REPUBLIC OF TURKEY

ADANA SCIENCE AND TECHNOLOGY UNIVERSITY

THE INSTITUTE OF SOCIAL SCIENCES

MANAGEMENT AND ORGANIZATION DEPARTMENT

A STUDY ON DESTINATION IMAGE PERCEPTIONS OF RUSSIAN TOURISTS VISITING TURKEY AND THEIR MEMORABLE TOURISM EXPERIENCES

By

Mücahit ERSOY

Advisor

Assoc. Prof. Fatma Nur İPLİK

M.A. Thesis

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ÖZET

TÜRKİYE'Yİ ZİYARET EDEN RUS TURİSTLERİN DESTİNASYON İMAJ ALGILAMALARI VE HATIRLANABİLİR TURİZM DENEYİMLERİ ÜZERİNE BİR ARAŞTIRMA

Bu çalışmanın amacı, Türkiye'yi ziyaret eden Rus turistlerin destinasyon imaj algılarını ve hatırlanabilir turizm deneyimlerini belirlemektir. Çalışma kapsamında anket tekniği kullanılmış ve Rusya'da Türkiye'yi ziyaret etmiş turistler (n:412) ile yürütülmüştür.

Araştırmada Türkiye'nin destinasyon imajının ve hatırlanabilir turizm deneyiminin belirlenmesi çerçevesinde "olumlu" olarak tanımlanabilecek bir sonuca ulaşılmıştır. Çalışma sonucunda katılımcıların vermiş oldukları cevaplar neticesinde ortalama ile standart sapma tabloları yapılmış, hatırlanabilir turizm deneyimleri ile destinasyon imaj algıları arasında pozitif yönlü ilişki tespit edilmiştir.

Araştırma sonuçlarına göre destinasyon imaj algıları turistlerin yaşları, medeni durumları, eğitim durumları ve konakladıkları tesis türüne göre farklılık gösterirken, hatırlanabilir turizm deneyimleri turistlerin yaşları, medeni durumları, eğitim durumları, konakladıkları tesis türü ve seyahat etme amaçlarına göre farklılık göstermektedir.

Anahtar Kelimeler: Destinasyon İmajı, Hatırlanabilir Turizm Deneyimi, Rus Turistler, Türkiye

ABSTRACT

A STUDY ON DESTINATION IMAGE PERCEPTIONS OF RUSSIAN TOURISTS VISITING TURKEY AND THEIR MEMORABLE TOURISM EXPERIENCES

The purpose of this study is to identify destination image perceptions of Russian tourists visiting Turkey and their memorable tourism experiences. Within the scope of the study, questionnaire technique was used and the study was conducted in Russia with tourists who had visited Turkey (n:412).

In the study, a conclusion which can be deemed "positive" was reached within the scope of identification of Turkey's destination image and memorable tourism experiences. At the end of the study, standard deviation tables were formed with average and the positive relationship between memorable tourism experiences and destination image perceptions was revealed.

According to conclusions of the study, while destination image perceptions vary depending on tourists' age, marital status, educational status and the type of accommodation facility, memorable tourism experiences vary depending on their age, civil status, educational status, type of accommodation facility and purpose of travel.

Keywords: Destination image, Memorable Tourism Experiences, Russian Tourists, Turkey

FOREWORD

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PART 1

INTRODUCTION

There is an intense competition environment among hotel establishments which have the same market share and properties today. In such an environment, growing the market shares, increasing their revenues and even surviving depend on establishments distinguishing themselves and their products from others; in other words their achieving competitive superiority in the market. In this case, enterprise managers in tourism sector take into account such concepts as product and image positioning, destination management and experimental marketing.

Having progressed a lot recently, tourism sector increases its significance day by day. Changing and evolving conditions have caused differences in market shares in the world. Destinations with robust infrastructure, adequate touristic investments, positive reputation and different products and alternatives compared to their competitors acquire a larger share from the market. Today image appears to be an important value in comprehending the selection process of destination. In this way, the concept of destination image seems to be an important asset.

Tourists joining touristic activities regularly seek higher product and service quality today due to intense competition today. Furthermore, they have started to show less interest in sea, sand, sun and entertainment tourism and moved towards more different experimental pursuits. Travel has started to mean personal development with tourism. Tourists have begun to aim to learn more significant and different things from the holiday destinations they visit. Tourism demand has rather shifted towards such matters as special interest tours, adventure tourism, thematic hotels, rural tourism, nature tourism, boutique hotels, local food, ecological products and beauty camps (D.W. Knight Associates, 1999:3).

In recent years, many studies that demonstrate the importance of experience in consumption have been conducted. Consumers do not consume the products themselves but meanings of the products by taking experimental properties of consumption such as fantasy, feeling and entertainment into account. Experiences are now considered as different economic presentations following products and services. Establishments that are aware of this fact make use of experiences and pursue experimental marketing activities in order to distinguish their products and services from others and achieve

competitive advantage.

For tourists that join tourism activities in the world, their travel experiences have become an important factor in preferring destinations. In this case, memorable holiday experiences to be presented to tourists are very important for establishments in line with nature of tourism sector. Apart from the quality of the product and service offered to tourists concretely, the emotional satisfaction achieved is another factor that they need. For this reason, memorable tourism experience is an element which is wholistic into plans by establishments today in tourism sector.

In this context, the thesis consists of three parts. The first part defines the basic concepts about destination image in addition to handling the factors of destination selection. The second part of the thesis deals with experience economy as well as analysing experimental marketing elements. Moreover, the subject and dimensions of memorable tourism experience were explained. Furthermore, the relationship between destination image and memorable tourism experience was analysed and the difference between destination image and memorable tourism experience as well as differences among personal characteristics of tourists were examined. The third part of the thesis handles destination image perceptions and memorable tourism experiences of Russian tourists. This part also incorporates method of the thesis. In this part, Russian tourists were subjected to a questionnaire. Image perceptions of Russian tourists who have spent their holiday in Turkey about the country in addition to their memories about Turkey were examined.

1.1. Problem

Due to the facts that the number of people joining touristic activities increase day by day and travelling has now become a necessity, researchers working on tourism and marketing endeavour to identify the reasons of travelling to a certain destination and the factors that play a role in the process.

As the studies about tourism sector have increased, the relationship between the concept of image and destination began to be studied and studies on destination image are observed to have increased quantitatively. It is seen that some of these studies aim to determine visitor behaviours as well as the effect of destination image on selection of the place and travel decisions (Selbey and Morgan, 1996, Bigne, Sanches and Sanches 2001, Fakaye and Crompton 1991; Gartner 1993; Baloglu and Brinberg 1997; Chen and

Hsu 2000) while some others aim to determine images of different geographical regions as touristic destinations (Baloğlu, 2001; Baloğlu and Mangaloğlu, 2001; Chaudhary, 2000; Chen, 2001; Hsu, Wolfe and Kang, 2004; Kozak, 2003; Tosun and Bilim, 2004; Yurtseven and Can, 2002).

Oh and others (2007: 120) define tourism to be related to visiting, sightseeing, entertainment and learning experiences of tourists within the travelling period spent outside of place of usual residence. It can be asserted that the touristic experience of a tourist or a visitor is one of the primary subjects examined in tourism studies. In the increasingly competitive environment, quality of the products offered to consumers remains insufficient to differentiate that product from the products offered by the competitors. According to the concept of "experience economy" used by Pine and Gilmore (1999) in order to define the economic system of the current century, while/before consumers purchase a product, they are enthusiastic about the unique and memorable experiences to be acquired by purchasing or consuming it apart from the functionality and quality offered by the product. In this context, it can be considered that the positive and negative experiences of people in the destination visited will have a positive or negative impact on the image perception about that destination.

In the study on destination image, generally image perception of the tourist about the destination was aimed to be measured or the impact of destination image on selection decisions was measured. On the other hand, the studies where the impact of memorable tourism experiences of tourists on destination image are not adequate. Within the scope of remedying this deficiency, whether memorable tourism experiences of tourists are related to the destination image is questioned.

One of the primary factors that create destination image is personal characteristics. Within the scope of personal characteristics, researchers have examined the relationship between variables of age, gender, income, nationality, race and educational status and destination image and reached different conclusions. The studies revealed the relationship between age (Baloğlu and Mc Cleary, 1999; Chen and Kerstter, 1999; Alhemoud and Armstrong, 1996), nationality (Walmsley and Young, 1998; Mac Kay and Fessenmaier, 2000; Joppe, Martin and Wallen, 2001; Hui and Wan, 2003), gender (Mac Kay and Fessenmaier, 2000), educational status (Baloğlu and Mc Cleary, 1999), number of people cohabited (Chen and Kerstter, 1999) and income (Mac Kay and Fessenmaier, 2000) and destination image. On the other hand, this study examined whether destination image perception varied or not depending on personal

characteristics and it was compared with the previously-conducted studies.

1.2. Purpose of the Study

The primary aim in destination marketing is creating a positive image about the destination in order to attract tourists and distinguishing itself from others as a result of this positive image providing economic contributions to the region. According to results of the studies conducted, the image about a destination plays an important role in decision process of tourists (Güçer, 2010; Kıyıcı, 2010; Doğan, 2013). Furthermore, these positive and negative images appear depending on experiences of tourists and this situation bears importance at the point of mouth to mouth marketing as referred to in literature (O'Leary and Deegan, 2005:247-256).

In the present era, destinations are in a competition to create a positive image and to attract more tourists to the region. The image of the destination plays an important role when tourists try to decide on the place where they will spend their holidays. The purpose of this study is to identify destination image perception of Russian tourists who have visited Turkey about the country and to determine the relationship between memorable tourism memories and destination image. Moreover, it was aimed to reveal the effect of destination image and to determine whether destination image perceptions and memorable tourism experiences vary depending on demographical features or not.

The following hypotheses have been created within the scope of the study in line with this purpose:

H1 : There is a statistically significant relationship between perceptions of study participants about destination image and their memorable tourism experiences.

H2 : There is a statistically significant relationship between destination image perceptions of study participants and their demographical features.

H2a : Destination image perceptions of study participants vary depending on their genders.

H2b : Destination image perceptions of study participants vary depending on their age.

H2c : Destination image perceptions of study participants vary depending on their marital status.

H2d   : Destination image perceptions of study participants vary depending on their educational status.

H3   : There is a statistically significant relationship between memorable tourism memories of study participants and their demographical features.

H3a   : Memorable tourism experience perceptions of study participants vary depending on their genders.

H3b   : Memorable tourism experience perceptions of study participants vary depending on their age.

H3c   : Memorable tourism experience perceptions of study participants vary depending on their marital status.

H3d   : Memorable tourism experience perceptions of study participants vary depending on their educational status.

As a result of the findings obtained, it is aimed that reveal the positive or negative impression left by Turkey, which has numerous touristic destinations, in Russian tourists, image of Turkey forming in minds of Russian tourists as well as their memorable tourism experiences and attract attentions of tourism establishments and relevant public bodies operating in Turkey to the study results.

1.3. Importance of the Study

Identification of tourism experience perceptions about a destination is of critical importance in terms of understanding tourists' behaviours. In fact, identification of tourism experiences of a tourist who has visited a destination will provide help for establishment managers as well as researchers conducting studies at the point of destination marketing.

Tourism experiences of tourists allow for a final image to be formed in terms of destination whether they are positive or negative. Furthermore, destination image perception about a destination can vary depending on demographical variables. According to Güçer (2010), image perception about a destination varies depending on gender, age, educational level and marital status of tourists. In this context, determination of the relationship between memorable tourism experiences and destination image as well as the differences depending on demographical variables bears importance in terms of both tourism establishment managers in Turkey and

research conducting studies on the subject.

1.4. Limitations of the Study

- The study is limited to Russian tourists.
- The study is limited to people who have had holiday experience in Turkey before. People who have not visited Turkey were not included within the scope of the study.
- The study is limited to the sample selected due to the difficulty to reach the entire population.
- Due to the fact that number of people composing the sample and population is high and these people are spread throughout a large area, questionnaire technique was selected from among such study techniques as observation, test and interview and the study was completed in this manner.

PART 2

TOURISM DESTINATION AND DESTINATION IMAGE

This section of the thesis primarily handles the concept of tourism destination and destination types in detail. Moreover, destination image and its relationship with the concept of tourism are examined and destination image models are intended to be explained based on current literature.

2. DESTİNATİON AND TOURISM DESTINATION

Several researchers made different definitions to explain the concept of destination. Hall (2000:397) defined the concept of destination generally as well-recognized geographical areas or places such as a country or a region. It is not obligatory to define destination as a single country or region. Combination of multiple countries or regions can also constitute a destination (Ahipaşaoğlu, 1997).

According to Turkish Language Society (TDK), destination is "the place to be reached" (www.tdk.gov.tr). It is also possible to describe it as "places which are visited by tourists and which bear different properties than other regions" as a common definition (Akyurt and Atay 2009:1).

The concept of destination plays a significant role in tourism sector in terms of increasing touristic demand and tourism revenues of countries. As a result of the fact that it is consumed at the place of production, which is a characteristic of tourism sector, touristic products and services are consumed in touristic destinations. In this world, where one out of seven people travel, countries which cannot promote their destinations well lose power against their competitors. On the other hand, well-promoted touristic destinations gain more advantages compared to them (Kocaman 2012:10).

In general terms, the concept of destination can be defined as combination of products and services offered in a certain region (Doğan, 2013:2). On the other hand, Ateşoğlu (2003:2) defines a touristic destination as a place that hosts different geo-economic resources that can be considered appealing to tourists.

Kotler (1984:648) divides touristic destinations as micro and macro. Accordingly, places that have touristic appeal physically are micro touristic destinations while the ones composed of more than one destination are macro touristic destinations.

When examined in this scope, Antalya can be referred to as a micro touristic destination while Turkey as a macro touristic one.

According to Smith (1995), a region has to bear some minimum properties as mentioned below in order to be deemed as a touristic destination (Smith, 1995):

- · The region should have unique cultural, physical and social characteristics.
- · It should have the tourism infrastructure and social services required to satisfy necessities of tourists visiting the region in order to increase the touristic demand.
- · It should have unique natural beauties and attractions that will make tourists desire to visit the region.
- · The region should have touristic establishments that will enable improvement of tourism and promotion elements that will boost recognition of the destination.

Seaton and Bennet (1996) analysed the properties that should be borne by touristic destinations in four categories: physical attractions, socio-cultural attractions, infrastructure and hosting capacity.

Physical Attractions: All natural or artificial attractions that belong to the destination.

Socio-Cultural Attractions: All cultural, historical etc. properties of the destination.

Infrastructure: All properties such as transportation, number of facilities etc. in order for touristic activities to take place.

Hosting capacity: refers to such properties as bed capacity, quantity of tourists and sustainable management of the destination.

İlban (2007:6-7) classified the properties that should be borne by a touristic destination as follows:

Attractions: Public structure, natural, architectural, cultural heritage, special events

Transportability: transportation system, terminals, vehicles

Facilities: Accommodation, food-drinks, travel agents and other services

Planned Tours: Presence of tours organized by travel agents beforehand

Activities: All activities in the destination that a tourist cam benefit from during his/her visit

Supplementary Services: The services that a tourist can benefit from such as banking, communication tools and health.

Tourists select the destinations by taking into account various necessities and intentions such as business, holiday, friend visit, entertainment and sightseeing. A touristic facility, a village, country, a group of countries or even a continent can be deemed as a touristic destination (Öter and Özdoğan, 2005:129).

Acting on all the above-mentioned, tourism destination can be defined as relaxation places that motivate people to travel and that encourage them to another geographical region than their own thanks to a series of attractions they host (Pike, 2004:11).

2.1. Destination Types

Page (1995) states that destination types can vary but their fundamental typology can be listed as follows (Güçer, 2010:18):

- Capitals (London, New York, Paris) and cultural capitals (Rome).
- Metropolitans and walled historical places (York, Candenburg).
- Big historical cities (Oxford, Cambridge, Vienna).
- Inland cities (Manchester).
- Revitalized coastal areas (London Docklands, Sydney's Darlington Harbour).
- Industrial cities (Bradfort).
- Coastal regions and regions concerning winter sports (Lillehammer).
- Specially-established regions.
- Touristic entertainment centres (Disneyland, Las Vegas).

According to another definition, touristic destinations are divided into six groups as ethnical, cultural, historical, environmental, entertainment destinations and business destinations (Rızaoğlu, 2004:130):

2.1.1. Ethnic Tourism and Ethnic Touristic Destinations

Travelling for the purpose of observing the life styles and cultural activities of communities with unique properties is covered by this group. Especially houses are visited and dances and religious rituals are watched in ethnical touristic destinations.

2.1.2. Cultural Tourism and Cultural Tourism Destinations

Travelling for the purpose of watching almost-extinct life styles and joining these cultural events again are referred to as cultural tourism and the destinations visited for this purpose are called cultural tourism destination. In this kind of tourism, people usually want to eat in rural regions or villages, join clothing festivals and folklore and see old handicrafts of the region.

2.1.3. Historical Tourism and Historical Tourism Destinations

Travelling for the purpose of seeing the touristic places that bear importance in historical terms and joining visual and light shows that animate important events of the past are referred to as historical tourism while destinations visited for this purpose are called historical tourism destination. Especially organizational mass journeys are taken in historical tourism and attractions can be organized in easily-reachable places or centres of metropolitans.

2.1.4. Environmental Tourism and Environmental Tourism Destinations

Travelling for the purpose of returning to nature, reinforcing the bond between people and nature and gain awareness about the environment is called environmental tourism while the destination visited for this purpose is called environmental tourism destination. Unlike other kinds, people may consent to cover longer miles in this type of tourism. In environmental tourism, the destination visited generally bears a geographical property.

2.1.5. Entertainment Tourism and Entertainment Tourism Destinations

It is the most commonly-preferred tourism type due to monotony of life, urbanization and heavy working conditions. Travelling for the purpose of enhancing their social relationships in a relaxing environment, joining various sports activities and being in a nice and resting atmosphere is called entertainment tourism while destinations visited for this purpose are called entertainment tourism destinations. The main objective of entertainment tourism is to relax people.

2.1.6. Business Tourism and Business Tourism Destinations

Tourism performed for business or meeting purposes is called business tourism while destination visited for this purpose is called business tourism destination. Congress, Symposium, seminars, conferences and courses are the main types of meetings. Business travels can be performed in the form of one or multiple tourism types. More than one touristic activity can be joined by taking entertainment and cultural trips in destinations that incorporate multiple touristic attractions apart from the business travel.

2.2. Destination Resources

Destination resources can be described as all touristic attractions in a touristic destination as well as infrastructure and superstructure and bed capacity. According to Page and Hall (2003:149), a destination rich in resources can increase tourist demand to the extent that it can use them effectively. Destinations with rich resources which are weal in terms of marketing and promotion encounter difficulties at the point of competition. When Kotler's (1984:648) macro tourism destination is considered, tourism revenues of a country can rise remarkably if all touristic destinations of a country are offered to tourists.

Resources owned by the destination have an impact on the type of tourists to visit it and the level of revenue they will provide (Pender ve Sharpley, 2005:193). For this reason, the destination resources owned should be used logically and sensitivity should be exhibited with regard to sustainability of resources (Doğan, 2013:7).

2.3. Destination Image

This section intends to explain the concept of image first of all. Apart from this, it demonstrates the considerations about destination image in literature.

2.3.1. The Concept of Image

In the study they conducted, Steenkamp and Wedel (1991) used image and attitude in the same meaning. However, such researchers as Kotler (1993) and Brokaw (1990) argue that the concept of image emerges before creation of attitude. According to Kotler and others (1993), image does not constitute attitude by itself. Apart from image that plays an important role in creating of attitude, consumer preferences, demands, planning and expectations about a product or a service compose attitude all together.

It can be asserted that the difference between attitude and knowledge is the fact that attitude shows more resistance to change. As attitudes are more resistant to changes occurring in a product or service, it becomes difficult for attitude to change. For this reason, attitude can be referred to as knowledge and beliefs, either negative or positive, as a whole (Freedman and others, 2003).

There are some processes that make a person act in a certain way. These processes start with existence of information about the object. They then continue with an image forming in the individual's mind and a resulting attitude. They finally conclude as a behaviour that corresponds to the attitude of the individual (Yaraşlı, 2007: 4).

The concept of image helps determine status of a product, service or region in a market (Hacıoğlu, 2005: 48). The brand of the establishment or product is constantly in touch with the consumer. If this intense information flow between the brand and the customer cannot be managed through properly-structured marketing communication channels, a negative attitude will be created on the side of the consumer about the establishment or the brand at the end of this communication leading eventually to a negative image. The reason is that image is formed through the irregular knowledge of the consumer (Yavuz, 2007: 48).

The concept of image contains the following properties (Kastenholz, 2002:121-122):

- It is created in cases people encounter in a concrete or abstract sense.

- It is a complicated concept.

- It contains stereotypes charts and attitudes.

- It contains subjective emotions rather than the objective ones.

- It contains imaginary elements.

- It is distinguished as a whole.

- It evolves from creation to stereotypes obsession.

- It is original, stable and durable but influenceable.

- It has a symbolic meaning.

- It has a planning function (motivations and expectations).

- It evaluates and simplifies (reduces the properties and renders typpical).

- It has conceptual, emotional, behavioural, social and personal evaluation components.

- It represents spiritual reality.

- It is generally not conscious.

- It supports psychological struggle with the nature by contributing to satisfaction of orientation, individualization and satisfaction requirements.

- It is shared by many people and conducts social functions (group identity and differentiation, social defence).

There are many definitions of image in literature. The oldest attainable one among these was formed by Martineau in 1958. According to this definition, it is a concept that is based on functional dimension in related to service and on psychological dimension in relation to relaxation and friendship feelings (Kupke, 2004: 304).

While the word "image" is used to mean different things among people and societies, it is directly derived from the French word "image" into Turkish language and is used in synonym with "imge" (Tikveş, 2003: 35).

Turkish Language Society defines image as "the thing, dream, impression or general appearance conceived in mind and is desired to take place" (Turkish Language Society, 2008). According to definition by the Ministry of Tourism, it is "the way in which a person, institution or a country is perceived formally and cognitively from outside, the opinion of a society" (Ministry of Tourism, 1999:107).

Image can generally be defined as a concept that refers to the connotations about

the product, how it is known and remembered by consumers. According to Kotler (2000:553), image is defined as a belief, idea or attitudes of consumers about an object. Another definition expresses it as an cognitive connotation or representation of consumers about a case that is beyond their physical perceptions (Öter and Özdoğan, 2005:129).

When viewed from the perspective of tourism destination, it is possible to define the concept of image as such phenomenon as forms, slogans, pictures and writing that can hold the attractive aspects of a country, region or a society in the memory of targeted tourists for a long time and that can revive a certain object, substance or service in mind in each time of recollection. In other words, image is the picture that attracts visitors to the country concerned and that enable them to make larger amount of expenses at the same time (İlban, 2007:94). In this context, destination image can be described as an important concept in terms of increasing the demand for a country.

2.3.2. Destination Image and Tourism

Destination image was investigated by different authors as a part of image concept and many definitions were made for destination image. One of the oldest studies about destination image was conducted by Hunt. According to Hunt (1975:6), destination image refers to all the judgements and attitudes of people about regions and countries that are outside of their usual place of residence. Similarly, Alhemoud and Armstrong (1996:3)' defined destination image as all impressions of people about a destination. Seaton and Bennet (1996:23) made a more detailed definition compared to other research describing it as the entire stereotyped judgements of touristic consumers about geo-economic assets, security and life styles of a country or region Destination image is the image perceived by potential tourist market about the destination (Öter and Özdoğan, 2005:129).

The image concept has been defined in many different manners by several researchers. While one researchers thinks that image is the way a consumer perceives a person, establishment or a country (Aksoy, 2011:479), another one defines it as all of the activities carried out so that the product produced or a certain region is consumed and visited more (Pekyaman, 2008:28).

The concept of image can be classified as brand image, product image, destination image, institution image or region image (Pekyaman, 2008:29):

Brand image: combination of usually controllable perceptions such as that brand's strengths and weaknesses, positive and negative aspects of that brand,

Product image: attitudes and thoughts of consumers about a certain group of products,

Institution image: All stores reflect a personality or image on their customers. A store image consists of various elements such as product properties (diversity, quality etc.), physical properties (cleanness, tools-devices, technology etc.), and personnel properties (knowledge and behaviours of personnel).

Destination image: All of the individual perceptions and impressions about a destination.

Region image: All the impressions, feelings, thoughts, beliefs and connotations of a person about the country.

2.3.2.1. Formation Process of Destination Image

Destination image is a multi-dimensional concept that consists of subjective judgements. Studies on destination image have examined it under three categories as organic, stimulated (created) and mixed image (İlban, 2007:97):

Organic image is formed as a result of news and rumours heard and articles read about a destination (Julie, 2002:401). For example, if a person living in Turkey has a positive or negative image in his/her mind about a country after hearing a piece of news on TV about that country, this is an organic image.

On the other hand, stimulated (created) image is all of the impressions created in a potential consumer's mind after a marketing activity. Promotional activities carried out by travel agencies or tour operators about a destination or judgements created in consumers' minds as a result of countries joining fairs abroad are deemed as stimulated or created image (MacKay and Fesenmaier 1997). For example, it is the image stimulated (created) in consumers' minds promotional activities are carried out by a travel agency in a fair organized overseas.

On the other hand, mixed image is the image that is formed as a result of direct experience of a consumer unlike organic and stimulated ones. The image that is formed in minds of tourists travelling to another region that their place of permanent residence for holiday purpose as a result of them purchasing the touristic products and services in the region explains the mixed image (Julie, 2002:403). For example, when a tourist

living in one of the European countries comes to Turkey, purchases some touristic products or services, the image formed in his/her mind is mixed image.

Formation process of destination image is demonstrated in Figure 1. According to this, if a consumer who obtains information about a destination via printed or visual media develops a desire to travel to that destination, he/she will obtain information about the destination from different channels. When the potential tourist obtains information from promotions performed by countries, activities of travel agencies or people who have visited the destination before, the organic image will turn into stimulated image. The tourist who has visited the destination and purchased some touristic products and services will have a final image upon his/her return as a result of his/her experiences. If a positive image forms in his/her mind about the destination after the mixed image, which is the final one, a desire to visit again will emerge while in the contrary situation, he/she will investigate alternative destinations.

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┌──────────────────┐
│  Organic image   │──────────────────────────┐
└──────────────────┘                          │
          │                                    ▼
          ▼                          ┌──────────────────────┐
┌──────────────────┐                 │ Considering alternative│◄──────┐
│ The will to travel│                │     destinations      │       │
└──────────────────┘                 └──────────────────────┘       │
          │                                                           │
          ▼                                                           │
┌──────────────────┐                                                  │
│ Obtaining information│                                              │
│ about the destination│                                             │
└──────────────────┘                                                  │
          │                                                           │
          ▼                                                           │
┌──────────────────┐              ┌──────────────────────┐           │
│ Stimulated (created)│──────────►│ Selecting the destination│        │
│      image         │            └──────────────────────┘           │
└──────────────────┘                        │                        │
                                             ▼                        │
                                   ┌──────────────────┐               │
                                   │   Mixed image    │───────────────┘
                                   └──────────────────┘
                                             │
                                             ▼
                                   ┌──────────────────┐
                                   │ The desire to visit again│
                                   └──────────────────┘
```
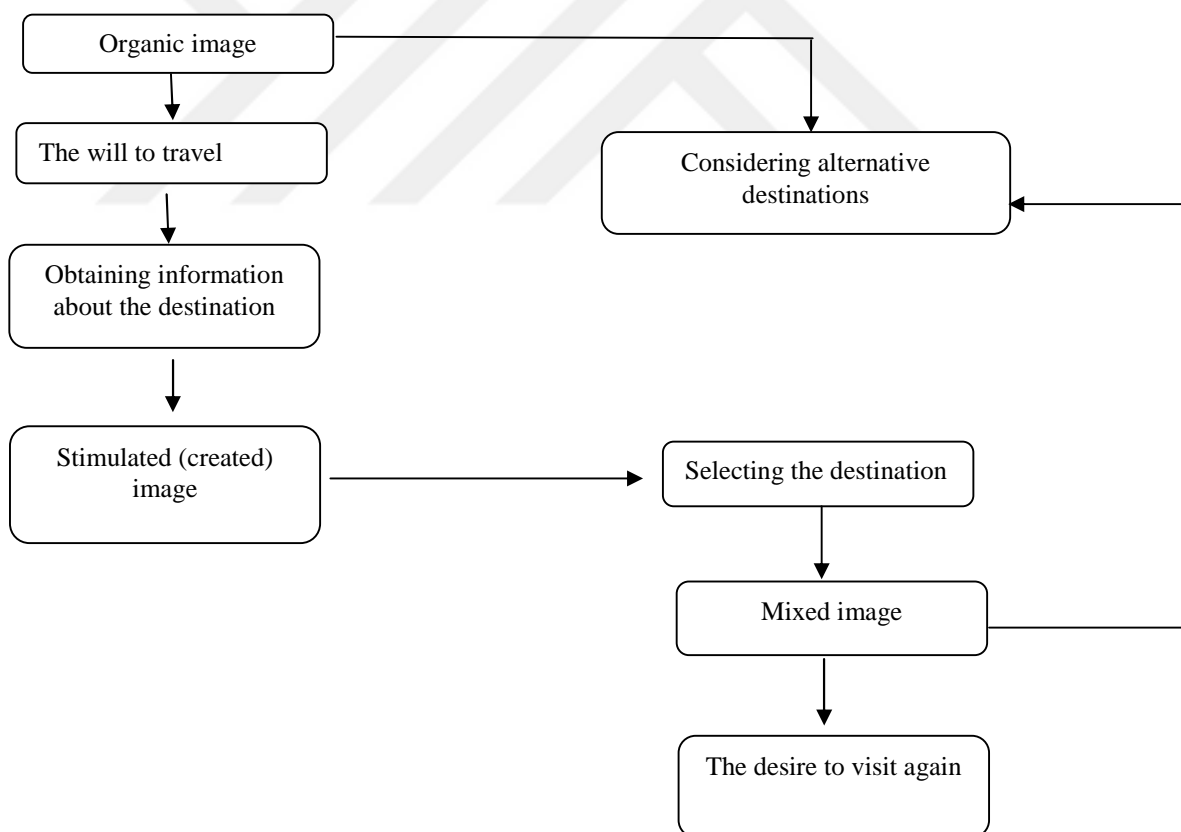
Figure 1. *Tourist's Formation Process of Image about the Destination*

Resource: Mill, R. C. and Morrison, A. M. (2002) *The Tourism System, Kendall/Hunt Publishing Company*, U.S.A: Lowa.

The distance between the consumer and the destination can have an effect on formation of positive image about the destination and the decision process of the consumer. Since perceptive psychological distance increases as the physical one rises, images about remote destinations may not be realistic images due to scarcity of information obtained but they can consist of "stereotyped" perceptions and images (Özoğul, 2011:20).

2.3.2.2. Importance of Destination Image

Studies conducted in literature demonstrate that destination image is effective in destination preference of tourists (Tapachai and Waryszak, 2000; Bornhorst and others, 2010). According to Bornhorst and others (2010), positive image of a destination has an important role in tourists' decision on travel. According to Crompton (1991:10), countries which aim to be leaders in tourism sector can exist in the sector to the extent that they can improve their images.

Fundamental assumption of destination image studies is based on the fact that destination image plays an important role in people's decision on travel and it affects them. Understanding mentalities of tourists in touristic promotions will help target the market and improve the country's image. It will even improve its destination image revitalizing tourism moves of the country concerned (Tarakçıoğlu and Aydın, 2003:5).

2.3.2.3. Models on Destination Image

This section of the thesis examines Echtner and Ritchie model, Gunn model, Chon model, Gartner model, Fakaye and Crompton model, Baloğlu and McClearly model and finally Beerli and Martin model as models related to destination image.

2.3.2.3.1. Echtner and Ritchie Model

In the study they conducted (1991) for the purpose of measuring destination image, Echtner and Ritchie reached some conclusions about destination image. According to the study carried out (Yaraşlı, 2007: 13):

- Destination image consists of two main elements: qualitative and wholistic
- Each of the qualitative and wholistic elements bears some properties in functional and psychological terms.
- Image of the destination has a wide range from general functional and psychological properties to more distinguishing or even rare properties, events, emotions and atmospheres.

Echtner and Ritchie explained destination image by drawing shapes on functional/psychological, common/rare and wholistic/qualitative axes (Yaraşlı, 2007:13).

Common | Functional properties

Qualitative | Wholistic

Psychological properties | Rare

Figure 2. *Destination Image Elements relating to Echtner and Ritchie Model*
Source: Echtner, C. M. and Ritchie J.R. B. (1993). The measurement of destination image: An empirical assessment. Journal of Travel Research, 31: 3-13.

Destination image elements relating to Echtner and Ritchie Model are shown in Figure 2. According to this, while Echtner and Ritchie (1993) destination image can be explained by such functional properties as richness of the geo-economic assets it possesses, in other words by more concrete concepts, it can also be measured by more concrete concepts such as spiritual attractiveness of the destination and motivation for

destination and it is positioned in a vertical axis between these concrete and abstract elements.

```
                    ┌──────────────────────┐
                    │ functional properties │
                    └──────────────────────┘
                               ▲
                               │
   ┌─────────────┐             │             ┌─────────────┐
   │  1ˢᵗ area   │             │             │  3ʳᵈ area   │
   └─────────────┘             │             └─────────────┘

┌──────────┐                   │                   ┌──────────┐
│  Common  │◄──────────────────┼──────────────────►│  Unique  │
└──────────┘                   │                   └──────────┘

   ┌─────────────┐             │             ┌─────────────┐
   │  2ⁿᵈ area   │             │             │  4ᵗʰ area   │
   └─────────────┘             ▼             └─────────────┘
                    ┌──────────────────────────┐
                    │ psychological properties  │
                    └──────────────────────────┘
```
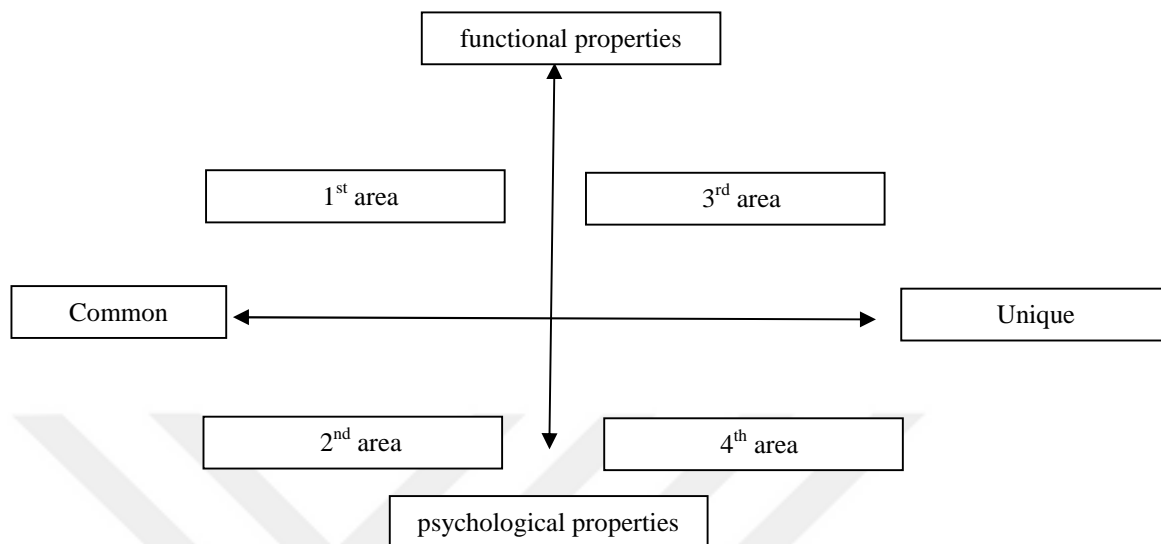
Figure 3. *Destination Image Elements for Common-Unique, Functional-Psychological Elements Relating to Echtner and Ritchie Model*
Source: Echtner, C. M. and Ritchie J.R. B. (1993). The measurement of destination image: An empirical assessment. Journal of Travel Research, 31: 3-13.

Destination Image Elements for Common-Unique, Functional-Psychological Elements relating to Echtner and Ritchie Model are contained in Figure 3. According to this, the concrete properties that constitute the first area and common properties that can be observed in every destination can affect destination's image in a positive or negative manner. High bed capacity and reasonability of prices can be given as examples to this area. The second area contains common properties that every destination can have. For example, while safety of the destination and attitude of local people towards tourists affect destination image positively, a negative destination image appears in a contrary situation. In the third area, existence of concrete but distinguishing properties has an impact on destination image. For example, the fairy chimneys in Cappadocia region in Turkey create a value that does not exist in all other destinations. This fact is effective in preference and image creation of tourists. The forth area refers to one which incorporates unique and abstract properties of the destination. The lifestyle of local people in a destination may have an effect on that destination's image. One of the most striking examples to this is citta slow (slow city).
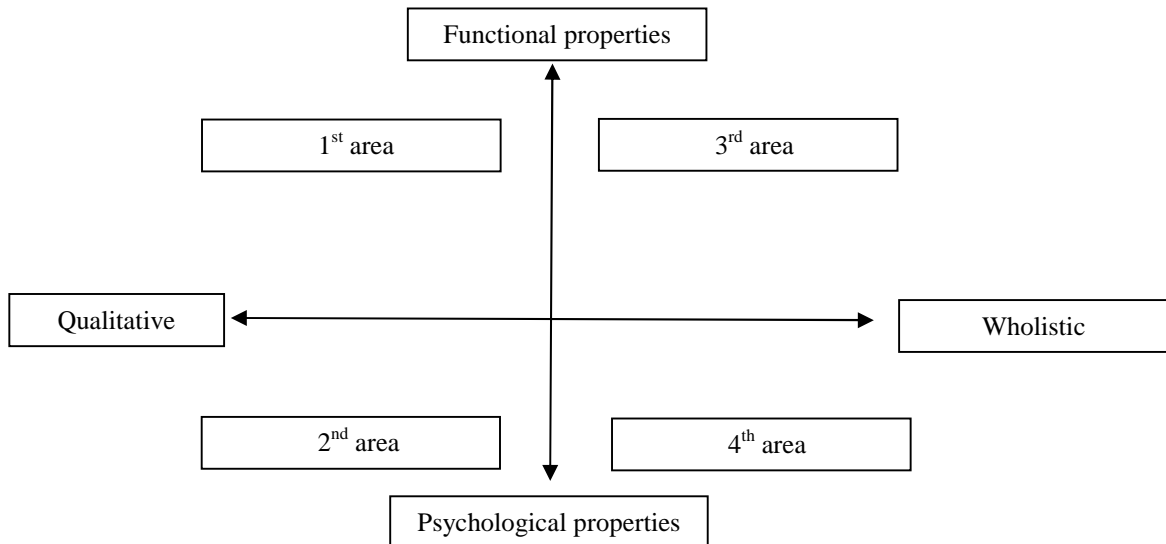
Figure 4. *Destination Image Elements for Qualitative-Wholistic, Functional-Psychological Elements relating to Echtner and Ritchie Model*
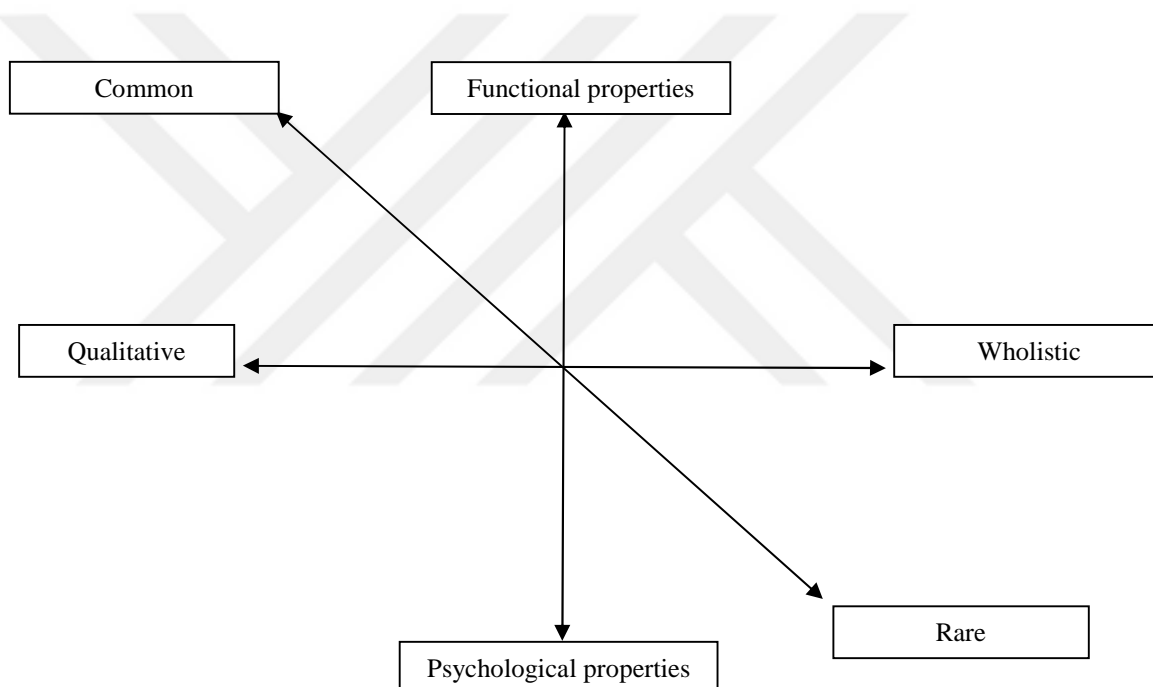
Source: Echtner, C. M. and Ritchie J.R. B. (1993). The measurement of destination image: An empirical assessment. Journal of Travel Research, 31: 3-13.

Destination Image Elements for Qualitative-Wholistic, Functional-Psychological Elements relating to Echtner and Ritchie Model is shown in Figure 4. When Figure 4 is examined, it is seen that common and unique expressions unlike Figure 3 changes in qualitative and wholistic terms. All functional and psychological properties such as bed capacity, prices or safety, which are contained in the first and second area, are considered as qualities of that destination and have an effect on selection decision and image formation. In other words, all functional and psychological elements that impact destination image positively or negatively are considered one by one. Fairy chimneys, which are covered in the third and forth area, are included in the wholistic structure as all elements such as attitude of local people towards tourists are considered as a whole.

2.3.2.3.2. Gunn Model

Unlike Echtner and Ritchie model, Gunn model examined creation of destination image in temporal terms (Yaraşlı, 2007:16). Gunn explains destination image at three separate stages as organic image, stimulated image and mixed image. While organic image refers to the image forming in one's mind as a result of things heard or seen about the destination in printed and visual media, stimulated image is the image that is formed after obtaining specific information about the destination. Mixed image is the final

image that is created as a result of travelling to the destination concerned (Güçer, 2010:28).

Figure 5 shows the Destination Image Model developed by Gunn (Güçer, 2010: 28).

```
┌─────────────────────────┐
│      Organic image      │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│     Stimulated image    │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│     Decision to travel   │
└─────────────────────────┘
            │
            ▼
┌──────────────────────────────┐
│  Travelling to the destination│
└──────────────────────────────┘
            │
            ▼
┌──────────────────────────────┐
│     Experience about the      │
│         destination           │
└──────────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│        Return trip       │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│       Mixed image        │
└─────────────────────────┘
```
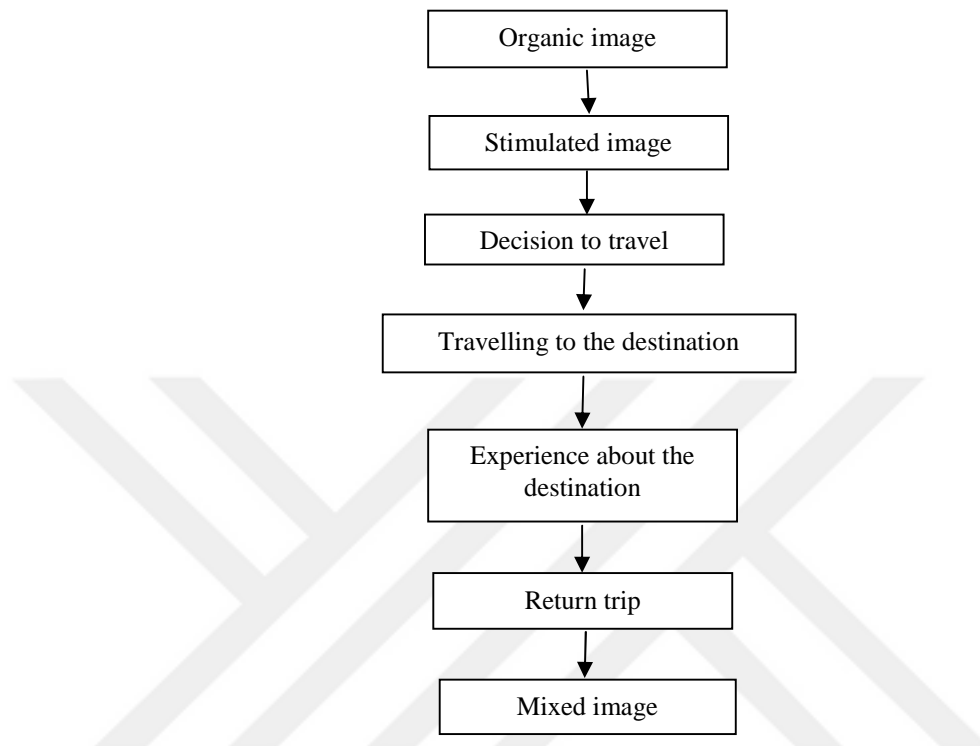
Figure 5. *Destination Image Elements relating to Gunn Model*
Source: Gunn (1988). Güçer E. (2010) quoting from Tourism Planning**,** San Francisco: Taylor and Francis. Impact of image in preference of destination, doctoral dissertation, Gazi University, Institute of Education Sciences, Ankara.

2.3.2.3.3. Chon Model

In the study he executed, Chon suggests a theory about cognitive consumer move, which is also known as selective availability, and creates travel purchase behaviour with an integrated destination image model. Main point of the model is that travel purchase behaviour can be explained as the window to change imagination together with the experiences gained in travel. A positive image and positive travel experience will result in positive conflict in terms of more positive evaluation of the destination. The next positive travel experience can show that attraction of the destination could not been defined at a sufficient level. The most negative evaluation can emerge as a result of a positive destination image and negative travel experience.

This demonstrates that destination is overrated but that expectations of tourists could not be met completely. This situation highlights the important role of tourism industry in achieving the balance between image and experience (Olimpia, 2008: 556).

In his study, Chon (1990) developed a model for formation of image in people's travel behaviours and analysed it in five stages (Yaraşlı, 2007:18):

- Fantasizing
- Travelling to the destination
- Destination experience and purchasing touristic products and services
- Return trip
- Memories about the destination

According to Chon (1990), image is formed as a result of the difference between the final image following destination visit and experience and image between visiting the destination.

2.3.2.3.4. Gartner Model

In his study on destination image, Gartner (1993) found out that an image about the destination is formed in the individual's mind as a result of many different information and sources directing him/her positive and negatively. Gartner (1993) classified the information sources which plays an important role in formation of destination image and revealed that eight different information sources have an effect on formation of destination image: open stimulants I, open stimulants II, hidden stimulants I, hidden stimulants II, autonomous, unplanned organic, planned organic and organic (Oran, 2014:11).

The above-mentioned information sources (1993) can be explained as follows (Güçer, 2010:29):

Open Stimulants I: Gartner (1993) explained that destination image is formed through traditional commercial types, printed and visual media in this group. This group can be described as organic image when compared with Gunn model.

Open Stimulants II: Destination image is formed as a result of information obtained by people either directly from travel agencies or tourism fairs where countries

promote themselves. This group can be considered in stimulated image group when compared with the Gunn model.

Hidden Stimulants I: Image formed based on speeches of celebrities, artists or political leaders about the destination can be examined in this group.

Hidden Stimulants II: Refers to the image that forms as a result of articles and novels wrote by famous authors and commercials about the destination. For example, in Egypt, politicians had famous authors write articles and novels that will form a positive image about the country. This can be described as hidden stimulants II in Gartner model.

Autonomous: According to Gartner, this is the image formed in an individual's mind as a result of the movies prepared or investigations made irrelevantly to promotion of the destination.

Unplanned Organic: Forms as a result of personal communication. However, information demand and request are low and its validity varies depending on the source.

Planned Organic: In this group, individuals have information about the destination by gathering information actively. The image formed as a result of research done from different information sources can be considered in this group.

Organic: The image that is formed directly as a result of people's travel to the destination. It can be explained as the group that corresponds to the mixed image in Gunn model.

2.3.2.3.5. Fakaye and Crompton Model

Fakaye and Crompton (1991) described formation process of destination image as an interconnected process that evolves from organic image to mixed image. Image can be defined as all positive or negative impressions created in people's minds about the potential demand for destination (Yaraşlı, 2007:21).
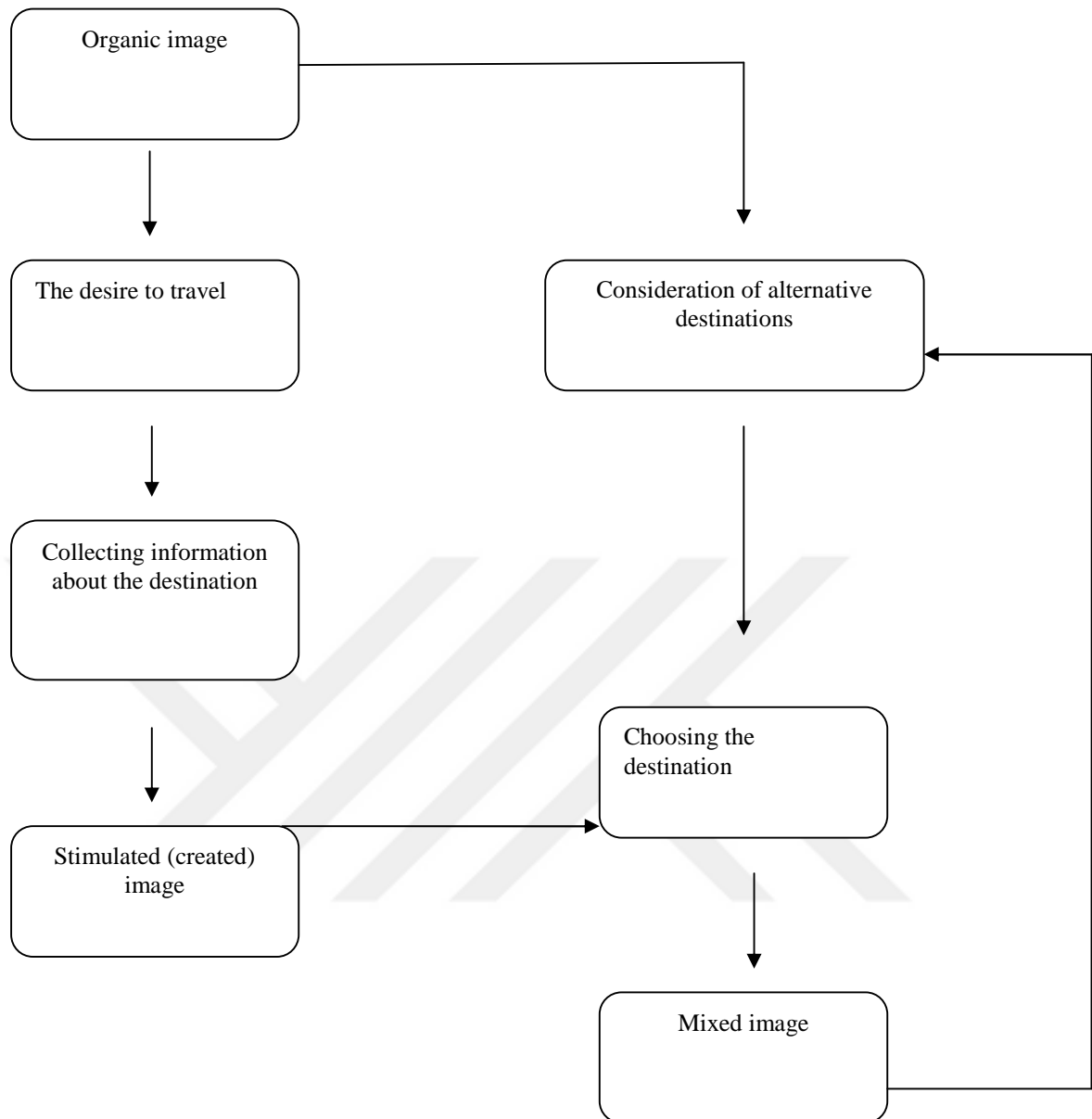
Figure 6. *Fakaye and Crompton Destination Image Formation Model*

Source: Fakaye and Crompton (1991). *Image Differences between Prospective, First-time and Repeat Visitors to the Lower Rio Grande Valley,* Journal of Travel Research, vol.30, no. 2, pp. 10-16.

Fakaye and Crompton Destination Image Formation Model is contained in Figure 6. The organic image in this model appears as the stimulated image as a result of information gathered from certain commercial sources about destination selection and then real image which is called as the mixed image is created as a result of the visit paid to the destination and consideration of alternatives (Güçer, 2010:32).

2.3.2.3.6. Baloğlu and McCleary Model

Some other researchers that worked on destination image are Baloğlu and McCleary. Baloğlu and McCleary (1999) defined image as all of the information, beliefs and impressions about a location or an object. Baloğlu and McCleary's (1999) study differs from other destination image studies in that they focus on formation of pre-travel image formation. Meanwhile, it bears similarity with the organic image in Gunn model. Here, the important point is that the destination image perceived by the tourist is affected by the visit paid to the destination (Baloğlu and McCleary, 1999:870).

Personal Factors	Destination Image	Stimulating FActors
Psychological · Values · Motivation · Personality *Social* · Age · Education · Marital status · Others	· Perceptual/cognitive · Emotional · General	*Information Sources* · Quantity · Type *Previous Experiments*
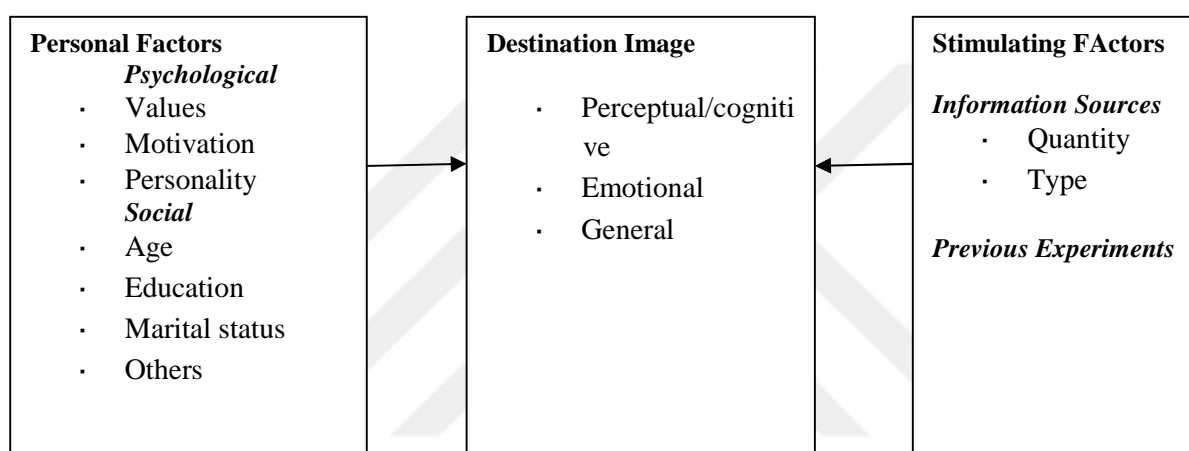
Figure 7. *Factors that Affect Destination Image*
Source: Baloğlu, S., and McCleary, K. W. (1999). A model of destination image formation. Annals of tourism research, 26(4), 868-897.

The factors that affect destination image are shown in Figure 7. Accordingly, when Figure 7 is examined, it is seen that personal factors and stimulating factors play a significant role in formation of destination image. Motivations of people for joining tourism activities and such demographical variables as age, sex, marital status have an impact on formation of the destination image. Moreover, information sources about the destination and related previous experiences influence formation of destination image.

2.3.2.3.7. Beerli and Martin Model

Beerli and Martin (2004) worked on destination image and focused on the image in people's minds following destination visit (Çerçi, 2013:70). While Baloğlu and

McCleary (1999) described pre-travel destination image formation in people, Beerli and Martin (2004) worked on post-destination visit image formation. As a result of the study conducted within this scope, it was found that travel motivation, travel experience and demographic variables have an impact on destination image (Beerli and Martin, 2004:678). Destination Image Formation Model related to Beerli and Martin Model is shown in Figure 8.
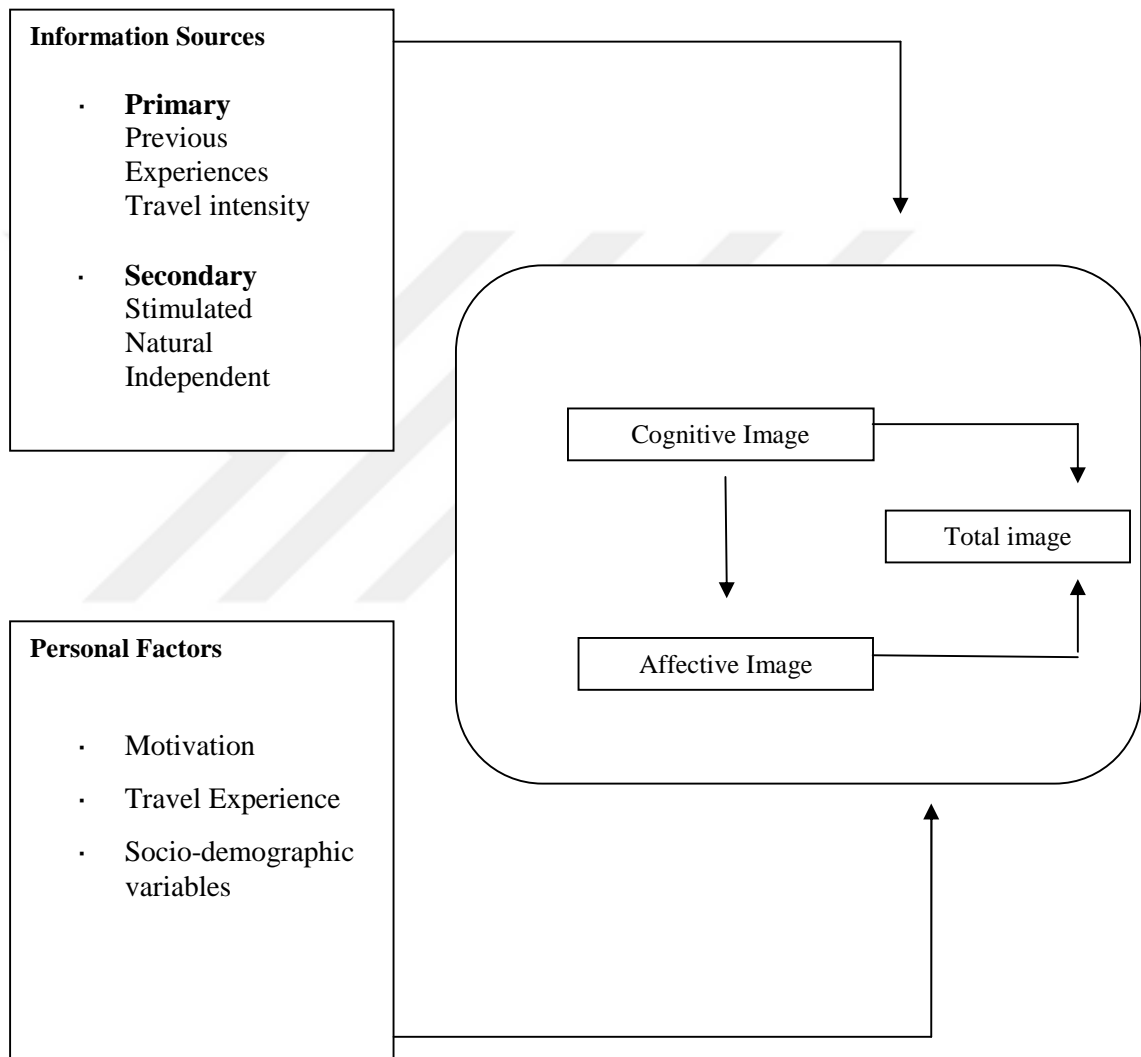
Figure 8. *Destination Image Formation relating to Beerli and Martin Model*
Source: Beerli, A. and Martin, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research, 31(3)*, s. 657-681.

2.4. The Relationship between Destination Image and Tourist Behaviour

Studies conducted with regard to consumer behaviours attracted attention of researchers especially starting from the second half of 20th century and various researchers formed models for consumer behaviours within this scope. Similarly, studies were conducted to explain decisions of tourists to travel, which touristic products and services they will buy and other behaviours of tourists. Common point of the studies, which are analysed in different aspects, is the fact that purchasing processes and tourist behaviours do not consist of one step but many steps (Güçer, 2010:43).

When considered in general terms, properties of purchasing behaviour process can be gathered under four titles (Rızaoğlu, 2004:147):

1. The process of deciding on vacation is not a physical decision of investment: The process of deciding on vacation is the decision to purchase a series of experiences and information in advance. The expenses made for vacation are not incurred for touristic products and services. In other words, they are not made for reproduction of the capital but they are made directly for such products as entertainment, relaxation, information, experience, culture and pleasure, which do not have physical properties and cannot be produced again. Benefits gained from these are impossible to measure.

2. Expense is a very valuable element for a tourist: As the decision to purchase vacation requires more monetary, effort and temporal plans in comparison with other consumption expenses and as people make expenses for the experiences and benefits to be gained, the significance and value of the expenses made for these plans are high.

3. The process of deciding on vacation generally does not involve self-purchase: Decisions on going on a vacation are decisions about intense problem solution. Therefore, it takes a long time to make a decision. People normally make careful and diligent plans for their vacation expenses. Small purchases such as souvenirs can be self-purchases because they necessitate relatively very little cost or effort. As selecting the touristic attraction spots, transportation means and travel type requires financial power to a significant extent in vacation decisions, no self-purchase decision is taken.

4. The decision of taking vacation is a decision where people make a choice to visit places that provide touristic activities: Distance is an important factor for people to join tourism. It can be meaningful and interesting to cover miles and long distances to see, try and experience a new and foreign thing. The reason is that products do not require covering long distances and spending money, time and effort as they are served right to

people. On the other hand, travel cost and the endurance power for the journey emerge as an economic cost.

In this section of the thesis, destination types and tourism destination concepts are examined. Apart from this, destination image concept was handled through association with tourism destinations within the scope of current literature.

PART 3

EXPERIENCE AND MEMORABLE TOURISM EXPERIENCE

This part of thesis mainly deals with customer experience and the concept of experience economy formed in connection with it. Following this, tourism experience and memorable tourism experience dimensions and elements are described by investigating the current literature.

3. EXPERIENCE ECONOMY AND CUSTOMER EXPERIENCE

It is observed that, today, marketing strategies are shifting from selling commodities and service to forming customer experience. Two of the most significant authors of "Experience Economy" concept, Pine and Gilmore (1998) indicate that experience refers to an output style which exists but which has not been uttered before and that seeing experience as a different economic presentation is the key to growth and profitability that can occur in the future. Customer experience has now become a primary element and the business world is associated with a theatre stage where consumers also take part in. In accordance with this, establishments should, as actors, stage unforgettable/memorable experiences in the business world in order to be able to attract their customers' attention.

Consumers have been viewed from different perspectives by establishments throughout history. Approaching their customers with a production-centred view after the industrial revolution, establishments thought that consumers can purchase anything producible. Later, upon the developments and alterations in the production techniques, establishments gained the capability of producing more products than demands, which caused companies to move towards sale-oriented promotional activities. In this period, it is assumed that consumers can purchase a product if it is advertised to a sufficient extent. As a result of this, establishments embraced a customer-oriented approach in the following periods when marketing mentality predominated and they had the opinion that products can be purchased as long as they provide benefit for the consumer. According to traditional consumer behaviours mentality that is formed simultaneously with marketing approach, consumers take purchasing decisions rationally as a result of an "information processing" process which they consider depending on properties of

and benefits provided by the products (Bahçecioğlu, 2014: 46).

In contrast to the mentality that considers purchase decisions of consumers as a simple "information processing" process, some researchers also took into account the experimental dimensions of consumption which includes enjoyable leisure activities, sensory pleasures, dreams, aesthetic taste and emotional responses. This experimental perspective that is created in marketing considers consumption as a subjective state of consciousness that is determined based on symbolic meanings, hedonic responses and aesthetic criteria. In reality, consumers purchase meanings of products, not the products themselves. These experimental properties of consumption are recognized more and more every day and the experimental perspective is getting stronger when compared to the theory of "information processing" (Holbrook and Hirschman, 1982).

3.1. Experience Economy

The alterations experienced in production methods of communities depending on the technological advancements that were effective in development, evolution and transformation processes had a multi-dimensional impact on human life. In general terms, division can be made as the agricultural era, industrial era and information era. Each of these eras brought about transformation in many fields of life such as ideology, production-consumption, work life and life style within the social life with their own production styles. Among these eras, some alterations were observed in the quality of economic presentation in the last phase, which humanity has reached and for which various references are made in literature. In the chronological order, goods, commodities, and finally experiences have become presentations/outputs within the economic system. Although there are many variables that prepare experience economy, we can mention such post-modern effects as the obligation of economy to ensure its own continuity, rate of change, technological advancements, the phenomenon of speed brought by technology in people's lives, individuals starting to develop rapid consumption patterns, the reactions against standardization, which left their marks on industrial revolution, privatization of the individual, individuals becoming free, placing importance on differences, the fact that individuals who want to reflect their differences desire to express this through consumption objects, placing importance on feelings, symbols gaining importance in economy (Alemdar, 2010: 6).

Experience is the feeling of having undergone something that bears a meaning,

has been done or is being done in the continuously-interactive process. In other words, experiences are not static and fixed like products. Experiences occur in the interaction process between individuals and other people, whether physical or not. This situation renders experiences untouchable and abstract like services. The properties of experience from an individual point of view are as follows (Boswijk ve diğerleri, 2005):

- Ø The individual concentrates and focuses intensely on the senses experienced.
- Ø Sense of the individual changes in time.
- Ø It is felt emotionally.
- Ø The process is unique for the individual and it has a real internal value.
- Ø Someone does something while the other is exposed to this. An interaction is in question.
- Ø A feeling of joke and play exists.
- Ø The individual has a feeling that he/she can control the situation.
- Ø There is a balance between the effort to be exerted, the struggle and capacity of the individual.
- Ø There is a clear target in experience.

Although experiences exist all the time, they are always considered as service by economists and establishments. When a person receives a service, he/she purchased a series of activities that he/she desires to be carried out. On the other hand, when a person purchases an experience, he/she pays money to spend enjoyable time with a series of memorable events that will attract his/her attention, that will be staged in a customized manner (Pine and Gilmore, 1999: 5).

Experience economy and buyer-seller relations and identities have also evolved. While exchange occurs between merchant-market in commodities, between manufacturer-user in products, and supplier-customer in services, the seller is considered to be the actor and the buyer a guest in experiences (Tsaur and others, 2007: 48). Experience economy starts with staging of a product or service like a theatrical or visual arts work by an establishment and product and service assume different roles. While service is used to be staged, product has the nature of stage decorations that help the establishment. As a consequence, unique experiences that will always remain in customers' memories are created (Günay, 2008: 5-6).

The term "experience economy" was first used by B. Joseph Pine II and James

H. Gilmore in a joint article they published in Harward Business Review. In this study, they mention four phases of economic value from a long-term perspective. These phases are commodities, products, services and experiences. Authors who argued: "Experiences started emerging when services began to become ordinary as was the case with the preceding products" called this period as experience economy (Pine and Gilmore, 1999:6). Drawing the attention to the fact that establishments shifted from ordinary goods production to products with certain properties, that later they tried to achieve competitive advantage with services and finally they moved onto the stage of creating experience in the economic value series, creators of the concept of experience economy, Pine and Gilmore (1998:97-105) assert that experience is definable like product and service and emphasize that establishments need to market experience along with products and services.
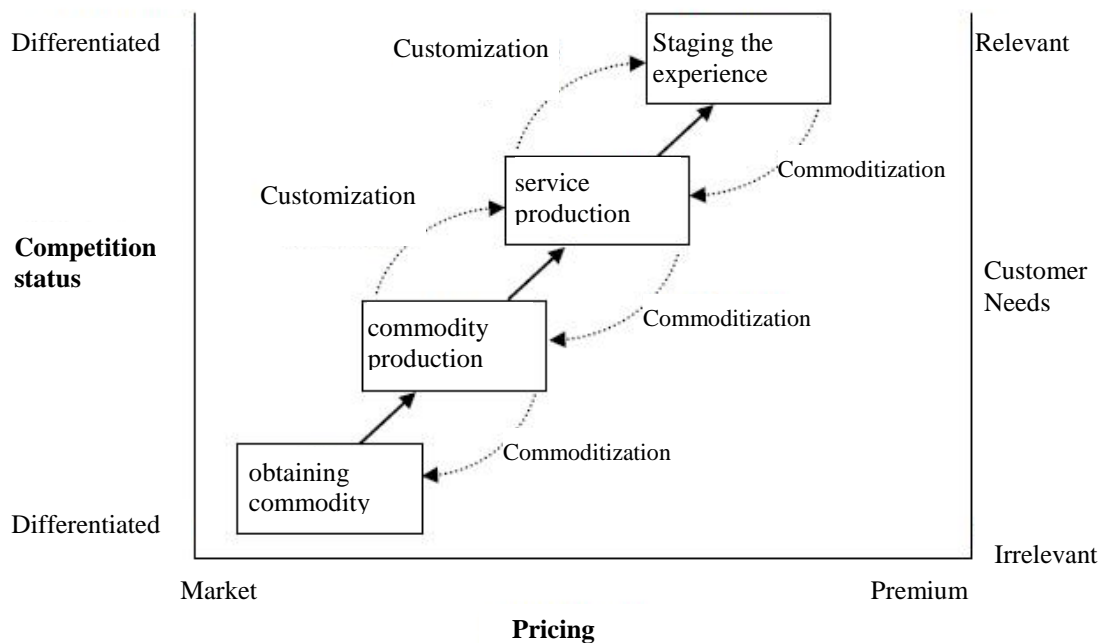
Figure 9. *Economic Value Differentiation Process*
Source: Pine, B.J. and Gilmore, J.H., The Experience Economy, Harvard Business School Press, Boston, MA., 1999: 101.

3.1.1. Commodities

Commodities that represent agricultural economy are materials that are obtained from nature, in other words from minerals, plants and animals and they gain certain

qualities by being processed. They can be measured in many folds and stored in the form of lots. As commodities cannot be differentiated, commodity merchants can introduce them only in nameless markets where they are purchased at a price determined by supply and demand. Upon mechanization caused by industrial revolution, the foundation of all developed economies shifted from commodities to products (Pine and Gilmore, 1999: 10-11).

3.1.2. Products

Product, which is the step that follows commodity in natural course of economy, is the product that establishments market by processing and recording in the inventory in a standard manner. Differentiation that is achieved in products with different production processes from the same raw material has created the opportunity to differentiate prices (Gilmore and Pine, 1997).

The economic structure has changed and share of consumption products within total economy has increased as a result of the fact that scale economy standardized products. Labourers who worked in agricultural sector before later joined the workforce in manufacturing sector which produces products. However, as new discoveries were made in relation to production process of products, the number of workers required to obtain a certain amount of output started to drop. On the other hand, richness caused by the manufacture sector increased the demand for service sector and the labourforce to work in service sector. Although weight of the manufacture sector in total economy continues, especially in the United States, higher number of people started working in service sector in 1950 in comparison with the manufacture sector. After 1980s, manufacture sector started going into decline. While the share of manufacture sector in total economy was 38% throughout the world in 1970, this percent decreased down to 29% in 2005 (Memedovic and Lapadre, 2009: 6).

3.1.3. Services

Services are abstract expressions that are designed in line with personal demands of customers. Service providers use products to carry out procedures on a certain customer or belongings of that customer and customers value the services they receive more than the products required to provide them. In a service economy, non-existence

of product differentiation show that price pressure also applies to products as well as commodities and as a consequence, customers start picking products based only on price and attainability criteria. The establishments which desire to stay away from this commoditization offer their products together with services and in this way, they can satisfy demands of their customers better (Pine and Gilmore, 1999: 12-16).

3.1.4. Experiences

Customer experience emerges upon establishments using their services as stage and their products as decoration. Commodities can be measured in many folds; products are concrete; services are abstract and experiences are hardly forgettable. Experience itself is not concrete, but consumers value the product or service offered. Each experience formed is the product of the interaction between physical and psychological state of the individual at that moment in relation to the event staged and value of experience remains in the consumer's mind as an unforgettable memory. This is why two people cannot undergo the same experience simultaneously (Pine and Gilmore, 1999: 17-19).

Another property of experience economy is the fact that it accepts customer as a "guest". In line with this mentality, different experiences are created for each customer and consequently, experiences and feelings incurred by customers differ from each other (Günay, 2008: 5).

Indicating that accommodation management should also be differentiated along with the customer experiences created, Gilmore and Pine (2002) assert that only providing service in hotels does not suffice anymore. For example, the fact that the MGM Grand Hotel's wake-up service consists of special voice records of famous artists and that a different voice record is played each time enabled this routine service to turn into a unique experience. Service provided by Desert Springs Marriott Resort & Spa with the promise of a more peaceful and quiet swimming experience in a pool much smaller than the main pool of the hotel with a flower theme was an experience for which customers preferred to pay extra money. Analysing the concept of experience specifically in terms of tourist experience, Quan and Wang (2004) mentions that tourist experience can be created through integration of "weak experiences" which are different than ordinary experiences in terms of social sciences and the ordinary ones such as eating, sleeping and travelling, which are called "supporting experiences"

3.2. Dimensions of Experience

Experience dimensions focus on two very important groups of properties: vertical and horizontal. The vertical group shows participation level of consumers. One side demonstrates passive participation (such as watching a symphony or hotel animation) and customers only join the experience offered by the establishment as observers. The other side shows the active participation where the customer affects the event or performance in person. In active participation of the customer, customers get actively involved in the activity so that activity defined as experience is carried out. In both active and passive participation, customers become a part of the experience created. According to the studies conducted by Pine Gilmore (1999), model relating to Experience Economy is shown in Figure 10. According to this model, being present in a theatre as audience results in passive participation while being present in theatre by joining the play in interactive theatre can be defined as active participation. Horizontal properties combine the event with customer and helps define the type of communication or environmental relationship. While one side focuses on learning, getting involved and concentrating as brain, the other side focuses on being physically involved (Lin, 2006:20-30).
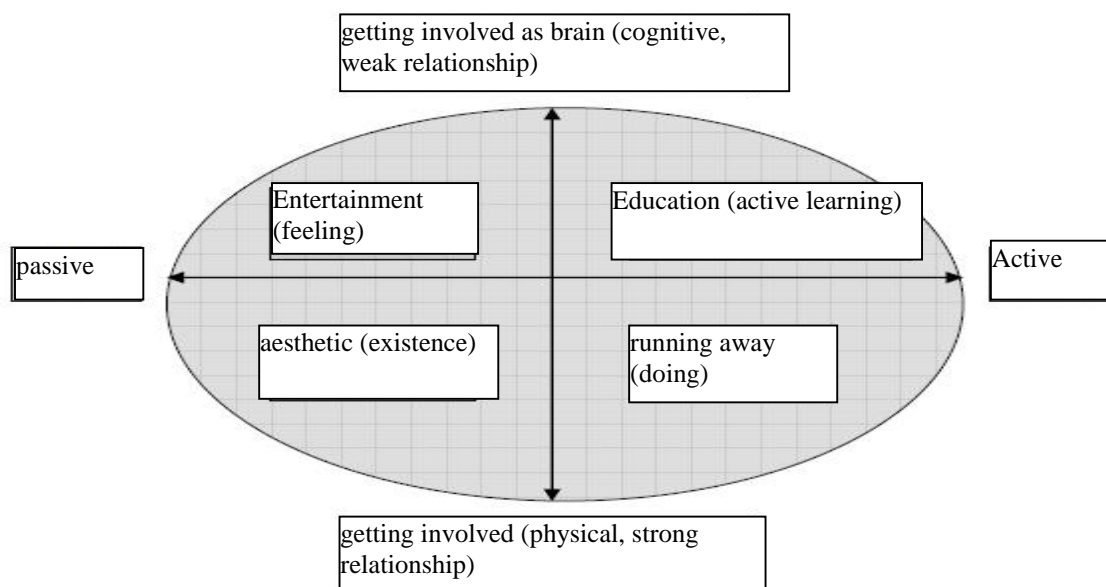
Figure 10. *Dimensions of Experience*
Source: Pine, B.J. and Gilmore, J.H., The Experience Economy, Harvard Business School Press, Boston, MA., 1999.

Getting involved as brain, in other words getting customers involved, draws the

customer into the experience with a weak relationship while on the other end, customers establish a relationship with the experience by feeling the excitement and emotions in the experience more intensely and the customer is surrounded by these emotions. This symbolizes a stronger relationship. In the experience of getting involved as brain, the individual is occupied with the activity cognitively. In other words, brain of the individual focuses on perception and learning. For example, experience is formed right within the individual (in his brain) while watching television. On the other side of the horizontal line are the activities where the individual is physically a part of the experience and involved in it and where a strong relationship exists between experience and customer. Water sports and nature sports can be given as examples (Pine and Gilmore, 1999).

3.3. Customer Experience

The First Industrial Revolution, which occurred with usage of steam engines, the Second Industrial Revolution, which was associated with the name Henry Ford, and the Third Industrial Revolution, which was put into practice by the concept of mass marketing have been recorded on the pages of history. The new marketing mentality, which was brought about by the change created by the Forth Industrial Revolution that took place with emergence of the Web, rendered the rules of the previous period void, and made its own rules valid (Godin, 2010). For this reason, establishments had to create individual experiences for their customers in order to achieve customer satisfaction and increase customer loyalty (Prahalad and Ramaswamy, 2000).

The concept of customer experience was first introduced by Holbrook and Hirchman (1982) as a result of division of customer behaviours into two as traditional and experimental approach. The concept of experience is above a personal creation with the emotional meaning stimulated by the product or service consumed. Consumption experience, which is the focal point of experimental approach, is explained in the form of 3 appearances called 3F, which are fantasies, feelings and fun. Dreams, imagining and unconscious desires represent fantasies; love, hatred, anger, fear, sorrow and entertainment represent feelings and having hedonic pleasure from joyful activities or aesthetic entertainments represent fun (Holbrook, 2006). In spite of this, role of feelings in consumer behaviours and brand choice and necessities of consumers regarding fun and entertainment started to gain importance and consumer behaviours began to be

viewed from an experimental point of view (Addis and Holbrook, 2001).

3.3.1. Customer Experience Modules

Emphasizing role of emotions in consumer behaviours and the fact that consumers are the ones that feel as well as thinking and doing, Addis and Holbrook (2001) define customer experience as the value which arises from the interaction between customer and a product, establishment or part of the establishment and which is created in the customer and the establishment with this interaction. While it is generally acknowledged that customer experience is ensured not by a single element but with intertwinement of many elements, the classification which drew clearer boundaries of these elements was made by Schmitt (1999a; 1999b). According to Schmitt, who named his classification customer experience modules, there are five different experience modules which are sensory, emotional, behavioural, cognitive and relational:

3.3.1.1. Sensory Experience

First customer experience module is related to formation of sensory experience. Key word of this experience is perception. Ensuring that the individual perceives by making use of the senses of sound, sight, touch, smell and taste is referred to as sensory experience (Schmitt, 1999b). A presentation that creates sensory experience has the purpose of increasing the customer's aesthetic pleasure, joy, satisfaction and sense of beauty (Gentile, Spiller and Noci, 2007). The feeling of satisfaction achieved by sensory experience bears importance in the sense that it helps consumers to make positive evaluations, the product value to increase and it causes desire to consume in customers (Sheu, Su and Chu, 2009).

Sensory experience addresses five senses and causes pleasure or excitement in consumers. For example, while Jaguar brand addresses aesthetic sense and causes a sensory experience, Porsche causes excitement and causes sensory experience (Nagasawa, 2008). In order for perception, in other words, experiences to be able to be managed, marketing managers need to find new methods to increase sensory experiences of customers and develop strategies that can bring the senses they aim to revive to the forefront and that can ensure that the content can be perceived (Günay, 2008).

In tourism sector, architectural design of the hotel, decoration of rooms, type and texture of the fabrics used in decoration, smell of foods, air fresheners, music played in the restaurant or lobby, room or scenery views used in web sites or advertisements to attract attention of customers (Lin, 2006) can be provided for sensory experience.

3.3.1.2. Emotional Experience

Stating that the customer focuses on creating such feelings as excitement, pleasure and sympathy while receiving a product or service, Schmitt (1999b) defines the key word of the emotional as feeling. Making customers feel reality by showing them courtesy and attention and ensuring that strong feelings are created in customers are within the scope of emotional experience.

Today, products cerate different kinds of emotional awareness in many customers and the products which stimulate positive feelings are preferred more by customers. In commercial films, where emotional content predominates, generally individuals who feel fine are used. In this way it was targeted that customers remember happy events from the past or imagine a situation similar to the one in the commercials for him/herself and associate her/himself with the happy character in the commercial and that, in this way, positive feelings emerge about the product (Odabaşı and Barış, 2002:187).

If there is high level of emotional interest in the products or services, it is possible to create strong emotions to the extent that attitudes are changed. This applies more to the product categories where strong hedonic and symbolic motivation exists in comparison with the other categories (Bostancı, 2007: 82). When tourism sector is examined, emotional experiences are composed of the feelings aroused in customer as a result of the hotel service. These feelings can be exemplified as comfort, relaxation, entertainment, satisfactory and feeling special/important (Lin, 2006).

3.3.1.3. Cognitive Experience

Schmitt (1999b: 148-149) defined the principle of forming cognitive experience as surprising and attracting the attention of customers as well as stimulating customer thoughts. Cognitive experience is the problem solving experience where customers are directed to creativity. It is used in communication in product design, retail and other

sectors along with being used for new technological products. For example, in Microsoft commercial, the question "what do you want to do today?" directs customers to think about using and try to use the product (Schmitt, 1999a).

3.3.1.4. Behavioural Experience

Behavioural experiences contain the concepts of behaviour and lifestyle change in customers. In order to be able to create behavioural experiences, experiences relating to physical elements, patterns of behaviour, and lifestyles should be emphasized in establishments in marketing communication. Messages and images that underline the fact that life style and behaviour of the person will change when that person purchases the service and product concerned and that they are convenient for life style of the person are used. Role models or famous people are used in this respect in order to convince the customer (Lin, 2006:3061).

3.3.1.5. Relational Experience

The key word of relational (social) experience, the last customer experience module is association. It refers to association of customers with the product or service they purchase, the social class they represent or the group to which the consumer belongs or desires to belong (Schmitt 1999b). This experience, which covers the person and people beyond him/her, his/her social status, and the relations with others and his/her idealized self, directs the producer to consume the product or service with other people. Sometimes, the product itself takes the form of approval of social identity and ensures a feeling of belonging to or isolation from a group (Gentile, Spiller and Noci 2007). Essentially, relational experience covers the four experiences explained above. People are, beyond their own personalities and feelings, related to other people as individuals and the things which they obtain with their personal experiences (Sheu, Su and Chu 2009). As Saltık, Güner and Kozak (2010) indicate in their studies, the fact that tourists joining camp tourism define themselves as friendly and nature lover constitutes a good example for the relational experience undergone.

3.4. Customer Experience Management

Customer experience is the personal impressions which are formed as a result of indirect communication and direct contact with regard to an establishment. Direct contact is the experience related to purchase, usage and after-sales services. Indirect communications are obtained from various information sources such as published reports, recommendations, criticisms, advertisements and mouth-to-mouth communications in an unplanned way. Customer experience closely relates to customer satisfaction as the satisfaction is achieved as a result of positive and negative experiences of customers. A good experience is able to decrease negative effect caused by a negative experience. Customer satisfaction occurs depending on the difference between customer expectations and their experiences; as the difference between expectation and experience decreases, the level of satisfaction increases. For such reason, placing importance on customer experience and managing them in a planned way are necessary. Customer satisfaction occurs as a result of various experiences of the customer (Alemdar, 2010: 98).

Suggesting that the establishments have the capacity to offer value-added experiences if they desire, Smith and Wheeler (2009) indicate that a disciplined management system which only depends on experimental perspective and is utilized in order to create opportunities for the establishment from the contact points of all professional connections should be constituted in order to achieve this success. Customer management, elements of achieving customer experience and customer experience areas which are among the fundamental tools that are recommended to establishments in enabling an efficient customer experience managements are discussed in this part.

Customer experience management is defined as the process of strategic management of all experiences of customers with regard to a product or establishment and consists of core processes which are (Schmitt, 2003):

1. *Analysing experience world of customers:* Facilitates seeing inner worlds of customers. It refers to analysing customers' experimental desires and needs, lifestyles, perspectives and desires within the socio-cultural structure they live in. It is examination of establishment expectations that affect experience in industrial market and the solutions desired.

2. *Establishment of the experimental platform:* It is aimed that a connection is established between the applications and strategies developed at this stage. It contains the properties of desired experiences that have many senses and dimensions and the experimental value promised.

3. *Designing the brand experience:* it refers to design of product and service that form a memorable experience in consumers in every aspect.

4. *Structuring customer relationships:* Contains the communication channels which can continuously be in interaction at the points of relationship with the customer.

5. *Working for continuous innovation:* Refers to usage of experimental marketing works for continuous innovation.

Schmitt (2004: 19-23) suggests that 3 paths should be followed in experience management. In accordance with this, first of all, brands are expected to create an experience world for their customers. To this end, the kind of an experience the customers want to undergo should be considered. Secondly, what kind of a value the customer will obtain from the experience offered to him/her should be taken into account. The important thing is achieving customer loyalty in line with their satisfaction after the experience supplied. Thirdly, brands should provide an effective design to the consumers. The concept of design incorporates such communication works as product design, appearance, impression given to others, brand logo and slogan. As a consequence, it is required to know and understand customers very well in order to create a life-long value for them.

3.4.1. Customer Experience Areas

Although customer experience incorporates many dimensions, customer participation and connection dimensions are two of the most important ones (Pine and Gilmore 1998). As can be seen in Figure 11, the dimension of customer participation is on the horizontal axis from passive participation, where customers do not have any effect on performance to active participation, where they have the key role in creating the performance or event that provides experience. For example, a person going to the theatre to see a performance is called passive participator while a person going to Uludağ is called active participator as he/she creates his/her own experience. On one end of second dimension, which is presented on vertical axis and is called as connection

or environmental relationship, is incorporation where the experience enters the customer while on the other end is embracement, where the customer enters the experience (Pine and Gilmore 1999).
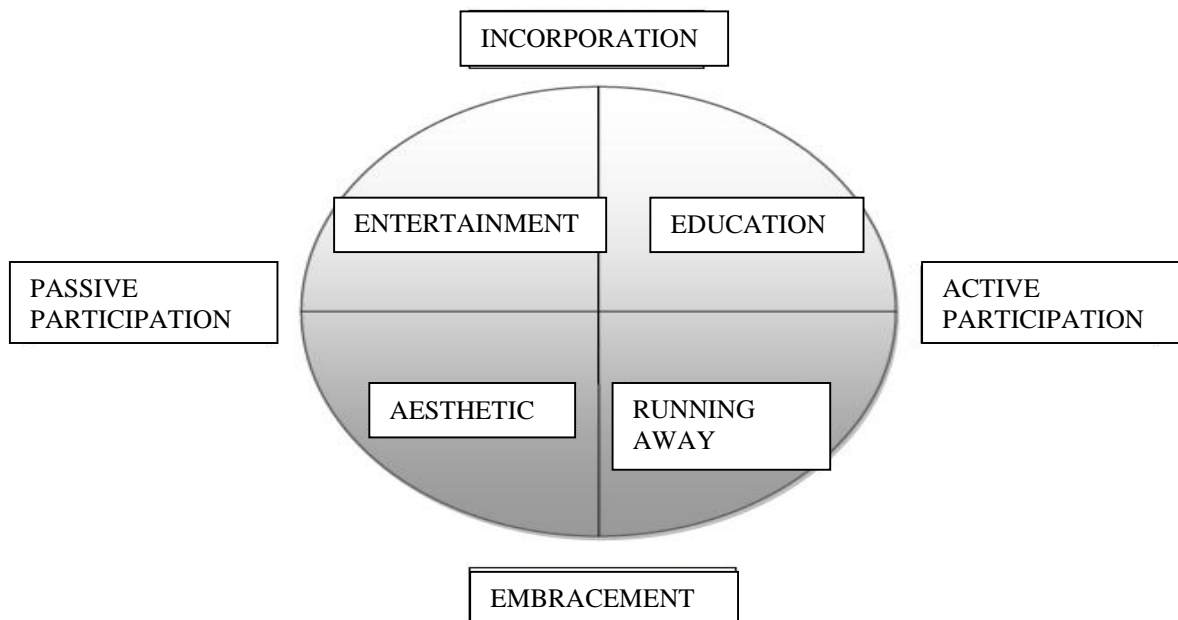
Figure 11. *Customer Experience Areas*

Source: Pine, J. B. and Gilmore, J. H. (1999: 41). *Professional life is a theatre play*, İstanbul: Boyner Holding Publications.

The experience areas shown in Figure 11 are explained below (Pine and Gilmore, 1999: 42-51):

Ø *Entertainment:* Experiences which are seen as entertainment by people are generally those which they incorporate passively with their senses while watching a show, listening to music or reading books etc. Entertainment is not just the oldest version of experience but it also constitutes the widest-spread, best-known and the most advanced kind of experience.

Ø *Education:* In this kind of experience, the individual performs active participation. Individuals need to join educational events physically and mentally in order to be informed. For example, in the European Science and Entertainment Night, organized simultaneously with the European cities, children are brought together with science and their active participation in scientific subjects is ensured. Children undergo learning experience and they can only incorporate experience.

Ø *Running Away:* These experiences contain much more embracement, in other words, a strong relationship dimension with experience when compared to entertainment or education experiences. It is the opposite of entertainment experience. In the experience of running away, the individual is actively involved in the experience and is embraced. Experience of running away can be exemplified by taking part in the movies and animations in such theme parks as Disneyland and Universal Studios, which provides artificial reality, or in such entertainment cities as Las Vegas.

Ø *Aesthetic:* In this experience module, individuals are involved in an environment or event despite not having any effect on them. Visiting an arts gallery or a museum can be given as an example. While learning is targeted in educational experience and feeling is targeted in the experience of running away, participation is the sole objective in aesthetic experience. People are aesthetically affected by the environment.

Another classification that differs from Pine and Gilmore's study (1998; 1999), which defines customer experiences in four main areas, is made by Fisk (2006). The first two groups in Fisk's (2006) classification can be collected under four headings as active experience and passive experience, which are presented also in experience areas, experience provided in line with a prepared scenario and experience provided without a scenario as improvisation.

3.4.2. Establishing Customer Experience

Establishments should design experience for their customers and ensure their participation in these experiences. There are certain important points that should be taken into consideration in order to provide experience. Shaw and Ivens (2002: 10-11) state that there are 7 philosophies in creating experience:

1^{st} *Philosophy:* Perfect customer experience forms a resource for long-term competition advantage. Establishments should take this fact into account and allocate resources for the required alterations.

2^{nd} *Philosophy:* Perfect customer experience can be created by exceeding physical and emotional expectations of consumers consistently.

3^{rd} *Philosophy:* Perfect customer experience should focus on stimulating

planned emotions. Emotional experiences play a great role in differentiation of establishments from their competitors.

4th Philosophy: Perfect customer experience can be possible through existence of inspirational leadership, strengthened culture and happy and sympathetic people whose expectations have been satisfied. It is thought that organisational culture and employees have an effect on customer experience. "Customer experience competences" should be created for employees.

5th Philosophy: Perfect customer experience should be determined not from inside towards outside, but from outside towards inside. In other words, the external factor, consumers, should always be the focal point.

6th Philosophy: Perfect customer experience should provide the establishment with revenue increase by decreasing the costs.

7th Philosophy: Perfect customer experience is the shaped, regulated form of brand.

Emphasizing that creating experimental brand and managing experience should be considered as a whole, Schmitt (2003) recommends establishments to follow the below-mentioned ten rules while creating experience:

- Ø Experiences should be planned. It should be remembered that they are not created on their own.
- Ø Customer experience is the first element that should be safeguarded. Functional properties and benefits of brand should follow it.
- Ø One should be meticulous about details of the experience.
- Ø A symbol that reminds of, summarizes and triggers the experience should be available.
- Ø Not the product itself but its consumption status should be considered.
- Ø Effort should be exerted for wholistic experience.
- Ø Experimental effect should be shaped and followed by experimental system (Experiential Grid).
- Ø Methods should be used eclectically.
- Ø How the experience changes should be noted.
- Ø Dynamism, aesthetics, passion and creativity (dionysianism) should be added to the establishment and brand.

Fisk (2006) puts forward a customer experience creation model which consists of six steps and which is defined as "Theatre Performance". The first step covers the properties that should be used in order for the experience offered to be effective and successful. The second step covers taking opinions of employees about the contributions they can make while their roles are described. The third step covers deciding on offering the experience based on a prepared text or through improvisation in line with properties of the experience desired to be staged. In the next step, whether the customer should participate in the experience actively or passively is determined. The fifth step involves making the environmental arrangements in order to provide the best decoration that fits the experience to be staged. The last stage covers designing the most convenient event for the experience to be offered and reflecting the cost of the experience to its price.

When establishments desire to create customer experience in tourism industry, it should be remembered that the essential element in staging experience is not entertaining customers but attracting the attention of customers. For this reason, they should define the four experience areas mentioned before correctly in terms of their own establishments; define the best experience areas they can offer to target consumers and should not limit themselves only to the entertainment area. It is important that accommodation establishments which think that establishments do not get to know their customers enough while creating a new experience opportunity benefit from other sectors which know their customers very well.

3.4.3. Customer Experience Elements

An establishment should reinterpret experience components in order to understand how to achieve customer satisfaction (Meyer and Schwager, 2007). A correctly-selected experience and events are more binding and attractive for the consumer as they are live. Events are also interpreted as "indirect light sale" (Kotler and Keller, 2009). Palmer (2010) states that while creating experience, in contrary to the meaning of living an experience, "a learning process that is learnt and that directs to a behaviour", the meaning it has in its noun form should be understood and it should be aimed to expose to novelty without the learnt or envisaged behaviours in the experience to be created.

Schmitt (1999) argued that tools he called "experience providers (ExPros)"

should be used in order to create unique experiences for consumers by applying the strategic experimental modules consisting of perceiving, feeling, thinking, conducting activities and association. So as to use the experience providers in the best manner and obtain the best result, each element that creates experience should be consistent and integrated; they should be rendered permanent and each detail should be taken into account (Schmitt, 1999: 62–63).

As the individual customer of transformation is wished to be changed, establishments need to determine which product or service has to be customized for customers in the first place. To this end, it is meaningless to use market research as it measures general satisfaction of the market, not the customer individually. At this point, Pine and Gilmore (2000: 22) offers the 3-S (Satisfaction, Sacrifice, Surprise) model shown in Figure 12 and argues that establishment which want to differentiate themselves should focus on increasing customer satisfaction, then decreasing customer sacrifice and finally creating surprises for the customer.
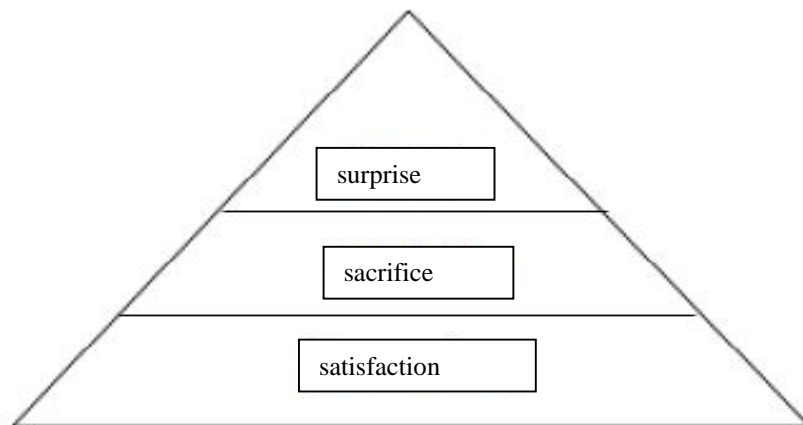
Figure 12. *3S Model*
Source: Pine, J. B. and Gilmore, J. H. (2000). Satisfaction, Sacrifice, Surprise: Three Small Steps Create One Giant Leap into the Experience Economy, Strategy and Leadership, 28(1): 22

Some researchers, who exemplify 3S model with a hotel establishment in tourism industry, stated that when a penny bank in the form of a soda can is placed within the minibars in rooms of a hotel, 30 1-lira banknotes were put in them and a note saying that customers can take the if they want is attached to them, the surprise effect created in hotel customers will be more successful that classic discount campaigns and

in this way, a big step will be taken in achieving customer loyalty (Pine and Gilmore, 2000).

3.5. Tourism Experience and Memorable Tourism Experience

Experience gains importance, interest in consumption experience increases and experience consumption is discussed more frequently in marketing research. The power and motive that directs someone to use a product or a service is defined as motivation. Motivation describes why people purchase, what they do and what do they try to achieve. Necessities arise from the difference between the current and desired situations. Necessities can be classified as pragmatic or hedonic/experimental. While pragmatic necessities are related to objective product properties and importance of their benefits, experimental necessities relate to subjective reactions, pleasure and aesthetic values (Holbrook and Hirschman 1982).

3.5.1. Tourism Experience

Researchers who have conducted research about consumers in recent years discuss the fact that fantasies and emotions of consumers, entertainment and play have a great role in experimental aspect of consumption. How the consumer is going to feel (the excitement and feeling expected from leisure and tourism experience) plays a great role in the majority of decisions and selection of most of leisure time services. Imagination, dreams and emotions play a significant role in accommodation behaviour, tourism motivation, expected feelings and information process. In this context, satisfaction, pleasure and feelings accompany leisure time and tourism, which are positive and subjective. Especially in experimental process, for example, desires, imagination, dreams and feelings play an important role in consumption. Therefore, it should be acknowledged that experimental consumption exists in touristic behaviours of tourists. The feelings and desires about a destination probably motivate a tourist to travel. Amusement parks, tour boats, holiday centres, hotels, advertisements, web sites and other marketing tools emphasize pleasure, excitement, entertainment and happiness and advertisements, products, services and web sites are redesigned to show that excitement and amusement levels of consumers will rise. Marketers should investigate and understand these factors which affect consumption behaviours and decisions in

order to market tourism services and destinations (Çeltek, 2010: 34).

It would be suitable to mention properties of touristic product in the section about customer experience in tourism sector. Before mentioning the characteristics of touristic product, it should be defined. Touristic product is "all of the objective and subjective values which are obtained by a tourist within the time period between the start and end of the travel in order to satisfy his/her needs and which are serviced by elements that constitute tourism supply (Kozak, 2001: 46).

According to another definition, touristic product appears as the combination of various touristic attractions such as transportation, accommodation and entertainment On the other hand, each of these elements are provided for tourists by separate hotels, airways or other tourism establishments (Usal, 1984:91).

Touristic product is a complicated production that consists of elements with different natures. Meals cooked by a cook, tourists travelling under the guidance of a guide, the geographical area where the touristic region is located, mountains, streets, houses, handicrafts, traditions, and life style are the elements that compose touristic product (Çeltek, 2010: 35). In this context, characteristics of a touristic product are as follows (Denizer, 1992):

- Ø It is obligatory for a touristic product to be consumed at the same place where it is produced. Tourists have to go to the location where touristic products and services are produced.
- Ø It has the nature of a compound product. Touristic product is composed of combination of more than one service (accommodation, food, entertainment, transportation).
- Ø It cannot be stocked. The service or product has to be sold in a certain period of time (hotel bed or plane seat cannot be stocked).
- Ø Subjective evaluation is higher in touristic products.
- Ø Touristic products should have the characteristics of attractiveness, utility and easy attainability.
- Ø Addiction to the brand is at a low level. The touristic product can be a country or a region. The concept of image is important.
- Ø It involves labour-intensive production and little automation is concerned.
- Ø There is low amount of standardization. It is especially impossible for the service(s) to be uniform and in the same pattern.

3.5.1.1. Properties of Tourism Experience

Tourism experience is defined as the knowledge and skills that arise from active participation in tourism events and activities or that is obtained from the tourism product as a result of purchase of touristic product, the ones that remain as memories. Perception of tourism experiences and participation in experience form two main experience classes. Primary (direct) experiences are the ones gained by feeling with five senses. On the other hand, secondary (indirect) experiences are listed as experiences conveyed to consumers with symbols, signs, logo and commercials (Lin, 2006: 20).

In terms of the science of marketing, tourism experience is an interactive process undergone by the customer with the touristic product or brand. In terms of hotel establishments, experience is all the information, skills and memories that are remembered by customers within the scope of sensory, emotional and relational dimensions through commercials, brochures, web sites before arriving at the hotel and the personnel, services of the hotel, hotel rooms, decoration, activities, location of the hotel, physical aspects of the hotel (furniture, flooring, lobby, garden etc.) after arriving at the hotel (Çeltek, 2010: 36). In this context, properties of tourism experience are as follows (Denizer, 1992; Lin, 2006:20; Tarssanen and Kylänen, 2006):

Ø Tourism experience has the nature of compound experience. It is formed by combination of many elements in experience pyramid.

Ø Tourism experience consists of four dimensions which are education, entertainment, aesthetics and running away.

Ø It is hard for the tourism experience to be imitated by competitor establishments.

Ø Tourism experience cannot be standardized.

Ø Subjectivity is at a high level in tourism experience.

Ø Tourism experience creates psychological and physical alteration in those exposed to it.

Ø As experience is abstract, its evaluation varies from one customer to another.

Ø Tourism experience is process-oriented.

Ø Tourism experience adds uniqueness and personalization value to the touristic product.

Ø Tourism experience improves value and brand identity of the touristic product.

Ø Tourism experience provides sensory, emotional, conceptual and relational value.

3.5.1.2. Dimensions of Tourism Experience

It is of importance that a good distinction be made between pragmatic and experimental needs while human needs are examined. Pragmatic necessities focus on concrete and tangible properties of products such as nutritional values of food, durability of clothes, comfort of the hotel room etc. On the other hand, experimental necessities are more subjective. In order for the experimental necessities to be satisfied, products need to provide the feelings of entertainment, aesthetic, learning, excitement, imagination, dream and success for consumers. Experience dimensions should be applied correctly and well in services and activities so that experimental necessities of customers are satisfied (Çeltek, 2010: 74).

Through involvement as brain, in other words incorporation of customer, the customer is drawn into the experience created with a weaker association while on the other hand customers feel the excitement and emotions in the experience, build a connection with the experience and the customer is surrounded by these emotions, which represent a stronger relationship. In getting involved as brain, the individual is occupied with the activity cognitively; in other words, brain of the individual focuses on perception and learning. For example, experience is exactly formed within the individual (in the individual's brain) while watching TV (Pine and Gilmore, 1999).

Four elements that form dimensions of customer experience in tourism - entertainment, education, running away and aesthetics- are in harmony in such a way that they cover each other and they incorporate unique personal experience form. Even if a connection is established between the customer and the most important dimension for the customer in an establishment, it should be noted that establishments consist of more than one dimension (Pine and Gilmore, 1999; Claesson and Nordell, 2006). Mossberg (2001) argues that customer experience should be intense and positive as much as possible and that experience products and services that cover all four dimensions are more successful in forming customer experience and show the company Disney, which contains all these dimensions successfully, as an example (Pine and Gilmore 1999).

Educational Dimension: As in many other sectors and entertainment

experiences, consumers get involved in activities of tourists educational experience cognitively. Unlike entertainment, education involves active participation of the individual. In reality, when an individual is informed, increases his/her knowledge or skills, educational activities should occupy individuals cognitively or physically actively. In today's market environment, customers are individuals who learn actively.

In tourist sector, activities that are offered or can be offered within the scope of educational experience are guided tours, food and hobby courses, historical and archaeological areas, and handicraft stores (Williams, 2006: 488). According to Oh and others (2007: 121), tourism activities that include educational experiences are historical farms where the individual can improve his/her knowledge and skills and learn new information; rural tourism establishments where handicrafts, local food and rural life are exhibited and destinations with historical and cultural attractions.

The entertainment dimension contains the activities where customers are passive during entertainment experience and where they get involved in it cognitively. Entertainment experience emerges at most while listening to music or reading books for fun, when the individual is passive physically. Entertainment experience is the kind that is presented and known the most today (Williams, 2006:488). As is the case with aesthetic experience, entertainment experience also requires attention of the individual. Watching the concert of a famous group, theatre or music festivals can be given as examples of entertainment experience (Oh and others, 2007:121).

Aesthetic dimension: Within the process of customer experience in tourism, the individual enjoys his/her location; structure and nature of the location affect the consumer. Physical elements and design of the location are important in aesthetic experience. One-day nature and nature parks excursions, city walks, natural venues with beautiful sceneries and rooms with artistic design can be considered within the scope of aesthetic experience (Oh and others, 2007:121).

Running away dimension: activities conducted within the scope of running away experience are such experiences as bungee jumping, water sports, extreme sports and adventure tourism, which rather contain physical activities. In running away experience, the individual gets away from his/her daily life and seeks experiences which are different than the activities he/she conducts daily (Williams, 2006:488). Running away experience does not only takes the individual away from his/her daily life, but it also contains a special and different area or activity (Gelter, 2006: 150).

3.5.2. Types of Tourism Experience

In recent years, most researchers agree on the importance of customer experience management. Customer experiences do not take place on their own and they need to be planned. In this planning process, establishments should be creative, give surprises and have the customer wonder. The actions to be taken in order to create positive customer experiences can be summarized as follows (Schmitt, 2006):

Ø Priority should be given to the experience to be undergone by the customer. Benefits to be provided by the brand and its properties should follow.

Ø It is important to plan the consumption process well.

Ø A wholistic experience should be created. Experiences that stimulate the senses, appeal to emotions, trigger the brain and are articulated in lifestyles of people.
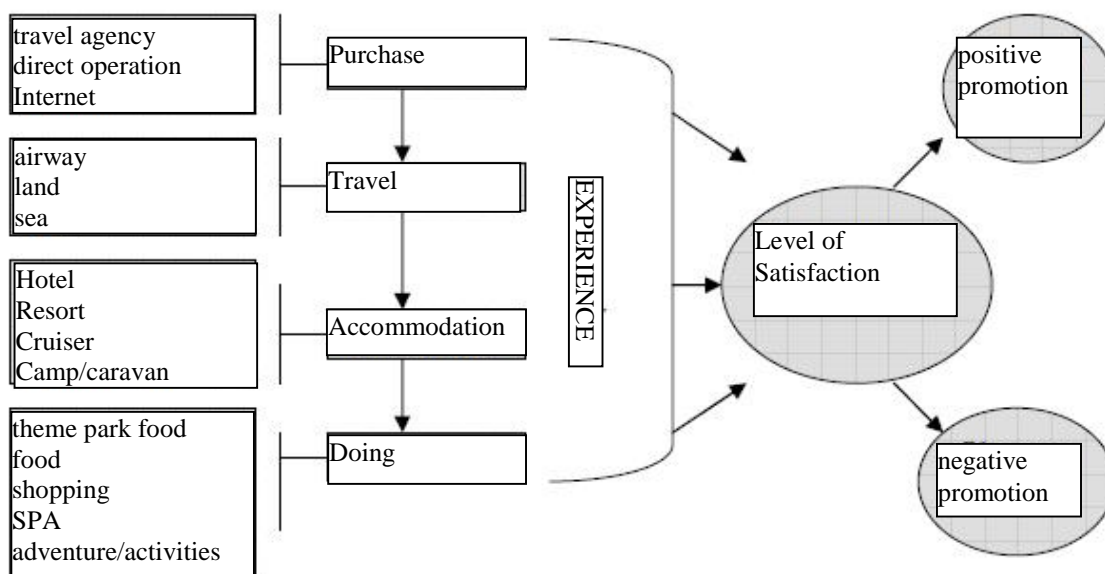
Figure 13. *Definition of Experience from the Viewpoint of Customer in Tourism*
Source: Stauffer, Gregory, Professional Project, A Ballyhoo Of Bikes And Beer, A Case Study Of Experiential Event Marketing At (Case Study Company).

Model on definition of experience from the perspective of customer in tourism is shown in Figure 13. In accordance with this, experiences of tourists about their trips and how they define these experiences were tried to be explained.

3.6. Experience Providers in Tourism Sector

Methods of creating new customer experiences in hotel establishments are exercised by using experience providers. Experience providers are also called experience offerers in different sources. For example, when a new commercial or internet site is needed in order to contribute to an establishment store, how this planned initiative will strengthen customer experiences should be taken into consideration in the first place. What kind of an experience will be provided and how this will be achieved should be questioned before the customer even arrives at the establishment (Kozak, 2006: 242).

Experience providing elements in tourism sector are listed below:

Communication: All the actions that are carried out by marketing managers in order for the product to be realized by consumers and to affect their purchase decisions are meant to be explained by the concept of marketing communication. Marketing communication is a continuous dialogue between customers and the establishment (Odabaşı and Oyman, 2003:35).

Benefiting from mass media to establish relationship with customers is an important marketing method. Communication media should be used in tourism sector so that experimental marketing can be carried out. Experience dimensions and experience types are emphasized in such communication media as commercials, brochures, hotel guides and public relations and experimental marketing is achieved (Lin, 2006:28).

Visual/ Verbal Identity: Visual and verbal identity that consist of names, logos and colours are important in experimental marketing. Hotel establishments can distinguish themselves from other brands with brand names, logos that represent the brand and their colours. For this reason, the experience dimensions and types that will be emphasized while selecting name, logo and colour in establishments should be taken into consideration. For example, striking colours, names and logos enable the product or brand to be remembered. While the colour red signifies love, romance, courage, sex, danger, excitement, danger, hotness and power; the colour yellow signifies sunlight, mildness, cowardice, clarity, friendship, joy and brightness. On the other hand, blue causes the perception of coolness, coldness, loyalty, calmness, faith, respect and sorrow (Kozak, 2006: 248).

Product: Presentation of the product in tourism sector covers the form of presentation of the hotel or restaurant, design of rooms and the way food is offered.

"Preparation and presentation of the food, desserts and drinks in restaurants bear importance in creation of experiences. Elements in the settings such as scent, illumination, heat, humidity ratio, music, colour and dishes have an effect on the pleasure of accommodation in the hotel" (Kozak, 2006: 256).

Branding: Brand is generally a name, form or combination of these which determine the identity of goods and services and which distinguishes them from their competitors. Brand is a value that is created and added in order to distinguish a product form the competitor ones (Kozak, 2006:150). It is tried to develop brand image in branding. When brand image is developed, brand of the product, rather than its material and concrete benefit is brought to the forefront. In the strategy of developing brand image, it is aimed that tourists are associated with a certain emotion or lifestyle through the product brand and that tourists see themselves as a member of a certain group (Rızaoğlu, 2004: 193).

Physical Environment: In accommodation establishments, such elements as internal architecture, position and size of rooms, bathroom and room view are important in experimental consumption and they are experience providers. Similarly, size and arrangement of the lobby, position of the front desk and elevators are satisfaction variables for customers (Kozak, 2006:251).

Outer appearance of architectural structure of the facility should be taken into account at the stage of facility construction. In the period when facility architecture is prepared, it appearance, attractiveness, suitability to its environment and convenience for local architecture are of importance. Apart from this, age, external floor paintings, garden layout, windows and curtains are effective in satisfaction of the customer within the scope of physical environment (Kotler, Bowen, Makens, 1998:280-285).

Web Sites and Electronic Media: In tourism sector, web sites, banner advertisements, search engine advertisements, blogs, global reservation systems and destination management systems can be given as examples to experience providers. As tourism product has abstract properties, obtaining correct and necessary information about the hotel or destination before travelling or deciding on travel is very important for tourists. Tourists can obtain this information from their families, friends, travel agency or tour operators or by doing research on the internet. The information type needed traditionally in tourism is functional information that cover the road, transportation and climate etc. about the hotel or destination. On the other hand, modern tourists of today require and investigate information that include hedonic (emotional,

visual, sensory, experimental), innovation (originality, diversity, creativity), aesthetic (fantasy, image) and symbolic (symbolic narration, social interaction) elements (Hwank and others, 2006: 7) apart from the above-mentioned information.

Human: In tourism industry, personnel that establish one-to-one communication with the customer have an important role in formation of meaningful experiences. Attitude of the personnel towards customers, its patience, communication skills and providing help in information affect experience performance. In addition, other customers also affect experiences of customers. For example, very noisy and disrespectful customers disturb the other ones and may decrease customer satisfaction (Tarssanen, 2007).

3.7. Memorable Tourism Experience

The concept of experience has always been important for tourism research and practice. While tourist experience took its place within the literature as an important concept in 1960s (Uriely, 2005), it began to gain significant popularity within social sciences literature as well by 1970s (Quan and Wang, 2004).

It would be appropriate to mention the process about the concept of experience within tourism before explaining the concept of memorable tourism experience. The origin of the emergence and continuing development of the concept of tourism experience is based on the previous studies (Csikszentmihalyi, 1975, 1990; Csikszentmihalyi and Larson, 1984; Abrahams, 1986).

Ritchie and Hudson (2009) established a new perspective within the tourism literature by their studies on experience. SERVQUAL study by Parasuraman et. al. (1988), then satisfying experience studies by Ryan (1995) and quality experience concept by Jennings and Nickerson (2006) laid the foundation for the concept of memorable tourism experience.

Memory occupies an important central position in tourism sector (Larsen, 2007; Pine and Gilmore, 1999). Memories are defined as a mechanism filtering the emotional and perceptive outcomes together with the experiences within a tourism incident (Oh et. al., 2007). Pleasant memories of tourism experiences create a positive state of mind and a feeling of happiness and thus contribute positively to the lives of the individuals. Moreover, it is argued by the research that tourists make biased choices based on their previous experiences.

Tourism operators and hotel executives should recognize the experiences of tourists as a memorable and quality memory rather than solely as an excursion (Gentile et. al., 2007; Verhoef et. al., 2009). Unforgettable holiday experiences to be offered to their guests by hotel establishments are quite important to maintain a more competitive and robust position with the considerably tough market conditions of tourism sector. In this regard, the design of the establishments is a very important element in terms of memorable tourism experience to ensure that tourists have an unforgettable experience in the facilities accommodating them (Smith and Wheeler 2002; Verma et. al., 2002). Therefore, successful hotel establishment executives should be able to identify what kind of experiences they should offer to the tourists to achieve continuous success (Kim et. al., 2010).

3.7.1. Characteristics of Memorable Tourism Experience

Memorable tourism experience is defined as a tourism experience which is not forgotten after the happening of tourism incident and which takes place within the memories again. These individual experiences completely rely on a structure constructed in accordance with the evaluation of the process by the individual (Kim et. al., 2012). Memorable tourism experience serves to reinforcement and consolidation of the pleasant memories which took place at tourism destinations (Ritchie and Ritchie, 1998). According to the studies conducted by the researchers, there are significant differences between the real experiences of tourists and their unforgettable tourism memories.

Wirtz et. al. (2003) identified in their study the differences between the experiences remembered by the tourists within a hotel establishment and the real experiences as that "tourists assess the experiences taking place during their holidays in an overly exaggerated way both positively and negatively". Consequently, unforgettable holiday experience can be expressed much better or worse than the real experience. In this regard, studies of memorable tourism experience put forward that there are significant differences between the holiday experiences in the memories of the tourists and the holiday experiences they had in the real world as a result of individual perceptions.

3.7.2. Dimensions of Memorable Tourism Experience

Dimensions of the experiences of the tourists taking place within tourism industry have been mentioned within the previous sections. Unforgettable experiences are primarily tried to be mentioned when memorable tourism experience is explained. Consequently, memorable tourism experience is composed of 4 fundamental dimensions. It would be appropriate to classify these dimensions as entertainment, education, aesthetic and escape.

However, the factors influencing the experiences of tourists throughout the memorable tourism experience will be mentioned to identify its differences from the tourism experience. 7 factors influencing the memorable tourism experience have been identified as a result of the study by Kim et. al. (2012) on memorable tourism experience.

Hedonism; This word, derived from the Greek word Hedon, means pleasure, joy. Hedonism is an inherent part of entertainment dimension of tourist experiences (Mannell and Kleiber 1997; Otto and Ritchie 1996) and it is a very important factor to identify the future behaviour of tourists (Dunman and Mattila 2005; Howard et. al. 1993; Hull and Michael 1995; Samdahl 1991). Hedonistic factors are recognized as a structure in tourism experiences.

Refreshing (Renewing); According to Kim (2009), the feeling of renewal influences the memories of the travelling person. This feeling focuses on the depth of the experience and state of mind of the individual. Individuals sense a feeling of refreshment as a psychological benefit along with their holiday experiences. Tourism experience creates a refreshing and renewing feeling within the individuals by getting away from the environment they stay all the time. This has an impact on experimental dimensions.

Social interaction; Tourism experiences bring into light the differences between the local people and the tourists. Moreover, tourism experiences are an element constantly providing social interaction (Selstad, 2007). The relationships established with the local people of the destination areas provide unforgettable memories in the holiday experiences of the tourists who get into interaction with the local culture.

Level of participation; Level of participation of the tourist is the basic element of tourism (Woodside, 2008). Travel experiences and level of participation of individuals are recognized as an important factor in the memories of tourists (Bloch and Richins, 1983).

Meaningfulness; Individuals, who are not content with their daily lives, are dragged by their different physiological desires and needs to establish a new meaning (MacCannell, 1973). When tourists visit a different area, they meet with a new culture, a new language, new places and different customs and this enables psychological satisfaction of the person.

Knowledge; Tourists wish to participate in many different activities to explore their own talents. Knowledge acquired through these activities has an impact on the experiences of the people. Knowledge, which is related to the education dimension of tourism more, is an important element in formation of memorable tourism experience.

Novelty; Novelty is defined as an experience acquired during the travels to foreign countries. Tourism literature puts forward that novelty is an important factor for customer satisfaction (Bello and Etzel, 1985). Main purposes of tourists are to visit new places, to explore and learn something new each time they go on holiday. Therefore, the novelty element is among the fundamental building blocks of tourism.

The concepts primarily about experience economy, tourism experience and dimensions are explained through an analysis of present literature within this section of this thesis. Moreover, development process of tourist experiences within tourism industry is analyzed and it is observed that today the memories acquired during the travel occupy a very important place among the experiences. The phenomenon of memorable tourism experience is attempted to be explained and the study is developed in this regard.

PART 4

A STUDY ON DESTINATION IMAGE PERCEPTIONS OF RUSSIAN TOURISTS AND THEIR MEMORABLE TOURISM EXPERIENCES

Turkey pursues a policy to increase inbound tourism revenues and to overcome balance of payments deficit through these revenues by significantly encouraging tourism particularly in recent years. It is observed that tourism is one of the most important items with a positive impact on balance of payments for Turkey which has been considerably successful in this policy (Çımat and Bahar, 2003:2).

1960s, when economy policies began to be discussed through a wide perspective in Turkey, were years when the importance of tourism also began to be recognized. However, the share spared for tourism investments in accordance with the goals and performance outputs could not exceed 0,7% of fixed capital investments until 1980s. The Law on Encouragement of Tourism (no. 2634) which came into force in 1982 had a decisive role in the development of the sector to the present levels. Tourism of Turkey, which receives a share of 2,5% from the tourism cake of Europe and 1,8% from the tourism cake of world, has turned into a trend particularly in developed Western European countries (Demirtaş, 2000:2-4).

Turkey has undersigned an important progress in world tourism during 2000s and tourism revenues have increased in a parallel way to the number of visitors each year thanks to the investments.

Table 1.

Annual Tourism Revenues

Year	Tourism Revenue (1000 $)	Average Spending per capita ($)
2003	13 854 866	850
2004	17 076 606	843
2005	20 322 112	842
2006	18 593 951	803
2007	20 942 500	770
2008	25 415 067	820
2009	25 064 482	783
2010	24 930 997	755
2011	28 115 692	778
2012	29 007 003	795
2013	32 308 991	824
2014	34 305 903	828
2015 *	4 868 890	911

*2015 tourism revenue of first quarter (January-March).
Source: www.kultur.gov.tr.

Annual tourism revenues of Turkey have increased from 13 billion Dollars in 2003 to 34 billion Dollars by the end of 2014. Table 1 puts forward that average spending per capita is generally over 800 Dollars. It is also identified that tourism revenues and average spending per capita have declined in Turkey as a result of 2006 economic crisis.

Table 2.

Number of Tourists Visiting Turkey Annually

Year	Number of Tourists
2003	14 029 558
2004	17 516 908
2005	21 124 886
2006	19 819 833
2007	23 340 911
2008	26 336 677
2009	27 077 114
2010	28 632 204
2011	31 456 076
2012	31 782 832
2013	34 910 098
2014	36 837 900

Source: www.kultur.gov.tr.

Table 2 puts forward the number of inbound tourists visiting Turkey annually. In this respect, it is observed that the number of tourists which was about 14 million in 2003 has reached 36,8 million by the end of 2014.

Table 3.

Annual Bed Capacity in Turkey

Years	Tourism Operation License	Tourism Investment License
2003	420.697	242.603
2004	454.290	259.603
2005	483.330	278.255
2006	508.632	274.687
2007	532.262	254.191
2008	567.470	258.287
2009	608.765	231.456
2010	629.465	252.984
2011	668.829	267.900
2012	706.019	273.877
2013	749.299	301.862

Source: www.tursab.org.

Table 1 and 2 put forward that tourism revenue and number of tourists of Turkey increases each year compared to the previous year. Since touristic demand grows every year, the amount of the touristic investments increases correspondingly. In this context, Table 3 puts forward that while the bed capacity of facilities with tourism establishment license was 420 thousand in 2003, this figure increased to about 750 thousand by the end of 2013 and in a similar way the bed capacity of facilities with tourism investment license was about 240 thousand in 2003 and this figure exceeded 300 thousand by the end of 2013.

Another most important contribution of tourism sector to economic and social life is the employment capacity it establishes. Sector leads the way in both capacity of creating rapid employment and also creating employment with the minimum cost in terms of employment investments per capita (www.aktob.org).

Table 4.

Annual Number of Employees in Tourism Sector

Years	Number of Employees in Tourism Sector (Thousand)
1983	218
1993	574
2003	847
2004	872
2005	949
2006	1.001
2007	1.067
2008	1.058
2009	1.131
2010	1.177
2011	1.178
2012	1.206
2013	1.298

Source: www.aktob.org

It is identified that there are about 1,2 million tourism employees across the country according to employment and unemployment data of SGK (*Social Security Institution*) and TÜİK (*Turkish Statistical Institution*). Majority of these employees are employed in the establishments of accommodation and catering services. On the other hand, number of those employed in service sector demonstrated in Table 4 is identified as 12.771.000 in 2013. 1.298.000 employees are identified in tourism in 2013. In this regard, about 10% of those employed in service sector works in tourism sector.

One of the most important markets of Turkish tourism sector is certainly Russian Federation. Russian Federation has become one of the biggest economies of the world with its population of 140 million and per capita income over 10.000 Dollars. A significant increase is observed in international outbound tourism movement from Russian Federation in a parallel way with the developing economy of the country particularly in recent years (Ersöz, 2012:3).

Turkey has become a center of attraction for the tourists from Russia since 1990s. Russian tourists generally travelled to Turkey for shopping during those years. These visits with a purpose of shopping are called "Luggage Trade" in Turkey. Russian visitors stayed particularly in Laleli and Karaköy districts of İstanbul during this period. Holiday visits targeting sea, sand and sun has increased by the beginning of 2000s. Its being a cheap destination, its geographical proximity, convenience of visa transactions and the quality of services are the prominent factors explaining why Turkey is perceived

as a holiday destination by tourists coming from Russia. On the other hand, several studies demonstrate that the increase of the income of Russian people is directed particularly towards consumption products and services, primarily tourism. As a matter of fact, Russian tourists are able to have a holiday in good quality facilities in Turkey much more cheaply than in those of Europe (Köse, 2005:7).

Number of Russian tourists starting to visit Turkey with holiday purposes has increased each year compared to the previous year since the beginning of 2000s. However, tourism can be immediately influenced by the negative incidents such as crisis, war, etc. occurring across the world because of the flexible characteristic of the demand (Ünlüöenen, 2004:72). Accordingly 2.879.278 Russian tourists visited Turkey in 2008 due to the experienced negative incidents such as crisis, etc. Moreover, 2.694.733 tourists entered Turkey reflecting a shrinking of 5 per cent in 2009 because of the impact of the global crisis. However, when it is considered broadly that there was a decrease of 20% in the number of the outbound tourists from Russia in 2009, this shrinking figure can be recognized as a success of Turkey. Such that Russia maintained its position of second most tourist dispatching country to Turkey after Germany in 2009 despite the decrease of the number of tourists (www.kultur.gov.tr).

According to the information obtained from Ministry of Culture and Tourism, Russian tourism market bears the characteristic of "Last Minute Sales". Therefore, it is stated that the duration of decision making is very short within this market. Average reservation duration is within 8,2 days before the flight. Therefore, 25-30% of the hotels located in Turkey are reserved for the Russian beforehand and the prices maintain a high position because of this limited duration of reservation (Köse, 2005:7).

When 2014 is taken into consideration, it is observed that a decline of 15% took place in the number of the tourists going abroad from Russia with travel purposes and 45.8 million tourists travelled. On the other hand, Turkey was one more time the most preferred country by the tourists travelling from Russia with tourism purposes. In this context, while Turkey receives 23% of the package departure from Russia, Egypt comes next to it as the second with a share of 18%.

Table 5.

Touristic Departure from Russia in 2014

Countries	Number of tourists (Thousand)	Change (%)
Turkey	3.278	6,5
Egypt	2.565	34,4
Greece	1.016	-13,6
Spain	982	-3,0
Thailand	933	-9,8
Germany	820	-1,3
Italy	747	3,0
United Arab Emirates	597	-8,6
Cyprus	549	-5,3
Bulgaria	497	-0,2
Czech Republic	413	-12,7
France	361	-3,5
Tunisia	242	-14,0
Austria	229	-16,0
Israel	221	-5,6

Source: www.aktob.org

Table 5 puts forward that 3.278.000 Russian tourists arrived Turkey in 2014. Despite the 15% decline of outbound travels, an increase of 6,5% is observed in the demand towards Turkey compared to the previous year. Turkey maintains an advantageous position throughout the holiday selection decisions of Russian tourists due to the geographical proximity, convenience of visa transactions, cheapness and rich geo-economic assets. On the other hand, the most positive change when compared to the previous year is observed for Egypt. While the demand for Austria declined 16%, a decline of 10% is observed across the Russian tourism market within the countries such as Tunisia, Greece, and Czech Republic.

It is estimated that a decline will take place in the number of tourists across all countries receiving a share from Russian tourism market, including Turkey, because of the Ruble crisis occurring in Russia. However, Table 5 puts forward that despite the

decline in the number of the outbound tourists from Russia, 23% of Russian tourists prefer Turkey. When global crisis of 2008 is taken into consideration, despite the decline in the number of Russian tourists, Russia maintained its position as the second among the countries dispatching most tourists within this period and therefore although Ruble crisis can cause a decline in the number of the tourists visiting the country compared to the previous year, the majority of Russian tourists will prefer Turkey. This crisis can be transformed into an advantage through price-oriented marketing operations thanks to the fact that Turkey offers cheaper holidays than most of the European countries and it has rich geo-economic assets.

4.1. Methodology

Research methodology is explained under the subtitles of research model, selection of population and sample, method of data collection and analysis of the data.

4.2. Research Model

The methodology of the applied scientific research requires selection of scientific methods in line with the main purposes of the study. Research models serve to realization of the conditions required for collection of the data economically and appropriately and in accordance with the purpose of the research throughout scientific studies.

This study is a descriptive self-transfer study. Data is gathered by obtaining information from the individuals themselves taking place within the sample throughout self-transfer research (Bir, 1999). Present situation about an issue is searched through descriptive model. Descriptive research can be conducted in two different ways. This is self-transfer and observation research. Data of self-transfer research is gathered by obtaining information from the individuals themselves taking place within the sample. Data of descriptive research is analyzed and evaluated through scientific statistics (Kırcaali, 1997: 7). Since this research is a descriptive study, present situation will be searched without changing the relationship between the variables.

4.3. Selection of Population and Sample

Population of research is the large group composed of animate or inanimate entities from which the data (measurement) required to respond to the questions is obtained. In other words, population can be defined as the group where the conclusions derived from the analysis of the data to be obtained throughout the research will be valid and will be evaluated (Büyüköztürk, 2010).

When the population is limited or it is narrow-scoped, it is possible to access to all constituents of the population; however, this is true for only a small number of research. Researcher can obtain the data appropriate for the purpose of the research through the sample reduced to smaller or more accessible units -instead of a population which includes units hard to access and sometimes reaching an impossible amount- and he/she can generalize the conclusions of the research to whole population (Ural and Kılıç, 2006: 34).

The population of the research is assigned as the Russian tourists staying in Antalya in 2014. However, since it is not possible to access the whole population due to time and financial limitations, analysis and evaluation of the research are conducted through a selected sample. Therefore, convenience sampling method is applied to the Russian tourists staying in Antalya in 2014 and individuals volunteering to participate in the research take place within the scope of the research. The number of tourists visiting Antalya in 2014 is 3.489.007 (www.antalyakulturturizm.gov.tr).

The formula applied to identify the sample is as follows (Yamane, 2001:116);

N: number of individuals in population

n: number of individuals in sample

z: standard normal deviation table value for desired reliability level

d: sensitivity

p: proportion of individuals with desired characteristics within the population (p+q=1)

Implementation of formula for Antalya:

n: Size of sample

N: 3.489.007

p: 0,5

q: 0,5

z: 1,96

d: 0,05

$$n= \frac{3.489.007 \cdot (1,96)^2 \cdot (0,5) \cdot (0,5)}{3.489.007 \cdot (0,05)^2 + (1,96)^2 \cdot (0,5) \cdot (0,5)} = 384$$

Research survey is delivered to 450 tourists out of the number of the tourists in Antalya mentioned above. 412 of those are received back in proper condition to analyze. Return rate of surveys is 84%.

4.4. Method of Data Collection

Survey is used as the means of data collection within this research. The survey form is composed of 3 sections. First section of survey includes questions about the demographical characteristics of individuals responding to the survey such as gender, age, marital status, educational status, income, etc.

In the second section of the survey, destination image scale is applied to measure the perceptions of the tourists regarding the image of destination where they are. In this section, 26 statements in 5-point Likert scale are presented to measure the perceptions of tourists regarding the image of the destination where they are. Respondents are asked to respond to the statements of the scale through five categories: (1) strongly agree, (2) agree, (3) neither agree nor disagree, (4) disagree, (5) strongly disagree.

Memorable Tourism Experience scale –developed by Kim, Ritchie and Mc Cormick (2012)- is applied in the final section of the survey to measure memorable tourism experiences of the tourists. In this section, 27 statements in 5-point Likert scale are presented to the respondents and they are asked to respond to the statements of the scale through five categories: (1) strongly agree, (2) agree, (3) neither agree nor disagree, (4) disagree, (5) strongly disagree.

4.5. Analysis of the Data

Collected data is transferred to SPSS 20 (Statistical Packages for the Social Sciences) program and analyzed. The statements taking place in the second and third sections of the survey are assessed through 5-point Likert in accordance with the scores of "strongly disagree" = 1, "disagree" = 2, "neither agree not disagree" = 3, "agree" = 4 and "strongly agree" = 5. Percentage and frequency distribution is applied to identify the demographical characteristics of tourists; and average and standard deviations of the perceptions about the statements presented to identify the destination image expressions and memorable tourism experiences of the individuals are applied to identify the destination image.

Moreover, regression analysis is applied to identify the relationship between the perceptions of tourists about the destination image and their memorable tourism experiences. Regression analysis is the explanation of the relationship between the dependent variable and the independent variable(s) -which are assumed to have an impact on the dependent variable- through a mathematical model (Ural and Kılıç, 2006: 253). Since one dependent and one independent variable exist within this study, simple linear regression analysis is applied. Finally, t-test and ANOVA analysis are applied to identify the difference between the variables based on the structure of the variable.

4.6. Findings of the Research

Distribution of respondents according to their demographical characteristics is examined primarily during the analysis of the data collected within the scope of the research. Afterwards, regression analysis is applied to identify the relationship between the perception of individuals about the destination image and their memorable tourism experiences. Finally, t-test and ANOVA test is applied to identify the difference between the evaluations of the respondents regarding their perception of destination image, demographical characteristics, memorable tourism experiences and demographical characteristics.

Table 6.

Distribution of Respondents according to their Demographical Characteristics (n: 412)

	Demographical Variables	n	%
Gender	**Man**	196	47,6
	Woman	216	52,4
Age	**18-25**	114	27,7
	26-33	140	34,0
	34-41	83	20,1
	42-49	45	10,9
	50+	30	7,3
Marital Status	**Married**	175	42,5
	Single	237	57,5
Educational Status	**Secondary School**	6	1,5
	High School	37	9,0
	Associate Degree / Undergraduate	264	64,1
	Graduate	105	25,5
Purpose of Travel	**Holiday**	359	87,1
	Volunteer Work	7	1,7
	Family Visit	16	3,9
	Business Trip	30	7,3
Accommodation Type	**4–5 Star Hotel**	292	70,9
	3 Star Hotel	51	12,4
	Holiday Village	66	16,0
	Camping	3	,7
Income (TL)	**1.000-2.000**	81	19,7
	2.001-3.000	155	37,6
	3.001-4.000	111	26,9
	4.001-5.000	17	4,1
	5.001+	48	11,7
Sources Guiding towards Visiting Turkey	**Written Sources**	151	36,7
	Visual Sources	192	46,6
	Previous Visit Experience	225	54,6
	Friend Recommendation	199	48,3

Table 6 puts forward the distribution of the tourists responding the research survey according to their demographical characteristics. 47,6% of the respondents is identified to be man and 52,4% is woman. When the age range is examined, it is identified that 27,7% is between 18-25, 34% is between 26-33, 20,1% is between 34-41, 10,9% is between 42-49 and 7,3% is at and over 50.

When the distribution of the marital status conditions of tourists is examined, it is identified that 42,5% is married and 57,5% is single. When the distribution of the educational status conditions of respondents is examined, it is identified that majority (64,1%) has associate or undergraduate degree. Along with this, it is identified that 1,5% has secondary school degree, 9% has high school degree and 25,5 has graduate degree.

When the purposes of tourists to visit Turkey are examined, it is identified that majority (87,1%) visited our country for holiday. Along with this, 7,3% travelled to Turkey for business purposes, 3,9% to visit family and 1,7% for volunteer work.

When the accommodation types where the respondents stayed during their trip in Turkey are examined, it is identified that 70,9% stayed in a 4 or 5 star hotel establishment. Along with this, it is identified that 12,4% stayed in a 3 star hotel establishment, 16% in a holiday village and a small part composing ,7% in camping.

Income of the tourists is asked in foreign currency by the survey conducted to identify distribution of the income of the respondents. However, these figures are converted into TL (*Turkish Lira*) later on. When the distribution of the individuals is examined in accordance with their income, it is identified that 19,7% earns 1.000-2.000 TL, 37,6% earns 2.001-3.000 TL, 26,9% earns 3.001-4.000 TL, 4,1% earns 4.001-5.000 TL and 11,7% earns over 5.001 TL.

Finally, the sources guiding the tourists towards Turkey holiday is examined. When it is considered that tourists are influenced by more than one source, it is identified that previous Turkey holiday experience of individuals is the most (54,6%) influential factor. Along with this, 48,3% expressed that they are influenced by friend recommendation, 46,6% by visual sources and 36,7% by written sources.

Table 7.

Distribution of Perceptions of Respondents about Image of Turkey (n:412)

STATEMENTS	Strongly Negative Positive								Strongly			
	1		**2**		**3**		**4**		**5**		**X**	**S.S**
	n	**%**	**n**	**%**	**n**	**%**	**n**	**%**	**n**	**%**		
Before visiting Turkey	-	-	29	7	149	36,2	156	37,9	78	18,9	**3,68**	**,85**
After visiting Turkey	-	-	10	2,4	64	15,5	166	40,3	172	41,7	**4,21**	**,79**

Table 7 includes evaluations regarding the perception of respondents about the image of Turkey before and after their visit. Accordingly, while it is identified that the proportion of those who had neither positive nor negative opinion about the country image of Turkey before their visit is 36,2%, this situation altered to 15,5% after visiting Turkey.

On the other hand, while the proportion of the tourists with a positive opinion about Turkey was 57% before their visit, the proportion of the tourists with a positive opinion about the image of Turkey altered to 81% after visiting Turkey.

Table 8 deals with the distribution of respondents participating in the research according to their opinions regarding the image of Turkey. When Table 8 is examined, "I think that weather conditions are right for holiday" statement (4,41) is identified as the most positively perceived situation about the destination image. Along with this, "it has interesting historical sites" (4,38) and "I think that it is a nice place to have a holiday" (4,28) statements are recognized as statements with high score averages.

Table 8.

Distribution of Respondents according to the Opinions regarding the Image of Turkey (n:412)

Statements about Destination Image	$\overline{X}$	ss
Tourism infrastructure is adequate	4,08	,82
I think that it is a nice place to have a holiday	4,28	,72
It is a nice place to get to know a new culture	4,10	,75
It is a right place for different excitements	4,11	,79
It is a right place for rest, it is free from stress	4,22	2,09
It has adequate number of accommodation facilities	4,03	,84
Accommodation opportunities are quite convenient	4,25	,80
Residents of Turkey are friendly and warm	4,20	,77
Local shopkeepers are helpful	3.64	1,03
Local workers are polite	3,96	1,08
I think that weather conditions are right for holiday	4,41	,58
It has unspoiled environment conditions	3,94	1,01
It has an intact nature and clean environment	3,94	1,02
It has interesting historical sites	4,38	,66
I think that it is a safe place to travel	4,11	,84
It has a unique landscape and natural beauties	4,22	,80
Standard of life is high	3,98	,88
Price of the products and services is convenient	4,22	,82
I think that shopping potential is adequate	4,13	,80
It has good quality restaurants	4,15	,83
Local food is tasty	4,14	1,02
I think that it has a vibrant nightlife and entertainment atmosphere	4,03	,95
I feel safe when wandering streets	4,15	,80
It has advanced transportation system	3,97	,86
There are numerous package tours for this destination	4,18	,76
Range of the services for tourists is abundant	4,23	,77

"Local shopkeepers are helpful" (3,64), "it has unspoiled environment conditions" (3,94) and "it has an intact nature and clean environment" (3,94) statements are recognized as the statements with the lowest score regarding the destination image of tourists.

Table 9.

Distribution of Respondents according to the Memorable Tourism Experiences (n:412)

Statements about Memorable Experiences	$\overline{X}$	ss
I was excited that I had a new experience in Turkey	4,18	,76
I enjoyed the activities I joined during my holiday	4,24	,73
I was really amused during my holiday	4,24	,66
I had an exciting experience	4,16	,85
I have had this experience once in my life	3,45	1,37
I had a unique experience	3,91	1,23
My holiday in Turkey was different from my previous holiday experiences	4,02	1,00
I experienced different food, activities, etc. during my trip	4,31	,74
I had positive impressions about the local culture during my trip	4,13	,94
I had a chance to get to know the local culture closely	4,10	,91
People in Turkey was quite friendly to me	4,03	,81
I was relieved from my stress during my trip	4,11	,78
I was able to keep off the daily routine during my trip	4,18	,80
I had a relieving experience	4,16	,77
I felt way more better after my trip	4,29	,88
I felt that I did meaningful activities during my trip	3,98	1,02
I felt that I did important activities during my trip	3,81	1,05
I learned things about myself during my trip	3,69	1,02
I visited the places I really wanted to see in Turkey	3,80	,85
I participated in the activities I really wanted to participate in Turkey	3,92	,96
I participated in the available basic activities during my trip	4,11	,84
I acquired many knowledge during my trip	3,98	,85
I acquired many new skills during my trip	3,65	1,18
I had a new cultural experience	4,08	1,02
I was angry during my stay	1,96	,93
I was disappointed during my stay	1,88	,99
I had embarrassing moments during my holiday	1,70	,87

Table 9 deals with the distribution of respondents joining the research according to their memorable tourism experiences. When Table 9 is examined "I experienced different food, activities, etc. during my trip" (4,31) statement is identified as the most positively perceived situation in terms of memorable tourism experience. Along with this, "I felt way more better after my trip" (4,29), "I enjoyed the activities I participated in during my holiday" (4,24) and "I was really amused during my holiday" (4,24) statements are recognized as statements with high score averages.

"I have had this experience once in my life" (3,45), "I acquired many new skills during my trip" (3,65) and "I learned things about myself during my trip" (3,69) statements are recognized as the statements with the lowest score regarding the destination image of tourists.

Table 10.

Relationship between Destination Image and Memorable Tourism Experience

Independent Variable	Beta	T
Destination Image	,620	16,006
R^2	F	Level of Importance
,385	256,188	,000

The existence of a relationship between the destination image perceived by the tourists and their memorable tourism experience is tested in Table 10. Accordingly, a significant relationship is identified between the destination image perceived by the tourists and their memorable tourism experience ($p < 0,05$). Along with this, there is a strong positive relationship between the destination image and memorable tourism experience ($r = 0,620$). Moreover, coefficient of determination –that's R^2 value- is calculated as 0,385 and it is possible to argue that perceptions regarding the destination image compose 38,5% of the formation of memorable tourism experiences. Hence, H_1 is accepted.

Table 11.

Analysis of the Difference between the Gender of Respondents and their Perceptions of Destination Image (n:412)

	Group Statistic			Test Statistic		
	n	**Average**	**Standard Deviation**	**t**	**Srb. Der.**	**p**
Man	196	4,12	0,41			
Woman	216	4,12	0,42	0,56	410	0,955

Two independent t-tests are applied to determine the existence of a difference between the gender of tourists participating in the survey and their perceptions of destination image and the results are listed in Table 11. Accordingly, H_{2a} hypothesis is rejected by 0,955 significance level of this result. In other words, there is not a statistically significant difference between the gender of the respondents and their perceptions of destination image (p<0,05).

Table 12.

Analysis of the Difference between the Age of Respondents and their Perceptions of Destination Image (n:412)

	Group Statistic			Test Statistic		
	n	**Deviation**	**Standard Deviation**	**F**	**Srb. Der.**	**P values**
18-25	114	4,17	0,41			
26-33	140	4,14	0,41			
34-41	83	4,12	0,37	2,581	411	0,037
42-49	45	4,03	0,39			
50+	30	3,93	0,53			

One-way analysis of variance (ANOVA) is applied to determine the existence of a difference between the age of the respondents of the survey and their perceptions of destination image. The results are listed in Table 12. Accordingly, H_{2b} hypothesis is accepted by 0,037 significance level of this result (p<0,05). In other words, there is a

statistically significant difference between the age of the tourists and their perceptions of destination image (p<0,05).

Table 13.

Analysis of the Difference between the Marital Status of Respondents and their Perceptions of Destination Image (n:412)

	Group Statistic			Test Statistic		
	n	Average	Standard Deviation	t	Srb. Der.	p
Married	175	4,03	0,46			
				-3,711	410	0,000
Single	237	4,18	0,36			

Two independent t-tests are applied to determine the existence of a difference between the marital status of tourists participating in the survey and their perceptions of destination image and the results are listed in Table 13. Accordingly, H_{2c} hypothesis is accepted by 0,000 significance level. In other words, there is a statistically significant difference between the marital status of the respondents and their perceptions of destination image (p<0,05).

Table 14.

Analysis of the Difference between the Educational Status of Respondents and their Perceptions of Destination Image (n:412)

	Group Statistic			Test Statistic		
	n	Average	Standard Average	F	Srb. Der.	P value
Secondary School	6	4,39	0,21			
High School	37	4,22	0,33	2,970	411	0,032
Associate degree / Undergraduate	264	4,13	0,42			
Graduate/ PhD	105	4,04	0,42			

Table 14 puts forward the existence of a difference between the educational status of respondents of the survey and their perceptions of destination image. Accordingly, H_{2d} hypothesis is accepted by 0,032 significance level (p<0,05). In other words, there is a statistically significant difference between the educational status of the tourists and their perceptions of destination image (p<0,05).

Table 15.

Analysis of the Difference between the Accommodation Type of Respondents and their Perceptions of Destination Image (n:412)

	Group Statistic			Test Statistic		
	n	Average	Standard Deviation	F	Srb. Der.	P value
4 and 5 star hotel	292	4,11	0,41			
3 star hotel	51	4,01	0,43	2,697	411	0,030
Holiday village	66	4,22	0,39			
Camping	3	3,38	0,46			

The existence of a difference between the accommodation type of tourists participating in the survey and their perceptions of destination image is analyzed in Table 15. Accordingly, H_{2e} hypothesis is accepted by 0,030 significance level (p<0,05). In other words, there is a statistically significant difference between the accommodation type of the tourists and their perceptions of destination image (p<0,05).

Table 16.

Analysis of the Difference between the Purpose of Travel of Respondents and their Perceptions of Destination Image (n:412)

	Group Statistic			Test Statistic		
	n	Average	Standard Deviation	F	Srb. Der.	P value
Holiday	359	4,11	0,42			
Volunteer work	7	4,33	0,31	1,245	411	0,293
Family visit	16	4,25	0,35			
Business trip	30	4,14	0,38			

The existence of a difference between the purpose of travel of tourists participating in the survey and their perceptions of destination image is analyzed in Table 16. Accordingly, H_{2f} hypothesis is rejected by 0,293 significance level ($p<0,05$). In other words, there is not a statistically significant difference between the purpose of travel of the tourists and their perceptions of destination image.

Table 17.

Analysis of the Difference between the Gender of Respondents and their Perceptions of Memorable Tourism Experience (n:412)

	Group Statistic			Test Statistic		
	n	Average	Standard Deviation	t	Srb. Der.	p
Man	196	3,80	0,56	0,57	410	0,566
Woman	216	3,77	0,52			

The existence of a difference between the gender of tourists participating in the survey and their memorable tourism experience is analyzed in Table 17. Accordingly, H_{3a} hypothesis is rejected by 0,566 significance level. In other words, there is not a statistically significant difference between the gender of the respondents and their memorable tourism experiences ($p<0,05$).

Table 18.

Analysis of the Difference between the Age of Respondents and their Perceptions of Memorable Tourism Experience (n:412)

	Group Statistic			Test Statistic		
	n	Average	Standard Deviation	F	Srb. Der.	P value
18-25	114	3,84	0,50			
26-33	140	3,79	0,58	3,727	411	0,005
34-41	83	3,87	0,48			
42-49	45	3,63	0,55			
50+	30	3,50	0,54			

The existence of a difference between the age of tourists participating in the survey and their perception of memorable tourism experience is analyzed in Table 18. Accordingly, H_{3b} hypothesis is accepted by 0,005 significance level (p<0,05). In other words, there is a statistically significant difference between the age of the tourists and their memorable tourism experiences.

Table 19.

Analysis of the Difference between the Marital Status of Respondents and their Perceptions of Memorable Tourism Experience (n:412)

	Group Statistic			**Test Statistic**		
	n	**Average**	**Standard Deviation**	**t**	**Srb. Der.**	**p**
Married	175	3,68	0,53			
				-3,159	410	0,002
Single	237	3,85	0,54			

The existence of a difference between the marital status of tourists participating in the survey and their perception of memorable tourism experience is analyzed in Table 19. Accordingly, H_{3c} hypothesis is accepted by 0,002 significance level. In other words, there is a statistically significant difference between the marital status of the respondents and their memorable tourism experiences (p<0,05).

Table 20.

Analysis of the Difference between the Educational Status of Respondents and their Perceptions of Memorable Tourism Experience (n:412)

	Group Statistic			**Test Statistic**		
	n	**Average**	**Standard Deviation**	**F**	**Srb. Der.**	**P value**
Secondary School	6	4,12	0,10			
High School	37	4,07	0,38	7,771	411	0,000
Associate degree / Undergraduate	264	3,80	0,56			
Graduate/ PhD	105	3,62	0,50			

The existence of a difference between the educational status of tourists participating in the survey and their perception of memorable tourism experience is analyzed in Table 20. Accordingly, H_{3d} hypothesis is accepted by 0,000 significance level ($p<0,05$). In other words, there is a statistically significant difference between the educational status of the tourists and their memorable tourism experiences ($p<0,05$).

Table 21.

Analysis of the Difference between the Accommodation Type of Respondents and their Perceptions of Memorable Tourism Experience (n:412)

	Group Statistic			Test Statistic		
	n	Average	Standard Deviation	F	Srb. Der.	P value
4 and 5 star hotel	292	3,75	0,51			
3 star hotel	51	3,65	0,72	7,353	411	0,000
Holiday village	66	4,05	0,39			
Camping	3	3,62	0,46			

The existence of a difference between the accommodation type of tourists participating in the survey and their perception of memorable tourism experience is analyzed in Table 21. Accordingly, H_{3e} hypothesis is accepted by 0,000 significance level ($p<0,05$). In other words, there is a statistically significant difference between the accommodation type of the tourists and their memorable tourism experiences.

Table 22.

Analysis of the Difference between the Purpose of Travel of Respondents and their Perceptions of Memorable Tourism Experience (n:412)

	Group Statistic			Test Statistic		
	n	Average	Standard Deviation	F	Srb. Der.	P value
Holiday	359	3,75	0,54			
Volunteer work	7	4,14	0,29	2,939	411	0,033
Family visit	16	3,90	0,33			
Business trip	30	3,98	0,59			

The existence of a difference between the purpose of travel of tourists participating in the survey and their perception of memorable tourism experience is analyzed in Table 22. Accordingly, H_{3f} hypothesis is accepted by 0,033 significance level (p<0,05). In other words, there is a statistically significant difference between the purpose of travel of the tourists and their memorable tourism experiences (p<0,05).

In this part of the thesis, the analysis of the data collected from Russian tourists participating in the research is conducted. Accordingly, the perceptions of the respondents about the destination of Turkey and their position regarding memorable tourism experiences are evaluated. In addition to this, the differences based on demographical characteristics of the respondents in terms of their perception of destination image and memorable tourism experiences are identified.

PART 5

CONCLUSION AND SUGGESTIONS

Implementation of certain marketing operations is obligatory to increase the demand for the destinations which are rich in terms of geoeconomic resources due to the increasing competition conditions of tourism sector. Promotion and marketing of a destination can succeed provided that they are implemented systematically by the local government or other local organizations and their stakeholders of that area. Although most of the countries prominent in tourism have endeavours in terms of destination image, etc. for a long time, endeavours for the promotion of the destination has started to gain importance in Turkey recently.

The essential issue regarding the marketing of a destination is to recognize it as a product (Doğan, 2013:77). Selection of a target market –where these marketing operations will be carried out- and implementation of the items of marketing mix to this target market play an important role in the success of the marketing and promotion of the destination. The market targeted for the marketing of the destination can be considered as all tourists who are willing to participate in tourism activities. Although there are numerous factors influencing the destination selection of tourists, one of the most important factors is the image of the destination.

It requires a significant and costly effort to attract tourists to a destination where they did not have a tourism experience before. While consumers easily decide to buy the products about which they have adequate information or they do not need to seek for more information (bread, match, etc.) (Hawkins, Best and Coney 1998), they spare more time during gathering information and making a decision when buying products about which they have less information (Habitoğlu, 1993:114). In this regard, deciding to buy touristic products and services occurs at the end of a more complex and long process. Accordingly, when tourists who had a tourism experience in a destination beforehand take into consideration their previous touristic experience and the destination image formed as a result of this experience before making a decision to travel to that destination again.

Consumers decide to buy a product not only by considering the benefits they will acquire through the functional features of the products and services they buy, but also they expect to feel special and to have different feelings and experiences (Saltık,

2011:79). Tourism sector is more advantageous than most of the other sectors in terms of its qualities to make one feel special and have an experience thanks to its being in service sector and possessing numerous abstract elements.

This study examines the destination image perceptions and the relationship between the destination image and memorable tourism experiences of Russian tourists who have bought touristic products and services and had a tourism experience in Turkey previously. Findings and conclusion arrived by the study is explained below.

Perceptions of 412 Russian tourists about the destination image and their memorable tourism experiences are analyzed within the scope of the research. It is identified that Russian tourists visit Turkey mostly with a purpose of travel thanks to the fact that Turkey has numerous touristic destinations and better weather conditions when compared to those in Russia. When the sources guiding the tourists to visit Turkey are examined, it is observed that they make their decision to visit Turkey by taking into account the written and visual sources, friend recommendations and previous visit experiences.

While the perception of the respondents about the image of Turkey before they arrived to the country was neutral, it is identified that this perception of image is changed positively as a result of arriving and having a touristic experience in Turkey. In this regard, it can be argued that marketing operations aiming to change the image of Turkey positively do not have an impact on Russian tourists. So that, the perception of Russian tourists about Turkey is identified to be neutral before their tourism experience despite all promotion and marketing endeavours.

A conclusion which can be defined as "positive" is identified in terms of the identification of the destination image of Turkey as one of the purposes of the research. Russian tourists mostly delivered positive opinion to the statements declaring that weather conditions are right for holiday, it has interesting historical sites, it is a nice place to have a holiday, accommodation opportunities are quite convenient, range of the services for tourists is abundant and it is a right place for rest, it is free from stress.

On the other hand, they marked the statements declaring that local shopkeepers are helpful, it has an intact nature and clean environment and local workers are polite with the lowest scores. When the results are evaluated within this context, it can be argued that geo-economic resources of Turkey are rich, and the physical infrastructure and carrying capacity is convenient.

The characteristic of tourism sector distinguishing it from other sectors is the

fact that it is a service sector based on human effort despite of the richness of touristic resources. Efficient utilization of these resources, performing tourism activities by adopting sustainable tourism approach to minimize the damage against the environment, employing qualified personnel in tourism sector and politeness throughout the behaviours towards the tourists are important to develop the destination image positively.

A conclusion which can be defined as "positive" is identified in terms of the attitudes of the Russian tourists about their memorable tourism experiences within the scope of the research. Russian tourists mostly delivered positive opinion to the statements aiming to identify their memorable tourism experience and declaring that I experienced different food, activities, etc. during my trip, I enjoyed the activities I joined during my holiday and I was really amused during my holiday; it is observed that they did not agree much with the statements declaring I was angry during my stay, I was disappointed during my stay and I had embarrassing moments during my holiday.

A positive relationship is identified between the memorable tourism experiences and destination image analyzed within the scope of the research. As the memorable tourism experiences of Russian tourists change positively, their perceptions regarding the destination image change in that direction as well. That travel experiences of tourists are positive also has an impact on their decision to visit again (Güçer, 2010). Moreover, a tourist who has positive experiences would talk about this positive experience he/she had at that place and those countries would be able to promote themselves without marketing and promotion expenditure. In this regard, positive memorable tourism experiences of tourists play an important role in the change of their perception about the destination image positively.

A significant difference is identified between the age groups and destination image perceptions of tourists within the scope of the research. It is observed that most positive perception about the destination image takes places within young tourists and the most negative perception takes place with the tourists at the age of 50 or older. The reason of this fact can be that image perception about Turkey is generally known as sea, sand and sun and that young tourists generally travel within this context. However, Turkey has numerous destinations which are generally appealing for middle age and which can be visited with a purpose of culture apart from sea, sand and sun (Karabıyık, 2013). It can be argued that demand of middle age people for Turkey will increase and tourism will expand to 12 months as a result of the enhancement of image perception of

Turkey in terms of culture tourism.

A positive difference is identified between the marital status, educational status and accommodation type of the tourists participating in the research and the destination image. It is identified that destination image of single tourists is higher than married ones. On the other hand, when the difference between the educational status and the destination image is analyzed, it is observed that an increase in the educational status impacts the perception of destination image negatively. This finding supports the literature. As the educational status of touristic consumers increases, it also improves their expectations from product and services. Results of the study put forward that while the perception of a tourist graduated from secondary school about the destination image is high, perception of a tourist with a masters and PhD degree about the destination image is low.

Difference is identified between the accommodation type where Russian tourists stay in Turkey and perception of destination image. In this regard, it is identified that perception of destination image of the tourists staying in 4 or 5 star hotels and holiday villages is higher, and perception of destination image of the tourists staying in 3 star hotels and camping is lower. The reason of this difference can be the fact that 4 and 5 star hotels or holiday villages have higher quality services and features than 3 star hotels or camping.

A significant difference is identified between the ages, educational status, marital status, accommodation type, purpose of travel and memorable tourism experiences of Russian tourists participating in the research. It is observed that while the memorable tourism experiences of tourists at the age of 34-41 is high, that of tourist at the age of 50 or older is low; and that memorable tourism experiences of single tourists is higher than the married. Moreover, similar to the perception of destination image, while the perception of tourists graduated from secondary school is high in terms of memorable tourism experience, the perception of tourists with a masters and PhD degree is low.

Another finding corresponding to the perception of destination image can be cited as the difference between the accommodation type and memorable tourism experience. Memorable tourism experiences of tourists staying at holiday villages and 4 or 5 star hotels, which take place at an upper level compared to camping or 3 star hotels regarding the quality of service and personnel and other features, are more positive.

When the difference between the purposes of travel and memorable tourism

experiences is analyzed, it is observed that Russian tourists who travel with a purpose of volunteer work have the highest average and those travelling with a purpose of holiday have the lowest average. It can be argued that the average of the statements measuring their memorable tourism experiences is low because of the fact that those travelling with a purpose of volunteer work stay in the country longer and those travelling with a purpose of holiday stay shorter.

Following suggestions can be developed in the light of the findings obtained throughout this study:

- Market segmentation and differentiation becomes obligatory also for the endeavours of marketing and promotion the destination and establishing an image for the destination because of the fact that destination image and memorable tourism experiences of tourists differ across the demographical variables.
- Policy makers of the destination should identify the features with an influence on the touristic consumers and produce strategies throughout the processes of destination image formation.
- It is identified by the results of the research that positive memorable tourism experiences also transform perception of destination image positively. In this respect, it can be argued that changing the experiences of tourists in Turkey positively is important to increase the tourism demand.
- Target market of Turkish tourism will expand and tourism will be spread across a wider time period by formation and implementation of strategies such as culture tourism, third age tourism, etc. which would improve the destination image perception of middle age and older tourists.
- Quality of accommodation facilities such as 3 star hotels and camping should be improved, perception of destination image should be enhanced by employing qualified personnel and memorable tourism experiences of tourists should be transformed positively.
- Personnel of each unit of the destination and the local residents should receive training and tourist satisfaction should be sustained at the highest level.
- Local government and all other stakeholders should organize events which will improve the memorable tourism experiences of the tourists.

This study covers only the Russian tourists who travelled to Turkey before. Measurement of the image perceptions of tourists about Turkey who did not travel to Turkey before would be significant for the success of the destination. In addition to this, repetition of future studies for the inbound tourists from other countries is important for both their contribution to the literature and to identify the strategies of the destination

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QUESTİONARY

1.Gender :
( ) Male ( ) Female

2.Yaşınız:
( ) 18-25( ) 26-33( ) 34-41( ) 42-49( ) 50 +
3.Marital Status:
( ) Married   ( ) Single

4.Education Level Completed :
( )Middle school   ( )Associate degree   ( ) High lisence / Phd
( )High school   ( ) undergraduate
Other (…………………….)

5. what is the main reason you visited Turkey :
( ) Vacation   ( ) to visit family
( ) Non-Profit work   ( ) for Business
( ) Other (……………………………………..)

6. During Your Vacation Where did you stay :
( ) 4 and 5 star hotel   ( ) 3 start and under hotel
( ) Resort   ( ) camping
( ) Other (…………………………………..)

7. Which city do you live in Russia :…………………….

8 . What is your Monthly income……………………………. ( ) euro ( ) dolar

9. what inspired you to visit Turkey ? (you can select more than one option)
( ) Written Promotion   ( ) previous experience
( ) Visual Promotion   ( ) Recommendation from a freind
Other (…………………….)

Please select one option :

	Very Negative	Negative	Neutral	Positive	Very positive
What is your opinion about Turkeys image	**1**	**2**	**3**	**4**	**5**
Prior to visiting Turkey ?					
After visiting Turkey ?					

Please select One option :

Destination Image Scale Sentences	Strongly Disagree 1	Disagree 2	Neither agree nor disagree 3	Agree 4	Strongly Agree 5
1.The Tourism infrastructure is sufficient.					
2.It is a good Place to Vacation.					
3.It is a good place to know a new culture .					
4.It is a good place to have different excitement.					
5.It is a good place to relax and stress-free.					
6.There are sufficient accomodations.					
7.The accomodation facilities are suitable.					
8.The people living in Turkey are freindly and hospitable.					
9.The local shopkeeper and merchant are helpful .					
10.The local workers are kind.					
11.I think the weather is suitable for a vacation.					
12.The enviroment has not been affected by people .					
13.The natural and clean enviroment has not been touched.					
14.There are interesting historical places .					
15.I think this is a safe place to travel .					
16.It has a unique landscape and natural beauty .					
17.Standard of life is high .					
18.Prices for products and services are suitable.					
19.I think the pssibilities for shopping are enough.					
20.There are good Quality Restraunts.					
21.The regional dishes are delicious.					
22.I think the night life atmosphere is enjoyable.					
23.I feel safe when I walk in the streets.					
24.The transportation system is developed.					
25.There are tour packages fort his destination available.					
26.There are a variety of services available for tourists					

Memorable Tourism Experience Scale Sentences	Strongly Disagree	Disagree	agree nor disagree	Agree	Strongly Agree
	1	**2**	**3**	**4**	**5**
1.It excited me to have an experience in Turkey					
2.I had fun from the acivities I joined during my Holiday.					
3.I really enjoyed my holiday.					
4.I had an exciting experience.					
5.I have only had this experience once in my life .					
6.I have had a unique experience.					
7.My holiday in Turkey was diffirent from my previous holidays.					
8.I ecperienced diffirent food , activities ..etc during my holiday.					
9. I had Positive impression of the local culture during my holiday.					
10.I had the oppurtinity / chance to get to know the local culture.					
11.People in Turkey treated my quite freindly .					
12.I got rid of stress during my holiday .					
13.I managed to get away from routine Works during my holiday.					
14.I had a relaxing experience.					
15.I felt a lot better after my holiday .					
16. I thought I had done meaningful things on my holiday .					
17.I thought I had done important things on my holiday .					
18.I learnt something about myslef during my holiday.					
19.I visited places that I would really wanted to see in Turkey .					
20.I participated to the activities that I would really wanted in Turkey.					
21.I participated to basic activities during my holiday .					
22.I learnt a lot during my holiday.					
23.I acquired a lot of new skills during my holiday.					
24.I experienced a new culture.					
25. I was angry with accommodation.					
26.I was Disappointed with accommodation.					
27.Sometimes I felt ashamed during my holiday .					

1. Cinsiyetiniz:
( ) Erkek   ( ) Kadın

2.Yaşınız:
( ) 18-25( ) 26-33( ) 34-41( ) 42-49( ) 50 ve üstü

3.Medeni durumunuz:
( ) Evli   ( ) Bekâr

4.Eğitim durumunuz:
( )Ortaokul   ( )Ön Lisans/Lisans
( )Lise   ( )Yüksek Lisans / Doktora
Diğer (Belirtiniz ……………………….)

5. Türkiye'yi seyahatinizin temel nedeni:
( ) Tatil amaçlı   ( ) Aile ziyareti
( ) Gönüllü çalışma   ( ) İş ziyareti
( ) Diğer (Belirtiniz………………………………………..)

6. Tatiliniz süresince konakladığınız tesis türü:
( ) 4 ve 5 yıldızlı otel   ( ) 3 yıldızlı ve altı otel
( ) Tatil köyü   ( ) Kamping
( ) Diğer (Belirtiniz………………………………..)

7. Geldiğiniz ülke ve şehir…………………….

8 .Aylık hane halkı geliri……………………….. Para birimi ( ) euro ( ) dolar ( ) ruble

9. Türkiye'yi ziyarete yönlendiren kaynak ya da kaynaklar nelerdir? (birden fazla seçenek işaretleyebilirsiniz)
( ) Yazılı kaynaklar   ( ) Önceki ziyaret deneyimi
( ) Görsel kaynaklar   ( ) Arkadaş tavsiyesi
Diğer (Belirtiniz ……………………….)

Aşağıdaki İfadelere Katılım Derecenizi Belirtiniz

	Oldukça Olumsuz	Olumsuz	Ne Olumlu Ne Olumsuz	Olumlu	Oldukça Olumlu
Türkiye imajı hakkında düşünceniz	1	2	3	4	5
Türkiye'ye gelmeden önce nasıldı?					
Türkiye'ye geldikten sonra nasıl?					

Aşağıdaki İfadelere Katılım Derecenizi Belirtiniz

Destinasyon İmajı Ölçeği İFADELER	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyor Ne Katılmıyorum	Katılıyorum	Tamamen Katılıyorum
	1	2	3	4	5
Turizm alt yapısı yeterlidir					
Tatil yapmak için güzel bir yer olduğunu düşünüyorum					
Yeni bir kültür tanımak için güzel bir yerdir					
Farklı heyecanlar yaşamak için uygun bir yerdir.					
Stresten uzak, dinlenmek için uygun bir yerdir.					
Yeterli sayıda konaklama tesislerine sahiptir.					
Konaklama olanakları gayet elverişlidir.					
Türkiye'de yaşayan insanlar dost canlısı ve sıcakkanlıdırlar					
Yöredeki esnaf yardımseverdir.					
Yöredeki çalışanlar naziktir.					
Hava koşullarının tatil için uygun olduğunu düşünüyorum.					
Bozulmamış çevre koşullarına sahiptir.					
El değmemiş bir doğaya ve temiz bir çevreye sahiptir.					
İlgi çekici tarihi mekânlara sahiptir.					
Seyahat etmek için güvenli bir yer olduğunu düşünüyorum.					
Eşsiz bir manzaraya ve doğal güzelliklere sahiptir.					
Yaşam standardı yüksektir.					
Satılan ürünlerin ve sunulan hizmetlerin fiyatı uygundur.					
Alışveriş imkânlarının yeterli olduğunu düşünüyorum.					
İyi kalitede restoranlara sahiptir.					
Yöresel yemekleri lezzetlidir.					
Hızlı bir gece yaşantısı ve eğlence ortamının olduğunu düşünüyorum.					
Sokakta gezerken kendimi güvende hissediyorum.					
Gelişmiş taşıma-ulaşım sistemine sahiptir.					
Bu destinasyona yönelik birçok paket tur vardır.					
Turistlere yönelik hizmetlerin çeşitliliği fazladır.					

Aşağıdaki İfadelere Katılım Derecenizi Belirtiniz

Hatırlanabilir Turizm Deneyimi Ölçeği İFADELER	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyor Ne Katılmıyorum	Katılıyorum	Tamamen Katılıyorum
	1	2	3	4	5
Türkiye'de yeni bir deneyim yaşamak beni heyecanlandırdı.					
Tatilim süresince katıldığım aktivitelerden keyif aldım.					
Tatilim boyunca gerçekten eğlendim.					
Heyecan verici bir deneyim yaşadım.					
Ömrüm boyunca bu deneyimi bir kez yaşadım.					
Eşsiz bir deneyim yaşadım.					
Türkiye'de ki tatilim önceki tatil deneyimlerimden farklıydı.					
Seyahatim süresince farklı yiyecekler, aktiviteler vb. tecrübe ettim.					
Seyahatim süresince yerel kültür ile ilgili olumlu izlenimler elde ettim.					
Yerel kültürü yakından tanıma şansına sahip oldum.					
Türkiye'de ki insanlar bana karşı oldukça dostça davrandı.					
Seyahatim süresince stresimi attım.					
Seyahatim boyunca günlük rutin işlerden kendimi uzak tutabildim.					
Beni rahatlatıcı bir deneyim yaşadım.					
Seyahatimden sonra kendimi çok daha iyi hissettim.					
Seyahatim boyunca anlamlı şeyler yaptığımı hissettim.					
Seyahatim boyunca önemli şeyler yaptığımı hissettim.					
Seyahatim süresince kendimle ilgili bir şeyler öğrendim.					
Türkiye'de gerçekten görmek istediğim yerleri ziyaret ettim.					
Türkiye'de gerçekten yapmak istediğim aktivitelere katıldım.					
Seyahatim boyunca var olan temel etkinliklere katıldım.					
Seyahatim boyunca birçok bilgi edindim.					
Seyahatim boyunca birçok yeni yetenekler edindim.					
Yeni bir kültür deneyimi yaşadım.					
Konaklama sırasında kızgındım.					
Konaklama sırasında hayal kırıklığına uğradım.					
Tatilim boyunca mahcup olduğum anlar oldu.					

BIOGRAPHY

Mücahit Ersoy was born in Adana, Turkey in 1988. He finished primary school in Nottingham, England, and graduated from Özgören High School in Adana. In 2010 he completed his bachelor's degree in Business Administration at Çukurova University. During his time as a student there, in 2007, he scored successfully on the KPSS exam, enabling him to begin working for the university. In 2013 he began working towards his master's degree in Management and Organization at Adana Science and Technology University, and the next year also started working as a research assistant for this university. Ersoy in interested in the merging of the tourism sector in Turkey with international relations. He is looking forward to beginning work on a PhD in the coming year.