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REFLECTIONS OF DESTINATION QUALITY ON DESTINATION IMAGE:

A CASE OF KUSADASI

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ABSTRACT

REFLECTIONS OF DESTINATION QUALITY ON DESTINATION IMAGE: A CASE STUDY OF KUSADASI

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This research work titled "The reflections of destination quality on destination image: A case of Kusadasi" reviews the aim of analyzing its role and observation in terms of product and services which could be tangible and intangible. Image of destinations is a global topic that most researchers continually verify its significance in tourism planning. Kusadasi, being one of Turkey's most precious pick, houses a lot of unforgettable histories, environmental excellence and many holiday resorts, also being the case study sheds more light on the tourists' tourism expectations and experiences regarding this particular destination. Different interviews were conducted on different groups of people in the city of Kusadasi based on its image and services and the reviews on TripAdvisor was content analyzed. Furthermore, during the interview, it was gathered that not only the tourism marketers are involved in keeping the image of Kusadasi at a peak but also the locals are trying their best to make the attractions in Kusadasi a tourism destination home for all (both Turks and the non-Turks). This study also discusses the non-hygienic aspect of the destination which may be harmful to human health.

Keywords: Observation, destination quality, destination image

ÖZ

DESTİNASYON KALİTESİNİN DESTİNASYONUN İMAJINA ETKİLERİ: KUŞADASI

Janet Oluwakemi, Abiodun

Turizm İşletmeciliği Yüksek Lisans

Tez Danışmanı: Yrd. Doç. Dr. Gökçe ÖZDEMİR UMUTLU

2017

Bu makale; "Destinasyon kalitesinin destinasyonun imajına etkileri: Kuşadası", somut ve soyut ürünlerin ve servislerin etkisini analiz etmektedir. Destinasyon imajları, global bir konu olup birçok araştırmacı tarafından turizm planlamasındaki önemi vurgulanmaktadır. Kuşadası, Türkiye'nin en değerli yerlerinden biri olup, evlerin tarih koktuğu, çevresel mükemmelliğiyle birçok tatil merkezinin bulunduğu, turistlerin turizm beklentilerine ve tecrübelerine ışık tutan bir yerdir. Kuşadası'nda, Kuşadası'nın imajı ve sağlanan olanaklar hakkında farklı gruplar üzerinde farklı röportajlar yapılmıştır ve aynı zamanda TripAdvisor sitesinin yorumları da incelenmiştir. Bu makalede, yapılan röportajlardan çıkan sonuçla söylenebilir ki Kuşadası'nın imajını yukarda tutanlar yalnızca turizm acenteleri değil, aynı zamanda yerel halk da (Türkler ve Türk olmayanlar) herkes için bir turizm destinasyonu olması için elinden geleni yaparak bu amaca hizmet etmektedirler. Bu makale aynı zamanda Kuşadası'nın hijyenik olmayan yönünü de incelemekte ve insan sağlığına etkilerini araştırmaktadır.

Anahtar Kelimeler: Gözlem, destinasyon kalitesi, destinasyon imajı

ACKNOWLEDGEMENTS

TEXT OF OATH

I declare and honestly confirm that my study, titled "REFLECTIONS OF DESTINATION QUALITY ON DESTINATION IMAGE" presented as a Master's Thesis, has been written without applying to any assistance inconsistent with scientific ethics and traditions. I declare, te the best of my knowledge and belief, that all content and ideas drawn directly or indirectly from external sources are indicated in the text and listed in the list of references.

Janet O. Abiodun

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Signature

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INTRODUCTION

Image is viewed as most important in the concept of destination marketing in tourism sector or enterprise (Hernandez-Mogollon et al, 2014). Seaton (1989) states that the destination image affects the tourism related conducts and stances diversely, by strengthening/approving, inventing fresh and as well as changing them. The author further explains that tourism can be tangible or intangible in nature, but destination image is all about tangibility in terms of events, historical buildings and places artifacts and crafts, geological and archeological evidence and many more. Chalip L. et al (2003) states that there may be different reasons for hosting events, but from tourism management and development perspective, two potential impacts prevail. The author further explain that they can at first attract onlookers and participants, thereby increasing number of guests arriving at the tourism destination at the period events will happen. Furthermore, news coverage and advertisement causes a lot of attention for events thereby creating an awareness for the host or tourism destination.

Upon reviewing an expansive assemblage of writing on image of destination and associated ideas, obviously, imaging a destination is understood to be an essential part of travel & tour improvement due to its effects on demand and supply areas of promotion (Tasci & Gartner, 2007). World Health Organization (WHO) claims that personal satisfaction is a person's view of their positions in life with regards to the way of value and cultural framework at which they live in connection to their concerns, desires, norms and objectives.

Destination image takes up an important function of making decision when planning any form of tourism. It is well known that tourism comes in different forms but the major and most common ones are business, education and leisure. When planning all these kinds of tourism, destination image becomes a major consideration. Destination is a place at which people makes any kind of trip or visitation to and image is an outlook representation. A traveler's imagination of a tourism region is assembled on past encounters and promotional operations, as well as on non-marketing communications, this includes films, catalogs/books and TV shows. Tourism is a universal/multinational diligence which catches the mind boggling association of different ecological elements. Tourism advancement brings about a large number of subjects and disciplines of knowledge, for example, communication, transportation, geographical culture retailing and so on.

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When planning all these kinds of tourism, destination image becomes a major factor. The main purpose of this study is to ascertain how the thoughts and ideas of tourists, tour managers or operators and the locals has affected the image of Kusadasi as a destination either positively or negatively. Considering the fact that Turkey as a nation has lost its value and position in terms of tourism, some ardent and loyal tourists still exists. In other words, this study is to know whether with the declining rate of tourism in Turkey, if Kusadasi is still one of most sort after destination and to know if the local residents and tour operators are doing their best to make the destination stay atop.

The primary aim of this study is to carry out a research on the role of destination quality on destination image. Nonetheless, while places look forward to becoming more unique in a growingly competitive market/ sector, personality destination is transforming into a feasible comparison for crafting a unique destination personality, destination brand and so on (CHing-fu & Sambath, 2012). The destination image comprises of both tangible and verifiable destination features and also the perception of more psychological nature and emotions surrounding the destination (Svetlana & Xiang, 2014). Consideration of promotions and administrational tourism, hospitality & leisure, which generally recognizes as a very important area of the service economy was increasingly in recent years. (Kandampully et al, 2001).

CHAPTER ONE

DESTINATION IMAGE

1.1 Tourism Destination Product

Destinations all around the globe ought to have the capacity to give visitors high quality services and with interesting components keeping in mind the end goal to fulfill their necessities (Hernandez-Mogollon et al, 2014). Kandampully et al (2001) states that the last evaluation of quality service of tourism does not depend entirely on the result of service, but likewise on the service procedure. Tourists these days have the likelihood to examine however as much as could reasonably be expected about a tourism destination and that is the reason the opposition between destinations has turned out to be so intense (Ataberk & Baykal, 2011). Having at least one upper hand can be valuable for destinations, which attempt to stay in the psyche of the consumers (Siksha, 2013). It is seen that couple of progressions have happened past the built up cognizance of travel and tour in current improvement of hospitality/travel and tour (Sanyal, 2014). In continuation, preservation stability, volume of assets, voluntary travel, variousness, complementarities, combination, rivalry, marking, identity and so forth, appears mostly as specified ideas (Ataberk & Baykal, 2011).

To comprehend the multifaceted nature of services, researchers must begin with a standout amongst the most known definitions which expresses that services are deeds, processes and performances given or co-created by one element or individual (Van et al, 2009). Sanyal (2014) defines "tourism product" as the products which fulfill tourists' recreation, pleasure or business needs at spots other than their own particular typical place of habitation. Product in its comprehensive understanding can be thing, place, person, event, or an establishment/company which fulfills the requirements of a person (Kandampully et al, 2001). The product which is offered ought to have an inborn incentive for the customer(s) i.e. an offering having a few needs fulfilled and can be traded with some other estimable value, so that they accumulates a common fulfillment for both the provider and additionally, the recipient of the product (Siksha, 2013).

Siksha (2013) defines travel commodities as ones that can perhaps be peddled in travel administration/firm and can equally pass off as something that gives contentment/pleasure to tourists throughout the stay of the particular traveler. The author also declares that the tourism product is a phenomenon, activity, or an occurrence within a few vacationer exercises in which uses the social and inherent assets of a destination. Touristic destinations lean toward broadening of touristic products with a specific end goal to build their current requests, to make new requests, to expand the residency percentage by stretching out the travel stay through the entire year to improve productivity (i.e. residency percentage) (Ataberk & Baykal, 2011). From a comprehensive point of view, destination quality incorporates physical products as well as services, in other words, view of destination quality involves the natural and unadulterated magnificence of a destination, and the services given there (Tosun et al, 2015).

In hopes to offer a superior comprehension of the expansion of touristic product, Ataberk & Baykal (2011) explains that expansion of touristic product is usually vital as it is the backbone of improvement in travel industry. Tourism commodities closely connects in relation to the origin of supplies or stocks (service, natural and cultural attractions) (Zeithaml et al, 2009). Extravagance and assortment of wellsprings of supply affect the level of achievement of enhancement in tourism (Geneva, 2010). Broadening of tourism guarantees the ideal utilization of a tourism area for tourism as far as time and space and is likewise good with the idea of maintainability (Reynolds, 1965). Ritchie & Crouch (2000) signifies that the main commodity in travel business is the encounter or occurrence of events at the destination, thus causes rivalry to fixate at the tour site. It is important to get ready some particular arrangements and projects all together mainly for the tasks done to enhance/improve tourism commodities to produce an advantageous outcomes in each perspective (Albayrak et al, 2010).

1.1.2 Classification of Tourism Product

A destination is referred to as the combination of a distinctive experience and commodity possibilities in which strengthens to shape an aggregate affair of the area visited (Kuo, 2003). Products of tourism are allotted to foreign guests by various community organizations that infrequently work in various divisions/sectors in the host nation (Reynolds, 1965). Although, in

studying tourism, researchers, to an expansive degree have focused on different perspectives such as accommodations, facilities of transportation (airplane, tram, bus, train, ship and so on), services of the organization and communications at hotels typically have their impacts on clients' general satisfaction and are considerably higher than different sectors (Albayrak et al, 2010). According to Tosun et al (2015), a product can be characterized into three attributes:

- The product should be advertised
- It ought to fulfill some need or needs of the purchaser
- It ought to be traded for some value

Attraction commodities most often can be regularly mistaken for the activities alongside service operations (Echtner & Ritchie, 1993). However, every industry characterizes product division as per its own substances, tourism can be thought of as six segments adjusted in coherent grouping (Stange et al, 06.02.2017), which are:

- **Attraction** – The entire travel products mostly start with a desirable attractiveness, with no further talk required. According to Middleton & Clarke (2001), the destination elements include:
- *Natural attractions*: Shorelines, scenes, widely varied vegetation (flora and fauna), atmosphere, seascapes, and other topographical components of the destination and its natural;
- *Cultural attractions*: Religion and artwork, theater, caper, history and mythology, music and other amusement and exhibition halls;
- *Social attractions*: Dialect and opportunities for social experiences, host population or lifestyle and traditions of local residents.
- *Built attractions*: Landmarks, structures and tourism framework including memorable and modern building/architecture, parks and gardens, esplanades;

- **Accessibility** – A destination attraction should be able to be accessible or else no further dialogue is required. In addition, frequently accessed destination refers to guest's ability to arrive. Sometimes, access implies inverse and in some cases an attraction is appealing in

light of the fact that it is hard to get to, for example, wild regions and for adventure activities. In any case, easily accessed attractions can consequently lead to the misuse of it.

- **Destination Activity** – Each and every guests encounters a destination attraction, however, how the experience is encountered relies upon the selected activities by the tourist. An individual might be able to encounter Mountain Everest through the web or enjoying the view from a conducive mountain lodge patio. They could likewise encounter it by scaling the mountain to its outrageous frigid pinnacle. Subsequently, assuming Mountain Everest presents some sort of special or specific experience is erroneously wrong, however encounter relies on upon the movement.

- **Operational Services** – Understanding tourism activities involves familiarizing with operational services. Services are every one of those utilities which guests may or may not have the capacity to accomplish for themselves, however, in all cases, guests seek the help of professional staff. Services involves enabling an action to occur (i.e. entry be allowed by the wildlife preserve), the protective body of the park professional guides, search & rescue team, meal & drink, exchange of information, means of movement, mementos, shelter/lodging, et cetera. On the off chance that an exercise needs no administration (for example, utilizing the patio of an individual's property), at that point, one is not discussing about a travel commodity or goods.

- **Competent Personnel/Staff** – Provision of service, thus, requires a competent person to be at the beck and call of a guest, maybe a room service attendant, a cook, hotel cab driver, a tour guide, transportation organization, cops, and many more. Regardless of the possibility that that somebody is a mechanized robot, despite everything it requires somebody (furthermore, somebody likewise to service the robot, obviously).

- **Marketing** – Irrespective of the foremost of travel commodities designs, if nobody is aware of the existence of the product, at that point all is not to no end. A tourism product should likewise incorporate advancements, regardless of the possibility that it is "just" verbal.

1.1.3 Components of Tourism Destination Product

The tourism/hospitality industry is a general classification of fields in the tourism industry business that incorporates distinctive roles and services inside the tourism enterprise (Geneva, 2010). Diverse divisions of the tourism enterprise are playing out their specific responsibilities in adding to the success of a destination (Ortigueira & Gómez-Selemeneva, 2011). The authors' partitions tourism destination product into different segments or regions, which are:

1. **Accommodation** – accommodation is the brief home for tourists. It ranges from basic dozing spots to fancy suites for eating, amusement and relaxation. Tourists can visit overnight in any type of accommodation from an African tree house to a mansion in Europe. The tourism accommodation enterprise is comprised of inns, motels (motor inns), hostel lodgings, guesthouse and campground (Mackenzie & Chan, 2009).

2. **Transportation** – the authentic evolutional growth of tourists is mostly presented as land, railroad, airways, and waterways. Means of transportation is viewed as most important amidst many crucial components going by the worldwide reformation of the travel and tour sector. It supplies fundamental attachment among tourism origination and destination sectors (http://www.tc.gov.yk.ca). There are various sorts of transportation specifically: air, water (i.e. Cruises, e.g., ships, speed pontoon, ferries, and so on.) and land (intercity, residential transportation, railroads, buses, taxi and so forth.).

3. **Food and Drink** – Indistinguishable to accommodation, the department of food and drink is vast, it covers various kinds of national and sometimes international cooking styles and styles of administrations. This department houses a big variety of establishment providing drinks and foods for unitization from a superlative dining and native/tribal bistros to that of traditional food enterprises, from pubs to nightlife and beer shops/lounges. Normal kinds of nourishment and drink operations are (http://www.edb.gov.hk):

-   Executive food bistros
-   Pubs
-   informal food bistros
-   Junk/Quick food bistros
-   Cafes

4. **Tourism services** – This comprises of organizations, affiliations, government organizations and organizations that have some expertise in serving the necessities of the tourism enterprise. The people working in the travel and tour enterprise incorporate personals who inquire about travel and tour tends to publicize and create awareness about travel and tour products, tutor or advise more people about travel and tour, with other personnel that convey universal travel and tour information, comparable with insights. Trade organizations which earn or gets returns from travel and tour likewise fall into this division (http://www.tc.gov.yk.ca).

5. **Conferences and Events** – Tourists should move back and forth the occasions or location, so the transport division is likewise and most importantly inclusive. Each personals have to feed or munch on something, at this point, food and beverage bistros will be visited. Meetings typically have get-togethers or stimulation arranged, in this way, money are spent on ticket, confirmation, refreshments or potentially tips. Exceptional occasions, for example, celebrations and games occasions, may have formal or casual gatherings that happens, so meeting space is leased, food and beverages are bought and/or community transportation is required. The majority of this implies that money is exchanged from tourists to the local economy (Mackenzie & Chan, 2009).

6. **Attractions** – Metelka, (1990) defines tourist attraction is not straightforward, hence, here are somewhere in the range of two definitions:

   - "A social or physical component of a particular place in which individual sightseers or tourists understand to be prepared for meeting no less than one of their specific leisure or relaxation needs. Such segments may be incorporating in nature (e.g, culture, environment, vegetation or view), or they may be specific to a range, like, theater execution, waterfall or even a presentation lobby".
   - "Positive or beneficial characteristics of a location for a given action or set of exercises as fancied by a given guest or market, including atmosphere, landscape, exercises, culture".

Harris & Howard, (1996) proposes two fundamental classes of destination attractions, namely: Natural and Man-made attractions. In the aim of grasping the actual understanding of the definitions, Western Australia Tourism built up an accompanying arrangement of fundamental and alluring acknowledgment standard to survey an attraction for tourists. Utilization of the proposed

standard guarantees that the unvarying principles give a reasonable appraisal of every vacation spots.

Table 1: Two Types of attractions (Manmade and Natural Attractions)

Manmade Attraction – Recognition criteria:	
Essential Criteria	**Desirable Criteria**
The attraction must: • Maintain travel and tour as a focal piece of enterprise • Must be able to grant a substantial adventures for travelers. • Able to possess every significant regional and national governmental endorsement and permit to work at any vacation destination inclusive of well-being, plan outline, car park space and access to facilities for the disabled, et cetera.	It would be desirable for the attraction to: • Be open everyday • Make available a parking and space for convoys and buses • Keeping guests' digits for future records (i.e. visitors' book.

Natural Attraction – Recognition criteria:	
Naturally formed attractions contain habitual or other ecological components of traveler's fascination, for example: • Nation's public game and animal reserve • Zoological garden reserves • Cascades/cataract, lagoons, oceans, ponds and different varieties of aqua watershed locations • Coasts or shores • Stones and grottoes compositions • Picturesque posts, screening locations and sector of great normal magnificence.	
Essential Criteria	**Desirable Criteria**

Attraction that are naturally formed must:	It would be desirable for natural attraction to:
- Be overseen by a perceived authority - Be open to the general population for no less than nine months of the year - Have satisfactory assigned parking locations at or close to the site. Et cetera	- Maintain a tidy and strategically placed convenience quarters - Make available a car park location for coach buses - Be interpreted

Source: Harris & Howard, (1996)

7. **Tourism and recreational Adventure** – Adventure travel and leisure, the same as the accommodation department, is constantly and quickly evolving. Transforming it prototypes in hospitality sector, thereby tourists/consumers ask for strenuous recreational or therapeutic adventures or tour organizations in which tourists can view and feel an undiluted nature at its best as well as culture involving the growth of the destination. The recreational department involves everything ranging from fledgling fishing viewing to kipper hunting, equitation to wilderness boating, golf to wild trekking (Buckley, 2012). Examples of adventure tourism and recreation are:

- Outdoor adventure and Ecotourism

- Golf and tennis facilities

- Marine facilities

- Ski resorts

- Parks

1.1.5 Characteristics of Tourism Product

Heath & Wall (1994) notes that the in tourism organization, the term 'product' is an affair accomplished through the mix of a various cluster of products and services. As a marketing-mix fundamental part, tourism product strategy alludes to product scale administration of measurements, structure and development of its products or services created components (WTO, 2007). Tourist service providers, tour operators, travel organizations takes after some particular targets concerning product policy (Geneva, 2010). The product master plan must be concurred with their own particular assets and the market patterns can be appeared by operational marketing instrument (Muhcina & Popovici, 2008). One of the qualities of services is intangibility, a quality that conveys special element to products of tourism and majorly affects the satisfaction and disappointment of tourists, all tourism products possess distinctive physical components (Caruntu & Ditoiu, 2014). In tourism, according to Kotler & Gertner (1971), the product strategic content is controlled by some particular variables, which are:

- Natural elements (flora, natural relief, fauna, clime and so on)
- General human components (natural and economic components)
- General tourism infrastructure (recreational & cultural infrastructure, health and tourist facilities and transportation system)
- Tour equipment (sport, cooking, laundry and so on)

Meanwhile, Kandampully et al (2001) has an alternate approach regarding the characteristics of tourism products, namely:

- **Inflexibility**: The tourism industry is completely resolute regarding limit with respect to case, the quantity of beds in a hotel or seats on flights is well attached, and thus, it is impracticable to meet unexpected surges in them. Additionally, eateries tabletops stay void and unutilized at the time of scares inflow of customers.
- **Inventory/Listings**: It is identified with actuality that items involving tourism are expected to be devoured after manufacturing. That is, if a juice pack is manufactured or a natural cup of juice is made and it is being delivered to tourists who requested for it.

- **Inconsistency/Variability**: A common understanding in tourism sector is that it is always in a stable form. The product or the bundle of the tourism effortlessly conforms to any particular standard.

- **Intangibility**: One of the principle highlights, that is, tour items/commodity are intangible in nature because it involves movement which is airplane/aircraft experience, luxury ship in a sea, strive of mountain, visit to exhibition hall, and so on. The mentioned products or commodities are encountered immediately it occurs.

Siksha (2013) has additionally grouped tourism items into four unique classes which are listed below. The author thinks that:

- **Oriented Tourism Product** – Tourism situated products are those products or services which are uncommonly made principally for the tourists, additionally for local people. In this kind of product, investment is generally made in the tourism private sector. E.g:
    1. Hotels/Motels, Bistros
    2. Tourist Transportation (Taxis, Luxury buses etc.)
    3. Travel Agencies, Tour Operators
    4. Shopping malls
    5. Food and Beverages
    6. Tourism Information Centers
    7. Souvenirs Outlet
    8. Museums
    9. Temples
    10. Gardens
    11. Theme parks
    12. Eco Clubs

- **Oriented Resident Products** – Products of this kind are one that involves products and services constructed to a great extent for local residents of specific tourist destination, likewise utilized to a great extent by tourists, for instance, stadium yet is utilized by spectators and players from all parts of the nation. Other instances are:
    1. Health Services
    2. Public parks

3. Retail shops

   4. Banks for foreign currency exchange

   5. ATMs

   6. Petrol pumps

   7. Postal services

- **Tourist Background Elements** – This kind of tourism product include:

   1. Man-made

   2. Events

   3. Theme parks

   4. Natural attractions

   5. Geographical attractions - It likewise incorporates widely varied vegetation, all the untamed life havens, normal spots moderated, and national parks. In this nature, products include appealing and non-appealing destinations. These destinations are pulled in to most travelers who are to visit.

- **Tourism Retrievable Products** – Ancient memorials, major religious destinations, and archeological locations, stone cut tabernacles and den.

1.2. Tourism Destination Competitiveness

Tourism destination around the globe is contending each other's inferable from expanding the worldwide portability of the travelers, furthermore, each tourism destination is making a decent attempt to be more competitive (Zainuddin et al, 2016). Meng (2006) explains that in the recent tourism sector, competitiveness has progressively been viewed as a basic impact on the performance of tourism destination. The author also mention that destination competitiveness has turned into a key issue and makes progressively difficult in tourism sector. Ritchie & Crouch (2003) proposes that for a tourism destination to succeed, it must grasp an incorporated approach towards the numerous elements of tourism framework. The tourism business operators like the administration, tourism business, local communities, and visitor/tourist may possess altogether different ways to deal with destination competitiveness.

Zainuddin et al (2016) highlights that many reviews have shown that tourists and their needs remain as a definitive main thrust which impacts rivalry and competitiveness in the tourism destination. The authors further explains that lately, destinations in the long run contend on the quality of tourism experience offered to guests. On this note, competitiveness in tourism mean a delightful important affair. According to Ritchie & Crouch (2003), it likewise improves the successfulness of location resident's and also conserving the money that comes from the tourism region for forthcoming era.

Destination competitiveness in the tourism sector is a divided industry included different components, for example, attraction, infrastructure, services and activities, which develop the aggregate interests of the natural and man-made qualities of the place (Zainuddin et al, 2016). Ritchie & Crouch (2003) states that tourism competitiveness is a capacity of destination to address guests' issues on different parts of the tourism experience, whereas, Zainuddin et al (2016) implies that the destination competitiveness at the tourism operation is subject to how well the objective assets are overseen.

1.3 Marketing a Destination

Destination marketers are worried with the retailing of locations, a field of study that has just as of late pulled in huge research awareness, given the conspicuous place of destinations in the tourism sector, it is shocking there have been moderately couple of writings to date that have concentrated on destination marketing operations organization (DMO) (Pike, 2008). In the tourism business, exogenous variables like political instability, economic crisis, cataclysmic events and the outbreak of maladies (Ritchie et al, 2004) can make destinations to decrease and at times even thoroughly vanish from the tourism map (Seddighi et al, 2001). Destination have an enthusiasm for creating methodologies to moderate the impacts of these on tourism (Seraphin et al, 2016). Consumers' pictures of a destination are made by an assortment of impacts, just some of which can be straightforwardly or in a roundabout way credited to destination marketing (Yuksel & Akgul, 2007). Consequently, destination image is an idea which tourism supervisors perceive as being a standout amongst the most critical factors in destination showcasing marketing, (Kotler & Gartner, 2002).

While tourism has been around, in a sorted out frame at any rate, during the last stage of the 19th century, writings involving the planning of destination, marketing or promotion and administration has risen vigorously since the 1990s (Pike, 2008) parallel to the developing work in the general field of marketing (Keller, 2003). Tourism researchers who have been for the most part arranged inside business colleges of marketing and administration offices naturally centered on what has been their predominant doctrine system and training (Ateljevic et al, 2005). Destinations today need to manage assortment of new difficulties in their push to pick up and keep up an upper hand (Kladou & Mavragani, 2015). Fancy destinations, which have developed out of the idea of shrewd urban communities, especially highlight the hugeness of collaborations amongst partners and of tending to explorers' needs some time recently, amid and after their outing (Buhalis & Amaranggana, 2015).

Destination marketing in given context alludes to the marketing technique that spotlights on making the image for tourism destinations (Vatter, 2014). The author further explains that it is a proactive key, guest focused way to deal with the ethnic and financial advancement of travel site that adjusts and incorporates concerns of guests, operations provider, and residents. Other than products and services, there are other advertising objects: individuals, thoughts, locations, experiences and agencies (Kotler, 2007). Comparable techniques can be utilized for marketing objects like: social occasions and urban areas (Vatter, 2014). Kolb (2006) depicts destination marketing as offering an exchange for the individual. Pertinent actions comprises: advancement of a solid image of a destination; taking into consideration a careful attention of the particular destination and also, attention to the destination's particular service and commodity contribution; distinguishing proof of high return consumer essence; advancement of solid connections with tourism large-scale and small-scale operators; advancement of appealing, cost aggressive visit bundles custom-made to customer needs (Dwyer & Kim, 2003). The customer invests money and time in the city and consequently picks up an experience (Vatter, 2014).

In the tourism industry, almost no research has been conducted on the impacts of elements and especially pictures incorporated into destination websites (Gretzel & Yoo, 2008). Improving the interest of a destination includes a program of marketing endeavors intended to impact the choice procedure of planned guests (Dwyer & Kim, 2003). The authors explains further that these endeavors may concentrate on expanding attention to the presence of the travel and tour sector or

enhancing the view of the general components of destinations to various statistics, levitation and behavioral business or administration fragments. With regards to effective tourism marketing, with the soaring measures of customer created substance that incorporate individual stories, pictures and sound accessible on tourism sites, an influential site effectively imparts trust in customers and causes them shape dispositions that are more impervious to counterarguments (Lee & Gretzel, 2012).

The deficiency of travel site administration analysis presumably delineates enthusiasm of experimenters/analysts with effects of travel and tour on destination, thus, the administration and promotion of tourism locations are regularly bestowed upon industry individuals and specialists, not often is it talked about in the analysis or in scholarly level headed discussions (Buhalis, 2003). According to the author above, competitive nature of marketing destination likewise keeps included gatherings from distributing their systems and promoting plans, moreover, there is an evident distinction between the planning and marketing tourism literature. Wang (2011) states that managing and marketing a destination can be characterized as a proactive, guest focused way to deal with the cultural and economic improvement of a destination that equates and coordinates the interests of guests, service suppliers and the community. Buhalis (2000) states the key administration and promoting aims for destination namely:

- Increase the lengthy haul thriving of community residents
- Delight guests by amplifying their satisfaction
- Boost effectiveness of community businesses and augment multiple impacts
- Streamline tour influences by guaranteeing a supportable stability among financial advantages and natural habitat and socio-ethnic expenses

Uysal et al (2000) claims that the problem in promoting a destination is that it comprises of numerous providers and service makers. The author further explains that promoting or advertising a travel destination entails complex and planning activity among the focal attraction (both open and discreet) that attract travelers to a destination, the transportation system to interface guests to an assortment attractions, the accommodation services to fill essential needs while far from home, and information to enable tourists to address their issues and discover their way in another environment.

1.3.1 Destination Marketing Mix

The promoting a destination is at the heart of the location advertising scheme, additionally, problems confronting tourism sites promoters is choosing and consolidating the best way of promoting components so as to be most aggressive and get the best rate of profitability in the objective markets, while accomplishing the objectives and targets (WTO, 2007). Building up a promotional brew for tour destination will rely upon every tour site, the sorts of targeted business and an entire scope of issues on the outside destination (Buhalis, 2000). The conventional tour site promotion comprises the four P's, specifically Promotion, Place (supply medium and location), Product and Price (WTO, 2011).

- **Product**: Which encounters and operations ought to be bundled and augmented for exhibition to specific buyers? Goods/product improvement and bundling incorporates angles, for example, business commodity coordination, product compounds, lifespan of products, product bundling and modern way of advancing commodity.
- **Place**: Which of the dissemination avenues mostly are suitable for dispersing goods and services to specific buyers? The destination place (dissemination) master plan ought to consider amendment of the conventional travel and tour medium, development of the Internet or website and invention of new social-media platforms and the part of low-cost and planned carriers/airplanes.
- **Pricing**: What value guides advance toward target markets and by what method can these be accomplished? While DMOs do not "offer" business products they ought to go about as guard dogs relating to an incentive for finances in a tour site.
- **Promotion**. What best brew of promotional procedures is to achieve specific buyers most actively, inclusive of publicizing, deals, advertisement, promotions, etc.?

Part of the different components of the integrative model of destination competitiveness are listed below according to Dwyer & Kim (2003). These four components develop the apparatuses of any marketing administrator, as such, the current high-level of collaboration between the procedure of services and the nature of administrations has influenced the conventional idea of marketing mix by growing the service territory through attaching components (Gilbert, 1990).

1.3.2 Destination Branding

Destination brand symbolizes an active or strong association between the destination's center resources and the path in which potential guests see them, it is additionally known as the whole of their observations, emotions and demeanor towards the destination, in view of the route in which they have encountered the destination or on how it has introduced itself to them (WTO, 2007). Blain et al (2005) suggests that for tourism destination, the idea of the guest encounter should be consolidated into the way toward branding, on the grounds that the destination-brand encounter has a beneficial outcome on one's esteem. Ritchie and Ritchie (1998) describes tourism branding as an identity/title, image logo/trademark, word stamp or other visual that both distinguishes and characterize the destination.

The destination brand conveys and flags the competitive position, branding is not only regarded as a trademark (symbol, heading or logo), rather a picture and event occurrence that flags a valued framework, positioning and likewise set up the type of experience that the guest can anticipate from the destination (WTO, 2007). Besides, it passes on the guarantee of an essential travel encounter that is extraordinarily connected with the destination, it likewise fill in as a consolidation to make stronger memories of the enjoyable moments of the travel occurrence or encounter (Hankinson, 2004). According to WTO (2007), a brand can be known as a distinctive amalgamation of product attributes and included esteems, both substantial and non-substantial.

In the present visitor scene, place marketing and the improvement of destination brands have turned out to be key instruments everywhere throughout the world because of a developing rivalry among destinations (Ataberk & Baykal, 2011). Because of expansion of limited time images without a characterized system of place branding and subsequently with no brand equity (BE), destination administration portrays a critical part (Garcia et al, 2012). Its application now reaches out past the customary regions of internal investment and recreational tourism to incorporate a more extensive part in drawing in new occupants, new workers, and business visitors to a destination (Hankinson, 2005). Destination branding is imperative in the present destination administration enactment, as widening vacationer opportunities and travel localities have brought about expanded supportability and absence of separation among a few destinations (Pike, 2005).

Hankinson (2004) proposes that place marketing literature review uncovers distinctive inceptions to characterize a destination brand, despite the fact that the substantial view sets up a partition between two methodologies: urban planning and tourism and get-away marketing. The study concentrates on the place product's creations, its verifiable improvement and unmistakable elements' marketing suggestions; the second one manages the destination brand's abstract field by methods for the brand network conceptualization, where place branding performs four-primary functions (brands as communicators, connections, value amplifiers and perceptual bodies), (Garcia et al 2012). The absence of a significant group of literature with respect to this subject is momentous on the grounds that local, territorial and national establishments and government are progressively embracing a proactive approach in branding their destinations to distinguish them from contenders and to build the quantity of visitors, speculations and exports (Pike, 2005).

1.3.3 Destination Image

Imaging in destination is considered as a crucial component in the tourists' destination decision and assessment procedure. Overseeing and understanding the image of a destination sources influencing forthcoming tourists' reasoning and feeling is consequently essential (Yuksel & Akgul, 2007). Destination image is defined as the general assessment communicating the degree to which a destination is preferred or loathed, is firmly connected to information since in a circumstance of an absence of information one can barely expect the emergence of an image (Frias et al, 2008). Kotler & Gartner (1991) states that tourism can be considered as an industry that offers dreams and nourishes upon the fantasies, trusts, convictions, desires and of people groups symbolism, which thusly are changed into purchaser merchandise or into encounters. In addition, they however, recommended that it is correctly what the most different traveler associations do when they attempt to interest that human capacity that assign as innovative symbolism, advancing fascinating destinations and one of a kind encounters through exciting images and accounts, that after individuals suitable from and make them a player in their biographies.

The responsibility of destination images during the travel decision-making is generally perceived among various analysts in the field of tourism (Khodadadi, 2012). Image are therefore uncovered to be comparative to what the individual has straightforwardly or in a roundabout way

experienced (Cherifi et al, 2014). Destination image is unequivocally accepted to impact a traveler's decision of destination (Baloglu & McClearly 1999). Moreover, destination image directly affects buyer conduct, it has been connected to consequences for pre-, during- and post-input estimations of the semi controllable and controllable nature, might be influencing images held of the destination by long haul guests (Asli & William, 2007).

Hospitality management are positioned by a man's observation on the administrations purchased. Because of the way that individuals have diverse needs and wishes, tending to give significance not to similar things, advertisers should an answer for satisfy every one of them (Echtner & Ritchie, 1991). Tourism enterprise are intangible and that is the reason ordinarily the services suppliers think that it is difficult to fulfill every one of the general population that purchase hospitality services (Caruntu & Ditoiu, 2014). Tourism may cause a continuous change in a general public's esteems, convictions and social practices (Baloglu & McCleary, 1999). Local citizens feel this effect all the more intensely. By watching the vacationers/travelers, local residents may tend to change their way of life (eating, entertainment, dressing and recreational activities, and so forth) (Kotler & Gartner, 2002). Tourism can add to the rejuvenation of expressions, artworks and community culture and to the acknowledgment of social individuality and tradition (Um et al, 2002).

Varieties of researchers have concocted distinctive definitions for destination image but, some says there is no particular definition for destination image. Image of a destination is an important and essential part in decision making when organizing any type of tourism. According to Kotler and Gartner, (2004), the image of a place is the summation of opinions, feelings and stance that a man holds of it. Pictures represent the rearrangements and snippets of data associated with a place. Echtner & Ritchie (1991) proposes that the phenomenal development in the tourism enterprise amid the most recent fifty years has made significant difficulties in tourism marketing. Vacationers/travelers are broadly pulled in to destinations by the mix of attractions, occasions and administrations that they offer. Therefore, destination providers need to venture images keeping in mind the end goal to achieve forthcoming visitors, continually keep up or increment the attractive quality of their places, and at last shape a general positive image of their destination (Onder & Marchiori, 2016).

1.3.3.1 E-Destination Image

With the far reaching dispersion of the internet, marketing destination has changed from aloof to dynamic advancement, from one-approach to intuitive advertising, and from insurance material to client created substance (Lee, 2013). New advancements, fast changes in the business condition, industry markets and structures, and customer needs keep on challenging tourism destination associations in major ways (Gretzel et al, 2000). E- Marketing has been in presence for some time now running from neighborhood commercial center to daily paper/magazines, radio, TV, sites, web journals and informal organizations. Consumers' images of a destination are worked by an assortment of impacts, just some of which can be straightforwardly or in a roundabout way ascribed to destination advertising (Yuksel & Akgul, 2007).

Caruntu & Ditoiu (2014) proposes that buyers tend to give awesome significance not exclusively to what they read in magazines, daily papers or what they find in the offers displayed by the tourism organizations, additionally to the surveys or online journals found on the internet. Regardless of the possibility that visitors don't have a clue about those individuals composing the surveys, they tend to trust them and act as per what is composed there (Gretzel et al, 2000). Govers & Go (2009) states that the image that somebody has of a place is impacted by the individual's social foundation and social, individual and mental attributes, or particularly, his/her personality. Law (2000) highlights that tourism providers can remotely curb their servers to show data on administrations/products at an electronic speed.

The components adding to the achievement of a travel website are lower dispersion costs, higher incomes, and a bigger piece of the overall industry (Kumar et al, 2015). Concerning the tourists themselves, the internet enables them to discuss straightforwardly with tourism providers to demand information, and engages customers to create and buy their own itineraries whenever and wherever (Buhalis, 1998). For the pertinence of destination image as a driver for tourism streams, a specific consideration has been given to visuals (e.g, pictorial components, for example, images on the internet) (Onder & Marchiori, 2016). According to Albers and James (1988), analysis were made on how visual information illustrate to the most compelling type of information in the early phases of decision making for a travel experience as they depict destination properties.

The website/internet is broadly anticipated that would change the position of travel enterprises as information suppliers (Standing et al, 2014). An ever increasing number of travelers are using the website and on-line assets for their information requirements (Gursoy & McCleary, 2004). According to Buhalis (1998), the quick advancement of the website unlocks the uncommon and reasonable opportunities for the worldwide portrayal of tourism. On the other hand, if the visitor has significant internet understanding, even in a high inclusion circumstance, their capacity will empower them to do a productive and palatable scan for the required information (Frias et al, 2008).

Tourism destination images are getting to be noticeably divided and fleeting in nature. The utilization of the website drastically cha4qwenges the correspondence procedure, from the customary media of "the dialect of tourism" (Dann, 1996). The author Buhalis (1998) notes that technological headway, the worldwide media, and increase in global rivalry influence the path in which destinations are envisioned, seen, and devoured. Govers et al (2007a) highlights that image development is not a restricted "push" procedure of mass correspondence anymore, however, a potent way of apportioning, choosing, displaying, and encountering. The review concentrates on the impact applied by the web, being the source information, on the construction of destination image and the control impact of both the traveler's message contribution and website understanding.

Govers et al (2007b) states that the literature has as of late highlighted that the internet can cause disarray and worry in purchasers, driving them to build up a more terrible image of the destination they are assessing. The fact is that the internet holds a tremendous measure of data that the travelers needs to choose, channel and assess. Pike (2002) stresses that the idea of destination image is entrenched between the tourists and the tourism marketers. The internet offers various instruments that bolster circuitous experience, and along these lines can possibly diminish the elusiveness of the tourism product (Yuncu, 2015). Thus, the web now assumes an essential part in destination services (Buhalis & Law, 2008). The powerful impact on destination image is, obviously genuine encounter, coming about because of an unmediated collaboration through encountering visual sound-related, taste, smell and touch sensations. Experts view involvement as the most dependable and powerful data hotspot for destination image change (Gartner, 1994). Tourists planning a vacation are likewise liable to experience online travelers' reviews and

different types of online networking that can challenge the brand image depicted by the official destination website. (Kim & Fesenmaire, 2008).

Destination specialists have for instance, utilized travel leaflets to upgrade consciousness of their destination, give information and create the desire to buy (Yuksel & Akgul, 2007). Olson et al (1986) notes that in the specific situation of destination marketing, the author also discovered that photos exhibited in destination promotions has a huge impact on a buyer's impression of the get-away involvement through the relationship of different kinds of pictures with specific types of experiences. Since the dispatch of internet applications usage in the late 1990s, tourism analysts have understood the capability of information technology and joined it into the tourism business (Burger, 1997). It is broadly acknowledged that internet give unmistakable favorable position to tourism enterprises and fill in as a powerful apparatus for advertising communications amongst providers and consumers (Buhalis, 2003). Tang & Jang (2008) further explains that scrutinized information content on tourism websites and asserted that data comprises of vital products offered on the website, and top notch information makes the website a fruitful component in communication marketing.

1.3.3.2 Frameworks of Destination image Formation

Image evolution is defined the development of cognitive portrayal of a travel location/site on the premise of data prompts conveyed by the concept development specialist chosen by a man (Alhemoud & Armstrong, 1996). Baloglu & McCleary (1999) suggest that research of the previous two decades has shown that image is a profitable idea in understanding the destination choice procedure of travelers. Although, as indicated by the authors above, minimal exact research has concentrated on how image is really shaped, particularly without past involvement with a destination (Govers et al, 2007). This suggests that most reviews have to a great extent on its static structure by looking at the connection amongst image and conduct, however not on its dynamic nature by examining the impacts on its structure and arrangement without genuine appearance (Baloglu & McCleary, 1999). While Gartner (1994) states that the 'affective elements of image is identified with the thought process one has for destination preference'. According to Khodadadi

(2013), destination image are comprised of three unmistakably extraordinary yet progressively interrelated elements.

Past study reviews explains that image can be partitioned into three fundamental classifications: 'Cognitive', Affective' and 'Overall' (Beerli & Martin, 2004). While, Baloglu & McCleary (1999) sponsored it up by further clarifying that the cognitive image alludes to convictions or learning about a destination's characteristics, while, affective assessments alludes to emotions towards or connection to it. While the overall image contains both the cognitive and affective image of a destination (Agapito et al, 2013). Furthermore, Beerli & Martin (2004) driven an observational survey to also make and endorse a model remembering the true objective to describe the factors that are determinants of an objective's obvious impression (Figure 1).

Figure 1: Model of the Formation of Destination Image
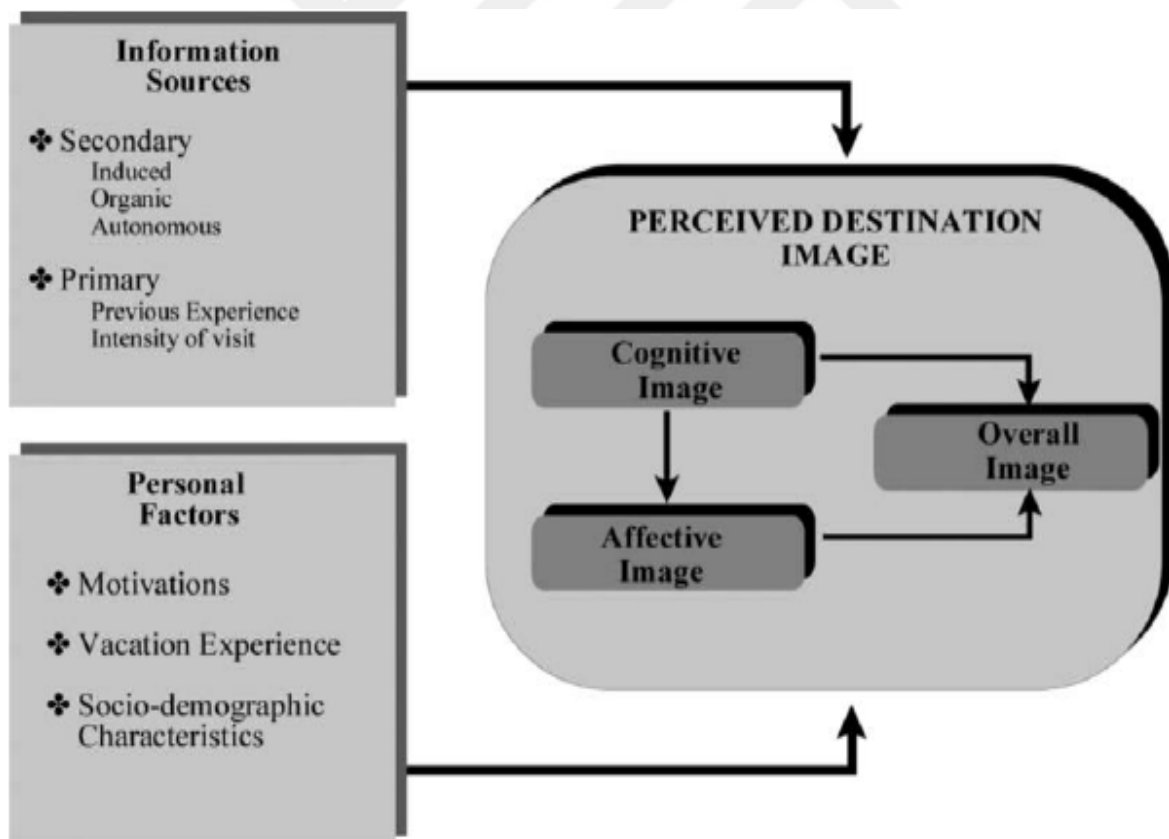
 Source: Beerli & Martin (2004, p. 660)

The image shaped by sovereign (autonomous), natural (organic), and origination (induced) sources of data are essentially seen before encountering a travel and tour (Beerli & Martin, 2004), it can be also termed as a 'subordinate identity' (Phelps, 1986). Gartner (1994) presumes that the image creating procedure is viewed as a spectrum of various specialists or sources of data that acts autonomously in shaping a destination identity in a person's mind. The diverse operator sources are: (a) overt induced, found in traditional promotion in the broad communications, from instructions or data conveyed by a significant establishments in the travel environment/location or by tourism administrators and tour distributors; (b) covert induced, utilizing famous people in the tourism destination's advancement exercises or travel location report or reviews; (c) organic, including such individuals as companions and relatives, giving information about locations, in view of one's perception or insight, regardless of either any facts or details were asked for or voluntarily presented; (d) autonomous, containing TV shows, communication industries, investigative report, movies, e.t.c., about the place; (e) taking a trip to a travel destination, and the conclusive purpose of the continuation of the developing procedure as grouped by Gartner (1994).

The information procured through individual experience or by going to a destination frames the basic identity (also known as primary image) that might contrast from the subordinate identity (also called secondary image) (Agapito et al, 2013). Baloglu & McCleary (1999) suggest that inspiration apply an immediate impact on its affective (as regards intuition and feelings) element. As affective image allude to the sentiments stimulated by a place, individuals with various thought processes may survey a destination in comparable ways if its discernment fulfills their necessities (Beerli & Martin, 2004).

Experience may likewise impact the future intentions to revisit a particular destination or the way the image of a destination is perceived (Beerli & Martin, 2004). Schreyer et al (1984) notes that current circumstances are translated in examination with prior encounters, because of the association among details originating from the previous encounters and the personal elucidation of a relaxation trip. Um & Crompton (1990) propose that the greater part of the choice procedure models for destination decision demonstrates that individual attributes, for example, sex, education, career/profession, age and rank/class are inner data sources that impact the impression of destination locations. In view of these component and framework for destination

image, Echtner and Ritchie (1993) offers three recommendations for an improvised analysis and measurement of the image of destination:

- Image of a destination must involve holistic contituents and attribute-based.
- The constituents consists of utilitarian (tangible) and mental (abstract) qualities.
- Pictures extend from normal and utilitarian to distinctive.

Echtner and Ritchie (1991) further explains that the structure comprises of three distinct arrangements of elements needed in the image destination method (Figure 2):

1. Attribute-holistic – made up of those perceptions of individual attribute and the more holistic impressions of destination
2. Functional-psychology – comprises noticeable components that are observable and quantifiable and the intangible ones
3. Common-unique – comprises images of destination varying from normal to exquisite

1.3.4 Tourist Destination Loyalty

According to the article by Zhang et al (2014) focuses were made on the association between destination image travelers loyalties. These two are known to be multifaceted in nature and it bases on cognitive image, behavioral aims, and full of affective image, et cetera. Destination image is the primary variable travelers consider when settling on travel choices. For instance, it is normal for a traveler who needs to go for summer break with his family to check areas that is sufficiently favorable and that runs well with the extent of his pocket. "A destination image is an outflow of information, impressions, bias, creative energy and enthusiastic musings an individual have of a particular protest or place" (Baloglu & McCleary, 1999). Many reviews have finished up and defined destination image in many structures, yet as indicated by a few analysts, destination image has no particular definition (Agapito et al, 2013).

Stamboulis & Skayannis (2003) suggests that travelers' on location encounter includes a connection amongst travelers and destinations, with locations being the site and vacationers being the performing artists. There's even a suggestion that the whole vacationer destination can be situated as 'experience'. Parenteau (1995) mentions that destination image is good or ominous bias

that the gathering of people and wholesalers have of the product or destination. Kotler (1994) notes that the image of a place is the total convictions, thoughts, and impressions that a man holds of it. Echtner & Ritchie (1991) states that destination image is often portrayed as essentially impressions of a place or view of a territory. Image of a destination influences travelers' intended purpose of visiting and also one's preparedness to advocate the travel environment to new intended travelers (Echtner & Ritchie, 1993). The further positive the image of a destination clasp by a tourist, the more noteworthy the probability that he or she would tell it to other potential vacationers, for example, friends or relatives (Zhang et al, 2014).

Travelers are largely pulled in to destinations by the mixture of attractions, occasions and administrations that they offer (Baloglu & McCleary, 1999). Consequently, destination providers need to venture images with a specific end goal to achieve planned travelers, always keep up or potentially increment the attractive quality of their places, and eventually frame a general positive image of their own destination (Echtner & Ritchie, 1991). Additionally, destination image portrays an imperative part amid travel decision making, for example, for destination decision (Onder & Marchiori, 2016).

Figure 2 – The Components of Destination Image
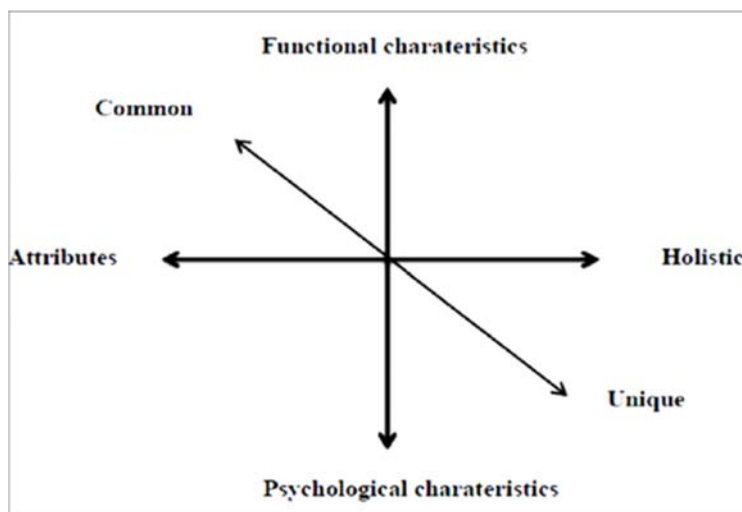
Source: Echtner and Ritchie (1991, p.6)

Through a broad examination of research in various locations, inclusive of brand, product, corporate and store image, the qualities and lacks of the technique used to characterize and measure destination image were evaluated (Fakeye & Crompton, 1991). Accordingly, recommendations for upgrading the way in which destination image is conceived and measured were suggested (Echtner and Ritchie, 1993). As the principal finding of Echtner and Ritchie's (1993) research are listed as follows:

- Destination image ought to be imagined as possess two primary elements: the ones that are known to be "attribute" in nature and the ones that are holistic in nature.
- Every one of the elements includes psychological (palpable) and functional (theoretical) attributes.
- Destination images likewise can extend from the ones in light of "common" functional and psychological characteristics to the ones in light of other unmistakable components, occasions, sentiments or auras.

CHAPTER TWO

DESTINATION QUALITY

2.1 Fundamentals of Destination Quality

Destination have turned out to be progressively dependent on the conveyance of value products and services (Dwyer & Kim, 2003). The study of destination quality acknowledges the ideas of value that fixates on variables and measurements of visitor's destination operations and services and furthermore considers the client as the primary appraisal agent (Lopez-Toro et al, 2010). Quality is maybe the most imperative standard for competition in a tour enterprise (Poon, 1993). Weiermair & Fuchs (1999) explains that the tourism value chain spaces inside destinations enable us to comprehend the procedure of visitors experience at the destination, making it conceivable to have an all-encompassing vision of the destination's quality. The qualities have a significance that is inseparably connected to the destination and attention to this might be cognizant or natural (WTO, 2007). According to Crompton & Love (1995) Tourism service quality setting is seen as the nature of chances accessible in destinations which is viewed as liable to be identified with a traveler's nature of adventure by tourists. Service quality scopes are referred to as the elements or traits of a services given by the tourism sector (Tian-Cole & Crompton, 2003).

Nations vary in the way they value quality, with wealthier, more developed nations valuing amazing high quality more than the poor and less developed nations (Brambilla & Porto, 2016). Tourism administrators endeavor to enhance quality benefit and high ranking ways of satisfying guests with the conviction that will make steadfast guests not to regret choosing a particular travel location or site and will also enable them to return to the destination or even be willing to tell it to their friends, families or colleagues to visit (Tian-Cole & Crompton, 2003). As we would see it, on the premise of the works earlier mentioned, the most imperative distinction is that the desires used to define service quality and satisfaction are distinctive (Anderson et al., 1994). Up till now, the administration of quality in destinations in connection with competitiveness has gotten almost no consideration (Ritchie & Crouch, 1997).

However, destinations are progressively dependent on the conveyance of quality products and administrations, and where client needs business objectives are progressively

indistinguishable, each undertaking in a goal, not only its open administration, must be resolved to address client issues. In managing these business progression, changing towards a more participative style of administration, or quality reasoning, may turn out to be the most suitable administration and hierarchical change for European destinations (Go & Govers, 2000).

Go & Govers (2000) states that quality has turned into a noteworthy enthusiasm of private and public services in the developing worldwide market and the author additionally declares that as a basic issue, quality merits a far reaching approach and a complete reconciliation among its key partners' (inhabitants, guests and exchange) and inside and out information of their needs and desires. Quality and value are ideas that can give bits of knowledge on the most proficient method to restore products and the way they are seen by clients (Murphy et al., 2000). The earlier mentioned authors further explains that many but different marketers of tourism destination enterprise lay much emphasis on incentives and quality as basic destinations that allows the rejuvenation of one's acclaimed travel ventures.

Woods & Deegan (2006) proposed that a very much overseen and quality cognizant tourism foundation will, as a rule, prevail with regards to meeting the particular necessities of its clients, i.e. those prerequisites relating simply to the extent of the foundation's exercises, and hence just to a small amount of the aggregate tourism product that the traveler consumes at the destination, consequently, while sense of duty regarding quality inside an individual tourism foundation will without a doubt increase the client's loyalty towards that specific establishment, it will not really build client reliability towards the whole local tourism destination inside which that individual visitor's establishment is located (Augustyn, 1998).

2.1.1 Destination Quality: Branding Small Businesses

This twist quality of fracture is combined by the power of small-scale and medium-scale organizational tourism in many travel locations or sites (Woods & Deegan, 2003). A significant number of these are known to work to very extraordinary goals to those of expansive firms (Lynch, 2001). While an assortment of procedures and models have been utilized and connected to create and actualize brand methodologies, the accompanying layout envelops the range of brand components and sets out a procedure for building up a brand system (WTO, 2007). For instance,

in market targets, promotional pattern, advertising strategies and openness to sponsorship or fund raising (Wood & Deegan, 2003).

The idea of branding was first introduced to portray the separation procedure for a product or services in the psyche of the client (Juntunen et al, 2011). Branding is a vital activity for the prosperous organization of a small enterprise, it additionally enables the organizations in the client procurement to process, and it is basic to assemble an ideal notoriety (Bresciani & Eppler, 2010). Bresciani & Eppler (2010), claim that there is amplified explore literature about branding when all is said in done and for various branding concepts or enterprise. The authors continue by claiming that there is also extensive literature about private enterprise for characterizing and tending to key concepts about entrepreneurial organizations, although, with regards to joining these two fields, the crossed literature has all the earmarks of being poor and there are signs that further research is required.

Small-scale and medium-scale category of enterprise can be further exposed to an adjustment towards aggressive condition than bigger company/organization Hall (2002). Smallbone et al (1993) highlights that small-scale companies might adapt to a capricious situation by consistently looking for business ideas and expanding the client bedrock/foundation of their enterprise. Organizations ought to concentrate on market improvement, likewise, the probability at which under average companies survive is considerably bigger than the ones focusing on past propensities of merchandizing (Gundala & Khawaja, 2014). The author further explains that SMEs put their emphasis on their products and towards building up a marketing arrangement which measures up with inflated income has a foundational irregularities contrary to the long-term aim of building up brand acknowledgement. SME founder holds an essential part in producing and picking up acknowledgment for branding (Gundala & Khawaja, 2014), Ojasalo et al. (2008) further explains that the founder of SME is the depiction of the trademark/enterprise; however, not quite often they do have sufficient time to realize or have the master understanding about 'service branding'. In creating a strong SME branding, the concepts needed are launching of the brand, brand quality features or components, obstacles or barriers of the brand and marketing implementation of the brand.

2.2 Criteria and Initiatives of Destination Quality

The criteria involved the accompanying properties: acknowledgment as a fruitful destination quality activity; a specific number of brand individuals speaking to various tourism activities; a creation of f mostly small tourism businesses; and the potential for systems administration among its individuals (Woods & Deegan, 2006). The service measurement of the tourism encounter is important (Dwyer & Kim, 2003). The authors Go & Govers (2000) notes that endeavors to guarantee administration quality must be made, there is also presently an acknowledgment for the need to make an aggregate administration quality a way to attend to guests needs. Dwyer & Kim (2003) proposes that arrangement of dependable and responsive guest administrations upgrades a destination's upper hand, likewise, activities to improve the experience quality given by a travel and tour sector involves: foundation of benchmarks for the overall staff performances and the facilities of travel & tour sector; projects to individually and impartially screen the experience quality given; and observing of local residents approaches against guests and against the advancement of the travel and tour segment.

According to Ryglova et al (2015), there are difficulties in discovering the meaning of the expression "destination quality", the primary motive is highly subjected to the guests' recognition of the destination and the unpredictability of the travel site as a public-monetary framework, likewise, another basis is concerning the rate at which local citizens whose attributed discernment should not necessarily be consistent with how guests or administration of a travel site see it. Spenceley et al (2002) reported that community based tourism enterprises (CBTE) activity under mindful tourism added to destination sustainability. So also, different examinations suggested that dependable tourism altogether contributes for the achievement of financial, economic, social and ecological maintainability of destinations (Greiner, 2010).

Buhalis (2003) mentions the trademark constituents of travel sites (Activities, Amenities, Ancillary administrations, Attractions, Available bundle, Accessibility) and furthermore demonstrate that service quality is fundamentally assessed just like utilitarian features and the travel site evaluation by specialized attributed angles (scope of administrations and attractions) are also vital (Grönroos, 2007). According to the authors Middleton & Clarke (2001) travel site is comprised of different six elements, whereby some of them (precisely three) are most likely as the above mentioned features utilized by the author named Buhalis (2003) which are; Amenities,

Attractions and Accessibility, furthermore, the extra three segments are known as the discernment and representation of travel site and cost. The following are the six characteristic elements of destination according to Buhalis (2003). Below are the six characteristic components of destination according to Buhalis (2003).

1. Activity (the whole events and tourism affairs that will made accessible to tourists at the destination)
2. Amenity (operations or services that make tourists comfortable such as food, accommodation, entertainment and transportation)
3. Ancillary (providing primary and necessary activities or support for tourists such as media communication, posts/post office, clinics, newsagents, ATM/banks and so on)
4. Attraction (heritage, customs, culture, natural and manmade)
5. Accessibility (tourists having access to all forms of transportation)
6. Available packages (airports, hotels, entrance fees to attractions, cruises, car rentals and so on)

Definition of destination is the concentration of administrations and utilities intended at addressing issues concerning visitors/travelers, in other words, destination is conceivably a blend (or labelling) of every operation/business, commodities and eventually local adventures supplied (Cooper et al, 1998). It likewise empowers individuals to evaluate an effective of travel and tour provincially, and additionally oversees the request and supply, keeping in mind the end result of magnifying the benefits for all partners (Buhalis, 2003).

According to (Vajčnerová et al, 2013), travelers destinations are unpredictable arrangements of attractions and destination operations alongside an assortment of capacities, the comparability among them is exceptionally tedious. Thus, the correlation might be founded on quality. Edvardsson et al (1994) thinks that defining operational quality, suitable phrasing with procedure intelligible to every division of an organization, deciding the prime components that sways service operations and pick up fitting facsimiles for operational survey. Evans & Lindsay (1999) stresses that the operational service of travel location may be surveyed by the degree of consumer contentment; a consumer's need is met what they wish for is achieved/surpassed, the degree of discernment bank upon requests from consumer alongside their encounters. According Vajčnerová et al (2013), the conclusive elements to survey destination quality (elements of quality) are as allows:

1. A way of safeguarding and protection (i.e crime)
2. Embarkation (the degree and framework embarkation utilities)
3. Congenital destination scenery (situations of habitual components or features, for instance, wildlife, structural, atmospheric and hydrological situations)
4. Regional transportation (probability of a regional or community transport in a tourism site)
5. Destination image quality (i.e. customer's discernment and the eminence of an image of a destination)
6. Socio-cultural attractions (location/sites, ethnical utilities, game adventures and heritage/culture)
7. Citizens congenial pleasantries
8. Hospitality (operational and creation of hospitality utilities)
9. Activities of an event (degree and structural correlative activities)
10. The features and availability destination report (maps and destination guides)
11. Destination excellence (that special feature that distinguishes a particular destination from the others).
12. Easy access to transportation (availability of destination operations and amenities for tourists' conveniences)
13. . Stock bundles (producing stock bundles and hospitality commodities for different business purposes)
14. Destination promotion and publicity (dispensation and promotions of labor e.g., bookings)
15. Prices of goods and the degree of the cost of service

2.3 TYPES OF DESTINATION QUALITY

2.3.1 Infrastructural Quality

A destination's universal framework involves pathway systems, air terminals, railway networks, transportation method, telecom, garbage, distribution of water, social insurance offices, cleanliness, electricity, pecuniary administrations, and internet operations (Dwyer & Kim, 2003). Goal benefit foundation is when travel location is most important factor an international visitor understands as a destination product (Mo et al. 1993). Tourism foundation contains components, for example, room services, food/restaurants department, hauling services, destination events (e.g., animation), bistros, visit wholesalers, visit administrators, travel operators, auto rental firms and local tradition (Dwyer & Kim, 2003).

Smith (1994) claims that service framework accommodate the larger macro-environment or the 'tangible works' of a tourism environment, however, the authors Watson & Kopachevsky (1994) stresses that visitor's adventurous encounter would not be legitimately comprehended except with the consideration of the bigger setting at which the experiences occur. Purchaser look into on benefit encounters additionally affirms this thought (Bittner, 1990).

2.3.2 Quality of Human Resource

According to David (2001) an individual asset (strength) is based on an organizational work execution (Dwyer & Kim, 2003). HRM ought to be essentially a piece of collective technique and merely not leaving behind any useful methodology. Narasimbha (2000) highlights that the major notion of an organizations as learning supplies strengthens the significance of all organization representatives' consideration which serves as the unification of an 'organizational intelligence' (Dwyer & Kim, 2003). The standpoint of an asset establishment has underlined progressively the part at which organizational intelligence can perform in maintaining an association's aggressive predominance. In the perspective of travel and tour, the author Bueno (1999) mentions that because rivalry can be curbed among different enterprise by aptitudes, HR has been a focal feature accomplishing contention due to fresh upgrade achieved by the latest of advancements of technologies coupled with the significance of the allegiance of clients at keeping up the travel

destination's popularity (i.e. high demand) (Bueno, 1999). The supported preferred perks originates from the skilled individuals by joining or co-finding on a couple of indispensable assets in a mix with promptly accessible ones to such an extent that it ends up noticeably hard to recognize and copy the favorable position (Prahalad & Hamel, 1990).

2.3.3 Quality of Heritage and Culture

Murphy et al., 2000 claims that the custom and tradition of tourism destination, its memoir, foundations, traditions, foundational components, food, customs, fine art, music, handiworks, dance and so on, supply a fundamental and effective drawing in drive for the forthcoming guest. Ritchie and Zins (1978) suggested that careful inspection about the considerable volume of measurements regarding custom which heightens the travel and tour destination attractiveness has been made. Wish (1971) further explained that it is known that people may differ in their impression of the same "goal" reality yet correspondingly, there might be contrasts in how industries sees the "richness" of tradition than the way it is viewed by customers (Dwyer & Kim, 2003).

2.3.4 Quality of Natural (Inherent) Resources

The biodegradable structure whereby guests appreciates the travel location or site is defined by the inherent characteristic capital of a travel destination, this involves physical geography, atmosphere, greenery, landscape and many more palpable resources. (Dwyer & Kim, 2003). While Buckley (1994) emphasizes on the 'formation of components' as an origin of an advantageous competition, the travel location beautification of inherent properties is important for some types of travel activities and the contentment of tourist. While with regards to assembling intensity stressed research analysts, asset disadvantage can be outweighed by increasing the quality/attribute of goods and available operations, in travel settings, inherent assets holds a significant ability to pull in guests, no matter how creative suppliers can be (Dwyer & Kim, 2003).

2.3.5 Environmental Quality

According to Porter & Van (1995), the more extensive general administration studies, one can perceived that a company's biodegradable operation connects to the economic operations. Dwyer & Kim (2003) explains that asset management is undeniably a crucial task of a travel site's supervisors both in commercial and personal department, it shows the significance of lasting 'economical contention' which recognizes the administration of public, custom and environmental assets. The author further clarify that meanwhile, commercial benefit is widened to incorporate the advantage of different individuals, particularly future eras, the way in making total quality turns out to be more evident.

Wade-Benzoni (1999) mentions that an intergenerational point of view empowers us to see that over the long-term, financial and natural interests frequently unite as assets are exchanged from generations to generations. Curiosity over a tourism surroundings might cause the firm to diverts the assets from another gainful possibilities that prompts an emergence in expenses and costs and also causes a business loss, it reveals that a biodegradable approach enhances competitive power by driving tourism cooperate bodies into growing further effective approaches in creating and thus, lessens the prices (Dwyer & Kim, 2003).

2.4 Service Quality And Visitor's Satisfaction

According to Crompton & Love (1995), tourism administrators endeavor in enhancing quality of service and level at which guests are satisfied in the conviction that will make staunch satisfied guests return to the travel location without any bias thought and be free to promote it to other intended travelers (Tian-Cole & Crompton, 2003). Tourism Service quality enterprise is being regarded as the attributes of possibilities in accessible in tourism sites, it is also being viewed as prone to identify with traveler's attributed encounters (Crompton & Love, 1995). Possibility attributes are components or characteristics of an operation given by an administration (Tian-Cole & Crompton, 2003). Service quality can be defined according Parasuraman et al (1985) as comparing the consumers' expectations related with administrations and execution of administrations after they have been used. In other words, service quality is observed to be 'the result of an assessment procedure, where the buyer compares his desires and the services rendered

to the supposed consumer' (Tosun et al, 2015). Hence, satisfaction can be referred to as attribute of destination encounter which is known as the acknowledgment of desirable results or advantages, yet the making of the advantages needs to begin by accessing raw assets of tourism (Brown, 1998). Tian-Cole & Crompton (2003) explains further that the above mentioned raw assets of tourism are possibilities that comes with travel and tour given that travel locations and their attributes impacts the advantages and fulfillment travelers get.

According to Woods & Deegan (2003), the service quality demonstrates significance of adopting measures reflecting the desires of buyers and offering guarantee of service making sure that the commodities produced matches that of the organizational standards, the aforementioned standards should be able to let providers know the quality of commodities to know what to supply and permit clients recognize what's in store. The author likewise declares that the different itemized standard forms were acted upon by experts along with the gatherings of administrators for twenty unique sorts of products & services which were later classified into different short forms: travel and tour operations, products of farming (e.g., woven bags and hats), benefits and a high quality standard and operations, original and cultural tourism events, looking for conducive accommodation with genuine amenities and open air activities, the segment of the contracts that identify with rural convenience cover are mentioned below:

1. Entrance beautification, Car/buses/coaches Park, signboard;
2. Quality architecture, authenticity of regional products, landscape of hotel or park;
3. Intrinsic ornament involving some cultural completion;
4. A personal way of welcoming guests which involves some gifts like flowers, drinks and so on;
5. Some additional provisions to make guests feel more comfortable for instance, a box of body essentials like body spray, sanitary pads and so on;
6. Showing guests around the facility and handling each and every one of them the hotel guide/map;
7. telling guests about the available local meals;
8. Showing proficiency in all transactions towards guests;
9. Preparedness for a teamwork environment to leave guests satisfied and willing to come back.

The administration measurement of the tourism experience is indispensable (Dwyer & Kim, 2003). According to the authors Go & Govers (2000) there should be guarantee of operational attribute and currently, there is an acknowledgment for the use of an aggregate nature in dealing with guest destination delight. There should be provision of quick response services available for guests so that they (guests) can rate the service provided to them highly (Dwyer & Kim, 2003). The authors further explains that there are moves to further improve the nature of events and experiences provided to guests and they include: foundation of models for travel and tour offices and execution of faculty; projects to individual and fairly screen the nature of events/encounters given; and checking of residents dispositions around guests and advancement of the travel and tour zone.

Destinations has turned out to be progressively dependent on conveying of an attributed goods and operation (Dwyer & Kim, 2003). Go & Govers (2000) mentions that since addressing the needs of the visitors and accomplishing business objectives are progressively unified. The apparent quality of tourism services gives off an impression of being urgently connected to the setting of administration experiences (Johns, 1993). Visitor's satisfaction has been a topic of awesome enthusiasm to tourism researchers and organizations (Giese and Cote, 2002), additionally, the essential goal of an enterprise or organization is boosting the profits and curbing the cost price. A form of mentality is framed once a guest visits a travel destination or to an attraction (Tian-Cole & Crompton, 2003). The mentality possess the capability of impacting guests' forthcoming conduct via their past tourism experiences. The disposition does not just possess behavioral results, for example, returning to the place later on, it additionally adds to the person's desires on any future visit.

CHAPTER THREE

3.1 A CASE OF KUSADASI

In the course of recent decades Turkey has encountered a noteworthy development in traveler numbers with abroad entries multiplying in the vicinity of 1991 and 1998 and incomes achieving $7.2 billion starting at 1998. This study endeavors to recognize the apparent thoughts and ideas of the attributes of a tourist destination in Turkey called Kusadasi. Kuşadası, situated on the Western Turkish drift is one of Turkey's shoreline resort town and a noteworthy cruise liner tourism destination on the western Aegean drift which is 90km south of izmir. Kusadasi is an extraordinary place in Turkish tourism sector. It has especially various assets to pull in travelers and the two main ones are its atmosphere and its vicinity to famously notable spots. Kusadasi is presumed to stand out amongst the most appealing destination attraction of the Aegean and it is a point of departure as it is near the imperative ancient and historic places including Ephesus, sanctuary of Artemis, House of Virgin Mary et cetera. Kusadasi has an authentic Mediterranean atmosphere consisting of heated summers and mellow winters, giving a lengthy season of tourism and summer enjoyment. Kusadasi, known to be tourists' ecstatic destination, having an unending categories stores and markets (popularly known as bazaars), with phenomenal incentives in authentic but counterfeit of branded products like cowhide, gems, souvenir's, silks and garments, floor coverings (e.g rugs). The Kusadasi magnificent market is known to be one of Turkey's biggest center for buying valuable and delightful way of experiencing tourism.

Since the middle of 1980's, Turkey has encountered an amazing development in visitor numbers with worldwide entries multiplying in the period of eight years (i.e 1993 and 2001) and achieving income of $10 billion as at 2001. It is evaluated that this pattern may have a critical effect upon have societies in Turkish vacationer destination. Given the way that tourism can prosper in a region just with the help of the location's citizens, it is visualized that the states of mind and impression of citizens toward the improvement of tourism and effects fill in as critically imperative contributions to recognizing the tactical and administrative and directoral needs of tourism.

This acknowledgment has prompted an expanding regard for the apparent effects of tourism on nearby inhabitants in the course of the most recent two decades (Tatoglu et al, 2002). Equivalent

with the quick advancement of Turkish tourism in the course of recent decades, the city of Kusadasi has turned out to be one of the top visitor goals in Turkey, and has that caught an astounding spot in Turkey's tourism industry (Yuksel, 2004). Tosun (2001) states the city Governor of Kusadasi (an outstanding beach front resort on Aegean Sea) expressed that the number of inhabitants in Kusadasi has been drastically expanded because of new employments in the tourism part and the individuals who settled there to spend whatever is left of their lives, for the most part resigned individuals. Also, the populace has been additionally expanded amid the mid-year season. Occupant mentalities toward tourism, or all the more particularly the apparent effects of tourism on neighborhood inhabitants has been a subject of research over three decades (Tatoglu et al, 2002).

Yuksel (2004) expalains that combined with the accentuated development in Turkey on universal tourism amid the 1980s, Kusadasi has changed from being a resort location by local guests into a global tourism zone, attracting worldwide sightseers' high volumes. The creator additionally clarifies that situated in southwest of Turkey, the town gloats of a differing regular, recorded and social abundance and appreciates an open area. The town is found intently to Ephesus, the Mecca of explorers going by Turkey and it caters for universal and local holidaymakers, as well as for journey travelers and day trippers.

Source: worldatlas.com

3.2 Methodology

3.2.1 Interview as a Research Methodology

3.2.1.1 Sources of data

In terms of qualitative method, primary data for this research was collected through semi-structured interviews that are held by the researcher with some tourism stakeholders of Kusadasi. The reason to choose that method was to reach and collect detailed opinions of selected participants and understand the concept more deeply. The question form that is prepared by the researcher was based on the literature review and contained 10 questions about destination quality and destination image in particular. Private individual interviews were conducted among twenty people in the city of Kusadasi which includes travel agencies (3), local residents (3), restaurants (3), beaches (2) and both domestic and international tourists (9).

3.2.1.2 Data Collection and analysis

The collection of data in Kuasadasi was through the qualitative method. However, ten (10) questions were asked and all the participants had detailed views and smooth answers to every questions but almost similar responses were gotten, hence, important responses were picked and featured in the research findings. The reason why Kusadasi was chosen as a destination is the previous interaction between the destination and as the researcher holds the opinion that the destination is very conducive in its nature when compared to other destinations she has been to. Yet, the beginning of booming tourism in Kusadasi has started when a holiday camp was built in the city by a French company in 1967, followed by cruise tours, the cruise tours was understood to have taken place over 35 years ago. It is currently understood that Kusadasi' capacity in terms of accommodation has reached over 36,000 in beds. Recently in Kusadasi, there is an estimation of over 750 business establishment involving in tourism trade either directly or indirectly.

Through this research, an open ended question form with 10 questions was used during the interview conducted in Kusadasi and detailed analysis was derived from the answers of those twenty participants. Thus, the purpose of the study is to find out more about the destination image and quality of Kusadasi as to improve services delivered and enhance the satisfaction of tourists.

3.2.2 Qualitative Content analysis as a Research Methodology

3.2.2.1 Sources of data

Destinations information are often gathered by tourists or consumers before making a trip to a particular destination. The major source of information for tourists is the internet which provides different apps or applications that helps many tourists to look into a particular destination before embarking on a journey, to know the safety and dangers that lies ahead of the destination. The commonly used application by tourists to gather accurate information is TripAdvisor. It is a known fact that TripAdvisor is the most popular and important website that connects intended tourists through online reviews on tourism matters. In the case of Kuşadası, tourists tend to leave reviews with pictures or images taken by tourists after their visit to the destination as there is no official promotion or advert about tourism in Kuşadası.

3.2.2.2 Data collection and Analysis

In this regard, the reviews about Kuşadası are content analysed to reach a quality ranking of the destination. According to Kippendorff (2004), content analysis in qualitative research includes close perusing of moderately little measures of information; communication data, interpretation of verbal, symbolic and pictorial; and the inclusion of the researcher with the study of information translation. Therefore, content analysis of TripAdvisor was done after a search through Trip Advisor about Kuşadası and then Google translation was used to reach broader reviews in different languages. The analysis is conducted between the 6/10/2017 to 24/10/2017 and "Things to do in Kuşadası" alongside a hotel and a restaurant were analyzed.

There were 15, 047 reviews (including all the languages) about the types of things to do while in Kuşadası which includes; Dilek National Park (Güzelçamlı), Adaland, Kusadası Castle, Ladies Beach, Uzun Beach, Tortuga Water Park, Kuşadası Market, Silver Sand Beach, Déjà vu Bar, Kuşadası Shopping Center, Kuşadası Gazi, Beğendi Park, Downtown Beach, Sevgi Beach, Kadıkalesi Anaia Excavations, Kaleiçi Mosque, Panionion (Güzelçamlı), Old Town Tanneries, Kafkas Spice Bazaar and Home Wine Spice market, Eniştenin Yeri (Güzelçamlı) and Aqua Atlantis. It's observed that there is also a bar in "things to do" section of Kuşadası in TripAdvisor

and it is also assessed in the study. To increase the representation of such establishments, accommodation and food & beverage sections of Kuşadası has also been checked. Therefore, Korumar Hotel De Luxe is chosen randomly among 186 other hotels to represent the accommodation sector and Murphy's Restaurant & Bar is chosen randomly among 300 other restaurants to represent food & beverage sector in Kuşadası. The hotel and restaurant are chosen because they are the most reviewed ones in their respective categories in TripAdvisor. The analysis of the hotel and the restaurant are added to the study since the main topic covers all areas of tourism products. It should be noted that the main study is conducted on attractions namely "things to do" in Tripadvisor. The table below describes assessment of reviews of each attraction mentioned above including the representing hotel and restaurant as positive (P), average (A) and negative (N). In addition, statements that are most frequently emphasized are also mentioned in the table referring to statements as either positive, average or negative.

3.2.3   Research Findings

This section comprises of two parts indicating the two qualitative research that has been conducted. First research involves the assessments of interviews that has been conducted with certain people that contribute to the quality of Kusadasi tourism experience.

3.2.3.1 Results of the Research Findings

The interviews conducted by the participants are analyzed in the section of the research findings and the results are interpreted and the most valuable answers were picked accordingly.

1. **What are the dimensions of quality destination management, i.e. how can you rate the quality management of Kusadasi, do you think it is of high, mid or low quality in terms of service, roads, landscape, city planning, sea pollution and so on?**

    "Kusadasi is of high quality as a whole, there is nothing like sea pollution, the roads, landscape and all are well managed and

organized, everything here is neat and properly shape."
International Tourist from **Ireland**

"The quality of management in Kusadasi is average, everything is just normal, not low or high but normal, apart from the historical attractions here, nothing else is special, I prefer Antalya."
Domestic Tourist from Adana)

Some participants have answered this question by emphasizing that Kusadasi is rich in terms infrastructure, history and entertainment but others declared that recent tourism in kusadasi has drastically reduced due to water pollution, over construction and unsophisticated sewage system. Findings shows that tourists visits the refined areas in Kusadasi and they are also more interested in the historical attarctions but some of the domestic travelers thinks differently. It has been derived that some participants thinks highly of the destination, while, some feels indifferent about it. Research findings indicates that the local town is rich in cultural and historical treasures and the government is trying its best in managing the attractions properly for tourists to keep their loyalty to the destination.

2. **What do you think the quality of the accommodations, food and environment in Kusadasi?**

"The hotel accommodation is not so good, the beds feels like concrete, it is very basic but clean, the main objective is cleanliness and that is why I had to buy a house for my own comfort. I have been coming to Kusadasi for twenty two (22) years and I spend six (6) months every year. The food is the best, my favorite is Turkish Meze and the environment is very nice compare to where I am coming from." **International Tourist from Germany**

"This is my second time in Kusadasi, I do not have a family here, so the hotel is nice, everything about this city is good and the environment is conducive." **Domestic Tourist from Bursa**

Research findings shows that the accommodation in Kusadasi is of great quality in terms of neatness in the surroundings and facilities. It was gathered that hotels in Turkey as a whole take hospitality seriously as to make the guests more comfortable and to also make tourists promote the destination to others. While some guests feels that the hotel rooms are not so comfortable in terms of its strong texture, it does feel normal to the domestic guests. The quality of the destination affects the overall. The accommodation and the **tourism environment** in general as the results indicated, is well managed and of high quality, tourism environment was emphasized because findings shows that not all the environment in Kusadasi is neat and well taken care of, therefore, only the tourism environments are of high quality.

3. **Do you think local residents are receptive towards tourists? If yes, how?**

"The people of Kusadasi are the best, we welcome tourists with happiness, we love tourists or visitors, we love when they come invest in our city" **Local Resident 1**

"The locals are good to tourists because we need the tourists to sell our markets or products, so, we need to try our best to make them feel comfortable and also look after them." **Local Resident 2**

"Yes we are, we are receptive towards the tourists especially the English tourists because we need them to help us improve our English, as you know, Turkey is not an English speaking country." **Local Resident 3**

One of the major factors of a destination is local residents and kusadasi residents seems to be winning in that aspects. All answers by the participants during the research shows that

the residents are friendly and willing to help others. The result also shows that the residents make it their duty to look after the guests visiting the local community which makes the city a pleasant place for tourism. Some of the participants states that people actually walk around freely at night without any fear of harm befalling them. A local resident mentions that irrespective of what other cities' residents think of tourism services and lifestyle in Kusadasi that the destination stays winning because guests troop in and out of the destination especially during holiday season. The locals, being the major factor of tourism represents a meaningful subject in destination development and Kusadasi, as a tourism destination has greatly been formed and affected by this factor positively.

4. **Tourists – Have you generally been satisfied with the tourism services in Kusadasi?**

> *"Of course I am, apart from the fact that the first people I met could not speak English and was a bit hard for me to find my way, overall, I am satisfied with the tourism services."* **International Tourist from Germany 2**

> *"I have always been satisfied with everything here in Kusadasi, I am from Istanbul and I come here almost every summer. Though, I do not have any family here but I am from Turkey, so it is like home away from home. Everything is impressive."* **Domestic Tourist from Istanbul**

> *"This is my second time visiting in five years, I am really happy with the services rendered to tourists here, especially tour guards are wonderful, they never get tired. Everything is nice."* **International Tourist (Holland)**

Travel Agents – What are the observations about tourists' satisfaction levels, do you think they are satisfied with the tourism services in Kusadasi?

"Yes, that is why we keep working as travel agents to bring as many tourists as we can to come experience a real tourism satisfaction."
Travel Agency 1

It is not new that Turkish residents as a whole are hardworking people, therefore the results show that some the participants of this research testifies that the services provided in Kusadasi are satisfying to everyone who visits the destination. From the tour guards to hotel staff to all tourism operators, securities, restaurants and so on, according to a guest, it does not matter if you are paying for services or not, as long as you need something professional or unprofessional done, everybody will be willing to help. Tourism services are known to be one of the utilities guests may or may not be able to carry out themselves except with the help of trained personnel who will always be available to meet the needs of the customers.

5. **What would you recommend to be done to improve the quality of tourism services in Kusadasi?**

"Well, customers and tourists keep coming to us talking about the beach not properly organized, that beach beds will be available today and the next day, everything changes. All the beach beds are supposed to be free, these days, they only provide the beach plastic without mattresses on it, and it is not really good for tourism."
Restaurant 1

"We provide beds on the beach for our customers, if you are not our customer, you do not expect us to meet your needs if you are not dealing with us." **Beach Club 1**

"Sometimes, we have many customers that our beach amenities does not go round, so, it is not a consistent issue that we cannot handle."
Beach Club 2

> *"I would recommend that they promote and advertise kusadasi more because people are now scared to come for tourism this year and seriously, no terrorism whatsoever in this city, it is all fun, history and enjoyment here."* **Restaurant 2**

> **"***Nothing really, everything is good, apart from the fact that there is need to elevate the sewage system and do something about water pollution in some areas and we are short of customers this year, apart from that, everything is just perfect."* **Restaurant 3**

Truthfully, most tourism locations in Kusadasi are rated highly by some tourist but some do not agree with that. As earlier mentioned, some participants (international and domestic) thinks that there is a unique predicament befalling the tourism destination in respect to the issue concerning the destruction of some natural beauty which is supposed to serve as an attraction to tourists. While some participants thinks that there is nothing wrong with the destination and everything is in good condition. Results show that many international tourists think that Kusadasi has no fault whatsoever except for the sea pollution because they have not visited the eye squinty part of Kusadasi but research findings indicates that there are some major places at the local community that needs a lot of renovation.

6. **Regarding travelling to Kusadasi, is the costs reasonable and affordable?**

> *"It is reasonable depending on what you want, depending on what you want."* **Travel Agency 2**

> **"***I would say the cost is reasonable for the domestic travelers, I would not say same for the international travelers."* **Travel Agency 3**

In general, it is a common understanding that only those who can afford a trip plans it, in other words, all the participants interviewed thinks that coming to Turkey or Kusadasi (for

the domestic travelers) for tourism is affordable especially the Europeans. Some stresses that as a European, coming to Turkey for holiday is even somehow cheaper than traveling to Africa or staying in Europe for holiday. Therefore, this research shows that the costs of traveling to Kusadasi is affordable and normal to those who are willing to embark on the journey. Findings also indicates that Turkish currency rate is lower than the European and American currencies except for Africa, therefore, traveling to Turkey or Kusadasi by both international and domestic travelers is affordable.

7. **What is the quality of attractions in Kusadasi, i.e antique city, Aqua Parks and so on?**

> *"The attractions here are so good, I have been to Ephesus, aqua parks, Kusadasi castle, Caves of the seven sleepers and so on, there are so many histories in the city. I would rate the quality of attractions here so high because apart from the fun part, you can actually experience the history you have read about."* **International Tourist from Ghana**

All the participants rates the quality of the historical attractions high so much so that one of the international participants wishes to be visiting the historical places with his family almost every holiday. Some participants also says that the historical sites put the imaginations of the early life in one's mind. So many detailed histories are involved and situated in the research destination, Kusadasi. Some tourists seem not to get enough of the small and big amphitheaters and also the Ancient streets in Ephesus. There is a huge difference in reading about the past histories and experiencing the past histories. Visiting the historical attractions makes one envision the happenings of the ancient days and equally leaves a lasting memory in the hearts of the guests. Kusadasi is not just a tourist's destination but also rich in history which will continually make the city a booming tourism destination.

8. **What is the comparison of Kusadasi and other similar destination that is your favourite? Which destination is that and what do you think is missing?**

"I have been to many other countries and the only one I can compare with Kusadasi is Greece but Kusadasi is still the best because in Greece, everybody goes to sleep early, the shops close down, even if it rains, everybody goes for siesta which is not too good. But in Kusadasi, the shops are opened from 9AM to 4AM, I like the freedom here, you can easily move around anytime without any fear and the locals look after you but in Greece, you are on your own. Kusadasi is a safe destination." **International Tourist from Ireland**

All but few participants has travelled out of the four walls of Turkey apart from the international tourists. The international participants had different views about it, some thinks that Kusadasi tops it all because of the history that rests in the hearth of the destination and a particular international tourist mentions that he prefers Disneyland in California, USA because it is an interesting place he has ever visited, he stresses that he likes the ride i.e the roller coaster, the haunted house, entertainment and so on. One of the domestic travelers rather prefers Antalya among other destinations. Kusadasi is very conducive in its nature when compared to other destinations because of it richness in water which automatically makes the weather cool and mild during the hot season. The presence of excess natural water (sea) reduces the hotness of the weather and also, living near the ocean is beneficial to one's health, it provides healthier lifestyle than to those who live inland because of its feeling of relaxation that overcomes one body, generates fresh air and so on.

9. Did the information you get about Kusadasi match with the reality?

"It actually does and even more, you are practically treated like family here. I was only told about the fun activities here but I found out myself that the locals are the best you can ever ask for when planning a tour, unlike some other destinations around the world

that scares you and literally do not know what to expect."
International Tourist New Zealand

Advertising or promoting a destination is a major way of creating an awareness about a tourism destination to get people to visit and by visiting a destination, tourists are directly or indirectly enhancing the growth of the destination, and people's reviews about the destination will pull other travelers to the destination. The participants think that visiting the destination in person is worth more than the information anyone can get. Words cannot express a situation unless it is encountered, that is the case of kusadasi as there is no provision of formal promotion about the destination.

10. **With the promotion of Kusadasi abroad, can you say it reflects the real image and quality of the destination?**

> *"I never got any formal promotion about Kusadasi, I only got to know about this destination through my travel agent and it was done passively."* **International Tourist(s)**

The (s) in bracket indicates that almost all the tourists confirms that there was no formal promotion or advertisement about Kusadasi, rather, they only got promotions about Turkey as a country but discovered about the destination (Kusadasi) either through friends, colleagues, travel agents and so on. Kusadasi as a destination does not have any direct advertisement in terms of catalog, flyers, brochures or ads on TV/radio as the participants imply.

Findings indicates that the local town (Kusadasi) is rich in cultural and historical treasures, the Turks who resides at the destination are gaining a lot of knowledge on how to preserve the heritage culture and many more especially Ephesus which is just 11 miles away from the famous holiday resort of western Turkey. Kusadasi, which is an excellent town, holds excursion programs and entertainment, houses a historical monument known as the Fortress Mosque or can be either called Kaleici Camii which was built in 1618 under the control of the Grand Vizier Okuz Mehmed Pasha.

Also is a place called the famous thermal bath that has been in use since the mid-18th century, it was gathered that just few years ago, a spa center was built around it and that has made the hot springs famous all over the world. Also is another tourist attraction called the National Park, a natural landmark, it has many tourism directions or routes and that is where the cave of Zeus is also situated, tourists also likes to visit the beautiful sky blue lake, all situated around the same axis. Another castle monument on the Island of Guvercin which was built in the era of the Byzantine, it is also called the 'Pirates'. Another cultural and heritage treasure is the place called Kale. It is known to be one of the best place for excursion, which contains mosques, beautiful houses and bazaars. It was gathered that the area in Kusadasi still looks almost the same after many decades. Recent discovery shows that the above mentioned tourists' attractions and cultural heritage offers great quality services to tourists and local guests and has since been regularly maintained by the government of the local town to keep the tourist destination at the top and to also be recognized all over the world.

3.2.4 Research Findings

Second research involves the assessments of Kusadasi reviews on TripAdvisor. The findings involves the comments and opinions of tourists (both international and local) that has visited Kusadasi.

3.2.4.1 Results of the Research Findings

Table 2: Frequency of attractions in Kuşadası

Attractions of Kuşadası	Frequency		
Dilek National Park (Güzelçamlı)	P	A	N
Amazing park/clean water with lots of events to explore	461		
Lovely natural park/beautiful beach/nice boat cruise	169		
An average tourism destination		36	
Bad and disappointed			20
Adaland	P	A	N
Excellent and amazing waterpark and water slides	623		
Very nice and clean aqua park	353		
Average and normal park		124	
Bad and disappointed			69
Kuşadası Castle	P	A	N
Wonderful and beautiful scenery	166		
Very good piece of architecture	154		
Normal castle (not so special)		101	
Disappointed			36
Ladies Beach	P	A	N
Great and beautiful beach/friendly staff	569		
Lovely restaurants and food	493		
Average beach and overpriced		326	
Overrated, disappointed & Very dirty and polluted water			226
Uzun Beach	P	A	N
Excellent, Quiet and calm beach/ Availability of beach amenities	221		
Clean & clear water/best home cooked meal	139		
Average and overrated beach		73	
Dirty and filthy beach			34

Tortuga Water Park	P	A	N
Nice and clean park/Friendly staff/Fantastic and amazing place to be	39		
Lovely place for all ages	15		
Average waterpark		2	

Kuşadası Market	P	A	N
Best bazaar/Quality market products	222		
Lovely brand counterfeit	221		
Only enjoyable for sightseeing and not to purchase (Average)		171	
Dubious market sellers, Overpriced for international tourists, Overcrowded and too much hassle			146

Silver Sand Beach	P	A	N
Best Kuşadası beach/Clean waters	45		
Availability of beach amenities/Good and cheap food	14		
Average beach		7	
Poor beach, services and rude staff			4

Kuşadası Shopping Center	P	A	N
Nice and quiet mall	22		
Quality products/ Pricy but nice bargain	15		
Average		6	
Awful and unfriendly store keepers, bad shopping place			3

Déjà vu Bar	P	A	N
Best food, friendly staff and nice environment	46		
Average bar services		2	
Disappointing experience			1

Downtown Beach	P	A	N
Best and lovely beach/nice cruise ship	9		
Very good and clean beach	11		
Average beach		9	
Disappointed			4

Kuşadası Gazi Begendi Park	P	A	N
Amazing view	14		
Best restaurant/good food	12		
Average/just ok restaurant		2	
Disappointed			6
Sevgi Beach (Davutlar)	P	A	N
Amazing and exciting	11		
Very good beach with beach amenities	11		
Average beach		9	
Dirty beach/ disappointed			8
Kadikalesi Anaia Excavations	P	A	N
Wonderful historical site	4		
Very good castle	2		
Average site		2	
Poor historical site			1
Panionion (Guzelcamli)	P	A	N
Fantastic historical place	2		
Very lovely history	1		
Just an average historical space		5	
Disappointed			1
Kaleiçi Mosque	P	A	N
Very good and beautiful mosque	5		
Average mosque		1	
Old Town Tanneries	P	A	N
Amazing scenery	1		
Kafkas Spice Bazaar and Home Wine Spice Market	P	A	N
Best ice cream in town	1		
Enistenin Yeri	P	A	N
Best place for picnic	2		

Aqua Atlantis	P	A	N
Best and excellent waterpark	1		
An average waterpark		3	
Bad and terrible place to be			13
Korumar Hotel De Luxe	P	A	N
Excellent service and friendly staff	428		
Nice hotel, great location & good food	252		
Average & normal hotel (some amenities not available)		101	
Dirty and old amenities and environment			66
Murphy's Restaurant & Bar	P	A	N
Awesome food & service, friendly staff and free transport for customers	717		
Very good atmosphere with nice terrace and views	182		
An average restaurant especially with good beer		54	
Bad (undone) food, bad toilet and overpriced items			75

The result of this research reveals the assessments of different reviews and opinions of tourists through the comments that was left on TripAdvisor. According to **Dilek National Park** (Güzelçamlı) reviews, result shows that 461 tourists think that the destination is of great quality which is commonly referred to as an "Amazing park" with clean water and lots of events to explore for both adults and children. Meanwhile, 169 customers' thinks that the Park is very good with lovely Natural Park beautiful beach and offers nice boat cruise. 36 people believes it is just an average Park with nothing spectacular and 20 reviews their disappointment due to dirty water or water pollution and bad experience with staff and so on. **Gazi Beğendi Park** is a mini park situated on the hill alongside a restaurant. 14 tourists were amazed by the view from the top hill restaurant and 12 tourists review that it is the best restaurant that makes good food. Also, 2 customers make comments as average about the park and 6 tourists are highly disappointed mainly because of the size of Park with minimal amenities to play with. **Tortuga Water Park** is a unique Park that has only positive reviews. 39 tourists find the attraction amazingly beautiful, nice and clean, with friendly staff and a fantastic place to be. 15 tourists reveal how lovely the attraction is and it is for all ages, while, 2 tourists declare it is an average attraction. Another attraction in Kuşadası that is

Adaland seem to be an exciting Aqua Park for tourists as 623 tourists declares through their reviews that the tourism attraction has an excellent and amazing waterpark and slides whereas 353

thinks it is a very nice and clean Aqua park. Furthermore, 124 tourists discloses how average and normal the waterpark is with no distinctive difference it is from other ones around. In addition, there were 69 negative reviews mostly about the provision of terrible services by the staff and bad environment as a whole. In **Aqua Atlantis**, out of 17 visitors, only 1 thinks it is the best and excellent waterpark, while, 3 rates it as average and 13 says it is a bad and terrible place to be. **Enistenin Yeri**, 2 tourists claim it is the best place for picnic

Ladies Beach is one of the most popular tourism attraction in Kuşadası and according to 569 tourists, Ladies beach is a great and beautiful beach with much friendly staff. 493 tourists thinks the beach is very lovely and it is surrounded with good restaurants that makes good food, while 326 tourists thinks Ladies beach is an average destination attraction with overpriced products. Additionally, 226 tourists seem to be disappointed and thinks that the beach is overrated, very dirty and has polluted water. **Uzun Beach** is known to be bigger and better than Ladies beach, 221 consumers review Uzun Beach as an excellent, quiet and calm beach, with the availability of beach amenities. 139 tourists rate the beach as very good, having clean & clear water with restaurants by the side that provides best home cooked meal. Meanwhile, 73 tourists, clearly state their 3 stars, declaring that the attraction is an average and overrated beach and 34 tourists says the beach is dirty and filled with filth. **Silver Sand Beach**'s 45 reviews reveal that it is the best beach in Kuşadası with clean water, 14 tourists says there is availability of beach amenities and the beach is good and offers cheap food to consumers. Although there are also some bad reviews which 7 tourist think it is an average beach and 4 tourists disclose that the beach is poor, with terrible services and rude staff. In **Downtown Beach**, 9 tourists claim it is the best and lovely beach with nice cruise ship and 11 customers reveal it is a very good and clean beach. Furthermore, 9 tourists review it as average and 4 tourists were disappointed. According to the tourists that visited **Sevgi Beach (Davutlar)**, 11 visitors finds the attraction amazing and exciting, 11 visitors also think it is a very good beach with availability of beach amenities. While, 9 tourists see it as an average beach, 8 say it is a dirty beach and also disappointed by the services rendered.

Kadıkalesi Anaia Excavations, out of the 9 tourists that review the site, 4 tourists think it is a wonderful historical site and 2 others say it is a very good castle. Meanwhile, 2 tourists think it is an average site with no important history and 1 claims to be disappointed, says it is a poor historical site. **Kuşadası Castle** is a wonderful place to be with beautiful scenery, says 166 tourists

that visited the relevant attraction. 154 reviews show that Kuşadası Castle is a very good piece of architecture and 101 tourists think that it is an average or normal attraction with no important image to hold on to. Although 36 tourists are totally disappointed and think visiting the destination is a total waste of time and money. **Panionion (Guzelcamli)**, 2 tourists review it to be a fantastic historical place, 1 thinks it a lovely place of history, 5 think it is just an "okay" space (average) and 1 is a disappointed tourist. **Kaleici Mosque** only has 6 reviews with 5 tourists saying the mosque is very good and beautiful and 1 tourist feeling average about it. In **Old Town Tanneries**, there is only 1 review by a tourist and the tourist feels it has an amazing scenery.

Kafkas Spice Bazaar and Home Wine Spice Market also has only 1 review and the visitor says the Market sells the best ice-cream in the town of Kuşadası. **Kuşadası Shopping Center** is another most visited attraction for tourists as 22 tourists' state that it is a nice and quiet mall, while, 15 tourists think the products are of good quality, though expensive but comes with a nice bargain. 6 tourists say it is just an average shopping center and 3 reviews show that the shopping center is awful with unfriendly storekeepers and in total, a bad shopping place to be. **Kuşadası Market** is a must visit for everyone touring Kuşadası, say most of the tourists that have visited that attraction. 222 tourist reviews emphasize that it is the best bazaar with quality market products and 221 tourists think that it has the best counterfeited branded products that will look like the original one. In addition, 171 reviews show that Kuşadası Market is only good for sightseeing and not to purchase goods and products (Average). Lastly, 146 tourists happened to be very disappointed with the dubious act that is common among the sellers, doubling the price of products for the international tourists, and it is also an overcrowded place with too much hassle which is not kids friendly.

Déjà vu Bar is a must place to eat and relax during the holidays, as reviewed by the tourists who visited the restaurant and bar. 46 out of 49 comments reveal that the restaurant and bar has the best food, friendly staff and nice environment. Meanwhile, while 2 tourists think that their services are just as normal as every others (average) and only 1 consumer had a disappointing experience at the bar. **Kuşadası Korumar Hotel De Luxe** has 428 tourists claiming it has an excellent service and has friendly staff and 252 tourists review the hotel to be nice, with great location & good food. Meanwhile, 101 visitors claim it is an average & normal hotel because it lacks some amenities and 66 tourists claim the hotel is dirty with old amenities and environment.

In **Murphy's Restaurant & Bar**, 717 tourists claim that this restaurant cooks or makes awesome food and provides good services with friendly staff and free transportation for customers taking tourists from their hotels to the restaurant and conveying them back to their hotels. Additionally, 182 tourists say that they have experienced a very good atmosphere with nice terrace and views, while, 54 says it is an average restaurant especially with good beer. And finally, 75 claim that they make bad food, has bad toilet and overpriced items.

3.2.5 Importance of study

The importance of the study of "Reflections of Destination Quality on Destination Image" is that it sheds more light on the role of destination image and quality in tourists' decision making when planning a trip and to also understand if it has a great impact on tourists' destination experience and loyalty towards the destination. It also shows how important an image is when planning a trip. This study explains the importance of destination quality and its dimensions on tourists' perception of destination image. Therefore the utmost important factor in increasing tourist arrivals and creating a sustainable tourism is creating a high quality of service at a destination in general.

3.3 Discussion and Conclusion

The scope of exchange in culture with local residents exposes tourists from different and diverse background, culture and linguistic to the Turkish culture and heritage. Research shows that the western part of Turkey portrays similar culture of Turkey, unlike some places around the world that every province and city practice culture differently in the same country e.g, Africa. Therefore, the scope of exchange in culture with locals exposes tourists to Turkish socio-economic backgrounds, religion, geographical area, cultural habit, food and so on, it allows the tourists to interact and learn more about everything that concerns Kusadasi and also Turkey. It allows tourists to participate and partake in a unique and new experiences at the destination, it helps tourists to develop a good relationship with the locals and to help the tourists have an overview of the happenings at the destination. It was said that living close to nature does wonderful things to mental

health, nature includes sunset, sea, trees or gardens and so on, Kusadasi as a destination may not possess a mountain or an inclined area that may cause the tourists to watch the sun set from a top view but it does have a sea that helps watch the sun go down, even in its shadows. There are no too many trees or forests for camping but it is greatly rich in waters which then makes the weather mild and cool during the hot season.

This research indicates that Kusadasi as one of the most important tourism destination of Turkey has positive and negative sides in terms of destination quality. The study also shows that the tourism superstructure of Kusadasi is of high quality. The history of Turkey rests in the hearth of Kusadasi such as Ephesus, Cave of Zeus, Kale, Dilek National Park, Kaleici Camii, Hierapolis and many more. According to the research carried out, it was gathered that many tourists especially the international tourists visits Kusadasi mainly because of its richness in history. The historical attractions that surrounds the destination makes the city a sort after that makes every tourists loyal to it. Despite the ongoing issues that befalls the country as a whole, some ardent tourists still see the light in Turkey and plan to repeat their visits also in the future. The research conducted in Kusadasi reveals that local people living there is an important factor of destination quality in terms of local-tourist interaction and also service of the professional employees. The study results shows that the environment of Kusadasi is neat and the locals are very helpful.

Based on the two of this researches, destination quality leaves many tourists impressed with the tourism services rendered at the destination. Kusadasi tourists believe in the authenticity of the historical places, attractions, services and unending care of the local communities. As regards to the authenticity of a destination, if a destination is formed solely on historical basis, it clearly portrays an undoubted and undiluted truth to the tourists and leaves a lasting memory and experience in the heart of the visitors. Destination image is formed and affected by three major factors, namely: tourists and stakeholders especially locals. Each factors represents a meaningful subject in destination development and Kusadasi, as a tourism destination has greatly been formed and affected by these factors.

In the study of the roles of destination quality on destination image comprises of a lot of characteristics which can be products, services, branding, marketing and so on. In a case of Kusadasi as a destination, maintaining the management and development of tourism services depends solely on these characteristics. According to Siksha (2013) declares that the tourism

product is a phenomenon, activity, or an occurrence within a few vacationer exercises in which uses the social and inherent assets of a destination. A tourist's destination must be made accessible for tourists and must also be well managed by the operators for tourists to revisit. As the researches highlights, Kusadasi realized most of the quality features and achieved a positive destination image. Services are one of those utilities which guests may or may not have the capacity to accomplish for themselves, therefore, provision of service requires a competent person to be at the beck and call of a guest, maybe a room service attendant, a chef, hotel cab driver, a tour guide, transportation organization, cops, and many more.

Many research has been carried out on destination and its image also tourists' intentions to revisit. This study analyzes the reflections of impact of quality of destination on destination image and travelers aims to revisit and the backhanded impact through fulfillment in the case of tourism in Kusadasi. In terms of peaceful and quiet environment and aura for achieving a relaxed moment, Kusadasi is one destination that delivers. The local town may not be as quiet but it is known as a peaceful destination for tourism. Findings show that not all the environment of the local community is neat but the main tourism attractions are regularly well kept and managed. It was gathered that with the ongoing terrorism happening in Turkey, none has ever occurred at the destination which automatically proves the safety of the tourists visiting the destination. Kusadasi is known by many to be one of the worst cities in Turkey because of the garbage litter in some particular areas like beaches as specified on TripAdvisor by the tourists which might serve as a threat to the lives of both the locals and tourists, sea pollution and so on, but the main tourist attractions are well taken care for the comfortability of everyone within the community.

As earlier mentioned, according to research findings, there is no good sewage system and most of all, the sea is polluted. It shows that some beach swimmers (not all) thinks that the sea needs some regular cleansing because some swimmers might mistakenly consume the water during the process of swimming especially the little ones and that might put one's life at risk, the cleanliness of the sea does not only affect the health when consumed, it may also cause allergies, eyes infections, skin reactions and so on if exposed to it. Turkish residents in general take cleanliness most seriously, but in the case of Kusadasi, only the main and general space that people continually pass through on regular basis, including shops, organizations and so on can be considered clean.

The continuous scope of adventure in kusadasi is mainly because of its various tourism attractions and several means to entertainment. The destination offers an undiluted products and services and a good form of fun to tourists or guests especially during the holiday season, ranging from tour packages to nightlife, hotel animation for guests, varieties of good food, shopping centers and so on. The local community try as much to provide quality products and services for tourists to keep the image of the destination at the top of Turkish best destination list, e.g. Murphy's Restaurant and Bar, Déjà vu bar and Kuşadası Gazi Beğendi Park as specified in second research.

The second research confirms the first research findings of Kusadasi as a holiday destination through the thought and comments of travelers on TripAdvisor website. Viewing the reviews one by one, readers can confirm that the good part of Kusadasi outweighs the poor areas of the destination. The attractions mentioned above and the staff (as well as the locals) has made enough efforts to make the stay of tourists worthwhile, while some laments about the sea pollution, unavailability of the beach amenities, rude staff, over billing and duping the international tourists and so on. Many of the reviews still shows that Kusadasi is filled with histories, varieties of beaches and place of fun for all ages, while, some seem not to get their minds off the foods and services that was rendered to them. It is a known fact that destinations all over the world has its pros and cons, and also not all the tourists or consumers can be satisfied. Therefore, tourism in kusadasi should be experienced, according to some reviewers. There are sea pollution and dirty environments and waters, but according to the travelers that left comments on TripAdvisor website, not all the beaches are polluted, the main waters that should be avoided is "Ladies Beach".

In terms of managerial applications, the destination quality of Kusadasi can be improved if the Destination Marketing Organization (DMO) of Kusadasi should endeavor to promote the destination so that the international tourists all over the world can visit in order to improve the economical aspect of Kusadasi. Many international tourists reveals that there is no formal promotion about Kusadasi that they only got to know about the destination through their travel agents, friends and families respectively. The sea waters are natural phenomenon which is made available to all but also, efforts should be made to either organize a committee or employ some people who can regularly guide the sea areas in order to prevent people living close to the sea from polluting the waters and also, if possible, try to pick the visible dirt in the sea waters in order to prevents swimmers from any form of diseases or infections. The limitation of the research is that

the first research has a little language barrier issues. The research was conducted in English but many of the locals that were approached for interviews could only express themselves in Turkish, thereby, prolonged the duration of this research. And while evaluating the second research, the final overview of attractions on TripAdvisor (i.e. the stars ratings) was not possible to carry out because it was not stated on the website how the reviews of the attractions were calculated and concluded at the star ratings. To also overcome the limitation of TripAdvisor, interviews were conducted about Kusadasi to produce an elaborate insight as the information on TripAdvisor reveals only the description of reviews.

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APPENDIX A

Interview Questions

1. What are the dimensions of quality destination management, i.e how can you rate the quality management of Kusadasi, do you think it is of high, mid or low quality in terms of service, roads, landscape, city planning, sea pollution and so on?

2. What do you think the quality of the accommodations, food and environment in Kusadasi?

3. Do you think local residents are receptive towards tourists? If yes, how?

4. Tourists – Have you generally been satisfied with the tourism services in Kusadasi? What are the observations about tourists's satisfaction levels, would you be satisfied with the tourism services in Kusadasi?

5. What would you recommend to be done to improve the quality of tourism services in Kusadasi?

6. Regarding travelling to Kusadasi, is the costs reasonable and affordable?

7. What is the quality of attractions in Kusadasi, i.e antique city, Aqua Parks and so on

8. What is the comparison of Kusadasi and other similar destination that is your favourite? Which destination is that and what do you think is missing?

9. Did the information you get about Kusadasi match with the reality?

10. With the promotion of Kusadasi abroad, can you say it reflects the real image and quality of the destination?

APPENDIX B

Details of the interviewees

Name	Affiliation	Country
Alvin	International Tourist	Germany
Adofo	International Tourist	Ghana
Andre	International Tourist	Holland
Aykut	Domestic Tourist	Istanbul, Turkey
Cakir	Domestic Tourist	Adana, Turkey
Garen	International Tourist	Germany
Jane	International Tourist	Ireland
Leo	International Tourist	New Zealand
Osman	Domestic Tourist	Bursa, Turkey
Emre	Local Resident	Kusadasi, Turkey
Fatih	Local Resident	Kusadasi, Turkey
Veli	Local Resident	Kusadasi, Turkey
Halikarnas Restaurant/Café Bar	Owner	Kusadasi, Turkey
Mona Lisa Restaurant/Café Bar	Staff	Kusadasi, Turkey
Sherwood Restaurant/Café Bar	Staff	Kusadasi, Turkey
Discover Ephesus Travel	Travel Agent	Kusadasi, Turkey
Ephesus Shore Tour	Travel Agent	Kusadasi, Turkey
Sundial Turizm	Travel Agent	Kusadasi, Turkey
Okuz Beach Club	Manager	Kusadasi, Turkey
Jade Beach Club	Assistant Manager	Kusadasi, Turkey