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## **The effect of tourists' memories on Tourist purchasing behavior: An approach to spiritual tourism (Case Study: Tourists in Mashhad)**

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### **Abstract**

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The growing and accelerated growth of the tourism industry has led many scholars to call the twentieth century the century of tourism. The tourism industry is one of the most important phenomena of the present century. This study aimed to investigate the effect of commemorative memoirs of tourists on the intention to re-buy (retry) tourists in Mashhad. The research is applied in its purpose, and it is descriptive-correlational. The statistical population is the tourists who visited Mashhad in the spring of 1396, and as the sample, 384 people were selected. Lisrel software was used to analyze the data. The results showed that reminders of tourism memories have a positive and significant effect on the use of memorable leisure destinations, retreat and attachment to Mashhad city, Satisfaction of tourists with a trip to remember the memories of tourists, attachment to the city of Mashhad, and re-trips have a positive and significant effect, The use of memorable leisure destinations also has a positive and significant impact on the intention of traveling and attachment to Mashhad. Also, the attachment to Mashhad has a positive and significant effect on the intention to retreat. The combination of destinations with the inclination of tourists also has a positive and significant impact on the recollection of tourists' memories.

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## Introduction

Tourism is one of the most critical socio-economic sectors in the world, and it can be cited as one of the causes and consequences of globalization (Hjalager, 2007), and it is undoubtedly the most popular leisure activity in the 21st century (Claver Cortes et al., 2007). Understanding the process of choosing a tourist destination is of substantial importance for governments and tourism organizations in today's competitive global arena. The reason is that destination should distinguish itself from other contenders desirably and appropriately and should positively place itself in customers' minds (Movahedi & Hashemi, 2021). Tourism has always been complex but, at the same time, one of the most successful currents of the new era. This phenomenon does not only belong to our time, but it has clearly developed in the twentieth century, and today, it has grown significantly in economic and social importance (Theobald, 2005). The phenomenon of tourism in today's world is one of the most prominent and efficient financial functions, which can bring many economic, social, political, and cultural achievements to its pioneers (Sigala, 2017). In 2019, Iran was ranked 89th in the world travel and tourism competitiveness index compared to 2017, with a 4-step climb. This improvement increased Iran's ranking in most components and criteria of the Travel and Tourism Competitiveness Index in 2019. Among the 14 criteria of the Travel and Tourism Competitiveness Index of 2019, Iran is ranked first among 140 countries in price competitiveness (WEF<sup>1</sup>, 2019). Also, according to the World Trade Organization, Iran is one of the most spectacular countries in the world, which is one of the top ten countries in the world in terms of tourist attractions, one of the top five countries in terms of tourism diversity and one of the top three countries in terms of handicraft diversity. This shows the great potential of tourism in this country. On the other hand, this industry in our country has not been considered as much as it should be. Therefore, the need for scientific research to develop the country's tourism is felt more than ever. Unprecedented growth in the tourism industry over the past 50 years has posed significant challenges in tourism marketing. Today, consumers take advantage of leisure time, increasing revenue levels, and efficient transportation networks, which have more tools to facilitate choice for various purposes. As a result, tourism marketers face a practical challenge to consumer decision-making in a growing collection and globally competitive market (Echtner & Ritchie, 2003). One of the forms of tourism is religious tourism, which emphasizes pilgrimage and presence in holy places. As a social practice, religious tourism has important socio-cultural

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<sup>1</sup>. World Economic Forum (<https://www.weforum.org/events/world-economic-forum-annual-meeting>)

features in changing individuals and placing them in the social space. In religious tourism, on the one hand, religious beliefs play a role, and on the other hand, when tourists spend time visiting sacred places, it is almost like a pilgrimage (Moaven et al., 2018). Spirituality is one of the new concepts in tourism studies. Despite its complexity, it has always existed in the human mind, and human beings have been associated with it in various ways. Spirituality is an abstract subject that is not limited to religious concepts but is related to the immaterial dimension of human existence and is understood in all journeys (Imani khoshkhoo & Farahani, 2020).

Therefore, to be successful in attracting tourists, destination countries must provide the necessary infrastructure and become a tourist destination in their specific field and evoke a memorable memory in the minds of tourists, considering their cultural and geographical features. This requires a systematic approach to the tourism sector to meet tourists' expectations and needs and create their satisfaction and loyalty to the destination. Tourists' expectations of the region are based on the experience of previous trips, advertising, encouraging others, and the image of the destination country. The quality of services in the destination country, the quality of the facilities, and the values received and perceived directly impact a good memory of the trip, the tourist experience, and the level of their demand in the future (Uysal, 2003). Recalling tourism memories as a positive experience is primarily related to the motivation and feelings of tourists, so that a good experience has a positive effect on the mood and feeling of tourists and creates a sense of satisfaction in the cultural confrontation between tourists and the host community that the result is a desire to return to that destination (Sirakaya-Turk et al., 2015). Also, excellent and memorable experiences and people's memories affect their emotional attachment to their favorite destination, affecting their future behavioral goals and desire to return. Therefore, due to the increasing and rapid expansion of the world's tourism industry and the abundant capacity to attract tourists in Iran, the available information and statistics indicate the failure of this industry in Iran. Religious travels play a significant role in tourism. The optimal connection between spirituality and the commercialization of the brand of religious tourism destinations should be guided by a comprehensive analysis of the stakeholders' interests (Pourang et al., 2020). In connection with pilgrimage and tourism in Mashhad tourists and pilgrims from all over the country travel to this city to enjoy the spirituality of the trip and travel in Mashhad and surrounding areas (Pourang et al., 2020).

One of the main reasons for this seems to be the lack of attention to the expectations and preferences of tourists entering the country and the lack of effort to increase their satisfaction. Accordingly, the main question that has occupied the researcher's mind in this study is whether the recollection of tourists' memories affects their intention to travel again? In other words, in

this research, the spiritual and cultural tourism of Mashhad has been studied, which can cause different behavioral reactions because spirituality has always created an inner desire and has the power of absorption. Therefore, in this study, the issue of measuring the impact of tourists' memories in spiritual and cultural dimensions on their behavior is investigated to pave the way for crucial urban decision-making.

## **Theoretical Foundations**

### **Spirituality tourism**

Spirituality is one of the new concepts in tourism studies. Despite its complexity, it has always existed in the human mind and has been related to human beings in various ways. Spirituality is an abstract subject and is not limited to religious concepts but is related to the immaterial dimension of human existence and is understood in all journeys. The goal of spiritual tourism is to explore the elements of spiritual life beyond oneself and contribute to the balance of one's body, mind, and soul. These elements may or may not be related to religion. Spiritual tourism can include visiting religious and historical sites or monuments, spiritual landscapes, pilgrimage centers, etc. (Shirmohammadi & Hashemi Baghi, 2021).

### **Tourists' memories**

It has been advised by Pine & Gilmore (2011) that customers' consumption experiences revolving around 4Es result in strong memories and positive behaviors. A limited number of scholars have studied these phenomena, and they support the positive impact of 4Es on consumer memories (Quadri-Felitti & Fiore, 2013). In this context, Tung & Ritchie (2011) stated that a hedonic and entertaining experience that can enhance the knowledge of the guests could end up in positive memories and positive behaviors such as revisits and recommendations to friends and family, etc. (Kim, 2010; Quadri-Felitti & Fiore, 2012). Occurrence is an event experienced at a particular time and place and originates from past personal life experiences (Yin et al., 2017). Tong & Ritchie (2011) study the memorable experience of the destination and its nature, and believe that the specific characteristics of the destination are pleasant factors in shaping this experience; on the other hand, tourist destinations should facilitate the realization of a memorable and positive experience (Reitsamer et al., 2016). In this study, tourists' memories from a cultural and spiritual perspective have been investigated. For example, the presence of tourists in holy and cultural places and making memories and reminiscence has been the criterion for action.

## **Tourist purchasing behavior**

### **Satisfaction of the tourist destination**

Satisfaction is one of the essential terms that has received much attention in consumer behavior research and tourism research. Satisfaction provides positive behavioral outcomes, and understanding satisfaction provides management guidelines for the industry. Satisfaction has been defined as "customer judgment about the feeling of happiness and satisfaction that a product or service provides" (Truong & King, 2009). Customer satisfaction results from the actual quality of performance and its perception by the customer (Song et al., 2011). Tourist satisfaction is expressed as a degree of positive emotions activated by the experience gained at the destination of tourism. Undoubtedly, satisfaction is one of the relevant variables when analyzing tourist behavior while influencing the choice of destination, consumption of products and services, and the decision to return to the destination (Yoon & Uysal, 2005). Customer satisfaction can improve brand equity by increasing brand awareness, association, and loyalty. Therefore, it can be said that tourist satisfaction can affect loyalty to the tourism destination brand. The tourist's loyalty to the destination reflects his desire to revisit the destination and his willingness to recommend it to others. Loyalty has been assessed with three indicators: tourist return (number of trips), travel expenses, and travel time (travel freshness). Due to the high percentage of the impact of previous travel experience on returning to the destination, care must be taken to provide appropriate services to tourists and create the conditions for forming the desired feeling experience (Sun et al., 2013). The central motivation concept in understanding consumer behavior and tourism destination selection is introduced. In fact, by recognizing the behavioral system and the demand for tourism that derives from the motivational factors of the journey or the same factors as pulling and pushing, you can plan the spatial tourism system according to existing demand (Kashfi et al., 2017).

### **Purchase intention (Intention to re-visit)**

Consumers make a lot of decisions daily when they are shopping. The intention to buy is one of the decisions that study the consumer's behavioral cause to believe a particular brand. The intention to buy from a brand is formed by the attitude towards that brand and considering a brand set (Phillips et al., 2013). Purchase intention is "an individual's conscious plan to make an effort to purchase a brand" (Akkaya, 2021). The intention to buy a particular product has been identified as a good predictor of actual behavior in purchasing a product (Ramayah et al., 2010). The degree of loyalty to the destination is often reflected in the intentions of tourists to

visit the destination and their willingness to offer that destination (Chen & Tsai, 2007). Therefore, the intention to repurchase is to repeat the customer's purchase of a particular brand after using the same brand (Knox & Walker, 2001) or the customer's belief in continuing to purchase from a specific company in the future. The intention to buy again is a behavior based on cognition and emotion (Schoefer & Diamantopoulos, 2008). As most researchers have stated, the intention is to re-purchase the loyalty index (Ha et al., 2010; Rauyruen et al., 2009). In this research, the intention to buy is considered equivalent to the intention to travel and adjust to the tourism industry. Still, since the intention is to buy in the marketing literature and consumer behavior, the foundation is based on it, and conceptualization has been done in the tourism industry. Otherwise, the general concept of travel is the same as the intention to buy.

### **A sense of attachment to the destination**

According to attachment theory, attachment refers to “the emotion-laden, target-specific bond that develops between a person and another person or object.” Consumers become attached to brands through the fulfillment of their needs of enablement (functional consumption) and enrichment (symbolic consumption) (Chen et al., 2021). The structure of place attachment in various fields has been codified to study human thought and behavior about the physical environment (Altman & Low, 1992). People become attached to places as they share an emotional connection. Whenever they relate the meanings attributed to the site by social interactions in the area (Lee et al., 2011). In today's competitive environment, marketers work harder to keep their customers satisfied and less successful (Vlachos & Vrechopoulos, 2012). Attachment to the destination refers to an emotional and symbolic relationship formed between tourists and the tourist destination (the city of Mashhad) (Yin et al., 2017). Generally, destination attachment is described as an emotional and psychological bond between a person and a particular place, where a person "feels comfortable and secure and wants to stay" (Hernández et al., 2007). In such a situation, when a person is familiar with a place and his needs and expectations are met, an attachment to the place is formed (Shirmohammad & Hashemi Bagh, 2021). Customers usually feel attached to the products; this study considers tourists' attachments to spiritual and cultural tourism destinations.

### **Evoked Pleasure**

It refers to the happy, joyful, and memorable moments in the minds of tourists that are created during the trip by visiting the sights and places and using the tools in their minds (Yin et al., 2017). Muehling et al. emphasize individual thinking and attitude responses, and argue that

nostalgic emotions can positively change people's attitudes and minds (Muehling et al., 2004). Skowronski et al. (2003) suggests that nostalgia can be considered an emotional process.

### **Product-Destination Congruity**

The degree of appropriateness between the inclinations and motivation of tourists to travel refers to a tourism destination with the characteristics of that tourism destination (Yin et al., 2017). The homogeneity of the individual image with the cognitive adaptation between the notion of self-consumers (e.g., real self, ideal self, social self, and ideal social self) and product or brand image, shop image, destination image or product user image provided, brand or service reference (Sirgy, 2015). Woodside et al. (2004) believe that memorable experiences lead to a desire to revisit and engage in oral advertising. Hwang & Lee (2018) state that an amazing experience has a positive effect on brand attachment.

### **Research background**

Kim et al. (2022) conducted a study entitled "Tourism memory, mood repair, and behavioral intention." Findings contribute to the literature on relationships between tourism memories, mood, and behavioral intentions and inform tourism organizations on using tourism memories for experience management. Rasoolimanesh et al. (2021) conducted a study entitled "Investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions in a heritage tourism context." The results of PLS-SEM showed that three dimensions of MTE as follows: local culture, involvement, and knowledge, significantly directly or indirectly influence tourists' behavioral intention toward a destination. However, the results of fsQCA identified more significant heterogeneity among the respondents by highlighting the positive effects of hedonism and novelty on satisfaction and revisit and word-of-mouth intentions. Qian et al. (2021) conducted a study entitled "Dark tourism destinations: the relationships between tourists' on-site experience, destination image, and behavioral intention." The study identified four dimensions of dark tourism destination image (TDI) from its attribute and functional perspective. It found that "image of memorial place" and "image of educational place" were the most perceptual images and positively related with most subdimensions of on-site experience and behavioral intention. "Image of leisure place" and "image of landscapes of fear" were less perceived by tourists and negatively related to some subdimensions of on-site experience and behavioral intention. Yin et al. (2017) conducted a study entitled "Investigating the Impact of Remembrance of Tourists' Memories after Travel, on the Intention to Return Travel from Destination Products." The results showed

that the compatibility of the products of the destination country with the tourists' desires, and the satisfaction of the tourists' travel, affects the memory of personal memories of the trip. Also, tourists' satisfaction traveling to the destination country impacts the intention to return to the destination country. Recalling personal memories of travel affects the use of memorable pastimes in the destination country, and recalling personal memories involves the intention to travel to the destination country again. Wallace & Werchill (2012) conducted a study entitled "Consumer Interest and Attachment to Sellers." The results showed that all three factors positively affect the emotional attachment between the consumer and the retailer. The emotional attachment also has a positive effect on the buying intention of intended consumers. da Costa Mendes et al. (2010) conducted a study entitled "Study of tourist's experience and discovering the relationship between tourists' satisfaction and destination loyalty." They discovered the reasons that lead to dissatisfaction with the tourism experience. They proved the relationship between the levels of satisfaction with tourism experience and tourist loyalty to the destination, based on the modeling of equations. Tung (2009) conducted a study entitled "Investigating and Discovering the Nature of Memorable Travel Experience." He concluded that the types of travel experience and particular elements related to the destination are much more prominent in people's memorable travel experiences than other factors in creating attachment to that tourist destination.

### **Case Study**

Mashhad, Mashhad is the second-most-populous city in Iran and the capital of Razavi Khorasan Province. It is located in the northeast of the country. It has a population of 3,001,184 (2016 census), which includes the areas of Mashhad Taman and Torqabeh. It was a central oasis along the ancient Silk Road connecting with Merv to the east. The city is located at 36.20° North latitude and 59.35° East longitude, in the valley of the Kashafrud River near Turkmenistan, between the two mountain ranges of Binalood and Hezar Masjed Mountains. The city benefits from the proximity of the mountains, having cool winters, pleasant springs, and mild summers. It is only about 250 km (160 mi) from Ashgabat, Turkmenistan. The city is the administrative center of Mashhad County (Or the city of Mashhad) and the somewhat smaller district of Mashhad. The city itself, excluding parts of the surrounding County and district, is divided into 13 smaller administrative units, with a total population of more than 3 million.



### Conceptual model and research hypotheses

Among the reviewed models, Yin et al. (2017) model was selected for this study because this model refers to most aspects of tourism memories and the intention of tourists to travel again. Figure 1 shows the conceptual model.

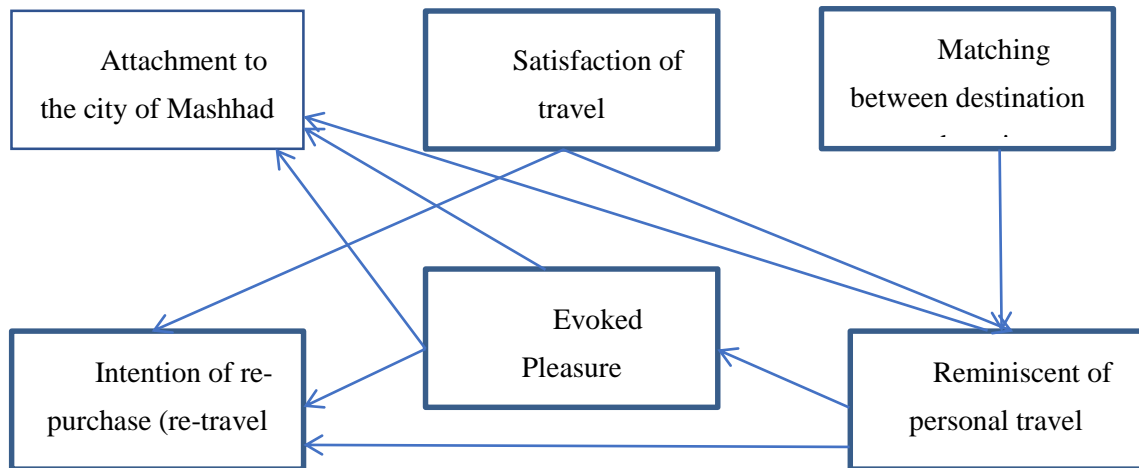


Figure 1. Conceptual model of research adapted from (Yin et al., 2017)

### Research hypotheses:

- 1- The harmony between the destination and the tourists' desires affects the memory of the tourists.
- 2- Remembering tourists' memories are affected by the destination's memorable recreation.
- 3- Recalling personal memories of the trip affects the intention to travel again.
- 4- Recalling personal memories of the trip affects the attachment to Mashhad.
- 5- Satisfaction of tourists' travel affects the memory of tourists.
- 6- Satisfaction of tourists' travel affects the intention to travel again.
- 7- Satisfaction of tourists' travel affects the attachment to the city of Mashhad.
- 8- The use of memorable recreational destinations affects the intention to travel again.
- 9- The use of memorable recreational destinations affects the attachment to the city of Mashhad.
- 10- Attachment to the city of Mashhad affects the intention to re-travel.

## Research Methodology

In terms of purpose, the present study is applied, and the method is a description of the field. The data collection method is a mixture of library and survey methods. The study's statistical population was uncertain; for this purpose, the volume of the unlimited population was assumed, and according to Morgan's table, 384 people were identified as statistical samples. The cluster sampling method was multi-stage. The Yin et al. (2017) questionnaire was used. For tourism memories, variable 4-item are considered, 4-item for recreational entertainment variable, 3-item for re-travel intention variable, 3-item for travel satisfaction variable, 3-item for reminiscence memory variable, and 4-item for reminiscence memory variable are considered. The type of scale used in the questions is the Likert type. The questionnaires used in this study are validated due to their standard content validity. However, the research questionnaires were presented to several professors, including respected supervisors, and were approved. The Cronbach's alpha coefficient was used to examine the reliability of the questionnaire, the results of which are reported in Table 1, which indicates the reliability of the questionnaire.

**Table 1. Reliability of the questionnaire**

Questionnaire	Number of questions	Cronbach's alpha coefficients
A reminder of tourism memories	4	0.781
Evoked pleasure	4	0.775
Intend to travel again	4	0.745
Travel satisfaction	3	0.754
Matching between destination and tourist preferences	3	0.748
Attachment to the city of Mashhad	4	0.708
total	21	0.954

## Results

### Descriptive Statistics

The demographic characteristics of tourists are as follows: 27% of the audience was male and 73% female. 7% were between 20 and 30 years old, 46% were between 31 and 40 years old, and 47% were over 40 years old. 67% of the audience had undergraduate and graduate degrees, 14% had associate degrees, and 19% had bachelor and higher degrees. 22% of the audience traveled to Mashhad for the first time, 74% between 1 and 2 times, and 4% more than twice.

### Inferential statistics

The Kolmogorov-Smirnov test was used to check the normality of the data. According to Table 2, the significance level for the dimensions of the tourist memory reminder variables is that the intention to travel is more significant than 0.05. Hence, the data have a normal distribution, and LISREL software has been used to analyze it.

**Table 2. Normal distribution of research data**

Row	Indicator	Error level (Sig)	conclusion
1	A reminder of tourism memories	0.060	normal distribution
2	Evoked pleasure	0.088	normal distribution
3	Intend to travel again	0.080	normal distribution
4	Travel satisfaction	0.080	normal distribution
5	Matching between destination and desire	0.064	normal distribution
6	Attachment to the city of Mashhad	0.058	Normal distribution

In the following, the model implemented in the Lisrel software is given in standard estimation modes and significant coefficients (Figures 2 and 3).

**Table 3. Persian equivalents in Lisrel outputs**

Hidden Variable
Autobiographical Memory Evocation (AME)
Evoked Pleasure (EP)
Purchase Intention Again (PIA)
Travel Satisfaction (TS)
Product-Destination Congruity (PDC)
Destination Attachment (DA)

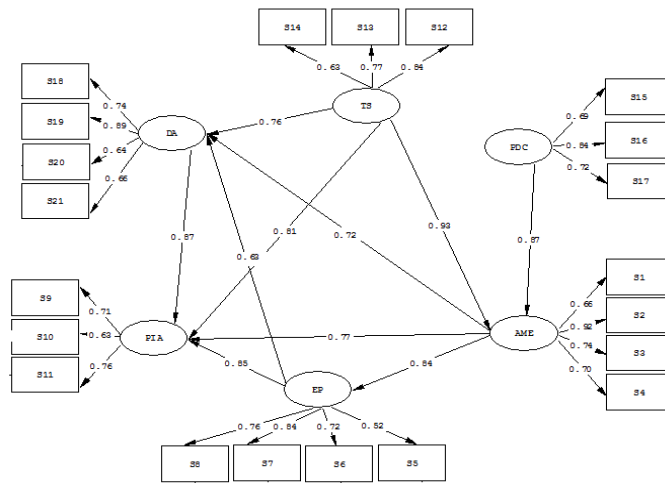


Figure 3. Structural Equation Model (Standard Ratio) Research Hypotheses

According to the results of the coefficient model, which is related to the significance of the structural equation of research hypotheses since all significant numbers among the variables studied in this hypothesis are more than 1.96 +. It means that the estimated error coefficient of this hypothesis is less than 5%. Therefore, all hypotheses can be examined at a 95% confidence level. Given that the value of the path coefficient between the research variables is positive, it can be concluded that at the 95% confidence level, all hypotheses have been confirmed. Table 4 summarizes the research results.

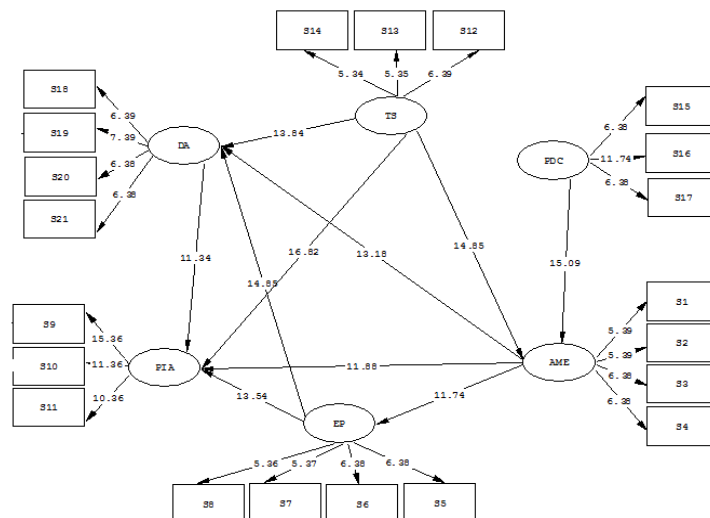


Fig.4. Structural Equation Model (Significant Coefficient) Research Hypotheses

**Table 4. Summary of research findings**

Hypothesis	Route	Result
H1	Matching the destination of the tourists' desires affects the memory of the tourists.	Confirmed
H2	Remembering tourists' memories affects the use of memorable destinations.	Confirmed
H3	Recalling personal memories of the trip affects the intention to travel again.	Confirmed
H4	Recalling personal memories of the trip affects the attachment to the city of Mashhad.	Confirmed
H5	Satisfaction of tourist travel affects the memory of tourists.	Confirmed
H6	Satisfaction of tourist travel affects the intention to travel again.	Confirmed
H7	Satisfaction of tourists' travel affects the attachment to the city of Mashhad.	Confirmed
H8	The use of recreational destinations affects the intention to travel again.	Confirmed
H9	The use of memorable destinations in the destination affects the attachment to the city of Mashhad.	Confirmed
H10	Attachment to the city of Mashhad affects the intention to travel again.	Confirmed

This section discusses the model's fit; a model has a suitable fit that its  $\chi^2 / df$  rate is less than 3. If the calculated GFI and AGFI are closer to number one, the data model is better suited, and ultimately the RMSEA, which should be less than 0.08 for suitable models. The presented indicators and their comparison with the desired value for a fitted model indicate the appropriate fit of the research model. According to Table 5, the structural fit of the research model is approved.

**Table 5. Structural fit of the research model**

Statistics of the leading hypotheses model	Acceptance criteria	Fit index
2.06	$\chi^2 / df \leq 3$	(Chi-square) $\chi^2$
0.074	RMSEA<0/08	RMSEA <sup>2</sup>
0.98	NFI>0/90	NFI <sup>3</sup>
0.99	CFI>0/95	CFI <sup>4</sup>
0.88	AGFI>0/85	AGFI <sup>5</sup>

<sup>2</sup>. Root Mean Squarer or of Approximation

<sup>3</sup>. Normed Fit Index

<sup>4</sup>. Comparative Fit Index

<sup>5</sup> \_

## Conclusion and Discussions

Mashhad has always been one of the spiritual and religious tourism destinations in the Islamic world due to the presence of the shrine of Imam Reza (Peace be upon him). Moreover, the Imams' offspring in this region has added to this importance. In addition to spiritual tourism, Mashhad is prominent in the cultural dimension and has been named the cultural capital of the Islamic world. There are also tombs of poets and scientists in this city. Therefore, the existence of all these tourist attractions will surely bring good memories for tourists and greatly impact their behavior. Mainly in the tourism industry, loyalty is shallow because due to the variety-seeking desire in humans, it is preferable for them to visit various destinations and attractions. Still, spiritual and cultural tourism is different because of the human's inner thirst to communicate spirituality. Therefore, they revisit the tourist area. Considering the confirmation of the hypotheses, we will discuss them in the following.

The harmony between the tourist destination and the tourist's desires has a positive and significant effect on the tourist's memories. When it matches the characteristics of the destination (Mashhad city) with tourists' motivations and their desire to travel to Mashhad, it can be predicted that it will bring happy memories and a positive image in the minds of tourists in Mashhad, and they will always remember these memories. It can be concluded that when there is a mismatch between the characteristics of the tourist destination and the tourists' desires, the same number of tourists review the memories of traveling to that tourist destination in their minds, which is consistent with the results of Yin et al, (2017). Remembering tourists' memories has a positive and significant effect on the use of memorable destinations. When tourists remember the memories of their trip to Mashhad, it makes them want to re-use the recreation that has been recorded in their minds as a memorable memory. Therefore, it can be concluded that the recollection of memorable memories of the trip to Mashhad has a positive and significant effect on the use of recreation in this city for tourism, which is consistent with the results of Yin. et al. (2017) study. Remembering personal memories of travel has a positive and significant effect on the intention of tourists to travel again. When tourists review the event and their acquired experiences of traveling to Mashhad, it effectively encourages tourists to return to Mashhad. Therefore, it can be concluded that recalling personal memories of travel as a positive psychological factor in the minds of tourists has a positive effect on the intention to travel again and the desire to return tourists to visit Mashhad and religious, recreational, sports, etc. It is consistent with the results of Yin et al. (2017). Remembering personal memories of travel has a positive and significant effect on attachment to the city of Mashhad. When tourists

review their events and experiences from a trip to Mashhad and remember it as pleasantly, it can be predicted that a sense of identity and attachment to that destination will be created in them. Therefore, it can be concluded that recalling personal memories of travel as a positive psychological factor in the minds of tourists has a positive effect on the feeling of attachment and creates a kind of sense of belonging for tourists, which is matched with the result of research by Yin et al. (2017) and Tung (2009). Satisfaction with tourist travel has a positive and significant effect on recalling tourists' memories. Suppose tourists are satisfied with their trip to Mashhad. In that case, it can be predicted that it will be remembered as a pleasant memory because it is a memorable trip in which the tourist is satisfied and happy and has enjoyable events during the travel. Therefore, it can be concluded that the satisfaction of tourist travel has a positive effect on recalling tourists' memories, which is similar to the results of Yin et al. (2017) and da Costa Mendes et al. (2010). Satisfaction of tourists' travel has a positive and significant effect on the intention to travel again. Suppose tourists are satisfied with their trip to Mashhad. In that case, it can be predicted that they will intend to travel to Mashhad again because it is a memorable trip in which the tourist is satisfied and happy and enjoyable events have taken place during the trip. Therefore, it can be concluded that the satisfaction of tourist travel has a positive effect on the memory of tourists, which is consistent with the results of Yin et al. (2017) research. Satisfaction of tourists' travel has a positive and significant effect on attachment to the city of Mashhad. If tourists are satisfied with their trip to Mashhad, it can be predicted that they will have a sense of belonging and attachment to the city of Mashhad. Therefore, it can be concluded that tourists' satisfaction with traveling to Mashhad and the services they have received have a positive and significant effect on creating a sense of belonging and attachment in them, which is consistent with the results of Yin et al. (2017). The use of memorable destinations has a positive and significant effect on the intention to travel again. Having attractive recreational facilities in Mashhad that are available to tourists with reasonable prices and quality makes the use of these recreational facilities recorded in the minds of tourists as memorable memories. In this case, it can be predicted that those tourists intend to travel and return to the city of Mashhad because it is a memorable trip in which the tourist can enjoy the fun and events that took place during the trip. Therefore, it can be concluded that the use of memorable recreation of the destination positively affects the intention to travel again, similar to the results of Yin et al. (2017) research. The use of memorable destinations has a positive and significant effect on attachment to the city of Mashhad. Having attractive recreational facilities in Mashhad that are available to tourists with reasonable prices and quality makes the use of these recreational facilities recorded in the minds of tourists as memorable memories and

a kind of attachment. It creates a sense of belonging to this city in him. According to Yin et al. (2017) a trip in which the tourist enjoys the fun and entertainment during the trip will give him a sense of belonging and attachment to that tourist destination. Therefore, it can be concluded that the use of memorable recreational destinations has a positive effect on attachment to the city of Mashhad, which is consistent with the results of Yin et al. (2017) research. Attachment to the city of Mashhad has a positive and significant effect on the intention to travel again. According to Balbi, (1979;1980), if the emotional attachment to a product or a tourist destination is intense, the amount of emotion and support for those goods and tourist destinations will increase, and he will probably re-visit that tourist destination. Therefore, it can be concluded that attachment to the city of Mashhad has a positive effect on the intention to travel again, which is consistent with the results of the research of Wallace & Verchiles (2012).

**According to the research results, it is recommended:**

As the Capital of Islamic Culture and a religious city, Mashhad can be claimed that cultural and spiritual tourism in this city is prominent. The results of this study have shown this point. However, it should be noted that according to research and religious texts, there is mainly a constructive interaction between spirituality and commercialization, and this can be seen in the advice of the elders to take gifts for relatives. The presence of these factors together can create happy memories for tourists during their trip to this holy city and lead to the intention of re-visiting and advising others to travel. Due to having suitable recreational facilities with the status of a religious city, Mashhad has provided comprehensive satisfaction to tourists and created attachment in them. Therefore, it is suggested that tourism managers at all levels pay attention to the discussion of the interaction between spirituality and commercialization and do not think of them as in conflict with each other. Since the urban economy is defined according to the competitive advantage of each city, Mashhad has this advantage from a spiritual point of view and should grow it.

Marketing managers of tourist places in Mashhad should provide advertisements appropriate for the needs of tourists who intend to travel to this city; for example, a few days before the religious ceremonies in Mashhad, in their propaganda, they should pay attention to the religious aspect of this city. During the holidays and the religious aspect, they should pay attention to this city's historical and recreational aspects. Marketing managers can communicate with tourists by sending promotional text messages, e-mails, etc., to remind tourists of their experiences and memories of traveling to Mashhad. Marketing managers of tourist places in Mashhad can encourage tourists by designing an advanced location finder system to determine



which area, place, etc. is reminiscent of the experiences and memories of a good trip to Mashhad the end of the tourists' trip. Paying attention to the needs of tourists in Mashhad, establishing friendly relations between the staff of tourist places tourists, and taking care of their problems and complaints can lead to a sense of belonging and dependence on a tourist destination. Marketing managers should pay special attention to the factors affecting the satisfaction of tourists in Mashhad; These factors include the level of costs and their fairness (including the cost of transportation, accommodation, food, the cost of entry and tickets for tourist places, the cost of buying souvenirs), public transport performance and easy access to it, suggested services to tourists (such as access to tourism information), The quality of facilities and services of accommodation and reception centers, the level of knowledge of tour operators, cleanliness of public and private places, the quality of tourist attractions (historical, cultural, natural and religious attractions), parking, beauty and quality of urban architecture in Mashhad. One of the limitations of the research is the lack of control and measurement of the effect of other variables affecting the research variables; also, the lack of sufficient access to library resources for published articles and foreign reports related to research and the difficulty in completing questionnaires by tourists have been other limitations of the study.

## Resources

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