The Identification of the Effective Key Propellants in the Essence of the Brand of Target Tourism Villages
(Case Study: Saman County in Chahar Mahal and Bakhtiari Province)

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Abstract

Purpose- The present study has two major purposes; the first of which is the identification of the key propellants in the essence of the brand of target tourism villages of Saman County in Chahar Mahal and Bakhtiari Province, and the second purpose is prioritizing of the effective key propellants in the essence of the brand of target tourism villages of Saman County in Chahar Mahal and Bakhtiari Province.

Design/methodology/approach- This study is an applied one, and data are collected using a descriptive-survey method. To collect data, three types of questionnaires have been used for three groups of the local community, visitors, and experts. According to Morgan table, the sample size of the visitors and the local community are 384 samples, and 365 examples, respectively, and the sample size of the experts, with Delphi technique, was 25. To analyze the samples, one-sample T-test and Mann-Whitney U-Test using SPSS software and structural analysis (paired squares) using MICMAC software were used.

Findings: The results of this research showed that the most effective key propellants in the essence of the brand of target tourism villages of Saman County in priority order are, 1. gardens, 2. water-based tourism, 3. place attachment, 4. plants and animals species, 5. the opportunity for relaxing, 6. beautiful landscapes, 7. rural accommodations.

Research Limitations/Implications: The high cost of the research and the required time to fill out the questionnaires, with regard to the extent of the study area, were among the main challenges facing the present study.

Originality/Value: The present study is looking for a model and method for making a sustainable brand that not only give identity to the local community but also it is attractive to tourists and fulfills experts' views. So, the present model has the mentioned features.

Key words: Destination brand, rural tourism, target tourism village, Chahar Mahal and Bakhtiari.

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1. Introduction

In 2015, the contribution of tourism in gross global productio n and global employment increased by 3.3 and 2.6 percent, respectively. These figures show that, in spite of the economic crisis, tourism is a major driving force for the economy, and this trend is expected to continue in the coming years. Tourism is one of the most well-known key tools used to plan and implement development strategies in rural areas. Because of their distinctive cultural, historical, ethnic and geographical characteristics, rural areas are favorable for tourists. Some of these areas have high tourism potential, due to the presence of resources such as natural scenery, cultures and traditions, as well as the possibility of enjoying outdoor activities, experiencing local cuisine, recreation, etc. that can make them attractive for the tourists (Navarro, 2015).

Rural tourism is one kind of tourism that has been taken into consideration in recent years and the demand for it has increased; therefore, it became a concern for many researchers (Doh, 2010). This type of tourism contains various types of tourism activities in and around rural environments (Varvaressos & Soteriades, 2002; Karroubi & Bazrafshan, 2015). In general, rural tourism can be defined as a tourism activity in the non-urban area, where human activities are often found in the agricultural sector (Oppermann, 1996).

Among the requirements and prerequisites for tourism development, branding for rural destinations is a must which is to identify the capacities of rural areas in order to attract tourists to use their full potential, in such a way that absence of brand results in the lack of logical and emotional attachment to destinations for tourists. The absence or deficit of brand in a destination means the lack of emotional, logical, cultural, strategic impression of the destination, and it cannot encourage potential tourists to have a special feeling for a tourist destination and make a motivation to travel. In spite of many products and services that consumers can choose, they need something to make decisions (Nazari, 2016). Countries often provide brands for destinations with the same reason which is creating a distinctive and special situation for the destination in order to promote tourists to travel and spend more money, and therefore, to raise living standards for residents. Increasing the economic prosperity of residents comes after creating a suitable image and managing the destination's image in order to attract tourists. It can only be achieved by using the branding concepts and trying to make a positive image in tourists' minds, so that they can choose a specific destination among a number of rivals (Gras, 2008).

Saman County has four tourist destination villages called Sawadjan, Horeh, Chelvan, and Yasehchah. These villages have actual and potential capability in tourism. However, they do not have favorable conditions in attracting tourists and developing tourism. There are a lot of factors causing gap between the desirable condition and the current condition. Therefore, this research seeks to identify effective and key drivers in branding these villages of this case study in Saman County, Chaharmahal and Bakhtiari Province.

2. Research Theoretical Literature

2.1. Rural Tourism

Rural tourism is one type of tourism which causes socio-economic and natural resources development of rural communities. This type of tourism is considered as a strategy for protecting the environment and local culture of rural areas. Rural tourism is one of the possible ways to solve many issues and problems of rural areas. Moreover, due to its positive economic effects, it can help to impede the process of evacuation of rural settlements and reduce rural migration (Marzo-Navarro et al., 2017).

Rural tourism consists of various activities of tourism in rural places and its surroundings which includes various values and effects for rural environment (natural and human) (Varvaressos, & Soteriades, 2002). International tourism conference 2006 considered rural tourism as all kind of tourism activities with amenities and facilities in rural vicinity that provide the opportunity to enjoy natural resources and attractions, and also experience of rural everyday life (Bmanian, Poorfarag & Gafarpoor, 2009). In addition, rural tourism consists of a range of activities, services and recreation facilities to make a peaceful environment for tourists. These are provided by farmers and residents of villages to attract and retain tourists in order to increase and earn money, which is a part of rural development process.

In a general definition, rural tourism includes all activities and services provided by local community and governments to attract tourists. Therefore, it can be said that rural tourism aims to make adventurous opportunities and to make it possible to see the natural and cultural attractions in rural areas.

2.2. Destination Brand

Branding destinations is not just designing a logo for the tourist destination but it is a strategic plan based on participation of all stakeholders that present products, services and unique experiences of a tourist destination in a consistent message to costumers in the target markets (Kiani & Feizabadi, 2007). In the following definition, the necessity of the presence of various stakeholders, including the local community, in branding the destination is expressed. Creating a sustainable brand of the destination requires identifying the brand values, transferring them into an attractive entity, and presenting effectively. Stakeholders play a very important role in providing these messages because the common image among all stakeholders is important to ensure that the brand is consistent with the image of the destination (Morgan, Pritchard, & Piggott, 2002). Therefore, the success and sustainability of the brand is subject to a cohesion in the messages provided by the various groups of stakeholders to tourists. This cannot be achieved unless by the commitment of stakeholders to brand values and presenting that in their messages to tourists and their participation in marketing and brand-making. The amount of their commitment to the brand, to a great extent, guarantees the sustainability and success of the brand achievement. Morgan believes, although it is difficult to achieve this position in destination marketing, it is not impossible (Morgan et al., 2002).

Destination brand is expressed in a general way as following; it is everything like services, designs, logos, phrases, and pictures, and etc. which is not just representing an identity of a place but also it makes a level of quality or experience in the mind of the audience in such a way that encourages them to visit or experience the place again (Farhadi Yonaki, 2017).

2.3. Brand Image

The first studies carried out on the destination image were made by Hunt in 1970s. Since then, many authors have pointed it from different perspectives; including the formation of image and its elements, image measurement and the role of image in the tourists' decision-making process (Cretu, 2011). Brand image and identity have an important role in making the destination different (Aziz, Kefallonitis, & Friedman, 2012). In order to maintain competitive advantage, each destination must have a certain degree of attractions and an exceptional experience to provide potential tourists in comparison with other destinations (Cecilia, 2008). Destination branding focuses on destination unity, and provides and supports a positive image to the target market (Aziz et al., 2012). The decision-making process for a tourist is very complicated and it is influenced by the image created from the destination, thus the destination image for the selection process is essential (Cretu, 2011).

In the tourism literature, it is widely acknowledged that the overall image of a destination is influenced by cognitive and emotional evaluation. Cognitive evaluation refers to beliefs and knowledge about an object while emotional evaluation refers to feelings about an object. Considering both emotional and cognitive components in order to develop a comprehensive model for the destination branding is necessary (Qu Kim & Im, 2011; Bordea, 2014).

The variables, which led to a brand image in the present research, are listed with reference to the source in Table 2.

2.4. Perceived Quality

In spite of tangible commodities, defining the quality for a destination may be difficult because the assessment of a destination is directly related to the recommendation that a destination or its features must offer (Zabkar, Brenčič, & Dmitrović, 2010).

In their research, Konecnik and Gartner (2007) referred to the brand value of the brand from the customer's point of view, and they mentioned that it is difficult to distinguish brand image variables from perceived quality because both categories of variables deal with the descriptive characteristics of attitudes towards the destination and the tourist's attitude towards these characteristics (Konecnik & Gartner, 2007).

A destination can be described by its attractions (as natural, artificial, cultural), amenities (such as residences, catering facilities), its accessibility

(namely, the infrastructure of the destination, the activities, available packages, any type of packages), ancillary services (namely, banks and hospitals), and the quality of service (for instance, by having respectful mannar, hospitality, assurance and efficiency of individuals in providing services to tourists). As already mentioned, some of the variables of the quality of provided services are the same as the destination image variables. In new researches, the quality of transportation and infrastructure, as well as the quality of accommodations, is reflected in the assessment of the perceived quality of the destination (Buhalis, 2000; Konecnik & Gartner, 2007; Zabkar et al., 2010; Bordea, 2014).

The variables, which led to the recognition of the quality components in the present study, are presented with reference to the source in Table 3.

2.5. Brand Awareness

Brand awareness is the ability of a potential customer to recognize or recall that the brand belongs to a particular class of a product (Aaker, 1991; Keller, 1993). Brand awareness relates to the extent of sustaining in a customer's mind. Generally, a customer's brand relationship can be achieved through brand awareness (Keller, 1993). A brand awareness can affect customer's decision making ability in purchasing products through powerful associations. At first, being loyal to a brand is a matter of brand awareness and knowing it. Moreover, the well-known product helps realizing that product as a highly qualified one because consumers are more likely to buy well-known brands when they are not sure about the quality of a product (Keller, 1993, 2003; Bilgili & Ozku, 2015).

Brand awareness is created by increasing familiarity and being frequently exposed. Brand factors such as name, symbol, logo, packaging, slogan, advertising, financial support, public relations, and outdoor advertising increase awareness and familiarity. These repetitions increase the recognition, and recalling via purchase, consumption, and product category will be stabilized (Cakmak, 2016).

The variables which led to the identification of brand awareness components in the present study are listed with reference to the source in Table 4.

2.7. Brand Loyalty

Brand loyalty is a situation that shows how likely a customer is to choose another brand, especially when that brand changes the price or other aspects of its products or services (Buil, Martínez, & Chernatony, 2013). Brand loyalty includes both attitudinal and behavioral dimensions. Attitudinal loyalty is about the attitude of the individual (emotional element), and it is one of the characteristics for a tourist destination that can be influenced by others in the future for visiting and recommending the place. Any person with a positive attitude to a tourist destination, even if he no longer visits it, can play a role in promoting the word of mouth advocacy of the tourist destination to others. Given the importance of the promotional role in choosing a tourism destination, this aspect of loyalty is very important. Both aspects of loyalty (behavioral and attitudinal) should be considered in the assessment of this factor. Behavioral loyalty suggests that past experiential knowledge affects tourists every day decisions, especially in choosing a tourist destination. In behavioral terms, they also purchase the brand again, and introduce it to their friends and relatives (Konecnik & Gartner, 2007; Jraisat, Akroush, Alfaouri, Qatu, & Kurdieh, 2015, p. 294).

The variables which led to the identification of the brand loyalty component in this study are listed with reference to the source in Table 5.

2.6. Place Attachment

Zenker, Braun, and Petersen (2017) define the place attachment (affection) as the level of emotional bond that people have towards different places, and they stated that it is one of the key factors in banding the place (Zenker et al., 2017). In branding of a place, from the local community's point of view, knowing the place (identification) is associated with the attachment of the location, and more awareness and identification of the place is reflexing deeper attachment to the place (Zenker & Petersen, 2014). For outsider groups, such as tourists, some form of attachment to a place can be risen by increasing the level of participation and making dialogues in the place (Gross & Brown, 2006). And yet, it should be asserted that this type of attachment may not have the same level of attachment as the residents do, and in other words, the level of attachment is different amongst residents and tourists. Another similar concept of

social psychology is the concept of commitment. Commitments describe the obligations of psychological ownership, where a committed person establishes a meaningful relationship between self-concept and a place. (Zenker et al., 2017).

The variables which led to the recognition of the component of the sense of belonging to the location in this study are listed in Table 6 with reference to the source.

2.8. Research Model

According to theoretical literature and research background, the present study seeks to identify the key and effective drivers in the brand of the tourism destination villages. To this point, being inspired by Konecnik's model for branding the tourist destination (2006), the design of a suitable model for the place brand was developed. This model was designed not only to tourists but also to the local community and experts in the creation of a brand. In this way, this place brand model has five components: (1) brand image; (2) perceived quality; (3) brand awareness; (4) brand loyalty; (5) the sense of attachment, In these components, brand loyalty was measured merely from the tourists' point of view and the sense of place attachment was measured merely from the local community point of view.
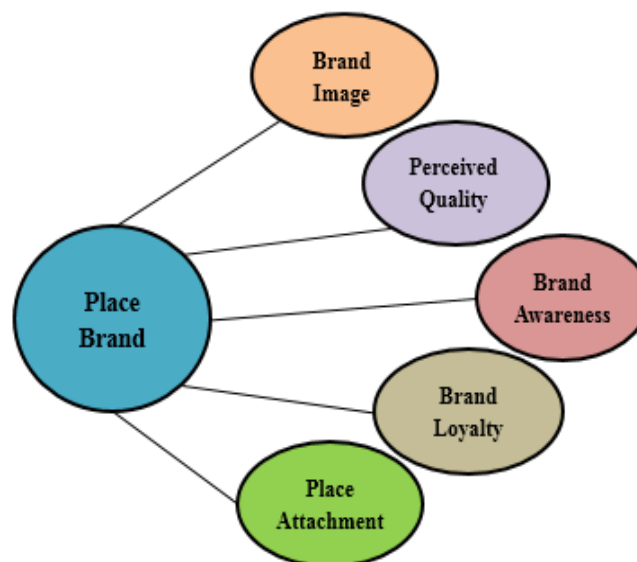

Figure 1. Conceptual model presented in the study
Source: Research findings, 2017

3. Research Methodology

3.1 Geographical Scope of the Research

The province of Chaharmahal and Bakhtiari comprising the land area of is 16533 Square km. is located at 31 degrees and 9 minutes to 32 degrees and 48 minutes of north, longitude and 49 degrees and 28 minutes to 51 degrees and 25 minutes of east latitude in the center of the Zagros Mountain Ranges. This province is located in the central territory of the Zagros Mountains. It is bounded on the northwest by Lorestan Province, on the west by Khuzestan Province and on the south by Kohgiloyeh Province. The population is 900000 people according to census in 2016. According to the last national division, this province includes 9 districts such as Sharecrop, Boroujen, Farsan, Lordegan, Ardal, kiyar, kohrang, Ben, and Saman.

Soman Town is located in the northeastern part of the province of Chaharmahal-Bakhtiari province on the eastern vicinity of the Shiraz high mountains. As seen in Fig. 3, with geographic location between 50 degrees and 59 minutes to 51 degrees 32 degrees 27 minutes' latitude and 32 degrees 28 minutes. The city of Saman is located in the center of the township of Saman (25 km from the provincial capital) with a total area of 458 km2 and a population of 35895 thousand people, including 2 districts, 1 town, and 4 rural districts with an altitude of 2000 000 meters

above sea level. The people of this city speak in Qashqai.

Saman Township has four tourist destinations called Chelvan, Swadjan, Horeh and Yasehchah

that the location of each village is marked with a yellow star on the map of Saman.
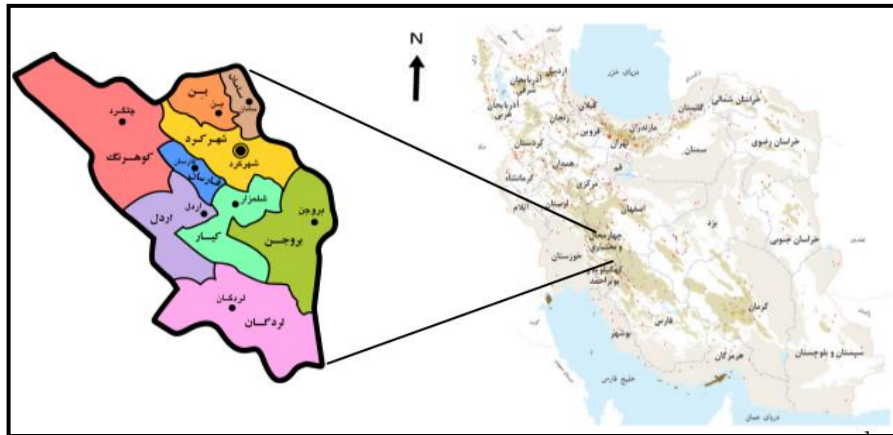
Figure 2. Location of the Province of Chaharmahal and Bakhtiari
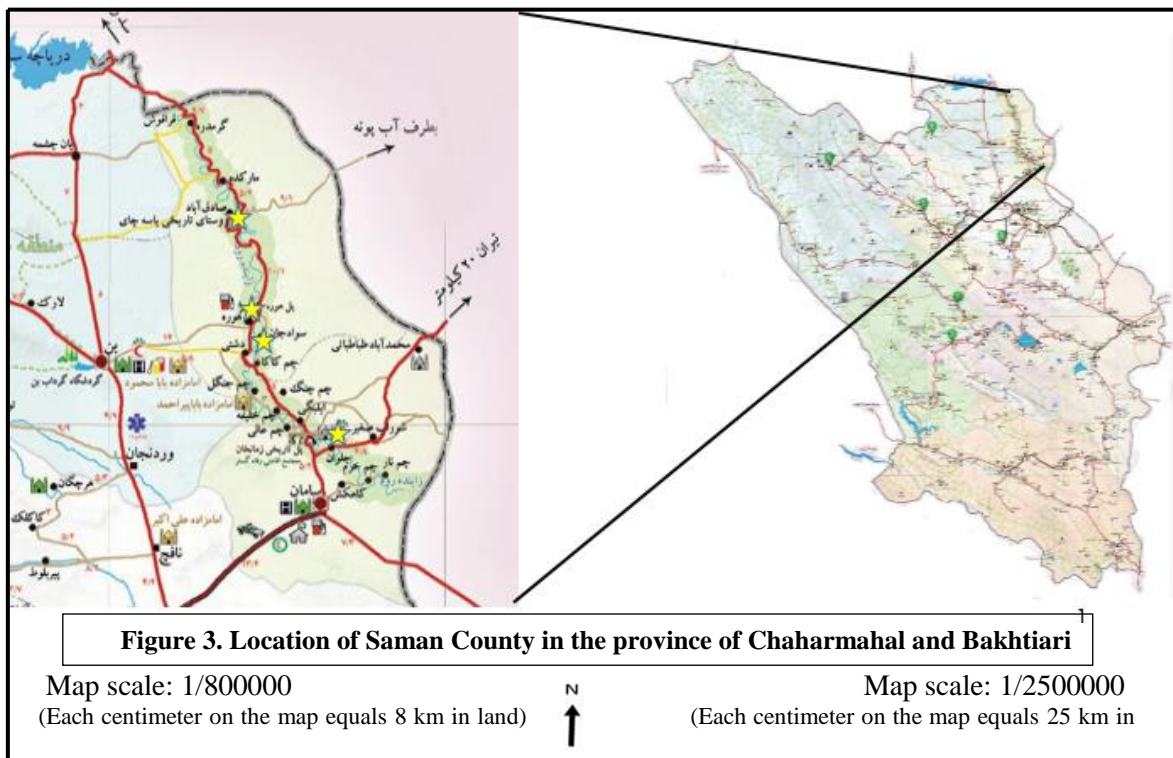
Figure 3. Location of Saman County in the province of Chaharmahal and Bakhtiari

Map scale: 1/800000
(Each centimeter on the map equals 8 km in land)

N

Map scale: 1/2500000
(Each centimeter on the map equals 25 km in

3.2. Methodology

Since the present research identifies key and effective drivers of the essence of brand in the target tourism villages in Saman County, the results of this research can be used to develop and introduce these areas as a tourist destination. Thus, regarding its purpose, the present study is an applied study, and in terms of the nature and

methodology, is a quantitative-qualitative and descriptive survey study. The present study aims to do the followings:

• Identification of the key drivers of making the essence of brand of target tourism villages in Saman County, Chaharmahal and Bakhtiari Province

• Prioritization of key and effective promoters of the essence of brand of Saman County tourist destinations in Chaharmahal and Bakhtiari Province

According to the above objectives, the following questions are raised:

• What are the key drivers of brand in the studied region?

• What are the most important key drivers for the essence of brand in these villages?

In order to achieve the aims and questions, based on the research background, we designed a suitable brand model out of three perspectives of the local community, visitors and experts in the four target villages for the tourism destination in Saman County (Sawadjan, Horeh, Chelvan, and Yasehchah). The research model consists of five components namely brand image, perceived quality, brand awareness, brand loyalty and place attachment.

The statistical population of the study consisted of three groups: locals, visitors, and experts. Based on the Morgan table, 384 samples of visitors and 365 samples of locals were randomly chosen and the questionnaires were distributed. The sample size of experts was 30 and it was selected by Delphi technique.

To measure the local community and the visitor's questionnaire, we use the five-point Likert scale from strongly agree (1) to strongly disagree (5).

The expert assessement tool is a questionnaire using future studies methodology (0. no impact, 1. low impact, 2. moderate impact, and 3. high impact).

In this study, face validity and content validity were used to assess the validity of the questionnaire. For measuring content validity, a standard questionnaire was developed using the research background and studies on rural brand. Then, a questionnaire was provided to faculty members and experts to examine the correctness of the questions and ultimately confirm the content validity.

In order to measure the reliability of the questionnaire, Cronbach's alpha was used in SPSS software. The answer to each question can get different numerical values, and a higher value than 0.7 has an acceptable reliability (Salehi, Bigdeli, & Goli, 2014). As Table 6 shows, the questionnaires of the local community and the visitors in either whole or each component, has a reliability more than 0.7. This is the required reliability to carry out subsequent tests.

Table 1. Reliability of the Local Community and the visitors' Questionnaire
(Source: the finding of the study, 2017)

Row	Description	Visitor/ Alpha coefficient	Local community Alpha coefficient
1	The entire questionnaire	0.915	0.830
2	Brand Image	0.835	0.768
3	Perceived Quality	0.784	0.808
4	Brand Awareness	0.856	0.817
5	Brand Loyalty	0.901	-
6	Place Attachment	-	0.936

3.3. Research Variables and Indices

In this part of the article, the indices and variables of the research are introduced, the necessary explanations for it have been fully elaborated in the literature section of this article.

Table 2. Brand image variables
(Source: Bordea, 2014; Konecnik, 2006; Berly, 2004)

Row	Variables
1	Unique architecture
2	Lots of gardens and prolific ones
3	Quiet and peaceful environment
4	The opportunity for relaxing
5	Favorable climate

Table 2.

Row	Variables
6	Nature and beautiful landscape
7	Animals and plants species
8	Cultural attractions
9	Historical attractions
10	Hospitality spirit
11	Handicrafts
12	local food
13	Overall attractiveness
14	Water-based tourism
15	The opportunity for ecotourism

Table 3. Perceived Quality Variables

(Source: Zabkar, 2010; Konecnik, 2007; Buhalis, 2000)

Row	Variables
1	Animal products, gardening
2	Clean Air
3	Rural accommodations
4	Road infrastructure
5	Safety
6	Cheap destination
7	Quality of services
8	Clean physical environment
9	Proper notification
10	easy access
11	Special attention to tourists

Table 4. Brand awareness variables

(Source: Konecnik, 2006; Keller, 1993; Aaker, 1991)

Row	Variables
1	Distinctive destination
2	Famous Destination
3	Symbol or logo of destination

Table 5. Brand loyalty variables

(Source: Konecnik, 2006)

Row	Variables
1	Preferred Destination
2	More advantages in the destination
3	Willing to visit again
4	Suggest to others

Table 6 - Place attachment variables

(Source: Zenker et al., 2017)

Row	Variables
1	Feeling pride and attachment
2	The Sense of dedication and commitment
3	Sense of belonging
4	The sense of duty and participation

4. Research Findings

In the present study, at first, by using one sample t-test, the validity of brand components of the local community was measured. the visitors' point of view had been studied separately and then, Mann–Whitney U-test have been used to examine the similarities and differences between views of visitors and the local community and amount of validity of these variables. SPSS software was used to carry out these tests. Ultimately, the extracted key drivers from two tests in two samples were given to experts for scoring in a future studies approach. For this purpose, the MICMAC software had been used.

4.1. One sample t-test

One sample t-test is being used when we have one sample and we want to compare it with a common state or even with an expected assumed number (Habibpour & Safari, 2012). The purpose of this test is to measure the acceptability of the brand essence variables, which the basic number is 3, and the following assumptions are considered as the basis of judgment.

H_0: Variable is not acceptable (M <3)
H_1: Variable is acceptable (M> 3)

Table 7. Results of one sample t-test of visitors
Source: Research findings, 2017

Variable (Visitor)	N	Mean	Std. Deviation	t	Sig.(2-tailed)	Mean Difference	Confidence 95% Interval of the Difference		Description
							Lower	Upper	
Unique architecture	384	3.5260	1.12385	9.172	.000	.52604	.4133	.6388	Meaningful
Lots of gardens and prolific ones	384	4.4036	.63500	43.316	.000	1.40365	1.3399	1.4674	Meaningful
Quiet and peaceful environment t	384	4.3672	.57635	46.484	.000	1.36719	1.3094	1.4250	Meaningful
The opportunity for relaxing	384	4.4766	.53050	54.542	.000	1.47656	1.4233	1.5298	Meaningful
Favorable climate	384	4.5208	.51055	58.373	.000	1.52083	1.4696	1.5721	Meaningful
Nature and beautiful landscape	384	4.3958	.68903	39.697	.000	1.39583	1.3267	1.4650	Meaningful
Animals and plants species	384	3.8854	.92112	18.836	.000	.88542	.7930	.9778	Meaningful
Cultural attraction	384	3.4766	.99054	9.428	.000	.47656	.3772	.5759	Meaningful
Historical attraction	384	3.7292	1.00369	14.236	.000	.72917	.6285	.8299	Meaningful
Hospitality spirit	384	3.9922	.76301	25.482	.000	.99219	.9156	1.0687	Meaningful
Handicrafts	384	3.5469	.83205	12.880	.000	.54688	.4634	.6304	Meaningful
local food	384	3.3802	.79897	9.325	.000	.38021	.3000	.4604	Meaningful
Overall attractiveness	384	4.2266	.66090	36.368	.000	1.22656	1.1603	1.2929	Meaningful
Water-based tourism	384	4.4375	.76901	36.630	.000	1.43750	1.3603	1.5147	Meaningful
Eco-Tourism	384	4.2708	.73664	33.806	.000	1.27083	1.1969	1.3447	Meaningful
Animal products, gardening	384	4.0781	.67336	31.375	.000	1.07813	1.0106	1.1457	Meaningful
Clean Air	384	4.4635	.49932	57.437	.000	1.46354	1.4134	1.5136	Meaningful
Rural residential centers	384	3.9479	.94075	19.745	.000	.94792	.8535	1.0423	Meaningful

Table 7.

Variable (Visitor)	N	Mean	Std. Deviation	t	Sig.(2-tailed)	Mean Difference	Confidence 95% Interval of the Difference		Description
							Lower	Upper	
Road Infrastructure	384	3.3099	1.07926	5.627	.000	.30990	.2016	.4182	Meaningful
Safety	384	3.9115	.74573	23.951	.000	.91146	.8366	.9863	Meaningful
Cheap destination	384	4.2708	.55936	44.521	.000	1.27083	1.2147	1.3270	Meaningful
Service quality	384	3.4661	.87846	10.398	.000	.46615	.3780	.5543	Meaningful
The physical environment clean	384	3.5156	1.17403	8.606	.000	.51563	.3978	.6334	Meaningful
Proper notification	384	3.2266	1.00818	4.404	.000	.22656	.1254	.3277	Meaningful
easy access	384	3.8750	.70803	24.217	.000	.87500	.8040	.9460	Meaningful
Special attention to tourists	384	3.5833	1.02874	11.112	.000	.58333	.4801	.6866	Meaningful
Distinctive destination	384	3.8281	1.04551	15.521	.000	.82813	.7232	.9330	Meaningful
Famous Destination	384	3.9479	.99471	18.674	.000	.94792	.8481	1.0477	Meaningful
Symbol or logo of destination	384	3.8490	1.05370	15.788	.000	.84896	.7432	.9547	Meaningful
Preferred Destination	384	3.677	1.0471	12.671	.000	.6771	.572	.782	Meaningful
More advantages in the destination	384	3.5521	1.06076	10.199	.000	.55208	.4457	.6585	Meaningful
Willing to visit again	384	3.7865	1.00194	15.381	.000	.78646	.6859	.8870	Meaningful
Suggest to others	384	3.8958	.97466	18.011	.000	.89583	.7980	.9936	Meaningful

This test consists of two outputs that the first one presents the descriptive indices (frequency, mean, standard deviation) in each of the questions (variables), and the second one shows the results of the t-test.

As we see, table 7 shows one sample t-test for the visitors, and table 8 shows one sample t-test of the local community, considering the significant level in the two T-tests of the visitors and the local community (if this is less than 0.05, it is 95% probablity and if it is less than 0.01, with a probability of 99%) there is a statistically significant difference between the two real and assumed means. Because the significant levels in these two tests (the visitors and the local community) for all brand variables is 0.00 that shows the difference between the real and the assumed means. To be sure that these results are statistically significant, the upper and lower limits in both tests (the visitors and the local community) for all brand variables were checked and showed this value is also positive. Thus, the results of these two tests present a rejection of null hypothesis (H0) which shows that all variables fulfill both local and visitor communities for carrying out tests and analyses.

Table 8. Results of one sample t-test of the local community
Source: Research findings, 2017

Variable (Local community)	N	Mean	Std. Deviation	t	Sig.(2-tailed)	Mean Difference	95%Confidence Interval of the Difference		Description
							Lower	Upper	
Unique architecture	365	3.3726	1.13550	6.269	.000	.37260	.2557	.4895	Meaningful

Table 8.

Variable (Local community)	N	Mean	Std. Deviation	t	Sig.(2-tailed)	Mean Difference	95%Confidence Interval of the Difference		Description
							Lower	Upper	
Lots of gardens and prolific ones	365	4.4055	.51885	51.753	.000	1.40548	1.3521	1.4589	Meaningful
Quiet and peaceful environment	365	4.3205	.70223	35.927	.000	1.32055	1.2483	1.3928	Meaningful
The opportunity for relaxing	365	4.5452	.51490	57.334	.000	1.54521	1.4922	1.5982	Meaningful
Favorable climate	365	4.7123	.45330	72.169	.000	1.71233	1.6657	1.7590	Meaningful
Nature and beautiful landscape	365	4.7288	.45738	72.211	.000	1.72877	1.6817	1.7758	Meaningful
Animals and plants species	365	3.9644	.75327	24.460	.000	.96438	.8868	1.0419	Meaningful
Cultural attraction	365	3.5699	.80087	13.594	.000	.56986	.4874	.6523	Meaningful
Historical attraction	365	3.8685	.78741	21.072	.000	.86849	.7874	.9495	Meaningful
Hospitality spirit (Guests are respected)	365	4.2986	.65560	37.844	.000	1.29863	1.2311	1.3661	Meaningful
Handicrafts	365	3.8986	.68189	25.178	.000	.89863	.8284	.9688	Meaningful
local food	365	4.0247	.73525	26.625	.000	1.02466	.9490	1.1003	Meaningful
Overall attractiveness	365	4.4493	.67187	41.212	.000	1.44932	1.3802	1.5185	Meaningful
Water-based tourism	365	4.5753	.54263	55.465	.000	1.57534	1.5195	1.6312	Meaningful
Eco-Tourism	365	4.2795	.80434	30.390	.000	1.27945	1.1967	1.3622	Meaningful
Animal products, gardening	365	4.3699	.51105	51.210	.000	1.36986	1.3173	1.4225	Meaningful
Clean Air	365	4.6055	.62280	49.249	.000	1.60548	1.5414	1.6696	Meaningful
Rural residential centers	365	4.0411	.76744	25.917	.000	1.04110	.9621	1.1201	Meaningful
Road Infrastructure	365	3.3616	1.21829	5.671	.000	.36164	.2362	.4870	Meaningful
Safety	365	4.2822	.95494	25.652	.000	1.28219	1.1839	1.3805	Meaningful
Cheap destination (Low costs)	365	4.2740	.66424	36.642	.000	1.27397	1.2056	1.3423	Meaningful
Service quality	365	3.4575	1.18900	7.352	.000	.45753	.3351	.5799	Meaningful
The physical environment clean	365	3.5753	1.00981	10.885	.000	.57534	.4714	.6793	Meaningful
Proper notification	365	3.7616	.98095	14.834	.000	.76164	.6607	.8626	Meaningful
easy access	365	4.1534	.73269	30.076	.000	1.15342	1.0780	1.2288	Meaningful
Special attention to tourists	365	4.1699	.85077	26.270	.000	1.16986	1.0823	1.2574	Meaningful
Distinctive destination	365	4.0932	.87836	23.777	.000	1.09315	1.0027	1.1836	Meaningful
Famous Destination	365	4.1507	.85920	25.586	.000	1.15068	1.0622	1.2391	Meaningful
Symbol or logo of destination	365	3.8822	.88940	18.950	.000	.88219	.7906	.9737	Meaningful
Feeling pride and attachment	365	4.6137	.57065	54.026	.000	1.61370	1.5550	1.6724	Meaningful
The Sense of dedication and commitment	365	4.5288	.61784	47.273	.000	1.52877	1.4652	1.5924	Meaningful

Table 8.

Variable (Local community)	N	Mean	Std. Deviation	t	Sig.(2-tailed)	Mean Difference	95%Confidence Interval of the Difference		Description
							Lower	Upper	
Sense of belonging	365	4.6521	.51036	61.843	.000	1.65205	1.5995	1.7046	Meaningful
The sense of duty and participation	365	4.6082	.52145	58.922	.000	1.60822	1.5545	1.6619	Meaningful

4.2. Mann–Whitney U-Test

This test is used to compare the means in two independent populations when data is ordinal, and this test is similar to student's t-test with two independent samples and is considered to be its nonparametric equivalent. Two samples are independently selected from statistical population with similar distribution and probably different medians. The purpose of this test is to identify the variables that are not different between the two groups of visitors and the local community, and based on it, the following assumptions are suggested:

H_0: There is no significant difference between responses of two groups (i.e. visitors and the local community) to the brand essence variables

H_1: There is a significant difference between responses of two groups (i.e. visitors and the local community) to the brand essence variables

Table 9. Results of Mann-Whitney U-test
Source: Research findings, 2017

Variable	Groups	N	Mean Rank	Sum of Rank	Mann-Whitney U	Z	Asymp. Sig. (2-(tailed	Description
Unique architecture	Visitor	384	387.03	148618.00	65462.000	-1.645	.100	No Difference
	Local community	365	362.35	132257.00				
	Total	749						P>0/05
Lots of gardens and prolific ones	Visitor	384	380.01	145925.50	68154.500	-.741	.459	No Difference
	Local community	365	369.72	134949.50				
	Total	749						P>0/05
Quiet and peaceful environment	Visitor	384	376.68	144645.50	69434.500	-.246	.806	No Difference
	Local community	365	373.23	136229.50				
	Total	749						P>0/05
The opportunity for relaxing	Visitor	384	363.31	139512.00	65592.000	-1.743	.081	No Difference
	Local community	365	387.30	141363.00				
	Total	749						P>0/05
Favorable climate	Visitor	384	340.73	130840.00	56920.000	-5.276	.000	The Difference
	Local community	365	411.05	150035.00				
	Total	749						P>0/05
Nature and beautiful landscape	Visitor	384	327.43	125731.50	51811.500	-7.222	.000	The Difference
	Local community	365	425.05	155143.50				
	Total	749						P<0/05
Animals and plants species	Visitor	384	368.36	141451.00	67531.000	-.932	.352	No Difference
	Local community	365	381.98	139424.00				
	Total	749						P>0/05
Cultural attraction	Visitor	384	366.59	140771.00	66851.000	-1.149	.250	No Difference
	Local community	365	383.85	140104.00				
	Total	749						P>0/05
Historical attraction	Visitor	384	365.39	140309.00	66389.000	-1.357	.175	No Difference
	Local community	365	385.11	140566.00				
	Total	749						P>0/05

Table 9.

Variable	Groups	N	Mean Rank	Sum of Rank	Mann-Whitney U	Z	Asymp. Sig. (2-(tailed	Description
Hospitality spirit	Visitor	384	335.67	128895.50	54975.500	-5.551	.000	The Difference
	Local community	365	416.38	151979.50				
	Total	749						P<0/05
Unique Handicrafts	Visitor	384	324.36	124552.50	50632.500	-7.216	.000	The Difference
	Local community	365	428.28	156322.50				
	Total	749						P<0/05
Unique Local Food	Visitor	384	295.98	113655.00	39735.000	-10.931	.000	The Difference
	Local community	365	458.14	167220.00				
	Total	749						P<0/05
Overall attractiveness	Visitor	384	340.54	130769.00	56849.000	-4.946	.000	The Difference
	Local community	365	411.25	150106.00				
	Total	749						P<0/05
Water-based tourism	Visitor	384	364.50	139966.50	66046.500	-1.568	.117	No Difference
	Local community	365	386.05	140908.50				
	Total	749						P>0/05
Eco-Tourism	Visitor	384	370.10	142117.50	68197.500	-.699	.485	No Difference
	Local community	365	380.16	138757.50				
	Total	749						P>0/05
Animal products, gardening	Visitor	384	335.28	128747.50	54827.500	-5.955	.000	The difference
	Local community	365	416.79	152127.50				
	Total	749						P<0/05
Clean Air	Visitor	384	342.55	131538.00	57618.000	-4.868	.000	The Difference
	Local community	365	409.14	149337.00				
	Total	749						P<0/05
Rural residential centers (Rural houses, villas ...) and	Visitor	384	368.87	141647.50	67727.500	-.862	.389	No Difference
	Local community	365	381.45	139227.50				
	Total	749						P>0/05
Infrastructure (Roads and…)	Visitor	384	363.63	139634.50	65714.500	-1.549	.121	No Difference
	Local community	365	386.96	141240.50				
	Total	749						P>0/05
Safety	Visitor	384	315.78	121259.00	47339.000	-8.446	.000	The Difference
	Local community	365	437.30	159616.00				
	Total	749						P<0/05

Table 9.

Variable	Groups	N	Mean Rank	Sum of Rank	Mann-Whitney U	Z	Asymp. Sig. (2-tailed	Description
Cheap destination (Low costs)	Visitor	384	370.23	142168.50	68248.500	-.711	.477	No Difference
	Local community	365	380.02	138706.50				
	Total	749						P>0/05
Service quality	Visitor	384	365.14	140214.00	66294.000	-1.347	.178	No Difference
	Local community	365	385.37	140661.00				
	Total	749						P>0/05
The physical environment clean	Visitor	384	375.22	144084.00	69996.000	-.031	.976	No Difference
	Local community	365	374.77	136791.00				
	Total	749						P>0/05
Proper notification	Visitor	384	319.23	122585.00	48665.000	-7.549	.000	The Difference
	Local community	365	433.67	158290.00				
	Total	749						P<0/05
easy access	Visitor	384	334.76	128548.00	54628.000	-6.107	.000	The Difference
	Local community	365	417.33	152327.00				
	Total	749						P<0/05
Special attention to tourists	Visitor	384	313.77	120488.00	46568.000	-8.419	.000	The Difference
	Local community	365	439.42	160387.00				
	Total	749						P<0/05
Distinctive destination	Visitor	384	351.14	134836.00	60916.000	-3.311	.001	The Difference
	Local community	365	400.11	146039.00				
	Total	749						P<0/05
Famous Destination	Visitor	384	356.72	136982.00	63062.000	-2.550	.011	The Difference
	Local community	365	394.23	143893.00				
	Total	749						P<0/05
Symbol or logo of destination	Visitor	384	378.21	145234.00	68846.000	-.440	.660	No Difference
	Local community	365	371.62	135641.00				
	Total	749						P>0/05
Preferred Destination / Feelings of attachment	Visitor	384	278.31	106871.00	32951.000	-13.496	.000	The Difference
	Local community	365	476.72	174004.00				
	Total	749						P<0/05
More advantages in the destination /self-sacrifice & ommitment	Visitor	384	276.46	106162.00	32242.000	-13.624	.000	The Difference
	Local community	365	478.67	174713.00				
	Total	749						P<0/05
Willing to visit again / Sense of belonging	Visitor	384	278.75	107041.00	33121.000	-13.638	.000	The Difference
	Local community	365	476.26	173834.00				
	Total	749						P<0/05
Suggest to others / The sense of duty and participation	Visitor	384	295.53	113485.00	39565.000	-11.273	.000	The Difference
	Local community	365	458.60	167390.00				
	Total	749						P<0/05

In analyzing the results obtained from Mann-Whitney U- test, in order to find out whether the responses to brand variables are different between two groups (i.e. the local community and visitors). We can refer to Z score. If the score is less than 0.05 of error level, it indicates a significant difference. This leads to the rejection of H0. In other words, with 95% confidence there is a difference between variable. If the score is less than 0.01, then with 99% cofidence there is a significant difference. The variables that their significance level is more than 0.05 show that there is no difference between two groups. We can compare differences between two groups by using the results of Mann-Whitney U-test. In addition, we can find out in which one of them the amount is more than the other. Regarding this, we can use the results of the table (mean rank). According to this table, the higher mean rank shows the bigger mean in comparision to others. The variables listed in Table 9 have a significant level more than 0.05, which indicates that there is no difference between the views of the visitors and the local community. Thus, among the following variables, H0 assumption is confirmed.

1. unique architecture
2. lots of gardens and prolific ones
3. quiet and peaceful environment
4. the opportunity for relaxing
5. animals and plants species
6. cultural attractions
7. historical attractions
8. water-based tourism
9. the opportunity for ecotourism
10. rural accommodations
11. road infrastructure
12. cheap destination
13. quality of services
14. clean physical environment
15. symbols of the destination

4.3. Futures study method using MICMAC software

Future research seeks key variables (explicit or implicit) in order to get feedback about the complex and unpredictable aspects of a system and encourage participants and stakeholders. Future studies approach is a way for linking ideas and thoughts that describes a system through a matrix which connects all variables. The ability of this model is to identify relationships between variables, and ultimately identify the key variables that affect the evolution of the system. In qualitative study, structural analysis method is used specially in highly variable systems. In general, futures studies are carried out in three stages:

Stage one: Extracting variables; this step is rarely in an official and standard structure, but it is required for continuing the process. Stage two: Determining the relationship between variables; what is important at this stage is to interconnect variables and factors in a way to explain the network of relationship between them. Stage three: Identifying key variables (Zali & Zamanipour, 2015).

Mic Mac software is designed to perform complex calculations of cross-sectional matrix. Its procedures are, first, identifying important variables and components, and then putting them in a matrix such as the impact analysis matrix, and then, finding out the extent of the relationship between these variables in the system. The variables in rows affect the variables in columns. Thus, the variables in the rows are effective and the column variables are affected. The impact levels are as follows: 0 means no impact, 1 means low impact, 2 means moderate impact, 3 means high impact (Taheri Damneh, 2014).

The results of two one sample t-test and of Mann-Whitney U-test in two groups - visitors and the local community - under the supervision of the experts led to the identification of the following proponents: 1. unique architecture, 2. gardens, 3. handicrafts, 4. water-based tourism, 5. food, 6. the opportunity for ecotourism, 7. Cultural attractions, 8. Historical attractions, 9. accommodations, 10. Cheap destination, 11. Farm and garden crops, 12. more advantages in destination, 13. signs or symbols of destination, 14. place attachment, 15 - beautiful landscape, 16. the opportunity for relaxing, 17. favorable weather and 18. animals and plants species. These variables were handed to experts for scoring in a form of a pair of squared questionnaires. The results of the MICMAC, as shown in Figure 4 and Table 10, indicate that the propellants in the first or input area are the most valuable variables, or, in other words, the most effective variables. In fact, the amount of effectiveness of these variables on other variables is more than their amount of being affected by other variables.

These are known as key propellants for brand essence in target villages, and the essence and occurrence of branding in target villages depend on these propellants. Propellants of the first area are given in the order of priority below:

1. gardens
2. water-based tourism
3. place attachment
4. products
5. the opportunity for relaxing
6. landscapes
7. accommodations (villas, rural houses, etc.)

The second area, middle one, are propellants that their amount of effectiveness and being affected by others are the same as others. In the order of priority, they are as follows:

1. more advantages in the destination
2. the opportunity for ecotourism
3. favorable weather

Third area (being affected ones): The propellants of this area have a low impact level and a high affected rate, which are in following order as their priority:

1. Unique architecture
2. historical attractions
3. symbols of the destination
4. animals and plants species
5. handicrafts
6. cheap destination
7. food
8. cultural attractions

The fourth area (negligible) indicates propellants that have low amount of both effectiveness and being affected by other drivers. As the MICMAC output shows in Figure 4 and Table 10, there are no negligible drives for the system of tourism in target villages.
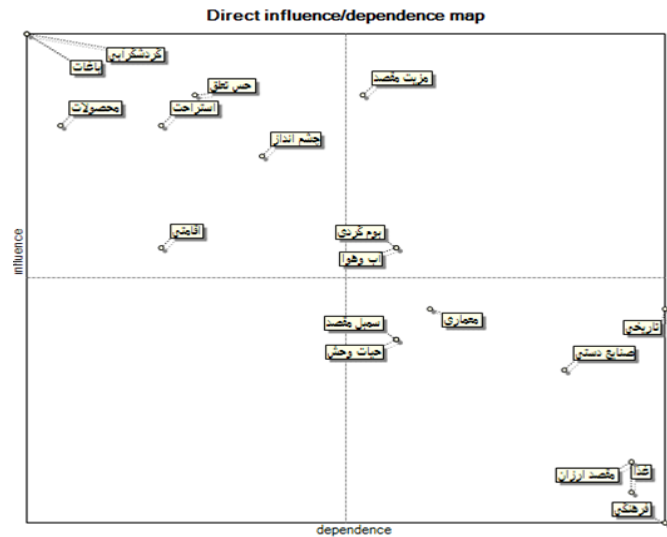

Figure 4. Mapping and distribution of direct effect of variables in the four areas in brand essence of target villages
Source: Research findings, 2017

Table 10. Brand Advantage Prioritization Based on their amount of effectiveness in brand essence of tourism target villages
Source: Research findings, 2017

Rank	Propellants (system)	Positioning	Direct influence	Direct Dependence
1	gardens	The first area (most effective)	684	378
2	Water-based tourism	The first area (most effective)	684	378
3	More advantages in the destination	The second area (middle one)	648	558
4	Place attachment	The first area (most effective)	648	468
5	Products	The first area (most effective)	630	396
6	The opportunity for relaxing	The first area (most effective)	630	450
7	landscape	The first area (most effective)	612	504

Table 10.

Rank	Propellants (system)	Positioning	Direct influence	Direct Dependence
8	Eco-Tourism	The second area (middle one)	558	576
9	Accommodations	The first area (most effective)	558	450
10	Favorable climate	The second area (middle one)	558	576
11	Unique architecture	Third area (being affected ones)	522	594
12	Historical attraction	Third area (being affected ones)	522	720
13	Symbols of the destination	Third area (being affected ones)	504	576
14	Animals and plants species	Third area (being affected ones)	504	576
15	Handicrafts	Third area (being affected ones)	486	666
16	Cheap Destination	Third area (being affected ones)	432	702
17	Food	Third area (being affected ones)	414	702
18	Cultural attraction	Third area (being affected ones)	396	720

5. Discussion and Conclusion

A review on rural branding researches has shown that there have not been many academic studies regarding this issue. Especially rural destination branding in Iran, there are few studies. Thus, it gives us this idea that preceding studies had some limitaions. For instance, the lack of statistical population, or one the other hand, not all stakeholders (the host community, visitors and experts) didn't take place in place branding. This research has been trying to find a more practical look at the destination branding and design a new model for place branding, encompassing the majority of stakeholders (host community, visitors, and experts) and addressing as much as possible the previous problems. One of the researches on the destination branding can be found in the research done by Zenker et al. (2013) in Hamburg, the results of which suggest that visitors' perception of the brand of Hamburg are different among the host community and visitors. It suggests that, with regard to branding, views of both groups should be taken into account for the sake of no contradiction in brand perceptions. The last study and the present one has some in common which is the inclusion of two groups of local community and visitors, but they are different because the Hamburg brand was made before and then represented to stakeholders to reflect on, but in the present research all stakeholders involved in branding from the beginning point. Therefore, this research aimed at identifying the key and effective drivers in the essence of brand of tourism in target villages of Saman County in Chaharmahal and Bakhtiari Province in order to build a sustainable brand in a manner that does not have any contradictions concerning the views among visitors, local community and experts; accordingly, inspired by the Konecnik Model (2006) as well as the background of the study, a suitable brand model of the visitors, local community and experts' point of view was designed. A model designed from tourists' point of view identified four components of the essence of brand: 1. brand image, 2. perceived quality, 3. brand awareness, and 4. brand loyalty, and from the local community perspective, to examine the variables that identified four components of the essence of brand: 1. brand image, 2. perceived quality, 3. brand awareness, and 4. brand loyalty. Variables with the following two characteristics were selected: 1. having acceptability; and 2. there is no difference in acceptability of the variables in the opinion of the local community and the tourists. Then, a model in future studies methodology have been designed and handed out to experts, to measure effects of each propellants. The results of two tests, including t-test and Mann-Whitney U-test, on visitors and the local community led to the identification of the following drivers: 1. unique architecture, 2. gardens, 3. handicrafts, 4. water-based tourism, 5. food, 6. the opportunity for ecotourism, 7. cultural attractions, 8. historical attractions, 9. accommodations, 10. cheap destinations, 11. livestock, garden and farm crops, 12. more advantages in the destination, 13. a symbol of the destination, 14. place attachment, 15. beautiful landscapes, 16. the opportunity for relaxing, 17. favorable weather, and 18. animals and plants species. The mentioned drivers were provided to experts in structural analysis, and the results indicate that the drivers of 1. garden, 2. water-based tourism, 3. Pplace attachment, 4. garden and farm crops, 5. the opportunity for relaxing, 6. landscapes, and 7. rural accommodations, respectively, are the most effective and important drivers in branding the essence of tourism in target villages of Saman County. According to the results of the study, the following recommendations are presented: 1. The marketing of tourism destinations

should be based on the objectives of branding for the destination in rural context, and selected variables, to which, the appropriate marketing strategy would increase the awareness of tourists from the destinations, and also provide the image and perceptual quality for tourists, as well as increasing in brand loyalty and place attachment, so that for each of the different target markets, the appropriate marketing strategy needs to be used in such a way that all marketing strategies must be in line with the brand identity of the destination. 2. Designing a tourist map for Saman County in accordance with selected variables; 3. Designing logos, slogans, films and so on, according to the selected variables for the studied areas. In accordance with the selected variables in the studied areas, not only identifying the studied villages separately but alo installing and placing them on the provided products and services will lead to the regions recognition and promotion of tourism in the studied areas in accordance with their capabilities.

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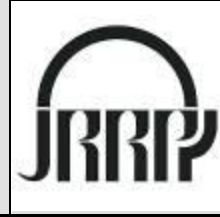
شناسایی پیشران های کلیدی و موثر در جوهره برند روستاهای هدف گردشگری (مطالعۀ موردی: شهرستان سامان استان چهارمحال و بختیاری)

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چکیده مبسوط

۱. مقدمه

گردشگری یکی از شناخته‌ترین ابزارهای اصلی مورد استفاده برای برنامه‌ریزی و اجرای استراتژی‌های توسعه در نواحی روستایی می‌باشد. مناطق روستایی به دلیل ویژگی‌های متمایز فرهنگی، تاریخی، قومی و جغرافیایی، مورد توجه ویژه گردشگران قرار دارند شهرستان سامان دارای چهار روستای هدف گردشگری با نام‌های: سوادجان، هوره، چلوان و یاسه‌چای است و این روستاها دارای توانمندی‌های بالقوه و بالفعلی در صنعت گردشگری هستند، ولی در جذب گردشگر و توسعه گردشگری از شرایط مطلوبی برخوردار نمی‌باشند. عوامل مختلفی در ایجاد این شکاف بین وضع موجود و مطلوب مطرح است که ازجمله این عوامل می‌توان به عدم وجود برندمقصد در این روستاها اشاره کرد. ازاین‌رو این پژوهش درصدد شناسایی پیشران‌های کلیدی و موثر در ساخت جوهره برند در روستاهای هدف گردشگری مطالعه موردی شهرستان سامان در استان چهارمحال و بختیاری است.

۲. مبانی نظری تحقیق

گردشگری روستایی یکی از انواع گردشگری است که موجب توسعه اقتصادی – اجتماعی و منابع طبیعی جوامع روستایی می‌گردد. این نوع گردشگری به‌عنوان راهبردی برای حفظ محیط‌زیست و فرهنگ بومی مناطق روستایی قلمداد می‌شود. گردشگری روستایی یکی از شیوه‌های ممکن برای حل بسیاری از مشکلات و مسائل نواحی روستایی محسوب می‌شود و به دلیل آثار مثبت اقتصادی که به همراه دارد می‌تواند به کند شدن روند تخلیه سکونتگاه‌های روستایی و کاهش مهاجرت روستاها کمک کند. ازجمله الزامات و پیش شرط‌های توسعه گردشگری،

برند سازی برای مناطق روستایی در جهت شناسایی ظرفیت‌های مناطق روستایی به گردشگران به‌منظور جذب هر چه بیشتر آن‌ها می‌باشد. به‌گونه‌ای که فقدان برند مقصد باعث عدم ارتباط منطقی و عاطفی گردشگران با مقصد می‌شود.

برندسازی مقصد گردشگری صرفاً فرایند طراحی لگو برای مقصد گردشگری نیست، بلکه یک برنامه استراتژیک، مبتنی بر مشارکت همه ذینفعان هست که موجب می‌شود محصولات، خدمات و تجربیات منحصربه‌فرد مقصدگردشگری در قالب یک پیام منسجم به اطلاع مشتریان در بازارهای هدف برسد. در یک تعریف کلی برند مقصد عبارت است از هر آن چیزی که در غالب خدمات، طرح، لگو، عبارت، تصویر، و.. که نه تنها هویت بخش یک مکان است بلکه متبلور کننده سطحی از کیفیت و یا تجربه در ذهن مخاطب می شود به گونه‌ای که فرد را تشویق به بازدید و یا تجربه مجدد می‌کند. بدین منظور با الهام از مدل برندمقصد گردشگری کونیک (۲۰۰۶) اقدام به طراحی مدلی مناسب برند مکان شد. این مدل به‌گونه‌ای طراحی شد که نه‌تنها نظر گردشگران بلکه نظر جامعه محلی و کارشناسان را در شکل گیری برند مکان قرار گیرد. بدین ترتیب این مدل برند مکان دارای پنج مؤلفه: ۱- تصویر برند ۲-کیفیت ادراک‌شده ۳- آگاهی به برند ۴- وفاداری به برند ۵- حس تعلق می‌باشد که وفاداری به برند تنها از دید گردشگران و حس تعلق به مکان تنها از دید جامعه محلی مورد سنجش قرار می‌گیرد.

۳. روش شناسی

از نظر نوع، روش تحقیق توصیفی _ پیمایشی و از لحاظ هدف کاربردی می‌باشد، برای جمع آوری داده‌ها از سه نوع پرسشنامه برای سه گروه جامعه محلی، بازدیدکنندگان و کارشناسان استفاده شده

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است. حجم نمونه بازدیدکنندگان طبق جدول مورگان ۳۸۴ نمونه، حجم نمونه جامعه محلی طبق جدول مورگان ۳۶۵ نمونه و حجم نمونه کارشناسان به روش دلفی ۲۵ نمونه انتخاب شد و برای تجزیه و تحلیل داده ها از آزمونهای تیتک نمونه و یو من ویتنی با استفاده از نرم افزار SPSS و روش آینده پژوهی به کمک نرم افزار میک مک استفاده شده است.

۴. یافتههای تحقیق

در پژوهش حاضر ابتدا با استفاده از آزمون تیتکنمونهای به سنجش میزان مطلوبیت متغیرهای، مولفههای برند از دید گردشگر و جامعه محلی به صورت مجزا پرداخته شده است و بعد از آن با استفاده از آزمون یومنویتنی به بررسی میزان شباهت و تفاوت نظر بازدیدکننده و جامعه محلی در میزان مطلوبیت متغیرها پرداخته شده است که برای انجام این آزمونها از نرمافزار (**SPSS**) استفادهشده است. درنهایت پیشران های استخراج شده حاصل از این دو آزمون در دو جامعه در اختیار کارشناسان به منظور امتیاز دهی تحت روش آینده پژوهی قرار میگیرند که بدین منظور از نرم افزار میک مک استفاده شده است. نتایج پژوهش حاکی از آن است که پیشران‌های: ۱-باغات، ۲- گردشگری آبی، ۳-حس تعلق به مکان، ۴- محصولات دامی باغی و زراعی، ۵- فرصت استراحت، ۶- چشمانداز و ۷- مراکز اقامتی روستایی به ترتیب اولویت های ذکر شده تاثیرگذارترین و کلیدیترین پیشران‌ها در جوهره برند روستاهای هدف گرشگری شهرستان سامان هستند.

۵. نتیجهگیری

این پژوهش در تلاش بوده است با نگاه کاربردیتر به برند مقصد و طراحی مدل جدیدی برای برندسازی مکان به گونهای که اکثر ذینفعان (جامعه میزبان، بازدیدکنندگان وکارشناسان) را شامل دهد و

مشکلات پیشین را تا حد ممکن رفع کند. با توجه به نتایج به دست آمده در پژوهش پیشنهادهای ذیل ارائه میشود: ۱- بازاریابی مقصد گردشگری باید بر اساس اهداف برند سازی مقصد گردشگری در روستاهای هدف گردشگری و متغیر های انتخاب شده باشد که بر اساس آن بازاریابی استراتژی مناسب باعث افزایش آگاهی گردشگران از مقصد گردشگری، جذابیتی برای تصویر و کیفیت ادراکشده ایجاد کرده و همچنین باعث افزایش وفاداری به برند و حس تعلق به مکان میشود که برای هر یک از بازارهای هدف مختلف از استراتژی بازاریابی مناسب آن استفاده شود بهگونهای که تمام استراتژیهای بازاریابی باید در راستای هویت برند مقصد آماد هشده باشد. ۲- طراحی یک نقشه توریستی برای شهرستان سامان متناسب با متغیر های انتخاب شده، ۳- اقدام به طراحی آرم، لگو، شعار، فیلم و... متناسب با متغیرهای انتخاب شده برای مناطق موردمطالعه، ۴- طراحی لگو و شعار و... متناسب با متغیرهای انتخابشده در مناطق مورد مطالعه نه تنها هویتبخش روستاهای موردمطالعه بهصورت مجزا است بلکه با نصب و قرار دادن آن بر روی محصولات و خدمات ارائهشده سبب شناسایی مناطق و ارتقاء گردشگری در مناطق موردمطالعه متناسب با قابلیتهایشان میشود.

کلیدواژه: برند مقصد، گردشگری روستایی، روستای هدف گردشگری، چهارمحال و بختیاری.

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