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MASTER'S THESIS

ROLE OF TOUR GUIDES ON TOURIST SATISFACTION LEVEL IN GUIDED TOURS AND IMPACT ON TOURIST RE-VISITING INTENTION: A RESEARCH IN ISTANBUL

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AUTHOR'S DECLARATION

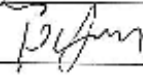I hereby declare that this master's thesis titled "**ROLE OF TOUR GUIDES ON TOURIST SATISFACTION LEVEL IN GUIDED TOURS AND IMPACT ON TOURIST RE-VISITING INTENTION: A RESEARCH IN ISTANBUL**" has been written by myself in accordance with the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honor.

19/01/2015
Mehmet Yavuz ÇETİNKAYA

DEDICATION

I dedicate this Master's Thesis to my father **"Fahrettin ÇETİNKAYA".**

To succeed….you need to find something to hold on to, something to motivate you, something to inspire you.

ACKNOWLEDGEMENTS

IZMIR-2015   **Mehmet Yavuz ÇETİNKAYA**

ABSTRACT
Master's Thesis

ROLE OF TOUR GUIDES ON TOURIST SATISFACTION LEVEL IN GUIDED TOURS AND IMPACT ON TOURIST RE-VISITING INTENTION: A RESEARCH IN ISTANBUL

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The increase of leisure time and economic welfare level led people to travel and thus participate in tourism activities worldwide. As a result of the increase of the international tourism activities in recent years, the amount of tourism receipts that countries acquire increased significantly and tourism destinations found themselves in a harsh competitive atmosphere. In tourism industry in which customers' wishes, needs and expectations change every day, countries in macro-level and tourism enterprises in micro-level, which want to obtain share from international tourism pie and maintain their current market share are supposed to offer qualified service and renew themselves constantly. In this context, tour guides who are regarded as one of the representatives of countries and tourism destinations and one of the most important front-line staff in tourism industry play significant role on tourist satisfaction and re-visit intention.

Tour guides who provide idea and information to tourists about community and country via their attitudes, behaviors, skills and knowledge level and represent themselves, their colleagues, travel agencies/tour operators, their countries and countries' people to tourists are accepted as the staff group having most significant responsibility. No matter how many guide books and how much information that tourists making a visit to any country have, they need tour guides as they do not know the language, culture and traditions of the country. Irrespective of the volume of information tourists might have when visiting a country, the need for a tour guide plays a crucial role on interpreting the authenticity, language, culture and traditions of the country. Thus making the tourists' experience an unforgettable one.

The purpose of this research is to determine the impact the tour guide service in Istanbul has on tourist satisfaction level and what extent this attracts repetitive visits to the city. This research is made up of three chapters. In the first chapter, the concepts of tour guiding profession and tour guide are examined in a detailed way and the characteristics that tour guides should have are investigated by analyzing the concept of tour guides. In the second chapter, the concepts of customer satisfaction, customer loyalty, customer satisfaction and loyalty in tourism industry and re-visit intention are examined by making a detailed literature search.

In the last chapter, the impact the tour guide service in Istanbul has on tourist satisfaction level and what extent this attracts repetitive visits to the city is determined on the framework of theoretical knowledge. In this context, the questionnaire technique was applied and the obtained quantitative primary data were analyzed statistically. Following the findings of the research, the results were evaluated and recommendations were developed.

Keywords: Tour Guide; Customer Satisfaction; Customer Loyalty; Re-Visit Intention; Istanbul

ÖZET

Yüksek Lisans Tezi

REHBERLİ TURLARDA TUR REHBERLERİNİN TURİST MEMNUNİYETİ ÜZERİNDE OYNADIĞI ROL VE BU BAĞLAMDA YENİDEN ZİYARET EĞİLİMİNE ETKİSİ: İSTANBULDA BİR ARAŞTIRMA

Mehmet Yavuz ÇETİNKAYA
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Turizm İşletmeciliği Programı

Dünyada boş zamanın artması ile ekonomik refah düzeyinin yükselmesi insanları seyahat etmeye ve dolayısıyla turizm faaliyetlerine katılmaya yönlendirmiştir. Son yıllarda uluslararası turizm hareketlerinin artması ve bu artışın sonucunda ülkelerinin elde ettikleri turizm gelirlerinin önemli derecede artış göstermesi, turizm destinasyonlarının sıkı bir rekabet ortamına girmelerine sebeb olmuştur. Her geçen gün müşteri istek, ihtiyaç ve beklentilerinin değiştiği turizm sektöründe uluslararası turizm pastasından pay almak ve mevcut pazar paylarını korumak isteyen makro düzeyde ülkeler mikro düzeyde turizm destinasyonları nitelikli hizmet sunmak ve kendilerini sürekli yenilemek durumundadırlar. Bu bağlamda ülkelerin ve turizm destinayonlarının birer temsilcisi konumunda olan ve turizm sektörünün en önemli oyuncularından olan tur rehberleri, turist memnuniyeti ve bu bağlamda yeniden ziyaret eğiliminde önemli rol oynamaktadır.

Tur rehberleri davranışları, yetenekleri ve bilgisi ile toplum ve ülke hakkında turistlere fikir ve bilgi veren, kendini, çalışma arkadaşlarını, işletmesini, ülkesini ve ülke halkını turistlere karşı temsil eden en büyük sorumluluğa sahip kişilerdir. Herhangi bir ülkeye ziyaret gerçekleştiren turistler her ne kadar rehber kitaplara ve tanıtıcı bilgilere sahip olsalar da, o ülkenin dilini, kültürünü ve geleneklerini bilmedikleri için tur rehberlerine ihtiyaç duymaktadırlar. Farklı tanıtım ve reklam araçlarıyla ülkeye kazandırılan turistlerin satın aldığı turların güzel ve unutulmaz bir deneyime dönüşmesinde ve bu turistlerin sürekli ve sadık müşteriler haline gelmesinde tur rehberleri çok etkin rol oynamaktadırlar.

Bu çalışmanın amacı İstanbul destinasyonun da aktif olarak çalışan tur rehberlerinin, seyahat acenteleri ve tur operatörleri tarafından düzenlenen rehberli turlarda, turist memnuniyeti üzerinde nasıl bir rol oynadığı ve bu bağlamda turistlerin aynı destinasyonu yeniden ziyaret eğilimine nasıl bir etkisinin olduğunu ortaya çıkarmaktır. Bu amaçla yapılan çalışma üç bölümden oluşmaktadır. Araştırmanın birinci bölümünde tur rehberliği mesleği ortaya konulmaya çalışılmış, tur rehberi kavramının analizi yapılarak tur rehberlerinin sahip olması gereken nitelikler ve özellikler irdelenmiştir.

Araştırmanın ikinci bölümünde müşteri memnuniyeti, müşteri sadakati, turizm sektöründe müşteri memnuniyeti ve müşteri sadakati ve yeniden ziyaret kavramları incelenerek detaylı literatür taraması yapılmıştır.

Araştırmanın son bölümünde ise ortaya konulan teorik bilgiler çerçevesinde İstanbul destinasyonu seçilerek tur rehberlerinin, seyahat acenteleri ve tur operatörleri tarafından düzenlenen rehberli turlarda, turistlerin memnuniyeti üzerinde nasıl bir rol oynadıkları ve bu bağlamda turistlerin yeniden ziyaret eğilimlerine nasıl bir etkisinin olduğu belirlenmeye çalışılmıştır. Bu amaçla araştırmada anket tekniği kullanılmış ve elde edilen veriler istatistiki analizlere tabi tutulmuştur. Araştırma bulgularından hareketle sonuçlar değerlendirilmiş ve öneriler geliştirilmeye çalışılmıştır.

Anahtar Kelimeler: Tur Rehberi; Müşteri Memnuniyeti; Müşteri Sadakati; Yeniden Ziyaret; İstanbul.

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LIST OF ABBREVATIONS

ACSI	American Customer Satisfaction Index Model
ADRO	Association of Tour Guides in Adana
ANRO	Association of Tour Guides in Ankara
ARO	Association of Tour Guides in Antalya
ATRO	Association of Tour Guides in Aydın
BURO	Association of Tour Guides in Bursa
ÇARO	Association of Tour Guides in Çanakkale
ETAG	European Tourism Action Group
FEG	European Federation of Tourist Guide Associations
GARO	Association of Tour Guides in Gaziantep
IATM	International Association of Tour Managers
IPA	Importance Performance Analysis
IRO	Association of Tour Guides in İstanbul
IZRO	Association of Tour Guides in İzmir
MURO	Association of Tour Guides in Muğla
NERO	Association of Tour Guides in Nevşehir
OSYM	Student Selection and Placement Center Turkey
STGA	Scottish Tour Guides Association
ŞURO	Association of Tour Guides in Şanlıurfa
TRO	Association of Tour Guides in Trabzon
TUREB	Association of Turkish Tourist Guides
UNWTO	United Nations World Tourism Organization
WFTGA	World Federation of Tourist Guide Association

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INTRODUCTION

Tourism is accepted as one of the largest service industries in the world. On the condition that tourism is well planned it can generate profits at the destination by increasing the number of international tourist arrivals and amount of tourism receipts, government revenue, and employment. Furthermore, tourism is regarded as a key to development, prosperity and community well-being. An ever increasing number of destinations worldwide have opened up to, and invested in tourism, turning tourism into a key driver of socio-economic progress through export revenues, the creation of jobs and enterprises, and infrastructure development. Over the past six decades, tourism has experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged in addition to the traditional favorites of Europe and North America.

According to UNWTO's long term forecast *"Tourism Towards 2030"* in spite of occasional shocks, there has been a virtually uninterrupted growth in the number of international tourist arrivals- from 25 million in 1950 to 278 million in 1995, and 1087 million in 2013. In addition to this, international tourist arrivals worldwide are expected to increase by 3.3 % a year from 2010 to 2030 to reach 1.8 billion by 2030. On the other hand, international tourism receipts in destinations in 2013 grew 5% in real terms (taking into account exchange rate fluctuations and inflation) around the world and reached US$ 1159 billion. Europe led the growth in absolute terms, welcoming 29 million more international tourists in 2013, and raising the total to 563 million. Asia and Pacific recorded the fastest relative growth across all UNWTO regions with a 6 % increase in international arrivals, or 14 million more than in 2012. Africa saw an increase of 5 million more tourists, reaching 56 million. In the Americas, international tourist arrivals grew by 3% to 168 million or an increase of 5 million. The Middle East (0%) has not yet succeeded in returning to growth, even though some destinations performed rather well and others saw a moderate recovery.

Turkey becoming one of the main tourist destinations in the Mediterranean rim, primarily because of its natural attractions, historical and cultural heritage, and competitive prices occupied the 6th place in world's top tourism destinations in terms of hosting international tourist with a number of 34.910.098 million and had a tourism receipt of 32,308.098 billion ($) (Ministry of Culture and Tourism, 2014). Istanbul, a world center of great value in the past as well as in the present, embracing Asia on the one hand and Europe on the other hand with its historical peninsula, numerous scenic and historical beauties is a magnificently unique city that served as a capital city to many civilizations from past to present and it still continues to be the home to residents from all over the world. Besides, Istanbul, a rooted city with a history dating back to 300 thousand years before and constituting a mosaic of many civilizations and cultures combined, is accepted as the most important tourism destination in Turkey. Istanbul hosted 10.474.867 million international tourists in 2013 (Istanbul Directorate of Culture and Tourism, 2014).

As a result of the increase in leisure time and economic welfare, people started to travel more and participated in tourism activities worldwide. Recently, the international tourism activities increased significantly. In this regard, there was also a considerable increase in the amount of tourism receipts that countries acquired. As a result of this, a harsh competitive atmosphere emerged for the destinations. Traveler's wishes, needs and expectations change constantly while destinations hope to increase their share from international tourism pie. Destinations need to offer qualified service and renew themselves continuously. In this context, tour guides who are regarded as key representatives of destinations, play significant role on tourist satisfaction and re-visit intention.

Tour guides, having the most significant responsibility, provide information and idea to tourists via their skills and knowledge level and they represent not only themselves and their colleagues, but also travel agencies, tour operators, countries and countries' residents to tourists. Furthermore, tour guides are one of the key-front line players in the tourism industry. Through their knowledge and interpretation of a destination's attractions and culture, and their communication and service skills, they have the ability to transform the tourists' visit from a tour into an experience. Unlike any other tourism actors, they establish a close and intensive contact with the

tourists. Tourists, making a visit to a destination, generally have guide books and so much information about that destination. However, they need tour guides as they lack the knowledge of the language, culture and traditions of the country. Therefore, tour guides have significant role on the process of making tours as a good and unforgettable experience and keeping tourists as constant loyal ones.

In this context, this research investigates the impact the tour guide service in Istanbul has on tourist satisfaction level and what extent this attracts repetitive visits to the city.

CHAPTER - I
TOUR GUIDING PROFESSION AND TOUR GUIDE CONCEPTS

1.1. TOUR GUIDING PROFESSION

This part of the research deeply examines the concepts/subtitles such as; definition, historical development, characteristics, role and importance and professional organizations of tour guiding profession.

1.1.1. Definition of Tour Guiding Profession

The definitions of tour guides, who occupy a very important place in tourism industry, have been made in various ways. What is most emphasized in these definitions is the introduction of cultural assets in the best way. A tour guide is defined as someone pointing out the way, leading others on an excursion or tour, and one who directs, or serves as the model for, another in his conduct, career, etc. (Collins, 2000: 22).

Some of the definitions which have been made for tour guides are written below;

According to the Association of Turkish Tourist Guides (TUREB), tour guide is defined as the one having the right and appropriate authority of practicing the profession by the Culture and Tourism Ministry, guiding the local or foreign tourists in an individual way or in groups by giving information about the culture, tourism, history, environment, nature, social or other similar values in the required language or the one leading the programs of excursions organized by travel agencies in the described way on the written documents on behalf of the travel agencies (TUREB, 2012).

An internationally accepted definition made by the International Association of Tour Managers (IATM) and the European Federation of Tourist Guide Associations (FEG) is;

> *"A person who guides groups or individual visitors from abroad or from the home country around the monuments, sites and museums of a city or region; to interpret in an inspiring and entertaining manner, in the language of the visitor's choice, the cultural and natural heritage and environment".*

According to IATM, tour guides act as ''buffers'' among tourists, the social environment, arranging transportation, interpreting, handling problems, insulating travelers from difficulties, and making the environment safe for tourists because they act as ''intermediaries'' between tourists and the 'unknown' environment (Zhang and Chow, 2004: 82). Another explanation made by World Federation of Tourist Guide Association (WFTGA) is;

> *"Tour guide; a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority".*

On one hand Oxford dictionary makes a simple definition of guide as "a *person who shows others the way",* on the other hand the definition of tour guiding has been broadened by many different researchers. Tour guide is the person who can give information about natural, historical, archeological and cultural assets of a country in given language in the best way help them during the excursions and give them right information (Usta, 1992:167). The definition made by Çimrin (1995), in detail with an emphasis on the necessity of presenting other touristic products. According to this definition, by accompanying tourists, guests and visitors, tour guide is the person who gives information about monuments, tombs, sanctuaries, shrines, art works, historical structures, historical places, historical ruins, natural beauties, folk dances, transportation, accommodation, entertainment places, hunting, skiing, souvenirs etc. leads tourists and contacts with them. It is emphasized that interpreting of a culture in an appropriate way to enable the visitors to understand better and to enjoy their experience is highly important in recently made definitions as well as the necessity of giving information about cultural values to tourists. Tour guides are the professional tourism employees who give information about museums and archaeological sites in the language of visitors' choice to the local and foreign tourists, interpret monuments and travel destinations in an individual or group way, introduce natural and cultural environment in an entertaining way and accompany tourists during the excursions (Yarcan 2007:35).

Tour guide is accepted as a companion trying to maximize the benefits of a tourist such as time, money, knowledge, manner and social relationships unlike the prepared guides such as book, journal, and brochure during the excursion. In other words, they are dynamic guides (Değirmencioğlu and Ahipaşaoğlu, 2003:2).

In one of the articles written by Serif Yenen who was the ex-chairman of TUREB, it is mentioned that tour guiding is not only giving information about historical and cultural assets of a country to the foreign tourists. Furthermore, tour guiding is a service consisting of education given to local tourists travelling abroad or in the country. Tour guides are the most responsible and authoritative people on behalf of tour operator or travel agency during the excursion. They are obliged to make a solution in case of a problem occurred during the excursion in a fastest and most effective way, meet the expectations of group as long as the conditions are available, make them happy and leave country in a content way (Uzun, 2007:9). In addition to many different roles that tour guides have such as informative, fountain of knowledge, instructor, motivator, ambassador and missioner of the country, animator of the group and group leader, they are not the people who make translation with a few words but, they are the ones who make tourists to experience, see, hear, smell, taste, and feel other cultures (Dahles, 2002: 786).

A tour guide refers to "someone who takes people on sightseeing excursions of limited duration" (Mancini, 2001:4), or "one who conducts a tour…one with a broad-based knowledge of a particular area whose primary duty is to inform (Frommer, 1993:17). However, in its broadest sense, the term of guiding can be applied to any person who is engaged in guiding people in any way. As a result, there are so many other titles which have been used as a meaning for tour guiding for centuries such as "tour guide, tour leader, tour manager, tour escort, local guide, docent, and interpreter". This makes the term of guiding very confusing, especially for those people who are outside of the tourism industry. As a result, various typologies have been provided by academic researchers and industry practitioners with the intention to address the confusion (Hu, 2007:35).

Poynter (1993) presented a guide hierarchy which is shown in Figure 1 in order to try to clear up misunderstandings by showing how terms are positioned in guiding field title continuum. Using professional level as criterion, the continuum starts with the step-on guide, the entry-level position, and ends with the tour manager, the most experienced and professional in the guiding field. Others like docent, tour leader, escort and interpreter are located at different points between the ends of the continuum (Hu, 2007:35).

Figure 1: The Guiding Field Title Continuum
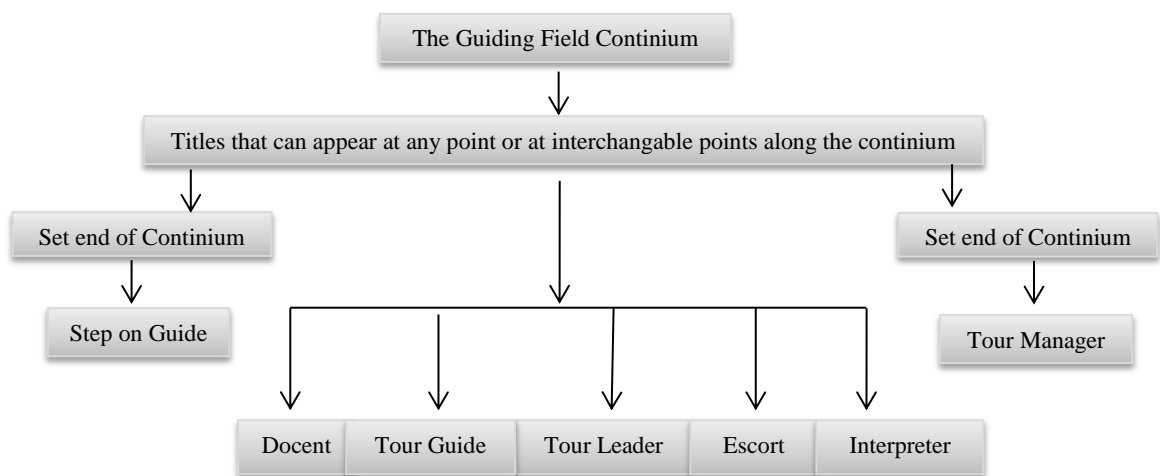
Source: Hu, 2007: 35

An explanation made by Pond (1993) to stress the difference of tour guide from a tour manager by considering that the main task of a tour guide is to give an in-depth commentary about the destination while a tour manager, as the name implies, manages administrative and logistical aspects of the tour to make certain of a smooth trip. Tour guides ensure that the itinerary is followed, that travelers have satisfactory hotel rooms and meals, and that local sightseeing trips and promised events actually happen (Hu, 2007:36). Mancini (2001) further pointed out that the term 'tour guide' is often used within the industry as a synonym for 'local guide', that is, it includes both site-based guides and non-site-specific guides.

Hounaklang (2004) differentiated a tour guide from other titles by the following description;

"A tour guide is a person who conducts tourists around places of interest in a country and imparts information during the itinerary; a tour courier is a person who welcomes, accompanies and looks after tourists in terms of their welfare, accommodation, transport, etc. during their visits; a tour manager often combines the above duties, but with an emphasis on courier responsibilities, and works chiefly internationally, accompanying tourists on extended tours of several countries; a guide lecturer is a person who is a specialist in particular areas or fields of knowledge and accompanies a group nationally and internationally, guiding and giving lectures where appropriate".

It can be inferred from the definitions written above that tour guides have a multi-faceted personality. It is understood that so many different definitions have been made for tour guides; however, to restrict definition of tour guide to a specific area is not possible. Eventough people leading tourist groups are named with different names; there is a compromise in using all these words (Dinçer and Kızılırmak, 1997:131).

1.1.2. Historical Development of Tour Guiding Profession

The emergence of many professions emerged as a result of the daily needs that people should provide to one another since ancient civilizations. In this context, the transformation story of guides which were on the stage of history for thousands of years started in ancient time. Guides have been at the first stage and in dangerous locations in intercontinental emigration, wars, trade caravans, holy sanctuaries and land excursions and sea voyages (Çimrin, 1995:9).

1.1.2.1. Historical Development of Tour Guiding Profession in the World

The history of travel started when people first noticed the existence of other people, other treasures and other goods except for their small world (Löshcburg, 1998: 11). The first people going on their lives as immigrants started to make industrial production when they first began to live in a permanent way since Neolithic periods and they started to engage in shopping activities first with their neighbours and administrators living in the cities. These shopping activities played significant role on the emergence of first travels, transportation over the cities and first tourism activities without any conclusive evidence (Ahipaşaoğlu, 2001:4).

People travelled throughout history for various reasons. There were extremely good caravan routes from Europe to Anatolia and from Anatolia to India and China in 3000 B.C. (Toker, 2011:25). After the collapse of Roman Empire, traveling activities were done for more religious reasons rather than for wonder and pleasure. The most important religious travels were Muslims' visits to Mecca with the spread of Islam and Christians and Jewish conducting visits to Jerusalem. The biggest journey of people in middle ages was pilgrimage. Thousands of priests, public people, men and women and rich and poor people traveled to Jerusalem, Rome, Central Italy or North Spain to become pilgrims (Löshcburg, 1998: 32).

Historically, guiding surely ranks one of the oldest human activities. Humans have roamed the earth since their emergence, and the first historical accounts refer to people who lead the way "pathfinders", "bear leaders", "proxemos" and "cicerones" all antecedents of today's tour guides (Powell, 1993:1).

The existence of guides started even two and a half millennia ago, but along with the beginning of modern mass tourism, they have become an important factor of the travel industry ever since (Rabotic, 2008: 213). Strabon and lyric poet Homeros provided historical information about their time. The first guides mentioned in written sources of the world are Egyptian priests and the Romans were travel amateurs in ancient times. The Olympic Games which started in 7th century BC are accepted as the beginning of organized travels. Heredot, the father of history, who was born and grown up in Anatolia, geographer in the works they left to humanity. These people traveled all around Anatolia and gave information about it. According to the fisherman of Halicarnassus, these people were the first translator guides and it can be said that they are the pioneers of the cultural tourism with this aspect (Toker, 2011:25).

Travels in renaissance period in Europe, which started in Italy during the 14th century and finished in 17th century by spreading to Europe, turned into cultural and artistic experiences. These travels were made to European cities such as Florence, Venice, Rome, Paris, Munich and Vienna and became pretty popular for aristocrats, professors, diplomats and other young nobbles. In a short time, these travels became took its place in the history with the name of "Grand Tour" (Ahipaşaoğlu, 2001:10).

In this context, the antecedents of present-day guides did exist, known as *"cicerones"* named for the learned Roman orator, Cicero. Cicerones were among the most esteemed guides in European society, entrusted with representing their region and its history and education privileged young men of the British aristocracy (Powell, 1993:2).

The creation of bourgeois class by the Industrial Revolution, improvement of working conditions, emergence of more free time and the organization of first travel by Thomas Cook had to be waited to make the small travels to turn into tourism movements (Çolakoğlu, 2009:165). The beginning of tour operators happened with the first organized tour (package tour) realized by Thomas Cook on 5th July in 1841 in England (Tunç and Saç, 1998:12). Stangen established a second organization in Breslau, Germany in 1863 provided traveling and accommodation services in return for a specific fee (Değirmencioğlu, 1998:13). Thomas Cook, who was the founder of travel industry in a modern way, also became a pioneer of modern tour guiding by conducting the tours that he organized (Ahipaşaoğlu, 2001:15). London's Tower and Windsor Castle were available for guided tours at the beginning of 20th century. Some tour operators and travel agencies started to employ guides regularly. The tours with limousine, chauffeur and guide were organized especially for tourists coming from USA to visit England. The education and organization of guides started to take place after 1930^{s}. The organization of tour guiding was made compulsory by mass tourism (Polat, 2001:19).

To sum up, the necessity of guides will exist so long as there is obscurity. Guides; with characteristics such as; guiding, helping, teaching, interpreting, protecting and observing or (book, map etc.) have been the most important helper/supporter of travelers throughout history (Çokişler and Öter, 2014: 198).

Today, without the service of tour guides, both tour managers & tour leaders (who accompany the group during the travel) and tour guides (who welcome the group at the destination), perceiving the organized tourism is highly difficult (Rabotic, 2008: 213).

1.1.2.2. Historical Development of Tour Guiding Profession in Turkey

In middle ages, tourism started to become very popular for Turkish states such as Seljuk's period when so many caravanserais, which were the first examples of modern tourism organizations, were constructed and provided for the service of those travelling in Anatolia for the first time. The caravanserais constructed at the each sunset place with the travels made by camels were designed in an appropriate way that they could provide the needs of people for accommodation and food and beverage.These caravanserais were used in Ottoman Empire later. Ottomans provided so many opportunities such as first roads and bridges for the use of the ones travelling on the dominated wide territory (Kozak *et al.*, 2006:28). One of the examples of these caravanserais, *"The Deliller Hanı"* was constructed in 1521 by the second governor of Diyarbakır, Hüsrev Pasha, to serve to merchants and guides serving for pilgrim candidates who were travelling to the countries on Holy Hicaz and silkroad, as Syria, Iran and India (Islam Encyclopaedia, 1994: 140).

Ottoman Empire, started to lose first its military and later economic power since 18th century, started to be influenced by western countries. The relations were developed further with Europe and the number of the visitors and residing foreigners increased dramatically with the declaration of " Tanzimat Edict "creating a large horizon for the Ottoman Empire and bringing legal and financial assurances for everybody in 1839 (Değirmencioğlu, 2001: 14). First of all, the emergence of big and efficient developments in travel industry and later merger of Thomas Cook and Belgian originated wagon-lits company and start of trains which were titled as "Orient –Express "and travel between Paris and Istanbul on 5th June in 1883 generally made businessmen and merchants gathered on the square of Beyoğlu and start to invest for the country as the first foreign people coming to the country (Hacıoğlu, 2000:5). The support of Ottoman Empire to the European states against Russia in the Crimean war increased the interest to Istanbul, city of legends and the first tourists started to be seen in Istanbul (Gülersoy, 1996:4). This movement played an important role in emerging the profession of translator-guiding in Istanbul especially among the minority groups.

The first type of guide emerged from the minority groups engaged both in interpreting and in guiding. Phanariot Greeks were interested in this profession during this period. As Jewish people were good at speaking of foreign languages, this increased their interest in this profession. Turkish-Muslim people remained outside of this profession for a long time (Değirmencioğlu, 2001: 14).

The minority groups in the last period of Ottoman Empire were classified into certain occupational groups. Greeks, who were the owners of businesses such as pensions of Beyoğlu and taverns in Galata, were also interested in handcrafts, trade and working as translator-guide with Phanariot Greeks (Pirinççioğlu, 1997:44). Jewish people started to work as translator-guides as they had skill in learning foreign language and brokerage. Except for Greeks and Jewish, the children of Levantine families (i.g., western European originated minority groups of people who were merchants and mainly lived in port cities such as Istanbul and Izmir during the period of Ottoman Empire coming from Italy, France and Malta) were interested in this profession. The ones with a root of Turkish-Muslim were out of this profession for a long time. These so-called guides who could only speak a foreign language without any education of any profession worked for a long time as translator-guides (Değirmencioğlu, 2001:190). Even the official translations of Ottoman Empire were made by Phanariot Greeks however; it is known that translation offices were founded to encourage Muslim young people who wanted to study languages of west after 1808 (Pirinçioğlu,1996:44).

The first documents about "Translator-Guiding" in Ottoman Empire were first found in the regulation with the number of 190, which was published on the 29th October 1890. In this regulation, the whole discipline of people working as tour guides or getting ready to work as tour guides, testing whether there was sufficient knowledge of foreign language with sufficient knowledge of Turkish language by keeping the ethics of the profession during the application of profession with exam were foreseen. However, these rules were not taken into consideration during the practice of the profession. The continuation of propaganda work that harmed the benefits of the nation and country until the Ottoman Empire lasted could not be prevented (Çimrin, 1995: 11).

The guiding was not recognized as a profession during the period of Ottoman Empire and the people who were leading the foreign visitors were thought to be only translators, because the functions of guiding such as leading, promotion and transfer were not developed yet or not understood by the authorities (Ahipaşaoğlu,2001:18). Ottoman Empire applied this regulation, but did hardly take care of its control. The continuation of propaganda work that harmed the benefits of the nation and country until the Ottoman Empire lasted could not be prevented. Tour guiding profession was stayed wholly uninspected till the foundation of Modern Turkish Republic with the beginning of World War I in 1914. However, Mr. Esat Tomruk, a Turkish spy known as English Kemal and Mr. Hayri from Cyprus and so many other patriotic intellectuals, college students and voluntary guides consisting of men and women, retired military officers provided guiding service when required (Çimrin, 1995:14). When Turkish people complained about translator guides from minority groups and foreign nationals, who were cheating on the international visitors for money and were making propaganda against government, a group of 40-50 persons consisting of young Turkish intellectuals, multilingual families, important people, retired naval officers, college students gathered and founded the "Society of Turkish Touring" to guide the foreign visitors (Dinçer and Kızılırmak, 1997:143). This "Society of Turkish Touring" was later changed and named as "Touring and Automobile Association of Turkey" (Ahipaşaoğlu, 2001: 19). On one hand the association was trying to put the works of translator-guiding under control, on the other hand it printed out the first posters, road maps, brochures and hotel guides. Istanbul municipality opened a special course with the control of existing tourism experts and chose successful ones as translator-guides, so the guiding of the unlicensed ones was strictly forbidden (Dinçer and Kızılırmak, 1997:145).

Tour guiding profession was one of the working fields that young republic was interested in and connected rules. The regulation with the number of 2730 about the ones guiding and making translations to foreign visitors was published on the 8th day of November in 1925. Although this regulation was published in 1952, as there was no official association that was interested in any kind of touristic activity, there was no situation of educating translator guides.

The association of "Touring and Automobile Association of Turkey" was only interested in the education of these translator guides (Dinçer and Kızılırmak, 1997:147). In this regulation, the candidates of translator guides were asked for the perfect speaking, writing and reading skills in Turkish language before the knowledge of a foreign language. This situation enabled minorities and foreign citizens to work as translator guides as well. As the drawbacks of the situation enabling minorities and foreign citizens to work as translator guides was found out, the law with number of 2007, which was published in 1932 made it clear that the ones who will work as translator guides must be Turkish citizens (Saruhan, 1989:24).

The economic crisis all over the world in 1928 caused a big negative effect on tourism activities in Turkey. Most of the translator guides had to quit the job during these years, few of them had a chance to overcome crisis by working in travel and steamship agencies. Later, tourism offices were founded in municipalities in 1935 and the course of translator guiding was opened during the same year and 53 people graduated from this course. Thus, the profession of translator guiding turned into a more established profession (Çimrin, 1995:14). After the foundation of Ministry Press-Publication and General Directorate of Tourism Department following this period, the draft of translation-guiding was prepared and was submitted for the approval of Tourism Advisory Board considering the fact that the regulation with number of 2730 was insufficient and it had drawbacks in its application. The regulation of "Professional Tourist Guides" was put into practice by being published in the Official Gazette No: 18159 dated 8th September 1983, this regulation later took its last shape in the Official Gazette No:19152 dated 2nd July 1986 (Dinçer and Kızılırmak, 1997:148). This name of this regulation was changed as "Professional Tourist Guide Courses and Professional Tourist Guidance Regulation" (Değirmencioğlu, 2001:191).

The law of "Tour Guiding Profession" which has been a dream of all tour guides in Turkey more than 30 years, organizing tour guiding profession and the main goal of professional organizations, was accepted on 07th June 2012 and later was published in the Official Gazette on 22th June 2012 by the National Assembly of Turkey (TUREB,2012).

Today, there are two ways to be a tour guide in Turkey; one of them is to finish the courses which are opened by the Ministry of Culture and Tourism and succeed in exams, the latter is to finish tour guiding program of the universities. Furthermore, there are some other conditions for candidates such as; to have Turkish citizenship, to be over 18 years old, to have perfect knowledge of a foreign language and to be without any criminal record.

In Turkey, the number of tour guides who either complete tour guiding courses of the Ministry of Culture and Tourism or finished a tour guiding program of universities is totally 13241, but the number of the tour guides who work actively and permanently is 9022 (Ministry of Culture and Tourism, 2012). The number of tour guides in Turkey by language is shown in the Table 1 and the number of the tour guides is shown by province in Turkey is shown in the Table 2.

Table 1: The Number of Tour Guides by Language in Turkey

LANGUAGE	MALE	FEMALE	NATIONAL ACTIVE	NATIONAL PASSIVE	REGIONAL ACTIVE	REGIONAL PASSIVE	ACTIVE	PASSIVE	TOTAL
ENGLISH	4460	2830	5250	1567	106	367	5356	1934	7290
GERMAN	1942	595	1559	745	51	182	1610	927	2537
ITALIAN	357	317	480	172	10	12	490	184	674
SPANISH	385	251	535	85	11	5	546	90	636
FRENCH	1332	425	1009	575	51	122	1060	697	1757
JAPANESE	400	224	506	104	2	12	508	116	624
DUTCH	199	72	226	44	0	1	226	45	271
HUNGARIAN	13	11	16	7	0	1	16	8	24
POLISH	28	12	32	8	0	0	32	8	40
NORVEGIAN	20	9	26	3	0	0	26	3	29
SCANDINAVIAN	1	1	0	2	0	0	0	2	2
BULGARIAN	162	114	214	61	0	1	214	62	276
SERBIAN	42	16	42	15	0	1	42	16	58
SWEDISH	33	9	28	11	0	3	28	14	42
CZECH	1	4	5	0	0	0	5	0	5
KOREAN	22	10	23	9	0	0	23	9	32
PORTUGUESE	88	49	134	2	1	0	135	2	137
ROMANIAN	9	7	14	1	0	1	14	2	16
CHINESE	55	51	88	18	0	0	88	18	106
HEBREW	26	6	23	8	0	1	23	9	32
FINNISH	7	0	4	3	0	0	4	3	7
RUSSIAN	477	194	570	96	2	3	572	99	671
GREEK	89	65	129	25	0	0	129	25	154
ARABIC	211	51	183	77	0	2	183	79	262
DANISH	7	4	9	2	0	0	9	2	11
INDI	4	2	1	5	0	0	1	5	6

PERSIAN	25	12	31	6	0	0	31	6	37
URDU	4	7	7	4	0	0	7	4	11
MACEDONIAN	3	4	7	0	0	0	7	0	7
ARMENIAN	3	6	8	1	0	0	8	1	9
SLOVENIAN	0	0	0	0	0	0	0	0	0
SLOVAK	3	1	3	1	0	0	3	1	4
CROATIAN	22	4	19	6	0	1	19	7	26
ALBANIAN	1	0	0	1	0	0	0	1	1
ICELANDIC	1	0	1	0	0	0	1	0	1
MALAY	1	0	1	0	0	0	1	0	1
GEORGIAN	1	0	1	0	0	0	1	0	1
BOSNIAN	2	3	4	1	0	0	4	1	5

Source: Ministry of Culture and Tourism in Turkey, (2012)

Table 1 shows that majority of tour guides have tour guide licence in some certain languages such as; English, German and French.Following language groups are Spanish, Russian, Italian and Japanese.

Table 2: The Number of Tour Guides by Province in Turkey

CITY NAME	NATIONAL ACTIVE	NATIONAL PASSIVE	REGIONAL ACTIVE	REGIONAL PASSIVE	MALE	FEMALE	TOTAL
ADANA	75	12	7	47	85	56	141
ANKARA	1047	938	0	1	1278	708	1986
ANTALYA	1433	301	24	101	1379	480	1859
AYDIN	220	10	2	0	137	95	232
BALIKESİR	26	2	0	0	18	10	28
BURSA	135	20	12	87	169	85	254
ÇANAKKALE	65	8	23	50	87	59	146
DENİZLİ	17	0	0	0	13	4	17
DİYARBAKIR	10	2	2	10	17	7	24
ERZURUM	13	1	0	0	8	6	14
GAZİANTEP	73	10	19	67	120	49	169
HATAY	47	6	0	0	28	25	53
İSTANBUL	3440	1159	52	99	3050	1700	4750
İZMİR	1363	639	28	80	1276	834	2110
KONYA	81	6	2	16	77	28	105
MERSİN	90	41	1	10	77	65	142
MUĞLA	303	68	0	0	247	124	371
NEVŞEHİR	464	91	16	68	477	162	639
SAMSUN	17	0	0	0	7	10	17
SİVAS	3	1	0	0	4	0	4
ŞANLIURFA	29	27	0	0	45	11	56
TRABZON	48	10	5	37	63	37	100
VAN	23	1	0	0	17	7	24
TOTAL	9022	3353	193	673	8679	4562	13241

Source: Ministry of Culture and Tourism in Turkey, (2012)

Table 2 shows that majority of tour guides work in metropolitan cities having tourism potential such as Istanbul, Antalya, Ankara and Izmir. Following city groups are Bursa, Aydın and Nevşehir.

1.1.3. Role and Importance of Tour Guiding Profession in Tourism Industry

After World War II, tourism industry quickly developed and became one of the largest industries of the world as a result of the factors such as; development of industry, considerable improvement in transportation and communication technologies, increase in personal incomes and leisure time that people can use (Leclerc and Martin, 2004:181). According to the United Nations World Tourism Organization (UNWTO), tourism industry is also regarded as one of the fastest and largest growing industries, creating significant employment and economic development, particularly in many developing countries.

Tour guides, professionals transferring all the values of a country and its people via the native language of the group that they accompany and provide their guests the possibility of traveling, sightseeing, getting in touch and learning in an easy and safe way, are regarded as the most maligned people in the world of travel without any doubt (Değirmencioğlu, 1998:4). Especially, during the recent years when mass tourism increased considerably, the demand for travel agencies and tour operators was on rise no matter what the purpose of traveling was and in this context, the demand for tour guides increased as well, because the role of tour guides in the process of turning tourists who have been attracted through catalogs, brochures, exhibitions and other advertisement and promotion tools into the constant loyal customers is very significant (Batman *et al*., 2000:20).

Tour guides who are accepted as one of key front-line players among the labor elements of tourism industry and ambassadors of countries shoulder significant duties and exhausting responsibilities. When guiding service which is extremely important as much as it is hard and exhausting is provided, the country with its all institutions is represented and tour guides also work as an ambassador of culture. Tour guides in Turkey who spend so much effort for self-renewal as well as having a qualified education and justifiable pride among the other tour guides in the world are regarded as qualified guides in the world (Akbulut, 2006:55).

Tour guides have a very special place in tourism system. They occupy an essential part of the supply-side components in terms of affiliation. They can work for all of the supply-side stakeholders, within all of the sectors of tourism industry. They are usually regarded to be service providers for visitors, no matter who they are working for (e.g., attractions, travel operators / agents, governments, public organizations, private corporations or themselves independently) (Edgell, 1993:33). However, since tour guides have direct contact not only with visitor, but also several tourism suppliers during actual travel experience, they function as a bridge or a linkage between demand and supply side. Especially, in cross-cultural settings, they are also in need to act as cultural translators and interpreters (McDonnell, 2001:4). In this context, tour guides also form part of the intermediary component. The position of tour guides in the tourism system is shown in Figure 2.

Figure 2: Tour Guides' Position in Tourism System
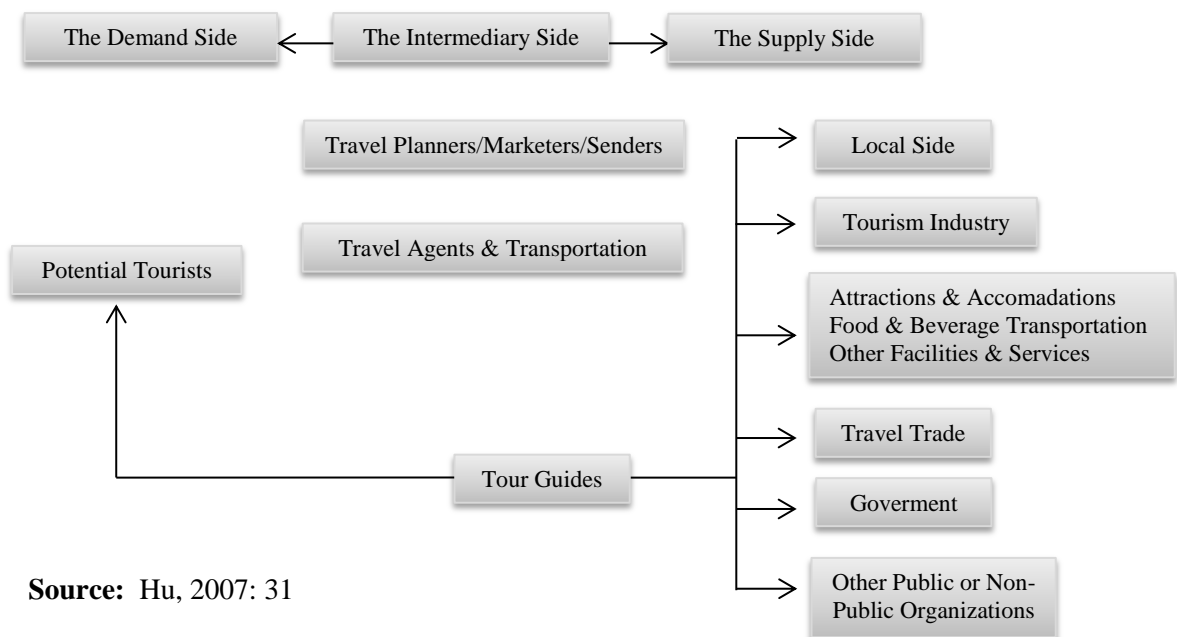
Source: Hu, 2007: 31

Tour guides have a pivotal role in bringing to fruition the ideas of planners, marketers, consultants, operators and travel agents. After all, others have made preparatory steps and laid the groundwork, it is the guide who is ultimate agent and purveyor of all these services. Moreover, they deal most closely and intimately with clients, assuring that services contracted for are provided and promises fulfilled.

Tour guides, indeed, are a very important link in an industry that " involves billions of dollars, millions of people, innumerable programs, thousands of attractions both natural and human-made, untold numbers of shops, souvenir stores, bus companies, large and small hotels and restaurants and a host of ancillary services" (Hu, 2007: 19).

Karl Albrecht, one of the leading forces in service industry training, introduced a model called "cycle of service". Pond (1993) applied this model to tourism and drew a traveler's "cycle of service" which highlighted the moments of truth for tourists on the first day of a tour. He illustrated with this model that tourists' moments of truth begin well before they meet tour guide. Furthermore, tour guide becomes directly or indirectly responsible for countless moments of truth as they are in a continuous and intense contact with the tour participants throughout the tour's entire duration, once tourists arrive at destination. Many of the demands placed upon tour guides as well as the need for tour guides to work cooperatively with travelers and other players, including tour operators, hotel and restaurants employees, and the like are also indicated in this cycle of service. Tour guides are truly critical 'moments of truth 'for the tourism industry as their link to a city, region or subject area (Pond, 1993:111).

Figure 3: The Traveler's Cycle of Service: The First Day of a Tour

Source: Pond, 1993:111

The tourist's experience can be influenced by tour guide in many fundamental ways. He may influence both where tourists go and what they see and what aspects of the host culture they are exposed to, how the host culture is transferred and presented as well as the group's interaction with host communities and social setting. Tour guides who are culturally inattentive can compromise an entire travel experience through insensitivity and communication problems. It is also possible for a tour guide to isolate tourists from a destination community (Yu *et al.,* 2001: 2). In this context, tour guides are one of the key front-line players in the tourism industry. They have ability to transform the tourists' visit from a tour into an experience through their knowledge and interpretation of a destination's attractions and culture, and their communication and service skills (Ap and Wong, 2001:551).

A tour guide not only shows the local sight from a coach, but also interprets the sights through his own commentary. Some researchers such as Holloway (1981) and Ryan and Dewar (1995) claimed that tour guides' performance with tour groups can increase both group morale and social interaction. "It is the guide who sells next tour". It is suggested that tour guides are responsible for tourist satisfaction with the service provided in destinations. Whether they can produce a quality service for tourists is essential to success of the tourism industry and to reputation and image of the countries as a whole (Zhang and Chow, 2004: 82). In this context, tour guides are an important part of tourism growth and they increase service quality. In a review about the origin, structure and dynamics of tour guiding, Cohen (1985) created a model based on its historic beginnings with the pathfinders and mentors of ancient times (Howard *et al*., 2001: 32). A common use of the term brokering in tourism literature is in reference to "cultural brokering". In the mid-1980ˢ, he re-named these two roles to make them more relevant to modern tour guiding and called the pathfinder role 'leadership' and Cohen (1985) argued that the contemporary tour guides' role had moved away from its original role of pathfinder toward a mediatory role of which there are two components: Social mediation and cultural brokerage. According to Cohen (1985), social mediating involves being a go-between, linking visitors to the local population and to tourist sites and facilities and making the host environment non-threatening for the tourist. Cultural brokerage or the bridging of cultural differences between hosts and visitors, and translating "the strangeness of a

foreign culture into a cultural idiom familiar to the visitors" is the second component of the guide's mediatory role, also described by Cohen as a primary role of the tour guide (Jennings and Weiler, 2005: 58). As a leader, tour guide has to organize (i.e., provide direction, access, and control) and build the team (i.e. ensure group cohesion and morale). As a mentor, the tour guide acts as an interaction (or 'middleman') and is an educator for the group (Howard *et al.*, 2001: 32).

Tour guides are to shoulder very significant duties and responsibilities in tourism sector (Tosun and Temizkan, 2004: 356). Not only should tour guides transfer the information, but they should also present it in an interesting and sincere manner (Ap and Wong, 2001: 552). Furthermore, they play an extremely important role on tourists' remaining pleased with tour organization and travel experience (Zengin *et.al.*, 2004: 366). Some authors (Cohen 1985:8; Ap and Wong, 2001: 552; Dahles, 2002: 784; Cohen *et al.*, 2002: 919) indicate that tour guide is;

- ❖ A leader capable of assuming responsibility.
- ❖ An information giver and fountain of knowledge.
- ❖ A mentor (the role of the mentor resembles the role of teacher, tutor, instructor, or advisor).
- ❖ A mediator and cultural brokerage; several studies have suggested that tour guides play a direct role in mediating cultural exchange between visitors and host cultures.
- ❖ An educator to help tourists understand the places they visit.
- ❖ An educator to help tourists understand lots of topics such as politics, economy, society, culture, religion, general knowledge, education, health etc.
- ❖ An ambassador extending hospitality and presents the destination in a way that makes visitors want to return.
- ❖ A host creating a comfortable environment for tourists; and a person influencing the quality of service and the tourist experience, the length of stay, and the resulting economic benefits for a local community.

It is also stated that tour guides provide information and anecdotal stories about sites visited, places photographed and people encountered; they provide a text to the silent panorama passing outside the windows of tour buses. They are often the culture interpreters or culture-brokers being the go-between for the tourists and local hosts; and their cultural and communication competence plays an important role for those local hosts receiving ''hordes of culture-hungry tourists'' (Leclerc and Martin, 2004: 182). The roles of tour guides are separated into three main groups and sub-groups. Table 3 shows the roles of tour guides.

Table 3: Tour Guides' Roles in Tourism Industry

Tour Management (focus on group)	**_Geographical_** (original guide) • Organizer • Manager	**_Social_** (animator) • Entertainer • Facilitator
Experience Management (focus on individual)	**_Interactional_** (tour-leader) • Group leader • Cultural broker	**_Communicative_** (Professional guide) • Educator • Teacher
Resource Management (focus on environment)	**_Motivate_** • Motivator	**_Environmental interpreter_** (naturalist guide) • Ecologist • Environmentalist

Source: Khalifah, 2007:699

There are so many different terms which were used by different researchers for tour guides such as "local guide" or "tour coordinator". In spite of the fact that there are not so many researches about tour guides, the roles and functions of tour guides in more general studies of guided tours were identified by some researchers. The different roles of the tour guides as defined by researchers are listed in Table 4.

Table 4: Published Studies on Roles of Tour Guides (1978-2001)

Roles	Researchers	Year	Roles	Researchers	Year
Actor	Holloway	1981		Geva and Goldman	1991
Ambassador	Holloway	1981	Mediator	Schmidt	1979
Buffer	Schmidt	1979		Holloway	1981
	Pearce	1982		Cohen	1985
Caretaker	Fine and Speer	1985		Katz	1985
Catalyst	Holloway	1981		Van den Berghe	1980
Culture Broker	Holloway	1981	Organizer	Hughes	1991
	Katz	1981		Pearce	1982
Information-giver	Holloway	1981		Schuchat	1983
	Hughes	1991	Salesperson	Fine and Speer	1985
Intermediary	Schmidt	1979		Gronroos	1978
	Ryan and Dewar	1995	Shaman	Schmidt	1979
Interpreter & Translator	Almagor	1985	Teacher	Holloway	1981
	Holloway	1981		Pearce	1982
	Katz	1985		Fine and Speer	1985
	Ryan and Dewar	1995		Mancini	2001
Leader	Cohen	1985			

Source: Zhang and Chow, 2004:83

1.1.4. Characteristics of Tour Guiding Profession

Tourism industry is a labor intensive working area and tour guiding is also a labor intensive profession. Tour guiding profession requires high level of human relationship skills and it is one of the working areas with high level of job satisfaction. Morever, it is accepted as an enjoyable and exciting profession for people who highly regard development on profession important, work with enthusiasm and want to improve themselves (Yarcan, 2007:33).

Tour guiding profession is an occupation which is performed in indoor environments such as hotel, motel, museum, restaurant and temple and outdoor environments such as archaeological sites, historical sites, ancient settlements and mountainous region. One of the most important characteristics of this profession is that it requires frequent traveling. There is no certain time determined for this occupation and there is possibility to work full time, half time, night, weekend and seasonal. Furthermore, this profession requires communication with local and international tourists, staff of hotels, motels and restaurants, tour operators, information officers and staff of many different professions (Turkish Labor Agency, 2013).

Tour guiding profession is a highly attractive and demanded profession for the fact that it is entertaining and it reveals the social aspects of people (Mancini, 1996:10). On one hand, tour guiding profession is sometimes extremely frustrating and simple; on the other hand it may be very complicated and confusing. As an example for this; while job may be very relaxing for tour guide having a sea voyage, it may be full of problems such as personal disorders and diseases for tour guide of safari in Africa (Polat, 2001:36). Owing to the fact that tour guiding profession entertains people, enables them to make money while entertaining and requires them to be in a social environment actively. It is a desired profession for so many people currently. It is also preferred in terms of personal improvement and learning how to take responsibility. Although tour guiding profession and tour management seem to be one of the professions entertaining people and enable them to make money, the real situation is different (Güzel, 2007:47).

1.1.4.1. Working Conditions of Tour Guiding Profession

There are two ways to work as a tour guide in tourism industry; either they can work as a permanent employee of travel agency or operate on a freelance basis. Tour guides working permanently usually have a monthly basic salary and earn extra money by getting fees or allowances on each assignment, tips from tourists and commissions on shopping and selling optional tours, while freelance tour guides usually work on tour-by–tour or hour-by-hour basis (Zhang and Chow, 2004: 82). Although getting tip which is the short form of the expression *"to increase promptness"* with a meaning of providing regular service in English is an important source of income for tour guides, the amount of tip may become so low (Tetik, 2006: 7).

The commission that tour guides earn from shopping sales ranks one of the main sources of income. Tourists are not obliged to make shopping during the tour. However, the price of the excursions is arranged not so expensive, due to the possibility of arriving tourists coming from rich countries to make shopping. These incomes are counted as common incomes of both travel agencies and tour guides in international arena. Tour guides are given some percentage of these incomes in return for their ability to make tourists to shop. Many tour guides mostly earn twice as much as their fee due to the commission they get (Tangüler, 2002:42).

Every year, the fees that should be paid to tour guides in return for guiding service are determined only once by Ministry of Culture and Tourism in Turkey. According to the law of "Tour Guiding Profession in Turkey" which was accepted on 07th June 2012 and later was published in the Official Gazette on 22th June 2012 by the National Assembly of Turkey, it is accepted illegal for tour guides to work for a less amount under the determined fees by the Ministry of Culture and Tourism in Turkey, to employ a tour guide with a fee less than determined fees is also illegal for travel agencies/tour operators and they are to be fined when found out. Furthermore, tour guides are to make contract with travel agencies/tour operators before they start to conduct the tour (TUREB, 2013).

The daily fees for tour guiding are determined by Ministry of Culture and Tourism in Turkey annually. The fees for 2014 are shown in the Table 5 and Table 6.

Table 5: Tour Guiding Fees for Metropolitan Areas in Turkey

Daily Tour	281TL
Transfer	141 TL
Night Tour	141 TL
Package Tour	338TL
Outgoing Tour	338TL

Source: Ministry of Culture and Tourism, 2014

Table 6: Tour Guiding Fees for Non-Metropolitan Areas in Turkey

Daily Tour	240 TL
Transfer	141 TL
Night Tour	141TL
Package Tour	338 TL
Outgoing Tour	338 TL

Source: Ministry of Culture and Tourism, 2014

Many tour guides are required to work 40-60 hours a week or more during the high season. Generally working hour of a tour guide starts at 07:00 and ends at 23:00. On one hand some tour guides might work regularly in the museums and historical buildings (e.g., 10am-5 pm), on the other hand; others work within variable hours even in the evenings and in the weekends. Furthermore, the length of any tour may be a few hours, half day, all day or several days. In this regard, many tour guides become so tired both physically and mentally especially during high season. The irregularity in their working hours plays a significant role in preventing them from having a permanent home and regular social life (Tangüler, 2002: 41).

Tour guides work on site or in an area for an hour, a half day or a full day or even for several days with the same individuals or groups, returning to their base every evening. If a tour guide is booked for several days, generally they stay with their visitors rather than return home at the end of working day (Collins, 2000: 1). Tour guides taking responsibility of lots of people during tours, are always stressful (e.g., some customers can be extremely demanding and tour guides can be obliged to get up at 3:00 am to help one of his/her customers).

Actually they are 24 hour on duty and they live their private life in front of their customers (Tangüler, 2002: 42). Tour guiding is regarded as one of the occupation groups having high unemployment risk. Therefore this profession is perceived as a temporary job and full of adventures by the young people. Furthermore, working conditions of this profession play big role in making people think tour guiding is a temporary job. On the other hand tour guides also do public duty for tourism industry and countries, but neither in public institutions nor in private establishments, there is no guarantee of finding employment for tour guides (Ahipşaoğlu, 2002: 222). On the condition that a tour guide does not have a different occupation and could not find a job in tourism industry, he/she will hardly have possibility to have a chance of making benefits from public facilities in terms of employment. Tour operators/travel agencies, which are commercial organizations, employ temporary tour guides to reduce costs and not to pay a salary to tour guides when demand level is very low. In this context, there is no employment guarantee for tour guides especially when demand level is very low (Ahipaşaoğlu, 2001: 147).

Tour guides are usually accepted as self-employed enterpreneurs working for themselves. According to international arrangements, they are regarded as employees who are insured daily by employer (Ahipaşaoğlu, 2001: 149). Today, some tour guides prefer working in a travel agency with constant agreement, but others work as self-employed free-lancers without any insurance from travel agency. There are very few tour guides who work under social security protection. It means that tour guides become out of social security system when they are old and when they have health problems of personal or occupational nature (Güzel, 2007: 38). Tour guides who are regarded as ambassadors of country must have either decent or up-to-date working conditions but they even have no social security, health and retirement rights (Yelkenkaya and Hakgüden, 2005: 141).

1.1.4.2. Diffuculties of Tour Guiding Profession

Tour guides are regarded as one of the seasonal employees of tourism industry and they assume one of the heaviest and exhausting jobs in tourism industry (Genç, 1992: 216). Cultural tours are regarded as one of the tour types for which a tour guide is highly needed.

Most of the archaeological sites, which are visited, are situated on the steep slopes of mountains. (e.g., Aztec Temples in Mexico, Buddha Temples in Mongolia and Tumulus of Nemrut and Monastery of Sumela in Turkey). All these tourist attractions were built up on steep hills. In this context, tour guides are supposed to be fit even in future years. Being healthy and keeping health of tour members during excursion is highly important. During excursion, tour guides who sleep less and rest less than they do at home, feel more stressful. In addition, they can be on their feet for much of the time. As tour guiding profession is based on physical power, it causes tour guides to regard guiding as a temporary occupation which is only performed in young ages (Ahipaşaoğlu, 2001: 145). The fact that the number of tour guides aged in 30^s is on rise and there is a decrease in the number of tour guides aged mid '40^s and so forth. This is a proof showing that tour guiding is a difficult profession requiring physical strength (Özbay, 2002:2). Most of tour guides work and save money in the earlier years of their life and in later years of their life they prefer jobs which require less physical power such as museum guide, city guide, a half day guide and etc. (Güzel, 2007: 36).

Tour guiding profession is not regarded as a typical occupation for everybody as it requires some certain types of distinctive characteristics. Tour guides whose personality, sense of ethics and responsibility have not developed to a certain level, having poor human relations, less conscious about guiding and insufficient ones not equipped with necessary knowledge can stay outside of the profession after a short time. This profession requires working together with discipline and following the actuality and innovations in the field. Tour guides need to read continuously, follow current agenda and innovations and renew themselves in order to be sufficient in terms of knowledge in front of tourists. While a doctor is only interested in medical field in terms of his/her profession and a history teacher is only interested in historical events, there are so many things starting from economic structure of the country to social structure for a good tour guide to know and follow continuously and he/she needs to renew himself/herself constantly (Güzel, 2007:38). Tour guides and travel agencies are collateral factors to each other in tourism system. The success of the tour which is created by the travel agency from designing to its sale with a costly process is dependent on the performance of tour guide (Öter, 2007:64-65).

Tour guiding education is provided in different periods and with different characteristics and qualifications. This situation plays fundamental role in causing some negative consequences. The first consequence of these is that there is no standardization of tour guiding education in terms of time and qualifications. It prevents the standardization of tour guiding education. The second consequence is that people having different level of education are given same rights, which causes an obstacle of opportunity equality (Köroğlu, 2011:279).

No matter how experienced and informative tour guides are, they may find themselves in trouble because of some reasons which are out of their control (Güzel, 2007: 38). It may not be possible for tour guides to prevent some problems during tour process. The country of arriving tourists or any kind of negative incident happening in the region may result in the decrease of tourists. In this context, tour guides may confront employment problems (Ahipaşaoğlu, 2001: 148). For example; not being able to visit a destination/tourist attraction because of the problems related to tour bus, having a bad tourism season or a decrease in the number of tourist arrivals, as a result of regional or national tensions, natural disasters, effect of devaluation, restriction of traveling abroad, encouragement of domestic tourism, changes in holiday destinations preferences and employment of foreign countries' citizens as illegal guides by travel agencies play significant role on the decrease of employment opportunities of tour guides. (Ahipaşaoğlu, 2001: 149; Güzel, 2007: 38).

Tour guides are regarded with different definitions such as teacher, mediator, representative, salesperson and doctor and they are to fulfill all these roles and this may cause the emergence of role conflict. As an example for this situation; the behaviors/attitudes when a tour guide is providing guiding service to close people such as friends and relatives may be different from the one which is required by professionalism. In addition to this, especially female tour guides may find themselves in role conflict because of the fact that they need to fulfill both work and home responsibilities (Avcıkurt, 2009: 80).

1.1.4.3. Problems of Tour Guiding Profession

One of the most important problems that tour guides have to face in tourism industry is the fact that there are so many people working illegally as tour guide. Illegal tour guiding plays crucial role in causing qualified tour guides leave this profession and it results in unemployment. The local/international tour representatives working in an illegal way in tourism industry make negative effect on the image of tour guiding profession. As a result of illegal tour guiding, there is a decrease in guiding fees and this profession starts to be perceived in a wrong way by the public (Yarcan, 2007: 40). Illegal tour guides are the ones working without any license or so-called tour guides (generally uneducated and having no knowledge about destination or country) sent by the travel agency or tour operator (Cohen *et al.,* 2002:920).

According to the law of "Tour Guiding Profession in Turkey", all travel agencies/tour operators organizing tours are to employ tour guides licensed by the Turkish Ministry of Culture and Tourism. However, there is not enough effort done by the authorities to prevent illegal tour guiding which is one of the most important problems of this profession especially during high season when there is heavy tourist traffic (Yenen, 2007: 929).

Another problem of tour guiding profession is its seasonality (Genç, 1992: 216). Each country has high seasons when demand level is so high because of different reasons such as seasonal, cultural and social activities. The period when travel agencies/tour operators highly need tour guides is when the tours/excursions are on rise (Ahipaşaoğlu, 2001: 146). Travel agencies generally employ more tour guides in high season, and decrease the number of tour guides in low season to minimum level. As a result of this, tour guides have to meet all their annual expenses with their earnings they get in a part of the year (Güzel, 2007: 37). This situation causes problem in continuity and assurance for tour guides as well as the employment guarantee (Polat, 2001:35).

Tour guiding profession is seen as a second or additional job (Tangüler, 2002:41). According to the research carried out by Özbay (2008), 40 % of the tour guides have a second job and only 4 % of them work in a tourism related job.

There are some certain characteristics of this profession, which play an important role in making people regard it as an additional job. Seasonality, no insurance, no retirement, no job security, no job safety, being a physically and psychologically exhausting job and the precise structure of the tourism industry are accepted as some of the characteristics of this profession (Karaçal and Demirtaş, 2002: 179).

There is a density of tour guides in some certain languages such as English, German and French. As there are so many tour guides in some common spoken languages, this may cause some problems in terms of working conditions and may affect country image in a negative way (Yarcan, 2007:40). Another problem which is caused by the high number of tour guides is the fact that the level of qualifications of tour guides is on decrease. When the number of people performing any profession in on rise, it is always thought that it will increase the level of knowledge and skill of the employees. However, as the number of tour guides who are regarded as one of the front-line players in the promotion and presentation of a country is on rise, their level of qualification is on decrease. As a result of the increase in the number of tour guides, there is a decrease in their income level, that's why they quit performing profession and prefer to work in other fields through which they can get more regular and constant income (Ahipaşaoğlu, 2002:221).

Tour guides are related with so many business organizations, institutions and people in terms of structure of the profession. They may come across with so many different industries and people. Because of this reason, they may run into many hardships and problems while working (Yarcan, 2007:33). Especially, there are important problems between tour guides and travel agencies. In spite of the fact that tour guides and travel agencies work together intensively, their co-operation may become weak in terms of activating the management of travel agency. Among the reasons of this situation; seasonality of travel, lack of guarantee of being employed constantly, employment of illegal tour guides to decrease cost, weak and old legal framework organizing the relationships between tour guides and travel agencies can be listed (Öter, 2007:66).

There are some tours/excurcions with high risk of danger such as climbing, rafting, underwater diving groups and hunting groups etc… depending on the content of the tour.

The most important characteristic of this profession is to change place physically, in other words there is continuity of traveling and some part of the service provided takes place in the transport. Tour guiding profession is extremely risky in terms of occupational health and safety: Employment rate of this profession depends on the continuity of tourist flow. The decrease in the number of tourists attending tours directly affects the number of the tours and plays a significant role in unemployment for the tour guides (Öter, 2007: 71).

1.1.5. Professional Organizations of Tour Guiding Profession

The law titled as "Tour Guiding Profession" which has been a dream of all tour guides in Turkey more than 30 years, organizing tour guiding profession was accepted on 07th June 2012 and later was published in the Official Gazette on 22nd June 2012 by the National Assembly of Turkey (Turizmde Bu Sabah, 2012). There are some professional organizations of tour guiding profession both in Turkey and in the world, which were established with aims such as promoting unity and togetherness, meeting common expectations of tour guides, organizing vocational activities related to profession, providing the profession to develop in accordance with general benefits and keeping the protection of discipline and ethics of the profession. These organizations are listed below;

World Federation of Tourist Guide Associations – (WFTGA); came into being as a result of proposals put forward at the first International Convention of tour guides, in February 1985. The federation was officially registered as a non-profit organization under Austrian law after a second convention held in Vienna in 1987. At each international convention, the WFTGA grew and in 2013 and the organization has members from more than 70 countries, representing well over 200,000 individual tour guides, WFTGA established an international network of professional tour guides and it is the only global forum for tour guides and it continues to grow with the changes of this industry. The official language of the World Federation of Tourist Guide Associations is English. However, the WFTGA 2005-2007 Executive Board represents the following languages: English, French, Arabic, Spanish, Italian, German, Russian, Greek, Armenian, Chinese and Turkish (WFTGA, 2013).

The aims of WFTGA are listed below; The World Federation of Tourist Guide Associations is dedicated and committed for;

- ❖ Establishing contact with tour guide associations, individuals, tourism training institutes throughout the world and to reinforce their professional ties.
- ❖ Representing professional tour guides internationally and promoting and protecting their interests.
- ❖ Enhancing the image of the profession and promoting the use of area specific local tour guides in all regions.
- ❖ Promoting a universal code of ethics and skills.
- ❖ Raising, encouraging and establishing the highest standards of professionalism.
- ❖ Developing international training, and improving the quality of guiding through education and training.
- ❖ Facilitating the exchange of information between members.

European Federation of Tourist Guide Associations – (FEG); founded in 1986 in Paris to represent profession at European level, to publicize and improve the quality of service offered to all visitors to Europe and to bring together and strengthen professional tour guiding links across Europe. It is an active member of European Tourism Action Group (ETAG) and a participant or observer in key European forums. FEG is the voice of professional tour guides in Europe and is recognized as an advocate of high standards and quality in tourism. The current full members are: Austria, Croatia, Cyprus, Czech Republic, Denmark, France, Germany, Greece, Iceland, Ireland, Italy, Netherlands, Portugal, Russia, Spain, Sweden, Turkey and the United Kingdom. Georgia, Latvia, Serbia, Slovenia and Norway are associate members. Correspondent countries include Bosnia & Herzegovina, Estonia, Finland, Hungary, Montenegro, Poland, Luxemburg, Switzerland and Ukraine (FEG, 2013).

Federation of Turkish Tourist Guide Associations (TUREB); is the national federation, which was founded with a protocol of cooperation and coordination among professional chambers of Turkish tour guides. It consists of tour guide guilds and associations with members from all over Turkey. TUREB was founded by considering the problem of formation of shared opinion and representation caused by the fact that the professional organizations of Turkish tour guides are gathered under different identities and associations, and accepting that tour guides must gather under a uniform organization.

TUREB is a member of the World Federation of Tourist Guide Associations (WFTGA) and European Federation of Tourist Guide Associations – FEG (TUREB, 2013).

The aims of TUREB are listed below;

❖ Provide tour guides gather under an organization.
❖ Find out the common problems of tour guides and find solutions for them.
❖ Provide cooperation and coordination among the professional organizations, other organizations in the tourism industry and public institutions and organizations.

Tour guide associations in Turkey gathered under TUREB are indicated in Table 7. Istanbul, Antalya and Izmir are the cities with existing tour guides' associations, Ankara, Aydın, Nevşehir and Muğla are the cities with newly established associations of tour guides Çanakkale, Trabzon, Gaziantep, Adana, Bursa and Şanlıurfa are the cities with newly established regional association of tour guides.

Table 7: Tour Guide Associations in Turkey

Abbreviation	Name of the Association	Year of Establishment
IRO	Association of Tour Guides in İstanbul	1991
ARO	Associations of Tour Guides in Antalya	2003
IZRO	Association of Tour Guides in İzmir	1991
ANRO	Association of Tour Guides in Ankara	1992
ADRO	Association of Tour Guides in Adana	2012
ATRO	Association of Tour Guides in Aydın	2012
BURO	Association of Tour Guides in Bursa	2012
ÇARO	Association of Tour Guides in Çanakkale	2012
GARO	Association of Tour Guides in Gaziantep	2012
MURO	Association of Tour Guides in Muğla	2012
NERO	Association of Tour Guides in Nevşehir	2012
ŞURO	Association of Tour Guides in Şanlıurfa	2012
TRO	Association of Tour Guides in Trabzon	2012

Source: TUREB, 2013

1.2. TOUR GUIDES

This part of the research deeply examines the concepts/subtitles such as; rights and responsibilities, working areas, education and professional characteristics of tour guides.

1.2.1. Rights and Responsibilities of Tour Guides

There is a fundamental role of tour guides working for a travel agency with a contract or working as a freelance in the orientation of international tourism flow, development of national tourism movement and tourism industry as well as the effect of travel agencies. Even if an arriving tourist to a country has written guidelines, booklets and brochures, he will definitely need a tour guide constantly on the condition that he does not know the language, customs and traditions of the host country. Especially, a tour guide is the one who will provide all kinds of information and satisfy tourists travelling in groups to visit historical sites, monuments and important places and asking for information about those places (Çolakoğlu *et al.,* 2010:136).

According to the IATM, the role of a tour guide is ''to guide groups of individual visitors to monuments, sites, and museums of a city or region; to interpret about cultural and natural heritage and environment in an inspiring and entertaining manner by using the language of visitor's choice''. In addition to this, tour guides act as ''buffers'' among tourists, the social environment transportation, interpreting, handling problems, insulating travelers from difficulties, and making the environment safe for tourists because they act as ''intermediaries'' between tourists and the 'unknown' environment (Zhang and Chow,2004:82).

The service of tour guiding is one of the main components in the services provided by tour operators. The service provided by tour guides both reflect the quality of service of tour operator and have an impact on the destination image (Huang *et al.,* 2010:3). All tour guides are supposed to have professional information related to transportation, accommodation and hospitality services, because they are the ones who need to solve the problems encountered by tourists and avoid the re-emergence of these problems (Yenen, 2002:257). Furthermore, one of the main factors playing role on the satisfaction level of tourists leaving the country is the right and sufficient information provided by tour guides (Soykan, 2002:100).

The requirement for the people having direct relationships with tourists, leading them and becoming help in the solution of their problems is considerably important in the offer of diversity to tourists in accordance with their expectations. Turkish tour guides undertake many important and significant tasks such as the explanation of many different aspects ranging from internal and foreign politics of Turkey to its social and ethnic structure and its richness correctly and make them visual as well as the missions such as introduction and interpretation of Turkey with its nature and historical richness to tourists in the best way (Gündüz, 2002:243). Tour guides facilitate travel organization of tourists by accompanying them during their travel and provide them to have an enjoyable travel free of problems as much as possible and enjoyable. In this context, they determine satisfaction level of tourists and reflect the image of Turkey and Turkish people with the information they provided, attitudes and behaviors. In this respect, tour guides occupy a very significant place in terms of re-visiting decisions of tourists (Kuşluvan and Çeşmeci, 2002: 235).

Tour guides have four main tasks; these are management and organization, negotiation between local people in communication, providing information and education (Reisinger and Waryszak, 1994:29). There are many various responsibilities and roles of tour guides such as provision of security and protection, information, promotion of group interaction, surrogate parent, pathfinder and mentor, leader and mediator, and entertainer (Wang *et al.,* 2000:178). Although there are so many duties and responsibilities of tour guides, it is possible to list the main tasks of tour guides under six topics (Batman *et al.,* 2000). These topics are listed below;

Make Plan & Program; all plans and programs concerning tourist activities are generally realized by the travel agencies. However, tour guides who are in the status of the applier of these programs should have skills to be able to make necessary changes when it is required.

Conduct Tasks; tour guides are supposed to make balance and harmony in group activities. If a tour program is not sufficient enough to meet the expectations of tourists in terms of its organization, they can decrease problems and breakdowns with their success in the process of application and conducting.

Represent Group; tour guides are accepted as spokesman of group that they accompanied. When tourists' wishes to get rid of many formal procedures for some time and expectation of feeling the existence of the person who will hand out the problems and breakdowns when encountered by the tourists during trip, entertainment and rest are taken into consideration, the importance and seriousness of representing group becomes clearer.

Represent Country; the feelings, thoughts, attitudes and beliefs of tourists about the country are acquired through tour guides. The first impressions that affect tourists are both attitudes and behaviors of their tour guides and information about the country and assessments that they provide to tourists. Moreover, tour guides are regarded as mirror of the country in terms of tourists' perspective. They act as representative of the country as tourists learn many different unknown aspects of the country, which they are visiting via information they get through tour guides.

Relationship Orientation & Supervision; tour guides play roles such as negotiator and mentor for tourists in having appropriate relationships for their personal tendencies and creating groups with the people they like.

Information Resource; tour guides are supposed to have information about various social characteristics, problems and history of the country in order that they could hand out the problems and breakdowns they come across.

There are also some other responsibilities of tour guides, these responsibilities are explained below; (Turkish Labor Agency, 2014).

- ❖ Help arriving foreign tourists and leaving domestic tourists on their excursions with visa, passport and customs etc.
- ❖ Help tourists with their health documents, foreign exchange transactions and communication.
- ❖ Make contact with the required place for the solution of all kinds of health problems such as illness, injury or death.
- ❖ Take tourists to museums, historical buildings, ancient cities and the places with natural beauty included in tour program and give information about these places.
- ❖ Take tourists to places where they can get to learn cultural products such as traditional food, folk dances and music.
- ❖ Give first-aid to tourists in case of emergency during the excursion.

Satisfying tourists attending tour and providing the services which are subscribed to tourists are accepted as the main responsibilities of tour guides (Bowie and Chang, 2005:305). Tourists do not only view the local sights from a coach, but also interpret the sights through the tour guide's commentary. Some researchers such as Holloway (1981) and Ryan and Dewar (1995) claimed that tour guides' performance with tour groups can increase both group morale and social interaction. "It is the guide who sells next tour". It is suggested that tour guides are responsible for tourist satisfaction with the service provided in destinations. Whether they can produce a quality service for tourists is essential to the success of tourism industry and to the reputation and image of countries as a whole. Their performance can generate repeat and new business, and also affect the image of their tour companies and even the destinations themselves (Zhang and Chow, 2004: 82). As tour guides have the status of only authorized and responsible people on behalf of travel agency and tour operator during excursion, handling out the problems and breakdowns which are encountered in fastest and most accurate way is an obligation beyond necessity for tour guides. Meeting the expectations of group that they accompany as much as possible, making them satisfied and leave the country satisfied are regarded as the main tasks of tour guides (Değirmencioğlu, 2001: 8).

According to Yıldız, Kuşlovan and Şenyurt (1997), the main roles and responsibilities can be categorized into 6 main topics; these are shown in Table 8. The main roles that tour guides should have can be listed as; communication, management, promotion and information, entertainment, coping with unexpected situations, justice (Yıldız *et al*., 1997:11). In this context, they need to display a high level of professional skills and an intimate knowledge of local culture. Extensive expertise is regarded as a prerequisite by which to establish the guide's professional status as a mediator of culture, either as a "path- finder" who "provides access to an otherwise non-public territory" or as a "mentor" who "services as a guru to the novice, adept, or seeker, guiding him towards insight, enlightenment or any other exalted spiritual state" (Dahles, 2002:784).

Table 8: The Main Roles of Tour Guides

Roles of Tour Guides	Content
Communication	Language Skills; Interpersonal Communication
Management	Planning; Organization; Leadership; Coordination; Supervision Skills
Promotion and Information	Destination Knowledge Information
Entertainment	Hospitality; Tolerance; Sense of Humor; Sociability
Unexpected situations	Technical Knowledge; Skills; Calmness; Strength
Justice	Law Knowledge; Honesty; Justice; Job Ethics

Source: Yıldız *et al.,* 1997:11

Tour guides also assume the role of culture broker, being responsible for providing tourists with an insight into the local life, acting as a buffer between the tour groups and the "unfamiliar" (Leclerc and Martin, 2004:181). All tour guides should be aware of the professional ethical responsibilities and fulfill them, which is considerably important. The professional ethical responsibilities of the tour guides can be listed under three topics (Batman *et al*., 2000: 35-36): These topics are explained below;

Responsibility Travel Agency & Tour Operator); tour guides are supposed to provide best service to travel agency or tour operator, which employ them in return for a reasonable fee. In this context, reporting should be done on time and evaluation of the business enterprises providing service to excursion should be realized in an honest way.

Responsibility Business Enterprises (Food and Beverage Companies, Transportation Firms etc...); sometimes, there may occur some problems in the provided service of business enterprises. The excursion will be successfully conducted if any small help of explaining these problems to tourists. In this respect, there are important tasks that should be done by tour guides. Furthermore, all guides are expected to make an evaluation and reporting about these companies in an honest and fair way when they are asked.

Responsibility Tour Group; responsibility of tour guides to tour group is the most crucial one. Tour guides are the people who are responsible for customer satisfaction and customer happiness. On the condition that tour guides behave everybody in a fair and honest way with equal interest during on-tour process, there will not arise any jealousy and envy among the tour participants and in this way the excursion will be completed successfully without any problem.

Besides, tour guides should not impose their own moral values and other value judgments to any participant of the tour or a group.

The service provided by tour guides serves as a bridge in transferring right attitudes and behaviors related to the image of destination to tourists. In addition to this, guiding service makes positive contribution to interaction between tourists and local people at the same time (Chen, Hwang and Lee, 2006: 1167). Tour guides' performance does not only make an effect to the quality of tourists' holiday experience, it is also considerably important in terms of having natural environment and social responsibility in tourist experiences (Reisinger and Waryszak, 1994: 30).

1.2.2. Working Areas of Tour Guides

Tour guides can be categorized into three main groups in terms of information they provide to tourists, working area and field of subjects they study. These groups are; cultural guides, speaker guides and expert guides (Ahipaşalıoğlu, 2001:97).

Cultural Guide; these guides have more detailed information about some fields of study such as history, geography, archeology, but they have no specialization field in one of them. Furthermore, conducting tours to museums and archeological sites, showing ways and providing general information about the destination, region and country are main tasks of these guides.

Speaker Guide; these guides have tasks such as giving seminars about pre-determined subjects to groups especially in long distances between cities or at the end of dinner as well as the other tasks and responsibilities realized by cultural guides. The seminars' topics may include various subjects ranging from the education system of country to its village and handcrafts. These guides are mostly employed for predetermined groups and special groups, they are chosen among the cultural guides who have an education or a special interest about seminar subjects.

Specialist Guides; these guides specialized in a particular field of study or about a particular activity area. Hittitology, Christianity, Fauna and Bird Immigration are meant to be one of these particular fields of study. Furthermore, for these particular activity areas, many sportive activities such as surfing, diving competitions, hunting, trekking and hiking can be given as an example.

These specialist guides are chosen to be employed among the cultural guides having a specialization about the field of study. If this may not be possible, then the professionals of the field of study are directly made contact for employment.

The majority of tour guides live in metropolitan cities of Turkey such as Istanbul, Ankara and Izmir. These cities are followed by the province of Nevşehir, which has a historical site such as Cappadocia and the province of Muğla having touristic centers such as Bodrum, Marmaris and Fethiye (Tetik, 2006:34) Tour guides are mostly responsible for the last and most important stage of the excursions prepared by travel agencies after a long and tiring process. The conducting process of excursion is more important than other stages taking place before the excursion starts in terms of customers. In other words, preparation process of any excursion may take place many hours, but conducting it may be realized in a short time. As excursion is totally for pleasure, it may be possible for customers to dislike it. Tour guides are the main responsible people for the success of excursion with their skills of management, transferring information and interpretation (Öter, 2007:69).

Travel agencies and tour operators are accepted as the employer of tour guides as they have common business relations. Moreover, they are authorized organizations by law to prepare package tours. On one hand, tour guides can be employed permanently by travel agencies in return for a salary, on the other hand, they have possibility to work as a freelancer without depending on any travel agency or a tour operator in return for daily fee (Demircan, 2007:17).

Tour Guides working dependent on Travel Agencies & Tour Operators; as travel agencies and tour operators are regarded as the employer of tour guides and they are the organizations which make tour guides work with their instructions and orders, they are accepted as legal organizations with an appropriate license, travel agencies are accepted as the legal organizations employing tour guides. Tour guides working dependently on travel agencies are supposed to work in accordance with a contract of service. There must be a service relationship between travel agency or tour operator and tour guide. Tour guides working dependently on travel agencies have status of an employee with a salary and they must conduct any excursion they are ordered (Demircan, 2007: 18).

Freelance Tour Guides; these guides conduct various excursions prepared by different travel agencies instead of working for only one travel agency or tour operator constantly. Tour guides are supposed to sign guiding service contract with travel agency before they conduct tours. In addition to this, they can also conduct excursions of other travel agencies with the verbal agreement between both sides (Demircan, 2007: 18). The problems in business relations and uncertainty of tax are the situations that mostly tour guides working without making any service contract face. According to Öter (2007), it is seen that tour guides working without any service contract for travel agencies have a great difficulty in getting the daily guiding fee which is determined annually by the Turkish Ministry of Culture and Tourism and they agree to work for a less fee (Öter,2007:73).

1.2.3. Education of Tour Guides

History showed that training, evaluation and regulation of guides yields great rewards not only for travelers and guides but also for sites, cities and whole societies as well. Thus, the importance of training, evaluation and regulation of guides, including their level of professionalism, cannot be ignored. Unless the issue of professionalism, and problems and concerns about tour guiding are addressed, this may lead to increase complaints from visitors about the quality of guiding service and result in damaging the image of a tourist destination (Ap and Wong, 2001:552).

As the dependency to brands in touristic products and regions is so weak, the concept of image is highly weak (Hacıoğlu, 2000:42). The destination image or image of a touristic place can be defined as the expression of all objective information, impressions, prejudices, dreams and emotional thoughts that an individual or a group of people have. In other words, the destination image is the sum of the beliefs, ideas and impressions that people have about a destination (Avcıkurt, 2005:24). Therefore, the evaluation, education, regulation and training of the qualified tour guides having the mission of representing and introducing the countries in the right way, making tourists return to their countries satisfied with high positive impressions, with their knowledge, skills, culture, attitudes and behaviors emerge as topic which should be taken into consideration with high sensitivity and seriousness (Tosun and Temizkan, 2004:354).

The level of knowledge and skills of tour guides is regarded as one of the indicators of tourism education quality. This level is one of the main determinants of the total service quality offered to tourists. Tour guides are supposed to have a high level of general culture knowledge; they should follow latest innovations in the industry and have service training constantly. Because, in the eye of tourists', a tour guide is the person who has the mission of representing the country, a wise man, an example and a cultural ambassador (Ahipaşalıoğlu, 2001: 100).

1.2.3.1. Education of Tour Guides in the World

The importance of tourism education has increased considerably especially in developing countries, as there has been a high increase in the amount of positive contributions that tourism industry provides countries. These countries try to develop and diversify tourism education in order to prevent cultural and environmental problems arising from tourism industry and to present the country in a better way (Tangüler, 2002:45). The qualifications and education standards that tour guides should have may vary from one country to another one. The quality of guiding service that tourists are provided in Europe has a higher level than the one in North America. Majority of the tour guides working in Europe travel a lot, have top-level certificates and speak a few foreign languages fluently. On one hand, the qualifications and education standards that tour guides should have may be quite high in every country in Europe, on the other hand, these studies about the quality and education standards of tour guides in North America have been able to start not so long ago (Pond,1993:45).

According to the results of the research about tour guiding, which was carried out by the European Federation of Tourist Guide Association (FEG), a national license is required in seven countries such as Austria, Cyprus, Greece, Hungary, Netherland and Scotland. In countries such as Denmark, France, Portugal and Slovenia, there is an application of both national and regional license and in other countries, only license at regional level is required (Tangüler, 2002: 45). The leading countries where tour guiding education is not required by the authorities to be able to work as tour guide are USA, France and Japan. On one hand, the Republic of South Africa is the only country with the shortest period of education like three weeks; on the other hand, Argentina is the only country with the longest period of education

like five years. In Greece, which is regarded as one of the main rivals of Turkey and has common potential with Turkey, the period of compulsory education is three years. As a principle, the education of tour guiding is provided free of charge to candidates and students in Turkey. The candidates are supposed to meet the cost of regional or national training trips both in Turkish Ministry of Culture and Tourism and in the programs of tour guiding of the universities. In countries such as France, Germany, Greece, Netherland and Norway, the situation is the same like in Turkey. There are big differences in the cost of tour guiding education in countries such as Philippines, Japan, Denmark and Israel where the education is not free of charge. Many countries in the world have noticed the importance and necessity of updating information and following the innovations in tour guiding profession. The constant education is compulsory for tour guides in countries such as Canada, Austria, Canary Islands, Denmark, England, Israel, South Africa and Singapore. Many countries both implement application of constant education and apply sufficiency exams to tour guides at certain periods. For example; there is a compulsory sufficiency examination for tour guides annually (Ahipaşalıoğlu, 2001:27). Furthermore, tour guides in Turkey were supposed to attend at least three vocational training seminars (one of these seminars was a compulsory one by the Ministry of Culture and Tourism) since 2001, but this regulation named as "Professional Tourist Guides" was changed with the law titled as "Tour Guiding Profession", which was accepted in 07th June 2012 and later was published in the Official Gazette in 22th June 2012 by the national assembly of Turkey. (Ahipaşalıoğlu, 2001:28). According to this law, these vocational training seminars were turned into optional ones instead of being compulsory and to organize these seminars, the authority is given to Federation of Turkish Tourist Guide Associations (TUREB) and other regional associations (IZRO, 2012).

Some of tour guiding education systems of countries which are regarded as a rival of Turkey with the common potential in terms of tourism and high rate of international tourist arrivals in the world are explained below;

Greece; the school of tour guides in Greece is a state school (Ministry of Development) it is compulsory for tour guides in all museums, sites, monuments, churches etc. and the studies last for 2,5 years. All tour guides in Greece are national guides-which mean they have a guiding permission to work in the whole country-and not local guides like in other countries. The permanent schools for tour guides are located in Athens and Thessalonica and, on the condition that there is a demand for more tour guides, they can also work in Rhodes, Crete, Corfu and Lesvos islands (WFTGA, 2013). The candidates must be members of the E.U. countries with a certificate of fluency in Modern Greek language, or foreigners of Greek origin from non-E.U. Members, who also speak Greek and they have to have a high-school degree (12 years). First they have to take oral and written exams at least in one foreign language of their choice and succeed 16 out of 20 points in it. If they pass that, they take written exams in essay, Greek History, Greek Geography and an interview and have to have 14 out of 20 points in these. The exams are every 3 years and the candidates who succeed are 30-35 persons in every one of the schools above (WFTGA, 2013).

Spain; tour guides' license is given separately by each autonomous administration. In order to have the license which is given by Madrid Autonomous Administration, there are some conditions as well, that should be fulfilled by the candidates such as; to have citizenship of a European country, to have an international diploma or certificate, to be over 18 years old and to have a fluency in Spanish and one other foreign language.

Furthermore, candidates should also have one of the competencies such as; to have technical sufficiency in touristic company or organizations, to have sufficiency about touristic and commercial subjects and to have a university diploma or an equivalent document.

These competencies are to be accepted by the administrative committee (Değirmencioglu, 1998:76).

France; tour guiding education is provided through educational institutions and courses which are connected with Ministry of Education. Furthermore, the private courses are also available at nights. Tour guiding education is only available with the programs of universities (Çolakoğlu *et al.,* 2010:178).

Italy; the regulations related to tour guiding are organized by provincial administrations. Each state establishes its own regulations which are valid only on the territory of its borders within the framework of norms about tourism, which are determined by the central management. One of the responsibilities of state is to find out whether the candidates are capable of speaking one or more than one foreign language, sufficient enough in terms of knowledge about works of art, monuments, archeological sites, natural beauty of the places where they work. The determination of technical and professional competency and vocational qualification certificate are one of the main requirements asked to apply for a license (Değirmencioğlu, 1998:76). There is an exam seeking to find out the technical competency of willing ones to work as tour guides by the state administration with State Executive Committee in the regions which are under their control annually. This examination has both written and verbal sections. The candidates are supposed to prove themselves sufficient enough in terms of one of the foreign languages which are common and thought in public universities and another foreign language in addition to the preference of the candidate on his request (Değirmencioğlu, 1998:76). For the ones succeeding the exam are given the license enabling its owners to work as tour guide. The requirements to apply the exam are; to be over 18 years old, to be a citizen of Italy and to be a graduate of high school.

1.2.3.2. Education of Tour Guides in Turkey

Tour guiding is one of most important sources in the presentation, promotion and advertising of a country. In this respect, tour guiding education must be provided with high quality education programs (Soykan, 2002:999). In Turkey, Ministry of Culture and Tourism was the only provider of tour guides' education until 1995 in Turkey. Tour guides were chosen among the students who graduated from high school with the competency of a foreign language or graduates of universities and then they were educated through 3-month course and 6-month course till this time. The graduates of 3-month course were given regional license, the ones finishing the 6-month-course were provided with the chance to have national license. There were some changes made in the regulation of tour guides about the education of tour guides in 9th August 1995. Later, it was decided that the existing courses (3- month course and 6-month courses) were not sufficient in terms of education of tour guiding

and programs consisting of two-year degree education programs in vocational schools of universities and undergraduate education programs in faculties of universities were made available for tour guiding education (Kuşlovan and Çeşmeci, 2002:236).

When the structure of tour guiding education in Turkey is examined, it is clear that there are some obstacles preventing education of qualified tour guides who meet the expectations (Kuşlovan and Çeşmeci, 2002:236). One of the most crucial of these obstacles is the education of tour guiding, which is provided in three different ways and in three different periods. As a result of this process, the graduates are given the same license (Hacıoğlu, 2008:246).

The same rights are granted to students graduating from the 2-year degree education programs, undergraduate education programs of universities and 6- month course of Ministry of Culture and Tourism in Turkey (Tosun and Temizkan, 2004:354). This situation plays a crucial role in differentiating the qualifications and quality of tour guides in tourism industry, causing unfair competition and creating opportunity inequality. Furthermore, it causes lack of motivation for students who are getting tour guiding education. In this context, this situation plays a fundamental role in causing the decrease on the satisfaction level of tourists at the macro level and missing to reach desired quality of tourism industry (Hacıoğlu, 2008: 246).

Tour Guiding Education Programs of Universities; tour guiding which is regarded as one of the most important parts of tourism industry has a fundamental working area which can affect the desired service quality in both positive and negative way. Therefore, the tour guiding which was kept separately from general tourism education has been a major shortcoming. There are crucial tasks and responsibilities that should be fulfilled by the universities in tour guiding education. The acquiring of a qualified education and gaining vocational training for tour guides who have detailed and accurate information in the presentation of cultural assets since ancient times can only be possible with the regular and systematic education of the university which will be provided by the experts of the fields (Polat, 2001:59).

Tour Guiding Undergraduate Programs (4 Years); these programs are shown in Table 9. There are 14 universities offering tour guiding undergraduate programs under mostly faculty of tourism, school of tourism and hotel management and some other faculties such as faculty of economics and administrative sciences in 2013.

Table 9: Tour Guiding Education Programs (4-Year Degree) in Turkey

	University	Faculty	Program	Quota	Year
1	Izmir Katip Çelebi University	Faculty of Tourism	Tour Guiding	30	4
2	Adnan Menderes University	Faculty of Tourism	Tour Guiding	45	4
3	Anadolu University	Faculty of Tourism	Tour Guiding	40	4
4	Ege University	School of Tourism & Hotel Management	Tour Guiding	60	4
5	Necmettin Erbakan University	Faculty of Tourism	Tour Guiding	35	4
6	Kastamonu University	School of Tourism & Hotel Management	Tour Guiding	45	4
7	Nevşehir University	Faculty of Tourism	Tour Guiding	56	4
8	Yaşar University	Faculty of Economics and Administrative Sciences	Tour Guiding	30	4
9	Balıkesir University	Faculty of Tourism	Tour Guiding	65	4
10	Çanakkale 18 Mart University	Faculty of Tourism	Trav Man/Tour Gui	75	4
11	Gazi University	Faculty of Tourism	Trav Man/Tour Gui	60	4
12	Adıyaman University	School of Tourism & Hotel Management	Trav Man/Tour Gui	65	4
13	Akdeniz University	Faculty of Tourism	Tour Guiding	30	4
14	Selcuk University	Faculty of Tourism	Trav Man/Tour Gui	100	4

Source: Student Selection and Placement Center Turkey (OSYM), 2014

Tour Guiding Programs in Vocational School of Universities (2- Years); these programs are shown in Table 10. There are 11 universities offering two-year degree tour guiding programs in the vocational schools of the universities in 2013.

Table 10: Tour Guiding Education Programs (2-Year Degree) in Turkey

	University	Vocational School	Program	Quota	Year
1	Ankara University	Beypazarı Vocational School	Tour Guiding	40	2
2	Süleyman Demirel University	Yalvaç Vocational School	Tour Guiding	40	2
3	İstanbul Aydın University	Anadolu Bil Vocational School	Tour Guiding	50	2
4	Kocaeli University	Derbent Vocational School	Tour Guiding	50	2
5	Marmara University	Social Sciences Vocational School	Tour Guiding	30	2
6	Uludağ University	İznik Vocational School	Tour Guiding	40	2
7	Selçuk University	Beyşehir Vocational School	Tour Guiding	40	2
8	Selçuk University	Silifke Taşucu Vocational School	Tour Guiding	80	2
9	Muğla Sıtkı Kocaman University	İçmeler Tourism Vocational School	Tour Guiding	50	2
10	Nevşehir University	Ürgüp Vocational School	Tour Guiding	45	2
11	Yüzüncü Yıl University	Van Vocational School	Tour Guiding	30	2

Source: Student Selection and Placement Center (OSYM), 2014

Tour Guiding Courses of Ministry of Culture and Tourism; tour guiding courses can be opened by the Ministry of Culture and Tourism with common advises of Association of Turkish Tourist Guides (TUREB) and Association of Turkish Travel Agencies (TURSAB) in Turkey. Furthermore, these courses which are organized both nationally and regionally in some certain languages in some regions are provided by Ministry of Culture and Tourism in Turkey in accordance with the needs of tourism industry within the framework of the principles and procedures set for the courses and exams in the regulation.

There are some requirements for the participants to attend these courses such as; to have a citizenship of Turkish Republic, to be over 18 years old, to have an undergraduate degree, to have fluency in the foreign language(s) and to have no criminal record.

Tour guiding courses nearly take seven months. The examinations are applied in four sections. These exams are related to general culture, foreign language oral exam, foreign language written exam and interview in order. There are some subjects which are thought to candidates in these courses. They are; general tourism information and tourism legistation, tour guiding profession subjects, tourism geography of Turkey and tourism promotion, general Turkish history and culture, archeology, mythology, art history, history of religions and sociology, literature, general health information and first-aid, social behaviours and communication and history of Anatolian civilizations.

1.2.4. Professional Characteristics of Tour Guides

There are important tasks, contributions and responsibilities of tour guides in tourism industry. The reason for the importance of this profession is the representation of the country to foreign tourists by tour guides with their own personalities (Çimrin, 1995:9). Tour guides are supposed to have so many various skills. As an example; a tour guide may become a psychologist, a diplomat, a cabin crew, an animator, a news reader, a narrator and an interpreter while conducting tours. They have to behave in a professional way and they should not interfere personally with the group to have a leadership on them. Otherwise, the control of the group may be lost. They should be fair, praise the behaviors of group, meet the

expectations of group, act as a leader to eliminate disturbing behaviors and be flexible (Tetik, 2006:27).

Generally, tour guides are accepted as the first people meeting any group upon arriving the country. In this context, the communication between tour guide and group starts. In addition to this, tour guides also accompany tourists during their tours. They are the ones who are going to make first positive or negative impression to tourists about country with their behaviors, speech, appearance, knowledge and attitudes at the first moment. Owing to this, tour guides who are regarded as tourism ambassador of the countries should be chosen in accordance with some qualifications before their education. The people with required qualifications should receive the necessary education later. The qualifications that tour guides should have are explained below (Güzel, 2007:12).

Tour guides are supposed to have information about geography, history, culture and social characteristics of the country they are working in as they are in charge of introducing country to tourists. Moreover, they should also have knowledge about economic structure, political characteristics, foreign policy and law of the country as majority of tourists ask information and even want to discuss about these topics. Tour guides should also have professional information about transportation, accommodation and hospitality services of the country as they are in charge of coping with the problems encountered on-tour process and preventing these problems from happening again (Yenen, 2002:257).

Tour guides are not regarded only as path finders; they are also accepted as lecturers, leaders, narrators and interpreters. Not only should tour guides have information about geography and history of the destination they are working in, but also they should have information about sociological and psychological structure of the destinations in accordance with the cultural, motivation and dynamic structure of the groups (Cohen *et al,* 2002:920). Table 11 shows the disciplines that tour guides are interested as a study area.

Table 11: Related Disciplines of Tour Guides

Information	General Culture	Social Relationships & Management
Foreign Language; Art History Geography; Archeology Ethnology; Folklore; Architecture; Mythology; History;Anthropology History of Religions;Art History	Social Structure of Country Philosophy International Relationships Traditions and Customs Characteristics of Tourists Economy of Country Topically	Human Relationships Psychology Sociology Protocol Etiquette Animation

Source: Ahipaşaoğlu, 1997:36

1.2.4.1. Knowledge

Knowledge is a familiarity, awareness or understanding of someone or something, such as facts, information, descriptions, or skills, which is acquired through experience or education by perceiving, discovering or learning. Furthermore, knowledge is an internalized intelligence-broader actionable lessons that we have learned as an organization while data is defined as unstructured, raw collected facts and figures, information defined as the data placed in context and more structured than data and has more meaning and lastly intelligence defined as collector, processor and analyzer of data and information to provide insight (Wikipedia, 2014). There are some certain topics that tour guides are supposed to have knowledge as well as the characteristics they should have. These certain topics are explained below;

Foreign Language Knowledge; not only do tour guides provide guiding service to locals of their own country, but they also guide international tourists coming from different countries in the world. In this context, they are supposed to speak and write at least one foreign language in a fluent way. A tour guide is the person who is guiding visitors in the language of visitors' choice and is interpreting the cultural and natural heritage of a destination. Due to this fact, the foreign language knowledge is highly crucial in terms of having a communication with tourists, providing them with the necessary information. Actually, one of the requirements to be a tour guide in Turkey is the foreign language knowledge (Tetik, 2006:53).

General Culture Knowledge; tour guides are supposed to have information in many topics ranging from science to art and from economy to politics as well as the knowledge they should have about destination. Today, tourists are asking

information both about the historical and touristic characteristics of the destination and social and economic characteristics of the country at the same time. In this respect, tour guides should have information about all these topics described as general culture knowledge (Tetik, 2006:53).

Destination Knowledge; one of the most important functions of tour guides is to introduce tourism region and provide tourists with the correct and necessary information about the destination. In order to realize this, tour guides are to know and understand tourism region with all details. In this respect, having detailed information about so many different topics such as geography, history, culture of the destination is inevitable for tour guides (Nero, 2012). Majority of the travelers regard tour guides as educators as they would like to have information about the destinations they visit and expect tour guides to answer their questions in a logical way (Plawin, 2003:9). The subjects that tour guides are supposed to provide information to tourists are shown in Table 12.

Table 12: Tour Guides' Disciplines

History	National history, history of art and religions, political and social structures, daily lives, religious lives, wars and peace, architectural style of old civilizations, mythology, archeological excavations, classifications, exhibition and dating methods of artefacts, smuggling of historical artifacts.
Geography	Mountains, forests, streams, lakes, seas, underground resources, climate.
Economy	Economic structure, economic situation, agricultural structure.
Life	Urban and rural life, juristic structure, education system, union organization, customs and traditions, music, folklore, dance, clothing, gastronomy, media, tv. debates, women problems, children and human rights, freedom of thought and speech, crime rates.
Politics	Political background of country and current situation, international relationships.
Art	Literature, theatre, ballet, exhibitions, seasonal celebrations and ceremonies.

Source: Genç, 1992:215

There are more subjects that tour guides are supposed to have information such as respect to society, environmental conscious, group conscious, rules and regulations (e.g., in a national park, which can be added to this list). Tour guides who are sharing information about these subjects with tourists are regarded as successful professionals.

Knowledge of Other Cultures; there is a need and demand for cross-cultural understanding and communication in tourism industry. Tour guides who constitute an important part of tourism industry in globalized world may be asked to guide people with different cultures. All the known positive relationships that are between

tour guides and tourists should be valid with the people having a different culture and there should not be any discrimination between tourists because of their cultural background. In order to be able to understand people with different cultures completely, tour guides should understand values and perspectives of those people (Tangüler, 2002:26).

First-Aid Knowledge; first-aid is the provision of initial care for an illness or injury, which is performed by non-expert, but trained personnel to a sick or injured person until definitive medical treatment can be accessed. The most important goal of first-aid in terms of tour guides is to learn how to keep calm in case of an emergency. In addition to this, inspiring injured or sick person and other tourists, keeping them far away from the possible dangers, making fast and effective decisions, protecting the injured or sick person without any movement until medical help can be accessed, can be counted among the tasks of tour guides. Tour guides are in charge of all members of the tour group. Therefore, they should know the first-aid methods in accordance with their responsibilities in an emergency situation (Tangüler, 2002:29).

1.2.4.2. Skills

According to Green (2011) skill is widely regarded as a focus for analytical research and as a core object for policy interventions in the modern global high-technology era. Moreover, skill is also defined as learned ability to carry out a task with pre-determined results often given amount of time, energy, or both (Wikipedia, 2014). In this context, tour guides should have both certain knowledge about a variety of topics and some certain skills as well. The skills and abilities of tour guides are mostly related with traditions and customs they gain through their country, region, family and society. However, the types of skills they are supposed to have are the skills they gain and develop by learning and practicing. These skills are explained below;

Expression Skill; what is an important fact that is generally forgotten by many tour guides is the way of presenting a topic to tourists is more important than what they really present. They should know how to make group members provided with the information and should be careful about the reaction of group in order that they could be successful. Tourists acquire environmental information through visual,

auditory and sensory way. Tour guides should prepare themselves to be able to present information in all three ways and they should make benefit from the way of tourists' preference. They should colorize narration. The plans, maps, drawings and visual images like pictures will be very helpful during process of learning. What tour guides tell should be in parallel with the images seen by the tourists. Otherwise, tourists will be in search of visual images and they will want to see everything that tour guides present. At the beginning of the tour, tour guides are to explain the tour program, express the important points of tour and establish relationships between tour attendants. Furthermore, they should make a summary of the structures visited by tourists (Tangüler, 2002:21).

Communication Skill; the concept of communication constitutes the basis of daily social life and relationships between people, groups and societies. Communication is the activity of conveying information through the exchange of thoughts, messages or information as by speech, visuals, signals, writing or behavior. Another definition of communication is that communication is "any act by which people give to or receive information about people' needs desires, perceptions, knowledge, or affective state (Güzel, 2007:21). On one hand the owner of travel agency, tour operator and other staff do not have any possibility of making a direct communication with tourists; on the other hand, tour guides have opportunity to make a direct contact with tourists (Yıldırım, 1997:87).

Tour guides can provide guiding service to both people speaking the same language and traveling to different places from their residence and foreign tourists coming to make a visit to the host country of them. Therefore, they are to have skill at least both in speaking and writing of a foreign language as they guide other people coming from different countries in the world as well. In addition to this, tour guides should know and understand the culture and country of the group and tolerate behaviors and attitudes which are not appropriate for their own culture in order to be able to get success in interpersonal communication. In order to establish good relationships between individuals, tour guides should have some certain traits: they should be honest, hospitable, trustworthy, tolerant, polite, good-looking and outgoing as well as the skills such as sense of humor, persuasion, being social, preventing problems, listening and speaking in public. Communication skills of tour

guides are highly important as they have a fundamental role in facilitating other responsibilities and tasks of tour guides (Yıldız *et al.,* 1997:10). Communication skills of tour guides can be explained in the way shown below (Tangüler, 2002:19).

Interpretation Skill; a successful interpretation can only be possible with making a balance between the interpreted subject and audiences and skill of reconciling presentation with the mind of audiences. Information is only one of the used materials. Interpretation is to clarify the subject based on the information. In addition to this, to make interpretation without transferring information is impossible. An effective presentation can be only possible with choosing necessary information in a good way. On one hand, presenting the dimensions of a building or a statute or the history of a rock without adding a historical story will not attract attention of tourists and will be an ordinary one. On the other hand, the details such as history etc. may color the subject and may constitute an important part of it. Tour guides ought to make a research to find out the reasons of interest to the subject and the content of subject and they need to prepare themselves in this way (Tangüler, 2002:29). Beyond the information in a successful presentation, at least three important things are expected from tour guides; the first of these is to have a passion and sympathy to visited destination or touristic site, the second of thing is the ability of making story and presenting and having a lively description and finally is to have sense of humor. Humor makes a presentation lively and colorful. It helps tourists to feel in rest and to be content with the visited attraction and interpreted information. All tour guides should have sense of humor as people go on holidays and attend tours to have fun and entertainment. Tourists always wonder everything related to the visited country and ask questions to tour guides to learn more and have an idea. Tour guides should be careful with the presentation they make and they should avoid the presentation which may cause misunderstandings (Güzel, 2007:249).

Organization & Decision Making Skill; tour guides are to make preparation for any kind of tour in advance and acquire all necessary equipment. They should be aware of the fact that they are the first responsible for all roughness, security, efficiency and time management (Yelkenkaya and Hakgüden, 2005:136). The reports, programs, start and finish time, money issues, making fast and right decision in case of happening of a problem etc. constitute the inevitable parts of the tour

guiding profession. Furthermore, time management in a correct way occupies an important place among the qualifications of tour guides. Anything may happen unexpected during the tour. Tourists may get sick, get injured or pass away. Because of this reason, tour guides should always be even-tempered or cool-headed and make right decisions. A tour guide is the one who is making decision on the tour and the decisions he/she makes should be logical and understandable. They should never interfere their own feelings in the process of making decisions (Güzel, 2007:25). Tour guides should take details into consideration as they can be highly important (e.g., a telephone talk to confirm hotel or restaurant) and that's why tour guides are to be careful with the details. A tour guide who is always late, will likely lose the control of the group, that's why tour guides should always be punctual and they should not forget that they will be the first who will be held responsible for any kind of happening. When any belonging of tourists such as luggage, suitcase and bag etc. is lost or stolen, they should make a right decision as fast as possible in accordance with the importance level of the lost or stolen belonging and its distance status. The people who are willingly to work as tour guide are to be respectful, keep their nerves under control, be careful and keep calm in case there may occur a possible debate. In this way, tour guides may foresee problem before its happening and find a solution for it (Tangüler, 2002:23).

Coordination Skill; there are so many tasks which are realized by tour guides. These tasks are preparation of tours, meeting the needs of tourists such as accommodation, food and beverage and entertainment, applying tour program and informing tourists. All these tasks require a tour program and group management from the arriving moment of a tourist to his departure. In this respect, tour guides should have information about the functions of management such as planning, organization, leadership, coordination and control and their applications which are related to their profession (Tetik, 2006: 60).

Self-Renewal; tour guides should always follow new happenings, developments in the world and renew their knowledge by thinking that the education provided is not sufficient. The ones without renewing their knowledge and always repeat the same outdated stories every year are so far from meeting the wishes and expectations of tourists to learn new things. In addition to this, tour guides without

self-renewal will have difficulty in finding job. They are obliged to know the latest version of information and sometimes they can renew their knowledge by listening local guides. Having information such as wages of sending post and making phone call, way of giving tips, current exchange rates and weather forecast of following day may be beneficial for tour guides. As tour guides also fulfill the tasks of tour leaders in many countries and regions, they should have the latest current knowledge about the history, geography, fauna and flora of the visited destination (Tangüler, 2002:28).

1.2.4.3. Qualifications

There are some qualifications that tour guides are supposed to have due to characteristics of tour guiding profession and provided service. Service is considered as activities and benefits which are not financial and does not result in any kind of adaption. These are presented to meet the needs of customers and to satisfy them (Tangüler, 2002:28). Thus, service has some different characteristics from product. These characteristics are intangibility (not physical, cannot be "possessed," can't be seen, felt, etc.), inseparability (production of the services can't be separated from its consumption), variability (sometimes called "heterogeneity," services quality and consistency is subject to great variability) and perishability (cannot be stored for future), which make the quality standardization is difficult (Vargo and Lusch, 2004: 326; Kotler, Bowen and Makens, 2005:35-36; İslamoğlu, 2010 :131-132). Tour guides have some characteristics such as having close relationships with different people, representing travel agency (employer) and making bridge among various cultures. In this context, taking the characteristics of tour guiding profession and service, the qualifications explained below should be discussed (Tangüler, 2002:28).

Leadership Role; according to Akbaba and Erenler (2008), although the emergence of the word "leader" dates back to 1300, the concept of leadership started to be first used in texts about political impact and "kont" or "cont" role of British parliament at the beginning of 19th century (Demir *et al.,* 2010: 130). Leadership with its general framework is defined as the ability to be able to gather a group of people for some specific purposes and the collection of skills and knowledge so as to achieve these purposes (Eren, 2000:411). Leadership is regarded as difficult and complex process. One of the most important qualifications of tour guides is to show

tourists that they are integrated with group and complete tour in a good and successful way by adapting group and regarding themselves one of the parts and the leader of the group. As it can be understood that role of leadership is one of the most important characteristics of tour guides, because leadership is a qualification coming with the birth, it is not achieved later like management. Leadership role is placed at the top of the list of tasks and responsibilities (Güzel, 2007:179).

Hospitality; travel is a social phenomenon with its broad meaning, that's why the role of tour guides in travel industry has so many various social aspects. The most important of these aspects is the hospitality of tour guides. The good hosts are accepted as people who like people, feel comfortable in human relationship and have a qualification of making suitable environments for people's comfort. In addition to this, good hosts are the people who are interested in good aspects of people, like helping people in case of need and make people socialize one another. Furthermore, good hosts are so sensitive to the feelings of their guests and they change the subject of the conversation and activity when they feel that their guests are uneasy. Therefore, tour guides should behave as a host with their hospitality characteristics. The hosts have some certain roles such as a friend, a mediator, a defender, an entertainer and a companion (Tangüler, 2002:15).

The essence of tour guiding profession is to be a good host. A good tour guide should never be bored with giving service and be a good host to tourists. Especially, in Turkey, where traditionally foreign guest is accepted as "*the guest of "Allah" (God),* all tour guides should take the responsibility of hospitality which is regarded as the most important characteristics of Turkish nation, they even should share this hospitality with guests in their presentations (Güzel, 2007:13).

Ethics & Responsibility; business ethics is a set of principles which are constituted and protected in relation to a profession by a particular occupational group, command the members of profession, force them to behave in a certain way, restrict personal tendencies, exclude insufficient and unprincipled ones from profession, arrange protection of competition of profession, ideals of service and aim to protect the ideals of service (Pehlivan, 1998:5). There are some definite ethical responsibilities and standards of tour guides as any profession has its own rules and norms and any society has its own traditions and customs. Business ethics provide

people to feel comfortable and happy because of their acts (Güzel, 2007:18). It is highly important for tour guides to have business ethics. Tour guides' business ethics can be divided into three sections. These are; responsibilities to employer (travel agency/tour operator), responsibilities of tour guides providing service to tour and responsibilities to tour participants (Batman *et al.*, 2000:34).

While the most important section which is directly affected by the implementation of tour guiding profession is local and foreign guides in terms of personal point, the most affected sections and parts affecting this profession in terms of institutional point are travel agencies, accommodation business organizations and other enterprises providing service related to tourism industry (Güzel, 2006:19).

Tour guides should never run away from responsibilities by blaming travel agency and other business organizations. As tour guides have tasks and responsibilities against (employer) travel agency or tour operator, travel agencies have also tasks and responsibilities against tour guides. For example; there should be an agreement between travel agency (employer) and tour guide (employed) and this agreement should not be an exception. Tour guides should be interested in every member of the tour and respect them regardless of their age, gender, race, color and in order to realize this, tour guides should be equipped with the sufficient justice and business ethics understanding and feeling (Tangüler, 2002:17). In addition to all this, tour guides' goal should be only to show way in case of a problem emergence. They should not attempt to impose their own moral dimensions and values to any individual and group. Their task is not to work as a missionary by sermonizing. They should not interfere with anybody unless behaviors of a tour attendant or a small group of the tour disturb the other participants of the tour. In these cases, tour guides should be flexible and careful in order to avoid emergence of permanent problems (Tangüler, 2002:34).

Human Relationship; guiding is accepted as the presentation of service. Therefore, it is highly important for tour guides to place emphasis on human relationships and to establish these ties in an easy and comfortable way. Both business organizations in tourism industry and clients generally expect from tour guides to be polite, patient, sensitive, and careful about their job, not to be selfish, not to be angry and be a little bit dominant. As it is emphasized above, the guiding is

a kind of service and tour guides are expected to be polite and respectful and to establish good human relationships with people. In this regard, tour guides can be classified into same category with nurses, social workers and therapists. Tour guides are the people with positive energy and open to people and designs. Therefore, they are expected to socialize with people at once or make themselves liked by the people in a very short time, have a good appearance and health, speak clearly and have a good sense of humor. Tour guides should know how to talk to people and make people spend good time with the anecdotes and stories they tell (Tangüler, 2002:10

Self-Confidence & Enthusiasm; there should be a preparation and a good plan done by every tour guide before tour. On the condition that they make a good presentation, they will be self-confident with sufficient level of enthusiasm. Self-confidence and enthusiasm are regarded as the key roles in bringing success (Polat, 2001:26). In case of anything going wrong, tour guides should never put themselves into panic. If they can create trust in tourists, they will regard this situation in a calm and sympathetic. In addition to this, tour guides should explain how and why something goes wrong and how they would correct it (Polat, 2001:41). Especially, tour guides who have started to their career should not be afraid of meeting group and not forget that any incident happening during tour will be an experience for them. As long as tour guides have trust themselves, they will do their best to realize their work and have a good performance (Güzel, 2006:16).

Love & Respect & Honesty; tour guides should be tolerant, understand the tourists and correct them when they behave in a wrong way. For example, a tour guide may conduct tour in summer time when the weather is so hot, but the intense tour schedule does not let tourists to swim in the sea. During the lunch time in a restaurant which is next to sea, if one of the tourists starts to swim, it means that tourist agreed to finish his lunch in a shorter time or preferred swimming to his lunch. In such a situation like this, that tourist should be treated with tolerance (Bilge, 1989:42). Tour guides should like tourists and they should regard their position not like an employee who is fulfilling task, but as a hobby which they do by loving and desiring. Giving something to undesired and disliked people is difficult. They should respect, listen to tourists and not interrupt them (Polat, 2001:26). It is highly important for tour guides to like people, be creative and they should not feel

uneasy while guiding people and they should like their own profession. The love for humanity is highly important in this profession (Akmel, 1992:220). Tour guides should be interested in meeting the needs and expectations of tourists in hotel, pension and during on-tour process, break and shopping. If they do not know or remember the answer of a question that a tourist asked about any topic, they should not lie at that time at once and they should inform tourists that they do not know or remember the answer of the question and if tourist wants, they should ask for some time to look for information about answer. Moreover, tour guides should not hesitate in letting tour participants who have background about the subject to make contribution as well (Güzel, 2006:16).

1.2.4.4. Physical Appearance

The first impression that tour participants will have about tour guide is very important so as to create leadership role. As tour guide is the one who is examined in detail, the appearance of tour guide is important in creation of an image (Tangüler, 2002:17). One of the most important characteristics of tour guides should be the care they will have for dressing. The clothing way of tour guides should be suitable for the characteristics of the tour that they are conducting. They should be equipped with the appropriate clothes depending on accommodation type and season of the year. These clothes should be non-perishable as much as possible (Çimrin, 1995:62).

Tour guides should have enough clean clothes to wear during the whole tour in long excursions and they should never conduct tours with dirty and not appropriate clothes. They should be careful with the selection of clothes depending on the content of activities of the tour. For example, female tour guides should keep away from wearing skirt for activities such as walking, hiking and climbing etc. They should get dressed in an appropriate way that will not make them feel uneasy and tired on-tour. At the same time tour participants should be informed about these important points before tour and they also should get dressed in an appropriate and comfortable way. Tour guides should never forget that one of their roles is to represent their country and its people, so they should give high importance to their appearance (Tangüler, 2002:17).

Tour guides should not have a physical disability as it prevents their movement ability. A physical deficiency may cause a disturbing effect on people. Therefore, tour guides should be healthy, have rapid movement and are expected to have a physical appearance which will create a reliable impression on tourists (Akmel, 1992:220). No matter which level tour guides should have in terms of knowledge, skills and qualifications, first of all they should like people and travelling. People who do not like dealing with the problems encountered on-tour process and not want to stay away from their residence are not regarded as candidates for this profession. Tour guides should also like the places they will conduct tour as much as tourists, because only tour guides who are curious and behaving sincerely can satisfy tourists (Tangüler, 2002:8).

CHAPTER - II
CUSTOMER SATISFACTION CUSTOMER LOYALTY AND RE-VISITING INTENTION IN TOURISM INDUSTRY

2.1. CUSTOMER SATISFACTION

In today's world, all industries are affected seriously by rapid environmental changes and keen on competition. In all industries, great competition made business enterprises, which want to survive and try to increase their market share by contributing highly to self-improvement have close relationships with the customers. In this context, regardless of industry, the business enterprises which have become conscious of this necessity have been trying hard to increase satisfaction level acquired from offered products and make up the portfolio of more loyal customer by having close communication with their customers (Bulut, 2011:390).

Business enterprises can survive as long as they manage to satisfy needs and expectations of their customers in market. As a result of modern marketing concept and conditions of competing, making current customers as loyal customers and gaining new customers have been regarded as two of the most important goals of business enterprises. The most important phenomenon which should be provided by business enterprises to achieve these goals is to have customer satisfaction. On the condition that customer satisfaction is acquired, it will play a fundamental role on the behaviors of customers in the near future and in this way the existing customers will become loyal customers (Özbay, 2011:5).

Customers comprise the focus of all activities and decisions in business enterprises which operate in service industry. Customer satisfaction is highly crucial in term of these business enterprises. Furthermore, the adoption of customer satisfaction in business enterprises offering service as an important measure of efficiency forced both business enterprises to place emphasis on the activities to meet needs and expectations of the customers and all the members of the organization to work on the activities pursuing satisfaction of customers. In this context, the business enterprises will be able to make their customers realize the re-purchase (Kılıç and Pelit, 2004:115).

The investigation of customer satisfaction in both marketing and tourism began in 1960[s] with many studies exploring customer satisfaction with integrated models. Early models were given by Oliver, 1980; Anderson and Sullivan, 1993; Ping, 1993; Fornell *et al,* 1996; De Ruyter *et al.*, 1997; Lan and Tse, 1998; with more recent ones by Hellier *et al,* 2003; Lam *et al,* 2004 and Um *et al* 2006. Fornell *et al.*, (1996) first investigated the causes (customer satisfaction, perceived quality and perceived value and effects (customer complaints and customer loyalty) of customer satisfaction in U.S. (Wang *et al.*, 2009:398). American Customer Satisfaction Index Model (ACSI), developed by the Professor Claes Fornell from Michigan University is accepted as one of the most well-known and important models in order to explain the customer satisfaction (Özbay, 2011:7).

According to this model, customer satisfaction is composed of three components which are indicated in Figure 4. (perceived quality, perceived value and customer expectations).

Figure 4: American Customer Satisfaction Index Model
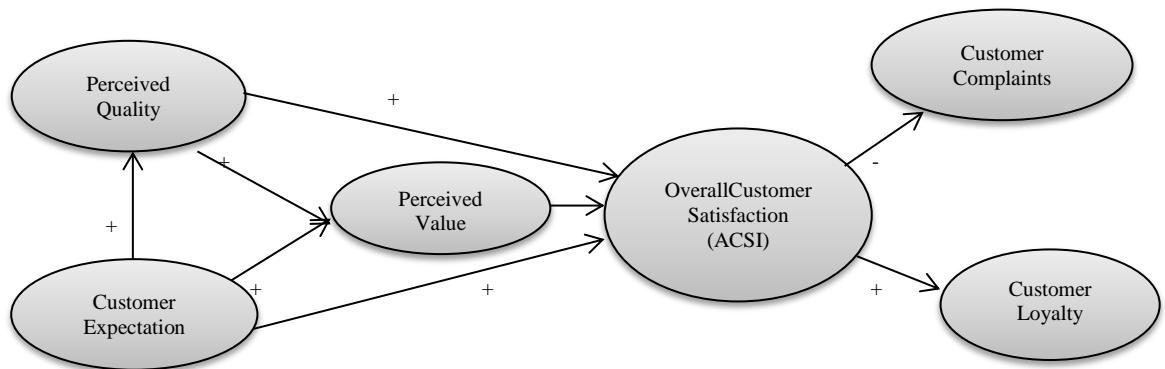
 Source: Fornell *et al.*, 1996:8

2.1.1. Definition of Customer Satisfaction

The concept of "consumer" must be explained to understand the concept of "customer satisfaction" in a better way. On one hand the consumer is defined as the person, organization or institution having need to be satisfied, money to spend and wishes to spend money, on the other hand customer is defined as the person, organization or institution which buy/could buy a certain product of a brand in a business enterprise for the personal and commercial purposes (Alabay, 2008:3).

Although satisfaction is generally recognized as a post-purchase construct that is related to how much a consumer likes or dislikes a service or product after experiencing it, there are so many different definitions of customer satisfaction as researchers have studied satisfaction in various areas (Cam,2001:9). The following are well-known definitions of customer satisfaction;

❖ Satisfaction is the overall experience customers have when purchasing and consuming products and services (Anderson *et al.,* 1994:39).
❖ Satisfaction is the welfare that customers get from purchasing products or services (Ostrom and Iacobuci, 1995:19).
❖ Satisfaction is a judgment on a product or service or service feature, or on the product or service as a whole. It is also claimed that satisfaction is a desirable end state of consumption; it is a pleasurable experience (Oliver, 1997:13-14).
❖ Satisfaction is a psychological concept involving the feeling of well-being or pleasure which is resulted by a customer's obtaining what one hopes or expects from a product or a service (Pizam and Ellis, 1999:327).
❖ Satisfaction or dissatisfaction is the feeling of the content or disappointment felt by the person as a result of the comparison of a product's perceived performance or its effects after being used with the person's personal expectations (Kotler, 2000:36).
❖ Satisfaction is the relationship between perception of customers and their expectations (Baker and Crompton, 2000:786).
❖ Satisfaction is the degree of meeting the needs, demands and expectations of the customer which affects the loyalty to the next product or service during the consumption process of product or service (Bozkurt, 2001:20).
❖ Satisfaction is the interface between the characteristics of the product or service offered by the business enterprise and customer expectations (Altunışık and Tatoğlu, 2002:14).
❖ Satisfaction is the post-purchase assessment related to the advices of purchased product or service of the customers (Bei and Shang, 2006:3).
❖ Satisfaction is the function of inconsistency arising from the difference between the expectations of customers before purchasing the product or service and the performance they perceived after purchasing and using the product or service (Özgüven, 2008:657).

2.1.2. Importance of Customer Satisfaction

In today's world, the increasing customer consciousness and immensity in customer protection movements have accelerated researches in order to provide customer satisfaction. There are so many factors generally developing in favor of customers, which have revealed the importance of customer satisfaction. These factors are; all the affected sub-systems of social system as a result of existing fast globalization in all areas, increase in international competition with the tendencies of

regionalization and liberalization, new developments in quality concept and emergence of relational marketing concept and increasing consciousness level of the consumers with the improvement in the education system (Kılıç and Pelit, 2004:114).

One of the most important reasons for the importance of customer satisfaction in terms of marketing is the relation of this concept with the behaviors of the consumers in the near future or behavioral tendencies (intention of re-purchase, intention of recommendation). Researches concerning the customer satisfaction mostly come up with the result that on the condition that customers are satisfied with the product or service which they have purchased, they will probably have the intention of re-purchase same product or service. In this context, commercial firms which are willing to sell more products and make profits are supposed to know whether their customers are satisfied enough or not and increase the satisfaction level of their customers (Öztürk, 2004:13).

Customer satisfaction has become the focus point of the marketing activities in intense competition and dynamic market environment. Having satisfied customers has been regarded as the biggest skill for the business enterprises as they constitute the source of everything ranging from benefits that company is going to have, to profits that company is going to provide (Hanan and Karp, 1991:137). Customer satisfaction has been determined to be highly important in terms of setting the general strategy of the company and has a significant role in terms of long term profitability and market value (Luo and Bhattacharya, 2006:2). This finding was supported by the research carried out by Abdeldayem and Khanfar (2007). According to the results of this research, customer satisfaction provides several advantages for the business enterprises both in the long-term and short-term. On one hand, customer satisfaction will result in word of mouth marketing and re-purchase, on the other hand, it will provide a strong market share for the companies (Aldeldayem and Khanfar, 2007:303). Another research carried out by Seiders *et al*., (2005) proved that satisfied customers will have tendency to make re-purchase of the same product or service for the next time, but this is mostly related to so many factors such as time and price. Cooil *et al., (*2007); Anderson and Mittal (2000) acquired the same results and they explained that customer satisfaction provides companies with re-purchase, income and profitability. Türk (2005) found out that

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there are three main reasons of the importance which is given to customer satisfaction by the business enterprises. These reasons are listed as below;

- ❖ As attracting new customers to the company is comparatively expensive and highly difficult, this causes an increase on the importance level of remembering skill of the old customers and this becomes a marketing goal.
- ❖ Customer satisfaction is the most important factor in getting the ability of remembering positive thoughts related to product or service that customers have purchased before.
- ❖ The performance of product or service related to competition is the most important factor in terms of having customer satisfaction.

In a competitive world, satisfying and retaining current and past customers is regarded as one of the most crucial objectives of service providers. Customer satisfaction is a complex phenomenon in the study of consumer behavior as customers are heterogeneous and they come with different needs and targets (Leguma, 2013:8). The emergence of customer satisfaction generally occurs in the point where profits provided by the purchased product or service and needs and expectations of customer are matched with each other (Kılıç and Pelit, 2004:114). In this context, customer satisfaction is the function of inconsistency arising from the difference between expectations of customers before purchasing product or service and performance they perceived after purchasing and using the product or service (Özgüven, 2008:657).

2.2. CUSTOMER SATISFACTION IN TOURISM INDUSTRY

The main purpose of economic activities is to create economic use and satisfy people demanding and needing this economic use. Business enterprises accepted as one of the economic organizations continue operating towards the same goal. The satisfied customers are regarded as indispensable in terms of survival of companies and firms (Kızılırmak, 1995:64). Business enterprises place emphasis on customers' point of view about company for mainly two reasons, one of which is to determine weak sides of the company in order to correct and the other one is to improve strong sides of the company more. Customer satisfaction and finding complaints of customers out may help business enterprises to understand which aspect of the product or service is valued more by customers (Öztürk, 2004:11).

The international tourist market has shifted from a seller's market to a buyer's market. As a result of this process, the customers started to have a tendency for demanding cheaper holidays and have an increased demand for high standards of product design. The competitiveness of market place and increased expectations of customers made service providers recognize the importance of customer service for future repeat and referral business. Furthermore Jones and Sasser (1995), state that the relationship between satisfaction and loyalty is by no means linear. There is no alternative for unsatisfied customers, but to remain loyal in non-competitive marketplace. However, in tourism industry which is regarded as one of the highly competitive industries, satisfied customers have more alternatives and customer retention rates can be slow. Since tourism industry is a mature competitive market, it is more difficult to differentiate tourism product significantly, but the key to differentiation may be service quality (Bowie and Chang, 2005:304).

Like business organizations and institutions offering goods and services in other sectors, business enterprises operating in tourism industry such as travel agencies/tour operators and hotels are social business enterprises, which exist with customers they offer service and gain meaning with them. Many researches were made to increase the level of customer satisfaction by acting with this consciousness in many different areas especially in private sector offering goods and services (Bulut, 2011:390).

The study of customer satisfaction has gained more attention from researchers and practitioners as a salient factor for tourism development. High levels of customer satisfaction have following impacts; increasing number of repeat visitations, influencing word of mouth recommendations and reducing customer complaints which are likely to undermine the organization's reputation (Okello and Grasty, 2009:606). Customer satisfaction with tourism products and services are to demand special attention because of tourism products' nature. In this context, Bowen and Clarke (2002) provide a useful analysis of the nature of tourism products, stating that they have such distinctive characteristics such as intangibility, inseparability, heterogeneity and perishability in nature (Leguma, 2013:10).

In tourism industry, services are viewed as performances or actions rather than objects with reference to intangibility, inseparability refers to simultaneous production and consumption and there are interactions between consumers and suppliers during production process, service is largely connected with the vagaries of human interaction between service contact employees and customers with regards to heterogeneity and finally perishability refers to services that cannot be saved, stored, re-sold or returned (Bowen and Clarke,2002: 302). The nature of the products and services in tourism industry is significantly different to ordinary products, because to a large extent, tourists purchase experiences which are mostly intangible in nature. Furthermore, Bowen and Clarke (2002) add that tourists may have to force judgment into a shorter time frame than for other purchases with a similar financial outlay or degree of involvement in decision making (Leguma, 2013:10).

In tourism industry, there are many sectors such as accommodation, food and beverage and travelling. Each individual attempt tries to measure customer satisfaction in accordance with their quality programs. The importance of customer satisfaction measurement has increased with the quality which is becoming more important in an increasingly competitive environment (Öztürk, 2004:11). There are so many factors playing role on the satisfaction level of tourists visiting a certain destination in tourism industry. These factors are; quality of transportation, accommodation, food & beverage services, entertainment facilities, local people, behaviors and attitudes of tradesmen and price policies (Kozak, 2003:231).

Satisfaction is defined as a state of mind in which customers' needs are being met or exceeded and resulting in re-purchase and loyalty. According to Kozak and Rimmington (2000), a multi-item scale which refers to total evaluation for the destination was used to measure tourist satisfaction. The destination attributes such as physical attractiveness, natural environment, shops, accommodations, heritages and others were used in the application to measure satisfaction level (Li Guat, 2010:24).

In the content of tourism industry, tourist satisfaction is defined as the outcome of the comparison between expectations and experiences of tourists (Truong and Foster, 2006:842). Satisfaction is primarily referred to as a function of pre-travel expectations and post- travel experiences. On the condition that experiences compared to expectations result in feelings of gratification, tourists will be satisfied and leave that destination with good memory (Cam, 2011:9). The measurement of tourist satisfaction in other words determination of satisfaction level play significant role in understanding tourists' behaviors. The overall satisfaction level might affect behavioral tendencies. In this context, tourists' behavioral tendencies for future can be found out with the determination of overall satisfaction level. The overall satisfaction of customers play a significant role on providing customer loyalty, the measurement of customer satisfaction which is applied in order to provide customer satisfaction is highly valued by business enterprises in tourism industry (Kozak, 2003:30). Owing to this reason, business enterprises are applying the measurement of customer satisfaction to make comments about to what extent customer satisfaction is achieved.

2.2.1. Formation of Customer Satisfaction in Tourism Industry

Tourism is basically regarded as a travel activity. Customer satisfaction related to travelling can be provided by taking needs, wishes and expectations of customers into consideration. Satisfaction concept in other words gratification in tourism industry is accepted as the main concept that helps to explain behaviors and attitudes faced by tourists (Dunn Ross and Iso-Ahola, 1991:226).

Like in all industries, customer satisfaction will be realized at high level on the condition that there is a small difference between personal expectations and perceived services in tourism industry. Customer dissatisfaction results from two sources, one of which is the high level of personal expectations and the other one is the insufficiency in perceived service quality. Meeting expectations will be developed in accordance with the harmony between these two criteria. On one hand customer satisfaction in tourism industry is to be formed with provided service in accordance with expectations of the customers, on the other hand dissatisfaction will arise as a result of the provided service which does not meet the expectations of customers (Yüksel and Kılınç, 2003:23).

One of the stages that a typical consumer planning to buy a product or a service for the first time will go through is to be informed with the information about the product or service or be advised this information from different sources. Later, by thinking that there are expectations of customers, which are needed to be met, positive and negative thoughts related to the product or service are to be formed in the mind of the customer. It is assumed that the customers have met with the alternatives of different products and services in the market. On the condition that customers have preferred to use one of these alternatives, there may emerge some thoughts in the mind of customers after using the product or service. These thoughts are the feeling of regret based on the opinion that the performance of the product or service is low when its compared to the performances of alternatives or the feeling of tension and dissonance till customers experience the product or service sufficiently (Duman,2003:45).

After customers purchase product or service and have enough experience about them, they make a comparison between expectation formed in their mind before using product or service and perceived performance of the product or service. This comparison could be applied not only with the expectations of customers, but also with the needs of customers or other standards. When expectations or other standards are compared with performance of product or service, the difference between expectation and performance may appear and concepts of dis/satisfaction are formed in this way (Öztürk, 2004:15).

When tourists purchase tourism products or services, they expect their experience to be special and memorable. After consumption process of tourism products, customers tend to compare their expectations before consumption of tourism products with their post-consumption experience to determine their satisfaction (Yüksel and Yüksel, 2001:47). According to Geva and Goldman (1991), customer satisfaction with a tour experience is determined by activities that a visitor has actively participated in during the process of his/her own tour. Furthermore, Arabatzis and Grigoroudis (2010), state that the evaluation of customer satisfaction with a tourist destination depends on the comparison between the visitors' expectations before arriving at the destination and the experiences and images they come into contact with during consumption of tourism products in a similar way.

Yüksel and Yüksel (2001) add that customer satisfaction in relation to their experience in the destination is determined by all tourism products they have consumed during their vocation and sense with which they perceive the level of service in relation to the paid price (Leguma,2013:10).

Customer satisfaction in tourism industry is a comparison between expected services before purchase, during purchase and after purchase and perceived services. The expectations changing and developing constantly with one's own experiences or experiences of others lie on the basis of perceived facts determination (Bozkurt, 2000:30). Customers in tourism industry evaluate their own satisfaction level from travel by comparing their own expectations related to satisfaction and provided services at the end of travel. There will be an increase on satisfaction level of customer when the expectations and all the activities realized during the travel of tourist come to close each other. If satisfaction level is high enough, the positive memories and experiences are remembered better and decisions related to future travels are affected by this in a positive way (Odabaşı, 1998:81).

As a conclusion, there is a significant role of providing satisfactory services to the customers by business enterprises operating in the service industry in order to keep their current customers loyal and attract new customers. On one hand, this situation which is dealt with in terms of business enterprises will play a crucial role in the number of tourist arrivals to a certain destination without any doubt, on the other hand, as tourists making a visit to a certain destination or a region for various reasons have different characteristics, this should be taken into consideration by public institutions and organizations, private enterprises concerning with tourism and local people in terms of provided services and it saddles the sides with important responsibilities. These responsibilities are related to the services which are demanded by the tourists, who visit or have a wish to visit the destination for various reasons and having different profiles and they are fulfilled by all related sides in the region (Kılıç and Pelit, 2004:116).

There may be various demands of tourists having different characteristics such as transportation type, accommodation place, and length of accommodation etc. as well as tourists with different age groups, gender, and education level, socio-economic and socio-cultural background.

As an example for this situation; if a destination is visited by senior people more in comparison with the other age groups, providing services especially for this group will probably make an increase on satisfaction level. Meeting the demands of customers *(tourists)* at the desired level in tourism industry will make a positive contribution to the business enterprises operating in the region in a micro way and to the economy of the country in a macro way (Kılıç and Pelit,2004:117).

2.2.2. Antecedents of Customer Satisfaction in Tourism Industry

Marketing of destinations which have many attractions and business enterprises offering touristic service rather than marketing of only one attraction or a business enterprise has gained speed in parallel with the developments in the field of marketing. When tourists prefer a destination or a region for a holiday, they purchase final product composing of the combination of many services rather than only one service and marketing experts develop new strategies in this way (Öztürk, 2004:21). Components constituting tourism destinations can be classified into six. These are; attractions (natural happenings & constructed buildings), transportation systems and structures, possibility of accommodation, food & beverage and shopping, planned tours & activities and any kind of activity that can be joined by tourists and other service providers such as banks, communication tools etc. (Buhalis, 2000: 98).

Many researchers have been studying why people go on holiday, which holiday destination they prefer and which factors play role in their choice of holiday destination in tourism industry for many years and they have focused on two concepts titled as "*pull factors*" and "*push factors*". According to these concepts, the "*push factors*" are the ones enabling potential tourists to develop attitudes such as socialization, sense of belonging, self-esteem and self-verification (Sirakaya *et al.*, 1996:60). The "*pull factors*" are classified in different ways by the tourism researchers. On one hand, some researchers claim that "*pull factors*" compose of infrastructure, transportation and accommodation facilities; on the other hand, other researchers classify "*pull factors*" as secondary factors constituting climate, ecology, culture, and traditional architecture (Kozak and Rimmington, 1998:2).

Even though tourism destinations are preferred by tourists for many various reasons and thus factors affecting the satisfaction level of tourists having their holiday in these destinations also vary in some ways as it is explained above, there

are some common similarities between destinations (e.g., there are some certain characteristics which are possessed by many holiday destinations such as attractions, facilities and provided services, infrastructure, hospitality and cost of the holiday spent). These characteristics are tried to be summarized in the Table 13 (Sirakaya *et al.,* 1996:57); (Kozak and Rimmington, 1998:184).

Table 13: Factors Affecting Customer Satisfaction

Attractions	Facilities &Services	Infrastructure	Hospitality	Cost
Scenery and Natural Resources, Climate, Culture, Food History, Ethnicity Accessibility	Accommodation, Airports Bus & Train Stations, Sport Facilities Entertainment Shopping Centers Food & Beverage Facilities	Water Systems Communication Networks,Health Care Power Sources Sewage & Drainage Areas, Streets & Highways Security,Systems	Friendliness Helpfulness Responsiveness to Complaints	Value for Money Accommodation Prices, Food and Beverage Prices, Transportation Prices, Shopping Prices

Source: Sirakaya *et al,* 1996: 57; Kozak and Rimmington, 1998:184

In tourism industry, there are a number of factors affecting customer satisfaction which range from service providers to customer themselves. According to Swarbrooke and Horner (1999), too much stress and lack of arousal resulting in boredom and dissatisfaction are two major factors which affect customer satisfaction during their whole visit. The stress factor which is shown below in Figure 5 is probably to be caused by external or interpersonal elements that are beyond the providers' control (Leguma, 2013:11).

Figure 5: Sources of Stress for Tourists
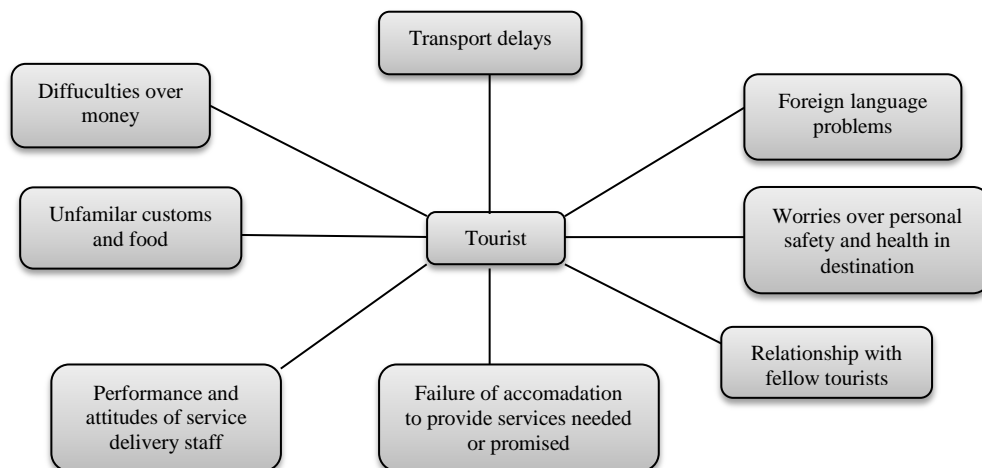
Source: Swarbrooke and Horner, 1999: 244

2.2.3. Measurement of Customer Satisfaction in Tourism Industry

Customer satisfaction is accepted as a complicated attribute in order to measure in the study of tourist behavior. In order to measure customer satisfaction with tourism products, various frameworks have been used in this process (Leguma, 2013:18). Yüksel and Yüksel (2001) state that frameworks such as Expectancy & Disconfirmation Model, SERVQUAL Model, Congruity Evaluation and Importance & Performance Analysis (IPA) have been widely used by researchers to study customer satisfaction in the context of tourism and hospitality. These models have been developed and based on cognitive psychology (Pizam and Ellis, 1999: 327). For Example, Okello, D'Amour and Manka (2008) used the expectancy disconfirmation model while Arabatzis and Grigoroudis (2010), Geva and Goldman (1991), Kao *et al.,* (2008) and Liu *et al.,* (2010) used IPA which was developed by Martilla and James (1997). Luck (2011) used IPA to study customer satisfaction with backpacker accommodation in Fiji. Furthermore Chen, Hwang and Lee (2006), Lee *et al.*, (2007) and Wang *et al.,* (2012) use the SERVQUAL model in the study of visitor satisfaction with guided package tours (Leguma, 2013:19).

Expectancy & Disconfirmation Model; in this model, customers tend to purchase tourism products with pre-purchase expectations about the expected performance (Yüksel and Yüksel, 2001:49). Customers tend to compare their post consumption experience with pre-purchase expectations once the product or service is purchased and consumed. On one hand disconfirmation/dissatisfaction arises when performance of the product is less than expectation and confirmation, on the other hand confirmation/satisfaction arises when performance exceeds the product expectation (Pizzam and Ellis, 1999:330; McMullan and O'Neill, 2010: 30). However, Yüksel and Yüksel (2001) discuss that it is not always the case that customers will be satisfied when the product performance exceeds expectations; some visitors may be satisfied with the service experience, even when the performance is realized less than predictive expectation of customers. In addition to this, Expectancy & Disconfirmation Model cannot accommodate the dynamic nature of expectations as customers' initial expectations of a product or service might be substantially different from their expectations if measured after a service experience which involves several encounters (Yüksel and Yüksel, 2001:70).

For example, customers tend to encounter different services offered by various providers which become difficult for customers to compare pre-purchase expectations with post–consumption experiences. Pizam and Ellis (1999) also contend that the expectancy-disconfirmation model can work on the established standards (Leguma2013:20).

SERVQUAL Model; one of the techniques that have been widely used in measuring service quality and customer satisfaction is SERVQUAL model (an acronym for service quality). The basic assumption of this model is that service quality is determined by customer satisfaction, which is a function of consumers' previous experience and cognition (Chen, Hwang and Lee, 2006:1169). In the same way, service quality is regarded as a gap between the perception of service providers and customers' expectations (Pizzam and Ellis, 1999: 329).

According to Swarbrooke and Horner (1999), there are five dimensions of service quality which are applied in SERVQUAL model such as tangibility, reliability, responsiveness, assurance and empathy in the measurement of customer satisfaction. Furthermore, Chen, Hwang and Lee (2006), discuss that SERVQUAL model is an ideal evaluation technique which encompasses customers' knowledge, sociological and psychological parameters together with managers 'cognition. In this model, customers have an opportunity to evaluate product and service performance at the same time. However; Wang *et al.,* (2007) state that this model is effective in some sectors such as banks, restaurants, hotels, travel agencies as well as the other sectors that involve short term service encounters rather than long term encounters like guided package tour (Leguma, 2013:20).

Congruity Evaluation; this model is regarded as one of the methods which is used to measure customer satisfaction in tourism industry. Customers' expectations are used as a reference point in determining customer satisfaction in congruity evaluation model (Sirgy *et al.,* 1995:238). Expectations can be based on what customer hopes is realistic or ideal, what one deserves, morally acceptable and significant to other customers. Nevertheless, in this model, customers' expectations are highly relied on without taking into account other factors like unforeseeable events which can affect customers' expectation and satisfaction (Leguma, 2013:20).

Importance & Performance Analysis; IPA was developed by Martilla and James (1977) with the objective of helping management to understand the practical implications of research findings. Researchers have used IPA widely in hospitality and tourism research (Oh, 2001; 619; Lück, 2011:45). Furthermore, IPA is a basic technique to use in protected tourism area as it acts as a baseline diagnostic tool to provide insight into the relationship between satisfaction dynamics and the importance that specific customer groups assess to various aspects of the service offering. The results are presented in four quadrants of the framework (Wade and Eagles, 2003:209).

❖ *Concentrate here;* attributes are included which customers think highly important to their purchase decision making, but their performance is fair.
❖ *Keep up the good work;* excellent performance of all extremely attributes.
❖ *Low priority;* includes all attributes that customers perceive have less importance in their decision making and the performance is fair.
❖ *Possible overkill;* excellent performance of the company on attributes perceived to have less importance to customers.

According to Martilla and James (1977), presentation of the results on the importance performance grid facilitates management interpretation of the data and increases their usefulness in making strategic marketing decisions. The IPA guides resource allocations as it highlights the strengths and weaknesses of the company in service provision.

Figure 6: Importance & Performance Analysis Grid

Extremely Important

A: Concentrate Here   B: Keep up the Good Work

Fair   Excellent

Performance   Performance

C: Low Priority   D: Possible Overkill

Slighty Important
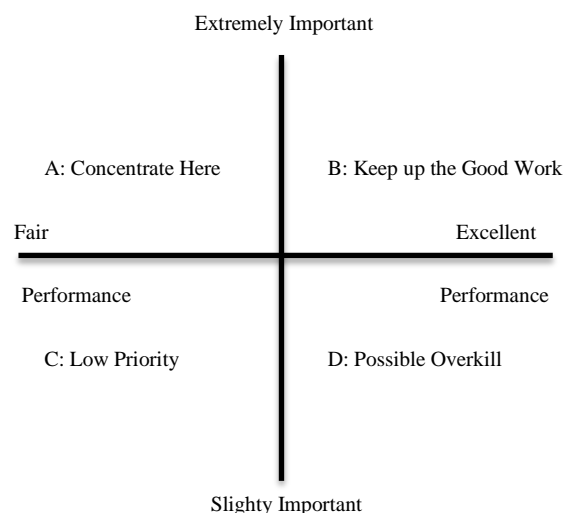
Source: Leguma, 2013:22

The main assumption in IPA is the consumers' level of satisfaction in the attributes examined is based on the consumers' expectations and the evaluation on the performance of products or service (Liu *et al.*, 2010:860). Kao et *al.,* (2008) state that tourists might change their expectation during a tour and some of them might confuse their importance and performance attributes when both surveys are carried out simultaneously. On the contrary Arabatzis and Grigoroudis (2010) conclude that customer satisfaction in tourism industry is an unstable measure of consumer behavior that changes overtime. The significance of IPA is centered on determination of the relative levels of importance and performance of products and services (Leguma, 2013:21). This technique provides an overview on areas of strength, improvement and areas that receive too much attention from management (Lück, 2011: 44).

2.3. CUSTOMER SATISFACTION IN GUIDED TOURS AND TOUR GUIDING SERVICE

A guided tour is a special tourism product that is composed of many components organized and offered together by tour operator (Bowie and Chang, 2005:304). The components of a guided tour include pre-arrival services, accommodation, restaurants, transportation services and tour guide/tour leader (Xu and Chan, 2010:178). Customers are accompanied by a tour leader or a tour guide during on-tour process contrary to independent travel which is performed by the traveler himself/herself (Wang, Hsieh and Huan, 2000:178).

According to Enoch (1996), a guided tour is a rational and effective way of organizing a holiday as it provides an opportunity to visit many attractions in a short time period. A guided tour is accepted as a less expensive way of traveling as the cost of transportation services are shared among the participants of the tour, which differs it from independent travel. In a guided tour, customers tend to purchase a pre-designed itinerary which cannot be altered by any member of the tour. Furthermore, a guided tour has characteristic of not being flexible, because once it has been purchased, customers have to receive what they paid for and tour operators have to deliver what they agreed to. There are a plenty of advantages of travelling in guided tours. Even if something goes wrong, there is always someone whom you can hold responsible (Leguma, 2013:25).

Tour companies have an important focus such as gaining more profit and satisfying customers with offered service. Customers will not always experience satisfaction with services offered by tour companies because of the factors beyond company's control. This point of view has already emphasized by (Bowie and Chang, 2005: 317).

"Visitor satisfaction is composed of hard tangible and soft intangible service. It is a combination of, on one hand the customers' anticipation and perception of the vacation, their expectation prior to the tour, their attitudes and behavior (past travel experience) and their perceptions of equity and unforeseeable events during service encounters".

According to Geva and Goldman (1991), more tangible elements of the tour are determined by the tour companies such as the airline used, hotels, meals, itinerary, transportation and similar services. In addition to this, the research which was carried out by Mkumbo (2010), about tourism distribution channels in the northern tourist circuit observed that booking of flights, accommodation, transportation to the attractions are made available by tour operating companies and satisfy these customers is the role of these companies (Leguma,2013:38).

The evaluation of customer satisfaction level in guided tours is regarded as a complex process owing to the composition of guided tours. There are so many elements both tangible and intangible which compose of guided tours such as physical service features of tour operator and intangible services provided by staff such as tour leaders or tour guides (Huang, Hsu and Chan,2010:5). Furthermore, customers have possibility of interacting with different sectors such as transportation, accommodation, restaurants and attractions. These sectors are indicated in Figure 7 This phenomenon creates a challenge in determining customer satisfaction with guided tours as there is a difficulty to remember the performance of every component for the customers and compare it with their expectations (Leguma, 2013:39). Bowen and Clarke (2002), add that maintaining same levels of customer satisfaction in an environment involving many service encounters is complicated. In spite of the complexity of determining customer satisfaction with guided tours, Wang *et al.* (2007) report that the success of guided tour operators can be affected by their skill to collect information about customer satisfaction and the use of this information to improve service delivery.

Figure 7: Components of a Guided Tour

Tour Operator → Guided Package Tour →
- Pre-arrival services
- Accomadation
- Food
- Transport
- Attractions
- Tour Guide
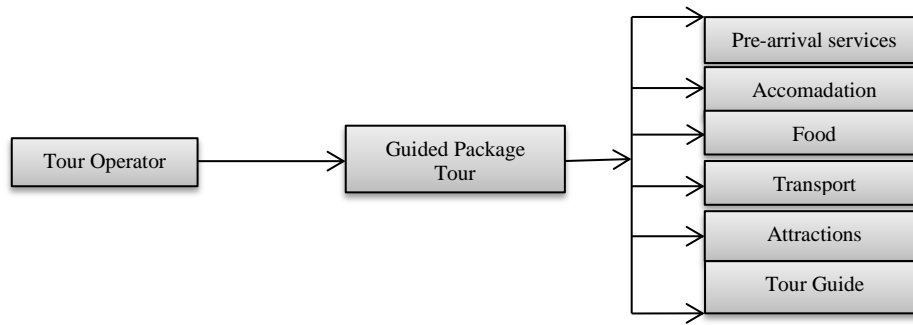
Source: Bowie and Chang, 2005: 306

There are a number of factors playing significant role in the determination of customer satisfaction in tourism industry such as customers' expectations, previous experience, and customer behavior during on-tour process, the perception of equity and unforeseeable events. These factors which are shown in Figure 8 are classified into two different groups, the first of which is internal factors constituting the customers' expectations, previous experience, customers' behavior during the tour and the perception of equity and in the second group which is titled as external factors composing of factors such as; unforeseeable events together with source of stress for tourists. Customer satisfaction is affected in three different stages of the tour by these factors (pre-tour, on-tour and post-tour). (Bowie and Chang, 2005:303).

In the first stage (pre-tour), customer satisfaction is affected by customers' expectations and previous experience, during second stage (on-tour process) customers' expectations, previous experience, visitors' behavior, perception of equity, unforeseeable events and customers' stress tend to affect customer satisfaction and in the final stage (post-tour), customer satisfaction is mostly shaped by customers' experience (Leguma,2013:12). In addition to this, these factors together with tourism product and service characteristics are likely to result in customer satisfaction, partial satisfaction or customer dissatisfaction with tour experience (Swarbrooke and Horner, 1999:245).

The evaluation of customer satisfaction in tourism industry has become a complicated and interesting research topic to explore as the customers have distinctive characteristics such as; heterogeneity naturally and their perceptions and expectations tend to change over time (Leguma, 2013:13).

The following sections discuss five key factors that affect customer satisfaction: customers' expectations, the customers' experience, unforeseeable events, customers' behavior and customers' perception of equity.

Figure 8: Factors Affecting Customer Satisfaction with Tourism Products and Services
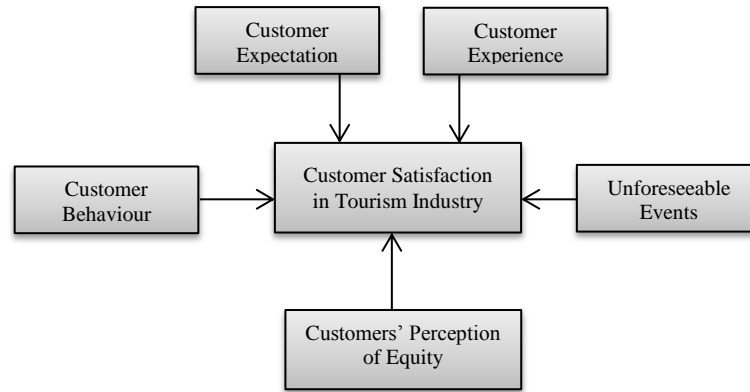
Source: Yüksel and Yüksel, 2001:51; Bowie and Chang, 2005:303

2.3.1. Customer Expectation

Customers' expectations are regarded as highly important factors as they help to understand customer satisfaction in tourism industry. Customers' expectations are referred as mutable internal standards which have been developed from numerous factors including goals, objectives, needs and previous experiences with established standards and they help to understand customers' motivation for travel or consumption of tourism products and services (Pizam and Ellis, 1999:328). In addition to this, customers' expectations can either be normative or predictive expectations: normative expectations refer to customers' belief of what should happen in the imminent consumption experience while predictive expectations refer to what will happen in the impending consumption process (Yüksel and Yüksel, 2001:49).

Customers' expectations could easily be studied before the consumption process. In the last two decades, there has been an increase on the level of customers' expectations as a result of technological innovations among the service providers and the improvement of living standards among customers (Swarbrooke and Horner, 1999:246).

Moreover, technological innovations have played significant role in simplifying the flow of information about tourism products and services which shape customers' expectations. In a similar way, the improvement in the standard of living has changed customers' demand from consumption of tourism products and services to consumption of experiences (Leguma, 2013:14). The research which was carried out by Okelo and Yerian (2009) concluded that customers' expectations result from previous travel experiences, word of mouth recommendations, printed and electronic media, internet, films, wildlife documentaries and advertisements about tourism products and services.

2.3.2. Customer Experience

Customer experience is regarded as an important aspect in tourism industry as tourism products and services are mostly in the form of experiences and these experiences become complete after consumption of related products. Customer experience is referred as peak experience and supporting experience which are derived from consumption of tourism products and services. On one hand, peak experiences grow out of main attractions, on the other hand supporting experiences are derived from transportation, hotel and restaurants (Quan and Wang, 2004:298).

Researches which have been carried out about customer satisfaction in tourism industry so far have revealed that previous experiences have an impact on individuals' attitudes and expectations towards the next purchase (Bowie and Chang, 2005:304). Furthermore, customers with previous travel experience have a greater ability to control their expectations than customers without any experience. Customers having no travel experience may tend to develop high expectations based on pre-travel information, word of mouth recommendations and advertisements which do not always provide true picture of tourism products and services (Leguma,2013:15). Customers' experiences are in sharp contrast to ordinary experiences, which results from tendency of the customers' travel with an objective of experiencing something different from their normal life. In most cases, tourism industry is focusing on the provision of memorable experiences to customers rather than consumption of goods and services during holiday (Quan and Wang, 2004:298).

2.3.3. Unforeseeable Events

All unplanned happenings are regarded as unforeseeable events which are likely to occur during the service encounter. According to Swarbrooke and Horner (1999), unforeseeable events are likely to cause customer dissatisfaction with tour experience, but tour operators and travel agencies have no control beyond these happenings (Leguma, 2013:16). In the research which were carried out by Bowie and Chang (2005), it is found out that there are a number of unforeseeable events such as delayed flights, bad weather, shortage of staff in hotels, loss of luggage, illness, and non-punctuality among tour members, tour members' behaviors and attitudes and language constraints which play a vital role in affecting customer satisfaction in guided tours. However, the extent to which customers adapt to these unforeseeable events and the way in which tour operators and travel agencies handle this situation has a great influence on customer satisfaction (Leguma,2013:16).

Another research which was carried out by Okello, D'Amor and Manka (2008), found out that most of the customers who realize a visit to protected areas in Kenya come with high expectations of seeing big cats; lions, leopards and cheetahs and observing their unique behaviors such as hunting, mating and social interaction. However, there may be occur of some unforeseeable events such as bad weather, migration of animals between national parks and distribution patterns which may prevent customers from observing those animals' behaviors and attitudes that play significant role in the formation of customer satisfaction.

Customer satisfaction cannot be achieved by simply narrowing the gap between expectation and performance. However, it can be achieved by focusing on how customers adapt themselves to unpredictable happenings and circumstances during their tour (Pizam and Ellis, 1999:327; Yüksel and Yüksel, 2001:51; Bowie and Chang, 2005:307). In spite of the fact that unforeseeable events might act as the source of customer dissatisfaction, they occasionally influence customer satisfaction in a positive way (e.g., a coincidental moment of watching a leopard hunting during the day time in Serengeti national park or a surprise from a tour participant celebrating his/her birthday during the tour). Although these moments are beyond the control of tour operators/travel agencies, they may play crucial role on the satisfaction level of the customers (Leguma, 2013:17).

2.3.4. Customer Behavior

Customer behavior is regarded as an important aspect that determines the way customers purchase, consume and evaluate different tourism products and services. Likewise, the way in which tourists behave during the tour is likely to affect the levels of satisfaction among tour participants (Leguma, 2013:17).

According to Dunn Ross and Iso-Ahola (1991), behavior is expected to produce personal satisfaction. Customer satisfaction can be influenced by customers' culture, travel experiences, demographic characteristics and holiday atmosphere (Bowie and Chang, 2005:306). Furthermore, culture is emphasized to have an impact on perception, problem solving and cognition and lead to differences on satisfaction levels for a single product or a service among different global customers. As customers have different characteristics and are heterogeneous, to manage their behaviors during on-tour process may impose a challenge to tour operators and travel agencies especially when they travel in the same vehicle for a long time during the process of on-tour process (Pizam and Ellis, 1999: 335). In addition to this, in the research which was carried out by Wang *et al.,* (2012), it is concluded that Taiwanese senior visitors tend to demand care and more attention from tour leader and tour guide during the on-tour process, which may irritate other tour participants who prefer less attention during the scenic tour.

Bowie and Chang (2005), state that in guided package tours, customers tend to change their behavior by imitation, interaction or setting. This phenomenon affects their perception of different products and services which consequently affect their level of satisfaction. Moreover, it is argued by Swarbrooke and Horner (1999) that customers have different feelings, standards and prejudices which make them judge issues that are perceived to be important to them personally. This phenomenon is likely to affect the way in which customers rank their satisfaction level with different products and services as their judgment might be biased as a result of the influence of tour participants. As an example for this situation, in their research, Wang *et al.,* (2000), found out that Taiwanese customers complain about a tour leader's procedure of collecting tips during their tour to Italy. The complaining behavior among the tour participants' about tourism products and services is likely to affect tour group's perception about the product or service in question.

To understand the way in which customers behave and their perceptions of equity in the context of service offered during the tour makes contribution significantly for maintaining their level of satisfaction (Leguma,2013:18).

2.3.5. Customer Perception of Equity

Equity is regarded as one of the aspects that plays role on the determination of customer satisfaction in tourism industry. Customers make a comparison of what they receive with what they paid for no matter they travel in an independent way or a part of a guided tour (Leguma, 2013:18). Furthermore, it is also referred as a sense of equity between input and output of tour providers with their own inputs and outputs (Bowen and Clarke, 2002:298). Yüksel and Yüksel (2001) emphasize that customers tend to compare the combination of input & output in terms of fairness during the process of customer satisfaction formation. The perception of customers which is related to equity during on-tour process is likely to affect their satisfaction level especially when travelling in a group. As an example for this situation, Chang and Chiu (2008) state that customers have a tendency of tipping less when they feel that there is an unequal treatment or less attention from tour leader & tour guide in a package guided tour during on-tour process. In addition to this example, customers travelling as a part of guided tour tend to spend more time together and they have a great opportunity so as to compare what they have paid for and what they receive during the on-tour process in terms of equity (Leguma,2013:18).

The equity perception of customer is affected by a number of factors such as; customers' cultural background, travel experience and customer expectation (Bowie and Chang, 2005: 307). As an example for this phenomenon, Wang *et al.,* (2000), found out that customers with travel experience are very aware of the seating arrangements in the couch and the need to rotate during on-tour process in order to have opportunity equally for a better view. This phenomenon is likely to affect customer satisfaction when tour participants tend to refuse the idea of seating rotation. According to Bowie and Chang, (2005), treatment to customers in an equal way during on-tour process is likely to make contribution to the level of satisfaction of customers in a positive way. Moreover, to manage the group dynamics especially in a guided package tour is a challenge to tour leaders and tour guides as customers

prefer to receive equal treatment during on-tour process. Otherwise, unfair treatment is likely to cause customer dissatisfaction (Leguma, 2013:19).

2.4. CUSTOMER LOYALTY AND RE-VISITING INTENTION IN TOURISM INDUSTRY

Research into brand loyalty and/or consumer loyalty dates back well more than 40 years. Jacoby and Chestnut (1978) stated that the history of loyalty extends back to Copeland's (1932) study on a phenomenon that he labeled "brand insistence". In the wider area of tourism, hospitality, recreation and leisure, loyalty research is a much more recent phenomenon dating back about 10 years (Oppermann, 2000:79). Jocoby and Chestnut (1978) noted that two important assumptions about brand loyalty measurement are generally made. The first one concerns the level at which brand loyalty is measured (micro or individual level vs. macro or aggregate level). The second assumption concerns the data used to measure brand loyalty. They also distinguished three approaches to data usage: behavioral data, attitudinal data, and composite (combination of both) (Oppermann, 2000:79).

2.4.1. Definition and Importance of Customer Loyalty

The concept of customer loyalty is not at all a new concept in the market as it was used since many centuries. In the past, ancient Roman Empire had often used loyalty of their army. Moreover Napoleon Bonaparte, the most feared French commander of the early 19th century, achieved extraordinary results through the unrelenting loyalty of the soldiers under his command. Coming to technical and civilized world of 21th century, marketers trying to capture market share with the help of a loyal customer base. Customer loyalty has been universally recognized as a valuable asset in competitive markets. The importance of creating loyal customer arises from that it costs more to create a new customer than to retain an existing one (e.g., the cost of creating a new customer is five times more than that of retaining an existing customer) (Boora and Singh, 2011:151). Research suggests that loyal customers purchase instead of being sold. They realize purchase more than new customers do as a company introduces new products and upgrades existing products. It also costs less to serve loyal customers than new customers because the company knows a lot about them and how to get in touch with them.

In other words, marketing transactions are routinized and therefore less expensive because a non-routinized transaction is subject to bargaining with its resulting loss of efficiency. Besides, a loyal customer is less price sensitive and refers to company's products to other people (Boora and Singh, 2011:152).

The idea of *"I will sell whatever I produce"* which was existent in the marketing strategies of the business enterprises has already been replaced by the idea of "customer-focused strategy". In other words, today's business enterprises have left the idea of accomplishing their final goal by only selling products and they have noticed the importance of taking the needs and expectations of the customers into consideration (Ercan, 2006: 7). Today's top managers have realized that customer loyalty ought to be among the strategies of business enterprises in order to establish long-term relationships with customers (Chen, *et al*., 2009:267). Owing to this fact, customer loyalty is gaining more importance day by day in the service sector as the risk which is perceived by customers is so high in the service sector (Aksu, 2006:189).

As one of the most important goals of today's business enterprises is to make profit, the application of the right marketing strategies is an obligatory for every business enterprise. Business enterprises can increase their profitability by increasing their sales and decreasing their costs. The achievement of customer satisfaction by meeting the needs and the expectations of customers in the best way and adaption of the strategy keeping the current customers loyal instead of gaining new customers are taken into consideration for the aim of creating customer loyalty. Customer loyalty comprises attitudes such as; the behavior of customers to make repeat business with business enterprise in the long term and the recommendation intention of business enterprise to others. In this way, customer satisfaction provides important advantages for gaining new customers and achieving competitive advantage (Ercan, 2006: 9).

The concept of customer loyalty has emerged with the understanding of the customers as a crucial asset for business enterprises as the competition among the business enterprises has increased. In today's world, business enterprises are applying a customer-focused marketing strategy aiming to make the necessary arrangements by caring relations and establishing individual ties with the customers.

A customer-focused marketing strategy aims to increase purchasing share of the current customers more than finding new customers. In this context, business enterprises are in the search of the ways which will keep current customers and make them loyal ones (Kitapçı, 2006:65).

Considering the prime importance of customer loyalty, it is important to conceptualize the same and identify its key drivers. Customer loyalty has been widely researched and as a result, the concept of loyalty has received many definitions and interpretations in the literature. The concept of loyalty suffers from a lack of clear conceptual and operational definition. At a very general level, customer loyalty is the feeling of the attachment or affection for a company's people, products, or services (Jones and Sasser 1995:7). The most comprehensive definition of customer loyalty states that loyalty is "a deeply held commitment to re-purchase or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1999:34).

According to Dick and Basu (1994), customer loyalty is a situation related to the frequency of becoming customer to a service or a product and to the continuity of having positive feelings to this service and product. Bowen and Shoemaker (1998) claim that customer loyalty is the likelihood of a customer's returning to a hotel and that person's willingness to behave as a partner to the organization (e.g., spend more while on property, not serve on advisory panels, and tell management when problems occur). Moreover, they define customer loyalty as a return or continue in using the same product or other products of the same company, make business referrals and intentionally or even unintentionally providing strong word –of mouth references and publicity (Bowen and Shoemaker, 1998:13).

On one hand customer loyalty is defined as the frequency of repeat purchase or as the volume of repeat purchase the same products or services, on the other hand customer loyalty is defined as the purchase the same brand or prefer the same store to meet similar needs with the same frequency even if the customer has a right of choice. Based on this concept, it is highly possible to define the concept of loyal customer as the customer making a repeat purchase a brand and looking for no

information related to brand (Çoban, 2005: 297). Loyal customers are stick to the firm without leaving for long years and they make purchase products and services of the firm more and more frequently than other customers (Marangoz, 2007:389).

Customer satisfaction and customer loyalty make contribution to business enterprises in order that they could achieve their market and financial goals. Business enterprises present satisfaction to have loyalty of customers. One of the primary concerns of the business enterprises is the intention of repurchase a brand which is also called as the loyal intention may exist for satisfied customers (Gounaris *et al.*, 2007:69). Customer loyalty has a significant strategic importance for the fact that it plays effective role in making contribution to financial profitability, low customer cost and more expectancy of profitability (Chao, 2008:95).

There are so many advantages that customer loyalty provides to a service-oriented firm. These advantages are summarized below (Kulabaş and Sezgin, 2003:75-76); Karacan, 2006:62-63); Demir, 2006:52).

 ❖ Advantages of customer loyalty are cumulative and have long-term benefits. The profitability which will be brought by the loyal customers will increase in the length of time.
 ❖ Customer loyalty plays significant role in minimizing the total cost of marketing activities which are applied by the business enterprises so as to attract the interest of new customers.
 ❖ Expenditures of the loyal customers tend to increase in the length of time.
 ❖ Cost of service which is presented to the loyal customers will show decrease in the length of time. The familiarity of the loyal customers on the products or services of the firm will bring less dependency on information and firm employees and in this context, the cost of service will decrease in this way.
 ❖ Satisfied customers bring new customers to firm as references are regarded as a very significant resource. The new customers who are gained to the firm depending on a recommendation tend to remain for a long time.
 ❖ Price sensitivity of the satisfied customers is less when compared with the one of the other customers.

2.4.1.1. Customer Loyalty Measurement Approaches

Customer loyalty concept is basically examined in three fundamental approaches. These approaches are behavioral measurement, attitudinal measurement and composite measurement (Bowen and Chen, 2001:213).

Behavioral Loyalty Measurement; this type of measurement can be defined as the repeat purchase of the same product or service by customers (Bowen and Chen, 2001:213). It reflects customer actions and involves measurement of past

purchases of the same brand or the same brand-set and/or the measurement of probabilities of future purchase given past purchase behavior (Bandyopadhy and Martell, 2007:37). On the basis of the mentioned measurement approach, it is stated that the behavior of making repeat purchase is not always the result of a psychological commitment toward the brand. (e.g., a traveler may stay at a hotel because it is the most convenient location). However, when a new hotel is opened across the street, he/she switches because the new hotel offers better value. Thus, repeat purchase does not always mean commitment (Bowen and Chen, 2001:215). Because of this reason, it is emphasized that the concept of customer loyalty should be explained with attitudinal approach in addition to the behavioral measurement (Srinavasan *et al*., 2002:43).

Attitudinal Loyalty Measurement; attitudinal measurements use attitudinal data to reflect the emotional and psychological attachment inherent in loyalty. The attitudinal measurements are concerned with the sense of loyalty, engagement and allegiance. (e.g., despite staying only for a night at any hotel and recommending this hotel to other people as a result of the satisfaction a customer has, considering this hotel an expensive one to use on a regular basis by the same customer is a basic example showing that additional loyalty can be separate from re-purchase behavior) (Bowen and Chen, 2001:215). In other words, in this type of measurement, customers act as volunteers to recommend firm to other customers in spite of the offer and insistence of the rivals as a result of the highly dependency to their own firm in addition to repeat purchase of the product or service by customers (Çamlı,2010:33).

Composite Loyalty Measurement; the third approach, composite measurement of loyalty, combine the first two dimensions and measure loyalty by customers' product preferences, propensity of brand-switching, frequency of purchase , regency of purchase and total amount of purchase (Bowen and Chen, 2001:215). The use of both attitude and behavior in a loyalty definition substantially increases the predictive power of loyalty (Işın, 2012:61). Therefore, composite measurement which is combined by both behavioral and attitudinal approaches defines customer loyalty as the attitude of a customer in favor of a firm be against to its rivals, dependency of repeat purchase the product or service of a firm and

recommendation not only the products and services of a firm but also firm itself to others (Değermen, 2006:79).

2.4.1.2. Customer Loyalty Levels

Customer loyalty does not only mean repeat purchasing, but also it has a meaning such as psychological relationship that customers establish with the company. In other words, it is the integration with the company and belonging to company. The way of customer integration with the firm can be achieved by only satisfying customers (Işın, 2012:62). Loyalty behavior can be seen in four different levels depending on the variability of the relationship which is existent between emotional commitments to the company and re-purchase behavior of the customers. These customer loyalty levels are as follows; loyalty, latent loyalty, spurious loyalty and no loyalty (Değermen, 2006:80). Customer loyalty levels are indicated in Table 14.

Table 14: Customer Loyalty Levels

		Repeat Patronage	
		High	Low
Relative Attitude	High	Loyalty	Latent Loyalty
	Low	Spurious Loyalty	No Loyalty

Source: Dick and Basu, 1994:101

Loyalty; this kind of customer loyalty level is regarded as the most powerful one in terms of getting results among customer loyalty levels and it is the one which is preferred for all sectors. These loyal customers both purchase the product in order to use and recommend it to other customers (Aksu, 2012:85). In other words, the customers having this loyalty tend to have positive attitudes on the products and services of a company and they become loyal customers of the company (Çamlı, 2010:35). This loyalty type is the top-level loyalty which business enterprises try hard to reach as it is the most resistant loyalty level to the efforts of the rival companies in order to affect the customers (Shoemaker and Lewis, 1999:349).

Latent Loyalty; customers having latent loyalty tend to have a positive attitude to the products and services of a company although they make purchase not

so often. In other words, even though customers are satisfied with the company and have emotional commitment to the company, they perform purchasing less (Çatı and Koçoğlu, 2008: 171). Latent loyalty is regarded as one of the loyalty levels in which emotional commitment to the product or to the company producing that product is so high in spite of the fact that the product is not purchased so often, in other words, the repurchase behavior of the product is so low (Değermen, 2006:82). As an example expressing this situation, even though a person has a high commitment to a specific restaurant, he may not perform the repurchase just because the person with him has different food preferences (Dick and Basu, 1994:102).

Spurious Loyalty; customers have low positive attitude in spite of high purchase level, in other words, it is the second loyalty level coming right after no loyalty which has low emotional commitment to the producer of products or services (Shoemaker and Lewis, 1999: 349). For example, a firm selling industrial products may receive repeated orders despite the fact that the difference which is perceived by the customer is quite low in comparison with one of the rivals as a result of personal sales talks with the customer demanding industrial products. In such a situation, the firm develops various methods which will increase the difference perceived according to the competitors in order to make repeated orders continue and increase the loyalty level of customers. These methods which make repeated orders continue and increase loyalty level play significant role in avoiding customers from choosing rivals and making firm less affected by competition (Dick and Basu, 1994: 102).

No Loyalty; customers both having low positive attitude and repeat purchase behavior are accepted as not loyal customers. The customers constituting this group are the ones who can be affected by other people easily and change mind quickly. These customers are having no brand commitment and loyalty (Çamlı, 2010: 36). However, opening firm in a convenient location and using a good brand name may make customers pass to spurious loyalty level from no loyalty level (Dick and Basu, 1994:102).

2.4.1.3. Customer Loyalty Phases

Oliver (1999) claims that the framework he developed in 1997 follows cognition-affect-conation pattern but differs in that he argues that consumers can become "loyal" at each attitudinal phase relating to different elements of the attitude

development structure. Specifically, consumers are theorized to become loyal in a cognitive sense first, then later in an effective sense, still later in a conative manner, and finally in a behavioral manner, which is described as "action inertia (Işın, 2012: 65).

Cognitive Loyalty; in the first loyalty phase, the brand attribute information available to consumer indicates that one brand is preferable to its alternatives. This phase is referred to as cognitive loyalty or loyalty based on brand belief only. Cognition can be based on prior or vicarious knowledge or on recent experience-based information. Loyalty at this phase is directed toward the brand because of this "information" (attribute performance levels). This consumer state, however, is of a shallow nature. If the transaction is routine, so that satisfaction is not processed e.g. trash pickup, utility provision, the depth of loyalty is no deeper than mere performance. If satisfaction is processed, it becomes part of the consumer's experience and begins to take on affective overtones (Oliver, 1999:35). Loyalty is not strong in the stage of cognitive loyalty. The reason why customers keep purchasing products and services from company is either the price is low or the company is highly qualified. If customers have difficulty in finding these in the company, they may possibly change the place of purchasing (Sivadas and Prewitt, 2000:78).

Affective Loyalty; in the second phase of loyalty development, a liking or attitude toward the brand has developed on the basis of cumulatively satisfying usage occasions. This reflects the pleasure dimension of the satisfaction definition-pleasurable fulfillment-as previously described. Commitment at this phase is referred to as affective loyalty and is encoded in the consumer's mind as cognition and affect. Whereas cognition is directly subject to counter argumentation, affect is not as easily dislodged. The brand loyalty exhibited is directed at the degree of affect (liking) for the brand. Similar to cognitive loyalty, however, this form of loyalty remains subject to switching, as is evidenced by the data that show that large percentages of brand defectors claim to have been previously satisfied with their brand. Thus, it would be desirable if consumers were loyal at a deeper level of commitment (Oliver, 1999:36).

Behavioral (Conative) Loyalty; the next phase of loyalty development is accepted as the behavioral intention (conative loyalty) stage, as it is influenced by repeated episodes of positive affect toward the brand. Conation is defined as a brand-specific commitment to re-purchase. Conative loyalty, then, is a loyalty state that contains what, at first, appears to be the deeply held commitment to buy noted in the loyalty definition. However, this commitment is the intention to re-purchase the brand and is more akin to motivation. In effect, the consumer desires to re-purchase, but similar to any "good intention," this desire may be an anticipated but unrealized action (Oliver, 1999:36).

Action Loyalty; in the action control sequence, the motivated intention in the previous loyalty state is transformed into readiness to act. Action control paradigm proposes that this is accompanied by an additional desire to overcome obstacles that might prevent the act. Action is perceived as a necessary result of engaging both these states. If this engagement is repeated, action inertia develops, thereby facilitating repurchase (Oliver, 1999:37). Cognitive loyalty focuses on the brand's performance aspects, affective loyalty is directed toward the brand's likeableness, and conative loyalty is experienced when the consumer focuses on wishing to re-purchase the brand, and action loyalty is commitment to the action of rebuying (Işın, 2012:67). In the framework which was developed by Oliver (1999), it is indicated that customers have different vulnerabilities at different stages of loyalty. These are shown in Table 15.

Table 15: Loyalty Phases with Corresponding Vulnerabilities

Stage	Identifying Marker	Vulnerabilities
Cognitive	Loyalty to information such as price, features, and so forth.	Actual or imagined better competitive features or price through communication (e.g., advertising) and vicarious or personal experience. Deterioration in brand features or price. Variety seeking and voluntary trial.
Affective	Loyalty to a liking: " I buy it because I like it."	Cognitively induced dissatisfaction. Enhanced liking for competitive brands perhaps conveyed through imagery and association. Variety seeking and voluntary trial. Deteriorating performance.
Conative	Loyalty to anintention: "I am committed to buying it."	Persuasive counter augmentative competitive messages. Induced trial (e.g., coupons, sampling, point-of-purchase promotions). Deteriorating performance.
Action	Loyalty to action inertia, coupled with the overcoming of obstacles	Induced unavailability (e.g., stock lifts-purchasing the entire inventory of a competitor's product from a merchant). Increased obstacles generally. Deteriorating performance.

Source: Oliver, 1999:36

2.4.2. Customer Loyalty in Tourism Industry

This part of the research deeply examines the concepts/subtitles such as; customer loyalty for tourism enterprises, customer loyalty for tourism destinations.

2.4.2.1. Customer Loyalty for Tourism Enterprises

The increase in competition level, change in demands and needs of the customers with the process of globalization have played significant role in complicating the providing of customer satisfaction and customer loyalty. Customer expectations which are related with the products and services they consume depending on economic and social structure are in a constant changing process. The way of providing customer satisfaction and customer loyalty is to measure customer expectations regularly and is required to develop products and services in accordance with customer expectations (Çatı and Kaçoğlu, 2008:2). A company having satisfied customers can compete with its rivals in the market in an easier way. Because keeping customers whose expectations related to a product or service are fully met loyal and making them realize repeat purchase will be much easier than the process of making other customers purchase product or service from the company. Loyal customers are the ones who are integrated with the company and they have emotional commitment to company. These customers who will always support the company in a positive way will play a significant role in making the name of company recognized and known by giving positive advises about company to people around them. Providing customer loyalty has become an important issue for business enterprises as loyal customers are willing to spend for the company and they do not leave the company even in negative situations (Avcıkurt and Köroğlu, 2006:6). In a market in which the competition is on rise and firms spending so much effort to affect customers of other firms, making customers loyal to a firm and their constant preference of that firm in spite of existence of other firms in the market are regarded as an important competitive advantage for the business enterprises because, the cost of gaining new customers is higher than the cost of keeping the current customers loyal (Lin and Wang, 2005: 272). In recent years, tourism industry has been one of the most important sectors making positive contribution to countries in terms of economic growth. The increasing competition with the growing tourism industry make business enterprises operating in tourism industry implement the customer-

focused strategies, make product diversification and focus on factors such as; flexibility and performance (Çamlı,2010:519).

For many years, business enterprises operating in tourism industry have believed that the fundamental aim of marketing is to create as many new customers as possible. While managers running business enterprises operating in tourism industry believed that satisfying guests on the property was important, the real aim was to continue in order to find new customers. The researches which are carried out to gain new customers are defined as conquest marketing. In the future, conquest marketing will not be sufficient, as most hotel industry segments are mature and competition is strong. Because of this reason, customer loyalty concept has become a very significant issue for application and research in the business enterprises offering services. Due to high competition, business enterprises operating in tourism industry like in many different industries have changed their marketing strategy from gaining new customers to keeping current customers and they have made so many researches about this issue (Shoemaker and Lewis, 1999:345-346).

2.4.2.2. Customer Loyalty for Tourism Destinations

Researches that have examined tourist satisfaction and market segmentation suggest that it is crucial for destination managers to develop better understanding of specific segments of consumers to accommodate their distinct needs and wishes and establish efficient and effective marketing and promotion strategies. As many attractions and tourist destinations rely heavily on the repeat visitation segment, it would be of prime interest for destination managers to gain more knowledge on the repeater segment: how repeat visitors develop loyalty differently from first-time visitors, how previous experience can affect visitors' image perception and future behavior, and how repeat and first-time visitors' perceptions of destination image and satisfaction may influence their loyalty (Christina Geng, 2012:3).

Destination loyalty essentially places emphasis on a longitudinal perspective, looking at lifelong visitation behavior of travelers rather than just at a cross-sectional perspective in which today's visitation or, in a more general perspective to previous perspective per se (Opperman, 2000: 80). According to Zamora *et al*., (2005), loyalty concept has been poorly studied, that's why there are so many questions about how to keep these particular customers loyal in the long-term. Furthermore, Fyall *et al*.,

(2003) and Yoon and Uysal (2005) state that tourism industry has seen the introduction of relationship marketing techniques and indeed has been in the vanguard of the industries that have adopted this focus. Nevertheless, the concept of destination loyalty has received little attention in the literature (Campon *et al.,* 2013:16).

Today destinations are face to face the toughest competition in decades and it may become tougher still in years to come, so marketing managers need to understand why tourists are faithful to destinations and what plays significant role in the determination of their loyalty (Chen and Gürsoy, 2001: 80). Whether a particular destination can generate loyalty in people' visiting it can be usefully asked by people. In this regard Alegre and Juaneda (2006), hold that "some tourism motivations would inhibit destination loyalty", such as the desire to break with the monotony of daily life, engage with new people, places and cultures or look for new experiences. However, risk-averse people may feel the need to revisit a familiar destination. Barroso *et al*., (2007) found out that there are four groups of tourists, on the basis of the need for change which tourists have when it comes to taking a trip. These groups show significant differences depending on the intention of the tourists to return or to recommend the destination (Campon *et al.,* 2013:17).

Travel destinations can be considered as products and tourists may re-visit them or recommend them to other potential tourists such as friends or relatives (Yoon and Uysal, 2005:48). Destination loyalty is operationally defined as the level of tourists' perception of a destination as a good place, one that they would recommend to others, noting that researches which only consider repeat visits as an indicator of loyalty to the destination are deficient. This is because these people who do not return to a particular destination may simply find different travel experiences in new places, while maintaining loyalty to the previously visited destination (Chen and Gürsoy, 2001: 80).

2.4.3. Re-visiting Intention in Tourism Industry

Repeat purchase has been accepted as one of the most important subjects in contemporary marketing. In many researches, benefits of repeat purchase are often noted as (a) attracting previous customers is more cost-effective than gaining new ones; (b) 5 % increase in customer retention could increase profit by 25-85 %; and

(c) customer retention tends to yield positive word- of -mouth referral (Shoemaker and Lewis, 1999:349 ; Jang and Feng, 2007:580).

Travel and tourism is one of the largest service industries in the world. When tourism is well planned, it can generate benefits at the destination by increasing tourism receipts, government revenue, and employment. For more successful tourism development, it is crucial to attract tourists and make them recommend the destination for others to revisit (Chen and Tsai, 2007: 1115). In tourism industry, repeat visits have also been accepted as an important phenomenon at the level of economy as a whole and for the individual attraction. Indeed, many travel destinations rely heavily on repeat visitors (Darnell and Johnson, 2001:120). Further important role of repeat visitation would be in international tourism flows. The possible explanation to this potential role is that current visit provokes positively the visitors' likelihood towards an individual repeat visit in some subsequent periods. Indeed, the current visitors may affect also other people's likelihood when they show them their own perception of the visit and their intention for a second visit (Darnell and Johnson, 2001:121).

One of the earliest inquiries into the repeat visitation phenomenon was Gitelson and Crompton's (1984) study into the repeat vacation market and its marketing implications. They reported, "Many attractions and destination areas such as beaches or resorts must rely heavily on repeat visitation". In addition, they also mentioned five reasons why people undertake repeat visits: risk reduction/content with particular destination; risk reduction/find same kind of people; emotional attachments to a place; further exploration of destination; show destination to other people (Opperman, 2000:80).

In spite of the increased number of studies which have been carried out so far only very recently, a number of studies have been forwarded on the importance of repeat visitors to the same destination. At the international level, most countries keep record of the number of tourists that arrive every year, as well as their citizens' departures and arrivals, through custom controls at airports and harbors. The data collected generate extensive statistics reports, which can be used to analyze the tourism industry. Despite the amount of data generated by statistics, there is a lack of

information about who are repeat visitors among the number of tourists visiting a specific destination (Pereda, 2002:3).

As there is an intense competition in tourism industry, different strategies have been developed in the tourism market share. Research has shown that it would be extremely convenient for any given destination to develop customer retention and collect information about regular customers (Gitelson and Crompton, 1984:201).

2.4.3.1. Role of Tour Guides in Visitor Loyalty in Tourism Industry

Tourism and travel is one of the world's largest service industries. With the de-regulation of the airline industry, coupled with technological advancement, emergence of e-commerce and demographic changes, tourism and travel will continue to generate GDP and job across the world economy and this will make a positive contribution not only to the industry itself but also generate a strong flow-through effect in other sectors such as retail, transportation and construction (Hui *et al.,* 2007:965).

The development of the tourism industry and the subsequent interest to investigate its implications has dramatically increased in the last years. Research covers aspects that include competitive advantages of the different destinations; the flow of tourists around the world as well as different tourism impacts (economic, social and ecological impacts) and destination image among others (Ahmed, 1991:332). Continuously growing competition amongst tourist destinations highlights the value of a repeat visitor market, since repeat visitation means increased profitability as well as more sustainable destination development (Kastenholz *et al*., 2013: 343). Since most destinations target several markets simultaneously, it is interesting to understand each market's particular loyalty behavior in an attempt to increase each segment's propensity to repeat visitation through particularly targeted marketing action and to thereby also improve overall 'market portfolio' management (McKercher, 1995:25). Growing competition in the global marketplace puts hard pressures on tourist destinations that try to guarantee long-run economic success as well as sustainability. In this context, a new marketing philosophy, concerned with enhancing visitors' loyalty to a destination, is increasingly called for (Yoon and Uysal, 2005:46; Alegre and Garau, 2010: 54).

Tour guides are accepted as front-line employees in the tourism industry who play a significant role in shaping tourists' experience in a destination. Tour-guiding service is the core component of various tour services offered by tour operators. Whether tour guides can deliver quality service to tourists is not only essential to business success of the tour operators they are affiliated with but also critical to overall image of the destination they represent (Huang, *et al.*, 2010:3). Travel agencies and tour operators offering guided tours place heavy emphasis on customer satisfaction by emphasizing it in their publications, measuring it and using the results to make a control on the quality of tour performance. The responsibility for achieving customer satisfaction is mostly delegated to tour guide, who was in a continuous and intense contact with tour participants throughout the tour's entire duration (Geva and Goldman, 1991: 178). It is generally accepted that "it is the guide who sells the next tour" (Zhang and Chow, 2004: 82). Underlying this belief is the assumption that satisfaction from the tour guide's performance will directly translate into an enhanced image of the tour company, and then to repeat purchase and favorable recommendations to potential customers (Geva and Goldman, 1991:178).

Like other services, guided tour is characterized by inseparability of production and consumption. The travel agency, the tour guide, and the tour participants are all actively taking part in shaping tour product. However, successes and failures of the tour are not equally attributed to each. On one hand, travel agency plays a fundamental role in determining more tangible elements of the tour such as airlines used, hotels and meals, itinerary, local transportation and similar services, on the other hand it does not participate in the production of the actual tour and in shaping its atmosphere. In this context, here tour guide, who goes along on the tour and interacts with tour participants, plays a central role. During the tour, the tour guide is the company's representative and it is the tour guide's job to solve problems and, if something goes wrong, to change various components of the tour in order to maintain tour's quality and keep the participants satisfied (Geva and Goldman, 1991:178).

CHAPTER - III
A RESEARCH INVESTIGATING ROLES OF TOUR GUIDES ON TOURIST SATISFACTION LEVEL IN GUIDED TOURS AND IMPACT ON RE-VISITING INTENTION IN ISTANBUL

3.1. RESEARCH

There are so many reasons such as; improvement on living standards at a global scale, increase on economic level and changing needs and expectations of people, which played a fundamental role in encouraging people to attend touristic activities all over the world. The rise in the number of international tourism activities caused countries to find themselves in fierce competition in tourism industry. As a result of this process, countries have been making great effort to become preferable destinations by tourists all over the world. In this context, the issue of service quality of destinations gained importance. On the condition that the needs and expectations of tourists are met in a proper and satisfying way, it will make a positive effect on the satisfaction level of tourists and therefore make tourists visit the same destination. Tour guides who are regarded as a representative of their country are supposed to provide information to tourist groups they accompany about their country, historical, natural and cultural values belonging to their country (i.e., all the tangible and intangible assets in the right and proper way).

The needs and expectations of international tourists arriving Turkey must be met at highest level. In this context, tour guides spending most time with tourists and having close contact with them are accepted as one of the most important people, who will affect tourists both in positive and negative way. Tour guides are supposed to be sufficient in terms of knowledge, skill and personality characteristics as they play crucial role in making tourists return their countries with satisfaction. Tour guides providing highest level of service quality will increase tourist satisfaction.

3.1.1. Research Aim and Importance

The improvement on economic level and increase in the amount of free time at a global scale have leaded people to travel and therefore to participate in tourism activities all over the world. As a result of the increase in the number of the international tourism activities in recent years, countries have started to compete

fiercely in tourism industry. In tourism industry in which the wishes, needs and expectations of customers are changing day by day, countries at macro level and business enterprises at micro level, which aim to get a share from international competition and maintain their market share have to offer qualified service and products, and renew themselves constantly. Tour guides who are regarded as a representative of their country and travel agency they work for are supposed to give information to tourist groups they accompany about their country, historical, natural and cultural values belonging to their country (i.e., all the tangible and intangible assets in the right and proper way). In this context, there are so many important duties and responsibilities of tour guides who are accepted as an ambassador of their country. Tour guides should be capable of transferring the knowledge they have, to tourists in the most effective way in order to be able to introduce and promote the destination to tourist groups they accompany in the most efficient way. Tour guides should be sufficient in terms of knowledge, skill and personality characteristics as they play crucial role in making tourists return their country with satisfaction. Tour guides providing highest level of service quality will increase tourist satisfaction.

The purpose of this research is to determine the impact the tour guide service in Istanbul has on tourist satisfaction level and what extent this attracts repetitive visits to the city.

3.1.2. Research Scope and Limitations

The scope of this research comprises the tourists who participate in guided tours in Istanbul destination and come from United States of America (USA), England (UK), Canada, Australia and other European countries.

The research area of this study is limited to only Istanbul destination due to the reasons such as; lack of research carried out in Istanbul destination about this subject, high cost of making research across the country and limited time.

3.1.3. Research Framework

In the creation process of this research's questionnaire form; some survey samples applied in similar researches, were used as a resource. These researches are "ATLAS Cultural Tourism Research Project English Questionnaire Modules (African Version) Module in 2007";" Professional Tourist Guides in Turkey and

Analyzing Customer Expectations from Tourist Guides: A Sample of Kuşadası, carried out by Nuray Tetik in 2006 ";"Intercultural Communication Efficiencies of Tourist Guides: The Perceptions of German, English and Russian Tourists, carried out by Seda Şahin in 2012" and "The Role of Professional Tourist Guides on Developing the Image of Turkey: A Study on German Tourists, carried out by Özlem Güzel in 2007". Furthermore, in accordance with the professional advises from academic staff, industry representatives, travelers, trainers, veteran tour guides by personal interviews and e-mail, 43 attributes were preliminarily identified, which tour guides should have, adapting their characteristics in terms of "Knowledge", "Skill" and "Personality".

3.1.4. Research Methodology

In this research, first of all, a detailed literature review was made by searching books, journals, articles and thesis researches both in Turkish and especially in English languages about the concepts of tour guiding, customer satisfaction, customer loyalty and re-visit intention in tourism industry and then survey method was chosen in order to collect quantitative data with obtained theoretical information as a research method. The survey method which was applied in this master thesis research was chosen as it has some certain advantages such as; being applicable to people from all age groups, enabling to make practice on big groups and collect so much information for research purpose, express obtained data numerically, provide a fast access to obtained data and being economic (Yazıcıoğlu and Erdoğan, 2004: 51; Baş, 2006:44). The distribution of questionnaire form was done via random sampling method.

The questionnaire form which was applied in this research consists of three parts. The questionnaire form is shown in Appendix 1. In the first part of this questionnaire form, the socio-demographic characteristics of surveyed tourists were determined and preliminary questions related to their holiday were asked to participants such as whether they have travelled to Istanbul destination before or not, if they have traveled to Istanbul destination, how many times they have traveled, what are the possible reasons of their preference Istanbul as a destination, what is the length of their stay in Istanbul destination, whether they have participated in a guided

tour before in Istanbul destination or not, what kind of reasons they have when participating in guided tours and how many times they attend guided tours annually.

In the second part of the questionnaire form, satisfaction level of surveyed tourists was determined. In this context, questions were prepared in accordance with 5-point Likert scale in order to find out the satisfaction level of participants they perceived from travel agency organizing the guided tour which they participated in Istanbul destination and tour guide conducting the tour, whether they plan to make a re-visit to Istanbul destination or not, whether they will recommend Istanbul as a destination to their friends and relatives or not and lastly what is the impact level of tour guide on their possible decision of making a re-visit to Istanbul destination. There are 2 cases of Likert type scale; one of them is desired status which reflects the positive attitude towards the subject and the other one is undesired status which reflects negative attitude towards the subject. Both cases are graded in an equal way, and in accordance with this, 5-point Likert scale was established (Balcı, 2006:146).

In order to find out the satisfaction level of surveyed tourists, which they perceived from the service of travel agency organizing the guided tour that they participated in and tour guide conducting the tour, questions such as "*To what extend are you satisfied with the tour you attended organized by the agency"; "To what extend are you satisfied with the tour guide conducted the tour*" were prepared in accordance with the 5-point Likert scale. (1: Highly Dissatisfied; 2: Dissatisfied; 3: Neutral; 4: Satisfied; 5: Highly Satisfied). In order to determine whether the surveyed tourists will make a re-visit to Istanbul destination or not and whether they will recommend Istanbul to their friends and relatives as a destination, questions such as *"How likely are you to come back to Istanbul again"; "How likely are you to recommend your holiday in Istanbul to your relatives and friends"* were prepared in accordance with 5-point Likert scale. (1: Very Unlikely; 2: Unlikely; 3: Uncertain; 4: Likely; 5: Very Likely). Lastly, so as to find out the impact level of tour guide who conducted tour on the possible re-visit intention of tourists to Istanbul destination, question such as *"What is the importance level of tour guide in your possible decision of re-visiting Istanbul"* was prepared in accordance with 5-point Likert scale. (1: Very Unimportant; 2: Unimportant; 3: Neutral; 4: Important; 5: Very Important).

In the third part of questionnaire form, how surveyed tourists perceived the sufficiency level of tour guides in terms of characteristics such as "Knowledge", "Skill" and "Personality", working actively in Istanbul destination and what is the level that they meet these qualifications (i.e. their performance were tried to be determined). In order to find out the sufficiency level of tour guides working actively in Istanbul destination, 43 attributes were determined in terms of characteristics such as "Knowledge", "Skill" and "Personality". In order to find out sufficiency level of tour guides in terms of "Knowledge", 9 attributes were determined, in terms of "Skill", 12 attributes were determined and lastly in terms of "Personality" characteristics, 22 attributes were determined. First of all, all these attributes have been edited in accordance with 5-point Likert scale (1: Terrible; 2: Bad; 3: Neutral; 4: Good; 5: Excellent) and how they are perceived by the surveyed tourists was determined. In order to find out the level which tour guides meet these qualifications in guided tour that they participated in, all these values were regulated in the range of (1: Terrible and 5: Excellent) and participants were asked to evaluate tour guide's performance. As a result of this survey process, the collected data was evaluated with SPSS (Statistical Package Program for Social Sciences-Version 20), results were revealed and recommendations were developed in the light of survey results.

3.1.4.1. Sample and Data Collection Process

This research was carried out in Istanbul. The scope of this research accounts for the tourists who participate in guided tours in Istanbul destination and come from United States of America (USA), England (UK), Canada, Australia and other European countries. The main reason for choosing Istanbul as a research area is its high number of international tourist arrivals. The number of international tourist arrivals of Istanbul in 2013 is 10.474.867 and the size of sample group representing target group (i.e. the number of the participants composing of the working group was calculated as 384 people) (Istanbul Provincial Culture and Tourism Directorate, 2013). The statistics presenting the number of international tourist arrivals to Istanbul destination is given in Figure 9, Figure 10 and Figure 11. There are some other reasons which are considered to have played fundamental role in choosing Istanbul destination as a research area such as; being the most developed and biggest city of Turkey, having some the most majestic and splendid monuments of the world,

meeting point of different cultures, nations and religions throughout history and being one of the most important destination in terms of cultural tourism considering the fact that tour guides have an important impact on the satisfaction level of tourists in cultural tours.

The questionnaire form of this research was examined by the experts in their fields related to subject in the scope of expert opinion to provide internal validity of the questionnaire form and suggestions and contributions of experts about points such as; scope, content and sufficiency etc. of the questionnaire form were obtained and questionnaire form was made ready to apply target group by giving final shape to the questionnaire form. The questionnaire form was first prepared in Turkish language with an aim of preventing perception errors arising from foreign language and then translated into English language. The survey instrument was entirely anonymous; no names were required from participants.

The application of this questionnaire form was carried out in October & November 2013 in Istanbul with a number of 600 international tourists who participated in guided tours. Tour guides compose a group of people who are generally not available due to dynamic technical conditions of their professions. In the scope of research, tour guides, who were randomly met at the main touristic sites of Istanbul destination such as; Topkapı Palace, Dolmabahçe Palace Hagia Sophia and Sultan Ahmet Mosque etc., which are generally visited by both the international and domestic tourists were asked to apply this questionnaire form to their tourist groups. The questionnaire form was asked to be delivered by tour guides to their tourist groups on the way back to their hotel at a time close to the end of tour in the bus in order that they could evaluate their experiences related to tour and tour guide in a better and effective way. The main reason why this questionnaire form was applied in the bus is that tourists would be reluctant to spend time to fill in this questionnaire form during the tour they participated in. The questionnaire form was implemented to tourist groups through tour guides. In this context, tour guides were provided with all the necessary information about the aim of the questionnaire and research and the implementation of this questionnaire form was aimed to be made in a better and effective way. Tour guides approached to the application process of questionnaire form in a reluctant and suspicious way for some reasons.

The fact that the researcher is also a bilingual tour guide helped to reduce doubts of tour guides participating to survey. In this research, 70 questionnaire forms out of 600 were excluded from analysis because of the missing data with a percentage of 40 %.

Figure 9: Number of International Tourist Arrivals Istanbul (2000-2013)
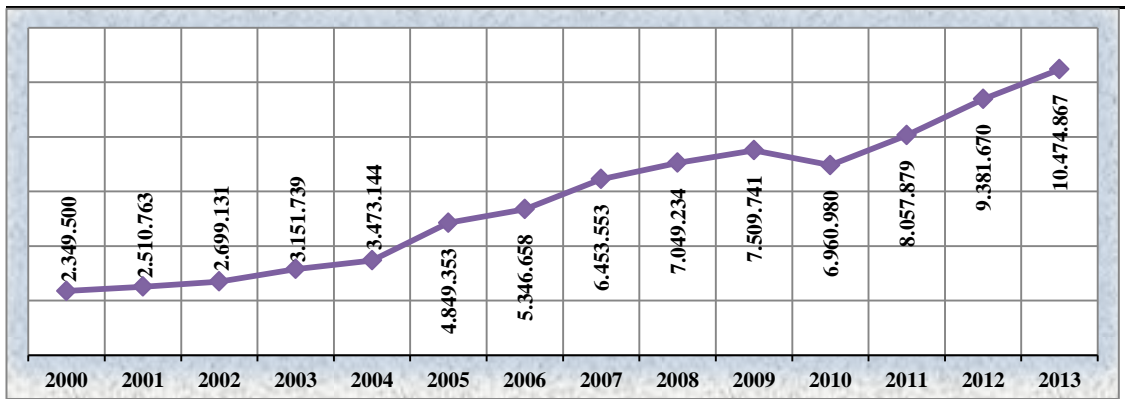
 Source: Istanbul Provincial Culture and Tourism Directorate, 2013

Figure 10: Number of International Tourist Arrivals Chart Istanbul (2009-2013)
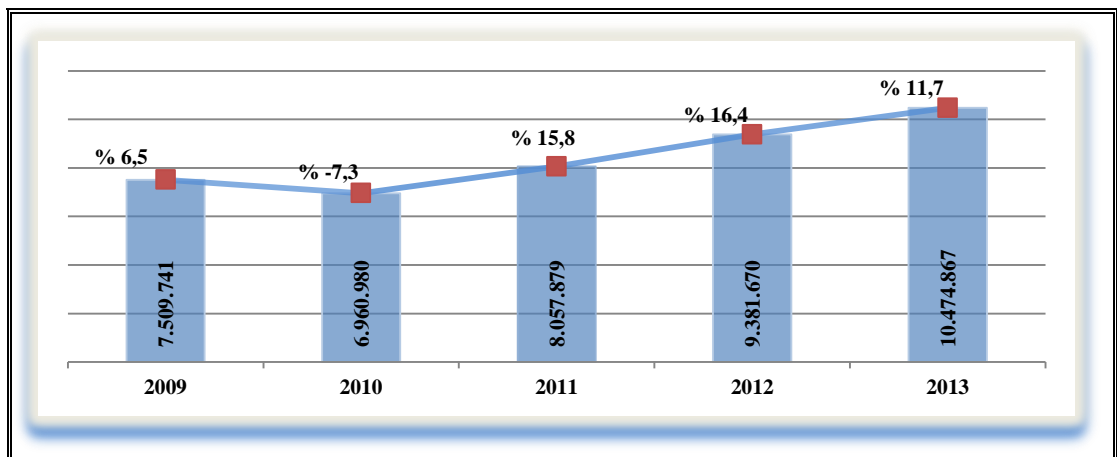
Source: Istanbul Provincial Culture and Tourism Directorate, 2013

Figure 11: Number of International Tourist Arrivals by Nationality to Istanbul (2013)

Source: Istanbul Provincial Culture and Tourism Directorate, 2013

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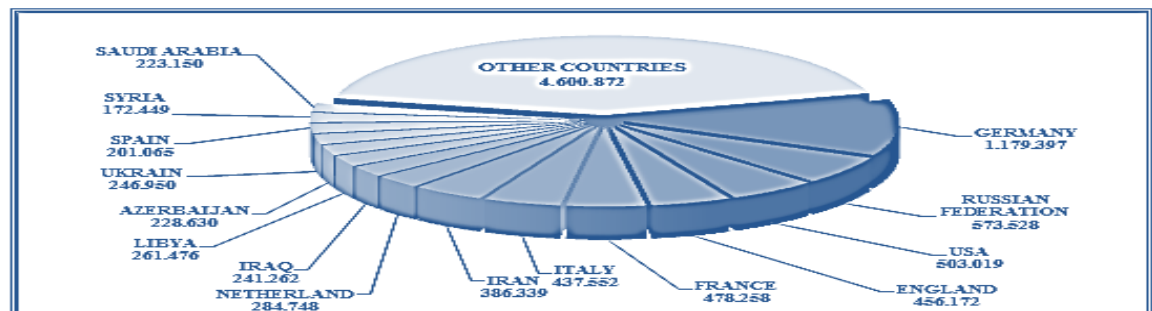
3.2. Data Analysis

The conducted questionnaire forms were forwarded to SPSS (Statistical Package Program for Social Sciences- Version 20) and all the analysis were implemented through this program. The statistical analysis which were applied in this master thesis research are *Frequency Distribution*, one of the descriptive analysis in order to evaluate scale items, *Reliability Test, Factor Analysis, T-Test Analysis (Independent Samples T-Test) and Variance (ANOVA) Analysis, Correlation Analysis and Regression Analysis.*

3.3. Research Results

3.3.1. Socio-Demographic Profile of Participants

The demographic profile of participants is presented in Table 16 and Table 17. There were 250 (47, 2 %) male and 270 (50, 9%) female participants and 10 (1, 9%) of the participants provided no answer to the question related to gender. There were 330 (62, 3%) married participants and 124 (23, 4%) unmarried participants, the number of the participants who chose the "Other" option is 58 (10, 9%) and lastly 18 (3, 4%) of the participants provided no answer to the question related to marital status. The education level of the participants is classified into 5 groups such as "Primary School", "Secondary School", "Vocational Education", "Bachelor Degree" and "Master or Doctoral Degree". As a result of the applied analysis, it is determined that the main educational level was "Bachelor Degree" representing 47, 2 % (n=250) of the participants. The next 3 groups were "Master or Doctoral Degree" 24, 2% (n=128), "Vocational Education" 15, 8 (n=84) and "Secondary School" 7, 5 % (n=40). The remaining education qualification level "Primary School" only accounted for a minority of participants with 1, 6 % (n=8). Lastly, 3, 7 % (n=20) of the participants provided no answer to the question related to educational level.

The annual income of the participants in terms of currency Euro (€) was classified into 8 groups. As a result of the applied analysis, it is found out that the main annual income group was "30,001-45,000" € representing 15, 5% (n=82) of the participants. The next 7 groups of annual income of the participants were "60,001-75,000" € 14, 3 (n=76), "90,000 and more" € 14,3 (n=76), "75,000-90,000" € 10,6% (n=56), "45,001-60,000" € 10,2% (n=54), "7500 and less" € 8,3% (n=44), "30,001-

45,000" € 6, 8% (n=36) and "7501-15000" € 4, 9% n=26). Lastly, 15, 1% (n=80) of the participants provided no answer to the question related to annual income.

The main age group was "60 and over", representing 39, 2% (n=208) of the participants. The next 5 age groups were "40-49" 18, 9% (n=100), "30-39" 15, 8 % (n=84), "50-59" 13, 6% (n=72), "20-29" 7, 9% (n=42), "16-19" 1, 1% (n=6). The remaining age group "15-less" accounted for only 0, 8% (n=4). Lastly, 2, 7% (n=14) of the participants provided no answer to the question related to age group.

The current position of the participants was classified into 6 groups. As a result of the applied analysis, it is determined that the main group was "Employee" representing 40% (n=212) of the participants. The next 5 groups of current position were "Retired" 32, 5% (n=172), "Housewife/man or carer" 5, 3% (n=28), "Student" 4, 9 % (n=26), "Unemployed" 3, 8 % (n=20) and "Others" 10, 9% (n=58). Lastly, 2, 6% (n=14) of the participants provided no answer to the question related to current position.

Table 16: Socio-Demographic Profiles of Participants

Socio-Demographic Characteristics						
Gender	**N**	**%**		**Age Group**	**N**	**%**
Male	250	47,2		15 or younger	4	,8
Female	270	50,9		16-19	6	1,1
Marital Status	**N**	**%**		20-29	42	7,9
Married	330	62,3		30-39	84	15,8
Single	124	23,4		40-49	100	18,9
Other	58	10,9		50-59	72	13,6
Educational Qualification	**N**	**%**		60 or over	208	39,2
Primary school	8	1,6		**Current Position**	**N**	**%**
Secondary School	40	7,5		Employee	212	40
Vocational Education	84	15,8		Housewife/Man or Carer	28	5,3
Bachelor Degree	250	47,2		Retired	172	32,5
Master or Doctoral Degree	128	24,2		Student	26	4,9
Income Group (Euro)	**N**	**%**		Unemployed	20	3,8
7,500 or Less	44	8,3		Others	58	10,9
7,501-15000	26	4,9				
15,001-30,000	36	6,8				
30,001-45,000	82	15,5				
45,001-60,000	54	10,2				
60,001-75,000	76	14,3				
75,001-90,000	56	10,6				
More than 90,000	76	14,3				

As a result of the applied analysis to determine the residence country of the participants, it is determined that the main group was "USA" representing 34, 0% (n=180) of the participants. The next 3 groups were "UK" 13, 6% (n=72), "Australia" 11, 7% (n=62), "Canada" 10, 9% (n=58). Other countries followed like this; "Germany" 4,9 % (n=26), "Sweden" 3,4 % (n=18), "Netherland" 2,3 % (n=12),"Denmark"2,3 % (n=12), "Norway" 1,9 % (n=10), "Russia" 1,5 % (n=8), "France" 1,5% (n=8), "Finland" 1,1 % (n=6),"Belgium" 0,8 % (n=4),"Mexico" 0,8% (n=4),"Iraq" 0,8% (n=4),"Italy" 0,4 % (n=2),"Puerto Rico" 0,4 % (n=2),"Scotland"0,4%(n=2),"Switzerland: %0,4(n=2);Brazil %0,4(n=2);Chili: % 0,4(n=2);Estonia: % 0,4(n=2) and Hungary: %0,4 (n=2). Lastly, 5, 7% (n=30) of the participants provided no answer to the question related to the country of residence.

Table 17: Country Profile of Participants

Country Profile of Participants					
Country	N	%	Country	N	%
Australia	62	11,7	Iraq	4	,8
Belgium	4	,8	Italy	2	,4
Brazil	2	,4	Mexico	4	,8
Canada	58	10,9	Netherland	12	2,3
Chili	2	,4	Norway	10	1,9
Denmark	12	2,3	Puerto Rico	2	,4
England	72	13,6	Russia	8	1,5
Estonia	2	,4	Scotland	2	,4
Finland	6	1,1	Sweden	18	3,4
France	8	1,5	Switzerland	2	,4
Germany	26	4,9	USA	180	34,0
Hungary	2	,4	Missing	30	5,7

3.3.2. Frequency Distribution Analysis

The frequency distribution analysis was applied to find out the participants' frequency of attending guided tours annually, participants' number of visits to Istanbul and whether participants have attended a guided tour before in Istanbul destination or not. As a result of the applied analysis, the obtained data is presented in Table 18. According to the result of the analysis, it is found out that the 58, 1 % (n=308) of the participants attend guided tours annually "1-2 times", 25, 3 % (n=134) attend guided tours annually "3-5 times", 6, 8 % (n=36) attend guided tours annually "6-10 times" and 3, 4% (n=18) attend guided tours annually "11 and more

times". Lastly, 6, 4 % (n=34) of the participants provided no answer to this question related to the participants' frequency of attending guided tours annually. In addition to this, 74, 7% (n=396) of the participants chose Istanbul as a destination for the 1st time, 14, 0 % (n=74) of the participants chose Istanbul as a destination for a 2nd time, 6,0 % (n=32) of the participants chose Istanbul as a destination for 3rd time, 1,5% (n=8) of the participants chose Istanbul as a destination for 4th time and 0,8 % (n=4) of the participants chose Istanbul as a destination for 5th and more. Lastly, 3% (n=16) of the participants provided no answer to the question related to the number of visits to Istanbul.

Finally, on one hand, 75, 8 % (n=402) of participants stated that they had not attended a guided tour in Istanbul destination before, on the other hand, 16, 2 % (n=86) of the participants stated that they had already attended a guided tour in Istanbul destination before. Lastly, 8 % (n=42) of the participants provided no answer to the question related whether the participants have already attended a guided tour in Istanbul destination or not.

Table 18: Frequency Distribution Analysis

How often do you attend guided tours annually?	N	%	How many times have you ever been in Istanbul?	N	%
1-2 times	308	58,1	1st	396	74,7
3-5 times	134	25,3	2nd	74	14,0
6-10 times	36	6,8	3rd	32	6,0
More than 11 times	18	3,4	4th	8	1,5
Have you ever joined a guided tour in Istanbul before?	**N**	**%**	5th	4	0,8
Yes	86	16,2			
No	402	75,8			

As a result of the applied analysis, the participants' reasons for choosing Istanbul as a destination are indicated in Table 19. According to the results, it is found out that 59,9 % (n=430) of the participants chose Istanbul destination to have a holiday, 22,6 % (n=162) of the participants chose Istanbul destination to visit a cultural attraction, 6,4 % (n=46) of the participants chose Istanbul destination for shopping, 2,5 % (n=18) of the participants chose Istanbul destination to visit their relatives and friends, 2,5 % (n=18) of the participants chose Istanbul destination to attend a cultural event, 2,2 % (n=16) chose Istanbul destination for conference, 1,1 % (n=8) of the participants chose Istanbul destination for business purposes, 0,8 %

(n=6) of the participants chose Istanbul destination for sport events and lastly 1,9 % (n=14) of the participants chose Istanbul for other reasons.

Table 19: Participants' Travelling Reasons to Istanbul

What is the primary purpose of your current trip?						
Purpose	**N**	**%**		**Purpose**	**N**	**%**
Holiday	430	59,9		Conference	16	2,2
Visit Cultural Attraction	162	22,6		Sport Event	6	0,8
Attend Cultural Event	18	2,5		Shopping	46	6,4
Visit Relatives and Friends	18	2,5		Others	14	1,9
Business	8	1,1		Total	718	100

As a result of the applied analysis, the participants' length of stay in Istanbul destination is presented in Table 20. According to the results, it is determined that 18, 5 % (n=98) of the participants stayed in Istanbul for 4 days, 16, 9 % (n=90) of the participants stayed in Istanbul for 1 day or less, 13,6 % (n=72) of the participants stayed in Istanbul for 3 days, 12,5 % (n=66) of the participants stayed in Istanbul for 5 days, 7,5 % (n=40) of the participants stayed in Istanbul for 2 days, 6,8 % (n=36) of the participants stayed in Istanbul for 7 days, 5,7 % (n=30) of participants stayed in Istanbul for 8 days, 3,8 % (n=20) of the participants stayed in Istanbul for 6 days, 3,8 % (n=20) of the participants stayed in Istanbul for 9 days and 3,8 % (n=20) of the participants stayed in Istanbul for 10 days and more. Lastly, 7, 1 % (n=38) of the participants provided no answer to the question related to the participants' length of stay in Istanbul destination.

Table 20: Participants' Stay Length in Istanbul

How many nights will you be staying in Istanbul?						
Day	**N**	**%**		**Day**	**N**	**%**
1 day	90	16,9		6 days	20	3,8
2 days	40	7,5		7 days	36	6,8
3 days	72	13,6		8 days	30	5,7
4 days	98	18,5		9 days	20	3,8
5 days	66	12,5		10 days and more	20	3,8

As a result of the applied analysis, the participants' reasons for attending the guided tours in Istanbul destination are presented in Table 21. According to the results, it is determined that 29, 8 % (n=406) of the participants attended the guided tour in order to learn more about Istanbul's historical and cultural sites, 19,5% (n=266) of the participants attended guided tour so as to learn more about Turkey, 12,5 % (n=170) of the participants attended guided tour because of the fact that they do not know the local language, 14,2 % (n=194) of the participants attended guided tour in order to get qualified information, 10,0 % (n=136) of the participants attended the guided tour in order to have an enjoyable time, 6,3 % (n=86) of the participants attended the guided tour because of the fact that the responsibility and organization belong to travel agency, 5,7 % (n=78) of the participants attended guided tour not to be anxious to go around alone and lastly, 2,1% (n=28) of the participants attended guided tour because of other reasons.

Table 21: Participants' Attending Reasons to Guided tour in Istanbul

Why did you prefer to join this guided tour in Istanbul?		
Purpose	N	%
Because I don't know local language	170	12,5
In order to learn more about Istanbul's historical and cultural sites	406	29,8
Not to be anxious to round out alone	78	5,7
Responsibility organization belongs to travel agency	86	6,3
In order to learn more about Turkey	266	19,5
In order to get qualified information	194	14,2
In order to have an enjoyable time	136	10,0
Others	28	2,1
Total	1364	100

As a result of the applied analysis, the satisfaction level that the participants perceived from the travel agency which organized the tour they attended in Istanbul destination is presented in Table 22. According to the result of the analysis, 50, 2 % (n=266) of the participants expressed that they were satisfied from the service of the travel agency, 34 % (n=180) of the participants were highly satisfied. The percentage of the participants who were highly dissatisfied or dissatisfied from the service of the travel agency is totally 4, 6 % (n=24). Lastly, 8, 3% (n=44) of the participants stayed as neutral to the question related to the satisfaction level of the participants from the travel agency.

Table 22: Participants' Satisfaction Level on Travel Agency

To what extend are you satisfied with the tour you attended organized by the agency?					
Purpose	**Highly Dissatisfied**	**Dissatisfied**	**Neutral**	**Satisfied**	**Highly Satisfied**
Satisfaction Level on Travel Agency	4 (0, 8 %)	20 (3, 8%)	44 (%8, 3 %)	266 (50, 2%)	180 (34 %)

As a result of the applied analysis, the satisfaction level that the participants perceived from the tour guide who conducted the tour they attended in Istanbul destination is presented in Table 23. According to the result of the analysis, 40, 4 % (n=214) of the participants expressed that they were satisfied from the service of the tour guide, 24, 2% (n=128) of the participants were highly satisfied. The percentage of the participants who were highly dissatisfied or dissatisfied from the service of the tour guide is totally 6, 8 % (n=36). Lastly, 25,3 (n=134) of the participants stayed as neutral to the question related to the satisfaction level of the participants from the tour guide.

Table 23: Participants' Satisfaction Level on Tour Guide

To what extend are you satisfied with the tour guide conducted the tour?					
Purpose	**Highly Dissatisfied**	**Dissatisfied**	**Neutral**	**Satisfied**	**Highly Satisfied**
Satisfaction Level on Tour Guide	6 (1, 1%)	30 (5, 7%)	134 (25, 3%)	214 (40, 4%)	128 (24, 2%)

As a result of the applied analysis, the possible intention of participants to make re-visit to Istanbul destination is indicated in Table 24. According to the result of the analysis, 64, 6 % (n=342) of the participants stated that they would make re visit to Istanbul destination, 6, 8 % (n=36) of the participants expressed that their possibility of making re-visit to Istanbul destination is unlikely or very unlikely. Lastly, 25, 3 % (n=134) of the participants stayed as neutral to the question related to the possible intention of the participants to make a re-visit to Istanbul destination.

Table 24: Participants' Re-visit Intention to Istanbul Destination

How likely are you to come back to Istanbul again?					
Purpose	**Very Unlikely**	**Unlikely**	**Uncertain**	**Likely**	**Very Likely**
Intention to Re-visit Istanbul	6 (1, 1%)	30 (5, 7 %)	134 (25, 3%)	214 (40, 4%)	128 (24, 2%)

As a result of the applied analysis, the possible intention of participants to recommend Istanbul as a destination to their relatives and friends is presented in Table 25. According to the result of the analysis, 86, 4 % (n=458) of the participants stated that their possibility of recommending Istanbul as a destination to their relatives and friends is likely or very likely and 3, 1 % (n=16) of the participants expressed that their possibility of recommending Istanbul is very unlikely or unlikely. Lastly, 7, 9 % (n=42) of the participants stayed as uncertain to the question related to the possible intention of the participants to recommend Istanbul as a destination to their relatives and friends.

Table 25: Participants' Intention of Recommending Istanbul Destination

How likely are you to recommend your holiday in Istanbul to your relatives and friends?					
Purpose	Very Unlikely	Unlikely	Uncertain	Likely	Very Likely
Intention to Advise Istanbul to Friends and Relatives	4 (0, 8 %)	12 (2, 3 %)	42 (7, 9%)	182 (34, 3%)	276 (52, 1%)

As a result of the applied analysis, the impact level of tour guides on the possible intention of the participants to make a re-visit to Istanbul destination is shown in Table 26. According to the result of the analysis, 45, 3 % (n=240) of the participants expressed that the role of the tour guide on their possible intention to make re-visit to Istanbul destination is important, 17, 4 % (n=92) of the participants stated that this role is very important, 14, 7 % (n=78) of the participants expressed that the role of tour guides is not important. Lastly, 18, 9 % (n=100) of the participants stayed as uncertain to the question related to the importance level of the tour guides on the possible decision of participants to make re-visit to Istanbul destination.

Table 26: Tour Guides' Impact Level on Participants' Re-visit Intention

What is the importance level of tour guide in your possible decision of re-visiting Istanbul?					
Purpose	Very Unimportant	Unimportant	Neutral	Important	Very Important
Importance Level of Tour Guide on Possible Re-visiting Decision	24 (4,5%)	54 (10,2%)	100 (18,9%)	240 (45,3%)	92 (17,4%)

3.3.3. Reliability Test

Reliability analysis is generally implemented with an aim of finding out whether the expressions accounting for the scale tool which was structured and developed so as to collect data on attributions composing of the sample on any subject such as judgment, suggestion and question etc. have consistency among one another or not. Whether expressions making out the scale tool have consistency among one another or not can come out with measurement of the relation (correlation) among one another. The reliability factor is valued between "0" and "1" and the reliability is on increase when this value comes up to "1" (Pelit and Güçer, 2007:40).

There are some scale tools composing of certain number of the questions related to researched subject, were developed in the measurement of researched subject's population or different characteristics of sample units which were chosen randomly such as behavior, attitude and knowledge. There are some important factors that should be carefully taken into consideration while developing a reliable scale tool. These factors are that; the questions generating the scale should be prepared in an appropriate and accurate way in order to find out the validity and accuracy of the research and have consistency among one another and in sufficient number. The reliability analysis is regarded as an expression to find out whether the questions have consistency among one another or not in an implemented test or survey and gives idea about to what extent the applied scale reflects the researched question. Furthermore, it also interprets whether the distribution of the obtained results is a coincidence or results from the real characteristics of the unit. In addition to this, on the condition that each unit has the same value or an approximate value in the measurements applied in different times, the results of the research can be accepted as reliable otherwise they have no validity and reliability.

Reliability Analysis Assumptions; (Kalaycı, 2010:404; Nakip, 2006:145).

- ❖ Observation units should be independent from one another.
- ❖ Errors among the questions of the scale should not be related to one   another.
- ❖ Each question should have 2-multivariete normal distribution.
- ❖ Total number of the questions accounting for the scale should be more than 30.
- ❖ Total number of the independent units should be more than 50.
- ❖ Scale should be collectable.

There are some methods such as Alpha Model, Test-Re-Test, Alternative Form and Bisection Model which are used to measure the reliability level of scales (Nakip, 2006:145). One of the reliability analysis methods, Alfa Model, was chosen to apply in this research. Alpha Model investigates whether the problem of "k", which is in the scale, expresses a total indicating a homogenous structure or not. It is weighted standard change mean and it is obtained with the average of total number of variances of "k" problem in a scale to overall variance average. The reliability of the scale depending on Alpha (a) factor is interpreted in the way explained below;

- ❖ $0.00 < \alpha < 0.40$ scale is not reliable.
- ❖ $0.40 < \alpha < 0.60$ reliability of the scale is low.
- ❖ $0.60 < \alpha < 0.80$ scale is highly reliable.
- ❖ $0.80 < \alpha < 1.00$ scale is extremely reliable.

As it is indicated in Table 27, Cronbach Alpha value, which is an internal consistency tool, was run to test the reliability of the expressions applied in the scale. According to this, reliability of the scale implemented in the master thesis research is calculated as Cronbach's Alpha =0,989. In this regard, it can be stated that the scale is highly reliable (Kayıs, 2010:405).

Table 27: Reliability Analysis

Reliability Statistics	
Cronbach's Alpha	Number of Items
.989	43

3.3.4. Factor Analysis

As a result of the increase in the number of variables which have been applied in the multivariate analysis in recent years, factor analysis has started to be used widely in the researches carried out in social sciences because of the difficulties arising from interpreting numerous variables. Furthermore, factor analysis is applied to obtain some clues about the structure of the relation among numerous variables which are thought to have relation among one another (Altunışık *et al.*, 2012:221). The test entitled as Kaiser-Mayer-Olkin Measure of Sampling Adequacy (KMO) is accepted as one of the tests giving an idea about the suitability of the factor analysis.

When KMO value gets closer to the value "1", the significance level of the analysis becomes higher. In this part of the research, KMO, Barlett's Test of Spherity (Barlett) and Factor Analysis were implemented.

In order to carry out the application of parametric tests in an easier and convenient way with the expressions accounting for 5-point Likert scale part of the questionnaire form, these expressions were applied in factor analysis. In this context, scale's validity was also put to a test. The expressions with a factor level lower than 0,50 in factor analysis were not taken into consideration. On one hand Kalaycı (2010), expressed that factor levels to 0,30 are acceptable in the researches carried out with a number of sample over 350, on the other hand, Hair *et al.,* (1998) stated that factor levels to 0,50 and over this level are also quite acceptable. In spite of the fact that there is a limit to factors to 0, 50, it is seen that none of the analysis were removed from questionnaire form. The rotation method entitled as "Varimax" was applied during the analysis due to convenience it provides in the process of naming the factors (Altunışık *et al.*, 2012:279).

In factor analysis, there is no limitation applied to the number of the factors. It is indicated that the result of the test KMO is 0,958 in factor analysis. In terms of the appropriateness of factor analysis, KMO value should be over 0, 50. However, Malhotra (1996) stated that the most satisfactory ratio is over 0, 70. The high result of KMO ratio is a way proving that the expressions accounting for the scales are quite applicable for factor analysis. According to the results of Barlett test, there are correlations with a high ratio among the variables comprising the factors. (Approx. ChiSquare: 21968, 999; df: 903, sig. 0,000<0, 05). As a result of this situation, the data set is proven to be highly applicable for factor analysis (Hair *et al.,* 1998:374).

Factor analysis is a method technique which provides an empirical basis in the process of obtaining in limited number, but independent variable clusters by combining the variables which are moderately or highly related to one another. In this way, it becomes possible to reduce many variables to a few clusters or dimensions. Each of these dimensions or clusters is named as factor (Balcı, 2006:243).

As a result of factor analysis applied in this research, there are 3 dimensions which were obtained. These dimensions were named in accordance with their sub-dimensions. These 3 dimensions are named as "Knowledge", "Skill" and "Personality" respectively. The expressions presenting each factor were subjected to reliability analysis separately. According to this process, the reliability level of these three dimensions is explained below;

- ❖ Knowledge   (Cronbach's Alpha =0,945)
- ❖ Skill   (Cronbach's Alpha =0,971)
- ❖ Personality (Cronbach's Alpha =0,945)

The ratio of the obtained factors in explaining total variance is found out as 78, 6%. The ratio of the first obtained factor entitled "Personality" in explaining the total variance is found out as 36,6 %, the ratio level of the second obtained factor entitled "Skill" in explaining the total variance is found out as 24,3 % and lastly the ratio level of the third obtained factor entitled "Knowledge" is found out as 17,7 %. In addition to this, the eigenvalue of the first factor is 15.714, the eigenvalue of second factor is 10.448 and lastly the eigenvalue of the third factor is 7.607.

Table 28: Factor Analysis Results

Factor Analysis Results				
Dimensions and Expressions	**Factor Ratio**	**Eigenvalue**	**Mean**	**Cronbach's Alpha**
Factor 1: Personality		**15,714**	**4,24**	
P46. Hospitable	,802		4,28	
P43. Helpful	,796		4,26	
P51. Polite	,793		4,30	
P56. Punctual	,776		4,28	
P58. Easy-going	,770		4,20	
P45. Tolerant	,769		4,23	
P50. Respectful	,765		4,28	
P52. Responsible	,765		4,29	
P54. Enthusiastic	,758		4,25	
P44. Trustworthy	,753		4,20	
P42. Energetic	,750		4,20	**,945**
P53. Patient	,745		4,23	
P38. Fair	,739		4,23	
P48. Well-Prepared	,738		4,29	
P41. Cheerful	,730		4,22	
P55. Calm	,728		4,22	
P47. Self-Confident	,728		4,27	
P59. Just	,713		4,23	
P40. Disciplined	,705		4,20	
P57. Honest on Money Matters	,702		4,22	
P39. Good Listener	,700		4,24	
P49. Well-Dressed	,636		4,16	
Factor 2: Skill		**10,448**	**4,24**	
S26. Presentation Skill	,792		4,28	

S29. Coordination Skill	,776		4,24	
S28. Interpretation Skill	,773		4,26	
S30. Organization Skill	,759		4,28	
S36. Self-Control	,744		4,18	
S32. Time Management	,729		4,25	
S27. Communication Skill	,717		4,32	,971
S31. Empathy	,680		4,24	
S35. Quick Decision Making	,673		4,15	
S33. Sense Of Humor	,659		4,28	
S37. Problem Solving	,644		4,18	
S34. Body Language	,607		4,19	
Factor 3: Knowledge		**7,607**	**4,08**	
K22. Knowledge about art history	,824		4,02	
K24. Knowledge about other countries cuisine	,791		3,78	
K19. Knowledge about other societies	,742		4,12	
K25. Knowledge about mythology	,726		3,81	
K23. Knowledge about archeology	,670		4,02	,945
K21. Knowledge about history	,630		4,31	
K20. Knowledge about destination	,546		4,34	
K18. General culture	,544		4,27	
K17. Foreign Language	,519		4,09	
KMO			,958	
Bartlett's Test of Sphericity	Approx. Chi Square		21968,999	
	df		903	
	Sig.		,000	
Overall Scale Reliability			,989	

3.3.5. T-Test and Variance (ANOVA) Analysis Results

On one hand T-Test is a proper and appropriate test which examines significant differences between two variables, on the other hand the test which is applied to examine the significant differences among the variables more than three is variance (ANOVA) analysis (Altunışık *et al.*,2012:182).

3.3.5.1. T-Test Analysis Results

T-Test and variance (ANOVA) analysis are two of the analysis techniques which are applied if conditions of parametric tests are provided. These analysis are applied to find out whether the mean of a group is significantly different from the mean of other group (Kalaycı, 2010:76). In this context, one of the parametric tests "Independent Sample t-Test" was applied to determine whether there is a significant relation among the variables such as; the satisfaction level participants perceive from tour guide conducting the tour, participants' genders, and possible re-visit intention of participants to Istanbul destination and guided tour experience of participants.

As it is indicated in the Table 29, the applied Independent Sample t-Test determined that the satisfaction level that participants perceived from tour guide who conducted the tour differs in accordance with the gender of the participants (t=2,233; p=0,026<α=0,05). In this context, it can be interpreted that the satisfaction level of male participants from tour guide (A.M: 4, 35; SD: 0, 79), is relatively higher than the satisfaction level of female participants (A.M:4, 18; S.D: 0, 89).

Table 29: Satisfaction Level on Tour Guide

Dependent Variable	Independent Variable	A.M	S.D	T	p
Satisfaction Level on Tour Guide	Male	4,35	,79	2,233	,026
	Female	4,18	,89		

As it is indicated in the Table 30, the applied Independent Sample t-Test found out that the impact level of tour guide on the possible decision of making a re-visit to Istanbul destination differs in accordance with participants' guided tour experience (i.e. whether they have participated in a guided tour before in Istanbul destination or not) (t=-3,362; p=0,001<α=0, 05). In this context, it can be interpreted that the number of the participants providing as an answer "No" (A.M: 3, 72; SD: 1, 00) is relatively higher than the number of the participants providing as an answer "Yes" (A.M: 3, 31; S.D: 1, 08).

Table 30: Tour Guides' Impact on Re-visit Intention

Dependent Variable	Independent Variable	A.M	S.D	t	p
Tour Guides' Impact on Re-visiting Intention	Yes	3,31	1,08	-3,362	,001
	No	3,72	1,00		

3.3.5.2. Variance (ANOVA) Analysis Results

The variance (ANOVA) analysis is one of the analysis techniques applied to compare arithmetic mean of 3 or more groups. One of the variables which will be applied in this analysis should be categorical and the other one should be metric. The "null" (0) hypothesis expresses whether there is a significant difference among the groups or not. Anova provides the statistics of "F" and the data of "F" compares the systematic number of variances with non-systematic number of variances (Kalaycı, 2010:76).

In this research, the tests Tukey and Games Howell were implemented to determine whether there was a significant difference among the groups or not. The dependent variables which were used in the analysis were put to test of homogeneity before variance (ANOVA) analysis was applied. As a result of this process, it is found out that there is a normal distribution among the variables such as "Personality" (p=, 156>, 000), *To what extend are you satisfied with the tour guide conducted the tour?*"(Question number 15th in questionnaire form) (p=, 114>, 000), "Skill" (p=, 089>, 000), *How likely are you to recommend your holiday in Istanbul to your relatives and friends?*"(Question number 17th in questionnaire) (p=, 273>, 000) and *What is the importance level of tour guide in your possible decision of re-visiting Istanbul?*" (Question number 18th in questionnaire) (p=, 51>, 000). Therefore, the Games Howell test was decided to be implemented in variance (ANOVA) analysis by applying these dimensions. Furthermore, it is also determined that there is no normal distribution among the variables such as "Knowledge" (p=, 001<, 000), *To what extend are you satisfied with the tour you attended organized by the agency? (Question number 14th in questionnaire)*" (p=, 005<, 000) and *How likely are you to come back to Istanbul again?*" (Question number 16th in questionnaire) (p=, 000<, 000). Therefore, Tukey test, one of the "POST-HOC" tests, was implemented during the variance (ANOVA) analysis which will be applied with these variables. The dimensions with a significant difference among one another were indicated in tables and the dimensions with no significant difference among one another were not presented here during the variance (ANOVA) analysis.

The variance (ANOVA) analysis was applied in order to find out the participants' attitudes regarding the characteristics of tour guides in terms of "Personality" in accordance with their marital status. As it is presented in Table 31, there is a significant difference between the marital status and the attitudes of the participants regarding the characteristics of tour guides in terms of "Personality" (F=12,673; p=0,000<α=0, 05). This significant difference was determined among "Married" and "Single" and "Other". Therefore, it can be interpreted that the participants "Married" (A.M: 4, 34; S.D:0, 57) have higher positive attitudes regarding the characteristics of tour guides in terms of "Personality" in comparison

with the other participants with a marital status such as "Single"(A.M: 4, 04; S.D:0, 69) and "Other" (A.M:4, 05; S.D:0, 80).

Table 31: Participants' Attitudes on Tour Guides' Personality Characteristics

Independent Variable	Marital Status	N	A.M	S.D	S.E	Anova	
						F	p
Personality	Married	330	4,34	,57	,031		
	Single	124	4,04	,69	,062	12,673	,000
	Other	58	4,05	,80	,106		

The variance (ANOVA) analysis was applied in order to find out the participants' attitudes regarding the characteristics of tour guides in terms of "Skill" in accordance with their marital status. Table 32 presents that there is a significant difference between the marital status and attitudes of the participants regarding the characteristics of tour guides in terms of "Skill" (F=9,407; p=0,000<α=0, 05). This significant difference was found out among "Married" and "Single" and "Other". Therefore, it can be interpreted that the participants "Married" (A.M: 4, 33; S.D:0, 62), have higher positive attitudes regarding the characteristics of tour guides in terms of "Skill" in comparison with the other participants with a marital status such as "Single" (A.M: 4,07; S.D:0,71) and "Other" (A.M:4,05; S.D:0,82).

Table 32: Participants' Attitudes on Tour Guides' Skill Characteristics

Independent Variable	Marital Status	N	A.M	S.D	S.E	Anova	
						F	p
Skill	Married	330	4,33	,62	,03		
	Single	124	4,07	,71	,06	9,407	,000
	Other	58	4,05	,82	,10		

The variance (ANOVA) analysis was applied to find out the attitudes of the participants regarding the characteristics of tour guides in terms of "Knowledge" in accordance with their marital status. As it is presented in Table 33, there is a significant difference between the marital status and attitudes of the participants regarding the characteristics of tour guides in terms of "Knowledge" (F=6,186; p=0,002<α=0, 05). This significant difference was found out between "Married" and "Other". Therefore, it can be interpreted that the participants "Married" (A.M: 4, 10; S.D:0, 60) have higher positive attitudes regarding the characteristics of tour guide in

terms of "Knowledge" in comparison with the other participants with a marital status such as "Other" (A.M:3,95; S.D:0,77).

Table 33: Participants' Attitudes on Tour Guides' Knowledge Characteristics

Independent Variable	Marital Status	N	A.M	S.D	S.E	Anova	
						F	p
Knowledge	Married	330	4,10	,60	,03	6,186	,002
	Single	124	3,95	,77	,07		
	Other	58	3,80	,79	,10		

The variance (ANOVA) analysis was applied to determine the satisfaction level that participants perceived from the travel agency which organized the tour they attended in accordance with their marital status. As it is presented in Table 34, there is a significant difference between the satisfaction level that participants perceived from the travel agency and their marital status (F=4,491; p=0,012<α=0, 05). This significance difference was determined between "Married" and "Other". Therefore, it can be interpreted that the satisfaction level that "Married" participants (A.M: 4, 24; S.D: 0, 75) perceived from the travel agency is higher in comparison with the other participants such as "Other" (A.M: 3, 96; S.D:1, 02).

Table 34: Participants' Satisfaction Level on Travel Agency

Independent Variable	Marital Status	N	A.M	S.S	S.E	Anova	
						F	p
Satisfaction Level on Travel Agency	Married	326	4,24	,75	,04	4,491	,012
	Single	122	4,06	,74	,07		
	Other	56	3,96	1,02	,14		

The variance (ANOVA) analysis was applied to determine the attitudes of the participants regarding the characteristics of tour guides in terms of "Knowledge" in accordance with their educational level. As it is indicated in the Table 35, there is a significant difference between the educational level of the participants and their attitudes regarding the characteristics of tour guides in terms of "Knowledge" (F=4,518; p=0,001<α=0,05). This significance difference was determined between "Secondary School" and "Vocational School" and between "Vocational School" and "Bachelor Degree". Therefore, it can be interpreted that the participants "Secondary School" (A.M: 4, 20; S.D: 0, 59), have higher positive attitudes regarding the

characteristics of tour guides in terms of "Knowledge" in comparison with the other participants with the educational level such as "Vocational School" (A.M:3,82; S.D:0,73). Furthermore, it can also be interpreted that the participants "Vocational School" (A.M:3,82; S.D:0,73) have higher positive attitudes regarding the characteristics of tour guides in terms of "Knowledge" in comparison with the other participants with the educational level such as "Bachelor Degree" (A.M:4,09; S.D:0,56).

Table 35: Participants' Attitudes on Tour Guides' Knowledge Characteristics

Independent Variable	Educational Qualification	N	A.M	S.D	S.E	Anova	
						F	p
Knowledge	Primary School	4	3,27	1,2	,61	4,518	,001
	Secondary School	40	4,20	,59	,09		
	Vocational School	84	3,82	,73	,08		
	Bachelor Degree	250	4,09	,56	,03		
	Master or Doctoral Degree	128	4,05	,81	,07		

The variance (ANOVA) analysis was applied to determine the satisfaction level that participants perceived from the travel agency which organized the tour they attended in accordance with their educational level. Table 36 indicates that there is a significant difference between the satisfaction level they perceived from the travel agency and their educational level (F=4,652; p=0,001<α=0, 05). This significant difference was determined between the "Primary School" and "Secondary School", "Primary School and "Bachelor Degree", "Primary School" and Master or Doctoral Degree" and "Secondary School" and "Vocational School". Therefore, it can be interpreted that the satisfaction level of the participants "Secondary School" (A.M: 4, 50; S.D: 0, 60)" is higher in comparison with the other participants with the educational level such as "Vocational School" (A.M:4,02; S.D:0,87), "Bachelor Degree "(A.M:4,17; S.D:0,70) and "Master or Doctoral Degree" (A.M:4,12; S.D:0,94).

Table 36: Participants' Satisfaction Level on Travel Agency

Independent Variable	Educational Qualification	N	A.M	S.D	S.E	Anova	
						F	p
Satisfaction Level on Travel Agency	Primary School	4	3,00	1,15	,58	4,652	,001
	Secondary School	40	4,50	,60	,09		
	Vocational School	82	4,02	,87	,10		
	Bachelor Degree	246	4,17	,70	,04		
	Master or Doctoral Degree	126	4,12	,94	,08		

The variance (ANOVA) analysis was applied to determine the satisfaction level that participants perceived from the tour guide who conducted the tour in accordance with their educational level. As it is indicated in the Table 37, there is a significant difference between the satisfaction level that participants perceived from tour guide and their educational level (F=0,900; p=0,004<α=0,05). This significant difference was determined between "Secondary School" and "Vocational School". Therefore, the level of the satisfaction that participants perceived "Secondary School" "(A.M: 4, 50; S.D: 0, 60) is higher in comparison with the other participants with the educational level such as "Vocational School" "(A.M:4, 10; S.D:0, 99)'.

Table 37: Participants' Satisfaction Level on Tour Guide

Independent Variable	Educational Qualification	N	A.M	S.D	S.E	Anova	
						F	p
Satisfaction Level on Tour Guide	Primary School	4	3,00	1,15	,58	,900	,004
	Secondary School	40	4,50	,60	,09		
	Vocational School	82	4,10	,99	,11		
	Bachelor Degree	240	4,29	,75	,05		
	Master or Doctoral Degree	126	4,22	,97	,09		

The variance analysis (ANOVA) was applied to find out the attitudes of the participants regarding the characteristics of tour guides in terms of "Personality" in accordance with their level of educational qualification. Table 38 presents that there is a significant difference between the educational level of the participants and characteristics of tour guides in terms of "Personality" (F=4,518; p=0,001<α=0, 05). This significance difference was determined between "Secondary School" and "Vocational School". Therefore, the participants "Secondary School" (A.M: 4,42; S.D: 0,61), have higher positive attitudes regarding the characteristics of tour guides in terms of "Personality" in comparison with the other participants with an educational level such as "Vocational School" (A.M:4,07; S.D:0,71).

Table 38: Participants' Attitudes on Tour Guides' Personality Characteristics

Independent Variable	Educational Qualification	N	A.M	S.D	S.E	Anova	
						F	p
Personality	Primary School	4	3,57	,76	,38	3,241	,012
	Secondary School	40	4,42	,61	,10		
	Vocational School	84	4,07	,71	,08		
	Bachelor Degree	250	4,26	,59	,03		
	Master or Doctoral Degree	128	4,22	,73	,06		

The variance (ANOVA) analysis was applied to find out the attitudes of the participants regarding the characteristics of tour guides in terms of "Skill" in accordance with their educational level. As it is indicated in the Table 39, there is a significant difference between the educational level of the participants and characteristics of tour guides in terms of "Skill" (F=4,729; p=0,001<α=0, 05). This significant difference was found out between "Vocational School" and "Secondary School" and "Bachelor Degree". Therefore, the participants "Secondary School" (A.M:4,42; S.D:0,57) have higher positive attitudes regarding characteristics of tour guide in terms of "Skill" in comparison with the other participants with a level of educational qualification such as "Vocational School" (A.M:4,01; S.D:0,71) and "Bachelor Degree" (A.M:4,30; S.D:0,59).

Table 39: Participants' Attitudes on Tour Guides' Skill Characteristics

Independent Variable	Educational Qualification	N	A.M	S.D	S.E	Anova	
						F	p
	Primary School	4	3,54	1,0	,50		
	Secondary School	40	4,42	,57	,09		
Skill	Vocational School	84	4,01	,71	,07	4,729	,001
	Bachelor Degree	250	4,30	,59	,03		
	Master or Doctoral Degree	128	4,23	,78	,06		

The variance (ANOVA) analysis was applied to determine the attitudes of the participants regarding the characteristics of tour guides in terms of "Knowledge" in accordance with their annual income. As it is indicated in the Table 40, there is significant difference between the annual income and attitudes of the participants regarding the characteristics of tour guides in terms of "Knowledge" (F=2,404; p=0,020<α=0, 05). This significant difference was found out between "7,500 or less" and "More than 90,000" and "75,001-90,000 "and "More than 90,000". Therefore, the participants "More than 90,000" (A.M:4, 29; S.D:0, 54) have higher positive attitudes regarding the characteristics of tour guides in terms of "Knowledge" in comparison with other participants with an annual income such as "7,500 or less (A.M:3,84; S.D:0,78) and "75,001-90,000" (A.M:3,89; S.D:0,88).

Table 40: Participants' Attitudes on Tour Guides' Knowledge Characteristics

Independent Variable	Income Group (Euro)	N	A.M	S.D	S.E	Anova	
						F	p
Knowledge	7,500 or less	44	3,84	,78	,12	2,404	,020
	7,501-15,000	26	4,09	,88	,17		
	15,001-30,000	36	3,98	,75	,12		
	30,001-45,000	82	4,01	,58	,06		
	45,001-60,000	54	4,00	,65	,09		
	60,001-75,000	76	4,02	,60	,07		
	75,001-90,000	56	3,89	,88	,12		
	More than 90,000	76	4,29	,54	,06		

The variance (ANOVA) analysis was applied to determine the satisfaction level that participants perceived from the travel agency which organized the tour they attended in accordance with their annual income. Table 41 presents that there is a significant difference between the satisfaction level that participants perceived from travel agency and their annual income (F=3,614; p=0,001<α=0, 05). This significant difference was determined between "7,500 or less" and ""More than 90,000". Therefore, it can be interpreted that the satisfaction level that "More than 90,000" participants (A.M:4, 50; S.D:0, 79) perceived is higher in comparison with the other participants with annual income such as "7,500 or less" (A.M:3, 85; S.D:0, 95).

Table 41: Participants' Satisfaction Level on Travel Agency

Independent Variable	Income Group (Euro)	N	A.M	S.D	S.E	Anova	
						F	p
Satisfaction Level on Travel Agency	7,500 or Less	42	3,85	,95	,15	3,614	,001
	7,501-15,000	26	4,30	,74	,14		
	15,001-30,000	36	4,11	,67	,11		
	30,001-45,000	80	4,02	,73	,08		
	45,001-60,000	54	4,11	,79	,11		
	60,001-75,000	74	4,10	,73	,08		
	75,001-90,000	54	4,15	,76	,10		
	More Than 90,000	76	4,50	,79	,09		

The variance (ANOVA) analysis was applied to determine the satisfaction level that participants perceived from the tour guide who conducted the tour in accordance with their annual income. As it is presented in Table 42, there is a significant difference between the satisfaction level that participants perceived from the tour guide and their annual income (F=3,820; p=0,000<α=0, 05). This significant difference was determined between "7,500 or less" and "More than 90,000". Therefore, it can be interpreted that the satisfaction level that participants "More than

90,000" (A.M:4, 63; S.D:0, 78) perceived is higher in comparison with the other participants with annual income such as "7,500 or less "(A.M:3, 95; S.D:1, 06)'.

Table 42: Participants' Satisfaction Level on Tour Guide

Independent Variable	Income Group (Euro)	N	A.M	S.D	S.E	Anova	
						F	P
Satisfaction Level on Tour Guide	7,500 or less	42	3,95	1,06	,16	3,820	,000
	7,501-15,000	26	4,38	,85	,17		
	15,001-30,000	34	4,18	,72	,12		
	30,001-45,000	80	4,15	,80	,09		
	45,001-60,000	52	4,31	,83	,11		
	60,001-75,000	72	4,19	,82	,09		
	75,001-90,000	54	4,04	,93	,12		
	More than 90,000	76	4,63	,78	,09		

The variance (ANOVA) analysis was applied to find out the attitudes of the participants regarding the characteristics of tour guides in terms of "Personality" in accordance with their annual income. As it is presented in the Table 43, there is a significant difference between the attitudes of the participants regarding the characteristics of tour guides in terms of "Personality" and their annual income (F=5,922; p=0,000<α=0, 05). This significant difference was determined between "More than 90,000" and "7,500 or less ", "More than 90,000" and "15,001-30,000"," "More than 90,000" and "30,001-45,000"," More than 90,000" and "45,001-60,000" and "More than 90,000" and "75,001-90,000". Therefore, it can be interpreted that the participants   "More than 90,000" (A.M:4,61; S.D:0,54) have higher positive attitudes regarding characteristics of tour guides in terms of "Personality" in comparison with other participants with an annual income such as "75,001-90,000" (A.M:4,00; S.D:0,77), "60,001-75,000" (A.M:4,20; S.D:,72), "45,001-60,000" (A.M:4,18;   S.D:,52),"30,001-45,000   "(A.M:4,07;   S.D:,61),   "15,001-30,000" (A.M:4,15; S.D:,71), "7,501-15,000" (A.M:4,25; S.D:,59) and "7,500 or less" (A.M:4,04; S.D:,67).

Table 43: Participants' Attitudes on Tour Guides' Personality Characteristics

Independent Variable	Income Group (Euro)	N	A. M	S.D	S.E	Anova	
						F	p
Personality	7,500 or less	44	4,04	,67	,10	5,922	,000
	7,501-15,000	26	4,25	,59	,11		
	15,001-30,000	36	4,15	,71	,11		
	30,001-45,000	82	4,07	,61	,06		
	45,001-60,000	54	4,18	,52	,07		
	60,001-75,000	76	4,20	,72	,08		
	75,001-90,000	56	4,00	,77	,10		
	More than 90,000	76	4,61	,54	,06		

The variance (ANOVA) analysis was applied to find out the attitudes of the participants regarding the characteristics of tour guides in terms of "Skill" in accordance with their annual income. As it is indicated in the Table 44, there is a significant difference between the attitudes of the participants regarding the characteristics of tour guides in terms of "Skill" and their annual income ($F=4,156$; $p=0,000<\alpha=0, 05$). This significant difference was found out between "More than 90,000" and "7,500 or less", "More than 90,000" and "15,001-30,000", "More than 90,000" and "30,001-45,000", "More than 90,000" and "45,001-60,000" and "More than 90,000" and "75,001-90,000". Therefore, it can be interpreted that the participants "More than 90,000" (A.M:4, 55; S.D:0, 51) have higher positive attitudes in comparison with the other participants with an annual income such as "75,001-90,000" (A.M:4,07; S.D:0,84), "60,001-75,000" (A.M:4,23; S.D:,72), "45,001-60,000" (A.M:4,17; S.D:,52), "30,001-45,000" (A.M:4,11; S.D:,62), "15,001-30,000" (A.M:4,15; S.D:,59), "7,501-15,000" (A.M:4,16; S.D:,56) and "7,500 or less" (A.M:4,01; S.D:,86)'.

Table 44: Participants' Attitudes on Tour Guides' Skill Characteristics

Independent Variable	Income Group (Euro)	N	A.M	S.D	S.E	Anova	
						F	p
Skill	7,500 or less	44	4,01	,86	,12	4,156	,000
	7,501-15,000	26	4,16	,56	,11		
	15,001-30,000	36	4,15	,59	,09		
	30,001-45,000	82	4,11	,62	,06		
	45,001-60,000	54	4,17	,52	,07		
	60,001-75,000	76	4,23	,72	,08		
	75,001-90,000	46	4,07	,84	,11		
	More than 90,000	76	4,55	,51	,05		

The variance (ANOVA) analysis was applied to find out the satisfaction level that participants perceived from tour guide who conducted the tour in accordance with their frequency of attending guided tours annually. Table 45 indicates that there is significant difference between the satisfaction level that participants perceived from tour guide and their frequency of attending guided tours annually (F=6,799; p=0,000< α=0, 05). This significant difference was found out between "1-2" and "6-10", "1-2 "and "11 and more", "3-5" and "6-10" and "3-5" and"11 and more". Therefore, it can be interpreted that the satisfaction level that participants "11 and more times"(A.M:4,89; S.D:,323) is higher in comparison with other participants with a frequency of attending guided tours annually such as "6-10" (A.M:4,89; S.D:,323), "3-5" (A.M:4,23; S.D:,80) and "1-2" (A.M:4,22; S.D:,87)'.

Table 45: Participants' Satisfaction Level on Tour Guide

Independent Variable	How often do you attend guided tours annually?	N	A.M	S.D	S.E	Anova	
						F	p
Satisfaction Level on Tour Guide	1-2 times	298	4,22	,87	,05	6,799	,000
	3-5 times	132	4,23	,80	,07		
	6-10 times	36	4,67	,48	,08		
	11 and more times	18	4,89	,323	,076		

The variance (ANOVA) analysis was applied to find out the participants' intention of recommending Istanbul as a destination to their relatives and friends in accordance with their frequency of attending guided tours annually. As it is shown in Table 46, there is a significant difference between the participants' intention of recommending Istanbul as a destination to their relatives and friends and their frequency of attending guided tours annually (F=2,845; p=0,037< α=0,05). This significant difference was determined between "1-2" and "6-10", "1-2" and "11 and more", "3-5" and "6-10" and "3-5" and "11 and more". Therefore, it can be interpreted that the intention of the participants "11 and more " (A.M:4, 89; S.D:, 32) to recommend is higher in comparison with other participants with a frequency of attending guided tours annually such as "6-10" (A.M:4,45; S.D:,70), "3-5" (A.M:4,31; S.D:,80) and" 1-2" (A.M:4,36; S.D:,83).

Table 46: Participants' Intention of Recommending Istanbul Destination

Independent Variable	How often do you attend guided tours annually?	N	A.M	S.D	S.E	Anova	
						F	p
Intention to Advise Istanbul to Relatives and Friends	1-2 times	304	4,36	,83	,05	2,845	,037
	3-5 times	134	4,31	,80	,07		
	6-10 times	36	4,45	,70	,11		
	11 and more times	18	4,89	,32	,08		

The variance (ANOVA) analysis was applied to determine the attitude of the participants regarding the characteristics of tour guides in terms of "Personality" in accordance with their frequency of attending guided tours annually. As it is presented in Table 47, there is a significant difference between the attitudes of the participants regarding the characteristics of tour guides in terms of "Personality" and their frequency of attending guided tours annually (F=9,372; p=0,000< α=0,05). This significant difference was found out between "1-2 " and "6-10", "1-2" and "11 and more", "3-5" and" 6-10" and "3-5" and "11 and more". Therefore, it can be interpreted that the participants of the "11 and more" (A.M:4,82; S.D:,33) have higher positive attitudes regarding characteristics of tour guides in terms of "Personality" in comparison with other participants with a frequency level of attending guided tours annually such as "6-10" (A.M:4,48; S.D:,41), "3-5" (A.M:4,08; S.D:,68) and "1-2" (A.M:4,23; S.D:,65).

Table 47: Participants' Attitudes on Tour Guides' Personality Characteristics

Independent Variable	How often do you attend guided tours annually?	N	A.M	S.D	S.E	Anova	
						F	p
Personality	1-2 times	308	4,23	,65	,37	9,372	,000
	3-5 times	134	4,08	,68	,59		
	6-10 times	36	4,48	,41	,68		
	11 and more times	18	4,82	,33	,77		

The variance (ANOVA) analysis was applied to determine the attitudes of the participants regarding the characteristics of tour guides in terms of "Skill" in accordance with their frequency of attending guided tours annually. As it is indicated in Table 48, there is a significant difference between the attitudes of participants regarding the characteristics of tour guides in terms of "Skill" and their frequency of attending guided tours annually (F=6,927; p=0,000< α=0,05). This significant difference was determined between " 1-2" and " 6-10", "1-2" and "11 and more",

"3-5" and "6-10" and" 3-5" and "11 and more". Therefore, it can be interpreted that the participants "11 and more times" (A.M:4,77; S.D:,44) have higher positive attitudes in comparison with the other participants with a frequency level of attending guided tours annually such as "6-10 times" (A.M:4,49; S.D:,41), "3-5 times" (A.M:4,12; S.D:,68) and "1-2 times" (A.M:4,24; S.D:,69).

Table 48 : Participants' Attitudes on Tour Guides' Skill Characteristics

Independent Variable	How often do you attend guided tours annually?	N	A.M	S.D	S.E	Anova	
						F	p
Skill	1-2 times	308	4,24	,69	,03	6,927	,000
	3-5 times	134	4,12	,68	,05		
	6-10 times	36	4,49	,41	,06		
	11 and more times	18	4,77	,44	,10		

The variance (ANOVA) analysis was applied to determine the attitudes of the participants regarding the characteristics of tour guides in terms of "Knowledge" in accordance with their frequency of attending guided tour annually. Table 49 presents that there is a significant difference between the attitudes of the participants regarding the characteristics of tour guides in terms of "Knowledge" and their frequency of attending guided tours annually (F=5,396; p=0,001< α=0,05). This significant difference was found out between "1-2" and "3-5","11 and more". Therefore, it can be interpreted that the participants "11 and more" (A.M:4, 55; S.D:, 48) have higher positive attitudes in comparison with the other participants with a frequency of attending guided tours annually such as "3-5 times" (A.M:3;95 S.D:,69) and "1-2 times" (A.M:4,03; S.D:,69).

Table 49 : Participants' Attitudes on Tour Guides' Knowledge Characteristics

Independent Variable	How often do you attend guided tours annually?	N	A.M	S.D	S.E	Anova	
						F	p
Knowledge	1-2 times	308	4,03	,69	,04	5,396	,001
	3-5 times	134	3,95	,69	,06		
	6-10 times	36	4,23	,40	,07		
	11 and more times	18	4,55	,48	,11		

The variance (ANOVA) analysis was applied to determine the relation between the satisfaction level that participants perceived from the travel agency which organized the tour they attended and their frequency of attending guided tours

annually. As it is presented in Table 50, there is a significant difference between the satisfaction level that participants perceived from the travel agency and their frequency of attending guided tours annually (F=8,576; p=0,000 < α=0,05). This significant difference was determined between "1-2" and "11 and more times","3-5" and "6-10" and " 3-5" and "11 and more". Therefore, it can be interpreted that the participants "11 and more times" (A.M:4,89; S.D:,32) have higher positive attitudes in comparison with the other participants with a frequency of attending guided tours annually such as "3-5 times" (A.M:4,06; S.D:,80) and "1-2 times"(A.M:4,16; S.D:,77).

Table 50: Participants' Satisfaction Level on Travel Agency

Independent Variable	How often do you attend guided tours annually?	N	A.M	S.D	S.E	Anova	
						F	p
Satisfaction Level on Travel Agency	1-2 times	308	4,03	,77	,04	8,576	,000
	3-5 times	132	3,95	,80	,07		
	6-10 times	36	4,23	,61	,10		
	11 and more times	18	4,55	,32	,07		

The variance (ANOVA) analysis was applied to determine the relation between the intention of making re-visit to Istanbul destination and age groups of the participants. As it is shown in the Table 51, there is a significant difference between the age groups and the intention of making re-visit to Istanbul destination of the participants (F=8,693; p=0,000 < α=0,05). This significant difference was found out between "20-29" and "60 or over", "30-39" and "60 or over","40-49" and "60 or over" and "50-59" and "60 or over". Therefore, it can be interpreted that the participants "20-29" (A.M:4,23; S.D:,53) have higher positive attitudes in comparison with the other participants with a age group such as "30-39" (A.M:4,09; S.D:,62) and"40-49"(A.M:4,04; S.D:,77) and "50-59" (A.M:3,89; S.D:,1,10).

Table 51 : Participants' Re-visit Intention to Istanbul Destination

Independent Variable	Age Group	N	A.M	S.D	S.E	Anova	
						F	p
Intention to Re-visit Istanbul	15 or younger	2	5,00	,00	,00	8,693	,000
	16-19	6	3,67	1,03	,42		
	20-29	42	4,23	,53	,08		
	30-39	82	4,09	,62	,07		
	40-49	96	4,04	,77	,08		
	50-59	72	3,89	1,10	,13		
	60 or over	206	3,52	,97	,06		

The variance (ANOVA) analysis was applied to determine the relation between the satisfaction level that participants perceived from the travel agency which organized the tour they attended and their age groups. Table 52 indicates that there is a significant difference between the satisfaction level that the participants perceived from travel agency and their age group (F=6,393; p=0,000 < α=0, 05). This significant difference was found out between "30-39" and "50-59", "30-39" and "60 or over","40-49" and "50-59" and "40-49" and 60 or over". Therefore, it can be interpreted that the participants "15 or younger (A.M:4,50; S.D:,57)" have higher positive attitudes in comparison with the other participants with a age group such as "50-59" (A.M:4,36; S.D:,79) and "20-29"(A.M:4,04; S.D:,58).

Table 52: Participants' Satisfaction Level on Travel Agency

Independent Variable	Age Group	N	A.M	S.D	S.E	Anova	
						F	p
Satisfaction Level on Travel Agency	15 or younger	4	4,50	,57	,28	6,393	,000
	16-19	6	4,00	,89	,36		
	20-29	42	4,04	,58	,08		
	30-39	82	3,95	,40	,07		
	40-49	98	3,87	,80	,08		
	50-59	72	4,36	,79	,09		
	60 or over	204	4,35	,81	,05		

The variance (ANOVA) analysis was applied to determine the relation between the intention of recommending Istanbul as a destination to relatives or friends and age groups of the participants. As it is shown in the Table 53, there is a significant difference between the intention of recommending Istanbul as a destination to relatives and friends and age groups of participants (F=2,872; p=0,009 < α=0,05). This significant difference was determined between "15 or younger" and "16-19", "15 or younger" and" 20-29", "15 or younger and "30-39", "15 or younger" and "40-49", "15 or younger" and "50-59" and "15 or younger" and" 60 or over". Therefore, it can be interpreted that the participants "15 or younger" (A.M:5,00; S.D:,00) have higher positive attitudes in comparison with the other participants with age group such as "50-59" (A.M:4,55; S.D:,68) and "20-29"(A.M:4,52; S.D:,59).

Table 53: Participants' Intention of Recommending Istanbul Destination

Independent Variable	Age Group	N	A.M	S.D	S.E	Anova	
						F	p
Intention to Advise Istanbul to Relatives and Friends	15 or younger	4	5,00	,00	,00	2,872	,009
	16-19	6	4,33	,51	,21		
	20-29	42	4,52	,59	,09		
	30-39	82	4,43	,77	,08		
	40-49	98	4,46	,73	,07		
	50-59	72	4,55	,68	,08		
	60 or over	200	4,22	,89	,06		

The variance (ANOVA) analysis was applied to determine the relation between the characteristics of tour guides in terms of "Personality" and age groups of the participants. As it is presented in Table 54, there is a significant difference between the age group and attitudes of participants regarding the characteristics of tour guides in terms of "Personality" (F=5,786; p=0,000 < α=0,05). This significant difference was found out between "30-39" and "50-59", "30-39" and "60 or over", "40-49" and "60 or over". Therefore, it can be interpreted that the participants "15 or younger" (A.M:4,49; S.D:,42) have higher positive attitudes in comparison with the other participants with a age group such as "20-29" (A.M:4,18; S.D:,56) and "60 or over" (A.M:4,38; S.D:,61).

Table 54: Participants' Attitudes on Tour Guides' Personality Characteristics

Independent Variable	Age Group	N	A.M	S.D	S.E	Anova	
						F	p
Personality	15 or younger	4	4,49	,42	,21	5,786	,000
	16-19	6	4,12	,30	,12		
	20-29	42	4,18	,56	,08		
	30-39	84	3,95	,64	,07		
	40-49	100	4,09	,69	,07		
	50-59	72	4,31	,70	,08		
	60 or over	208	4,38	,61	,04		

The variance (Anova) was applied to determine the relation between the characteristics of tour guides in terms of "Skill" and age groups of the participants. As it is presented in Table 55, there is a significant difference between the age group and attitudes of participants regarding the characteristics of tour guides in terms of "Skill" (F=2,891; p=0,009< α=0,05). This significant difference was determined between "30-39" and "60 or over". Therefore, it can be interpreted that participants

"30-39" (A.M:4, 10; S.D:, 68) have higher positive attitudes in comparison with the other participants with an age group such as "60 or over" (A.M:4, 37; S.D:, 61).

Table 55 : Participants' Attitudes on Tour Guides' Skill Characteristics

Independent Variable	Age Group	N	A.M	S.D	S.E	Anova	
						F	p
	15 or younger	4	4,41	,57	,28		
	16-19	6	3,83	,45	,18		
	20-29	42	4,17	,62	,09		
Skill	30-39	84	4,10	,68	,07	2,891	,009
	40-49	100	4,14	,75	,08		
	50-59	72	4,27	,71	,08		
	60 or over	208	4,37	,61	,04		

The variance (ANOVA) analysis was applied to determine the relation between the satisfaction level that participants perceived from the travel agency which organized the tour they attended and current positions of participants. As it is indicated in Table 56, there is a significant difference between the satisfaction level and current positions of participants (F=1,972; p=0,081 < α=0,05). This significant difference was determined between "Retired" and Unemployed". Therefore, it can be interpreted that the participants "Retired" (A.M:4,24; S.D:,78) have higher positive attitudes in comparison with the other participants with a current position such as "Unemployed" (A.M:3, 70; S.D:,92).

Table 56: Participants' Satisfaction Level on Travel Agency

Independent Variable	Current Position	N	A.M	S.D	S.E	Anova	
						F	p
	Employee	208	4,13	,66	,04		
	Housewife/Man or Carer	28	4,28	,71	,13		
Satisfaction Level on Travel Agency	Retired	170	4,24	,78	,06	1,972	,008
	Student	26	4,07	,84	,16		
	Unemployed	20	3,70	,92	,20		
	Others	56	4,17	1,17	,15		

The variance (ANOVA) analysis was applied to determine the relation between the intention of making re-visit to Istanbul destination and current position of the participants. As it is shown in the Table 57, there is a significant difference between the current position and the intention of making re-visit to Istanbul destination of the participants (F=4,997; p=0,000< α=0, 05). This significant difference was determined between "Employee" and "Retired". Therefore, it can be

interpreted that the participants "Retired" (A.M:3, 60; S.D:, 95)' have higher positive attitudes in comparison with the other participants with a current position such as "Employee" (A.M:4,01; S.D:, 86).

Table 57: Participants' Re-visit Intention to Istanbul Destination

Independent Variable	Current Position	N	A.M	S.D	S.E	Anova	
						F	p
Intention to Re-visit Istanbul	Employee	206	4,01	,86	,05	4,997	,000
	Housewife/Man or Carer	26	4,00	,80	,15		
	Retired	172	3,60	,95	,07		
	Student	26	4,00	,69	,13		
	Unemployment	20	3,50	,68	,15		
	Others	56	3,89	,98	,13		

The variance (ANOVA) analysis was applied to determine the relation between the intention of recommending Istanbul as a destination to relatives or friends and current position of the participants. As it is presented in the Table 58, there is a significant difference between the intention of recommending Istanbul destination to relatives and friends and current position of participants (F=2,574; p=0,026 < α=0, 05). This significant difference was determined between "Employee" and "Retired". Therefore, it can be interpreted that the participants "Employee" (A.M:4, 50; S.D:, 68) have higher positive attitudes in comparison with the other participants with a current position such as "Retired"(A.M:4,25; S.D:,90).

Table 58 : Participants' Intention of Recommending Istanbul Destination

Independent Variable	Current Position	N	A.M	S.D	S.E	Anova	
						F	p
Intention to Advise Istanbul to Friends and Relatives	Employee	206	4,50	,68	,04	2,574	,026
	Housewife/Man or Carer	26	4,57	,63	,11		
	Retired	172	4,25	,90	,06		
	Student	26	4,46	,64	,12		
	Unemployment	20	3,50	,68	,15		
	Others	56	3,89	,91	,12		

The variance (ANOVA) analysis was applied to determine the relation between the impact level that tour guides played on the possible decision of the participants to make re-visit to Istanbul destination and their number of visit to Istanbul before. Table 59 presents that there is a significant difference between the impact level that tour guides played on the possible decision of participants to make

re-visit to Istanbul destination and their number of visit to Istanbul before (F=5,675; p=0,000 < α=0,05). This significant difference was found out between "First" and" Third" and "Second" and "Third". Therefore, it can be interpreted that participants "First" (A.M:3, 70; S.D:, 00) have higher positive attitudes in comparison with the other participants with a number of visit to Istanbul such as "Second (A.M:3,55; S.D:,07).

Table 59: Participants' Attitudes on Tour Guides' Impact Level on Re-visit Intention to Istanbul

Independent Variable	Number of Visits to Istanbul	N	A.M	S.D	S.E	Anova	
						F	p
Importance Level of Tour Guide on Possible Re-visiting Decision	First	390	3,70	1,00	,05	5,675	,000
	Second	72	3,55	1,07	,12		
	Third	30	2,80	1,24	,22		
	Fourth	6	3,33	1,03	,42		
	Fifth	4	3,50	,57	,28		

The variance (ANOVA) analysis was applied to determine the relation between the participants' intention of making re-visit to Istanbul and their number of visits to Istanbul before. Table 60 indicates that there is a significant difference between the participants' intention of making re-visit to Istanbul and their number of visits to Istanbul before (F=5,675; p=0,000 < α=0, 05). This significant difference was determined between "First" and "Fifth" and "Third" and "Fifth". Therefore, it can be interpreted that participants "Fifth" (A.M:5, 00; S.D:, 00) have higher positive attitudes in comparison with the other participants with a number of visit such as "Third" (A.M:3,93; S.D:,01).

Table 60 : Participants' Re-visit Intention to Istanbul Destination

Independent Variable	Number of Visits to Istanbul	N	A.M	S.D	S.E	Anova	
						F	p
Intention to Re-visit Istanbul	First	390	3,76	,93	,04	3,136	,015
	Second	74	4,02	,72	,08		
	Third	30	3,93	,01	,18		
	Fourth	6	4,00	,89	,36		
	Fifth	4	5,00	,00	,00		

3.3.6. Correlation Analysis

The correlation analysis is mainly concerned with the direction and degree of the interest among the variables. Moreover, it is accepted as a technique which determines the degree of the relation and dependence between two variables which are measured at interval and ratio level. The data should have metric (countable) characteristics in order to have reliable tests. The relation which, is analyzed in correlation analysis, is concerned with the linear part of the relation between the variables (Altunışık *et al*., 2012: 129)**.**

The correlation analysis was applied in order to find out the relations of the dimensions implemented in the scope of the research and determine the direction of these relations. As a result of the analysis, it is understood that there is a positive significance among all the dimensions.

As it is indicated in Table 61, there is a positive significance between the questions numbered as 14th in the questionnaire form "*To what extend are you satisfied with the tour you attended organized by the agency?* and question numbered as 15th in the questionnaire form "*To what extend are you satisfied with the tour guide conducted the tour?"* (r=, 860; p=0,000<α=0, 05), question numbered as 16th in the questionnaire form "*How likely are you to come back to Istanbul again?"*(r=, 220; p=0,000<α=0, 05), question numbered as 17th in the questionnaire form "*How likely are you to recommend your holiday in Istanbul to your relatives and friends?*" (r=, 306; p=0,000<α=0, 05), question numbered as 18th in the questionnaire form "*What is the importance level of tour guide in your possible decision of re-visiting Istanbul?"* (r=, 385; p=0,000<α=0, 05), *Knowledge* (r=, 539; p=0,000<α=0, 05), *Skill* (r=, 537; p=0,000<α=0, 05), *Personality* (r=, 591; p=0,000<α=0, 05). In other words, if there is one unit increase in the number of the answers provided by the participants to the question numbered as 14th in the questionnaire form "*To what extend are you satisfied with the tour you attended organized by the agency?,* it will create an increase in all the dimensions which are related in a positive way with this dimension. In the opposite situation, there will be a decrease.

Table 61 : Correlation Analysis Results

Correlation Analysis Results	1	2	3	4	5	6	7	8
Satisfaction Level on Travel Agency	1							
Satisfaction Level on Tour Guide	,860*	1						
Intention to Re-visit Istanbul	,220*	,272*	1					
Intention to Advise Istanbul to Friends and Relatives	,306*	,342*	,544*	1				
Importance Level of Tour Guide on Possible Re-visiting Decision	,385*	,417*	,404*	,392*	1			
Knowledge	,539*	,572*	,282*	,400*	,448*	1		
Skills	,537*	,569*	,152*	,341*	,409*	,723*	1	
Personality	,591*	,562*	,147*	,382*	,380*	,723*	,803*	1
*Correlation is significant at the 0.01 level (2-tailed).								

3.3.7. Regression Analysis

The regression analysis was applied to find out the satisfaction level that participants perceived from the service of tour guide who conducted the tour which they participated in Istanbul destination, in other words, to determine to what extent tour guides affect the satisfaction level of participants on this tour. In the applied regression analysis, the method of "Enter" was used.

The R^2 (Adjusted R square) value which was used in the analysis presents the change explained by both dependent and independent variables as a percentage. The high R^2 value is accepted as a sign indicating that the regression model is highly explicable. In addition to this, the applied "F" value in the analysis indicates the level of statistical significance of regression model. The β (beta) value expresses the relative effect of each independent variable on dependent variable. Lastly, the applied t value in the analysis explains the importance degree of each variable in the regression model. In this context, the regression model which was established as a result of the analysis was determined to be significant statistically (F=103,012; p=0,000<α=0, 05).

As it is presented in Table 62, one of the independent variables and characteristics of tour guide "Knowledge" was found out to have the greatest impact on the satisfaction level that the participants perceived from the service of the tour guide who conducted the tour which they participated in Istanbul destination (β=0,206; p=0,000<α=0,05). The overall impact of the tour guide on the satisfaction level of participants is 37, 7 %, in other words, the percentage of these three

independent variables such as "Knowledge, Skill and Personality" to explain the dependent variable is 37, 7 %. In the multiple regression analysis, first of all, R value is determined and then percentage of the independent variables to explain dependent variable as a percentage by squaring the R value is found out.

Table 62: Participants' Satisfaction Level on Tour Guide

Independent Variables	β	T Significance Value	R^2	F	F Significance Value
Knowledge	,206	,000			
Skill	,092	,145	,377	103,012	,000
Personality	,368	,000			

The regression analysis was applied to find out the possible intention of participants to recommend Istanbul as a destination to their relatives and friends. In the applied regression analysis, the method of "Enter" was used. Table 63 indicates that regression model which was established as a result of the analysis was determined to be significant statistically (F=36,977; p=0,000<α=0, 05). One of the independent variables and characteristics of tour guide "Knowledge" was found out to have the greatest impact on the possible intention of the participants to recommend Istanbul as a destination to their relatives and friends (β=0,264; p=0,000<α=0, 05). The impact level of the tourists guides on the possible intention of the participants to recommend Istanbul as a destination to their relatives and friends is calculated as 17, 8 %.

Table 63 : Tour Guides' Impact Level on Participants' Recommendation Istanbul

Independent Variables	β	T Significance Value	R^2	F	F Significance Value
Knowledge	,264	,000			
Skill	-,010	,889	,178	36,977	,000
Personality	,199	,006			

The regression analysis was applied to find out the impact level of tour guide on the possible intention of making a re-visit to Istanbul destination. In the applied regression analysis, the method of "Enter" was used. As it is shown in Table 64, the regression model which was established as a result of the analysis was determined to be significant statistically (F=46,224; p=0,000<α=0, 05). One of the independent variables and characteristics of tour guides "Knowledge" was found out to have the

greatest impact on the possible intention of participants to make a re-visit to Istanbul (β=0,313; p=0,000<α=0, 05). The impact level of tour guide on the possible intention of participants to make a re-visit to Istanbul is calculated as 21 %.

Table 64: Tour Guides' Impact Level on Participants' Re-visit Intention

Independent Variables	β	T Significance Value	R²	F	F Significance Value
Knowledge	,313	,000			
Skill	,163	,022	,210	46,224	,000
Personality	,023	,741			

CONCLUSION AND RECOMMENDATIONS

Customer satisfaction is a research topic which is often studied by the marketers. Because, maintaining customer satisfaction is highly crucial for business enterprises. A satisfied customer is accepted as a potential candidate to become a loyal customer for business enterprises in the future. Moreover, no matter in which industry operating, business enterprises make efforts to provide customer satisfaction as satisfied customers promote business enterprise via word of mouth marketing. They measure customer satisfaction in order to see the results of these efforts. Furthermore, customer satisfaction leads to increase in repeat purchasing among current customers and aids customer recruitment by enhancing organization's market reputation.

Like in all other industries, customer satisfaction is highly important both at micro-level (business enterprise/region) and at macro-level (national/international) in terms of sustainability of activities in tourism industry. Even as tourism industry is accepted as a labor-intensive sector, maintaining customer satisfaction is more important in comparison with the other industries offering products and services. In this context, business enterprises operating in tourism industry need to find out the factors affecting customer satisfaction. Tour guides, accepted as one of the representatives of their country and business enterprise they work for, are to provide information to tourist groups they accompany about their country, historical, natural and cultural values belonging to their country (i.e., all the tangible and intangible assets in the right and proper way). Turkey has a great potential in terms of both historical and natural assets and cultural values and characteristics. Tour guides play key role on the promotion of these values and assets to international tourists.

Tourists want to familiarize with various values, characteristics, particularly local people of the destination as well as spending their holiday by having rest and benefiting from sea, sand and sun. In dealing out process of these needs and expectations of tourists, the need for tour guides emerges as they establish close relation with tourists, inform them about country and destination, lead them during their whole travel and help them to solve their problems.

The role of tour guides is crucial particularly in guided tours that international tourists visiting Istanbul attend in terms of providing highest level of satisfaction. Tour guides should be sufficient enough in terms of knowledge, skill and personality characteristics, which play significant role on tourists' return to their countries as satisfied ones.

The research results and recommendations related to research were presented below;

The socio-demographic characteristics of participants are profiled in Table 16 *(see page 109).* The majority of participants are female 50, 9 % followed by males 47, 2 %. In terms of marital status, married participants 62, 3% are more than unmarried participants 23, 4%. The main age group was 60 and over, representing 39, 2 % of the sample followed by 40-49, representing 18, 9 %. In this regard, this ratio concludes that majority of participants belong to mature age and 3rd age groups in contrast to tourists at young age coming mainly in summer months. Furthermore, 60 % of participants were over the age of 40 and they attended guided tours more. Another possible explanation of this ratio may be the seasonality of tourism industry. According to Güzel (2007), tourists aged 40-60 years are defined as *"Best Ager"* and tourists aged 65 or more are defined *"Seniors"* by travel industry professionals. The age group revealed in the research also belongs to these age groups. Tetik (2006) stated in her research that Turkey is a country mostly visited by young tourists especially preferred by university students. However, the result of the research disproves this statement. Last but not least, as Istanbul is one of the top 3 visited destinations in Turkey. It can be inferred from the results that tourist profile of Istanbul is different than other destinations of Turkey. In terms of educational qualification, the majority of the participants have bachelor degree 47, 2 % followed by master and/or doctoral degree 24, 2% holders. This ratio concludes that Istanbul is visited mainly by tourists with a good educational background. Regarding current professional position of participants, the main group was formed by employees representing 40 %, followed by retirees, representing 32, 5%. The majority of participants are either employees or retirees. This result when compared with the participants' age group findings reveals that participants aged 60 or over still work even after they are retired. In addition to this, another explanation of high number of

retired participants may be owing to the characteristics of retired people generally traveling in winter months and belonging to 3rd age group.

The main annual income group of participants was 30,001-45,000 €, representing 15, 5 % of the sample, followed by 60,001-75,000" €, accounting for 14, 3%. This ratio reveals that there is a moderate distribution in annual income groups. Moreover, it can be concluded that Istanbul is mainly preferred by tourists with a high annual income. However, the fact that research was carried out among the visitors in autumn should be taken into account as well. Depending on the interviews held with tour guides about tourists travelling in winter, it can be concluded that they are mostly predetermined group customers, most of them are retirees and they have high annual income. The socio-demographic profile of participants supports these perceptions as well. Finally, the country profile of participants is presented in Table 20 *(see page 110).* Regarding the country profile of participants, the ratio concludes that the majority of participants are from USA (34, 0%), followed by UK (13, 6 %), Australia (11, 7%) and Canada (10, 9 %). These rates are followed by tourists coming from mainly other European countries. The obtained result shows that target group stated in research sample was reached. The socio-demographic profile of participants, obtained as a result of the applied analysis, is mainly similar to research results carried out by Tetik (2006) and Özlem (2007).

Participants in the research were asked questions to find out which factors played significant role on their preference Istanbul as a tourist destination and obtained data were given as a percentage. When the results concerning with the participants' reasons for choosing Istanbul as a destination were examined, 59, 9 % of the participants stated that they chose Istanbul to have a holiday. Moreover, 22, 6 % of participants chose Istanbul to visit a cultural destination. This rate probably results from the fact that Istanbul, with its historical peninsula, numerous scenic and historical beauties is a magnificently unique city that has been capital to many civilizations from past to present and still continues to be home to residents from all over the world. Furthermore, Istanbul, a world center of great value in the past as well as in the present, embraces Asia on the one hand and Europe on the other. In terms of participants' number of visits to Istanbul, the main group was 74, 7% representing 1st time, followed by 14, 0 %, representing 2nd time.

As it can be inferred from the results, the number of participants who came to Istanbul for the first time is higher in comparison with other groups. In this context, tour guides have important and multi-faceted role in tourism industry and have important responsibilities in terms of tourists' satisfaction visiting for the first time and their possible re-visit decision to the same destination. Therefore, they are accepted as key-role players on tourists' satisfaction level in guided tours. Because, the possible re-visit intention of satisfied tourists to Istanbul in the following years will be high. In this context, it can be concluded that the number of international tourist arrivals will increase. In terms of participants' length of stay in Istanbul, the main group is 4 days with a percentage level of 18, 5 %. The following group is 16, 9 %, representing 1 day. Taking cultural values, historical assets, natural beauties, touristic attractions that Istanbul has into consideration, participants' length of stay visiting Istanbul is expected to be higher than 4 days. In metropolitan cities, as tourists generally have limited time, they prefer guided tours to have maximum efficiency in their visit. However, all travel agencies/tour operators operating in Istanbul, food and beverage companies, accommodation business enterprises, transportation firms and all the other tourism professionals as well as local and central managements should work together on how to extend tourists' length of stay in Istanbul. In addition to this, the second largest group of participants expressed that they would stay only 1 day in Istanbul which, shows that participants attending guided tours in Istanbul mainly consist of tourists travelling via cruise tourism. Regarding the participants' frequency of attending guided tours annually, the majority of participants attend guided tours 1-2 times with a percentage level of 58, 1 % followed by 3-5 times representing 25,3 %. This ratio concludes that tourists generally prefer attending guided tours due to some certain advantages. Besides, it can be commented that as majority of participants attend guided tours less annually, the quality of service and role/impact level of tour guide in guided tours become more important. The majority of participants with a percentage of 75, 8 % stated that they have not attended any guided tour before in Istanbul while the rest of participants 16, 2 % have experience in guided tours in Istanbul. This result indicates that participants visiting Istanbul for the first time showed interest in guided tours intensively. When the results concerning with the participants' reasons for attending

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guided tour in Istanbul were examined, 29, 8 % of the participants attended guided tour to learn more about Istanbul. The second largest group of participants attended guided tour to learn more about Turkey, representing 19, 5 %. In this context, as the informative role of tour guides is more significant in cultural tours when compared with the other types of tours/excursions, they become key-role players on the satisfaction level and re-visit intention of tourists. Moreover, they act as mediators between tourists and destination. This results show that approximately 50 % of participants attended guided tour to have information about historical, cultural and natural touristic attractions of both Istanbul and Turkey. Turkey has no longer any wish to apply *"All Inclusive"* system and *"3 S"* tourism type. As a destination, Istanbul is a successful example in terms of cultural tourism in Turkey where *"All Inclusive"* system/*"3 S"* tourism type are trying to be replaced with the other alternative types.

Table 29 *(see page 121)* presents the findings related to participants' satisfaction level on tour guide in accordance with their gender. Independent Sample t-Test was run and determined that the satisfaction level male participants perceived from the service of tour guide is higher than the satisfaction level of female participants. The possible reason explaining this situation may be the high number of male tour guides in Turkey. Furthermore, the participants participating in guided tour in Istanbul for the first time stated that the impact level of tour guide on their possible re-visit intention to Istanbul is higher in comparison with the other participants having guided tour experience in Istanbul. It can be interpreted that first-time tourists may prefer making re-visit more than other tourists or they are more affected by the tour guide and they feel the impact of tour guide on their re-visit intention intensively.

As a result of applied variance (ANOVA) analysis, it is found out that married participants have higher positive attitudes regarding tour guides' characteristics such as knowledge, skill and personality. In addition to this, satisfaction level that married participants perceived from the service of tour guide and travel agency is higher in comparison with other marital status groups. Therefore, through these findings, it can be commented that marriage may be an important factor on the satisfaction level and travel agencies/tour operators organizing guided tours can try to attract married people more to the destination.

The educational qualification level played significant role on the attitudes of participants regarding the characteristics of tour guides in terms of knowledge, skill and personality. In conclusion, it is determined that participants having secondary school education have higher positive attitudes regarding tour guides' characteristics such as knowledge, skill and personality. In addition to this, satisfaction level that participants having secondary school education perceived from the service of tour guide and travel agency is higher in comparison with other educational qualification groups. Therefore, it can be commented that participants having low education level are more satisfied with the service of travel agency and tour guide. The possible explanation of this situation may be; expectations and travel experiences of people increase depending on their educational qualification level. In this way, satisfying people with higher education level becomes more difficult.

When the results regarding the characteristics of tour guides in terms of knowledge, skill and personality in accordance with the participants' annual income group were examined, it is clear that participants earning more than 90.000 Euro annually have higher positive attitudes regarding tour guides' characteristics such as knowledge, skill and personality. In addition to this, these participants were more satisfied with the service of travel agency and tour guide. To sum up, participants (male/married/low education background/rich) are more satisfied with the service of the travel agency and tour guide in guided tours they attend in Istanbul.

The variance (ANOVA) analysis was run and participants' frequency of attending guided tours annually was found to have played important role on their attitudes regarding the characteristics of tour guides in terms of knowledge, skill and personality. The result concludes that participants attending guided tours 11 times and more annually have higher positive attitudes regarding tour guides' characteristics such as knowledge, skill and personality. Besides, the satisfaction level of these participants on tour guide and travel agency was higher when compared with the other groups. In contrast to these results, Arslantürk and Altunöz (2012), found out that the level of satisfaction is lower for those who participated in guided tours more than 10 times, compared to those who took tours with a guide 3 and less time. In addition to this, Table 53 *(see page 136)* indicates that these participants' possible intention of recommending Istanbul as a destination to their

relatives and friends is higher in comparison with the other groups. In this context, it can be concluded that participants attending guided tours with higher annual fruquency have higher level of satisfaction from the service of travel agency and tour guide when compared with the other participants. For these participants, the tour itself may be a satisfaction factor. Attending a guided tour and socialization may make these participants more positive. As these tourists travel so often and attend guided tours more, travel agencies/tour operators should register them in database for future operations. In addition to this, they can promote destination and business enterprise via word of mouth marketing and help to increase the number of international tourist arrivals in future.

In the scope of the research findings, it is found out that participants' age group played an important role on their possible re-visit intention to Istanbul, possible intention of recommendation Istanbul to relatives and friends, satisfaction level on travel agency. In this regard, the participants aged 20-29 were more promising on their possible re-visit intention to Istanbul. Therefore, it can be interpreted that young tourists are more willing to make re-visit as they foresee more travels in the future. In this way, young tourists may comprise great potential for destinations in the future. In addition to this, participants aged 15 or less have higher satisfaction level on travel agency and possible intention of recommending Istanbul to their relatives and friends. The possible explanation of this situation may be; young people may have more positive point of view.

As a result of applied variance (ANOVA) analysis, it is determined that participants' current professional position played significant role on their possible re-visit intention, satisfaction level on travel agency and possible intention of recommending Istanbul to relatives and friends. In this regard, it can be interpreted that satisfaction level on travel agency and possible re-visit intention to Istanbul of retired participants is higher when compared with other participants. This result is quite normal as retired people have high income level, more free time and good health in affluent societies. Therefore, it can be commented that countries such as; USA, UK, Australia, Canada, Germany, Netherland and Belgium with a wealthy retired population comprise great potential in terms of organizing guided tours in the future. Additionally, employees have higher possible intention of recommending

Istanbul to their relatives and friends. It can be predicted that people working as employee intend to have more emotional satisfaction on their travel experience. Because, their income level is not so high and traveling may be accepted as a sign of success or status progress in their lives. Therefore, they may intend to recommend destination to their relatives and friends more.

When the findings regarding the impact level of tour guides on the possible re-visit intention of participants to Istanbul in accordance with their number of visits to Istanbul were examined, Table 59 *(see page 139)* shows that participants visiting Istanbul for the 1st time have higher positive attitudes in comparison with the other participants. In this context, tour guides play significant roles on the possible re-visit intention of tourists visiting Istanbul for the 1st time. Moreover, the possible re-visit intention of participants visiting Istanbul for the 5th times is higher when compared with the other participants. It can be said that participants visiting Istanbul for the 5th times become loyal customers as Istanbul lovers.

Table 22 *(see page 114)* indicates that the satisfaction level of the participants regarding travel agency. According to the findings, the majority of participants were satisfied with a percentage of 50, 2 % and this is followed by 34 % as highly satisfied. To sum up, it can be commented that approximately 84 % of participants were satisfied with the service of travel agency, in other words 1 out of every 3 participants was highly satisfied. Therefore, it can be stated that travel agencies/tour operators operating in Istanbul have an important position in tourism industry and they meet the needs and expectations of tourists visiting Istanbul at a high level. Another point which is clear from the research findings is the possible re-visit intention of participants. In accordance with the research results, it can be said that the majority of participants stated that they would make a re-visit to Istanbul with a percentage level of 64, 6 %. This rate can be commented as; approximately, 2 out of every 3 participants would make a re-visit to Istanbul and the international tourists having holiday and participating in guided tours in Istanbul destination return to their countries with a high level of satisfaction. In this context, they are possible candidates to become loyal customer in the future. Furthermore, the fact that majority of participants would like to make a re-visit to Istanbul revealed that the travel agencies/tour operators operating in Istanbul and tour guides conducting tours

in Istanbul have comprehended the importance of customer satisfaction and customer loyalty concepts.

As presented in Table 25 *(see page 115),* in terms of the participants' possible recommendation of Istanbul to relatives and friends, as a result of the analysis, it is found out that 84, 4 % of the participants stated that they would recommend Istanbul to their relatives and friends. This ratio is a sign showing that participants would promote Istanbul via word of mouth marketing in their countries. In this regard it can be said that the number of international tourist arrivals of Istanbul will increase in the following years. Moreover, this data may be quite useful for tourism professionals in terms of marketing and sale.

The results of the analysis investigating the main objectives of the research; the role that is played by tour guides on the satisfaction level of tourists participating in guided tours in Istanbul and impact of tour guides on the possible re-visit intention of tourists to the same destination are explained below:

Regarding participants' satisfaction level, which they perceived from the service of tour guide, the majority of participants were satisfied with a percentage level of 40,4% and this rate is followed by 24,2 % as highly satisfied. In a similar research, Huang *et al.,* (2009) investigated tour guides' role on the satisfaction level of tourists in package tours. He applied this research on two different nationalities (i.e. Chinese-speaking group and English-speaking group). In this context, the satisfaction level obtained from Chinese sample was 57 % and satisfaction level of English-speaking sample was realized 70 %. On one hand the satisfaction level that participants perceived from the service of travel agency in Istanbul is nearly 84 %, on the other hand the satisfaction level that they perceived from the service of tour guide is approximately 64 %. Therefore, it can be commented that participants' satisfaction level on tour guide is less than their satisfaction level on travel agency. However, this result states that 2 out of every 3 participants were content with the service of tour guide. In addition to this, one of the characteristics of tour guides such as knowledge played significant role in obtaining this satisfaction level. In this context, it can be commented that tour guides working in Istanbul have sufficiency in terms of knowledge and they should increase their performance level in terms of characteristics such as skill and personality. Furthermore, there may be some other

reasons explaining the high satisfaction level on tour guides in terms of knowledge such as; the importance given to undergraduate education at the university level in the field of tour guiding in recent years in Turkey as well as their self-education efforts. In spite of the structural disorder, tour guiding education in Turkey is superior to many other countries' tour guiding education and is taken into consideration seriously. The high level of tour guiding education will contribute tour guides' professional life significantly. Owing to this reason, universities should try hard to increase the quality of tour guiding education more. As well as providing information to candidates to become tour guide, they should be provided with the skills such as how to communicate with tourists, how to behave tourists and how to conduct a tour in a successful way.

Chang (2006) stated in his research that in an intensely competitive market, consumers become much more transaction-driven and are less loyal to a brand/destination. Furthermore, Jones and Sasser (1995) consider that relationship between satisfaction and loyalty is by no means linear. Many empirical studies have shown that tour guide is responsible for achieving customer satisfaction, therefore their role is crucial. Geva and Goldman (1991) noted that the intense contact and contact interaction with tour participants enables tour guides a positive advantage over a company (travel agency/tour operator) in serving their customers. Besides, Mossberg (1995) emphasized that a tour guide's performance is a key factor to differentiate the tour from its competitors. His/her performance within the service encounter not only affects the company image, customer loyalty and word-of-mouth communication, but also be used as a competitive tool. In this context, when the results of this research, which investigated the impact level of tour guides on the possible re-visit intention of tourists to Istanbul, it is revealed that the majority of participants regarded tour guides' role important with a percentage level of 45, 3 %. As a result of the fact that majority of tourists would like to attend guided tour in Istanbul, it can be stated that the performance of tour guide plays fundamental role on customer satisfaction, customer loyalty and re-visit intention. In other words, the performance of a tour guide can shape the expectation of tourists, related to the performance of other tour guides. In this context, tour guides should provide service

to meet the expectations of tourists by taking needs, wishes and cultural differences of tourists into consideration.

  This research is thought to throw fresh light on the future studies that will be carried out about concepts such as; tour guiding, customer satisfaction, customer loyalty and re-visiting intention in tourism industry. In this context, researchers can make researches by changing the sample size and group of the research in different fields of tourism industry.

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LIST OF APPENDIX

Appendix 1: Questionnarie Form

No: ......   **Date:** ..../..../....

1. **Please indicate your gender**   ( ) Male   ( ) Female
2. **Please indicate your marital status** ( ) Married   ( ) Single   ( ) Other
3. **Please indicate your age group**
   ( ) 15 or younger   ( ) 16-19   ( ) 20-29   ( ) 30-39   ( ) 40-49   ( ) 50-59   ( ) 60 or over
4. **Which of the following categories best describes your current position?**
   ( ) Employee ( ) Housewife/man or carer ( ) Retired ( ) Student ( ) Unemployed   ( ) Others .... (Please indicate)
5. **What is your highest level of educational qualification?**
   ( ) Primary School ( ) Secondary School ( ) Vocational Education ( ) Bachelor Degree ( ) Master or/and Doctoral Degree
6. **Which category best describes your annual household gross income group?**
   ( ) € 7,500 or less   ( ) € 7,501-15000   ( ) € 15,001-30,000   ( ) € 30,001-45,000
   ( ) € 45,001-60,000   ( ) € 60,001-75,000   ( ) € 75,001-90,000   ( ) More than € 90,000
7. **What is the primary purpose of your current trip?** *(You can tick more than one choice)*
   ( ) Holiday ( ) Visit a Cultural Attraction ( ) Attend a Cultural Event ( ) Visiting Relatives and Friends   ( ) Business
   ( ) Conference   ( ) Sports event   ( ) Shopping   ( ) Others .... (Please indicate)
8. **Country of Residence...............................**
9. **This is my ....visit to Istanbul**
   ( ) 1ˢᵗ   ( ) 2ⁿᵈ   ( ) 3ʳᵈ   ( ) 4ᵗʰ   ( ) 5ᵗʰ and more
10. **How many nights will you be staying in Istanbul?**
    Please write in number   ....
11. **How often do you attend guided tours in a year?**
    ( ) 1-2 Times   ( ) 3-5 Times   ( ) 6-10 Times   ( ) More than 11 Times
12. **Have you ever joined a guided tour in Istanbul before?**   ( ) Yes   ( ) No
13. **Why did you prefer to join this guided tour in Istanbul?** *(you can tick more than one choice)*
    ( ) Because I do not know the local language   ( ) In order to learn more about Turkey
    ( ) In order to learn more about Istanbul's historical and cultural sites   ( ) In order to get qualified information
    ( ) Not to be anxious to round out alone   ( ) In order to have an enjoyable time
    ( ) Responsibility organization belongs to travel agency   ( ) Others .... (Please indicate)

14. **To what extend are you satisfied with the tour which was organized by the travel agency?**

Highly Dissatisfied   (2)   **Neutral**   (4)   **Highly Satisfied**
        (1)   **Dissatisfied**   (3)   **Satisfied**   (5)

15. **To what extend are you satisfied with the tour guide who conducted the tour?**

Highly Dissatisfied   (2)   **Neutral**   (4)   **Highly Satisfied**
        (1)   **Dissatisfied**   (3)   **Satisfied**   (5)

16. **How likely are you to come back to Istanbul again?**

Very Unlikely   (2)   **Uncertain**   (4)   **Very Likely**
        (1)   **Unlikely**   (3)   **Likely**   (5)

17. **How likely are you to recommend your tour in Istanbul to your relatives and friends?**

Very Unlikely   (2)   **Uncertain**   (4)   **Very Likely**
        (1)   **Unlikely**   (3)   **Likely**   (5)

18. **What is the importance level of tour guide on your possible decision of re-visiting Istanbul?**

Very Unimportant   (2)   **Neutral**   (4)   **Very Important**
        (1)   **Unimportant**   (3)   **Important**   (5)

	TERRIBLE	BAD	NEUTRAL	GOOD	EXCELLENT	
	1	2	3	4	5	

* Please tick the serial box below (X), which one is more suitable for you by considering the expressions that indicate your tour guide's characteristics and competencies in Istanbul.

	KNOWLEDGE	1	2	3	4	5
17	Foreign Language					
18	General Culture					
19	Knowledge about Other Societies					
20	Knowledge about Destination					
21	Knowledge about History					
22	Knowledge about Art History					
23	Knowledge about Archeology					
24	Knowledge about Other Countries' Cuisine					
25	Knowledge about Mythology					
	SKILLS					
26	Presentation Skill					
27	Communication Skill					
28	Interpretation Skill					
29	Coordination Skill					
30	Organization Skill					
31	Empathy					
32	Time Management					
33	Sense of Humor					
34	Body Language					
35	Quick Decision Making					
36	Self-Control					
37	Problem Solving					
	PERSONALITY					
38	Fair					
39	Good Listener					
40	Disciplined					
41	Cheerful					
42	Energetic					
43	Helpful					
44	Trustworthy					
45	Tolerant					
46	Hospitable					
47	Self-Confident					
48	Well-Prepared					
49	Well-Dressed					
50	Respectful					
51	Polite					
52	Responsible					
53	Patient					
54	Enthusiastic					
55	Calm					
56	Punctual					
57	Honest on Money Matters					
58	Easy-going					
59	Not Prejudiced					

Thank you for your participation and care, I wish you have a nice holiday☺☺☺
If you would like to be informed about the results of the research, please leave your e-mail address here...................