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## **A Perceived Image of Iran as a Tourism Destination**

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### **Abstract**

*Tourism industry has had an increasing growth rate in the past decade and has been a significant income source for many developing countries. But Iran, in spite of its rich and extensive tourism related assets, has had a small share of this global market. Since the perceived image of a tourism destination is an important criterion in tourists' destination choice and also tourists' behavior can be expected to be partly conditioned by the image they have of*

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*destination, destination image can be considered as a success factor for many tourism destinations. This paper is concerned with the theoretical framework of destination image formation and its management. With a survey conducted on a small segment of Iran's tourism market, it is confirmed that tourists past experiences of traveling to the region influence their perceived image about Iran. Also their interest in traveling to Iran is affected by the image they have about Iran and its perceived risk.*

**Keywords:** Destination, Image, Iran, Tourism

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. (Richard, 1996)

. (Crain, 1998)

. (Pearce, 1988. P. 162)

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.(Crompton,1979,P.18)

(Fakeye & Cromplon,

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.(Lawson & Baud-Bovy,1977)«

.(Mercer, 1971)

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. (Johnson & Thomas, 1995)

(Alhemoud & Armstrong, 1996)

(Johnson & Tomas, (Echtner & Ritchie, 1991)  
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.(Stabler,1988)

. (Beerli & Martin,2004)

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.(Beerli & Martin,2004)

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  3. Autonomous
  4. Organic
  5. Personel factors

.(Chon, 1992)

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.(Hunt, 1975)

. (Gunn, 1972)

(Chon, 1992)

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.(Narayana, 1976)

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.(Law & Cooper, 1998, P.341)

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(Laws, 1991)

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(Sonmez & Graefe, 1998)

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