The Role of Architectural Representation on the Formation of the Mental Image of Tourist Destination (Case Study: Traditional Dwellings in the Data Theory Method)

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Received	2021/04/07
Accepted	2021/06/01

Abstract

The aim of this study was to explain the role of place representation in shaping the mental image of tourists from traditional residences. Representing the architecture of traditional residences in cyberspace as one of the most important sources of effective information in shaping the image of tourist destinations is of great importance. Today, traditional resorts as one of the most important tourist attractions of historic cities, are of interest to tourists. These tourists make extensive use of the visual and verbal information contained in the online media to identify and select their destinations. Using a qualitative approach, in addition to field observations, research data were collected through semi-structured interviews with 32 domestic and foreign tourists, experienced tour guides, content production experts, and managers of traditional accommodations. To analyze the data and present the final theory, the data theory method of Corbin and Strauss Innovative Foundation was used. Based on this method, through open, central and selective coding, research findings were drawn and presented in the form of a paradigm model consisting of three dimensions of conditions, strategies and consequences. The findings include 9 sub-categories, consisting of cyberspace, location-based representation, cultural tourism, geographical context of the destination, managerial factors, tourism, location-based evaluation, online interaction and exchange, and mental image enhancement. The main category of this research is location-based experience, which includes the sub-categories. Providing a conceptual model to explain the relationships between categories shows that the category of location-based representation, as the most important reason for creating experience through space, allows the development of perceptions of the environment, which is classified into three categories: architectural representation, representation of semantic aspects and representation of activities and events. The role of architectural representation was done by explaining how the mental image of tourists is formed from traditional accommodations in cyberspace. The results of this study can help architects to understand the perceptions and knowledge of tourists of traditional accommodations in cyberspace, as well as how historical monuments are represented in the media.

Keywords: Mental image of the destination, architectural representation, cyberspace, historical monuments

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This article is taken from the doctoral dissertation of Faezeh Tavassoli Ara, entitled "The Role of Architectural Representation in the Media on the Formation of Tourist Destination Image (Case Study: traditional dwellings of Kashan)" which is being conducted at the Islamic Azad University, Hamadan Branch, under the supervision of Dr. Gholamreza Talischi and Dr. Seyed Jalil Mousavi and with the consultation of Dr. Nasser Rezaei.

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[DOI: DOI: 10.22034/40.173.149]

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[DOI: DOI: 10.22034/40.173.149]

Introduction

Today, cyberspace has attracted a large audience in various fields as an example of information and communication technology. One of these areas is the tourism industry, which increasingly uses the capacity of cyberspace for development. Every day, many tourists choose their destinations through information from the media, such as books, magazines, television and the internet. The image that is formed of the intentions in the minds of the audience of these media can be persuasive, full of useful and at the same time deceptive information (Echtner & Ritchie, 1991). Therefore, in recent decades, much research has been done on the role of destination image in the tourist destination selection process (Sirakaya, Sonmez & Choi, 2001).

The destination image is considered to be a set of beliefs, ideas and feelings of an individual (Crompton, 1979) that expresses all the knowledge, perceptions, prejudices, imaginations and thoughts of a person or group about a particular place (Baloglu , McCleary, 1999). Studies have mainly described and explained the components of the destination image and its role in the choice of destination by tourists (Pike, 2002: 542). Despite the multiplicity and breadth of these studies, no serious study has been done on the role of building representation as a source of information in creating the destination image. It is necessary that the study of the destination image pays serious attention to the role of information sources, i.e., the representation of the characteristics of the place of residence in the media in shaping the mental image of tourists. Today, more and more tourists are turning to cyberspace as the first place to plan their trip and choose a destination. Tourism websites offer the desired ease and speed in achieving different levels of information, including photos, videos and text about the destination, which leads to the formation of the image of the tourist destination. One of the important tourist destinations, especially in the historical cities of Iran, are the traditional accommodations that have been welcomed by tourists in recent years. In addition to offering accommodation to tourists in historic cities, these resorts have become increasingly popular as tourist attractions and travel destinations.

Past studies have not addressed the role and representation of buildings in the mental image of tourists through the media. Illustration should be considered a representative act. In recent years, the increasing complexity of space representation techniques has led to changes in perception patterns. Architects and planners need to pay more attention to the process of forming these mental images. Studies in this field based on the proposed models in explaining the dimensions of the destination image and also the factors affecting its formation, have a small approach and have tested the mentioned models. Since the study of the process of mental image of tourists of buildings in the media lacks a theory or explanatory model, this study has taken a qualitative approach and used the data theory method for research.

The following questions are raised in this article:

1.What is the role of architectural representation in the formation of the destination image? (Main question)

2. How and what components of architectural structures can be represented in the media? (Main question)

3. To create a more realistic mental image, how can a place be represented in online media? (Sub-question)

Literature Review

The image of the destination, its components and the factors influencing its formation

A destination image is a collection of beliefs, ideas, and perceptions that people have of a place or destination. Each person's image of a particular place is unique and consists of his or her memories, attachments, and perceptions of that place (Jenkins, 1992, 1). Kim and Richardson (2003) state that people can record their experiences of a place in the form of pictures and words. Crompton (1979) in another definition considers the destination image to include the personal mental image of individuals as well as the mental image of certain groups of individuals about a particular place. According to this

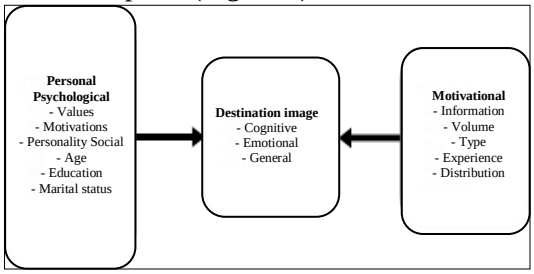
definition, the mental image of a destination is "the emergence of emotions, prejudices, fantasies and feelings of an individual or a group of people towards a particular place" (Lawson & Baud, 1977).

The concept of image has been studied for decades in the fields of environmental psychology and sociology (Fridgen, 1987), marketing (Assael, 1984), behavioral science (Boulding, 1956), and geography. The concept of destination image is an important issue in tourism studies because it affects the behavior and decision of tourists to choose a destination (Beerli & Martin, 2004, 679).

The destination image contains cognitive and emotional components. The cognitive component includes perceptions, beliefs, and knowledge about a destination and focuses primarily on tangible features. The emotional component is the feelings about a destination (Baloglu & Mc Cleary, 1999).

Although the emotional and cognitive dimensions of the image are hierarchically interdependent to form the image of a place, it is still possible that each emotional and cognitive component can make a unique contribution to the formation of the overall image (Qiu, 2017, 239). Researchers have gradually added other components to the concept of the destination image, creating a better and more comprehensive image.

Researchers from different disciplines believe that the destination image is basically formed under the influence of two disciplines of factors, motivational factors and personal factors. Motivational factors include external motivations (such as various sources of information), physical factors, and past experiences; while personal factors are related to the social and psychological factors of the recipient (Figure 1).



F1. General framework of destination image (Baloglu and McCleary, 1999)

Studies identify three main factors in the absence of actual visits and lack of previous experience: a) tourism motivations, b) socio-demographic characteristics, and c) different sources of information (Baloglu and McClearly, 1999). People's perceptions of places are formed with the help of a combination of different sources of information about their characteristics.

The role of media in shaping the mental image of tourists of the destination

The media is considered as a tool by tourists to choose the place of travel (Butler, R. 1990) whose most important task is to create ideas and create mental images of facts and even unrealities (Reza Gholizadeh, 2010, 161). For the first time, Butler (1990) began to study the effect of media on the destination image. He divided the media preferences of the tourists and stated that the verbal and visual media help to form the general perception of the tourists about the destination. Today, information technology tools and online media are used to improve the destination image in the tourism market (Beerli & Martin, 2004, 658). Gartner (1993) claims that there are many sources of information that introduce the destination. However, in the present age, the typology of destination image formation factors must be adjusted to include various online sources.

Cyberspace allows tourists to enter the desired location virtually before making any decision, and by studying and viewing textual, audio and video information, they can realize the possibility of travel and the advantages and disadvantages. Websites are a powerful tool for representation. They play an important role in promoting tourism and attracting tourists. In recent years, the importance of tourism websites as a tool for searching information has doubled in the field of pre-trip planning and decision-making (Bhatiasevi, Yoopetch, 2015, 2). These websites introduce the destination, experiences and perspectives. Tourists share their travel through a variety of forms such as text, image, audio, and video (Thevenot, 2007, 288). The content of tourism websites is related to the cognitive and emotional images of the destination image, which leads to an overview of the destination. The high

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quality of tourism information in online media helps in the correct formation of the destination image (Kim, Lee, Shin & Yang, 2017, 687).

Architectural buildings as a destination

John Espasht (2013) in an article entitled "Architecture and Destination Image" states that landmark architectural buildings have always been the most important choice of tourists in travel. These building are considered as the main features in the formation of mental image and the goal is to name the top tourist destinations from the past to the present. Since a destination is not limited to a country, region, or city, destination image studies in terms of buildings also include rural settlements (Loureiro & Gonzalez, 2008), green hotels (Lee, Hsu, Han, Kim, 2010) and accommodations (Moreno, Padilla, Ispas, Seitan, 2008).

One of the most important destinations that have influenced the world tourism trends in recent decades are resorts that are used as travel destinations (Molina, 2010). On this basis, the role of media representations in the formation of the mental image of the residence emerges as a new topic in the study of the destination image. Accommodation spaces are either the main destination of tourists or the bedrock for other spaces and activities in the tourist destination. It is important to have the right representation of the building on tourism websites. Understanding how the building is represented in the media, the purpose of this study is to provide a way to form this mental image by identifying the effective environmental qualities.

Representation of architecture in the media

It is a representation of the way in which different aspects of reality, such as people, places, objects, persons, cultural identities, and other abstract concepts, are created. It is a representation of the realm that the media presents of reality. The media make it possible to represent the building. We now receive much of our knowledge of cities and buildings from the media (Leigh & Kenny, 1996). Representation of architecture is one of the important needs in the absence of tangible space. The explosion of technology in today's world provides any representation possible (Carpo et all, 2013). For many buildings that cannot be visited for any reason, representing a section is a necessity for perceiving, testing, communicating, and selling an idea (Pelletier, 2000). Representing architecture in the media by depicting places is very important in shaping people's imaginations and provides an understanding of architectural spaces (Urry, 2002).

Research Method

The destination image has a dynamic and multidimensional mental nature and can be seen through a survey of tourists and those involved in the tourism industry. Therefore, to understand the role of architectural representation in the formation of the destination image, the authors decided to take a qualitative approach and use the data theory method to collect and analyze data. Data collection was done through semi-structured interviews with participants and data analysis was done through free, centralized and selective coding to draw research categories and shape the foundation of data theory.

Participants

Participants were selected through purposive and theoretical sampling from the following people:

1. Domestic and foreign tourists who had chosen their traditional residence in Kashan through tourism websites,
2. Tour guides who have years of experience in choosing accommodation for tourists through online media, and,
3. Residence managers and officials who were in charge of producing content for tourism websites.

The participants were 32 people, including 15 domestic tourists, 7 foreign tourists, 2 accommodation managers, 3 accommodation content production experts and 5 tour guides. Adequacy of sample size was determined based on theoretical saturation. This means that the process of data collection and analysis continued until a new concept of interviews emerged.

Data collection

Data were collected through semi-structured interviews and field observations. In the beginning, the informal interview

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approach was used to achieve the concepts and categories. After the initial concepts and categories were revealed in the first interviews, the outlines of the other interviews were formed by the concepts and categories and the questions were redesigned. This process continued until the stage of theoretical saturation. Interviews generally began with the following general questions:

1. Why did you use cyberspace and tourism websites to choose your accommodation?
2. After searching in cyberspace, what features made you choose this accommodation among all the accommodations?
3. What mentality and characteristics did it form in your mind after choosing the residence?
4. How would you describe the atmosphere you expected to experience during your stay?
5. After seeing the pictures of the accommodation on the websites and selecting it, what was the unique or distinctive charm that came to your mind when thinking about the accommodation?
6. How and what effect did the architecture of the residence have on your choice?

In interviews with tour guides, in addition to their views on their own mental image, their views on the experiences of tourists who interacted with them were also examined, and they were asked on how to choose accommodation. In interviews with tourism managers, regarding the strategy and how to introduce accommodation in cyberspace for marketing, they were asked about the traveler feedback on images and content presented on websites and social media platforms such as Instagram. Next, more detailed questions were asked of the interviewees to identify the nature of the tourists' mental image of the accommodations and the factors affecting it. The duration of interviews ranges from 60 to 120 minutes (on average about 90 minutes). The place and time of the interviews at the residences were determined by the participants.

Data analysis

The main activity in the foundation data theory approach is done in the field of data analysis. The techniques used in this approach distinguish it from other approaches. The main structure of data analysis in data foundation theory is based on three coding methods: (1). open coding, (2) axial coding, and (3)0 selective coding (Corbin & Strauss, 2014).

The first step is open coding and refers to the process of data analysis, during which the basic concepts and then the major categories based on them are identified and their properties and dimensions are discovered in the data. The second step is axial coding. At this stage, the process of connecting categories to each other is based on their properties (subcategories), because the coding is done around a category axis that connects categories at the level of properties and dimensions (Strauss & Corbin, 1998: 123). The third coding step is selective coding. This type of coding is the process of integrating and refining categories to create a theory. The desired integration results from the analyst's interaction with the data.

All recorded interviews were analyzed accurately and precisely using open coding method. Data analysis continued until a conceptual order was reached, which is the first stage of data analysis in foundation data theory. Arrangement was used to discover key concepts from raw data. In the process of conceptualization, the authors read all the interviews word for word and selected the keywords, phrases, and facts within the text as codes. Codes that were conceptually similar were grouped into categories and subcategories. Codes and categories obtained from one interview were compared with codes and categories obtained from other interviews to discover their similarities. In this way, the dimensions and characteristics of each category were determined. In the next step, the relationship between the obtained categories and subcategories was discovered based on the model proposed in the Carbin and Strauss method.

Research validation

In general, to compare the validity of this research, continuous comparison techniques, organ control and auditing techniques have been used. Constant comparisons have been performed by returning to the data several times during the analysis to identify the categories and their overlap. Research data

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and findings were also shared with some participants and they were asked to assess the consistency of the results with their experiences. Therefore, the validity of these findings was confirmed by the participant member control method. Excerpts from manuscripts and basic codes and categories were reviewed by two experts in qualitative methods. This method, which Johnson (1997: 283) calls it expert review, is another strategy for validation in qualitative research.

Analysis of findings

The research findings were obtained through open, axial and then selective coding of the data as concepts, sub-categories and main categories. In the open coding stage, 38 basic concepts were extracted and abstracted into 9 major categories. Then, in the axial coding stage, the extracted categories were related to each other based on continuity and narrative logic in the form of a story line as conditions, strategies and consequences, and finally, in the selective coding stage, a core axis category was extracted.

The concepts and categories in Table 1 reflect the meanings, ideas, and attitudes that tourists have understood and expressed in the experience of place through the media. The above concepts have emerged during theoretical sampling and then reached theoretical saturation by following them. The above concepts and categories in the central coding stage are related in the form of a story line as follows:

Main concepts	Categories	Type of Category	Core category
Online media, online information sources	Cyberspace	Causative condition	Location-mediated experience
Architectural representation, representation of semantic aspects, representation of activities and events Visual representation, written representation	Location-based representation		
Knowledge of lifestyle, knowledge of intangible heritage, familiarity with art and architecture	Cultural tourism	Contextual conditions	
Traditional architecture, traditional residence, museum experience, ecology, traditional life experience, representation of traditional city	Geographical context of destination		
Destination marketing, location brand building, representation management, economic management, IT productivity management, accommodation facility management, advertising	Management factors	Interventional conditions	
Media literacy, cultural preferences, education, specialization	Tourist		
Positive / negative feeling about the place, facing the differences of the place, comparative view	Location-based assessment	Strategies	
User participation, site exchange content, two-way communication speed, user feedback	Online interaction and exchange		
Perception of location in media, online destination image	Mental image enhancement	Implications	

T1. List of categories, concepts and core categories

In the axial and then selective coding stages, the categories of cyberspace and location-based representation were identified as causal conditions due to which "location-mediated experience" is realized. Categories of tourism and geographical context of the destination are the background conditions that provide the basis for the formation of the main phenomenon. Moreover, the categories of managerial and tourist factors as intervening conditions have a positive or negative effect on the realization of experience through location.

Causal conditions

Cyberspace

Today, most tourists use cyberspace to choose their accommodation and travel destination. Cyberspace through "online media" provides a potential opportunity to accelerate and facilitate the identification and selection of destinations. Tourism industry managers use this space as an environment to represent services, destinations and places, as well as to interact with their audience. Tourists through "online information resources", such as social networks, tourism websites and blogs, as well as the official websites of accommodation, can provide the necessary and useful information to know the destination and, finally, make a decision about their destination. A tourist who chose "Negin" residence says:

"As soon as I decided to travel, I googled the traditional residences of Kashan, and after seeing the pictures of this accommodation and its traditional atmosphere, we were impressed and we chose to see more pictures."

Location-based representation

Representation of residences through online media includes two types of "visual and written representations". The content of the representations can be classified as "architectural representation", "representation of semantic aspects" and "representation of activities and events". The more diverse and inclusive these representations are, the richer the perception and cognition they provide to the audience. Analysis of the interviews shows that architectural representations include "physical representation", "representation of the diversity of spatial aesthetic experiences", "representation of the historical background of the building" and also "representation of movable heritage". Representation of semantic aspects also includes "representation of narrative", "association of place" and "association of meaningful experiences".

A tourist in "Amir" house says about the necessity of the historical representation of the residence:

"I like traditional places and it is very important for me to know the history of the places I am going to visit, what the spaces were like before and what has changed now."

A tourist who traveled with his family from Behbahan to the "Khaneh Doost" residence talked about the representation of semantic aspects, including "association of meaningful experiences" and "association of place":

"The structure of the buildings and the photos I saw are almost similar to Behbahan's old bazaar. We have such an atmosphere in there, and it seems that this space was familiar to me. It was a relaxed atmosphere because it evoked the feeling of old houses, houses that look like the middle courtyard and the surrounding rooms ... We mostly reminded of our grandparents."

Tourists talk about the impact of "representation of narratives" and the narration of past life experiences in the residence through the language of their residents and the links between different events and life experiences from the past to the present in the residence. In other words, most tourists emphasized the need to represent semantic aspects along with body images in the process of forming a mental image of the destination. A tourist says about the residence of "Ameriha":

"It makes a lot better sense for me to know the stories of the previous occupants of the residence, photos and pictures and interviews if they are alive."

In addition, participants noted the need to represent the activities and events that take place in the residence and find a place that plays a major role in attracting tourists. "Representation of intangible heritage" and "representation of social space" are the features of this subcategory. A tourist says about the residence of "Ameriha":

"I have been following the Ameriha House for a long time and saw what famous people like ambassadors and artists traveled to this residence. The events and seminars held here were very interesting and encouraging to me. This main courtyard and this porch and the associations where pictures were published were very, very attractive to me."

Background conditions

Cultural tourism

Cultural tourism is a type of tourism that is growing in our country due to the capacities obtained from the historical background of cities and the antiquity of Iranian culture. This means that people choose their destination with the intention of meeting cultural attractions and with the aim of gaining new experiences and in order to meet their cultural needs. "Knowing the way of life", "knowing the intangible heritage" and "familiarity with art and architecture" are some of the concepts that tourists are curious and eager about. The Spanish family says of the "Manouchehri" residence:

"We came from the south of Spain and we were eager to see traditional Iranian houses and get acquainted with the original Iranian culture. Iran is magnificent and Iranians and their art are famous. We would like to eat traditional Iranian food and see the Iranian history. Iranian history is excellent and the architecture of this building is stunning."

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Geographical context of destination

The historical houses of Kashan are the manifestation of the efforts of the predecessors to live as appropriately aspossible. In the last few decades, the architecture and art used in the historical houses of Kashan have attracted the attention of domestic and foreign tourists and are considered as the most important tourist destinations. These buildings have been passed down from generation to generation over time and carry a special cultural burden. Attention to traditional architecture and heritage in the residences that represent the characteristics of the traditional city is one of the underlying factors in the process of forming the destination image. Tourists are looking for accommodation and "museum experience" in these places. A tourist talked about the experience of traditional life in the residence of "Mahinestan Raheb":

"I was looking for a place to rest for a few days and I just searched for a hotel that is traditional and I can live and rest for a few days like the past."

Interventional conditions

Tourist

Analysis of data from interviews with tourists, guides and tourism managers shows that factors interfere with the creation of a mental image of the accommodation in the online media and create a strong and positive, or weak and negative image of the destination. In this study, tourists choose traditional accommodation in Kashan as an attraction and destination for the purpose of cultural tourism, but their level of "media literacy", "education", "specialty", "preferences and cultural tendencies" are among the intervening factors.

Adib's tourism says about the impact of media literacy and raising awareness in the process of comparing accommodations:

"When I was searching the internet, I got all the information from Google images to Instagram to the accommodation website itself, even checking travelers' previous pictures and comments in TripAdvisor. Fortunately, cyberspace has many ways to get acquainted with the destination and it helped me to make good choices."

Management factors

Management factors, as an intervening factor, are effective in creating the mental image of tourists. The role of managers in managing the productivity of information technologies as well as the management of accommodation facilities is crucial to meet the needs of tourists. They can guide the branding process for the accommodation space by preparing programs and implementing advertising projects and, consequently, play a serious role in creating a positive image in the minds of tourists. However, managerial inadequacy can create a negative or distorted image. Managers use marketing tools to display the destination image on the web to support the accommodation image and compete with other destinations. This category consists of "Location Marketing", "Advertising", "Representation Management", "Infrastructure and Accommodation Management" and "Economic Management". One of the managers says about the challenges of managing and presenting the desired image of a destination online:

"Pages need to be constantly updated to get higher in search engines. We all know that website photos have the greatest impact, the quality of which has a great impact on marketing, for example, how to take a photo in addition to displaying certain elements in certain spaces. Our services should also make sense."

Strategies

Location-based assessment

Location-based assessment is another category related to the process. As the participants emphasized, in their evaluation of the place (residence), we can examine the concepts of "positive and negative feeling of space", "facing the differences of place" and "comparative view". The increase of travels makes tourists more open to places. It helps them to compare different destinations with each other. This comparative view also applies to representations of place in the media. The concept of facing the differences of the place shows that the specificity of a component in the space of the residence is a factor in the mental image of tourists of the

residence. A tourist says about the residence of "Ameriha":

"Because I travel a lot, I get used to it and compare it with foreign hotels. When I compare it with other accommodations, I make a better choice and decision, to see what the rooms and spaces are like ... here It is different from other hotels, I fell in love with the photos of this yard and decided to reside here ..... I constantly compared the prices and photos of the spaces again. I liked being here."

Online exchange and interaction

Participants talk about another category with the concepts of "participation" and "exchange content of tourist websites". They emphasized that they have gained a better understanding of places through websites that have created opportunities for them. Websites whose administrators in the content production process provide an intermediary environment for tourists to communicate simultaneously or at different times, and allow tourists to exchange content, are excellent at shaping the destination image for tourists. In other words, the influence of previous tourists and the representations they have in the media is one of the important components that tourists refer to in the process of forming a mental image of the residence. A tourist at the "Noghli Home" residence says about this interactive relationship:

"Well, I saw the photos from the website of this residence, but I also checked the comments. For, there is a guest menu, but it is empty and it can be filled their photos and opinions ... Usually, I do not choose a destination before checking the comments."

Implications

Upgrading the mental image

With the aim of staying in traditional residences, cultural tourists evaluate the place through experience based on location-based representations in cyberspace. This process positively affects the "perception of place in the media" before being present in the environment and the richness of the "online destination image". Depending on the causal, contextual and intervening conditions, the mental image of the destination can be created positively or negatively in the minds of tourists, which will lead to the choice of that destination.

A tourist in Sang-Pahlou says:

"To a large extent, with the information and photos I saw on the internet, I knew where I was going to visit, and I had a relative knowledge of my residence and my room "

Conclusion

With the aim of recognizing and interpreting the mental image of the destination in cyberspace, this study examined and identified the factors affecting the formation of the mental image of tourists from resorts in order to provide a way to promote this mental image. One of the main objectives of this study was to understand the architectural features that are represented in the media and affect the destination image. In this regard, the role of the concept of "location-based representation" and its components has been investigated as information sources in the process of forming of the image destination. Spatial representation in cyberspace provides an experience in understanding and recognizing the audience and examines the dimensions and characteristics of architectural representation in the media that can convey a new understanding of architectural images. Spatial representations are sources of information that are the most important motivating factor in the formation of the destination image. The richness of location-based representation leads to the formation of a more favorable overall image.

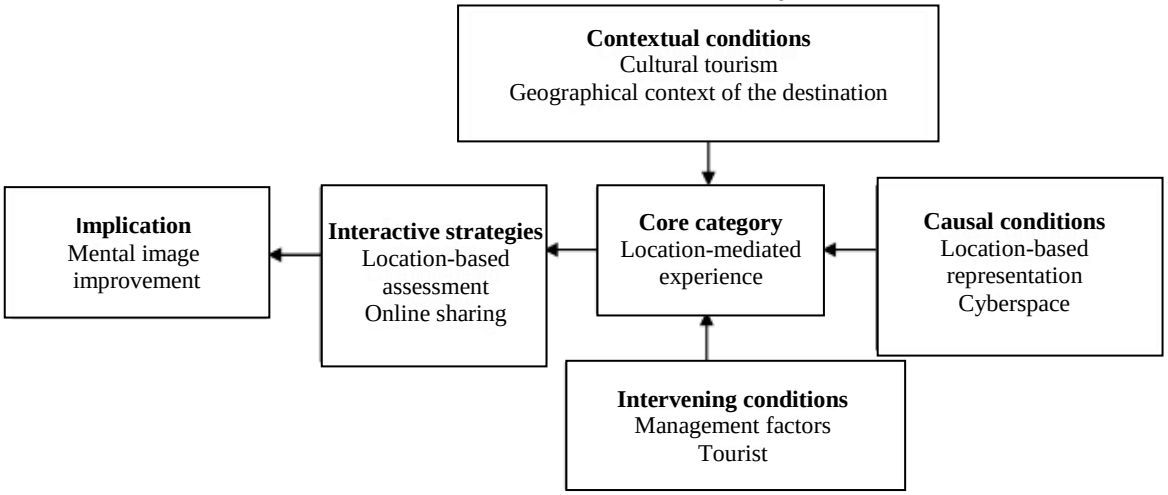
In the data theory method, in order to explain and interpret the relationship between the categories obtained from data analysis, a conceptual model was used in which the final categories and subcategories were divided into six categories. The core category, "location-mediated experience", is the result of integrating nine sub-categories in terms of conditions, strategies and consequences. The core category is formed at a level of abstraction that can semantically cover the sub-categories of research and provide a clear description of the phenomenon under study. It is frequently repeated in the initial data by the interviewees and also has analytical power to explain the phenomenon. Figure 2

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[DOI: DOI: 10.22034/40.173.149]

shows the relationships between the subcategory and the main category in the form of a paradigm model.

According to the above model, gaining experience through location for tourists is done as a causal condition under the influence of cyberspace and location-based representation. The poverty and richness of location-based representations can lead the process of location-mediated experience to dual positive and negative emotions in location-based assessment and the formation of favorable and unfavorable images. Spatial representation, by representing the physical features of the environment along with representing the meanings and displaying specific events and activities, is effective in creating a sense of place and shaping the desired destination image. Management factors and characteristics of tourists as intervening conditions reduce or increase the effect of location-based representation in creating a mental image in the experience mediated by location.



F2. Conceptual model of tourists' mental image of accommodation in the media

The findings of this study help to bring the mental image formed through the representation of architecture in the media as close as possible to the real perception of the environment.

The practical objectives of this study are recognizing the effective architectural components in creating the destination image, providing guidelines to improve the quality of building representation in the media, identifying effective factors in improving information effectiveness of tourism websites, identifying, achieving, prioritizing influential architectural components in environmental perceptions, and architectural synchronizing in the turbulent world of technology and communication.

The results of this research are expected to be useful in the fields of documenting historic buildings and teaching architectural representation. Based on this, suggestions for further research are provided below:

- Development of the concept of location-based representation, place-based experience and place-based evaluation in the body of architectural knowledge

Carrying out quantitative studies to test the effect of new factors obtained in this study in relation to the formation of the mental image of the building through various media

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