T.C

İZMİR KÂTİP ÇELEBİ UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

DEPARTMENT OF TOURISM MANAGEMENT PROGRAM

ASSESSMENT OF FOREIGN TOURISTS' EXPERIENCES IN IZMIR AND ITS VICINITY

Master Thesis

SELDA YESÜĞEY

IZMIR - 2019

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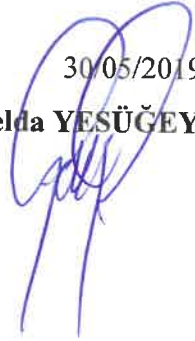**SECOND SUPERVISOR: ASSIST PROF. HAKAN BOZ**

IZMIR – 2019

DECLARATION

I hereby declare that this master's thesis titled as "**ASSESSMENT OF FOREIGN TOURISTS' EXPERIENCES IN IZMIR AND ITS VICINITY**" has been written by myself in accordance with the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honor.

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SINAV TUTANAĞI

Tez Sınav Jürimiz tarafından incelenen " *Assessment of Foreign Tourists Experiences in İzmir and Its Vicinity*" başlıklı tezli yüksek lisans tezi ile ilgili olarak jürimiz 30.04.2019 tarihinde toplanmış ve adı geçen öğrenciyi Tez Sınavına tabi tutmuştur. Sınav sonucunda adayın tezi hakkında OYBİRLİĞİ/ÇOKLUĞU ile aşağıdaki karar verilmiştir.
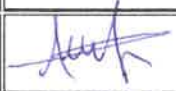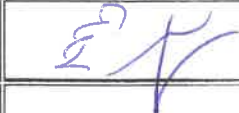
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ABSTRACT

Master Thesis

Assessment of Foreign Tourists' Experiences in Izmir and Its Vicinity

Selda YESÜĞEY

İzmir Kâtip Çelebi University

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Program

Today, with the rise of living standards, the increase in income and social rights, the increase in the level of distress and stress caused by urbanization and business life, the expectations, demands and preferences of the people have changed. In order to meet the changing expectations, demands and preferences of the people, it is necessary to plan different types of tourism in terms of countries and apply them in a policy framework.

Destinations have become an important product in terms of marketing. It is observed that the competitive advantage of the destinations has a significant impact on the economic and social development of the destination.

Izmir has a wide spectrum of tourism with its geographical location, diversity of historical and cultural resources, and infrastructure for mass tourism based on more customary sea and sand. For this reason, the expectations, perceptions and importance level of destination of foreign tourists on the characteristics of the city were examined.

The aim of this study is to measure the experiences of foreign tourists visiting to İzmir and its vicinity and to reveal these experiences and to contribute to İzmir's destination image.

Keywords: Tourist Experience, Destination, İzmir

ÖZET

Yüksek Lisans Tezi
İzmir ve Yakın Çevresine Gelen Yabancı Turistlerin Turist Deneyimlerinin
Değerlendirilmesi
Selda YESÜĞEY
İzmir Kâtip Çelebi Üniversitesi
Sosyal Bilimler Enstitüsü
Turizm İşletmeciliği Anabilim Dalı

Günümüzde yaşam standartlarının yükselmesi, elde edilen gelirin ve sosyal hakların artması, kentleşme ve iş yaşamının getirmiş olduğu sıkıntı ve stres düzeyinin artmasıyla birlikte insanların turizm faaliyetlerinden beklenti, istek ve tercihlerinin de değiştiği görülmektedir. İnsanların değişen beklenti, istek ve tercihlerini karşılayabilmek için ülkeler açısından farklı turizm türleri planlamak ve bunları aşama aşama bir politika çerçevesinde uygulamak gerekmektedir.

Destinasyonlar pazarlama açısından önemli bir ürün haline gelmiş bulunmaktadır. Destinasyonların rekabet avantajının, ilgili destinasyonun ekonomik ve sosyal kalkınmasında önemli bir etkiye sahip olduğu görülmektedir.

İzmir gerek coğrafi konumu, gerek tarihsel ve kültürel kaynaklarının çeşitliliği, gerekse daha alışılmış deniz kum güneş temelli kitle turizmine yönelik altyapısı ile geniş bir turizm spektrumuna sahiptir. Bu nedenle gelen yabancı turistlerin, şehir özelliklerine yönelik beklentileri, algıları ve destinasyona verdikleri önem dereceleri incelenmiştir.

Yapılan bu araştırmanın amacı, İzmir şehrine gelen yabancı turistlerin deneyimlerinin ölçülmesi ve bu deneyimlerin ortaya çıkarılması ile İzmir destinasyonuna katkı sağlanmasıdır.

Anahtar Kelimeler: Turist Deneyimi, Destinasyon, İzmir

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INTRODUCTION

Due to its structure, the tourism industry is constantly and rapidly changing. Countries, regions and destinations that want to take part in tourism activities should adapt to changing conditions and develop various strategies. Some conditions must be fulfilled so that a region or a city can become a tourist destination and have a name in the world tourism market. First of all, a road map should be drawn for the selected destination in order to be a tourist destination. This road map is the best place to be expressed. After preparing a tourism development plan for the destination, tourist products should be identified and promotion and marketing activities should be carried out around these products (Weber, 1997:11).

The fact that the tourism, which gained a monetary and massive event with dimensions reached, became democratized by spreading to the wider masses with the effect of the changing travel concept and the differentiation of tourism development axes, the fact that it gained an intercontinental feature with more distant travels caused the countries to increase the importance given to tourism. In addition to the monetary and real economic effects of tourism in the country's economies, the cultural, social and political functions of the country attract the interest of both developed and developing countries and change their perspective on tourism (Özdemir, 2007:6).

Developed countries use tourism as a social policy tool and aim to increase the welfare levels of their citizens as well as their standards, while developing countries use tourism as an economic policy tool and consider it as a priority sector in overcoming the economic bottlenecks and economic growth (İlban, 2007:47).

As a developing country, Turkey has faced in overcoming the economic downturn are taking advantage of tourism and tourism is seen as an economic policy tool. In this context; a rich tourist supply has the potential to be of undeniable contributions to the elimination of the balance of payments deficit effect of creating foreign tourism to Turkey, it also seems to be at the forefront of employment and revenue-generating effect of benefiting the purpose of tourism.

However, the planned development model with sun, sea and sand trio that adopted the mass tourism with the gravity of Turkey, can not go to a real sense of tourism product diversification, the year because of seasonal feature of holiday tourism can benefit a maximum of five months from tourism, quality service, increasing the number of tourists by selling cheap price that tourism cannot increase tourism revenues at the same rate.

CHAPTER I

CONCEPT OF TOURIST EXPERIENCE, TOURIST EXPECTATIONS, TOURIST PERCEPTIONS

1.1. Concept of Experience

When the literature is examined, it is understood that the experience is defined in different ways. Experience has been tried to be explained in a comprehensive way. According to the Turkish Language Association (2018); "all of the information acquired by a person over a period of time or throughout life is defined as experience. Oxford English Dictionary (2018) defines the experience concept as an event that has an impact on the person .

Experience is the knowledge, skills and attitudes that people gain through their immediate perceptions and activities (Rızaoğlu, 2012). Experience can develop according to individual perceived situations. The experience is different for everyone, it is personal and thus the experience is unique. Experience does not mean the event or the experience itself. Each experience consists of individual. At the same time and in the same place the event can be a different experience for two people. According to this, the concept of experience can be defined as the effect of the emotional and intellectual situation which includes the emotional, physical and spiritual reactions of the consumers related to a product and service.

1.2. Tourist Experience

There is an emerging literature on the tourist experience. The tourist experience has been described in different ways by the authors in the academia. Considering the experimental nature of tourism, there is an increasing interest in the literature and since the sixties the tourist experience has been studied extensively (Volo, 2009:111). In 1979, Cohen revealed the phenomenology of tourist experience. For understanding the concept of tourist experience, it is necessary to look at the definitions in the literature. The tourism event covers a process based on experience. In fact, there is a concurrance that the tourist experience is still researched within the tourism area. (Larsen, 2007:9). According to Larsen (2007:15) the tourist experience is an event of long-term memory of personal travel, the concept of tourist experience is quite complex psychological process. Li (2000:865) says that the experience of

tourism is an artificial and created consumption movement, a response to the problems of ordinary life, search for authenticity and a versatile entertainment activity. It has ben observed that tourist experience has changed according to people's motives, the environment they grow, their personality structures, their social characteristics and characteristics of the region or country they visit (Doğan, 2004:65).

However, this generally accepted meaning of touristic experience has changed with postmodern, and Feifer's (1985) post-tourist concept has emerged. In fact, Uriely (2005:201,202), in her study on touristic experiences, points out that the literature is changing from modern approaches to postmodern approaches. Features of this change; rethinking the difference of everyday life and tourism experience, orienting towards pluralist depictions from general tourist types, shifting from objectivity to subjective encounters in the narrative of experience as the determinant of experience, and ultimately turning from absolute academic discourse to relative and complementary interpretations. Kim (2010:783) reported seven experiential factors in terms of tourism experience. According to him, unforgettable markers; hedonism, relationship, innovation, significance, revival, local culture and knowledge.

Ooi (2005:60-63) describes the tourist experience on three pillars. These are emerge from the social and cultural background of people, experience consists of physical environment and activities, and the existential aspect of experience. Tourist experiences have five different modes, from the quest for fun to an existential search, and that the tourist types traveling with different modes are increasingly in search of experience (Cohen, 1979:182,190).
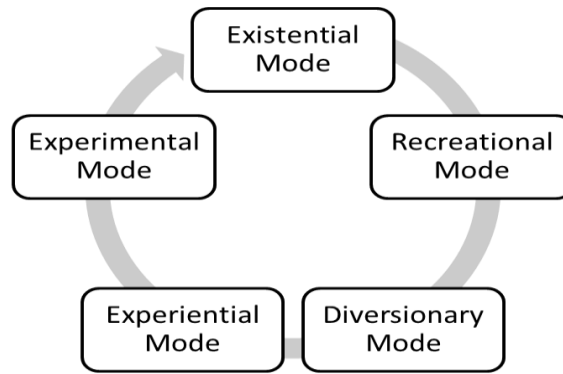
Figure 1. Cohen's Tourist Experience Modes, (1979).

- The Recreational Mode: Tourist emphasise on physical recreation.

- The Diversionary Mode: Tourist asks to forget his everday life.

- The Experiental Mode: Tourist looks for authentic experiences.

- The Experimental Mode: Tourist wants to contact with local people.

- The Existential Mode: Tourist wants to be involved lifesytle and the culture of the destination.

Among four tourist types "the organized mass tourist, the individual mass tourist, the explorer, and the drifter" identified by Cohen (1972) based on tourist' preference for novelty or familiarity. They prefer package tours and stay mainly within their 'environment bubble' of the familiar throughout the trip (Qi et al., 2009). Lepp and Gibson's (2003) study also revealed that mass tourists who seeks familiarity were the most risk averse.

In the same way or in other words, the elimination of differentiation (dedifferentiation) is the destruction, eradication and erosion of the created hierarchy (Odabaşı, 2004:43). According to Cohen (2012:310), this is a result of increased mobility. Increased mobility with technological developments has led to a change in people's perception of time and space. Now people can reach their desired situation and places in a short time. This situation reduced the difference between the future time and the present time perceived by the person, resulting in the desire to live the present moment has revealed the concept of time (Urry, 1999:38). From the point of view of leisure time, it is seen that with the desire of instant time, people do not

spend an absolute time for leisure activities and spread these activities throughout their lives.

On the other hand, with the modern approach, the distinctive feature of tourism is that tourism experience is different from everyday life experiences. According to this, in order to become a tourist, a certain period of time should go outside of the usual environment. However, as a result of the same process, it was difficult to determine the ordinary environment of tourists with absolute discourses (Jamal and Hill, 2002: 91-92). In parallel, Franklin and Crang (2001:6) mention that tourism has turned into a way of life: "Tourism is now an important dimension of global social life, it cannot be conceived as a situation that occurs only in tourist areas and that it should be away from the tourist's home"

1.2.1. Multiplication of Experience

The experience of fragmentation in tourism experience shows itself as diversification and multiplication of experience. As pointed out by Uriely (2005:200), in the initial studies of tourist experience, experience is generalized and explained. Later, it was seen that the touristic experience changed according to the motives of the people, the environment they grew up, their personality structures, their social characteristics and the characteristics of the region or country they went to (Doğan, 2004:59).

Tourist typologies emerged as a product of this perspective. According to the typology approach, tourists are in different categories according to certain characteristics. However, as we approach today, it is seen that these categories are fragmented within themselves and become more dynamic.

According to the fluidic identities approach proposed by Bauman , (as cited in Lamont and McKay, 2012:3) social identities and relations had relatively fixed meanings, but later on they became accelerated, fluid and fragmented. Therefore, it is difficult to examine the tourist experiences in the context of typologies. Nowadays, it is seen that a special interest tourist in the practice, wants to participate in mass tourism or a tourist of nature can be a tourist of culture in another time and place.

In the marketing literature, tourist experiences are used for the purpose of classification and identification within the scope of market segmentation. Market segmentation is to divide a market into smaller chapters according to different needs, characteristics and behavior, where separate marketing strategies or mixed elements are required. Market segmentation and tourist typologies need to be considered separately but interrelated. Micro markets are the structures that emphasize the uniqueness, diversity, plurality and personality of individuals through pluralization of experience. Tourism of micro markets is a special interest tourism. Tourism of special interest is defined as harmonized leisure and recreation experiences, which are guided by the specific interest patterns of individuals or groups (Akoğlan Kozak and Bahçe, 2009).

1.2.2. Originality of Experience

Authenticity is a concept of the nature of the tourist encounters provided by the sector as the determinant of experience, emphasizing the distinctive aspect of experience.

The concept of structural specificity has emerged, which explains that experiences of authenticity are more complex structures that can be affected by the expectations and beliefs of tourists (Uriely, 2005:200). The objective authenticity approach relates only to the properties of the object being displayed, while the structural specificity emphasizes the role of people in the occurrence of features relating to the displayed objects. Jamal and Hill (2002:82) emphasizes that personal originality should be considered in three sub-dimensions; emotional and psychological unique experiences related to perceptions, existential original experiences that can be explained by phenomenological approaches, and finally, original experiences of fake objects related to interpretations.

As in many issues, the posture of postmodernism is observed in terms of originality. According to Cohen (2012:311) while the search for authenticity in the modern era is an important component of the experience, most tourists know that there is no original experience due to the homogenization of the postmodern period. In the same study, Cohen (2012:314-316) discusses two categories of postmodern tourists seeking originality. The first is tourists away from objectivity, seeking an

existential originality based on perception through simulations in which hyper-reality is built. Experience in theme parks is the best example of this group. In the other group, there are tourists who are looking for unique experiences other than the existing tourism system. These tourists turn to high-cost activities. Although the search for out-of-ordinaryness is specific to modernity, it is seen that this group has postmodern characteristics by making symbolic consumption.

As it is understood, when the theoretical development of originality is examined, the source of specificity is explained by a subjectivity based on personal perceptions rather than objectivity. The concept of performance comes to the fore when explaining how subjective experiences are achieved. According to Knudsen and Rickly-Boydlya (2012:1254) authenticity is experienced with tourism performance.

It is possible to read the effects of social relations in the form of symbolic consumption. Postmodernism as an individual consumer, the social structure of the location and consumed by the products that are consumed and evaluated (Odabaşı, 2004:360). As a matter of fact, tourists began to demand tourism products that would show their status, express themselves and reflect their identity (Akoğlan Kozak et al., 2013:9). From this point of view, the consumption consumed by the tourists in order to have symbolic meanings related to a social structure can be considered as an important component in the perceived specificity of experience.

1.3. Tourist Expectation

Expectation plays an important role in explaining the behavior of individuals. Expectations are defined by tourists as the possibility of positive or negative situations that may occur during an experience. Tourist expectation is one of the main and important variant in the tourism sector (Sadeh, et al. 2012:1558). Expectations are constantly changing because tourists are aware that services in the tourism sector develop and diversify tourist expectations directly affect the satisfaction rates of the services received. (Aliman, et al. 2016:175). Expectations vary from person to person. The level of customer expectations is determined by the accumulation of experience. When previous experiences are positive, expectation level is high and expectation level is low when previous experiences are negative.

For this reason, customer satisfaction is defined as the harmony or incompatibility between the expectation and the performance of the service (Burucuoğlu, 2011:16).

Specific customer expactations regarding the level of service are intangible because the actual service encounter connot be experienced in advance. The customer does not have the opportunity to test or experience many aspects of the product, such as its price, quantity and duration. The expectations of pricing and service quality are usually based on either similar services consumed earlier or on broad assumptions alone (Boz, et al., 2017:120; Kapoor, et al., 2011:79).

In general meaning, trends and prospects in the tourists' are naturally, historical, cultural and social environment recognition request, the desire to have fun, rest and feel at home, tolerance and uncontrolled desire to live, security (safety of life and property) and not to feel alienated, comfortable living conditions, satisfaction of service quality and convenience in administrative procedures (country entry and exit) (Bauman, 1996, as cited in Lamont and McKay, 2012:317).

For instance hotels with weak signal strength, no connection problems and interruptions are important for tourists and the facility has a direct impact on the overall taste. The guides have great duties, contributions and responsibilities in the tourism industry. The high and versatile guides are another point of interest for tourists. Easy access to the accommodation, safety of accommodation facilities, ease of access to the center and historical places, public transport system are important for tourists. It is important for parents to ensure that children do not get bored during the holidays. Large areas where children can have fun during the day are another factor affecting the choice of the facility.

1.4. Tourist Perception

Perception is defined as the process in which physical senses are selected, organized and interpreted (Solomon, et al, 2006:36). Perception is the process of organizing and interpreting sensory impressions of individuals to give meaning to their environment (Robbins and Judge, 2012:166). According to him, the three main factors affect the perceptions of individuals. Factors in the situation are the factors in the sensor and the factors in the target. Tourists can vary from tourists to tourists by perceiving taste, nature and nature with five senses and perceptions. For example, the

same service of a star class hotel can be perceived in different ways by different tourists. Therefore, perceived service quality can directly affect the satisfaction of tourists. If tourists can fully meet their needs during the holiday consumption at the destination, the tourist will be satisfied otherwise the tourist will not to be satisfied, when holiday experiences exceed tourists' expectations, the tourist will be happy (Gnanapala, 2012:38).

Tourist perception constructs has been influenced by factors like historical and cultural attractions, destination affordability, travel environment, natural attractions, entertainments and infrastructure (Bauman, 1996, as cited in Lamont and McKay, 2012:317) .

Image further defined as the sum of beliefs, impressions, ideas and perceptions that people hold of objects, behaviors and events (Crompton, 1979:412). Destination image defined as "the overall perception of the destination that is formed by processing information from various sources over time (Alegre, 2010:57). Ideas or perceptions held individually or collectively about a destination by people (Evans, 1989). Image defined as the sum of beliefs, attitudes, impressions that a person or group has of an object and impressions may be true or false, real or imagined (Carman, 1990:39).

Tourist Perception	Travel Environment Natural Attractions Historical&Cultural Attractions Accessibility Infrastructure Relaxation Price&Value	Destination Image	Attractions Accessibility Lodging Dining Environment Shopping Events& Activities	Tourist Satisfaction	Revist Word of Mouth Recommend Others	Destination Loyalty
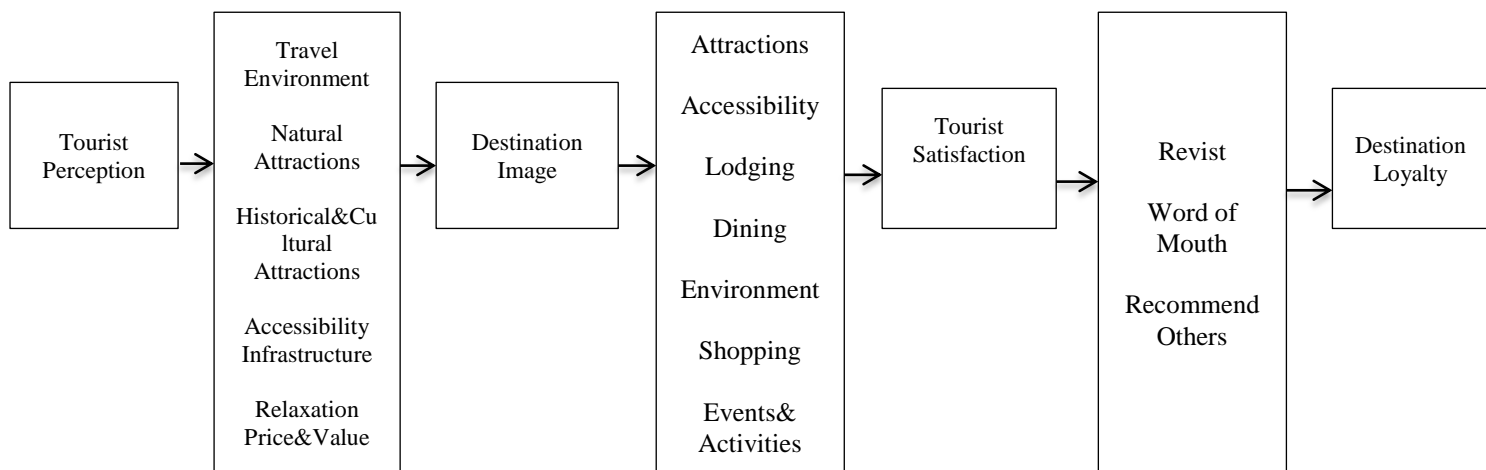
Figure 2: Impacts of Tourist Perception, Destination Image, Satisfaction on Destination Loyalty

Source: Rajesh, R., (2013)

The target selection process is greatly influenced by the motives, attitudes and perceptions of tourists. The perceptions of the visitor regarding the quality of a destination, the satisfaction of their experience, and the resulting behavioral intentions are of vital importance for successful destination management and marketing (Zabkar, et al, 2010:537).

1.5. Tourist Satisfaction

Satisfaction is created by comparing the expectations of the customer before and after consumption. In the context of tourism, satisfaction is called as a function of pre-travel expectations and post-travel experiences. Tourists are satisfied when they can carry their experiences beyond expectations. (Aliman, et al, 2016:174).. Tribe and Snaith (1998:27) described the satisfaction of tourists from a destination as the degree of a tourist's assessment of the qualities of this destination as exceeding their expectations for these qualities. Satisfaction is recognized as a post-purchase structure about how the consumer likes a service or a product after experiencing it (Woodside, et al, 1989:6). In the holiday evaluation, visitors are familiar with the needs of the purchasing process, searching for information, evaluating alternatives and selection stages. Because at these stages there is an expectation about the visitors to buy and the holidays they will gain experience and these expectations are compared with the perceived holiday (Koç, 2017:18).

1.6. Tourist Revisit Intention

When the related literature is examined a large number of articles on different views of the revisit are seen to increase. It has been tried to understand why tourists have revisited the destination in most of the studies. Revisit intention is an important phenomenon in tourism. Revisit tourists were calculated to be more than half of the total number of tourists in many places. Past behaviors are related to future buying behaviors and intentions. Revisit intention can be defined as the desire of tourists to go back to the region after a visit to a destination (Pratminingsih, et al, 2014:19). It is observed that repeated behavior is the best estimate of future behavior in the field of psychology. (Morais ve Norman, as cited in Petrick, 2001:42). Gitelson and Crompton (1984) have stated that there are five factors that can motivate the revisit (as cited Wang, 2004: 101);

1- The risk of dissatisfaction reduces the revisit,

2- Provides an assurance to find various people,

3- Emotional connection of family,

4- Experiencing some specific aspects of the attractive location can exclude the previous attractive location,

5- If tourists provide the experience of satisfaction, it will be the preferred choice.

1.7 Tourist Recommendation

Indeed, regardless of whether or not they revisit a destination themselves, tourists can recommend the destination to their family and friends. Furthermore, the literature points to this variable as the most credible informative agent in the process of choosing a holiday destination (Agapito, 2011:34). Recommendation intention could be observed as an indirectly measured loyalty or/and in the conative stage. In the tourism context, the degree of destination loyalty is reflected in tourists' willingness to recommend the destination to others and the intention to revisit (Oppermann, 2000).

CHAPTER II
İZMİR AS A TOURISTIC DESTINATION

2.1. Concept of Destination

According to the definition of the Turkish Language Association (2019), while the destination is the place to arrive, the destination is the place of a journey regardless of its purpose in the dictionary of tourism terms (2019). The destination is the designated place, chosen as the point where the person intends to travel or to reach (İçöz and Başarır, 1996:15).

A broad definition of tourism destination is a nationally small, nationally-branded national area with a certain image in the human brain and a number of important tourist attractions, festivals, carnivals, a good transportation network established in the region. It is defined as a region with sufficient geographical area for development potential and development of touristic facilities (Tosun and Jenkins, 1996:521).

The destination is one of the most important combinations of the tourism sector. According to definition by (Buhalis, 2000:98), the destination is the combination of the goods, services and holiday experiences offered at the local scale. In addition, (Buhalis, 2000:97) stated that the concept of destination is a perceptual concept that may be interpreted subjectively according to consumers' travel routes, cultural backgrounds, visit targets, education levels and past experiences.

In order to be able to talk about a tourism destination, a certain brand, which has the same culture, climate and natural conditions, has natural and cultural riches, has developed activities specific to the region that can be offered to customers, has accommodation, nutrition, transportation and communication facilities, and geographic area with image (Bahar and Kozak, 2005:78).

Hsu, et al., (2009) considered the destination to be man-made products such as climate, mountain, beach, scenery, natural and historical buildings, hotels, package tours, sport and recreation opportunities outside of geographic areas such as country, island or city. Tourists' choice of destinations is influenced by different factors. Revealing one's behavior and the concept of motivation, which expresses the guiding

psychological / biological needs and desires, are classified at two basic levels, one that pushes and pulls tourists in the field of tourism (Uysal ve Hagan, 1993). According to this; While pulling factors are related to the characteristics of the destination, the pushing factors are more intrinsic, psychological factors (Um and Crompton, 1990; Mansfeld, 1992; Ryan and Glendon, 1998; Yoon and Uysal, 2005). According to Jang and Cai (2002) pushing factors awaken the desire to travel in individuals, while pulling factors determine where, when and how they travel. Crompton (1992) mentions that the destination is preferred if the pulling factors meet the pushing factors, the options are determined by pulling factors, afterwards, the alternatives that do not satisfy personal needs or preferences are eliminated. Goodall (1991) also pointed out the importance of the financial situation. According to Nicolau (2011), one of the most important factors affecting the tourist decisions is the price, which is influenced by the low-cost approach that is becoming increasingly common in airline, cruise and accommodation business choices.

2.2. The Tourism Potential of İzmir

Among the supply elements, the one that has the most power to affect tourism is called "attraction". Attractiveness, the unique characteristics of a region, the tourist's preference of the region to create the touristic potential in other words. As a common criterion in the exploration of touristic potential, natural attractions, historical-cultural attractions, infrastructure, urban equipment and tourist equipment are discussed. Tourism demand, income level and increase in leisure time started to move towards different areas together with advancing technology (Emekli, 2006:54).

İzmir is a city that attracts attention with its historical and cultural potential. Izmir is the third largest city of Turkey; in addition to being a modern and developed city, it is an important center of culture, art, tourism and trade (İzmir Provincial Directorate of Culture and Tourism, 2019). İzmir province has a geography surrounded by the Madra Mountains and Balıkesir Province borders, Kuşadası Bay and Aydın Province in the south, Çeşme Peninsula in the west and İzmir Bay and Manisa Province to the east. As Izmir hosts many civilizations with its heritage from the past, is a city with many cultures. From the Ottoman period to the present it is seen that the peoples who have different cultures live together. The city, which is one of the most important port cities of the Aegean Sea in history, became a center of

science and art in Antiquity. In the centuries of life journey from Smyrna to Izmir (which was known to be 5000 years old), it was understood that the Yeşilova mound, which was unearthed in Bornova Plain, was the oldest settlement center not only in İzmir but also in the Aegean Region. It was discovered that the mound began to settle at 8,500 years ago (Yeşilova Höyük, 2019). With this important feature brought by the history of İzmir, it meets the social conditions that should be included in a tourism destination representing the global peace at the highest level in our age when the conflicts between nations and religions have escalated (İzka, 2019). Nowadays, with the advantage of this feature has attracted industrial investments has become an important industrial city.

Izmir is a city with a high tourism potential with its natural and cultural attraction forces, touristic supply capacity, current and developed touristic products. İzmir is a candidate to be an attractive tourism city if its new touristic products will be developed along with the existing products to be improved within the framework of a consistent tourism planning and supported by effective marketing activities. In Turkey, one of the destinations where tourism first began, although Izmir, the city is not a center of attraction, is located in the place it deserves, and in particular of Izmir tourism 1990's according to the period of pause entered with the year, although currently in a better position, experienced since that time it is known that development has not reached the desired level. Although there are quality accommodation facilities in Izmir, which has a rich tourism potential with natural and socio-cultural data, the lack of touristic products with holiday and tour attractiveness, the insufficiency of the existing ones, the low number of tourists, the not attracting tourists to the city, the average overnight stay. it causes a low number. The most important factor in the emergence of such a result is the lack of activities that will allow tourists to spend time in the city center and the fact that tourists cannot find anything to do after a while. In other words, the lack of touristic products, low awareness of Izmir and the lack of publicity due to reasons such as lack of publicity, make it difficult to increase the number of tourists (Pırnar, 2005:48,49).

In order to have the desired level of development in the tourism sector, İzmir should be marketed as a destination and implement touristic product diversification

strategies that would enable tourism to spread throughout the year. The development planning and management strategies of tourism sector in İzmir should be established. For the coordination of these activities, a tourism destination management/ marketing organization esi should be established in the province under the leadership of the public and private sector. Market and marketing researches should be conducted for the development of the tourism sector under the leadership of this organization (Meriç Özdemir, 2007:311).

Izmir has been developing rapidly in recent years. When we look at the Izmir region, there has been a significant increase in the number of foreign tourists coming along with the development of cruise tourism. İzmir is a province which attracts attention with its natural beauties, historical and cultural places. The climate of Izmir has always been an important advantage throughout history, in terms of tourism. With its nature and culture, İzmir has been an important focus of tourism throughout history. It attracted many people with its trade and fair. Summer has always been the focus of tourism with its warm climate.

MONTHS	YEARS			% CHANGE	
	2016	2017	2018	2016/2015	2017/2016
JANUARY	16397	13 330	24330	18,70	82,52
FEBRUARY	18989	16 442	27 923	13,41	69,83
MARCH	37154	27 846	24818	25,05	-10,87
APRIL	37925	43 211	47039	13,94	8,86
MAY	66015	57 378	75264	-13,08	31,17
JUNE	73226	94 325	139679	28,81	48,08
JULY	135271	157 459	245724	16,40	56,06
AGUST	111838	146 900	168799	31,35	14,91
SEPTEMBER	76603	105 279	129191	37,43	22,71
OCTOBER	62989	62 447	83301	-0,86	33,39
NOVEMBER	16691	17203	24175	3,07	40,53
DECEMBER	19201	21.990	31333	14,53	42,49
GRAND TOTAL	672299	763810	1021576	13,61	33,75

Table 1. The Number of Foreign Visitors in İzmir.

Source: İzmir Provincial Culture and Tourism Directorate (2019).

Table 1. shows the distribution of foreigners who visit İzmir year by year. According to this data, it is observed that there is an obvious rising from 2016 to 2018.

2.3. Diversity of Tourism Activities in İzmir

In recent years it has seen the development of many alternative types of tourism both in the world and in Turkey. The change in the expectations of the tourists over

time, pushes them to search for new quests. The concept of alternative tourism that emerged as a result of all these searches has led to the change of traditional holiday concepts and the emergence of new types of tourism (Ulusan and Batman, 2010:243). The concept of alternative tourism has been proposed as a new solution to guide all future tourism developments. The concept of alternative tourism refers to a product offering different from mass tourism. This product is a slow developing tourism mobility, taking into account the appropriate profitability, long-term programs to provide tourist development, resistance to change, respect for the environment values and environmental integration is expressed (Avcı, 2011:1).

According to the Izmir Provincial Directorate of Culture and Tourism, the types of tourism in İzmir are as follows;

- Cultural Tourism

- Faith Tourism

- Sea Tourism

- Health Tourism

- Thermal Tourism

- Congress and Fair Tourism

- Rural Tourism - Eco Tourism

- Winter Tourism

- Gastronomy Tourism

(www.izmirkulturturizm.gov.tr).

2.3.1. Cultural Tourism in İzmir

Culture is a whole of material and spiritual values of a society, also argue that culture is a whole with all kinds of knowledge, interests, habits, value judgments, general attitudes, views and all behaviors present in society (Turhan, 1994:45).

Culture is defined not only as science and literature, but also as a phenomenon that includes lifestyles, basic rights of people, values, traditions and

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beliefs (Uygur and Baykan, 2007:1). Culture, an element of identity, is a concept that covers the tradition of the society, its way of life, its customs, its habits (Duran, 2009:18-19). According to the United Nations World Tourism Organization, 37% of international tourists travel for cultural purposes. As a general theme, culture has attracted a certain share of almost all tourist groups (Öter and Özdoğan, 2005: 129).

The history of cultural tourism is based on old times. In the early periods, cultural travels, which were made for education and religion, developed in line with the different tendencies that occurred in parallel with the changes in leisure and holiday concepts, especially in post-industrial societies. Cultural tourism, which is an important alternative tourism type for countries, is a form of tourism whose emphasis is on the protection of cultural values as well as its income-generating effect (Öztürk and Yazıcıoğlu, 2002:189).

When we examine the terms of the cultural tourism potential of Turkey, there have extremely rich value. However, although cultural tourism in Turkey has more value than many countries rich cultural tourism in Turkey has not improved to the desired level. One of the most important reasons for this is the fact that only the sea, sun and sand trio are given importance in the promotion and marketing activities.

In terms of cultural tourism potential of Turkey, due to the geography of the world's oldest civilization it has hosted. Even the cultural riches that have been discovered are dazzling. However, it can be seen that all these riches could not be evaluated sufficiently and this type of tourism remained in the shadow of holiday tourism (Kızılırmak and Kurtuldu, 2005: 100).

İzmir's natural, historical and cultural riches as well as its geographical location, metropolitan city identity, international port and fair can be considered as conditions supporting cultural tourism. The importance of İzmir, which is known as the most interesting place in the cultural tourism of the Aegean Region, is due to the fact that it has world-famous ancient cities such as Selçuk-Efes and Bergama. (Emekli, 2003:40).

Although Izmir has recently started to tourism in its current sense, when we examine its historical features, it is always seen that it is intertwined with tourism. Cultural tourism areas in Izmir are as follows;

- Acropolis of Smyrna (Kadifekale)

- Historic Kemeraltı Bazaar

- Agora

- The Clock Tower

- Ephesus

- Phokaia (Foça)

- Kolophon

- Lebedos

- Klazomenai

- Erythrai

- Teos

- Pergamon

- Metropolis

- İzmir Archaeology Museum

- İzmir Ethnography Museum

- Ephesus Museum

- Pergamon Museum

- Çeşme Archaeology Museum

- İzmir History and Art Museum

Ephesus Ancient City: Ephesus and its surroundings have the potential to become an important destination in terms of cultural tourism with its touristic supply sources. Ephesus, which is one of the rare ancient cities that has been inhabited uninterruptedly since ancient times, is known as an important center of culture, art and civilization in every period. It has a history of Greek and Roman cultures. (Eser,

et al., 2012:30). The cult center Artemision, which is famous as one of the Seven Wonders of the Antiquity, was dated to the 8th century B.C.. The Church of Mary, where the Ecumenical Council took place, where Mary was accepted and announced as the mother of Jesus and where one of the apostles of Jesus Christ, was written. The Virgin Mary House, which is now regarded as a pilgrimage site by the Christians, and the Islamic structures built during the Beyliks period, Ephesus are also a unique accumulation which still stands today in terms of religious history (Cultural Assets and Museums General Directorate, 2019).

Acropolis of Smyrna (Kadifekale): Today called Kadifekale, wa built on Mound pagos and outskirts in Hellenistic Period. Kadifekale used throughout the Roman Period and housed various public buildings, has been restored many times in Byzantine Period as important factor in the defence of the city. Kadifekale has been an important part of the city until the end of the 17th century and many additions has been made to the buildings during Turkish Period. A cistern built in Byzantine Period and a mosque is the remaining civil buildings at Kadifekale today (Göncü, 2013:6).

The Clock Tower: The Clock Tower, located in Konak Square and the symbol of Izmir, was built in 1901 to celebrate the 25th anniversary of the Ottoman Sultan Sultan Abdülhamit II's accession to the throne. The clock of tower was given as a gift by the German Emperor Wilhelm II (Izmir Provincial Directorate of Culture and Tourism, 2019). It is the most monumental example of orientalist structures.The Clock Tower rises on a cross-shaped platform, each floor showing its integrity. The base of the 25-meter-high 4-storey building has an octagonal plan and is designed as a water structure with polygonal corners. (Ersoy, 2000:278). It is the common meeting point of the people in İzmir as well as the interest area for domestic and foreign tourists.

2.3.2. Faith Tourism

Visiting the holy places by tourists from these religions and evaluating them within the tourism phenomenon is defined as faith tourism. It is a fact that people travel to reach pilgrimage, see holy places and achieve spiritual satisfaction as a requirement of their beliefs. (Sargın, 2006:3). Faith tourism which emerged as an

alternative type of tourism is a kind of tourism which started with the ancient times and emerged with the orientation of people to the sacred places.

Faith tourism is a kind of tourism which is created by the religious beliefs of one's own beliefs or other beliefs, performing religious duties, observing the religious rituals of different religions or consuming touristic products during their travels to faith centers (Çakmak and Isaac, 2012:127). The fact that people travel for religious purposes is an important factor that leads people to travel in every period of history. The sacred areas and sanctuaries that were unearthed by the archaeological excavations show that thousands of years ago, people came together because of their religious feelings (Olcay and Albuz, 2016:4).

Izmir, which has hosted important civilizations throughout history, is one of the most important cities of our country in terms of faith tourism as a place where religions and people with different beliefs live side by side (İzmir Provincial Directorate of Culture and Tourism, 2019).

Within the context of faith tourism, İzmir is the city that has three of the first seven Christian communities in which Christianity is spread. Important faith tourism centers in Izmir are as follows;

- Virgin Mary House

- Basilica of Saint Jean

- Church of Saint Polycarp

- Church of Saint Vukolos

- Beth Israel Synagogue

- Shalom Basin

- Cave of Seven Sleepers

- Red Basilica

- İsa Bey Mosque

İzmir has sufficient tourism supply in terms of faith tourism. People who visit the holy places for faith tourism need places where they can pray and feel the spirituality of these places. If there is a need for churches and synagogues in İzmir, such prayers should be added. In order to use the faith tourism potential of İzmir, it should be discussed with professional travel agencies and tour operators (Avcı, 2011:124).

2.3.4. Coastal (Sea) Tourism

Sea - sun - sand trio effect continues in todays tourism varieties. Sea tourism is a type of tourism that demand the maximum in Turkey. A significant portion of tourists who visit Turkey (about 90%) is traveling with the intent to sea tourism (Akoğlan Kozak, et al,2014: 18). In our country, sea tourism revenues constitute approximately 20% of general tourism revenues. Sea tourism and coastal tourism are the most demanded tourism types in Izmir. Sea tourism facilities are widely used in our province which has 629 km of coastline in the Aegean Sea and 101 km of it is completely natural beaches. Due to its long coasts, clean sea and sandy beaches, blue flag beaches, natural and historical beauties as well as convenient climatic conditions, İzmir is highly suitable for this type of tourism. Coatlines and beaches in İzmir are as follows;

- Çeşme

- Karaburun

- Sığacık

- Balıklıova-Mordoğan

- Urla

- Özdere

- Pamucak

- Çandarlı

- Dikili

- Foça

2.3.5. Health (Medical) Tourism

One of the reasons that lead people to tourism is undoubtedly health. This factor sometimes occurs in order to regain lost health, and sometimes to maintain long-term health (Öztürk and Yazıcıoğlu, 2002). The primary objective of health tourism is to cover all kinds of travel activities to improve or maintain health or to remedy a health problem (Özsarı and Karatana, 2013:137).

Increasing the average age of the world population, shortening of working hours due to industrialization and increasing acceptance of alternative health methods increase the demand for health tourism (Sandıkçı, 2008: 1). There are two main objectives of health tourism: First, to mediate the relief of the urban people and the relief of various health problems; the second was to contribute to the total national income by creating a variety of added value by stimulating the domestic and foreign tourism of the country (Özkurt, 2007:124).

According to the resources of the Ministry of Health, there are three main types of health tourism in Turkey. These include thermal and spa-wellness tourism, elderly and disabled tourism, and medical tourism.

İzmir, within the scope of health tourism; from prehistoric times to today, it has had serious potential for medical tourism. Today, the presence of medical faculties in many universities in İzmir, the presence of specialized doctors and specialist health teams in accredited hospitals and public hospitals, the fact that all kinds of surgical intervention and even organ transplants can be made easily, we have a significant potential in health tourism and the sector is a sign of rapid growth

2.3.6. Thermal Tourism and Spa-Wellnes Tourism

Thermal tourism is due to the use of mineral waters with molten minerals in terms of resting, treatment and other purposes. It has become a tradition for people to use thermal water resources for centuries to overcome their various discomforts. The term SPA; It consists of the initials of the Latin Salus Per Aquam and refers to the health that comes with water. The term SPA; It refers to the health coming from the beginning of the 19th century when water is used in different ways for treatment purposes (Ministry of Health, 2019).

Turkey ranks seventh in terms of thermal sources. İzmir contains important thermal resources. Balçova Agamemnon, Allianoi, Asklepion, Karakoç, Çeşme-Şifne (Reisdere), such as many springs have been healing since ancient times, the city continues to function the same today. Across the province; thermal sources with different temperature ranges (27-153 ºC) and high flow rates are available. In addition to these properties, the thermal waters being close to the surface provide a great competitive advantage against other thermal areas (İzmir Provincial Directorate of Culture and Tourism, 2019).

2.3.7. Congress and Fair Tourism

Congress tourism; is a collection of events and relationships that occur in travels and stays where people from the same or different professions travel out of the places where they live and work continuously in order to exchange information about their professions, a specific scientific area or subject within the framework of a short, limited and definite program (Çakıcı, 2009). Congress tourism is a tourism activity that involves people coming together because of any business organization, including transportation, accommodation, travel, recreation and relaxation (Atabaş, 2008). Congress tourism is a multifaceted type of tourism. There are not only meetings in a congress program, but also activities such as entertainment, shopping and sightseeing are planned, with the exception of the meeting. Therefore, congress tourism has a significant impact on some other types of tourism (Aymankuy, 1997).

Izmir, a port city where trade relations have been intense throughout its history, also hosted the first exhibitions of the country's history. The "Numune Meşheri" organized during the İzmir Economics Congress was renamed as "9 Eylül Meşheri" (9 September Local Exhibition) and these exhibitions were accepted as the 1st İzmir International Fair. Turkey's first international fair of Izmir International Fair "Kültürpark" was hosted. The fairİzmir was established on March 25, 2015 in order to respond to the potential of increasing trade fairs, to create a platform for world fair standards and to maximize sectoral interaction.The most important advantage of İzmir is that its geographical location and climatic conditions are very convenient for congress tourism. The congress organizers also choose the city to be convened, while the climate conditions generally favor the appropriate regions. The climate has a moderate impact on congress tourism. The ease of access to Izmir and

the variety of transportation facilities, the presence of highways, airlines, maritime and railway connections, as well as the presence of the metro network in urban transportation are important for congress tourism. (İzmir Provincial Directorate of Culture and Tourism, 2019).

2.3.8. Rural Tourism - Eco Tourism

Rural tourism is a type of tourism that is intertwined with rural settlements and based on natural resources. Because of its many positive effects, the importance of tourism as an alternative or complement to the existing tourism types in developed or developing countries is better understood with each passing day (Soykan, 2003). Rural tourism can be defined as the whole of the events and relations arising from temporary accommodation of people by visiting the rural areas outside the places of permanent residence, demanding the agricultural products produced by the agricultural producers, minimizing their desire to increase the amount of money in the region (Küçükaltan, 1997:212).

Rural tourism is a kind of tourism developed due to interest in natural life and agricultural values. Rural tourism is defined in the studies carried out by the European Union as follows: "Rural tourism is carried out in small settlements where small-scale enterprises, which provide accommodation, food, beverages and other services in line with their expectations, are provided to tourists who are aiming to spend their time by being surrounded by agricultural or local values activities" (Morgül, 2006:61).

Rural tourism; It is also of great importance for local products to be evaluated on-site, to stimulate entrepreneurial spirit, to encourage dialogue and solidarity between urban and rural areas, and to play a role in establishing partnerships with local, regional, national and international organizations and state institutions (Ataberk, 2017:155).

İzmir has extremely attractive rural geographic views at various elevations from the sea level to the 2159 m peak of the Bozdag in the Aegean coast. Bergama-Kozak Plateau, Karaburun, Kemalpaşa- Alaş Kımız Farm, Tire, Ödemiş, Çeşme, Seferihisar, Urla and Şirince are the main places where rural tourism develops in İzmir.

Ecotourism is an approach or attitude that assures the sustainability of the natural resources of the earth, while supporting the economic development of the local population while preserving its social and cultural integrity (Ecotourism and Sustainable Tourism Association, 2019). The natural assets of a country, the number and diversity of these assets constitute the greatest attraction for tourists to come to that country. In Izmir, which is an important destination in the field of ecotourism, mountaineering, trekking, cave tourism, orienteering, horseback trekking, bicycle tourism, botanical tourism, plateau tourism, bird watching (ornithology), air sports, agro tourism, camping caravan tourism are most featured activities. There are 180 eco-tourism routes suitable for eco-tourism which can be discovered so far in Izmir.

2.3.9. Winter Tourism

Winter tourism is a kind of tourism that gains weight in the snow that can take snow in the mountains due to snowfall. Winter tourism is suitable for skiing, snow conditions and slope areas are suitable for travels, accommodation, eating-drinking, recreation, entertainment, traveling and seeing activities such as all the activities of a certain period of the year (İlban, et al, 2008). Skiing, which comes to mind when it comes to winter tourism, is one of the most important factors in the development of winter tourism. For this reason, it is one of the places where winter tourism can develop with a certain height, skiing and other factors (Altaş, et al, 2015).

The fact that winter tourism is carried out in the winter months also contributed to the spread of tourism for twelve months, especially for the countries where coastal tourism is carried out and winter tourism allows the evaluation of idle areas, such as mountainous areas, to create demand for tourism in the bubbles and to gain share from the tourism industry.

The only example we can give for winter tourism in İzmir is Bozdağ. Bozdağ, geographic location in terms of having a lot of forest, natural beauties, picnic and recreation areas in the town with the focus of attention of domestic and foreign visitors. In addition, the Bozdağ Ski Center, which is considered to be the Uludağ of the Aegean, has also made the region a center of attraction. Ski resorts in Büyük Çavdar Plateau constitute an important place for winter tourism. It is an ideal place

for those who want to do winter sports. Accommodation can be made at all facilities. Skiers can climb up to the peak with a cable car. There is a long ski track from the summit of Bozdag. Also for mountaineering sports, altitude 2157 meters peak is a good climbing place (İzmir Culture and Tourism Association, 2019).

2.3.10. Gastronomy Tourism

Gastronomy tourism is defined as strategically effective activities that play an important role in the development and the image of the local people and the place where the activity is carried out and which play an important role in the promotion of the region and countries with its wide and high awareness of the effect of activity (Bucak and Aracı, 2013). UNWTO has defined "gastronomy tourism" as a combination of recreational experiential activities related to food and beverage, aimed at entertaining gastronomic destinations. These activities include gastronomic festivals, markets and food production locations, food fairs, food shows, local and quality food experiences. The gastronomic richness of a destination and the importance of culinary culture as a tourism product are increasing day by day. Gastronomic experiences are becoming one of the most important tourist activities for tourists traveling to a destination.

Gastronomy tourism is a very old phenomenon. Thousands of years ago, people who trade with silk and spice paths, who have tried to reach spices, olive oil and wine, have been replaced by people who prefer to experience and taste rather than trade. Located in a fertile geography due to its climate and soil conditions, İzmir has a variety of products that can be seen in a few places in the world. The Aegean and especially Izmir also have a culinary culture that has been transmitted from generation to generation throughout history. Traditional İzmir cuisine is influenced by Ottoman, Greek, Jewish, Italian and French cuisines. Olive oil is one of the basic elements of İzmir cuisine, which offers a wide variety of gastronomic and varied choices of herbs, delicious grapes and seafood made from different types and flavors. İzmir is a member of Reseau Délice, the World Gourmet Cities Association. The flavor map of Kemeraltı, which is one of the important centers of İzmir, was published. Aegean Gastronomy Tourism Association, which was established to introduce the Aegean cuisine to the world, prepared the 'Kemeraltı Map' where there are about 25 places in Kemeraltı (Izmir Metropolitan Municipality, 2019).

Since 2014, International Gastronomy Tourism Congress has been organized within the scope of Travel Turkey Izmir fair. Congress consist of academic sessions, panel discussions with prominent chefs and prominent names from the sector as speakers, food workshops of local foreign chefs, alcoholic and non-alcoholic professional tasting workshops, and food companies and restaurants tasting. Finally, the concept of slow food should be mentioned. Germiyan village of Cesme town, bears the distinction of being Turkey's first slow food village. On the other hand, the gastronomic activities in İzmir are as follows;

- Alaçatı Herb Festival

- Izmir Boyoz Festival

- Seferihisar Local Products Market

- Cherry Festival

- Kavacık Grape Festival

- Olive Festival

- Tangerine Festival

- Narcissus Festival

- Emirâlem Strawberry Festival

- Urla International Artichoke Festival

- Traditional Urla Vintage Festivals

- Gurme Izmir- Ecology and Izmir Organic Products Fair

- Olive, Olive Oil, Dairy Products and Technologies Fair

    (www.izmirkulturturizm.gov.tr).

2.3.11. Cruise Tourism

One of the most important tourism activities of the port cities, Cruise Tourism is a rapidly growing, medium and high income group and it provides high economic

returns. Cruise tourism is a sea-based type of tourism in terms of the area where tourism is carried out. The service is provided both in a ship with luxury equipment and in various cities and harbors. Passengers can receive services such as accommodation, food, recreation, entertainment and can participate in excursions, shopping, festivals and celebrations in the countries, ports and cities that the ship is in. In recent years, cruise tourism has developed rapidly and has an increasing share in world tourism movements. These developments have also reflected developments throughout the world to Turkey and the Mediterranean cruise ship was taken in the course of providing services in Turkey.

In 2003, three thousand cruise tourists came to Izmir, now 480 thousand cruise tourists a year. This number does not include domestic tourists. The historical and cultural history of the Aegean coasts and İzmir, which dates back to thousands of years ago, is among the other destinations. The goal of cruise tourism, which is of great importance in the diversification of tourism and its spread throughout the year, is to organize flights in the city in an overnight stay and to extend the length of stay in the city (İzmir Provincial Directorate of Culture and Tourism, 2019).

CHAPTER III

ASSESSMENT OF FOREIGN TOURISTS' EXPERIENCE

3.1. Purpose and Importance of the Research

The experience of tourists in the tourism sector is very important. The technology and product content of the services in the tourism sector are a whole, and we believe that the service affects one another. When the literature is examined, it is seen that various studies related to tourist experience have been done. Although the concept of tourism experience is widely used in the literature, a central definition of experience has not been made (Jennings et al. 2009). From a tourism lens, it was found that the value of tourism products' experience was the most important factor affecting the motivation of buying a service (Brunner-Sperdin & Peters 2009).

Izmir, which is in the Aegean region of Turkey has many touristic destinations around in about 2-3 hours far. With its close proximity to the most important tourism destinations of our country, İzmir has a very strategic position for tourism. In this study, the experiences of foreign tourists visiting Izmir and its vicinity were examined. In this context, it will be examined whether there are any differences between the pre-visit expectations and the performance perception after the visit

It has been investigated whether they have an impact on destination through their expectations and perceptions. For this purpose, expectations, perceptions of the tourists who visiting the ancient city of Ephesus and the museum of Virgin Mary, which has a perfect historical background in the Selçuk district of İzmir province, were measured.

The main hypothesis is as follows:

H1: There is a significant difference between pre-visit expectation and post-visit performance of tourists' holiday.

H2: Satisfaction differs according to personal information.

H2a: Satisfaction differs according to gender.

H2b: Satisfaction differs according to age.

H2c: Satisfaction differs according to travel partner.

H2d: Satisfaction differs according to previous staying nights.

H2e: Satisfaction differs according to stayed nights.

H3: Recommendation differs according to personal information.

H3a: Recommendation differs according to gender.

H3b: Recommendation differs according to age.

H3c: Recommendation differs according to travel partner.

H3d: Recommendation differs according to previous staying nights.

H3e: Recommendation differs according to stayed nights.

H4: Revisit differs according to personal information.

H4a: Revisit differs according to gender.

H4b: Revisit differs according to age.

H4c: Revisit differs according to travel partner.

H4d: Revisit differs according to previous staying nights.

H4e: Revisit differs according to stayed nights.

H5: There is a relationship between Satisfaction and Revisit.

H6: There is a relationship between Satisfaction and Recommendation.

H7: There is a relationship between Recommendation and Revisit.

H8: Satisfaction affects Revisit.

H9: Satisfaction affects Recommendation.

3.2. Scope and Limitations of the Research

The universe of the study consists of foreign tourists visiting the Ephesus ancient site and the Virgin Mary house located in the Selçuk district of İzmir province. Considering that the number of samples for researches with a universe size of 1 million or more should be at least 384 (Yazıcıoğlu and Erdoğan, 2004: 50), 445 questionnaires were distributed and 55 of these questionnaires were excluded due to missing data. The analyzes were carried out over 390 surveys.

The Limitation of the research is, only foreign tourists who visit the Ephesus ancient site and the Virgin mary house examined. Implementation of this study in different regions and on wider social masses will contribute to the future

development of tourist experience. In this respect, this study is light-shedding and supporting for future studies.

3.3. Method of Research

Data were collected with the modified SERVQUAL Scale with EPI format. A questionnaire form was used to determine tourist experiences as a data collection. The quaestionnaire form was adapted from Bhattacharya and Mitra's study (2013). This questionnaire consists of 4 parts. In the first part, there are 24 expressions which aim to measure the expectations, perceptions and importance of tourists. The second part contains 12 expressions consisting of 3 dimensions. These three dimensions are prepared for satisfaction, recommend and re-visit. In third part, there is tourists' general assessment about their holiday. The last part consist of 7 expressions which are demographic information like gender, age, country, additionally travel companion, first visit the destination, stay nights, previous holiday destinations.

3.4. Data Collection

Research data were obtained from the tourists visiting the Ephesus ancient site and the Virgin Mary house in the Selçuk district of Izmir province during the summer of 2018 (June, July, August) and winter of 2019 (February, March). A total of 445 questionnaires were distributed and 55 of these questionnaires were excluded due to missing data and the analyzes were conducted on a total of 390 questionnaires. The surveys were conducted at the ancient site of Ephesus and the house of Virgin Mary, it was applied to foreign participants who came to the region for touristic purposes. The sampling method applied in the research was chosen as a purposive sampling method. Purposive sampling method, to be able to do a deep research, the aim of the study is to select knowledge rich in terms of purpose. In this context, it is aimed to reach the experience of tourists, survey conducted during the foreign tourists' visits. Statistical analysis of the data was done by SPSS (Statistical Program For Social Sciencies) 22 statistical package program.

3.5. Data Analysis

The Paired Samples Test from parametric tests were used to determine if there are any significant difference between expectation before holiday and

performance after holiday. In addition, EPI type analysis with mean scores, Correlation analysis was carried out.

Kaiser Meyer Olkin (KMO) Sampling Adequacy Scale and Bartlett Sphericity Test are used to test the validity of the scales used in the study. As can be seen from Table 2, KMO value of the Expectation Before Holiday used in the study was 0.882, KMO value of Performance After Holiday was 0.866, and KMO value of the Importance was 0,847. The p values for the Bartlett Sphericity Test are less than 0.05 for all of three scales. According to the analysis, the KMO value is greater than 0.60 and the Bartlett test is statistically significant, it confirms the construct validity of the scales (Hair et al., 2007).

		Expectation	Performance	Importance
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,882	0,866	0,847
Bartlett's Test of Sphericity	Approx. Chi-Square	6307,189	5393,326	5498,147
	df	276	276	276
	Sig.	0,000	0,00	0,000

Table 2: KMO Analysis

Factor analysis were made to all of three scales (Expectations, Performance, Importance). Factor analysis is used to group statements and create sub-dimensions. Table 3 shows explained variance of Expectations and factor loadings. As seen from Table 3, Expectations before Holiday Scale has 5 factors which explains 69,3% of total variance of Expectations.

Factor	Total	% of Variance	Cumulative %
1	8,826	36,777	36,777
2	2,879	11,994	48,771
3	1,990	8,291	57,063
4	1,608	6,699	63,761
5	1,331	5,548	69,309

Factor Loadings

	1	2		3	4	5
EB21	0,898		EB7	0,818		
EB23	0,898		EB13	0,796		
EB22	0,893		EB6	0,703		
EB20	0,866		EB16	0,604		
EB24	0,834		EB17	0,508		
EB14		0,822	EB5		0,834	
EB19		0,820	EB1		0,822	
EB18		0,809	EB4		0,710	
EB8		0,753	EB12		0,456	
EB9		0,684	EB11		0,403	
EB15		0,617	EB3			0,744
EB10		0,557	EB2			0,726

Table 3: Factor Analysis of Expectations Before Holiday

Table 4 shows explained variance of Performance after holiday and factor loadings. As seen from Table 4, Performance after Holiday Scale has 5 factors which explains 66,1% of total variance of Performance.

Factor	Total	% of Variance	Cumulative %
1	7,523	31,346	31,346
2	3,283	13,679	45,026
3	2,114	8,808	53,834
4	1,697	7,070	60,904
5	1,253	5,220	66,124

			Factor Loadings			
	1	2		3	4	5
PA22	0,909		PA7	0,795		
PA23	0,906		PA13	0,761		
PA21	0,897		PA16	0,677		
PA20	0,875		PA6	0,629		
PA24	0,866		PA17	0,536		
PA9		0,820	PA5		0,759	
PA19		0,818	PA11		0,747	
PA14		0,815	PA1		0,742	
PA18		0,799	PA12		0,604	
PA8		0,777	PA4		0,522	
PA10		0,474	PA2			0,736
PA15		0,406	PA3			0,685

Table 4: Factor Analysis of Performance After Holiday

Table 5 shows explained variance of Importance and factor loadings. As seen from Table 5, Importance Scale has 6 factors which explains 69,4% of total variance of Importance.

Factor	Total	% of Variance	Cumulative %
1	7,247	30,198	30,198
2	3,278	13,660	43,858
3	2,036	8,482	52,340
4	1,534	6,391	58,731
5	1,450	6,040	64,771
6	1,118	4,657	69,428

Factor Loadings

	1	2	3		4	5	6
IM23	0,914			IM6	0,815		
IM21	0,908			IM7	0,781		
IM22	0,903			IM13	0,621		
IM20	0,871			IM2	0,587		
IM24	0,844			IM17		0,685	
IM19		0,858		IM16		0,624	
IM14		0,822		IM15		0,465	
IM18		0,820		IM10		0,462	
IM8		0,725		IM12			0,765
IM9		0,625		IM11			0,731
IM1			0,819	IM3			0,539
IM5			0,805				
IM4			0,769				

Table 5: Factor Analysis of Importance

In order to determine the types of analysis to be used in the study, it is examined whether the data provides the normal distribution assumption. The normal distribution of the data was tested with the Kolmogorov - Smirnov Normality Test. For large data sets (n> 30), the Kolmogorov-Smirnov Test should be statistically insignificant (p> 0.05) or the kurtosis and skewness values should be in the range of -1 to +1 or at least do not exceed the limits too much for the data to show normal distribution. Table 5, Table 6, Table 7, and Table 8 show the results of normality analysis. According to this, the Expectation Before Holiday shows normality (p=0,200 > 0,05), while p values for Performance and Importance scales are less then limit value 0,05. However, both Performance and Importance scales skewness and kurtosis values are in the range of -1 and +1, and this confirms that all of three scales

provide the normal distribution assumption. Therefore, it was decided to use parametric analyzes in the analysis of the data.

		Expectation	Performance	Importance
N		390	390	390
Normal Parameters	Mean	4,9995	5,1352	5,4429
	Std. Deviation	0,82313	0,73913	0,73875
Most Extreme Differences	Absolute	0,035	0,056	0,046
	Positive	0,029	0,036	0,046
	Negative	-0,035	-0,056	-0,033
Test Statistic		0,035	0,056	0,046
Asymp. Sig. (2-tailed)		,200	,006	,047
	Skewness	-0,282	-0,300	-0,120
	Kurtosis	0,478	0,609	0,387

Table 6: Test of Normality

		EB_Fair Price	EB_Local People	EB_General Status	EB_Attractions	EB_Safety
N		390	390	390	390	390
Normal Parameters	Mean	5,1475	4,9297	4,5330	5,5690	4,6167
	Std. Deviation	1,17415	1,09147	1,22266	0,87336	1,40184
	Absolute	0,112	0,059	0,062	0,125	0,103
Most Extreme Differences	Positive	0,065	0,029	0,035	0,055	0,065
	Negative	-0,112	-0,059	-0,062	-0,125	-0,103
Test Statistic		0,112	0,059	0,062	0,125	0,103
p		,000	,003	,001	,000	,000
Skewness		-0,613	-0,413	-0,360	-0,803	-0,295
Kurtosis		0,431	0,385	-0,171	0,806	-0,350

Table 7: Test of Normality of Sub-dimensions of Expectation

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		PA_Fair Price	PA_Local People	PA_General Status	PA_Attractions	PA_Safety
N		390	390	390	390	390
	Mean	4,8241	5,4056	4,6382	5,7957	4,5590
Normal Parameters	Std. Deviation	1,21384	0,99222	1,14131	0,82635	1,30171
	Absolute	0,099	0,086	0,099	0,139	0,092
Most Extreme	Positive	0,062	0,054	0,058	0,073	0,074
Differences	Negative	-0,099	-0,086	-0,099	-0,139	-0,092
Test Statistic		0,099	0,086	0,099	0,139	0,092
p		,000	,000	,000	,000	,000
Skewness		-0,249	-0,746	-0,399	-0,901	-0,246
Kurtosis		-0,151	0,375	0,286	0,618	-0,182

Table 8: Test of Normality of Sub-dimensions of Performance After

		IM_Fair Price	IM_Local People	IM_Cultural Attractions	IM_Ease Access	IM_Friendliness	IM_Foreign Language
N		390	390	390	390	390	390
Normal Parameters	Mean	5,8279	5,3753	5,6547	4,5103	5,6697	5,6308
	Std. Deviation	1,06690	1,16894	1,05151	1,50795	0,83341	0,98024
Most Extreme Differences	Absolute	0,174	0,092	0,107	0,071	0,094	0,134
	Positive	0,136	0,082	0,100	0,049	0,055	0,081
	Negative	-0,174	-0,092	-0,107	-0,071	-0,094	-0,134
Test Statistic		0,174	0,092	0,107	0,071	0,094	0,134
Asymp. Sig		,000	,000	,000	,000	,000	,000
Skewness		-1,003	-0,844	-0,833	-0,283	-0,518	-0,734
Kurtosis		1,295	0,873	0,946	-0,604	0,107	0,758

Table 9 :Test of Normality of Sub-dimensions of Importance

Reliability analysis was used to test the reliability of the scales. Cronbach Alpha coefficient is used for reliability analysis. This coefficient takes a value between 0 and 1, and as it approaches 1, the reliability of the scale increases. If the coefficient is greater than 0.80, it is interpreted that the scale is reliable (Nunnally, 1978). As a result of the reliability analysis, the reliability of the Expectation Before (Cronbach Alpha = 0,918), Performance After (Cronbach Alpha = 0,898) and

Importance (Cronbach Alpha = 0,887) scales used in the study was found to be quite high.

	Cronbach's Alpha	N of Items
Expectation Before	0,918	24
EB_Faktör 1	0,949	5
EB_Faktor 2	0,901	7
EB_Faktör 3	0,819	5
EB_Faktor 4	0,765	5
EB_Faktör 5	0,673	2
Performance After	0,898	24
PA_Faktör 1	0,948	5
PA_Faktör 2	0,881	7
PA_Faktör 3	0,790	5
PA_Faktör 4	0,753	5
PA_Faktör 5	0,524	2
Importance	0,887	24
IM_Faktör 1	0,943	5
IM_Faktör 2	0,881	5
IM_Faktör 3	0,821	3
IM_Faktör 4	0,758	4
IM_Faktör 5	0,59	4
IM_Faktör 6	0,581	3

Table 10. Reliability Analysis

		Expectation	EB_Fair Price	EB_Local People	EB_General Status	EB_Attractions	EB_Safety	Performance After	PA_Fair Price	PA_Local People	PA_General Status	PA_Attractions	PA_Safety	Importance	IM_Fair Price	IM_Local People	IM_Cultural Attractions	IM_Ease Access	IM_Friendliness	IM_Foreign Language	Satisfaction	Recommendation
EB_Faktor1	P.C.	,711**																				
	p	0,000																				
EB_Faktor2	P.C.	,863**	,497**																			
	p	0,000	0,000																			
EB_Faktor3	P.C.	,740**	,313**	,541**																		
	p	0,000	0,000	0,000																		
EB_Faktor4	P.C.	,652**	,354**	,470**	,338**																	
	p	0,000	0,000	0,000	0,000																	
EB_Faktor5	P.C.	,585**	,332**	,413**	,388**	,286**																
	p	0,000	0,000	0,000	0,000	0,000																
Performance After	P.C.	,469**	,294**	,406**	,421**	,257**	,264**															
	p	0,000	0,000	0,000	0,000	0,000	0,000															
PA_Faktor1	P.C.	,316**	,404**	,271**	,204**	0,013	,181**	,690**														
	p	0,000	0,000	0,000	0,000	0,802	0,000	0,000														
PA_Faktor2	P.C.	,373**	,175**	,455**	,238**	,254**	,110*	,798**	,345**													
	p	0,000	0,001	0,000	0,000	0,000	0,030	0,000	0,000													
PA_Faktor3	P.C.	,407**	,113*	,298**	,678**	,103*	,182**	,742**	,383**	,461**												
	p	0,000	0,025	0,000	0,000	0,041	0,000	0,000	0,000	0,000												
PA_Faktor4	P.C.	,156**	0,065	0,035	0,044	,463**	0,060	,595**	,178**	,455**	,273**											
	p	0,002	0,202	0,485	0,389	0,000	0,238	0,000	0,000	0,000	0,000											
PA_Faktor5	P.C.	,334**	,251**	,224**	,215**	0,097	,587**	,508**	,324**	,234**	,314**	,246**										
	p	0,000	0,000	0,000	0,000	0,055	0,000	0,000	0,000	0,000	0,000	0,000										

Table 11. Correlation Analysis

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		Expectation	EB_Fair Price	EB_Local People	EB_General Status	EB_Attractions	EB_Safety	Performance After	PA_Fair Price	PA_Local People	PA_General Status	PA_Attractions	PA_Safety	Importance	IM_Fair Price	IM_Local People / Attractions	IM_Ease Access	IM_Friendliness	IM_Foreign Language	Satisfaction	Recommendation
Importance	P.C.	,500**	,299**	,401**	,482**	,288**	,310**	,502**	,290**	,387**	,457**	,256**	,305**								
	p	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000								
IM_Faktör1	P.C.	,253**	,319**	,208**	,032	,226**	,125*	,276**	,204**	,275**	,064	,244**	,141**	,621**							
	p	0,000	0,000	0,000	0,529	0,000	0,013	0,000	0,000	0,000	0,205	0,000	0,005	0,000							
IM_Faktor2	P.C.	,331**	,122*	,367**	,335**	,134**	,147**	,357**	,194**	,389**	,308**	,101*	,115*	,777**	,310**						
	p	0,000	0,016	0,000	0,000	0,008	0,004	0,000	0,000	0,000	0,000	0,045	0,023	0,000	0,000						
IM_Faktor3	P.C.	,276**	,163**	,131**	,248**	,453**	,008	,327**	,115*	,238**	,250**	,419**	,115*	,541**	,279**	,275**					
	p	0,000	0,001	0,009	0,000	0,000	0,869	0,000	0,023	0,000	0,000	0,000	0,023	0,000	0,000	0,000					
IM_Faktor4	P.C.	,437**	,122*	,322**	,685**	,055	,366**	,349**	,178**	,156**	,599**	-,035	,287**	,702**	,143**	,494**	,244**				
	p	0,000	0,016	0,000	0,000	0,275	0,000	0,000	0,000	0,002	0,000	0,499	0,000	0,000	0,005	0,000	0,000				
IM_Faktor5	P.C.	,363**	,241**	,291**	,361**	,187**	,191**	,397**	,260**	,298**	,386**	,166**	,197**	,696**	,327**	,475**	,304**	,408**			
	p	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,001	0,000	0,000	0,000	0,000	0,000	0,000			
IM_Faktor6	P.C.	,290**	,274**	,170**	,102*	,250**	,391**	,298**	,200**	,144**	,085	,347**	,440**	,560**	,349**	,292**	,306**	,232**	,363**		
	p	0,000	0,000	0,001	0,044	0,000	0,000	0,000	0,000	0,004	0,095	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000		
Satisfaction	P.C.	,272**	,139**	,274**	,281**	,139**	,048	,539**	,372**	,483**	,386**	,291**	,212**	,287**	,132**	,274**	,144**	,207**	,217**	,118*	
	p	0,000	0,006	0,000	0,000	0,006	0,342	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,009	0,000	0,004	0,000	0,000	0,019	
Recommendation	P.C.	,186**	,063	,221**	,225**	,057	,001	,519**	,380**	,462**	,352**	,300**	,165**	,227**	,064	,249**	,147**	,168**	,157**	0,083	,739**
	p	0,000	0,216	0,000	0,000	0,265	0,978	0,000	0,000	0,000	0,000	0,000	0,001	0,000	0,206	0,000	0,004	0,001	0,002	0,102	0,000

Revisit																						
P.C.	,232**	,149**	,232**	,257**	0,048	0,054	,568**	,452**	,450**	,414**	,272**	,280**	,241**	0,054	,254**	,128*	,206**	,123*	,159**	,723**	,783**
p	0,000	0,003	0,000	0,000	0,349	0,287	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,288	0,000	0,001	0,000	0,015	0,002	0,000	0,000

Table 12. Correlation Analysis(Cont'd)

3.6. Research Results

Demographic profile of participants is shown in Table 13. As seen from Table 4, 54.4% of the participants were female and 45.6% were male. The average age of the participants is 40 years old. 15.1% of the participants stated that they had traveled to Ephesus and 15.6% had traveled to Muğla. It is also the first visit of 90.8% of the participants. %32.1 of participants traveled with their partner, %30.5 traveled with their family. Participants stayed an average of 5 nights where they traveled, while an average of 4,72 days stayed their previous visits.

Gender	N	%	First Visit	N	%
Female	212	54,4	Yes	354	90,8
Male	178	45,6	No	36	9,2
	Mean	**St. Deviation**		**Mean**	**St. Deviation**
Age	40,0821	14,33974	**Nights**	4,7297	9,72582
Travel Companion	N	%	**Stay**	4,9949	3,02736
Alone	37	9,5			
Partner	125	32,1			
Family	85	21,8			
Friends	119	30,5			
Others	14	3,6			
Missing	10	2,6			

Table 13. Demographic Profile of Participants

Table 14 shows the distribution of participants according to their country. Most participants came from Thailand (8,72%), Germany (7,18%) and China and Taiwan (5,64%). Other countries are shown in Table 14.

	N	%		N	%
Thailand	34	8,72	Bulgaria	6	1,54
Germany	28	7,18	Belgium	5	1,28
China	22	5,64	Netherlands	5	1,28
Taiwan	22	5,64	Austria	4	1,03
Spain	21	5,38	Cyprus	4	1,03
Poland	20	5,13	Czechia	4	1,03
British	19	4,87	Iran	4	1,03
France	16	4,10	Serbia	4	1,03
Greece	16	4,10	Singapore	4	1,03
Iraq	16	4,10	India	3	0,77
Russia	14	3,59	Romania	3	0,77
Canada	12	3,08	South Korea	3	0,77
Ireland	12	3,08	Ukraine	3	0,77
Malaysia	12	3,08	Argentina	2	0,51
Italy	11	2,82	Equator	1	0,26
Pakistan	9	2,31	Finland	1	0,26
Albania	8	2,05	Kazakhstan	1	0,26
Japan	8	2,05	Latvia	1	0,26
US	8	2,05	Morocco	1	0,26
Indonesia	7	1,79	Nigeria	1	0,26
Portugal	7	1,79	South Africa	1	0,26
Algeria	6	1,54	Vietnam	1	0,26
			Total	390	100,00

Table 14. The Distribution of Participants According to Their Country

The paired samples t test was used to determine whether there was a difference between expectation before travel and performance after travel. According to the findings of this analysis, there is a significant difference between expectation and performance (p=0,001 < 0,05). As it can be seen from Table 15, the performance after holiday is greater than expectation before holiday (mean difference: -0,13574) *(H1 Accepted).*

	Mean	N	Std. Deviation	Std. Error Mean	t	df	p
Expectation	4,9995	390	0,82313	0,04168	-3,316	389	0,001
Performance After	5,1352	390	0,73913	0,03743			
Expectation - Performance After	-0,13574		0,80851	0,04094			

Table 15. The Paired Samples T Test

Table 16 shows the mean score analysis of expectation, performance and importance. The expectation surpassed perceptions of tourists for only 6 destination attributes of Izmir and its vicinities. The highest image gap (-0,37) is observed for "Fair prices of food and beverage". However, Personal Safety is of very high importance (6,19) to tourists. Significant image gaps also can be observed for "Night Life / Entertainment (-0,27), Fair prices of "Additional Touristic Activities (-0,35)", "Souvenirs, Handcrafted Products (-0,34)", "Cultural Tours (ancient sites) (-0,26)" and "Marine Excursions (-0,30)".

The satisfaction rating scores are positive for 18 destination attributes. Tourists are satisfied mostly with "Personal Safety (4,99)". Other attributes show mostly neutral satisfaction level, while "Night Life / Entertainment" and Fair Prices of "Additional Touristic Activities", "Food and Beverage", "Souvenirs, Handcrafted Products", "Cultural Tours (Ancient Sites)" and "Marine Excursions" have negative image gaps and poor satisfaction level. The negative image gaps about "Night Life" and "Fair Prices" of Izmir and its vicinities is not being perceived by tourists optimistically. As seen from results, tourists are not satisfied with night life and prices. However, 18 attributes with positive image gaps can be used for better positioning of destination image of Izmir and its vicinities.

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	Expectation (E)	Performance After (P)	Importance (I)	Anticipation (E*I)	Performance (P*I)	Gap (P-E)	Satisfaction Rating (GAP*I)	Satisfaction Rating
Abundance of Cultural Heritage Sites	5,40	5,87	5,64	30,48	33,14	0,47	2,66	N
Night life/entertainment.	4,05	3,78	4,10	16,60	15,50	-0,27	-1,11	L
Shopping Facilities/Possibilities for shopping.	5,19	5,35	5,35	27,75	28,58	0,15	0,83	N
Unspoiled nature/Scenic Beauty	5,53	5,53	5,70	31,51	31,55	0,01	0,04	N
Diversity of cultural/historical attractions	5,43	5,81	5,63	30,57	32,75	0,39	2,18	N
Organization of the local transportation services.	4,06	4,26	4,29	17,43	18,28	0,20	0,84	N
General Infrastructure at tourist sites	4,48	4,60	4,68	20,95	21,50	0,12	0,55	N
Foreign language knowledge of the local people	4,65	5,06	5,35	24,87	27,09	0,41	2,22	N
Foreign language knowledge of the tourism employees	5,28	5,57	5,74	30,33	32,01	0,29	1,68	N
The quality of the accommodation (hotel, motel, hostel)	5,23	5,46	5,88	30,77	32,14	0,23	1,37	N
The offer of local cuisine	5,57	5,83	5,68	31,64	33,13	0,26	1,49	N
Climatic Conditions/the nice weather	5,92	5,94	5,91	34,99	35,11	0,02	0,12	N
Ease access to tourism Information	4,75	4,85	4,96	23,57	24,03	0,09	0,46	N
Making closer contact with local people easily	4,71	5,15	5,19	24,41	26,69	0,44	2,28	N
Personal safety	4,81	5,62	6,13	29,46	34,45	0,81	4,99	MH
Overall cleanliness of the destination.	4,62	4,70	5,39	24,89	25,31	0,08	0,42	N
Offer of events (cultural, art, entertainment)	4,75	4,78	5,28	25,04	25,21	0,03	0,16	N
Friendliness of the local people.	4,90	5,49	5,32	26,09	29,21	0,59	3,13	N
Helpfulness of the local people.	4,92	5,47	5,26	25,83	28,77	0,56	2,94	N
Fair prices of additional touristic activities	5,15	4,80	5,87	30,22	28,17	-0,35	-2,05	L
Fair prices of food and beverage (not in restaurants).	5,22	4,85	5,91	30,84	28,65	-0,37	-2,19	L
Fair prices of souvenirs, handcrafted products	5,17	4,83	5,80	30,01	28,03	-0,34	-1,98	L
Fair price of cultural tours (ancient sites)	5,14	4,87	5,86	30,12	28,57	-0,26	-1,55	L
Fair price of marine excursions	5,05	4,75	5,71	28,83	27,12	-0,30	-1,71	L

(N: Neutral, L: Low, H: High, MH: Moderately High)

Table 16. EPI Analysis

Table 17 shows the general perception of satisfaction, recommendation and revisit. The general perception of satisfaction, recommendation and revisit of the participants are "neutral".

	Mean	St. deviation
Satisfaction	3,8333	0,90958
Recommendation	3,8974	0,85629
Revisit	3,6385	0,93707

Table 17. General Perception of Satisfaction, Recommendation and Revisit of Participants

The Independent Samples T Test were carried out to determine if there is a difference between male and female participant about their satisfaction, recommendation and revisit perception. According to the analysis, there is no significant difference between male and female visitors' perception about satisfaction ($p=0,118 > 0,05$), recommendation ($p=0,255 > 0,05$) and revisit ($p=0,385 > 0,05$). *(H21, H31, H41: Denied)*

Gender		N	Mean	Std. Deviation	t	p
Satisfaction	Female	212	3,7673	0,75140	-1,568	0,118
	Male	178	3,9120	1,06478		
Recommendation	Female	212	3,8522	0,85872	-1,139	0,255
	Male	178	3,9513	0,85268		
Revisit	Female	212	3,6006	0,92068	-0,870	0,385
	Male	178	3,6835	0,95687		

Table 18. Gender Variablity

The Independent Samples T Test were carried out to determine if there is a difference between older and younger participant than average age of participants about their satisfaction, recommendation and revisit perception. According to the analysis, there is no significant difference between older and younger visitors' perception about satisfaction ($p=0,396 > 0,05$), recommendation ($p=0,068 > 0,05$) and revisit ($p=0,294 > 0,05$). *(H22, H32, H42: Denied)*

	Age	N	Mean	Std. Deviation	t	p
Satisfaction	>= 40,08	158	3,7859	0,82664	-0,850	0,396
	< 40,08	232	3,8657	0,96239		
Recommendation	>= 40,08	158	3,8017	0,88954	-1,828	0,068
	< 40,08	232	3,9626	0,82851		
Revisit	>= 40,08	158	3,5781	0,96390	-1,051	0,294
	< 40,08	232	3,6796	0,91816		

Table 19. Age Variability

ANOVA analysis were carried out to determine if there is a difference between satisfaction, recommendation and revisit perception of participants who travels with different travel companions. According to the analysis, there is no significant difference between satisfaction, recommendation and revisit perception of participants according to their travel companion (all of significance values are greater than limit level, 0,05). *(H23, H33, H43: Denied)*

Travel Partner		Sum of Squares	df	Mean Square	F	p
Satisfaction	Between Groups	1,016	4	0,254	0,302	0,876
	Within Groups	315,394	375	0,841		
	Total	316,411	379			
Recommendation	Between Groups	2,143	4	0,536	0,725	0,575
	Within Groups	277,139	375	0,739		
	Total	279,282	379			
Revisit	Between Groups	1,163	4	0,291	0,328	0,859
	Within Groups	332,987	375	0,888		
	Total	334,151	379			

Table 20. Travel Companion Variability

The Independent Samples T Test were carried out to determine if there is a difference between more and less previous staying nights than average of participant about their satisfaction, recommendation and revisit perception. According to the analysis, there is no significant difference between male and female visitors' perception about satisfaction (p=0,118 > 0,05), recommendation (p=0,255 > 0,05) and revisit (p=0,385 > 0,05). *(H24, H34, H44: Denied)*

Nights		N	Mean	Std. Deviation	t	p
Satisfaction	>= 4,73	5	4,5667	0,27889	2,402	0,025
	< 4,73	32	4,0677	0,93982		
Recommendation	>= 4,73	5	4,7333	0,43461	2,576	0,025
	< 4,73	32	4,0729	0,94560		
Revisit	>= 4,73	5	4,5333	0,38006	2,066	0,058
	< 4,73	32	4,0417	0,94186		

Table 21. Previous Staying Nights Variability

The Independent Samples T Test were carried out to determine if there is a difference between more and less staying nights than average about their satisfaction, recommendation and revisit perception. According to the analysis, there is a significant difference between more and less staying nights of visitors' perception about satisfaction ($p=0,048 < 0,05$), recommendation ($p=0,028 < 0,05$) and revisit ($p=0,002 > 0,05$). Satisfaction, recommendation and revisit of participants who stays for more than average is higher then the satisfaction, recommendation and revisit of participants who stays for less than average (Mean of above average is more then mean of below average). *(H25, H35, H45: Accepted)*

Stay		N	Mean	Std. Deviation	T	p
Satisfaction	>= 4,99	177	3,9360	1,02169	1,983	0,048
	< 4,99	212	3,7531	0,79550		
Recommendation	>= 4,99	177	4,0038	0,81957	2,200	0,028
	< 4,99	212	3,8129	0,87809		
Revisit	>= 4,99	177	3,8023	0,92752	3,152	0,002
	< 4,99	212	3,5047	0,92674		

Table 22. Stayed Nights Variability

Correlation analysis were carried out in order to show if there is a relationship between satisfaction, recommendation and revisit. Pearson Correlation Coefficient is used in this analysis. The Coefficient takes a value between 0 and 1. It can be positive or negative. The closer to 1, the more powerful relationship between variables. If the coefficient is positive, then the relationship between variables is positive, while if it is negative, the relationship is negative. If the coefficient is more than 0,5 it can be said that the relationship is powerful. Results are shown in Table 14.

There is a very powerful and positive relationship between Satisfaction and Recommendation (P.C.C. is 0,739; p=0,000<0,05). So, if the satisfaction raises, then recommendation raises *(H4: Accepted)*

There is a very powerful and positive relationship between Satisfaction and Revisit (P.C.C. is 0,723; p=0,000<0,05). So, if the satisfaction raises, then revisit probability raises *(H5: Accepted)*

There is a very powerful and positive relationship between Recommendation and Revisit (P.C.C. is 0,783; p=0,000<0,05). So, if the Recommendation raises, then Revisit probability raises *(H6: Accepted)*

		Satisfaction	Recommendation
Recommendation	Pearson Correlation	,739**	
	Sig. (2-tailed)	0,000	
	N	390	
Revisit	Pearson Correlation	,723**	,783**
	Sig. (2-tailed)	0,000	0,000
	N	390	390

Table 23: Correlation Analysis Between Recommendation, Satisfaction, Revisit

The Simple Regression Analysis were carried out in order to determine the effect of satisfaction on Revisit. The Simple Regression Analysis is used when there is only one for each dependent and independent variable. Results are shown in Table 16. As seen from Table 16, Model 1 has a high explanatory power (R^2=0,522) and statistically significant $F_{(1,388)}$=425,406; p=0,000 < 0,05). According to the analysis, Satisfaction has a positive and statistically significant effect on Revisit, which means satisfaction predicts revisit *(H7: Accepted)*

	Beta	t	p
Constant		5,499	0,000
Satisfaction	0,723	20,625	0,000
$R^2=$		0,522	
$F_{(1,388)}=$		425,406	
p=		0,000	

Table 24: The Effect of Satisfaction on Revisit

The Simple Regression Analysis were carried out in order to determine the effect of satisfaction on Recommendation. Results are shown in Table 17. As seen from Table 17, Model 2 has a high explanatory power ($R2=0,545$) and statistically significant $F_{(1,388)}=467,754$; $p=0,000 < 0,05$). According to the analysis, Satisfaction has a positive and statistically significant effect on Recommendation, which means satisfaction predicts recommendation *(H8: Accepted).*

	Beta	t	p
Constant		9,697	0,000
Satisfaction	0,739	21,628	0,000
$R^2=$		0,545	
$F_{(1,388)}=$		467,754	
p=		0,000	

Table 25: The Effect of Satisfaction on Recommendation

3.7. Results of Hypothesis

H1	There is a significant difference between pre-visit expectation and post-visit performance of tourists' holiday.	Accepted
H2	Satisfaction differs according to demographic profile.	Rejected
H2a	Satisfaction differs according to gender	Rejected
H2b	Satisfaction differs according to age.	Rejected
H2c	Satisfaction differs according to travel companion.	Rejected
H2d	Satisfaction differs according to previous staying nights	Rejected
H2e	Satisfaction differs according to stayed nights	Accepted
H3	Recommendation differs according to demographic profile.	Rejected
H3a	Recommendation differs according to gender.	Rejected
H3b	Recommendation differs according to age.	Rejected
H3c	Recommendation differs according to travel companion.	Rejected
H3d	Recommendation differs according to previous staying nights.	Rejected
H3e	Recommendation differs according to stayed nights.	Accepted
H4	Revisit differs according to demographic profile.	Rejected
H4a	Revisit differs according to gender.	Rejected
H4b	Revisit differs according to age.	Rejected
H4c	Revisit differs according to travel companion.	Rejected
H4d	Revisit differs according to previous staying nights.	Rejected
H4e	Revisit differs according to stayed nights.	Accepted
H5	There is a relationship between Satisfaction and Revisit.	Accepted
H6	There is a relationship between Satisfaction and Recommendation.	Accepted
H7	There is a relationship between Recommendation and Revisit.	Accepted
H8	Satisfaction affects Revisit.	Accepted
H9	Satisfaction affects Recommendation	Accepted

Table 26. Results of Hypothesis

CONCLUSION AND DISCUSSION

Diversification of tourism activities in the world, changing expectations of tourists, conscious use of social media and the formation of conscious tourist profile cause changes in tourism activities. Tourists now use a variety of resources to create expectations before visiting a destination. Potential tourists keep their expectations in direct proportion to their level of consciousness and determine the new direction of tourism by focusing on the facts such as culture, history, the ways of living in society, seeking the natural, and keeping the escape from the masses in the forefront. Turkish tourism is required to carry out analyzes on these expectations and to create the right target groups. Therefore, the concept of tourism is an important point in people's lives. This study was carried out to investigate the tourist experiences of foreign tourists coming to Izmir and its vicinity. The expectations and perceptions of the participants about the city characteristics are compared and it is aimed to provide constructive solutions to their perceptions. In this direction, the ancient city of Ephesus and the House of Virgin Mary were taken as universe. Expectations and perceptions about city characteristics of the tourists who participating in the tourism activities in this region, are examined.

In this context, the paired samples t test was used to determine whether there was a difference between expectation before travel and performance after travel and the performance after holiday is greater than expectation before holiday. Then the mean score analysis of expectation, performance and importance were applied in epi format. The satisfaction rating scores are positive for 18 destination attributes. It is seen that tourists are satisfied mostly with "Personal Safety". But "Night Life" and "Fair Prices" of Izmir and its vicinity is not being perceived by tourists optimistically. Tourists are not satisfied with night life and prices. However, 18 attributes with positive image gaps can be used for better positioning of destination image of Izmir and its vicinity.

After that, the general perception of satisfaction, recommendation and revisit of the participants are "neutral" and so general assessment of holiday is neutral too. According to results there is no significant difference between male and female visitors' perception about satisfaction, older and younger visitors' perception about satisfaction. There is no significant difference between satisfaction, recommendation and revisit perception of participants according to their travel companion. According to research findings, there is a very powerful and positive relationship between satisfaction and recommendation, satisfaction and revisit, recommendation and revisit. That shows us, if tourist is satisfied, he/she will recommend the tourist destination. The Simple Regression Analysis were carried out in order to determine the effect of satisfaction on revisit and recommendation. It is seen that satisfaction has a positive and statistically significant effect on revisit and recommendation, which means satisfaction predicts revisit and recommendation.

Finally, Factor analysis were made to all of three scales (Expectations, Performance, Importance). Factor analysis is used to group statements and create sub-dimensions. Expectations before holiday and Performance after holiday scale have 5 factors, Importance scale has 6 factors.

In general assessment, it is seen that the perception levels of foreign tourists coming to İzmir and its vicinity exceed their expectations. Foreign tourists have low expectation levels but when they visit the destination, their perception levels are optimistically rising about destination. Personal safety is always important factor in tourism sector. As it's seen from the results, foreign tourist are not afraid of coming to İzmir and its vicinity, this is positive point for destination. But tourists expect night life/entartainment and fair prices. İzmir should improve itself on fair prices and night life activities. Results show that satisfaction affects revisit intention and recommendation.

The city of Izmir takes its share of the structural features where in Turkey. In the past years to Izmir in Turkey's tourism proportional share of the number of tourists and tourism revenues obtained high, today it is seen that both the number of tourists dropped both of proportional share of tourism revenues.

Izmir's inability to assess the tourism potential and the lack of tourist products are among the main reasons for this situation. In this context, to ensure tourism development in İzmir Province; planning should be focused on planning, product development and marketing-promotion activities. Tourism spreads to twelve months of the year; quality touristic product should be combined with high quality service and sold at the price it deserves. Thus, both the number of tourists visiting the city and the tourism income can be increased.

As a result, all of the analyzes are based on the fact that there are many city elements that make up the expectations and perceptions of tourists. Investigating these elements and evaluating the findings is important for the awareness of the triggers and restraints affecting participation in activities. Furthermore, revealing the perceptions of İzmir city characteristics will have a positive effect on the development of this destination in terms of tourism activities and the tourism potential of the country. In order to determine the situation of the literature in this field and to be a guide in the subsequent studies; in the tourist experience field scanned many sources from Turkey and from the world of literature, the Izmir tourist destinations in the experience factor has contributed to the implementation for the first time in literature. Enforcement of the study in different regions and on wider social masses will make more contribution to attempts to create a future tourist experience. In this respect, this study is light-shining and supportive for future studies.

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Appendix 1: Questionnarie Form

DEAR PARTICIPANT;

This scientific tourism research is for academic purposes. Information obtained from research will be used for master thesis. We thank you in advance for your contribution to this study.

Res. Asst. Selda Yesüğey; Asst. Prof. Dr. Aytuğ Arslan & Asst. Prof. Dr. Hakan Boz

	Please 'FILL' in bubble to which level of the options you agree.			
	1 *Very Low* **(2)** *Low* **(3)** *Moderately Low* **(4)** *Neutral* **(5)** *Moderately High* **(6)** *High* **(7)** *Very High*			
	EXPECTATIONS BEFORE Holiday		**PERFORMANCE AFTER Holiday**	**IMPORTANCE TO YOU**
1	①②③④⑤⑥⑦	Abundance of cultural heritage sites	①②③④⑤⑥⑦	①②③④⑤⑥⑦
2	①②③④⑤⑥⑦	Night life/entertainment.	①②③④⑤⑥⑦	①②③④⑤⑥⑦
3	①②③④⑤⑥⑦	Shopping Facilities/Possibilities for shopping.	①②③④⑤⑥⑦	①②③④⑤⑥⑦
4	①②③④⑤⑥⑦	Unspoiled nature/Scenic Beauty	①②③④⑤⑥⑦	①②③④⑤⑥⑦
5	①②③④⑤⑥⑦	Diversity of cultural/historical attractions	①②③④⑤⑥⑦	①②③④⑤⑥⑦
6	①②③④⑤⑥⑦	Organization of the local transportation services.	①②③④⑤⑥⑦	①②③④⑤⑥⑦
7	①②③④⑤⑥⑦	General Infrastructure at tourist sites	①②③④⑤⑥⑦	①②③④⑤⑥⑦
8	①②③④⑤⑥⑦	Foreign language knowledge of the local people	①②③④⑤⑥⑦	①②③④⑤⑥⑦
9	①②③④⑤⑥⑦	Foreign language knowledge of the tourism employees	①②③④⑤⑥⑦	①②③④⑤⑥⑦
10	①②③④⑤⑥⑦	The quality of the accommodation (hotel, motel, hostel)	①②③④⑤⑥⑦	①②③④⑤⑥⑦
11	①②③④⑤⑥⑦	The offer of local cuisine	①②③④⑤⑥⑦	①②③④⑤⑥⑦
12	①②③④⑤⑥⑦	Climatic Conditions/the nice weather	①②③④⑤⑥⑦	①②③④⑤⑥⑦
13	①②③④⑤⑥⑦	Ease access to tourism Information	①②③④⑤⑥⑦	①②③④⑤⑥⑦
14	①②③④⑤⑥⑦	Making closer contact with local people easily	①②③④⑤⑥⑦	①②③④⑤⑥⑦
15	①②③④⑤⑥⑦	Personal safety	①②③④⑤⑥⑦	①②③④⑤⑥⑦
16	①②③④⑤⑥⑦	Overall cleanliness of the destination.	①②③④⑤⑥⑦	①②③④⑤⑥⑦
17	①②③④⑤⑥⑦	Offer of events (cultural, art, entertainment)	①②③④⑤⑥⑦	①②③④⑤⑥⑦
18	①②③④⑤⑥⑦	Friendliness of the local people.	①②③④⑤⑥⑦	①②③④⑤⑥⑦
19	①②③④⑤⑥⑦	Helpfulness of the local people.	①②③④⑤⑥⑦	①②③④⑤⑥⑦
20	①②③④⑤⑥⑦	Fair prices of additional touristic activities	①②③④⑤⑥⑦	①②③④⑤⑥⑦
21	①②③④⑤⑥⑦	Fair prices of food and beverage (not in restaurants).	①②③④⑤⑥⑦	①②③④⑤⑥⑦
22	①②③④⑤⑥⑦	Fair prices of souvenirs, handcrafted products	①②③④⑤⑥⑦	①②③④⑤⑥⑦
23	①②③④⑤⑥⑦	Fair price of cultural tours (ancient sites)	①②③④⑤⑥⑦	①②③④⑤⑥⑦
24	①②③④⑤⑥⑦	Fair price of marine excursions	①②③④⑤⑥⑦	①②③④⑤⑥⑦

	About your holiday	I completely **DISAGREE**				I completely **AGREE**
25	I am pleased that I decided to visit this tourist destination.	1	2	3	4	5
26	The visit to this tourist destination exceeded my expectations.	1	2	3	4	5
27	I feel at home in this tourist destination.	1	2	3	4	5
28	Staying at this tourist destination is worth every Euro/USD paid.	1	2	3	4	5
29	If I had to decide again I would choose this tourist destination again.	1	2	3	4	5
30	I am emotionally refreshed because of visiting this destination.	1	2	3	4	5
31	I am physically refreshed because of visiting this destination.	1	2	3	4	5
32	I will speak highly of this tourist destination to my friends and colleagues.	1	2	3	4	5
33	I will recommend this tourist destination to my friends and relatives.	1	2	3	4	5
34	I will encourage friends and relatives to visit this destination visit Ephesus.	1	2	3	4	5
35	I would like to visit this tourist destination again if I have a possibility.	1	2	3	4	5
36	I will return to this tourist destination within the next 2-3 years.	1	2	3	4	5

General Assessment	Very low				Very high
37	General quality of this tourist destination offer is …	1	2	3	4	5

38. Gender   **a.** ( ) Female **b.** ( ) Male

39. **Age**   ……………

40. **Country**   ……………

41. **Travel Companion:** a) ( ) Alone   b) ( ) Partner   c) ( )Family   d) ( ) Friends   e) ( )Others

42. Where did you spend your holiday (You can mark more than one option) ?

    a) ( ) **Aydın (**Kuşadası, Didim, Didim, Karacasu, Söke**)**

    b) ( ) **İzmir (**Çeşme, Karaburun, Urla, Seferhisar, Selçuk, Dikili, Aliağa, Foça, Menemen, Urla, Güzelbahçe,Bergama**)**

    c) ( ) **Muğla (**Milas, Bodrum, Marmaris, Datça, Fethiye, Ortaca, Dalaman**)**

    d) ( ) **Other ………….**

43. **Is this your first visit to this destination?** a) ( ) Yes.   b) ( ) No. How many times have you visited this tourist destination in the past? ....

44. How many nights did you stay at your destination: _____