The Effect of The Ethical Behaviors of Tourist Guides on Tourist Satisfaction and Intention to Revisit

Turist Rehberinin Etik Davranışlarının Turistlerin Memnuniyetine ve Tekrar Ziyaret Niyetine Etkisi

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Abstract

This study aims to examine the impact of ethical and unethical behavior exhibited by tourist guides on tourist satisfaction and their intention to revisit. The study utilized a quantitative research method and the research universe consisted of tourists who visited the Cappadocia Region with the assistance of tourist guides. The research presents frequency and percentage results on demographic features, descriptive statistics on the scales, and reliability results. Normal distribution results, which are a prerequisite for correlation and regression analysis, were obtained. To test the hypothesis based on the model, the regression results were tabulated. The study found that the honesty and fairness of tourist guides have a positive effect on tourist satisfaction. However, the fulfillment of responsibilities and reliability of tourist guides do not have a significant impact on tourist satisfaction. Additionally, the research revealed that the reliability of tourist guides does affect tourists' intention to revisit.

Key Words Tourist guides; Ethical behavior; Tourist satisfaction; Intention to revisit

Öz

Bu çalışma, turist rehberlerinin hizmet sunumları sırasında sergiledikleri etik ve etik olmayan davranışların turistlerin memnuniyeti ve tekrar ziyaret etme niyetleri üzerindeki etkisini ortaya koymayı amaçlamaktadır. Çalışmada nicel araştırma yöntemleri kullanılmıştır. Araştırmanın evrenini Kapadokya Bölgesi'ni turist rehberleri eşliğinde ziyaret eden turistler oluşturmuştur. Araştırma alanında demografik özelliklere ilişkin sıklık ve yüzde sonuçları, ölçeklere ilişkin tanımlayıcı istatistikler ve güvenilirlik sonuçları yer almaktadır. Korelasyon ve regresyon analizi için ön koşul olan normallik dağılım sonuçları elde edilmiştir. Model doğrultusunda oluşturulan hipotezi test etmek için elde edilen regresyon sonuçları tablolaştırılmıştır. Çalışma, turist rehberlerinin dürüst ve adil olmasının turist memnuniyeti üzerinde etkili olduğunu; bir turist rehberinin sorumluluklarını yerine getirmesi ve güvenilir olmasının turist memnuniyeti ile ilgili olmadığını ortaya koymuştur. Turist rehberlerinin güvenilirliğinin turistlerin tekrar ziyaret etme niyeti üzerinde etkili olduğu araştırmanın bir diğer bulgusudur.

Anahtar Kelimeler: Turist Rehberleri; Etik Davranış; Turist Memnuniyeti; Tekrar Ziyaret Etme Niyeti

1. Introduction

The quality of services provided is directly proportional to the competitive edge of several destinations. To outclass their opponents, destinations strive to ensure customer satisfaction at every stage of the services they offer, thereby fostering customer loyalty and repeat business. To achieve this, destinations should adopt an innovative management mentality and provide high-quality services. Tour guides play a vital role in customer satisfaction and intention to revisit a destination (Çetinkaya and Öter, 2016). The tourism sector stakeholders recognize the significant contribution of tourist guides to the success of tourism agencies and service quality (Lin, Lin, and Chen, 2017).

Tourist guides play a crucial role in the tourism industry, as they shape the experiences of visitors in a destination (Huang, Hsu, & Chan, 2010). They are responsible for managing tours and ensuring the success of travel agencies and the satisfaction of tourists (Caber et al., 2019). Tourist guides provide quality service to tourists, which is crucial not only for the achievement of the tour operator they are affiliated with or serve at, but also for the overall image of the destination they represent (Huang, Hsu, & Chan, 2010). Therefore, tourist guides should be knowledgeable about and protect the rights of tourists, behave ethically, and enhance the quality of their trip. Additionally, tourist guides should strive to provide service that exceeds expectations and carefully manage both their own behavior and the cognitive processes of their clients to ensure that the abstract experience of service results in positive emotions (Lin, Lin, & Chen, 2017).

There exists a tremendous number of factors that poses direct effects on customer satisfaction resulting from the guidance services received (Huang, Hsu and Chan, 2010); on the other hand, a huge set of aspects influencing the process of tourist guides' service-provision exist as well. In this perspective, the attitudes of tourist guides towards customers during a tour, the information they pass on to the tourists, the methods of communication chosen by guides affect the process of service significantly. The experience of tour ends in a positive impression received by customers if a tourist guide has performed to the best of his/her capability during the process of his/her service-provision, which proves the vital part of the performance of the tourist guide in terms of shaping the satisfaction perception of the tourists. This entails that if tourists receive a good-quality service, their behavioural intention is affected by it, and their perception concerning the destination may be shaped accordingly. To be able to take the best care of the tourists and create loyalty, it is of supreme importance for guides to discover and learn new information, be decorated with new capabilities and be informed about distinctive personality traits, which constitute the most essential traits tourist guides should bear (Syakier and Hanafiah, 2021). One of the mostly argued topics unrelated to those concentrated on tourist guide performance is the ethicality of tourist guide behaviours. The fact that tourist guides, who are always in close interaction with tourists, have ethical behaviours may pose effects on the quality of a tour, tourist satisfaction and the intent of tourists to revisit a destination; therefore, tourist guides are always expected to display ethical behaviours (Yarcan, 2007). In this study, which was carried out addressing to the scarcity of the research in the literature regarding ethicality on tourist guiding, aims to study the effect of the ethical behaviours of tourist guides on the satisfaction and revisiting intention of tourists via empirical findings.

Tourist guides play a crucial role in the tourism industry, as visitors' experiences at destinations are greatly influenced by the quality of service provided by guides.

However, there is a lack of research investigating the effects of tourist guides' ethical behaviors on tourist satisfaction and intention to revisit. This gap highlights the importance of the current study.

The aim of this research is to investigate how the ethical behaviors of tourist guides influence tourist satisfaction levels and intention to revisit destinations. Understanding the relationship between tourist guides' ethical conduct and service quality is crucial for enhancing the tourism industry. By comprehending this impact, stakeholders can develop more effective strategies to improve destination competitiveness and increase repeat business by enhancing customer satisfaction. This study aims to examine additional factors that impact tourists' holiday experiences, in addition to the ethical behavior of tourist guides. The goal is to contribute to the development of more comprehensive strategies in the tourism sector. By gaining a better understanding of the role of tourist guides and their ethical conduct, stakeholders can work towards improving destination competitiveness and increasing customer satisfaction. This, in turn, enhances the overall sustainability of the tourism industry.

2. Conceptual Framework

2.1. Tourist Guiding and Professional Ethics

The concepts of ethics and business ethics were integrated into business life in the post-industrial revolution period, when people participated more in working life; and they have transformed into more and more significant concepts every single day since then. While ethics pertains to defining the principles intending for all domains of life, business ethics intends for the definition of the principles regarding business life. The domains of ethics and ethical principles are abundant, involving each domain within which interpersonal relations exist including instructor-student interactions and social relationships. These descriptors for behaviours which are sometimes referred to as moral principles, and sometimes as ethical code aiming to draw a framework intending for human behaviour endeavour to describe correct behavioural patterns. On the other hand, the descriptors pertaining to correct behavioural patterns in terms of professions fall into business ethics.

Business ethics can be defined as the redescription of general ethical principles specified for a profession considering its characteristics. The principles relating to business ethics can be prescribed into a written form, or they can be covertly accepted by the members of a profession in the absence of a prescribed written form as well (Uzunçarşılı, Toprak and Ersun, 2000; Bedük and Çiçek, 2003). The principles of business ethics are the principles based on universal values aimed at being adopted by all communities. Business ethics bears a good number of benefits one of the most significant ones of which is that it is universal; it is grounded on the fact that every individual practising a specific profession, wherever they are practising it, behave in line with the same ethical principles (Kuçuradi, 2009; Demirçivi and Yeşiltaş, 2015; Akoğlan Kozak and Güçlü Nergiz, 2016). Professional ethics principles are fundamental rules and expectations that professionals are expected to follow in their practice. Professional ethics codes are formal guidelines that direct the behavior of practitioners, provide advice and guidance, and define the essential character traits that members of the profession should exhibit. Codes of ethics are tools that define organizational roles and expectations based on organizational ethics and provide guidance on how individuals should behave (Brothers, 1991).The constitution of business ethics and the designation of its standards are regarded highly significant in

terms of a profession to be practised better. As each profession bears its own descriptors specifying proper behaviours within its realm, proper behavioural patterns based on universal ethical principles should as well be described. It is vital that service sector, where human relations are of high-intensity, bear profession-related ethical principles. Due to its structure, tourism sector is a service sector where labour-intensive professions are practised. The labour-intensive nature of tourism sector consecrates the requisite for principles to regulate the behavioural patterns of service-providers practising their professions. Within this framework, the emergence of ethical principles regarding the professions within the sector is regarded crucial. Currently, although ethical principles designed separately for each profession in the sector are not common, it can be said that there is a general set of ethical principles for the tourism sector (Çokal, 2019). Additionally, the Law on the Profession of Tourist Guide, in its article 30, establishes ethical principles for the profession of tourist guide. These principles include rules that must be followed in the practice of the profession.

Tourist guides may face a number of challenging circumstances as they carry out their professions; yet, they are expected to exhibit the correct set of behaviours while reacting to these challenges as required by their profession. In the process of tourist guides acting in line with the ethical principles of the profession, tourist guiding ethical principles will be the pathfinder (Yarcan, 2007: 37). In tourist guiding, the existence of vocational ethical principles is considered to be a pre-requisite for the guides to be able to provide guiding services most efficiently. Tourist guides benefit from the vocational ethical principles when solving problems related with ethical issues. Upon facing a negative or challenging circumstance, tourist guides may be unable to evaluate the situation or may not decide what attitude to embrace; and this is when they should refer to the vocational ethical principles that will lead them to the best possible path to deal with the obstacle (Ahipaşaoğlu, 2006: 71). The improvement of vocational ethical principles for tourist guides not only contributes to the profession, but also encourages tourist guides to carry out it in a professional manner as the improvement elevates the prestige the guides and the profession entail (Yarcan, 2007: 36).

Within the framework of vocational ethics, it is possible to benefit from a huge pool of ethical theories; nevertheless, when the scope of tourism sector and the profession of tourist guiding are considered, utilitarian theory of ethics is considered the best eligible one to implement to make assessments regarding the profession and its professionals (Çokal, 2019). Utilitarian ethical theory suggests that the basic aim of individuals is to become happy through acquiring beneficence and truth. Utilitarian theory of ethics, which takes place in the scope of consequentialist theory, puts forward a highly elaborate remark. In consequentialist theory, whether an action is ethically correct or wrong depends on its consequence. As for utilitarian theory of ethics, as it considers each individual to be equal, it makes evaluations in a highly democratic and comprehensive fashion (Fox, 1999). Fundamentally, this theory minds how much favor the consequence of an executed deed gains (Micewski and Troy 2007: 18). As executing a deed, people should aim to ensure as many people as possible; and with this regard, they are expected to abstain from executing deeds that will not provide benefits (Duska and Duska, 2003, Modarres and Rafiee, 2011:137). Within this context, not only personal contentedness, but also benefitting the welfare of society is focussed on (Taddei and Siddiqui, 2015:2).

Tourist guides, by the services they provide, aim priorly to ensure tourist satisfaction, and secondly to have the destination be revisited through contributing to the fact that a positive impression is made regarding the destination. This transforms

into individual benefit through priorly ensuring the contentedness of the tourists, and then, this situation ends up in favour of the destination and the community inhabiting it. Consequently, it will be appropriate to consider the ethical behaviours of tourist guides as they provide services within the framework of utilitarian theory of ethics.

2.2. Tourist Satisfaction and Intention to Revisit

People tend to get the most benefit possible out of the products and services that they have purchased. They are satisfied when the obtained benefit is proportionate to the level of their expectation. The concept of satisfaction, meaning "enough", was first introduced to literature in the 13th century of the historical process. In 20th century, along with the improvement of service sector, it has turned into a much more employed and researched concept. Along with the technological developments emerging especially upon the industrial revolution including the development of technology, communicational devices becoming widespread, the discovery of alternative sources, competition environment has begun to change and transform, which has brought about focussing more intensively on customer satisfaction. Satisfaction has turned into one of the most essential tools assessing the preciseness of a company in contemplation of the thought "I get to sell if I ensure customer satisfaction" (Naktiyok and Küçük, 2003).

At the present time, as a result of fast consumption, it has become harder to ensure satisfaction. Especially in service sector where close person to person interactions are frequent and the expectation of people off the service they have received have reached another level, ensuring satisfaction has been getting substantially difficult and significant. As for the service sector of tourism, where people spare both time and money to redeem their free time, ensuring satisfaction is genuinely hard. People would like to redeem their spare time in the best way available; moreover, they can afford to go on holiday only once or twice a year, which, at most times, results in the fact that they have high expectations and they are hard to be satisfied.

In the sector of tourism, the concept of satisfaction holds high regard due to its efficiency in the endeavour to make sense of tourist behaviours (Ross and Iso-Ahola, 1991). Customer satisfaction is a concept gained to literature by various researchers. Customer satisfaction is described as a condition shaped in connection to the realization of customer expectations regarding a product or service they have been provided (Engel, Blackwell and Miniard, 1995; Baker and Crompton, 2000). Withal, there exists a great number of factors affecting customer satisfaction. Many elements involving attitude and image, existing environment, social factors, group interaction, psychological state and the interaction between people and destinations have effect on customer satisfaction (Baker and Crompton, 2000). Moreover, tourism sector given, customer satisfaction is defined as a psychological outcome resulting from the interactions of several variables like the quality of the experiences tourists had in the destination and whether their expectation regarding the service they were provided with during the experience was met (Crompton and Love, 1995; Baker and Crompton, 2000).

Considering the existence of many people and departments offering their services in tourism sector, it is visible that each of them has a particular role in ensuring the satisfaction of the visitors. Nevertheless, tourist guides, who are more engaged with tourists, are considered to have a more significant role in terms of ensuring tourist satisfaction (Huang, Hsu and Chan, 2010). The relationship between visitors and tourist guide, the quality of the service provided by the tourist guide, whether the experience of the tour has been negative or positive cause the visitors to

experience the feeling of satisfaction or dissatisfaction (Leclerc and Martin, 2004). The adequacy of the service tourist guides provide tourists with also has an impact on the feeling of satisfaction tourists experience regarding their trip (Chang, 2014: 223). In general sense, if the performance of the tourist guide meets or exceeds the expectations of tourists, tourist satisfaction surfaces; however, unless their expectations are met, tourist dissatisfaction emerges (McDowall, 2010: 24). Moreover, the satisfaction or dissatisfaction of tourists also poses effects on several aspects.

The intention to revisit a destination can be defined as a person's being ready and willing to visit the same destination again (Stylos et al., 2016: 42). Prior to visiting a destination, tourists may be in specific expectations. If these expectations and the experiences they have had during their visit overlap, tourist satisfaction is achieved. Meeting an expectation is proportionate to the quality of the service provided. Tourists can be inclined to prefer the same destination if they gained positive experiences from the destination and on condition that they were content with the service (Küçüker, Çolakoğlu and Yurcu, 2019).

There take place many elements that facilitate tourists to revisit a destination. The services they received during their stay in the destination and the performance of the people rendering these services affect this intention to a high extent. Tourist guides, as a prime part of the chain of service providers, are regarded to have an effect on both tourists' contentedness and their intention to visit. The effect of ethical behaviours, a part of tourist guides' performance, on tourists' satisfaction and intention to revisit constitutes the subject of the research.

Upon an investigation on the research carried out with respect to tourist guides, satisfaction and intention to revisit, research in respect to the effect of tourist guide's performance on satisfaction can be found (Grabowski and Geng, 2000; Huang, 2010; Chan, Hsu and Baum, 2015; Pereira, 2015; Bozkurt, 2018; Kılıçlar and Çevrimkaya, 2019; Arat and Bulut, 2019; Yıldırım Kalem, 2021). Whereas, upon the investigation into the relations between tourist guide and intention to revisit, it has similarly been put forward that the performance of tourist guide has an impact on the intention to revisit (Chang, 2009). It can be noted that only a few studies with respect to the ethical behaviours of tourist guides take place in the literature (Yarcan, 2007; Nebioğlu, 2013; Düz, 2017). It has been apprehended that the effect of the ethical behaviours of tourist guides on destination image; and the role of ethical behaviours on the effect of tourist guides' performance on destination image have been investigated (Çokal and Yılmaz, 2020a; Çokal and Yılmaz, 2000b). However, no research in relation with the effect of the ethical behaviours of tourist guides on tourist satisfaction and intention to revisit has been come across as a result of the literature review conducted. Starting from this point, this study aims to set forth the effect of the ethical behaviours of tourist guides on the satisfaction of tourists and their intention to revisit.

3. Research Method

The study endeavours to discover the relationship between the ethical behaviours of the tourist guides working in Cappadocia Region and the satisfaction and revisiting intentions of the tourists visiting the region, including the adequate research findings.

3.1. Research Universe and Sample

The research universe is comprised of the tourists visiting Cappadocia Region accompanied by tourist guides. The reason behind the specification of Cappadocia Region as the research area is that it is a renowned and visited destination both intranationally and internationally owing to the tourism activities it bears. The research was carried out on native and foreign tourists visiting Cappadocia Region. The prioritized issue during the implementational process of the questionnaires was that the groups of tourists that were accompanied by tourist guides were chosen to participate in completing them. According to 2021 data gathered by TUIK (Turkish Statistical Institute), the number of tourists visiting the area was defined as 2.285.000 (www.nevsehirkulturturizm.gov.tr, 2022). As the sampling technique, easy sampling, which is among non-random sampling techniques, was determined to be implemented. Due to the lack of statistical data concerning the number of tourists visiting Cappadocia accompanied by tourist guides, an exact figure regarding the research universe cannot be manifested. However, 384 samples are remarked to be enough for universes of over one million, and a small sample sized over 30 and fewer than 500 is considered sufficient to carry out a great majority of studies (Krejcie and Morgan, 1970: 608; Taherdoost, 2017: 238). Accordingly, the data obtained from 430 of the 450 implemented questionnaires were evaluated to be suitable for analyses. Out of these 430 questionnaires, the questionnaires filled with the responses of 11 participants were excluded from the study owing to containing extreme values. So, the research sample involves 419 tourists visiting Cappadocia Region accompanied by tourist guides.

3.2. Research Model and Hypotheses

Within the scope of the research, ethical behaviours of tourist guides were analyzed as the independent variable while satisfaction of tourists and their intention to revisit were analyzed as dependent variables. In the research model presenting cause-effect relationships, the independent variable of the research was formed by the dimensions of responsibility, honesty, reliability and fairness, which make up the ethical behaviors of tourist guides. The original scale was used to measure the dimensions, following the validity and reliability tests conducted by Çokal (2019).

Figure 1: Research Model
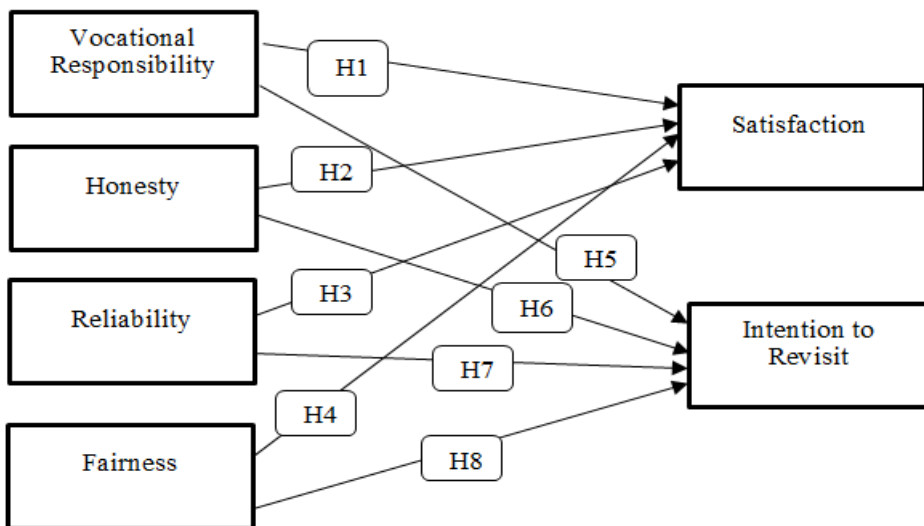
As a result of the review of the related literature, 8 hypotheses regarding the formed research model are set forth. The hypotheses are as follows;

H_1: The fact that a tourist guide has vocational responsibility has an effect on tourist satisfaction.

H_2: The fact that a tourist guide is honest has an effect on tourist satisfaction.

H_3: The fact that a tourist guide is reliable has an effect on tourist satisfaction.

H_4: The fact that a tourist guide is fair has an effect on tourist satisfaction.

H_5: The fact that a tourist guide has vocational responsibility has an effect on tourists' intention to revisit.

H_6: The fact that a tourist guide is honest has an effect on tourists' intention to revisit.

H_7: The fact that a tourist guide is reliable has an effect on tourists' intention to revisit.

H_8: The fact that a tourist guide is fair has an effect on tourists' intention to revisit.

3.3. Data Collection Tools

Within the scope of the research, questionnaire technique was determined to be the data collection technique as it facilitates the data to be analyzed (Gürbüz and Şahin, 2015:173) also, it provides a basis for data and maintains the respondent's co-operation and involvement (Baker, 2003). During the designing stage of the questionnaire, the existing literature was reviewed in line with the aim study, and the approvement of prominent academicians with respect to the scope regarding the compatibility of the questions formed with the aim of the research was gained.

The research data were collected face to face and online. The questionnaire form prepared consists of two sections. The first section of the questionnaire includes 6 questions aiming to obtain demographic information with respect to the participants whereas the second section comprises of 26 expressions regarding the ethical behaviours of the tourist guide from whom the tourists received services, their satisfaction and intention to revisit the destination.

In the first section of the questionnaire, there take place 6 questions to define the demographic features of the participants like their gender, age, educational background, nationality, how many times they had visited Cappadocia before and how long their tour was to last. Within the framework of the research, scales that can measure each dimension of every variable were investigated through an extensive review. In order to measure the behaviours of tourist guides in terms of ethics, the tourist guide ethical behaviour scale that Çokal (2019) formed as a consequence of the related review of literature was employed. The tourist guide ethical behaviour scale encloses the assessment of the behaviours exhibited by the tourist guides during the tour within the framework of ethics. The ethical behaviour scale comprises of 4 dimensions; the fulfilment of the responsibilities honesty, fairness and reliability. In order to measure the satisfaction of the tourists, the single-dimension satisfaction scale by Veasna, Wu, and Huang (2013) was employed. So as to measure the intention to revisit, the single-dimension intention to revisit scale Artuğer (2015) adapted based on Pike et al. (2010) was employed. The expressions taking place in the scales were measured via a 5-point Likert scale. The questionnaires applied to native tourists was in Turkish, and it was translated into English by professional experts and the translated version was applied to foreign tourists. In order to prove the questionnaire to be applied within the framework of the study ethically appropriate, "Ethics Committee

Approval" from Iğdır University, dated 31.01.2022 and meeting-numbered 2022/1, was obtained.

4. Data Analysis and Findings

This section of the study presents the findings and the analysis of the data collected via the statistical programme appropriate and the findings obtained. In order to measure the validity and reliability of the scales, analysis of reliability was carried out. Besides, the demographic features of the tourists participating in the study were examined and presented in a tabulated form. Next, regression analysis was carried out to test the hypotheses of the study.

4.1. The Demographic Features of the Tourists Participating in the Study

In the realm of the research, the data in relation with the demographic backgrounds of the participants were analyzed regarding their percentage frequency distribution. The demographic data regarding the tourists are provided in table 1.

Table 1: Distribution Related with the Demographic Features of the Tourists

Demographic Variables	Frequency	Percent (%)	Demographic Variables	Frequency	Percent (%)
Gender			**Nationality**		
Female	195	46,5	**Turkish**	**191**	**45,6**
Male	**224**	**53,5**	Spanish	21	5,2
Age			American	15	3,6
16-25	128	30,5	Australian	15	3,6
26-35	162	38,7	Brasilian	15	3,6
36-45	93	22,2	Filipino	12	2,9
46-55	27	6,4	Columbian	12	2,9
56-65	9	2,1	Chinese	9	2,1
Educational Background			Croatian	9	2,1
Primary School	3	0,7	Indian	9	2,1
Secondary School	3	0,7	England	9	2,1
High School	51	12,2	Japan	9	2,1
Associate Degree	3	0,7	Korea	9	2,1
Undergraduate	**242**	**57,8**	Malaysia	9	2,1
Graduate	117	27,9	Taiwan	9	2,1
Number of Visits			Argentina	6	1,4
1.	300	71,6	France	6	1,4
2.	57	13,6	Canada	6	1,4
3.	24	5,7	Macedonia	6	1,4
4. and more	38	9,1	Others*	42	10,02
Visit Longevity					
One-day excursion	84	20,0			
2-3 Days	203	48,4			
4-5 Days	105	25,1			
6-7 Days	15	3,6			
8 Days and More	12	2,9			
Total	419	100	**Total**	419	100

*Others: Participants constituting below 1% (Germany, S. Africa, The Netherlands, Spain, Israel, Kowait, Norway, Pakistan, Poland, Russia, Serbia, Singapore, Syria, Ukraine

Çokal ve Demirel İli 21(2) 2024 Seyahat ve Otel İşletmeciliği Dergisi/
Journal of Travel and Hospitality Business
315

In table 1, of the 419 tourists who participated in the research, 45,6% is comprised of the Turkish people while 54,4% is made up of foreign tourists. Given the group of foreign tourists, most participants are understood to be Spanish (5,2%) whereas the tourists from the countries falling into the group of "others" are seen to constitute the countries least represented in the study (Germany, S. Africa, The Netherlands, Spain, Israel, Kuwait, Norway, Pakistan, Poland, Russia, Serbia, Singapore, Syria and Ukraine). Given gender distribution, it is detected that males (n:224) were more in terms of ratio compared to females (N:195). Given the educational background of the participants, most participation committed to can be stated to be by undergraduates (57,8%) while graduates are seen to follow them as the second group with their ratio of 27,9%. The age groups of the participants scrutinized, the groups mostly represented are found out to be 16-25 (30,5%), 26-35 (38,7%) and 36-45 (22,2%).

Analyzing the data with regard to the visit of the tourists, the majority of the tourists are construed to have been visiting Cappadocia for the first time with a ratio of 71,6%. 13,6% of the tourists stated that it was their second time in the region. The tours of most of the tourists are discovered to be supposed to last 2-3 days, with a ratio of 48,4%.

4.2. The Scales and Descriptive Statistics Employed in the Study

In order to measure the validity and reliability of the scales, reliability analysis and normality tests analysis were carried out. These analyses were conducted via appropriate computer programmes. Reliability analysis is a type of analysis run to find out whether the scales to be employed in the realm of a study measure the variables intended to be measured completely and accurately (Özdamar, 2016: 75). Reliability analysis needs to be carried out on all respective scales that are to be applied in the scope of a study, and it ensures the concept that is wished to be measured to be accurately measured and explained. This analysis exhibits the consistency of the questions compiled in a scale and to what extent the scale can reflect the problem of the study. Despite the existence of many types of analysis to measure reliability, the most commonly implemented one is Cronbach's Alpha coefficient (Gliem and Gliem, 2003). Cronbach's Alpha coefficient, which refers to the overall reliability of a scale, is the weighted average mean obtained through rationing the sum of the variances of the items to the general variance, and it is attributed a value between 0 and 1. If the Cronbach's Alpha coefficient of a scale is between 0.60 and 0.7, this indicates that the scale can be relied upon; and if the Cronbach's Alpha coefficient of a scale is greater than 0.70, this signifies that the scale is reliable (Hair et al., 2010: 90). The Cronbach's Alpha coefficients regarding the scales employed in the study are shown in table 2.

Table 2: The reliability results of the scales

	Number of Items	Reliability
Ethical Behaviour of Tourist Guides	18	,955
Tourist Satisfaction	5	,962
Intention to Revisit	3	,949

As can be observed in table 2, in view of the results of the reliability analyses, it was confirmed that the variables are highly reliable. To detect whether the data to be applied in the research were normally distributed or not, univariate and multivariate normality tests were conducted. To be able to run multivariate statistical analyses on

the research data, normality, linearity and homogeneity assumptions must be fulfilled (Tabachnick and Fidell, 2013). In the present research, to investigate if the data were normally distributed, the data were tested via Kolmogorov-Smirnov, one of the methods suggested in the literature, and standard deviation, kurtosis and skewness values were checked. As a result of the analysis conducted, it was observed that the expressions taking place in the questionnaire form had a standard deviation value close to 1 and kurtosis- skewness value between ±1.0 is considered excellent for most purposes, but a value between ±2.0 is in many cases also acceptable, depending on any application (George and Mallery, 2016:115). As a result of the analyses carried out, it was supported that the kurtosis, skewness and standard deviation value regarding the data showed a univariate normal distribution.

Table 3: Tourist Guide Ethical Behavior Scale Dimensions and Factor Scores

Dimensions	Items	Factor Scores	Eigenvalue	Explained Variance Ratio	Cronbach's Alpha Value
Vocational Responsibility	7The tourist guide never demands tip.	,916	10,383	57,686	0,872
	The tourist guide considers the image of his/her country in his/her relationship with tourists.	,898			
	Tourist guides undertake duties for which possession of knowledge, skills and experience is required in their professional activities	,847			
	The tourist guide works in concert with other tourism employees (driver, shop shop, restaurant staff, etc.)	,736			
	Tourist guides take their business seriously and give the necessary attention.	,508			
	The tourist guide is physically and mentally ready to take the tour.	,482			
Reliability	Tourist guides do not use their duties and powers to take advantage.	,867	2,339	12,997	0,910
	Tourist guides do not abuse the information and the documents they obtain while practicing their profession.	,849			
	The tourist guide accompanies the tourists, making sure that their tour routes are safe.	,736			
	Tourist guides do not share information about tourists with anyone.	,617			
Fairness	Tourist guides treat everyone on their tour fairly.	,771	0,606	3,367	0,823
	Tourist guides respect their colleagues and are not in unfair competition.	,692			
	Tourist guides do not discriminate against persons and groups based on their religion, language, race, ethnicity, etc., and social situation.	,575			

Table 3 (Continued)

Honesty	The tourist guide draws tourists' attention to the subject and is sure that the information s/he gives is correct.	,906	1,236	6,685	0,852
	Tourist guides respect tradition, custom and socially accepted practices.	,793			
	The tourist guide is bound by law and law in its professional activities.	,768			
	Tourist guides do not cheat and do not lie.	,712			
	The tourist guide does not steal people's time.	,632			
	KMO=0,917 X2= 7806,779, p<0,05			80,915	0,955

Factor analysis was conducted to ascertain whether the scales utilized in the study were divided into the same dimensions as those in the original scale. The revisit intention and satisfaction scales employed in the study were found to consist of a single dimension. The findings regarding the factor analysis of the ethical behavior scale of the tourist guide are presented in Table 3.

Regarding the ethical behavior scale, the sampling adequacy value was initially calculated with the KMO test, and it was then determined whether Bartlett's test of sphericity was significant. The values obtained from the explanatory factor analysis and KMO and Bartlett tests for the ethical behavior scale are presented in Table 3. As indicated in the table, the KMO test demonstrated that the sampling adequacy value was 0.917, indicating that the sample size was sufficient for factor analysis. Additionally, the Bartlett's test of sphericity was found to be significant, suggesting that the correlations between the items were suitable for factor analysis. Furthermore, the values obtained from the Cronbach's Alpha analysis are also included in the table. As shown in the table, the ethical behavior scale was found to be highly reliable following the reliability analysis. Following the explanatory factor analysis, a structure consisting of four factors and explaining 80.915% of the total variance was reached.

Because more than one scale was employed in the research, the data must provide a multivariate normality distribution. To be able to determine the multivariate normal distribution, the critical ratio (c.r.) value by Mardia, which can be defined as the normalized estimation of multivariate kurtosis. The fact that the critical ratio (c.r.) value regarding Mardia coefficient was specified within ±1,96 indicates that the data embedded a multivariate normal distribution (Karagöz, 2016). As a result of the analysis carried out on the present study, it was detected that the critical ratio value regarding Mardia's coefficients of multivariate kurtosis (cr: 1,26) was within ±1,96. Therefore, standard deviation, skewness and kurtosis values suggested that the data had univariate normal distribution while the critical ratio regarding Mardia coefficient suggested that the data had multivariate normal distribution, meeting the normality assumption of the model. Besides, via mahalanobis distance (p≤0.001), multivariate outliners were examined. 11 observations determined to surpass the calculated value were excluded from the data set, and the study was carried out via the data set of 419 people. As a result of the normality test conducted, it was discovered that univariate and multivariate normality was met.

In the realm of the research, descriptive statistics related with the scales and the subdimensions of the scales aiming to measure the ethical behaviours of a tourist

guide, tourist satisfaction and the intention to revisit are presented. In table 4, the mean values regarding the scales and subscales can be observed.

Table 4: Descriptive statistics regarding the scales employed in the study

Scales*	Overall Average	Standard Deviation
Tourist Guide's Ethical Behaviour	3,90	,95149
Vocational Responsibility	3,9463	,90789
Honesty	4,0640	,85634
Reliability	3,8079	1,21854
Fairness	3,7987	1,13194
Satisfaction	4,1891	,98750
Intention to Revisit	3,5354	1,27900

*Scales 1= strongly disagree, 2= disagree, 3= unsure, 4= agree, 5= strongly agree

In table 4, it can be noted that the tourists did not perceive the behaviours the tour guides exhibited during tours to be unethical; they had the perception that the tourist guides executed their duties complying with moral principles. The mean value regarding the expressions with respect to the ethical behaviours of the tourist guide was (3.90) close to agree, as indicated by the findings. Upon an examination of the ethical behaviours of the tourist guide in relation with the dimensions, it was found that the mean values pointed to very high levels; vocational responsibility (3,94), honesty (4,06), reliability (3,80), and fairness (3,79). According to the results of the analysis, the tourists thought that the behaviours of the tourist guides were within ethical boundaries. Besides, the facts that their satisfaction level was high and they had the intention to revisit were signified by the findings.

4.3. The Effect of the Ethical Tourist Guide Behaviour on Tourist Satisfaction and Intention to Revisit

In this section of the study, multivariate linear regression analysis was carried out to investigate what extent of the effect the dimensions constituting ethical tourist guide behaviours; vocational responsibility, honesty, reliability and fairness posed on tourists' satisfaction and intention to revisit. First, multivariate linear regression analysis was carried out to specify to what degree the vocational responsibility, honesty, reliability and fairness dimensions constituting tourist guides' ethical behaviours imposed effect on tourist satisfaction. The results of the multivariate regression analysis are shown in table 5.

Table 5: The Results of the Multivariate Linear Regression Analysis to Discover the Effect of the Dimensions of Tourist Guides' Ethical Behaviours on Tourist Satisfaction

Model Summary					
Model	**R**	**R Square**	**Arranged R Square**	**Estimated Standard Error**	**Durbin Watson**
1	,781	,609	,605	,62031	**2,370**
Anova					
Model	**R**	**Sum of Squares**	**df**	**Square of Means**	**F**	**P**
1	**Regression**	248,315	4	62,079	161,332	,000

Çokal ve Demirel İli 21(2) 2024 Seyahat ve Otel İşletmeciliği Dergisi/
Journal of Travel and Hospitality Business
319

Table 5 (Continued)

Model		Non-Standardized Coefficients		Standardized Coefficients	T	Sig. (p)	Tolerance Value	VIF
		B	Standard Error	Beta (β)				
Independent Variables	Variable	,731	,150		4,887	,000		
	Vocational Responsibility	-,044	,099	-,040	-,443	,658	,113	8,836
	Honesty	**,603**	**,072**	**,523**	**8,417**	**,000**	,245	4,085
	Reliability	,074	,051	,091	1,454	,147	,241	4,141
	Fairness	**,237**	**,062**	**,272**	**3,803**	**,000**	,184	5,421
Dependent Variable: Tourist Satisfaction								
significant at the p<0,05 level.								

According to table 5, the R value referring to the multiple correlation, was signified as 0,781. The R2 value points to how much of the variance regarding the dependent variable (tourist satisfaction) is explained by independent variables (the dimensions of the ethical behaviours of tourist guides). In line with this, it can be stated to explain 60% of the variance with respect to tourist satisfaction. Adjusted R2 value shows how much of the variance in the dependent variable can be explained by independent variables. In table 5, the Anova results which show the multiple regression significance take place. Anova results indicate how well a dependent variable is explained by an independent variable. It is understood that the lower the significance value of significance (Sig.) goes below 0,05, the better the Regression Model explains the variance in the dependent variable (Tabachnick and Fidell, 2013). Accordingly, the Regression Model was statistically ascertained to be meaningful (p<0,001). In Regression Analysis, one of the assumptions is that error terms are not related (autocorrelation) to each other. Often, a Durbin Watson test value of around 1,5-2,5 points to the absence of correlation (Kalaycı, 2014). Even under the condition that a Durbin Watson value is 2,37, there may still be no correlation discovered via analysis.

β coefficients in table 5 having been examined and all independent variables having been processed via the regression model, it was discovered that, out of the ethical tourist guide behaviours, honesty (β=0,523, p<0,01) and fairness (β=0,272, p<0,01) dimensions imposed positive effect at the provided rates explaining tourist satisfaction. The vocational responsibility (p>0,05) and reliability (p>0,05) dimensions regarding the ethical behaviours of tourist guides were concluded not to have significant coefficients accounting for tourist satisfaction. In the light shed by the results, the hypotheses H2 and H4 were accepted while the hypotheses H1 and H3 were rejected.

4.4. The Multivariate Linear Regression Analysis Results Specifying the Effect of the Ethical Behaviour Dimensions of Tourist Guides on Tourists' Intention to Revisit

The effect of the ethical behaviour dimensions of tourist guides having been tested on tourist satisfaction they were then tested on the intention of the tourists to revisit. To achieve this, Multivariate Linear Regression Analysis was carried out one more time. The results of the Multivariate Regression Analysis are presented in Table 6.

Table 6: Multivariate Linear Regression Analysis Results to Specify the Dimensions of the Ethical Behaviours of Tourist Guides on the Intentions of Tourists to Revisit

Model Summary						
Model	**R**	**R Square**	**Adjusted R Square**	**Estimated Standard Error**		**Durbin Watson**
1	,660	,435	,430	,96577		**1,848**

Anova							
Model	**R**		**Sum of Squares**	**df**	**Square of Means**	**F**	**P**
1	**Regression**		297,639	4	74,410	79,778	**0,000**

Coefficients								
Model		**Non-Standardized Coefficients**		**Standardized Coefficients**				
		B	**Standard Error**	**Beta (β)**	**T**	**Sig. (p)**	**Tolerance Value**	**VIF**
Independent Variables	**Variable**	,645	,233		2,767	,006		
	Vocational Responsibility	,099	,155	,070	,637	,524	,113	8,836
	Honesty	,054	,111	,036	,482	,630	,245	4,085
	Reliability	,617	,079	,588	7,821	,000	,241	4,141
	Fairness	-,017	,097	-,015	-,179	,858	,184	5,421

Dependent Variable: Intention to Revisit

*significant at p<0,05 level.

According to Table 6, the R value pointing to the multiple correlation was specified as 0,660. The R^2 value points to how much of the variance regarding the dependent variable (Intention to Revisit) is explained by independent variables (the dimensions of the ethical behaviours of tourist guides). In line with this, it can be stated to explain 46% of the variance with respect to the tourists' intention to revisit. Adjusted R^2 value shows how much of the variance in the dependent variable can be explained by independent variables. According to the Anova result which exhibits multiple regression significance result, the model can be stated to be significant at the level of p=0,000, p<0,01. Durbin Watson value is determined to be 1,88, which suggests that there is not autocorrelation in the analysis.

β coefficients in table 6 having been examined and all independent variables having been processed via the regression model, it was discovered that, out of the ethical tourist guide behaviours, only reliability (β=0,588, p<0,01) dimension contributed positively to explaining tourists' intention to revisit. On the other hand, The vocational responsibility (p>0,05) and honesty (p>0,05) and fairness (p>0,05) dimensions regarding the ethical behaviours of tourist guides were concluded not to make a significant contribution to explaining tourists' intention to revisit. In the light shed by the results, the hypothesis H7 was accepted while the hypotheses H5, H6 and H8 were rejected. As a consequence of the analyses conducted, out of the 8 hypotheses developed within the framework of the study, 3 were accepted whereas 5 were rejected.

5. Conclusions, Discussion and Implications

Tourism is a major sector that contributes significantly to a country's economic growth and welfare. This undeniable feature of tourism motivates destinations to compete with each other and attract more tourists. Today's tourists have better opportunities to search and explore the services provided in a destination due to technological

advancements and increased promotions. Tourists now carefully evaluate every aspect of their potential destination and question the quality of services provided. Therefore, destinations must improve not only their basic services, such as food and beverage, but also their recreational activities and tourist guiding services.

The tourism sector involves close interaction with tourists and requires all workers to operate in close contact with each other. However, there are several professions in the tourism industry that require one-to-one interaction with tourists during their trips. Tourist guiding is one of the most prominent professions in terms of the intensity of the interaction between the guide and the tourist. Tourist guides are the professionals in the sector who are in the foreground (Zhang and Chow, 2004: 81) and who most often interact with tourists (Tang and Chang, 2006: 19). When tourist guides behave ethically while providing their services, satisfaction increases and the destination's image becomes more positive. Ethical behavior not only affects the quality of the guide's services, but also has a significant impact on the likelihood of the destination being revisited and the country's overall image. Ethical behavior not only affects the quality of the guide's services, but also has a significant impact on the likelihood of the destination being revisited and the country's overall image. This benefits not only the guides themselves, but also society as a whole. The focus of utilitarian ethics is not only on self-satisfaction but also on the satisfaction of society and the majority. The outcome of the action must be beneficial to the majority (Taddei and Siddiqui, 2015:2). This study aims to examine the effect of ethical behavior of tourist guides on tourists' satisfaction and their intention to revisit.

The research findings indicate that tourist satisfaction is influenced by the honesty and fairness of tourist guides, while their reliability and fulfillment of responsibilities to colleagues have no correlation. Additionally, the study shows that tourists' intention to revisit is impacted by the reliability of tourist guides. Based on these findings, it has been determined that the ethical behavior displayed by tourist guides has an impact on tourists' satisfaction and intention to revisit a destination. Tourists expect their guides to be reliable, honest, and fair when providing services in the destinations they visit. After examining the related literature, it was observed that some tourist guides had unethically insisted that tourists shop or deceived them by providing false information about items for sale at various shopping points (Düz, 2017). One of the most significant dichotomies regarding the ethical behaviors and principles of the tourist guiding profession is the issue of earning unrighteous commissions. Some tourist guides damage the reputation of their profession and a country's image by exhibiting attitudes and behaviors aimed at getting commissions (Ap and Wong 2001; Salazar, 2005: 628–646). In some countries, tourist guides and agencies are prohibited from receiving commissions from tourists' shopping. However, it has been observed that the theoretical situation does not always reflect reality, and there is still pressure from commissions in several countries (Çolakoğlu, Efendi, & Epik, 2014: 130). The study concludes that honesty is essential for tourist guides. This includes providing accurate information, avoiding cheating, and refraining from lying in their professional activities in accordance with the law. This finding supports previous literature (Düz, 2017). However, the literature only considers commission as unethical behavior. This study expands on this definition to include providing false information, fulfilling legal responsibilities while performing the profession, and wasting guests' time within the scope of ethics. The study reveals that tourists attach importance to these aspects, which distinguishes it from previous literature and adds to the discussion. Unethical behavior by tourist guides can negatively impact tourists' satisfaction and intention to revisit. This highlights the importance of reliable tourist guides and supports existing literature.

As a result of the study conducted, the significance of utilitarian ethical theory regarding tourist guiding is also propounded. Tourism is a holistic sector, and each and every one of the services within its scope affects the whole. The effect does not only concern the individuals in the sector, but also destinations and hosting countries deeply. This theory is supported by the present study.

The following suggestions are offered in the light of these outcomes of the study that have been obtained:

Especially as a responsibility to their profession, colleagues and country, tourist guides must internalize the ethical principles. The ethical principles must not remain written; their efficiency must be raised through in service trainings. Issues like ethical behaviours and business ethics can be shaped via the effect posed by societies as well. Hence, professional ethics must take its place during every step of education; especially vocational schools of higher education and educational institutes providing education at undergraduate and postgraduate levels must decorate their students who are candidates to become tourist guides with trainings that will raise awareness regarding the cruciality of ethical principles and the effect these principles may pose.

Article 30 of the professional law outlines the ethical principles of tourist guiding. To enhance enforcement, these principles should be converted into professional ethical codes.

Educational institutions providing tourist guiding education should receive support from experienced tourist guides. It would be effective to inform candidate tourist guides about the ethical principles they should adhere to. Trade associations should evaluate and impose proportionate sanctions on tourist guides who violate ethical principles.

Regular mechanisms must be established to monitor and evaluate tourist guides' ethical behavior. This will encourage guides to adhere to professional standards.

Destination managers should organize campaigns and raise awareness to promote ethical behavior among tourist guides.

Legal regulations should be more effectively implemented to deter unethical behavior among tourist guides. Destinations should establish systems to collect and analyze feedback from tourists effectively to improve guides' ethical behavior.

Tourist guides should be provided with additional resources and materials to deepen their understanding of ethical issues.

Collaboration among stakeholders in the tourism industry is necessary to promote and implement ethical behavior and standards. By following these recommendations, tourist guides can improve their ethical behavior and contribute to the overall strengthening of ethical standards in the sector. Future research can assess the impact of these recommendations and provide more specific solutions. For instance, research could investigate the most effective training methods for improving tourist guides' ethical behavior or examine the most suitable methods for monitoring the implementation of ethical standards in destinations.

The research is limited to the tourists that have visited Cappadoccia accompanied by tourist guides. Due to the fact that Cappadocia covers a vast land and

not every destination on it is reachable, the sample was limited to the tourists visiting most frequently visited churches and archaeological sites. Also, because of the improbability of employing the questionnaire on the same number of people from various nations, it became one of the limitations of the study that the numbers of the people from different nationalities were disproportionate. In the studies to be carried out in the future, generalization of the present study may be made in different destinations or in the destinations where tourist guiding is heavily practiced. It will be possible to compare the ethical behaviors of the tourist guides working in different destinations when conflicting results related with different destinations have been obtained in such studies. The research results obtained involve a limited area where the research was conducted, a sample of a limited number of tourists from a limited range of nationalities. Hence, the model proposed in the realm of this study may be tested both in Cappadocia Region and in Turkey in general on a randomly selected larger sample volume.

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