were entered into a path analysis. (2) External variables (out of model): in fact, these variables are out-of-model ones which either their causative effects on model variables are not tested or do not have a significant effect on model variables (Habibpour Gatabi and Safari Shali, 2009).



#### 4. Results and Findings

The majority of the respondents participating in the study were male (55.2%), married (64.1%), between 20-30 years old (58.6%), university educated (47.6%), unemployed (26.2%), students (25.5%), and employees in the private sector or business (22.1%). In terms of the tourists' travel profile, the majority of respondents were repeater travelers (61.4%), lodged in camping areas (58.4%), had travelled by private cars (69.8%), had stayed in the Park for few hours (55.9%), 28.3% had stayed in Ghorogh for a day, and 15.9% had stayed in the Park for two days or more, and had travelled with their family (73.1%). It is interesting to note that the tourists' purposes for visiting and staying in Ghorogh Park are mainly three S attractiveness (29.7%), relaxation (23.4%), and leisure (21.4%).

“Table 1 about here”

##### Toward The Empirical Model

The first model revealed a positive relationship between dependent variable (destination image) and independent variables (facilities, accessibility, and attraction)  $R=0.72$ . Further, the adjusted coefficient of determination (Adjusted  $R^2$ ) revealed that more than 50% of the variance in destination image was explained by the model (Table 2). Besides, the F statistic of 39.8 was significant at 1% level of significance revealing that the model helped to explain some of the variation in destination image. It should be note that the general principal in conducting path analysis was the elimination of variables that their standardized coefficients beta ( $\beta$ ) was not significant at the 0.05 (Habibpour Gatabi and Safari Shali, 2009). As shown in table 2, for destination accessibility the standardized coefficients beta ( $\beta$ ) is not significant at the 0.05 ( $\beta=0.043$ ,  $\text{sig}>0.05$ ), but for destination facilities ( $\beta=0.38$ ) and attraction ( $\beta=0.43$ ) it is significant ( $\text{sig}<0.01$ ). The results suggest that the destination attraction and destination facilities affect destination image positively and significantly. This finding is consistent with previous conceptual and empirical studies, indicated that destination attraction and destination facilities could have determinate role for destination image (Echtner and Ritchie, 2003; Geng-Quing Chi and Qu, 2008; Rajesh, 2013, p. 69). It is notable that, accessibility of the destination was not related to the image of destination although previous studies have indicated that destination accessibility is an important attribute of destination image (Echtner and Ritchie, 2003; Rajesh, 2013, p. 69). Therefore, the path diagram on effective elements of destination image is illustrated in figure 4.

“Table 2 about here”

“Figure 4 about here”

The second model revealed a positive relationship between dependent variable (costs of tourists) and independent variables (facilities, accessibility, attraction and image)  $R=0.65$ . Further, the adjusted coefficient of determination (Adjusted  $R^2$ ) revealed that more than 40% of the variance in costs of tourists was explained by the model (Table 3). Besides, the F statistic of 20.2 was significant at 1% level of significance revealing that the model helped to explain some of the variation in costs of tourists. Regarding the general principal of the path analysis, for destination facilities, the standardized coefficients beta ( $\beta$ ) is significant at the 0.01 ( $\text{sig}<0.01$ ). This result suggests that the destination facilities affect costs of tourists positively and significantly. Therefore, the path diagram on effective elements of costs of tourists is illustrated in figure 5.

“Table 3 about here”

“Figure 5 about here”

The third model revealed a positive relationship between dependent variable (tourist satisfaction) and independent variables ( $R=0.62$ ). Further, the adjusted coefficient of determination (Adjusted  $R^2$ ) revealed that 35% of the variance in tourist satisfaction was explained by the model (Table 4). Besides, the F statistic of 13 was significant at 1% level of significance revealing that the model helped to explain some of the variation in tourist's satisfaction. Regarding the general principal of the path analysis, for destination facilities, and destination accessibility, the standardized coefficients beta ( $\beta$ ) is significant at the 0.01, as well as for costs of tourists, the standardized coefficients beta ( $\beta$ ) is significant at the 0.05 i.e. This result suggests that destination facilities, destination accessibility, and costs of tourists affect tourist satisfaction positively and significantly. The findings are consistent with previous empirical studies, indicated that destination attributes e.g. primary elements (including facilities), secondary elements (consisting of the supporting facilities and services such as hotels, catering outlets, and shopping facilities), and conditional elements (including signposting, parking facilities, transport provision and tourist specific services) can influence tourist satisfaction (Craggs and Schofield, 2011; Kozak and Rimmington, 2000; Danahar and Arweiler, 1996). It is notable that, destination image and attraction are not significant predictors for tourist satisfaction, although previous studies have indicated that destination

image could have determinate role for tourists' satisfaction in holiday destination (Vengesai, 2003; Truong and King, 2009; Philips et al., 2013). Therefore, the path diagram on effective elements of tourist's satisfaction is illustrated in figure 6.

“Table 4 about here”

“Figure 6 about here”

The author's purpose was to empirically verify relations between destination tourism product and satisfaction with Ghorogh Coastal Park. In order to derive the empirical model in the results of path analysis, the effects of independent variables on the dependent variable are represented by the following:

Direct effects; destination accessibility and costs of tourists are those variables that affected tourist satisfaction directly.

Indirect effects; none of the independent variables in the study affected tourist satisfaction, indirectly.

Twofold effects (direct and indirect); destination facilities is the variable that affected tourist satisfaction both directly and indirectly (by the costs of tourists).

Moreover, the results of the calculation of effects of the independent variables on the dependent variable are presented in Table 5. Indeed, the direct effect is the same as regression standardized coefficients beta. For example, the value of the direct effect of destination facilities on the tourist satisfaction is equal to 0.256. The amount of indirect effect of independent variable on dependent variable is equal to multiplications of all paths of indirect effects of an independent variable on dependent variable. For example, the indirect effect of destination facilities is equal to  $0.554 \times 0.248 = 0.137$ . The sum of the direct and indirect effects is also equal to the total effect of a variable. For example, the value of the total effect of destination facilities on the tourist's satisfaction is equal to  $0.256 + 0.137 = 0.393$ .

According to the results the empirical model is illustrated in figure 7. The model is the first model in Iranian tourism literature that indicates that destination facilities affect tourist satisfaction directly and indirectly. Moreover, destination accessibility and costs of tourists affect tourist satisfaction, directly.

“Table 5 about here”

“Figure 7 about here”

## 5. Conclusion

The concept of 'destination tourism product' has been variously conceptualized, yet, because of destination dimensions, needs and expectations of tourists and technological change, there is no agreement between tourism researchers, industry practitioners, and destination marketers on the concept. Moreover, using the DTP approach provided a useful framework to measure influencing factors of tourist satisfaction with coastal destinations accurately, clearly, and to prevent the issue from being more complicated. The DTP approach also prepared an effective framework to the destination marketing organizations, managers and decision makers for understanding various dimensions of a holiday destination, which can be considered as strengths. Furthermore, understanding the characteristic of destination tourism product enables destination marketing organizations, managers and decision makers to differentiate their product from competitors, and to develop effective destination marketing mixes.

This study has some limitations which provide opportunities for future studies. (1) This research because of being restricted to Ghorogh Park, limits the generalizability of the empirical findings. (2) The survey was conducted only over a period from August to September in 2012 and failed to capture tourists visiting Ghorogh Park the year around, in that sense, the data should be approached with caution. (3) All of the participants are mainland Iranian hence, the results and findings are not generalizable for international tourists, who visited the Ghorogh Park. (4) Using the convenience sampling approach may limit the results to the sample population. (5) Although the sample size was considered acceptable in this study (there were only 200 tourists, who participated in the complete study), a larger sample would have allowed us to run more powerful analyses, as well as, the authors recommend that the future research should analyze the relations between destination tourism product and satisfaction using SEM (structural equation modeling). (6) This study does not differentiate the participants based on the purposes for leisure or tourism. It should be noted that leisure visitors and tourists perhaps will have different satisfaction and expectation levels (Song and Cheung, 2010).

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Tables

**Table 1.** visitors profiles (n=145)

Var	Groups	%	Var	Groups	%
Gender	Male	55.2	Age	20 <	12.4
	Female	44.8		20-30	58.6
Marital status	Single	35.9		30-40	17.2
	Married	64.1		40 >	11.7
Education level	Postgraduate graduate (bachelor)	9.6	Accommodation	Villas in the Park	13
	post-diploma	11		Camping area	58.4
	Diploma secondary school	37.9		Friends and relatives	12.4
	elementary school	11.7		Other	16.2
	school	2.8			
Occupation	Experts	6.9	Transport used	Private car	69.8
	Public sector	17.2		Public transportation	25.5
	Private sector	22.1		Other	4.7
	Worker	2.1			
	Unemployed	26.2			
	Students	25.5			
Length of stay	For few hours	55.9	Travel party	Family	73.1
	One day	28.3		Friends	20.7
	Two days or more	15.9		Alone	6.2
	Purpose of visit	Attractiveness of sea, sand, and sun	29.7	Times visiting	First time
Relaxation		23.4	Twice or more		61.4
Good weather		4.8			
Visiting friends and relatives		9.7			
Leisure		21.4			
Personal emotions		3.4			
Other		7.6			

Note: in the table Var refers to variable.

**Table 2.** relations and beta coefficients

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error
1	0.721	0.52	0.507	3.08
ANOVA	F			Sig.
	39.783			0.000
Coefficients				
variables	Beta	t	Sig	
facilities	0.383	4.55	0.000	
accessibility	0.043	0.51	0.6	
attraction	0.434	5.766	0.000	

**Table 3.** relations and beta coefficients

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error
2	0.654	0.428	0.406	2.142
ANOVA	F			Sig.
	20.172			0.000
Coefficients				
variables	Beta	t	Sig	
facilities	0.554	5.5	0.000	
accessibility	-0.011	-0.113	0.9	
attractions	0.15	1.58	0.117	
image	0.04	0.379	0.7	

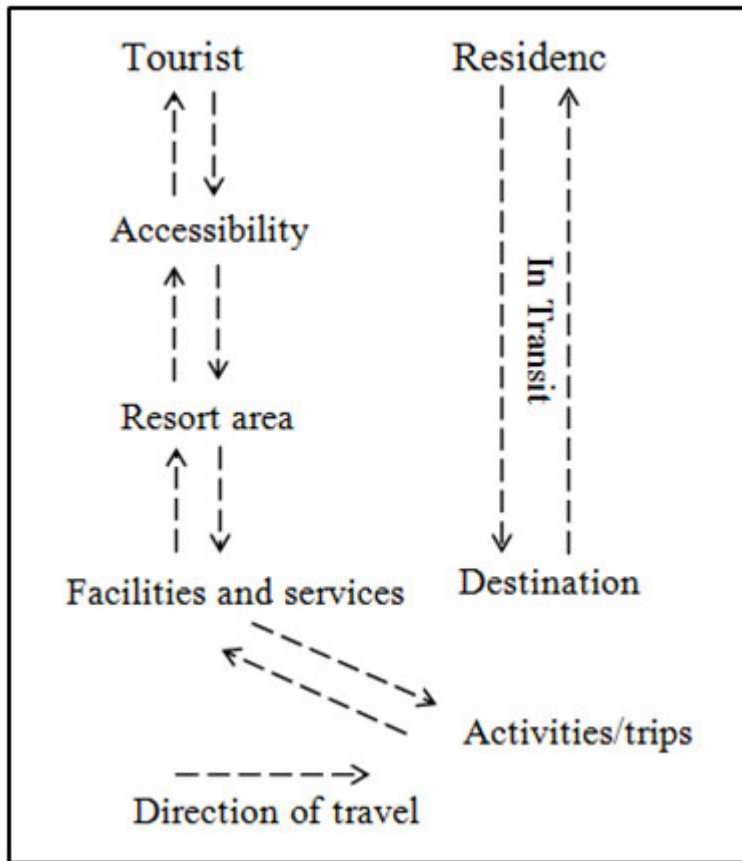
**Table 4.** relations and beta coefficients

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error
3	0.616	0.379	0.35	1.115
ANOVA	F			Sig.
	13.052			0.000
Coefficients				
variables	Beta	t	Sig	
facilities	0.256	2.146	0.034	
accessibility	0.216	2.212	0.029	
attraction	-0.124	-1.23	0.2	
image	0.111	1.005	0.3	
costs	0.248	2.465	0.015	

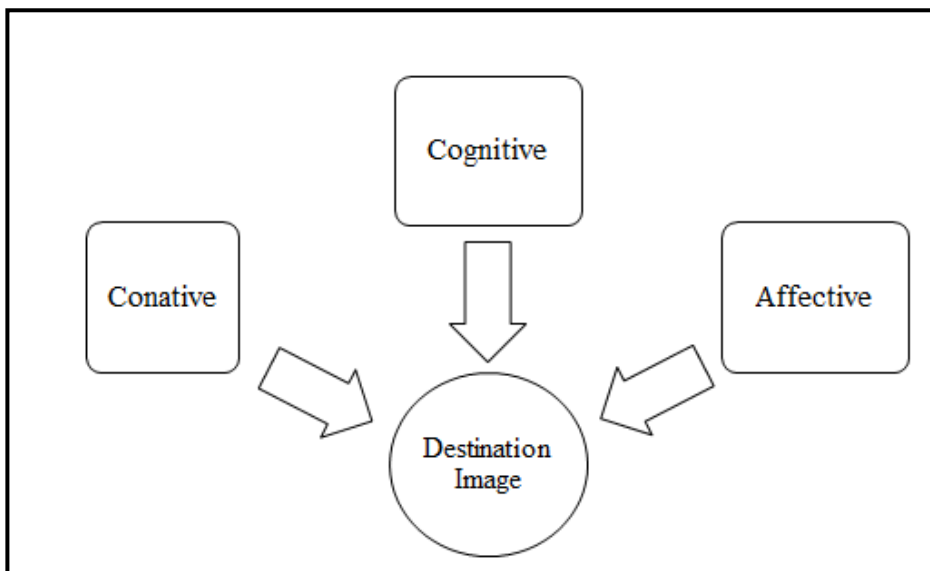
**Table 5.** the effects of destination tourism product on tourist's satisfaction

Destination Tourism Product	Direct affects	Indirect affects	Total affects
Destination facilities	0.256	0.137	0.393
Destination accessibility	0.216	-	0.216
Destination attraction	-	-	-
Destination image	-	-	-
Costs of tourists	0.248	-	0.248

Figures



**Figure 1.** tourist travel from residence to destination and return  
(Page, 2007) developed by Zeinali (2014)



**Figure 2.** components of destination image  
(Zeinali, 2014)

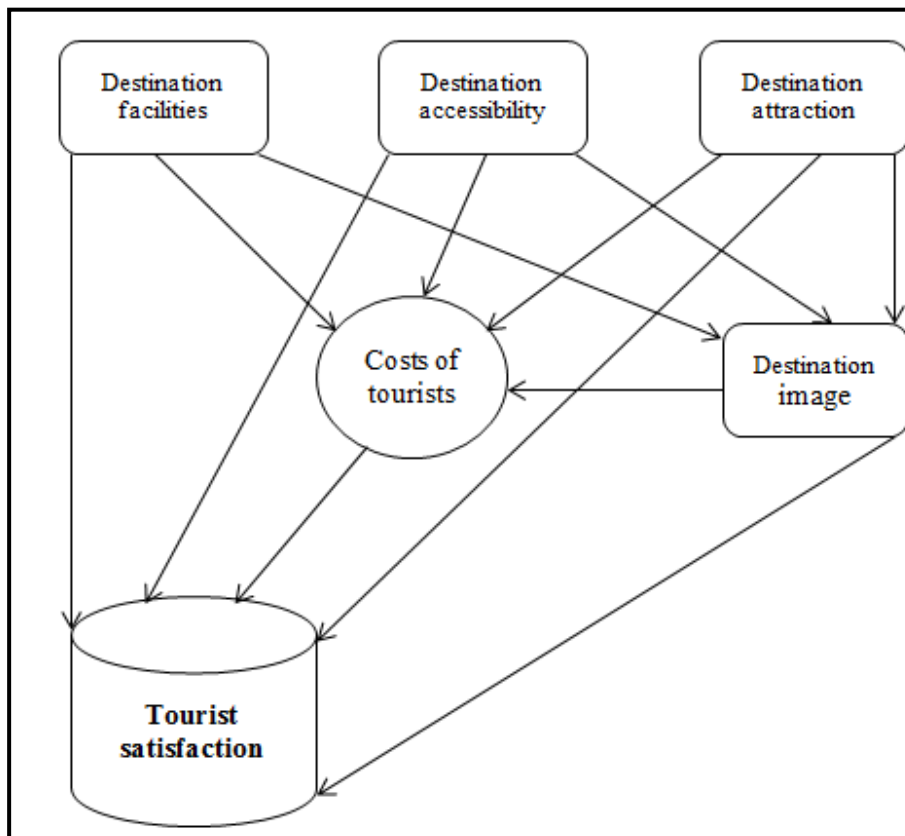


Figure 3. the conceptual model of relations between variables

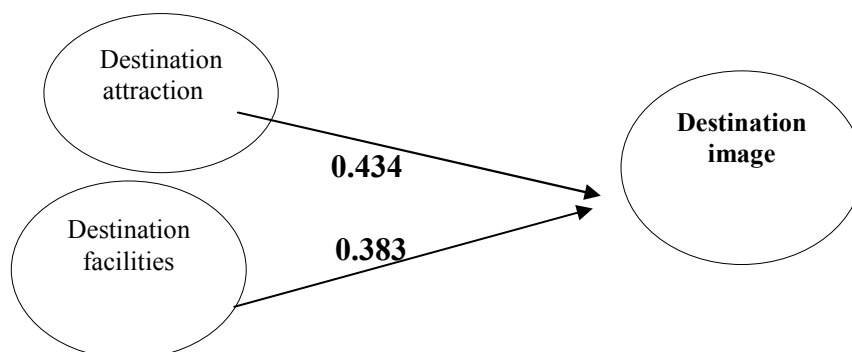


Figure 4. path diagram

Note: the numbers represent (Beta coefficients from regression model)

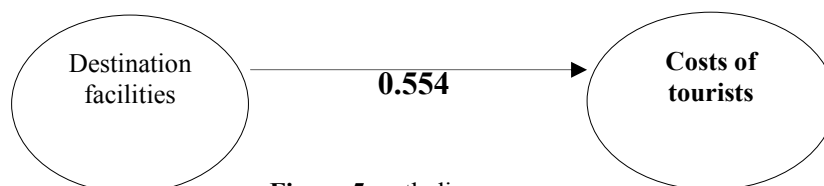
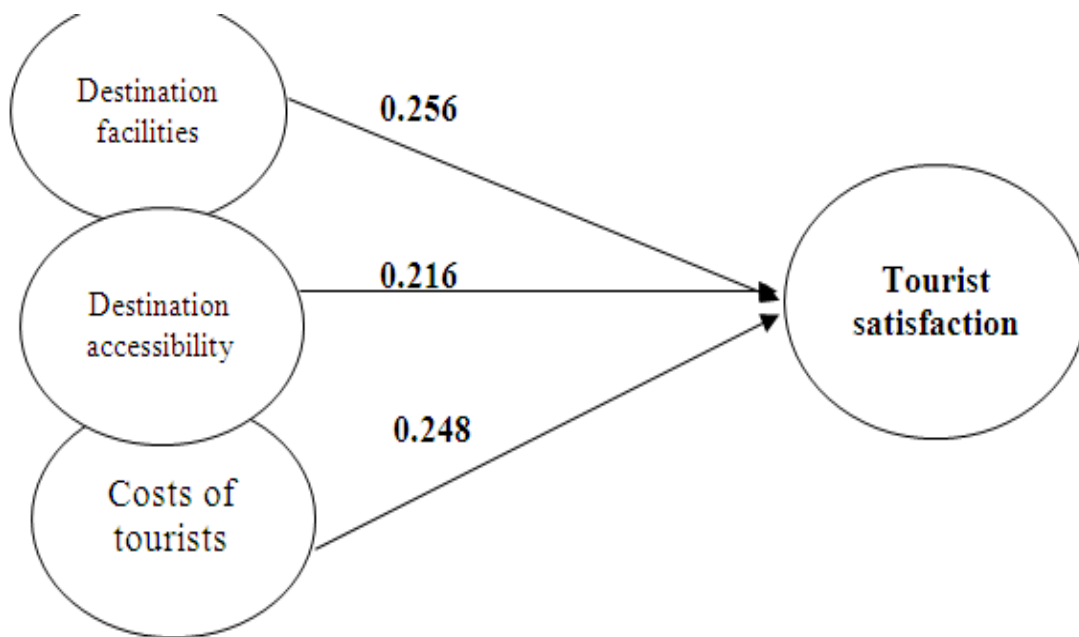
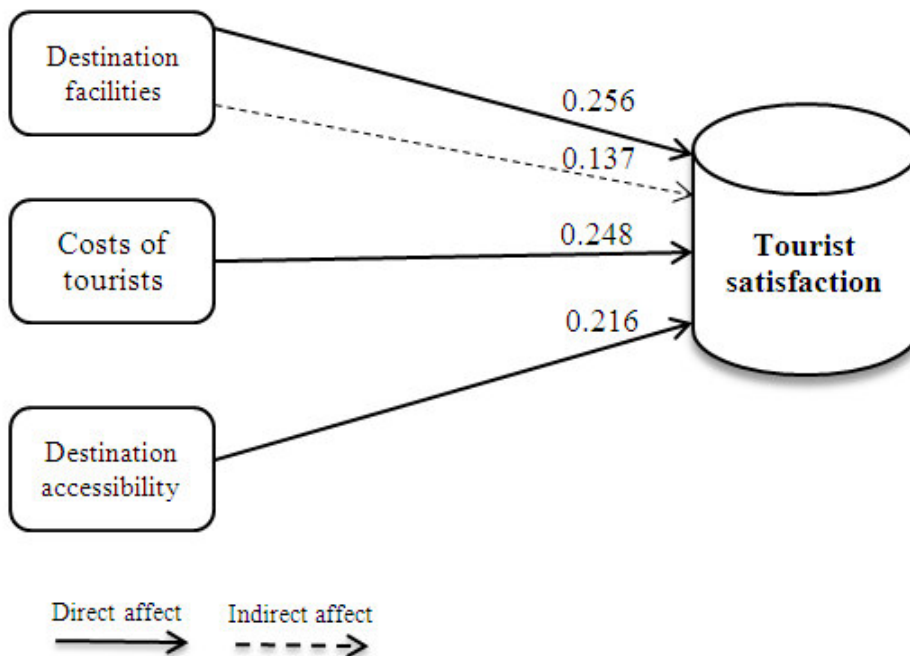


Figure 5. path diagram

Note: the numbers represent (Beta coefficients from regression model)



**Figure 6.** path diagram  
Note: the numbers represent (Beta coefficients from regression model)



**Figure 7.** the model of path relations between the DTP and satisfaction



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