

Identifying and prioritizing Factors Affecting the Revisit Intention of the Destination Brand in Iran with Best-Worst Method

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Abstract

The main purpose of the present study is to identify and investigate the factors affecting the revisit intention of a tourist destination and to prioritize them based on their level of importance. There are many factors that influence the revisit intention of a place, however not many studies have been conducted to address the issue of identifying and prioritizing them. Accordingly, this study seeks to fill this gap. This study identified more than 200 factors through comprehensive literature review and expert's opinion and classified them into 17 main factors. These identified factors were then provided to tourism experts and they were then rated, using the Delphi method. Ultimately, 3 factors were removed and 14 factors were remained as factors affecting the revisit intention. The prioritization of these factors and their importance was established using the Multi-Criteria Decision Method, i.e. the Best-worst method (BWM). The results showed that the behavior and culture of local people in a tourist destination is the most important factor for tourists in leading them to revisit that destination. Perceived value factor was ranked second and motivation factor was ranked third, in this respect. Moreover, the factor of Word of Mouth (WOM) was the least important factor and therefore was ranked last. The findings of this study are useful in helping tourism marketing and branding strategists to focus on the right metrics to make more effective decisions and to encourage people to revisit tourist destinations.

Keywords: Brand, Destination Brand, Revisit Intention, BWM.

1. Introduction

Since 1970, "place" has become a major topic in social science studies (Abubakar, Ilkan, Meshall Al-Tal, & Eluwole, 2017). Today, competition between destinations has increased due to the fact that tourism provides lucrative revenue streams which contribute to the social and economic success of a town or a city. Every city strives to attract every potential tourist through its tourism products such as accommodations, entertainment packages, urban infrastructure and transportation (Loi, So, Lo, & Fong, 2017). Tourism has a tremendous impact on the economies of countries and cities. The tourism sector, with a 3.9 percent share of the world GDP growth, has the largest share after factory productions, and today many developing countries are trying to increase their participation in the global economy through the development of international tourism, to the point that the development of tourism has become a tool for improving economic growth, eradicating poverty and ensuring

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food security in today's world. Given such a position that tourism has in the world economy, improving the tourism environment is of a great importance. The tourism industry has annual growth by an average of 4.1 percent since 1995 and is expected to generate 1.56 billion international inputs over the next 25 years; therefore, tourism will remain as a major driver of global economic growth.

Studies conducted by the World Travel and Tourism Council (WTTC) on the potential of countries in the field of tourism in the period from 2011 to 2017 indicate that Iranian tourism is ranked 35 among the world's tourism economies with a share of \$ 30.747 billion of total GDP of this country in 2017. According to Iran Chamber of Commerce, Industries, Mines and Agriculture (ICCIMA), this country is ranked 89th in the Travel and Tourism Competitiveness Index (TTCI) in 2019 and this country is the cheapest tourist destination in the world (WEF, 2019).

Undoubtedly, the most important tourism behavior is revisit intention, which is widely defined as the added value of tourism activities which tourists experience directly and indirectly, and the positive and negative reactions of tourists, which shape their subsequent tourism intentions or tendencies (Huang & Liu, 2017; Chew & Jahari, 2014). In other words, the revisit intention stands for the desire or tendency to revisit a destination. Destination marketers seek to identify the tourists' drivers of revisit intention because the cost of retaining tourists is lower than the cost of attracting new tourists (Abubakar et al., 2017; Um, Chon, & Ro, 2006). Many tourist destinations are increasingly changeable and replacable, and using the functional features such as beautiful scenery, golden beaches, or convenient locations in destination marketing no longer helps to differentiate them from competitors (Ekinici & Hosany, 2006; Usakli & Baloglu, 2011). Intense competition among destinations makes cities strive to differentiate themselves and compete (Kim & Lee, 2015).

Over the years, there has been much debate about how to promote cities as tourists' destinations and tourist attractions (Xie & Lee, 2013). Over the past few years, researchers in the fields of tourism and hospitality marketing and branding have focused on revisit intention (Abubakar et al., 2017; Choo, Ahn, & Petrick, 2016; Huang & Liu, 2017; Kim & Lee, 2015; Loi et al., 2017; Meng & Cui, 2020; Park, Bufquin, & Back, 2018; Sarkar Sengupta & Pillai, 2017; Shahijan, Rezaei, & Amin, 2018; Stylos, Bellou, Andronikidis, & Vassiliadis, 2017). According to destination choice theory (Crompton, 1979), tourists' decision-making is a sequential process that leads them to choose a specific destination which holds the features that meet their needs. This is due to the tourists' tendency to categorize their alternative options based on different criteria, such as destination images (factors of attraction), personal motivations (push factors), and access to time and money (situational constraints) (Gilbert, 1991). Based on the sequence of similar processes while gathering previous experiences, tourists' intention to revisit a destination is a sign of the actual return of tourists to the destination (Loureiro, 2014; Ryan & Cave, 2005) and their loyalty (Yoon & Uysal, 2005) to that destination. (Stylos et al., 2017).

The questions that arise here are that how many times do tourists return to a tourist destination? And what makes them return to that tourist destination? Revisit intention focuses on an individual's predicted future behavior and is central to the element of loyalty (Li et al., 2010). Research interest in the area of tourism loyalty is growing (Abdulla, Khalifa, Abuelhassan, & Ghosh, 2019; Akroush, Jraisat, Kurdieh, AL-Faouri, & Qatu, 2016; Alves, Camp, Hernández-mogoll, & Hernández-mogoll, 2019; Jraisat, Akroush, Alfaouri, Qatu, & Kurdieh, 2015), because people who tend to and desire to stay in one place for a long time provide better WOM and oral advertising (Abubakar et al., 2017; Hui, Wan, & Cheng, 2010; Meng & Han, 2018; Oppermann, 2000) and spend more money there (Meng & Han, 2018; Shoemaker & Lewis, 1999). Therefore, several scientific studies seek to understand this phenomenon (Chen & Funk, 2010; Um et al., 2006) by showing that different antecedents can influence the desire and intention to visit a destination (de Oliveira Santini et al, 2018; Meng & Hun, 2018; Loi et al., 2017; Li et al., 2018; Choo, Ahn, & Petrick, 2018; Zhang, Wu, & Buhalis, 2018; Stylos et al., 2017; Abou-Shouk et al., 2018).

Destination marketers are interested in understanding and identifying the antecedents of tourists' revisit intentions because the cost of retaining revisitors is much lower than the cost of attracting new visitors (Abubakar et al., 2017). Hence, this study seeks to identify and rank the best and worst factors affecting the revisit of a tourist destination in Iran, so that it can guide tourism marketing and branding activities well. In studies on the factors influencing revisit intentions, either the factors have been identified or the effect of those

factors on revisit intention has been measured. The knowledge-enhancement contribution of this study is that it determines the importance of each of these factors using multi-criteria decision-making techniques so that managers and those involved in the field of tourism marketing and branding can address the factors affecting the revisit intention with the use of a specific guide. On the other; this paper is one of the first articles in the field of tourism and revisit intention to weigh and prioritize the factors, using the BWM method. Following this study in its second part, the theoretical literature and research background in the field of tourism and revisit intention will be presented. The third section of this study will address the research methodology and description of the technique used in this study. The fourth section will represent the analysis of collected data using the decision-making technique. Finally, the research findings will be discussed and concluded.

2. Literature Review

2-1. Tourism Destination Branding

Tourism industry has been experienced a dynamic and continuous growth over the past two decades and has become one of the fastest economic growth sectors in all over the world (UNWTO, 2016). Recently, the tourism destination literature has begun to explore the elements of branding, focusing on the development of strong destination brands (Lin, 2015). By the increase of the competition between different destinations, it seems that branding is an important tool for distinguishing different destinations that share similar characteristics (Luo et al., 2018; Stepchenkova & Robert, 2014). In other words, in response to the growing competition among cities as a tourist destination since the 1990s, many cities have gradually become involved in the development of destination branding (Morgan, Pritchard, & Pride, 2004). Unlike tangible products, tourism destinations are multidimensional and can offer different experiences to different tourists. Tourism destinations are considered as intangible products and therefore depend on the travel route, culture, purpose of visit, level of education and visitors' past experiences. Hence, destination brandings have higher risks because many of the things that lead to the creation of these brands can be altered by very simple human influences, natural events, or sometimes, targeted intervention (Tasci, Gartner, & Cavusgil, 2007). In order to improve competitiveness, traders in countries with popular travel destinations are likely to not only promote tourism with an emphasis on attractive natural resources, but also seek to represent unique tourism experiences (Salehzadeh, Khazaei Pool, & Soleimani, 2016) to the market through a distinct business strategy (Chi, Huang, & Nguyen, 2020). (Leneon, 2011).

2-2. Revisit Intention

Consumers of tourism services are often from one of the two classes of initial consumer and returning consumer (Huang & Hsu, 2009). Decision making for the first time by an individual is based on information gathered from various sources, which leads to expecting a favorable response from the tourism service provider. This expectation has been studied in the hospitality literature as revisit intention (Abubakar et al., 2017; S. Huang & Hsu, 2009; Um et al., 2006). The term "revisit intention" has been adapted from theories of behavioral tendencies and has attracted a great deal of attention in the field of tourism (Shahijan, Rezaei, & Amin, 2018). In previous studies, intention has been defined as "the stated probability of performing a behavior" (Oliver, 1997, p. 28) or "predicting what brand the buyer will purchase" (Howard & Sheth, 1969, p. 480). Revisit intention as an important behavioral tendency; is considered as a key research topic in tourism literature. Revisit intention stands for the possibility that a visitor will repeat an activity or revisit a destination. Many tourism studies have focused on the antecedents of the revisit intentions to find out what factors lead to the revisit of a similar destination. It was found that the main factors affecting the revisit intention of the people who have traveled to a tourist destination for the first time are different from those who have been constantly there and travelled there for several times. They then stated that the revisit intention of those who have traveled to a destination for the first time are under influence of their previous performance, while those who have frequently traveled to that destination may be influenced by promotional activities that can remind them of positive memories (Li, Wen, & Ying, 2018). Different antecedents have been identified for the intention to revisit a tourist destination. The main antecedents of revisit intention identified in previous studies include satisfaction (Assaker, Esposito, & Connor, 2011; Bonn, Line, & Cho, 2016; Choo et al., 2016; Shahijan et al., 2018), destination image (Huang & Liu,

2017; Kim & Lee, 2015), perceived value (Petrick, Morais, & Norman, 2001), Motivation (Lee et al., 2014), previous travel experience (Huang & Liu, 2017; Shahijan et al., 2018), brand attachment (Petrick, 2004), and perceived risk (Chew & jahari, 2014).

After studying the theoretical foundations of revisit intention, the indicators identified as prerequisites or drivers of revisit intention were extracted. After the initial review, in order to be able to represent tangible and practical indicators as the antecedents of the intention to revisit a tourist destination, they were provided to the experts, and the experts selected the following 17 operational factors and then researchers provided the experts with these 17 factors in the form of a questionnaire. The reason for choosing these indicators was their high number of repetitions in previous studies as the antecedents of revisit intention and also their tangibility and objectivity. Terms such as “satisfaction” or, for example, “city branding image” that were more qualitative and abstract issues were removed, and indicators that described them operationally were selected. In the following, each of these indicators will be explained.

Table 1. Antecedents of the intention to revisit a tourist destination

Factors	References
Lodging / Accommodation	Guntoro and Hu (2013); Huang et al (2015)
Shopping	Huang et al (2015); Kim and Lee (2015); Guntoro and Hui (2013)
Tourism Attraction (Cultural and Natural)	Um et al (2006); Kim and Lee (2015); Bonn et al (2016); Zhang et al (2018)
Food/ Souvenir	Choo et al (2016); Guntoro and Hui (2013); Yusof et al (2016); Shen (2013)
Environment and Safety/ Security	Guntoro and Hui (2013); Huang et al (2015)
Accessibility	Guntoro and Hui (2013)
Tourism Infrastructure	Huang et al (2015); Bonn et al (2016)
Information	Choo et al (2016); Huang et al (2015); Choo and Petrick (2014)
People Behavior	Huang et al (2015);); Zhang et al (2018)
Perceived Quality of Service	Allameh et al (2015); Shahijan et al (2018); (Loi et al, 2017); (Um et al, 2006); (Yusof et al, 2016)
Perceived overall value	Allameh et al (2015); Chang et al (2014); Shahijan et al (2018); Bigne et al (2009); Um et al (2006); Phillips et al (2011); (Santini et al (2018); Santini et al (2018); Liu and Lee (2016); Marinkovic et al (2014), Chuchu (2019)
Tourism facilities	Kim and Lee (2015); Zhang et al (2018); (Abou-Shouk et al, 2017); Choo et al (2016)
Novelty seeking	(Jang & Feng, 2007); (Bigne et al, 2009) (Zhang et al, 2018)
Word of Mouth	(Liu & Lee, 2016); (Abubakar et al, 2017)
Experience	(Shahijan et al, 2018); (Chang et al, 2014); (Huang and Sam Liu, 2017)
Motivation	(Chang et al, 2014); (Shen, 2013)
Place Attachment	(Stylos et al, 2017); (Bonn et al, 2016); (Abou-Shouk et al, 2017)

2-2-1. Lodging / Accommodation

In tourism industry, accommodation can be referred to any type of place such as a hotel or motel in the urban context, while in the rural tourism context, taking a place and staying in a village or local houses is called accommodation. In most rural tourism areas, homestay is one of the main accommodation options for tourists. Accommodation quality is one of the effective factors in promoting tourist satisfaction (Chin, Law, Lo, &

Ramayah, 2018). In traditional approaches to tourism markets, tourist accommodation meant renting rooms from hotels and inns. There are some companies that focus more on vacation homes instead of focusing on the main accommodations. There are also various 'hospitality networks' where hosts offer free accommodation to tourists (Guttentag, 2015).

2-2-2. Shopping

Shopping is the most important part of tourism activities. Shopping activities are the easiest and most effective way to understand the destination culture during a short tour (Jiaming & Run, 2010). Most researchers have agreed in their findings that shopping is an important travel motivation and an enjoyable recreational activity during the trip. Some researchers believe that for most tourists, travel without shopping is incomplete. Gentry (2001) stated that based on what the survey conducted by the American Travel Industry Association indicated, 63% of tourists had gone shopping during their travel. Tourists spend more money on shopping than other activities and needs such as food, accommodation and entertainment (Wong & Wan, 2013). Satisfied shoppers are likely to repeat their visits to a destination as well as its shopping facilities and are likely to allocate more money for shopping in their future trips (Huang & Hsu, 2009; Wong & Wan, 2013).

2-2-3. Tourism Attraction (Cultural and Natural)

Destinations have many attractions; One of them is cultural attractions which includes the field of performing arts, music and cinema through cultural festivals, museums which represent the most beautiful animated cultural heritage, and finally the immovable historical heritage, i.e. historical buildings, historical collections, archaeological sites and the like (Herrero-Prieto & Gomez-Vega, 2017), other cultural attractions are such as cultural heritage, unique history, lifestyle and customs, as well as natural attractions and beautiful lands (Zhang, Wu, & Buhalis, 2018). Molaei Hashjin & Ebrahimi (2014) identified natural attractions and landscapes, memorial and historical attractions, religious attractions and pilgrimage centers, and cultural and sports attractions as tourist attractions in their study.

2-2-4. Food/ Souvenir

Local food, as a resource, can be used by service providers, destinations, regions or countries for the marketing activities of hotels, restaurants and in general destination branding for the regional development. The idea of local food culture is quite popular, because each country is characterized and identified by its symbolic national and regional cuisine (Björk & Kauppinen-Räsänen, 2016). A special food is a kind of souvenir, especially the foods that are bought by tourists in a particular tourist attraction. It is widely acknowledged that the foods served to tourists might have major consequences for the economic, cultural and environmental sustainability of the tourist destination. According to Dougoud (2000) in general, a "souvenir" refers to a gift, offer, or local product related to a specific destination. Souvenirs are often seen as a tangible tool for enclosing intangible emotional experiences (Sthapit & Björk, 2019). Swanson and Timothy (2012) introduced two concepts that help to better understand the role of souvenirs. One concept encompasses the tourist's perspective or outlook. That is, souvenirs are tangible objects or intangible experiences that are the symbolic reminders of an event or experience. Another concept is related to the supplier's perspective. Souvenirs are tourist's purchases that can be found in souvenir shops and handicraft markets (Lin, 2016; Lin & Mao, 2015)

2-2-5. Environment and Safety/ Security

Tourists are motivated to travel to their destination, with improved safety standards. For tourism consumers, security is probably one of the most important elements in this industry (Ukpokolo & Dawodu, 2017). Travelers pay more attention to safety and security during their international travel (Tarlow, 2014). Any risk factor perceived by travelers can be a reason to replace the destination (Carino, 2017). According to Scott, Laws and Prideaux (2013), previous research and studies have shown that safety and security have the highest mean and the highest correlation with destination selection. By reducing a place's perceived risk, its safety in mind makes one decide to travel there, and therefore, important security threats affect the choice of tourist destination.

Previous studies have suggested that a negative factor in some places is related to people's perceptions of safety and security issues (Yusoff, Wee, & Shamsol, 2017).

2-2-6. Accessibility

Having access to destination by tourists, based on their place of living and the attraction of the destination to them, can help destination managers to provide a valuable source of information and enables them to directly observe tourism opportunities and develop strategies for hunting them (Hooper, 2015). Hall (2004) defined achievement quality as the destination's ability to provide high quality transportation methods to facilitate the transfer of a person from one place to another rural or dispersal area (Aguila and Ragot, 2014). Previous studies have shown that the importance of accessibility quality for rural tourism destinations is one of the important factors that have influence on tourists in making travel decisions (Litman, 2003; Chin, Law, Lo, & Ramayah, 2018).

2-2-7. Tourism Infrastructure

Tourism infrastructure provides the necessary conditions, technical requirements, resources and other items for human recovery and restoration (Victorovna & Ivanovich, 2019). In a broader sense, infrastructure includes physical, legal, environmental and psychological facilities that make a tourist product enjoyable, reliable and sustainable (Mandić, Mrnjavac, & Kordić, 2018). Literature has emphasized different approaches to concepts of infrastructure, tourism infrastructure and recreational facilities. Hansen (1965) considers infrastructure as a sum of economic overhead capital and social overhead capital. While economic capital focuses on supporting productive activities (e.g. roads, streets, bridges, etc.), social capital focuses on enhancing human capital mostly through publicly provided social services (e.g. public health and education). Infrastructure focuses more on providing development preconditions, while recreational facilities are considered as a way to improve everyday life (Hadzik & Grabara, 2014). The domain of tourism infrastructure is wide and is related to all the existent elements in a destination which contribute to the development of tourism. In a broader sense, it includes all the facilities that tourists use when they leave their homes, reach their destination and return back home (Lohmann & Netto, 2017; Mandić, Mrnjavac, & Kordić, 2018).

2-2-8. Information

Images of a tourist destination often depend on the information and content produced by travelers, suppliers and residents (Martínez-ruiz, Isabel, & Izquierdo-yusta, 2015). Providing accurate and appropriate information about tourist places is the best way to encourage and increase the number of tourists in each country (Almaimoni, Altuwajiri, Asiry, Aldossary, & Alsmadi, 2018). Today, with the expansion of the internet usage, people can get a lot of information in a short time in order to decide and choose a place as a tourist destination; because internet has turned into a major source of tourism information, and especially because virtual experiences continue to shift from searching and consuming information to creating information, connections, and exchanges. In past, consumers were passive, but now they produce content, collaborate and comment through social networks. These contents, in turn, enable users to go beyond trusting official or purchased descriptions of a destination, since they can instantly have access to the opinions of others who had the experience of traveling to that destination (Martínez-ruiz et al., 2015).

2-2-9. Culture and Behavior of People Who Live in the Destination

Marketing services studies focus on customer-employee relationships and examine how to communicate personally in service exchange settings. Similarly, in destination marketing, personal relationships between tourists and local people can be a key element in achieving a positive evaluation of a destination and the formation of tourist loyalty. In particular, the positive relationship between tourists and local people is a key factor for the "sustainable development of tourism" (Eusébio & Carneiro, 2012, p. 123). From the tourists' point of view, interaction for a specific destination can be established not only with service staff but also with local

people, and the established relationship can play an important role in developing the image of the destination and thus in strengthening tourist loyalty, in all respects (Nam, Kim, & Hwang, 2016). Cultural similarity is assumed to be an influential factor in visiting a destination. Individuals are willing to visit a tourist destination if they speak in their mother tongue (Basala & Klenosky, 2001). This argument confirms the fact that less cultural distance between the origin country and the destination country in a trip will lead to more confidence and satisfaction of that trip (Gelareh, Farahani, & Badaruddin, 2011).

2-2-10. Convenience and Service Quality (Perceived Quality of Service)

The concept of service quality is one of the topics in the service marketing literature for the lack of consensus on its definition, dimensions and operationalization (Akroush et al., 2016). For example, service quality can be defined as a comparison of customers' expectations for services and the actual service performance (Parasuraman, Zeithaml, & Berry, 1988). This definition has been widely used by the researchers in this field (Akroush et al., 2016; An, Suh, & Eck, 2019; Konuk, 2019; Loi et al., 2017). In other words, service quality is considered as 'the outcome of an evaluation process, where the consumer compares his expectations with the service he perceives he has received' (Grönroos, 1984, p. 37) (Tosun et al., 2015). Service quality structure has been operationalized in several ways. Initially, this structure was operationalized by (Parasuraman, Zeithaml, & Berry, 1988) with a SERVQUAL measurement including five dimensions of tangibility, reliability, responsiveness, reliability and empathy (Akroush et al., 2016; An et al., 2019). In the field of tourism, various structures have been used to measure the quality of services (Tosun et al., 2015). Accordingly, based on the research by Murphy, Pritchard, & Smith (2000) and Kozak (2001) and with a holistic approach, two general dimensions (destination service quality and natural destination quality) are used to measure destination quality. It has been shown that the quality of advanced services significantly affects the tourists' revisit intention (Petrick et al., 2001). If tourists' expectations are met and they perceive quality services, they are likely to revisit the destination (An et al., 2019). Perceived value, which is an empirical and theoretical structure has attracted increasing attention in the literature on tourism and hospitality, in addition to marketing literature. The concept of perceived value is rooted in theories of consumer behavior and is defined as "consumer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given." (Zeithaml, 1988, p. 14). In research in the field of tourism and hospitality (Chang et al., 2014), the scale of perceived value developed by Sweeney and Soutar (2001) was used to examine the four dimensions of perceived value of creative tourists, namely quality, emotions, price and social value. Keshavarz and Jamshidi (2018) also measured the perceived value on the basis of three different approaches, that is motivational, cognitive, and community / self-concept approaches (An et al., 2019). In addition to the sources listed in Table 2, the effect of perceived value on revisit intention has been investigated in many studies (An et al., 2019; Çanakçı & Birdir, 2019; Konuk, 2019; Loureiro, 2014; Petrick, 2004) and plays an important role in the intention of individuals to return and revisit a tourist destination.

2-2-11. Tourism facilities

Tourism facilities are a set of activities and actions that are performed by all public and private institutions and different classes of people, from the time of the arrival of a tourist to the time of his departure from the country or the local destination, in order to facilitate traveling. It also includes the part of activities and actions that take place to support tourists at airports and points of entry and exit, including temporary entry of cars and personal belongings, issuance of visas and decorations related to customs clearance and provision of necessary information to tourists. (Taghvaei & Ranjbar Dastnaei, 2010). Tourism facilities issue is one of the issues that should be studied to examine people's attachment to a place (Abou-Shouk, Zoair, El-Barbary, & Hewedi, 2018). Some studies consider tourism facilities as tangible elements of the image of a tourist place or destination (Kim & Lee, 2015; Zhang et al., 2018). Moreover, some studies have shown that tourism services and facilities create revisit intentions in tourists (Lam, Chan, Fong, & Lo, 2011; Tang, Weaver, & Lawton, 2017).

Variety and novelty seeking is generally defined as a situation in which a person is satisfied with the characteristics of a product and is in search of novelty in untested and unknown products (Mcalister & Pessemier, 1982, p. 315). It is also defined as the individuals' tendencies to face future uncertainties (Kahn, 1995, p. 140). According to Meixner and Knoll (2012), consumers tend to change brands even if they are completely satisfied with a product, to simply eliminate monotony and diversity (Çanakçı & Birdir, 2019). Novelty seeking theory provides a strong theoretical basis for explaining destination selection behavior. Variety and novelty seeking provide the same conceptual basis, according to which, consumers seek the optimal levels of stimuli that affect their decision behavior. From the perspective of tourism, novelty seeking in some tourists is kind of an inherent feature and plays an important role in tourists' decision-making process (Assaker & Hallak, 2013).

2-2-12 . Word of Mouth Advertising

Arndt (1967) defined Word of Mouth (WOM) as "Oral, person-to-person communication between a noncommercial communicator and a receiver concerning a brand, a product or a service provided for sale." (Hyder et al., 2019). In other words, there is an informal relationship between communicator and receiver about brands, products, organizations and services, the object of which is not to communicate business goals (Tsai & Bui, 2020). Moreover, Pai, Ko, & Santos (2019) by referring to Yang, Chen, & Huang (2017) stated that WOM includes two dimensions of internal information and external information. Internal information is the personal experiences of a person who refers to the information he has in his long-term memory, whenever he wants to make a decision; and external information refers to credible and reliable groups that disclose information which are influential on people (Pai et al., 2019). WOM has now taken on a new form in the context of cyberspace, called eWOM, which is a kind of supplement to the classic interpersonal communication in the contemporary world (Abubakar et al., 2017). When a marketer delivers high satisfaction to consumers, it is expected that consumers expand positive WOM (Hyder et al., 2019).

There is a rich literature on the role of WOM, especially on how global online networks have transformed the distribution and influence of WOM (Tsai & Bui, 2020). E-WOM is the positive or negative statements that consumers make about the products or services by writing them or posting them on Internet for individuals and organizations (Abubakar et al., 2017). The importance of WOM is well known for service and tourism companies because WOM has a direct impact on revisit intention (Abubakar et al., 2017; Liu & Lee, 2016; Tsai & Bui, 2020). Therefore, when customers are satisfied with their experience with the services they received, they are expected to recommend these services to their friends and wish to return to that place again (Abubakar et al., 2017). Similarly, e-WOM plays a key role in the development of e-commerce in the tourism industry due to the growing popularity of virtual interactions among tourists (Tsai & Bui, 2020).

2-2-13. Experience

In the era of experience economy, tourists have become more active and look for engaging in new experiences. Consumer experience lies largely in a set of complex interactions between customers' subjective responses and the objective characteristics of a product. In tourism research, the experience of tourists during their travels is mainly related to visiting, seeing, learning, enjoying and different lifestyles. Reviewing the existing literature, it was found that experience plays a major role in the area of travel and tourism. Patrick et al. (2001) noted that if people are satisfied during an activity and have a positive experience, they are more likely to repeat it (Chang, Backman, & Huang, 2014). The increasing growth of tourism studies shows that tourism experience predicts the attitudes and behaviors of tourists (Huang & Liu, 2017). A thorough understanding of the concept of experience is of particular importance for tourism marketing strategy and makes the industry surpass it. Therefore, experience is known as the main benefit and advantage in the field of hospitality and tourism. Providing a suitable and pleasant experience is very important because it affects customer satisfaction. Previous experience as well as satisfaction with the destination affect the revisit intention because tourists have different experiences; For example, tourists who visit a place for the first time have different perceptions, ideas, images

and expectations as well as different information about a particular destination compared to the tourists who have visited the same place for the several times (Shahijan et al., 2018).

2-2-14. Motivation

Tourism motivation is described as a driving force that makes people go on vacation or revisit destinations. Crompton (1979), Dann (1977), Iso-Ahola (1982), Gnoth (1997) and Yoon and Uysal (2005) were the researchers who studied and tested this structure. From the beginning of research in the field of tourism, researchers have studied the reasons for people's travel. Since tourists' motivation is related to the reason why people travel, it has still remained a hot and challenging issue in the area of tourism research (Chang et al., 2014). Motivation is modeled as a predictor of future tendencies and intentions, including the revisit intention, and the likelihood of its recommendation to others by the tourists (Hosany, Buzova, & Sanz-Blas, 2019). Various components have been proposed to measure motivation, such as External, Introjection, Identification, and Intrinsic (Chang et al., 2014), Experience the festival atmosphere, Increase knowledge, Event excitement, Family / friends togetherness (Shen, 2014) , Escape, Excitement, Learning, and Relaxation (Hosany et al., 2019); and for a visitor with religious inclinations, motives such as receiving God's love, exchanging vows with God, having contact with God, acting out beliefs , being at spiritual peace, having blessed objects, lighting candles, and participating in masses have been proposed (Patwardhan et al., 2019).

2-2-15. Place attachment

Several studies in the field of tourism emphasize the relationship between people and places, and express this relationship with the term of "Sense of place", which is synonymous with the term "Place attachment" (Abou-Shouk et al., 2018). Some studies (e.g. Abou-Shouk et al., 2018; Bonn et al., 2016; Isa, Ariyanto, & Kiumarsi, 2019; Patwardhan et al., 2019; Stylos et al., 2017; Su, Hsu, Huang, & Chang , 2018) consider place attachment as a predictor of loyalty to a destination and the revisit intention. Place attachment is "the emotional bond formed by an individual to a physical site due to the meaning given to the site through interactional processes" (Milligan, 1998, p. 2). It is accepted that place attachment develops over time through frequent and prolonged interactions (Hosany et al., 2019).

3. Methodology

The present study is a descriptive-survey research in terms of data collection and is an applied research in terms of its purpose. The research data is quantitative and to calculate the weight of each of the factors affecting the intention of revisiting the tourist destination, the mental judgments of 9 experts and specialists in the field of tourism marketing were used, including 3 university professors, 2 hotel owners, 2 managers of travel and tourism services agency, 1 Ph.D student, and 1 tour guide. All experts had master's or higher educational degrees. With regard to the analysis method, the different research steps are summarized in Figure 1.

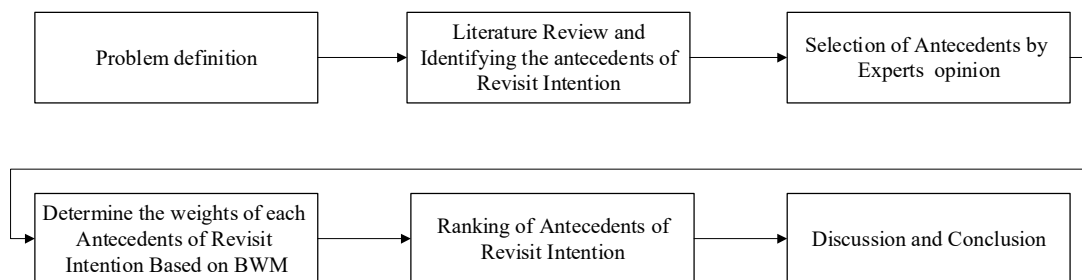


Figure 1. Research process

3-1. Best-Worst Method

In multi-criteria decision making methods, a number of options are evaluated based on a number of indicators to select the best option. According to the best-worst (BWM) method presented by Rezaei (2015), the best and the worst indicators are determined by the decision maker and a pairwise comparison is made between each of these two criteria (best and worst) and other indicators. Then a MAXIMIN problem is formulated and solved to determine the weight of different indicators. Among the salient features of this method compared to other MCDM methods, we can refer to the less data and more stability (more reliable answers) features. The steps of the best-worst method are as follows (Rezaei, 2015):

Step 1: Determine a set of decision indicators: In this step, the set of indicators/ criteria are defined as $\{c_1, c_2, \dots, c_n\}$.

Step 2: Determine the best (e.g. the most important, the most desirable), and the worst (e.g. the least important and the least desirable) indicators. In this step, the decision maker generally identifies and defines the best and the worst indicators. No comparisons are made at this stage.

Step 3: Determine the preference of the best indicator over all other indicators with numbers 1 to 9.

The preference vector of the best indicator over all other indicators is displayed as: $A_B = (a_{B1}, a_{B2}, \dots, a_{Bn})$

Where, a_{Bj} indicates the preference of the best indicator to the indicator j. It is clear that $a_{BB} = 1$.

Step 4: Determine the preference of all other indicators over the worst criterion with numbers 1 to 9.

The preference vector of other indicators over the worst indicator is displayed as: $A_W = (a_{1W}, a_{2W}, \dots, a_{nW})^T$

Where, a_{jW} indicates the preference of the indicator j to the worst indicator. It is clear that. $a_{WW} = 1$.

Step 5: Find the optimal weights ($w_1^*, w_2^*, \dots, w_n^*$). In order to determine the optimal weights for all j,

we must find an answer which minimizes the differences $\left| \frac{w_B}{w_j} - a_{Bj} \right|$ and $\left| \frac{w_j}{w_W} - a_{jW} \right|$ for all j. Thus, in order to

calculate the optimal fuzzy weights ($w_1^*, w_2^*, \dots, w_n^*$), the following linear programming model can be used:

$$\begin{aligned}
 & \min \xi \\
 & s.t. \\
 & \left| \frac{w_B}{w_j} - a_{Bj} \right| \leq \xi, \text{ for all } j \\
 & \left| \frac{w_j}{w_W} - a_{jW} \right| \leq \xi, \text{ for all } j \\
 & \sum_j w_j = 1 \\
 & w_j \geq 0, \text{ for all } j
 \end{aligned}
 \tag{Equation (1)}$$

In this section, two models are represented for calculating the lowest and highest values of the optimal weights. These models are solved after solving model (2) and finding ξ^* .

$$\begin{aligned}
 & \min w_j \\
 & s.t.
 \end{aligned}
 \tag{Equation (2)}$$

$$\begin{aligned}
 & \left| \frac{w_B}{w_j} - a_{Bj} \right| \leq \xi^*, j \text{ For all } j \\
 & \left| \frac{w_j}{w_w} - a_{jw} \right| \leq \xi^*, j \text{ For all } j \\
 & \sum_j w_j = 1 \\
 & w_j \geq 0, \quad j \text{ For all } j \\
 & \max w_j \\
 & s.t. \\
 & \left| \frac{w_B}{w_j} - a_{Bj} \right| \leq \xi^*, j \text{ For all } j \\
 & \left| \frac{w_j}{w_w} - a_{jw} \right| \leq \xi^*, j \text{ For all } j \\
 & \sum_j w_j = 1 \\
 & w_j \geq 0, \quad j \text{ For all } j
 \end{aligned}
 \tag{Equation (3)}$$

If the two proposed models get solved with all the criteria, the optimal weight of the criteria will be determined in one interval. Criteria or options can be evaluated using the average interval of the criteria’s optimal weights. Another way to evaluate criteria or options is ranking based on weights. The priority degree matrix and the preferences matrix are used in this method. In the next section, the interval analysis is presented to compare and rank the weights.

3-2. Interval Analysis

In this section, we first address some basic definitions and operations related to interval numbers, interval arithmetic, and comparing interval numbers (Rezaei 2015).

Definition 1: A closed interval is an ordered pair in a bracket as it is shown below:

$$A = [a_L, a_R] = \{x : a_L \leq x \leq a_R, x \in R\}
 \tag{Equation (4)}$$

Where in the relation above, a_R and a_L are the left limit and the right limit of A, respectively. The closed interval are also represented by its center and width as shown below:

$$A = \langle a_C, a_w \rangle = \{x : a_C - a_w \leq x \leq a_C + a_w, x \in R\}
 \tag{Equation (5)}$$

Where a_C and a_w are the center and width of A, respectively.

Definition 2: If we consider $* \in \{+, -, \times, / \}$ as a binary operation on two intervals of A and B, then the binary operation of A and B on a set of closed intervals are defined as below:

$$A * B = \{x * y : x \in A, y \in B\}
 \tag{Equation (6)}$$

In the case of division, it is assumed that $0 \notin B$. Some definitions are presented for comparing interval numbers, as follows:

$A = [a_L, a_R]$ $B = [b_L, b_R]$ are considered as two interval numbers.

Definition 3: The priority degree of A over B (or $A > B$) is defined as:

$$P(B > A) = \frac{\max(0, b_R - a_L) - \max(0, b_L - a_R)}{(a_R - a_L) + (b_R - b_L)} \tag{Equation (7)}$$

The priority degree of B over A is similarly calculated as:

$$P(B > A) = \frac{\max(0, b_R - a_L) - \max(0, b_L - a_R)}{(a_R - a_L) + (b_R - b_L)} \tag{Equation(8)}$$

It is clear that $a_L = b_L$ and $a_R = b_R$ when $A = B$, which means $P(A > B) + P(B > A) = 1$ and $P(A > B) = P(B > A) = 0.5$.

Definition 4. If $P(A > B) > P(B > A)$ (or in other words, $P(A > B) > 0.5$), then A is said to be superior to B to the degree of $P(A > B)$, and is signified by $A^{P(A>B)} \succ B$. If $P(A > B) = P(B > A) = 0.5$, then A is said to be indifferent to B; and is signified by $A \square B$. If $P(B > A) > P(A > B)$ (or in other words, $P(B > A) > 0.5$), then A is said to be inferior to B to the degree of $P(B > A)$ which is signified by $A^{P(B>A)} \prec B$.

For a consistent evaluation system with more than three criteria, we use interval weights. The lower and upper limits of these intervals are obtained using the equations (2) and (3), respectively. To compare the interval weights we calculate the matrix of priority degree DP_{ij} , and matrix of preference P_{ij} .

$$DP_{ij} = \begin{matrix} & \begin{matrix} A & B & \dots & N \end{matrix} \\ \begin{matrix} A \\ B \\ \vdots \\ N \end{matrix} & \begin{pmatrix} P(A > A) & P(A > B) & \dots & P(A > N) \\ P(B > A) & P(B > B) & \dots & P(B > N) \\ \vdots & \vdots & \ddots & \vdots \\ P(N > A) & P(N > B) & \dots & P(N > N) \end{pmatrix} \end{matrix} \tag{Equation (9)}$$

$$P_{ij} = \begin{matrix} & \begin{matrix} A & B & \dots & N \end{matrix} \\ \begin{matrix} A \\ B \\ \vdots \\ N \end{matrix} & \begin{pmatrix} P_{AA} & P_{AB} & \dots & P_{AN} \\ P_{BA} & P_{BB} & \dots & P_{BN} \\ \vdots & \vdots & \ddots & \vdots \\ P_{NA} & P_{NB} & \dots & P_{NN} \end{pmatrix} \end{matrix} \tag{Equation (10)}$$

Where

$$P_{ij} = \begin{cases} 1, & \text{if } P(i > j) > 0.5, \\ 0, & \text{if } P(i > j) \leq 0.5, \quad i, j = A, \dots, N. \end{cases}$$

Then, we simply calculate the sum of the elements in each row of the matrix P_{ij} , and rank the criteria based on their sum values. Therefore, as we discussed above, we can determine the weight of criterion j in the form of an interval like $w_j = (w_{jC}, w_{jW}) = \{x : w_{jC} - w_{jW} \leq x \leq w_{jC} + w_{jW}, x \in R\}$. After determining the weights as intervals, equations (7)–(10) can be used to rank them. Alternatively, as mentioned before, this range can be used as an input for discussing and making an agreement on a set of weights within the ranges. In these cases, one of the choices is to consider w_{jC} (the center value).

4. Findings

To select the indicators in supplier selection, the first step is to review the literature. In this study, the desired indicators were extracted from the research literature according to Table 2. These classified indicators were then presented to the experts and decision makers under the study and according to the importance of indicators in the industry, the most important of them (14 indicators) were selected. Of course, it is important to note that some indicators were modified or combined. Then, in order to rank these indicators based on the questionnaire, their opinion on the priority of the indicators was asked. To complete the questionnaire, first the best (e.g. the most important, the most desirable) and the worst (e.g. the least important and the least desirable) indicators were identified by the experts, then the preference of the best indicators over all other indicators (Table 3) and also the preference of other indicators over the worst indicator (Table 4) were identified by the numbers 1 to 9.

Table 3: Comparison of the best indicator with all other indicators

	c_1	c_2	c_3	c_4	c_5	c_6	c_7	c_8	c_9	c_{10}	c_{11}	c_{12}	c_{13}	c_{14}
Expert 1	9	5	5	4	7	8	6	7	6	1	2	3	4	2
Expert 2	7	7	5	6	2	4	6	9	7	5	6	6	1	5
Expert 3	9	8	4	5	6	1	2	6	4	7	3	4	7	2
Expert 4	2	4	3	7	5	3	9	2	4	4	3	2	2	1
Expert 5	9	6	3	3	4	1	8	5	3	2	2	3	7	2
Expert 6	8	3	4	9	2	3	2	5	7	1	6	7	6	4
Expert 7	8	9	6	7	2	3	1	4	3	2	6	4	7	3
Expert 8	3	6	4	6	5	1	4	5	5	9	6	5	6	2
Expert 9	9	8	8	7	5	2	8	5	4	6	3	7	4	1

Table 4: Comparison of other indicators with the worst indicator

	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Expert 7	Expert 8	Expert 9
c_1	9	8	6	7	6	9	8	5	8
c_2	5	4	4	6	5	6	4	9	7
c_3	5	5	3	4	8	5	5	5	8
c_4	8	4	5	5	8	4	7	6	8
c_5	3	1	8	9	9	7	2	5	9
c_6	3	5	4	3	7	5	6	6	6
c_7	2	5	5	5	5	8	3	1	5
c_8	2	6	9	8	2	1	8	5	5
c_9	7	9	8	7	9	7	9	6	4
c_{10}	5	5	8	8	4	3	3	7	3
c_{11}	5	4	2	1	8	3	4	5	7
c_{12}	2	6	3	5	7	4	5	7	7
c_{13}	2	4	1	4	8	5	2	6	5
c_{14}	1	7	2	2	1	7	1	5	1

According to the best-worst interval method and by solving models (3) and (4), the optimal weight of the criteria was determined in an interval for each of the 8 experts. Criteria or options can be evaluated by using the average interval of the criteria’s optimal weights. Table 5 indicates the average lower limits and the average upper limits of the criteria among the examined opinions of the 9 experts. Moreover, the diagram of the interval weights of the criteria is shown in Figure 2, based on which the criteria were ranked at the end.

Table 5: The average lower limits and the average upper limits of the factors among the 9 experts' opinions

Abbreviation code	Factors	Average lower limits	Average upper limits
C ₁	Tourist attractions	0.048	0.149
C ₂	Behavior and culture of the local people at a tourist destination	0.107	0.203
C ₃	Convenience and service quality	0.048	0.130
C ₄	Security and safety at a tourist destination	0.054	0.131
C ₅	Perceived value of a travel	0.082	0.166
C ₆	Tourism facilities	0.040	0.067
C ₇	WOM advertisements and friends' recommendations or suggestions	0.021	0.022
C ₈	Place attachment	0.028	0.085
C ₉	Travel motivation	0.030	0.176
C ₁₀	Prior experiences	0.036	0.121
C ₁₁	Lodging/accommodation	0.041	0.112
C ₁₂	Tourism infrastructures	0.054	0.107
C ₁₃	Accessibility	0.035	0.075
C ₁₄	Novelty seeking	0.019	0.042

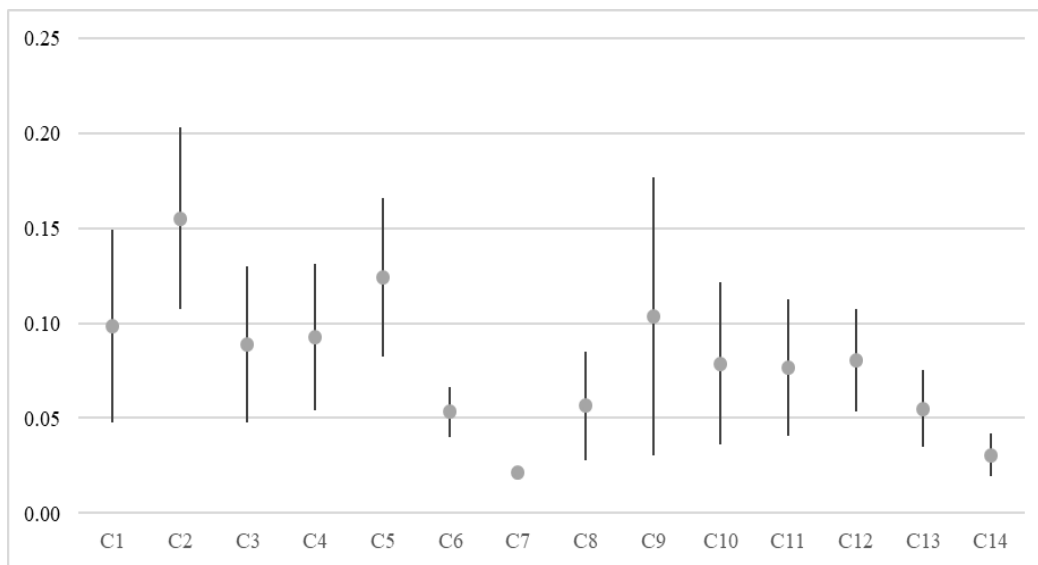


Figure 2: The diagram of ranking the factors affecting the intention to revisit a tourist destination

To evaluate the factors, ranking was done based on interval weights. For this purpose, the priority degree matrix and the preferences matrix were used according to equations (12) and (13). Then the preference matrix which was done according to the best-worst interval method was obtained, and finally the sum of the elements in each row of the matrix was calculated and the factors were ranked based on their sum values, the results of which are shown in Table 6.

Table 6- Preference matrix of the extracted factors in this research

$P(A>B)$	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13	C14	Sum of weights	Rank
C_1	0	0	1	1	0	1	1	1	0	1	1	1	1	1	10	4
C_2	1	0	1	1	1	1	1	1	1	1	1	1	1	1	13	1
C_3	0	0	0	0	0	1	1	1	1	1	1	1	1	0	8	6
C_4	0	0	1	0	0	1	1	1	1	1	1	1	1	0	9	5
C_5	1	0	1	1	0	1	1	1	1	1	1	1	1	1	12	2
C_6	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2	12
C_7	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	14
C_8	0	0	0	0	0	1	1	0	1	1	0	0	0	0	4	10
C_9	1	0	1	1	0	1	1	1	1	1	1	1	1	0	11	3
C_{10}	0	0	0	0	0	1	1	1	1	1	0	1	0	0	6	8
C_{11}	0	0	0	0	0	1	1	1	1	1	0	0	0	0	5	9
C_{12}	0	0	0	0	0	1	1	1	1	1	0	1	1	0	7	7
C_{13}	0	0	0	0	0	1	1	0	1	0	0	0	0	0	3	11
C_{14}	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	13

5. Discussion and Conclusion

The present study aimed to identify and rank the factors affecting the intention to revisit a tourist destination. The affective factors were identified in the form of 17 factors and were provided to experts and specialists in the tourism industry. They judged these indicators through Delphi method, and eventually, 3 indicators were removed and 14 factors were remained. Using BMW method, the most important and the least important factors were identified from these remaining 14 factors. According to the results, it was found that the behavior and culture of the local people of the tourist destination is the most important factor for tourists in leading them to revisit the tourist destination. Zhang et al. (2018) declared that people refer to their own experiences when deciding on revisiting a tourist destination. They also stated that the tourists' perceptions of the people of that tourist destination affect their experience. Kim et al. (2010) and Tsai (2016) examined the effect of memorable tourism experiences on behavioral tendencies and found that memorable experiences issues such as engagement, pleasure-seeking, and local culture have a positive impact on word of mouth or on behavioral tendencies such as revisiting the same place or a similar place (Kim, Ritchie, Wing, & Tung, 2010; Tsai, 2016).

The variable that ranks second in terms of the importance of influencing on revisit intention is the perceptual value. According to Zeithmal (1988), perceived value is the customer's overall assessment of the benefits of goods or services based on their perception of what they pay for and what they earn (Allameh et al., 2015). Many studies (e.g. Allameh et al., 2015; de Oliveira Santini et al., 2018; Petrick & Backman, 2002; Prebensen, Woo, Chen, & Uysal, 2012; Shahijan et al., 2018; Um et al., 2006) have shown that perceptual quality has a positive effect on the intention of revisiting a tourist destination and their findings are consistent with the findings of the present study. When people are satisfied with the services, they will feel a higher perceptual value and their tendencies towards WOM advertising will increase, and they will also have intention to revisit the destination (Shahijan et al., 2018). If people perceive that the place they are visiting is a pleasant and hedonic place, and it is also financially efficient and useful or utilitarian, the revisit intention will be increased and intensified in them. In other words, tourists often return to places they have visited before, when they have pleasant experiences or are satisfied with the travel costs.

Motivation is another factor affecting the intention to revisit a tourist destination (Chang et al., 2014; Huang & Hsu, 2009; Park, 2019; Shen, 2014; Song, 2007; Yoon & Uysal, 2005). Motivation is the reason based on which something is done (Shen, 2014). Tourism motivation has been described as a driving force that forms people's motivation to go on a vacation or revisit a destination. Tourism researchers who studied and tested this

structure include Crompton (1979), Dann (1977), Iso-Ahola (1982), Gnoth (1997) and Yoon and Uysal (2005). From the beginning, researchers in the field of tourism have been seeking to answer the question “why people travel?” This issue has been still remained a hot topic in tourism research area, because the tourists’ motivation is related to the people’s reason to travel. Some studies (e.g. Baloglu, 1999; Huang and Hsu, 2009) have suggested that motivation is not only useful in explaining tourism behavior but also predicts travel intentions. As Lee et al. (2010) stated, travel motivation is not only the most important factor in understanding the tourists’ behavior, it is but also one of the effective factors in understanding the goals of tourists’ revisits. Motivation is known as an important factor in determining behavioral goals in visiting tourist areas (Li et al, 2010).

Baloglu (1999) tested a model to examine the organization of informational, motivational, and mental structures for visitation. The results of his study showed that two of the three motivation factors (i.e. escape and prestige) have direct, positive and significant effects on the tourist's tendencies to travel, but the “plentiful” dimension has no such effect. Similarly, Huang & Hsu (2009) examined the relationship between tourists' motivation to revisit the tourist destination and their intention to revisit there. Based on their results, they found that shopping dimension of motivation has a significant effect on revisit intention. Yoon and Uysal (2005) also examined the tourist motivation to visit the destination in Northern Cyprus and discussed the relationships among repulsion and attraction motivations, satisfaction and loyalty to the destination. Based on their results, they suggested that destination marketers should consider the practical consequences of motivation variables because they can be key factors in increasing satisfaction with destination services and increasing tourists’ loyalty to the destination (Chang et al., 2014).

Tourist attractions are ranked fourth among the factors affecting the intentions to revisit the tourist destination. Different researchers have identified and introduced different items as tourist attractions; Items such as natural and cultural attractions (Zhang et al., 2018; Gallarza et al., 2002; Bonn, Cho, Lee, & Kim, 2016), physical attractions (Um et al., 2006), natural tourist attractions such as mountains or seas (Watthanaklang et al, 2016), railways (Willard and Beeton, 2012; Reis and Jellum, 2012; Taylor '2015; Mundet and Coenders, 2010; Reis, Lovelock & Jellum. 2014), peripheral areas (Prideaux, 2002), and smart tourist attractions (Wang, Li, Zhen, & Zhang, 2016). If the tourist attractions of a destination are valuable things which are worth seeing as well as having access to those attractions (Prideaux, 2002), it can be a cause for the tourists’ revisit. According to Prideaux (2002), access is not necessarily related to distance, it also includes the difficulty and cost that visitors have to bear. Many others support the idea that attractions must have something unique inside them and must produce unique experiences to be effective (Tylor, 2015).

Safety and security at the tourist destination ranked fifth. Providing security for tourists has turned into a necessity, and any destination that ignores this responsibility will fail in a fierce competition to earn more tourist income. One way to ensure the tourists’ safety is to seek their own opinions on such cases (Boakye, 2012). Security is perhaps the most important determinant of a destination's longing (Sonmez & Graefe, 1998). Hence, all destinations try to present themselves as paradise. However, the painful reality is that every day tourists become victims of crime (Holcomb & Pizam, 2006) and it is likely that a variety of crimes might happen for different tourists in a same geographical area (Boakye, 2008). A number of researchers have tried to evaluate the relationship between tourism crises and destination image (Avraham, 2015). Tourism crises fall into two categories: natural crises and man-made crises (Faulkner, 2001). Different types of natural disasters include storms, floods and tsunamis, and earthquakes and fires (Ritchie, Crofts, Zehrer, & Volsky, 2014). Financial crises and security crisis are two types of man-made crises in the tourism literature (Wen, & Ying, 2018). Security related crisis are another topic of discussion in the tourism literature, with specific interests in terrorism (Bhattarai, Conway, & Shrestha, 2005; Sonmez et al., 1999), political instability (Bhattarai et al., 2005) and war (Mansfeld, 1999). A security-related tourism crisis can potentially lead to serious damage to the image of a destination because it can threaten the normal operation and performance of a tourism-related business, and by the negative impact on the tourists’ perceptions of the destination, damage the reputation of a tourist destination in terms of safety, attraction and comfort (Li et al., 2010; Li, Wen, & Ying, 2018). To face this issue, many popular destinations have established special units of the tourism police (Boakye, 2012). In addition to the above

mentioned issues, the occurrence of natural disasters may increase the level of perceived travel risk and prevent tourists from entering a tourist destination (Lehto, Douglas, & Park, 2000). By establishing adequate security, it can be respond to any unforeseen circumstances that may jeopardize the safety of tourists (Aleshinloye & Woosnam, 2015).

As mentioned earlier, BWM method identifies the most important and the least important factors. Here we describe a factor that is the least important factor in the intention to revisit a tourist destination.

According to the results of this study, WOM has no effect on the intention to revisit a tourist destination, and in fact is the least important factor in this regard. While a review of the literature related to WOM reveals that when people first want to buy something (Amron, Usman, & Mursid, 2018) or even travel to a tourist destination for the first time (Jalilvand & Samiei, 2012; Llamero, 2014; Mohaidin, Wei, & Murshid, 2017), the recommendations of friends and acquaintances can affect their behavioral tendencies to high extent. In the literature on WOM advertising, e-advertising is considered as one of the factors influencing people's behavioral tendencies (Mridula, 2009; Jalilvand & Samiei, 2012; Kim, Hallab, & Kim, 2012; Quintal & Polczynski, 2010; Abubakar, 2016; Abubakar and Ilkan, 2016; Cantallops and Salvi, 2014; Kim and Lee, 2011; Abubakar, Ilkan, Al-Tal, & Eluwole, 2017; Liu & Lee, 2016). Westbrook (1987) defined WOM as "informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services and/or their sellers." Today, with the dominance of the Internet over all aspects of human life, another form of WOM has emerged called eWOM. E-WOM is the positive or negative statements made by consumers about products or services that are recorded and sent to individuals and organizations on the Internet (Abubakar, Ilkan, Al-Tal, & Eluwole, 2017). The point to be drawn from this conclusion here is that, when people visit a tourist destination, they rely more on their own experiences of that destination than the others' advices and recommendations, and they decide on revisiting the place, based on their own experience. According to Nam, Kim, & Hwang (2016), interaction with a tourist destination involves not only the interaction with the place's staff and service providers but also the interaction with the local people. On the other hand, cultural similarity is another factor affecting the people's visit of a tourist destination, therefore it is better for tourism marketers to focus on tourists who have little cultural difference with them in order to get loyal visitors. In this way, their cultural expectations can be met to some extent and they can be expected to revisit the place. Moreover, perceived value directly affects the people's revisiting of the tourist destination (de Oliveira Santini et al., 2018). Therefore, in order to improve the perceptual value of tourists, much attention must be paid to the perception of attractiveness and perception of money (Athanasopoulos & Gounaris, 2001; Um et al., 2006), the perception of emotional and cognitive images (Li et al., 2010), and perception of the quality and desirability of goods and services (Allameh et al., 2015).

Several studies have been conducted on travel motivation and different motivations have been identified for travel and revisit intention; Therefore, it is suggested that marketing and branding managers of tourist destinations try to create a positive image of the destination (Phillips et al., 2013), or an emotional and cognitive image of the destination (Song et al., 2017) in the minds of visitors, reinforce their extrinsic and intrinsic motivations (Hwang et al., 2018), help them to increase their knowledge, provide excitement for the events and friends and family gatherings (Shen, 2013) in order to create revisit intention in them. In order to create a good image of their own safety and security and to be successful in competing with other destinations, tourist destinations must control natural and man-made crises to reduce the perceived risk for tourists and increase the revisit intention. This is due to the fact that perceived risks such as physical, socio-psychological and financial risks have been identified as negative predictors of the intention to revisit a specified destination (Chew & Jahari, 2014).

This research has been conducted in the context of Iranian culture. Rresearchers can identify and rank the factors affecting tourists' revisit and their intentions in other cultures and even compare these factors in different cultures, or they can use other methods to rank these factors

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