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TESTING DESTINATION IMAGE SCALE INVARIANCE AMONG BRITISH, GERMAN AND RUSSIAN TOURISTS: A MULTIGROUP CONFIRMATORY FACTOR ANALYSIS

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ABSTRACT

Researchers agree that destination image is a multi-dimensional and complex structure of attitude. Social psychology suggests that attitudes are composed of affective, cognitive, and conative components. This study contributes to literature with (i) scale development integrating 3 explanatory dimensions of destination image; (ii) utilization of item parceling technique enabling extended depth with sub scales and (iii) by providing supporting evidence with multigroup confirmatory factor analysis that this measurement scale is invariant thus applicable for 3 nationalities namely British, German and Russian tourist. This empirical study provides clarity to number and definition of dimensions with an integrated scale invariant for three nationalities. The survey is carried in summer 2017 at Antalya Airport with a total of 1495 British, German and Russian respondents visiting Antalya region for holiday purposes.

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INTRODUCTION

Both tourism and hospitality sector decision makers and scholars acknowledge the value and importance of tourist destination's image and its effects on destination perception, thus consecutive travel decisions (Echtner & Ritchie 1993; Beerli & Martín, 2004a; Bosque & Martín, 2008; Agapito et al., 2013). Destination image consists of information, impressions, ideas, feelings, emotional thoughts, expectations, anticipations and considerations an individual has about a place. (Aktas et al., 2003; Pearce, 2005; Ozdemir et al., 2012; Agapito et al., 2013; Stylos et al., 2017; Gursoy & Chi, 2018). There is ambiguity about number, definition and relation between the dimensions of destination image, since Gartner (1993) has suggested the attribute-based conceptualization of destination image consisting of 3 interrelated dimensions namely: cognitive, affective, and conative (Pike & Ryan, 2004; Baloglu & McCleary, 1999; Beerli & Martín, 2004a, 2004b; Echtner & Ritchie, 1993; Han & Hwang, 2016). Scholars agree on the importance of studying the dimensions of destination image one by one, in order to better understand the complexity of the whole. Michael et al (2018) emphasize that utilizing all three components provides a more nuanced understanding of interrelated contributors of destination image.

The three dimensional model of destination image proposed by Gartner (1993), is also supported by Social Psychologists' three dimensions of attitude: cognitive, affective and conative (Allport, 1935; Hilgard, 1980; Aranson et al., 2010). Researchers in tourism widely adopted attitude based social psychology research techniques but not many researchers consider all three dimensions of attitude. Besides the limited number of studies covering all three dimensions, the consensus on the definition of conative component is not always reached (Pike, 2004; Echtner & Ritchie, 1993; Pike, 2007; Tasci et al., 2007; Han & Hwang, 2016). Researchers have rarely considered impact of nationality on destination image perception, although the limited research agree that the significance attributed to destinations vary between nationalities (Kozak, 2002; Beerli & Martin, 2004a; Bosque & Martin, 2008; Stylos et al., 2017). This empirical study targets to provide clarity to number and definition of these dimensions with an integrated scale.

Cognition is summation of what is known about destination. In other words, it comprises of knowledge, beliefs and awareness regardless of the amount and depth of information available. Most studies in tourism destination image analyze the cognitive component of destination image

based on physical and tangible attributes or the place (Beerli & Martin, 2004a; Pike & Ryan, 2004; Bosque & Martin, 2008; Stylos et al., 2017). Unlike cognitive component where destination image is a construct of reasoning, affective component is the emotional construct of destination image based on intangible attributes, feelings and emotions about a place. Conative component of image is about how tourist acts using this information and feelings in the form of consideration and willingness to act/react positively towards the destination (Gartner, 1993; Baloglu & McCleary, 1999; Beerli & Martín, 2004a, 2004b; Pike & Ryan, 2004; Bosque & Martín, 2008; Chen & Gursoy, 2001; Han & Hwang, 2016; Michael et al., 2018)

It is crucial to consider inseparable 3 dimensional structure in measuring destination image for a valid and reliable image perception measurement of any destination. The primary aim of this study is to develop and validate an integrated destination image measurement scale covering all three dimensions of destination image construct. Secondary aim is to implement multigroup confirmatory factor analysis to test the invariance of developed scale among three nationalities namely: British, German and Russian to assure wider application of the scale.

Importance of verified scale invariance when measuring destination image perception across nationalities is crucial not only for accuracy of destination image measurement, but also very important for legitimate evaluation of comparative perception differences. Invariance of scale assures that the scale measures the image perception across nationalities indifferently, thus any difference in destination image perception shall be attributed to nationality. Unfortunately, very limited researchers test the invariance of their scale before implementing it across nationalities. The scale development process shall be strictly followed including exploratory factor analysis and confirmatory factor analysis and as a further step to assure scale invariance, multigroup confirmatory factor analysis shall be applied to assure scale invariance. This research study has empirically proven the invariance of scale developed for British, Russian and German tourists and can be utilized by future research in other destinations with confidence.

LITERATURE REVIEW

Understanding the core concept of destination image has attained immense attention by practitioners and academicians in last few years. Analysis of destination image from different perspectives has contributed to a great understanding as how the destination image is formed; the

importance/performance of information sources; the implications of personal factors and motivations; the impact of tourists' experience and familiarity with destination and/or with similar type of holiday making (Russel & Pratt, 1980; Fayeke & Crompton, 1991; Gartner, 1993; Echtner & Richie, 1993; Baloglu & McCleary, 1999; Baloglu, 2001; Baloglu & Mangaloglu, 2001; Beerli & Martin, 2004a, 2004b; Pike & Ryan, 2004; Agapito et al., 2013; Styliadis et al., 2017; Stylos et al., 2016, 2017; Michael et al., 2018).

Different researchers have described destination image from different perspectives. Russel and Pratt (1980) have tried to reveal the perceptual cognitive and affective meaning of tourist's attribute to destination. They believed the initial response is affective and thus focused on developing an affective map of qualifications a tourist attributes to a destination. Their study suggested 4 vectors to map the affective positioning of a destination namely: Pleasant-Unpleasant; Relaxing-Distressing; Arousing-Sleepy; Exciting-Gloomy. Fayeke and Crompton (1991) suggest that the tourists who have never been to a destination still have some kind of information about the destination. By actually visiting the destination, tourist will develop a more complex image of it based on personal experience. Gartner (1993) has mainly focused on agents of destination image formation and suggested that destination image has three distinctly different, hierarchically ordered and interrelated dimensions namely: cognitive, affective and conative.

Baloglu and McCleary (1999) focused on destination image formation process affected by personal and stimulus factors, suggesting destination image is an attitudinal construct based on tourist's representation of knowledge (cognitive), feelings (affective) and holistic (overall) impressions of a destination. Beerli and Martin (2004a; 2004b) have focused on understanding and conceptualizing the relationship between components of destination image. They have utilized semantic differential vectors developed by Russel and Pratt (1980) to measure affective component, but for cognitive component they have developed a comprehensive list of attributes to measure cognitive aspects of destination image. Pike and Ryan (2004) have combined cognitive, affective and conative dimensions of destination image in their study and stated that conative image can be assessed with intention or action due to its behavioral intent. Agapito et al. (2013) have considered three-dimensional structure as suggested by Gartner (1993) and defined conative component with 2 behavioral aspects; intention to revisit the destination; intention to recommend or positive word of mouth promotion

of the destination to others. Stylos et al. (2017) studied impacts of nationality on destination image perception of different nationalities draws attention to negligence of studies about conative component of destination image and emphasizes the interrelation between cognitive-affective-conative components of destination image. Stylidis et al. (2017) have examined the relationship between the cognitive, affective and overall image and distinct effect of each image component on overall image comparing two groups (residents and visitors) with multigroup confirmatory factor analysis.

Limited number of researchers has paid attention to implications of tourists' country of residence (nationality) on image perception of the holiday destination they prefer (Kozak, 2002; Beerli & Martin, 2004a, 2008; Kozak & Martin, 2012; Stylos et al., 2017). Bosque and Martin (2008) suggest that culture (beliefs, values, habits, ideas and norms of persons) is a factor that could be used to filter the tourists' perception of a destination. Kozak (2002) conducted his research to determine if motivational differences existed between tourists from the same country visiting two different geographical destinations (Mallorca and Turkey) and across those from two different countries (Germany and UK) visiting the same destination. Stylos et al. (2017) demonstrates that Russian and British tourists visiting Greece have different destination image perceptions of the same destination. Beerli and Martin (2004a) expressed that in order to understand the relationship between tourists' motivations and destination image, researchers must look deeper into tourists' level of experience and socio-demographic characteristics, social class and especially country of origin (German tourists represent 42% and British tourists represent 29% of total sample size of this study). Kozak and Martin (2012) have looked into tourist profiles from Russia and Germany to understand their impressions and intentions about visiting Turkey.

Beerli and Martin (2004a), mainly covering German (42%) and British (29%) in their sample size, have considered place of residence as a socio-demographic characteristic of tourists affecting their destination image perception. Similarly, the results of study by Stylos et al. (2017) covering cognitive, affective and conative dimensions of image perception of Russian and British tourists visiting Greece, confirm that there are significant differences between nationalities. Researchers have rarely considered impact of nationality on destination image perception (Kozak, 2002; Beerli & Martin, 2004a; Stylidis et al., 2017; Stylos et al., 2017). Even more rarely the researchers considered validating invariance of their scale across nationalities before using the scale to measure variances of different

nationalities. This study emphasizes utilization of structured scale development process including confirmation of model invariance across individual nationalities prior to utilizing scale as measurement instrument.

METHODOLOGY

This study started with qualitative content analysis followed by quantitative research methods to develop destination image measurement scale. Scale development steps outlined by Churchill (1979) are used as guideline for developing a measurement scale to measure destination image based on three attitudinal components (cognitive, affective, conative).

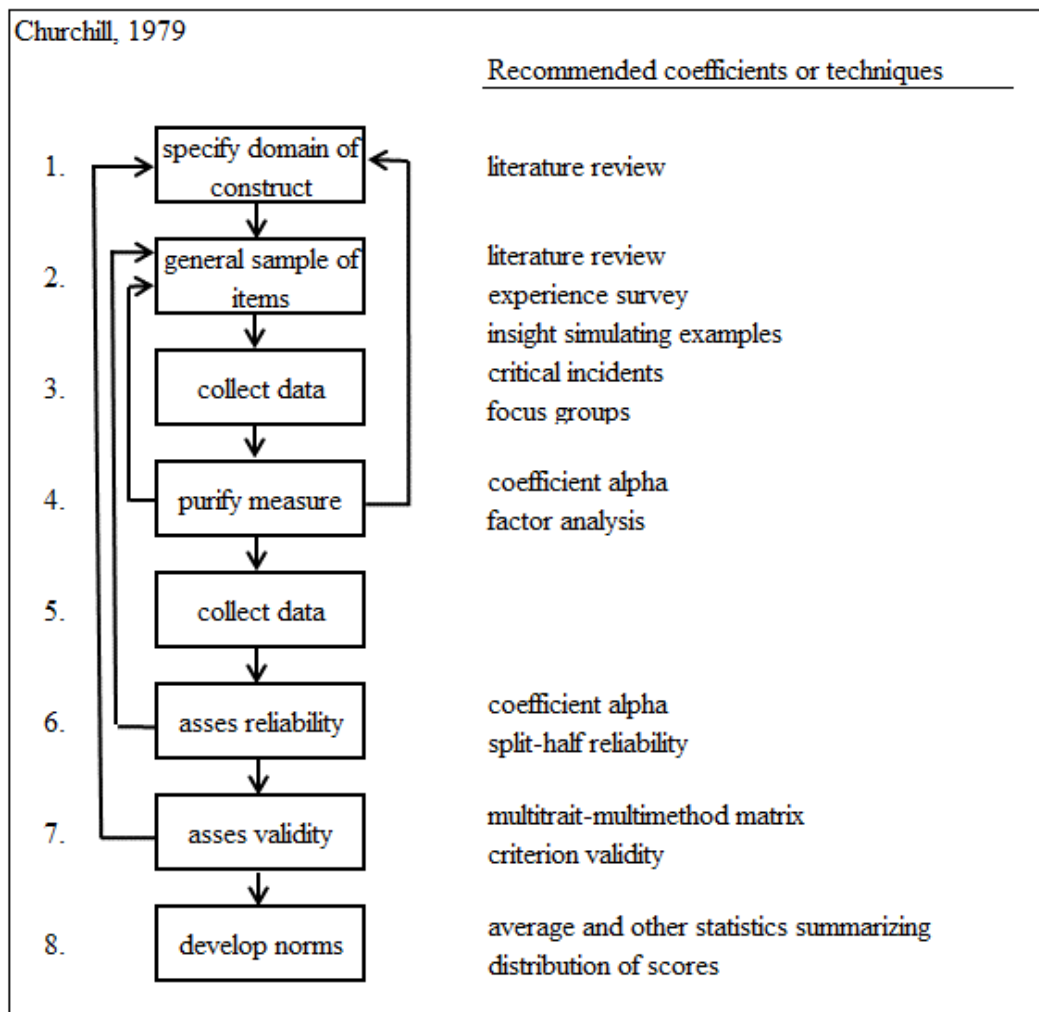


Figure 1. Scale development process diagram

Literature on cognitive destination image and attributes to use as measurement criteria is quite rich. The collection of attributes, elimination of duplications has led to development of a list with 90 attributes (Baloglu & McCleary, 1999; Beerli & Martin, 2004a, 2004b; Styliadis et al., 2017). Affective map of qualifications developed by Russel and Pratt (1980) and literature sources are used as the starting point of affective dimension scale development (Russel & Pratt, 1980; Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999; Pike & Ryan, 2004; Styliadis et al., 2017). Unfortunately, conative dimension was almost ignored by most of researchers. However, review of few studies that included this component, led to development of an initial list of 6 items (Pike & Ryan, 2004; Pearce, 2005; Agapito et al., 2013; Stylos et al., 2016, 2017).

Following extensive literature review, the list of attributes was reviewed and scrutinized by an academic council consisting of researchers, faculty members of college of tourism in Antalya Bilim University and Akdeniz University. Following academic council review, the list of attributes was shared with tourism experts from Germany, Russia and UK as well as research department of Frankfurt airport operator FRAPORT. Qualitative interviews with tourism experts have provided deeper insight of the construct. "Don't know" answer was added to questionnaire to avoid uninformed answers and/or missing data, as suggested by Pike (2007).

The study instrument was tested with two pilot studies. The primary pilot study involved experts from academia and industry, while second pilot study was conducted with 52 German and 58 Russian tourists at Antalya airport. Based on the results of these two pilot studies, the study instrument was purified. The purified study instrument was used for data collection in Antalya Airport between July-October 2017 with 1495 British, German and Russian tourists departing to these source markets. Mall intercept method was utilized to reduce coverage error of data collection. Similar to shopping malls, tourists act in groups in the airport. Research team, consisting of one of the authors of this study and research assistants at Antalya Bilim University, have approached to tourists waiting in the queue for check-in or waiting at the gate for boarding for flights departing to destinations in UK, Russia and Germany. Random sampling error was mitigated by larger sample size (maximum sampling error less than 4,6% for each nationality, 95% confidence, $p=q$). All data are collected under same conditions where respondents were assured that the participation was voluntary and the results will be anonymous. Tourists who agreed to participate were given a copy of the

questionnaire in their language on a clipboard and a pen to provide their responses on a 7 point Likert scale. Questionnaires typically took approximately 3-4 min to complete.

The data collected was randomly divided into two sub-samples. An exploratory factor analysis (EFA) was conducted on the first sub-sample and the second sub-sample was used to conduct confirmatory factor analysis (CFA) and multigroup confirmatory factor analysis (MGCFA). The validity and reliability of the destination measurement scale was reviewed prior to factor analysis.

RESULTS

Table 1 summarizes the demographic profile of the main sample.

Table 1. *Demographics profile of respondents*

Variable n=1495	ALL		UK		DE		RU	
	n	%	n	%	n	%	n	%
Gender								
male	601	40.2	186	41.0	238	45.7	177	34.0
female	833	55.7	239	52.6	263	50.5	331	63.7
Marital status								
single / divorced / widowed	452	30.2	114	25.1	189	36.3	149	28.7
living together / married	938	62.7	307	67.6	307	58.9	324	62.3
Age								
25 and less	239	16.0	67	14.8	89	17.1	83	16.0
26-35	352	23.5	93	20.5	106	20.3	153	29.4
36-45	273	18.3	71	15.6	82	15.7	120	23.1
46-55	269	18.0	95	20.9	107	20.5	67	12.9
56-65	129	8.6	57	12.6	51	9.8	21	4.0
66 and +	51	3.4	27	5.9	20	3.8	4	.8
Level of education								
low education (7-8 year)	237	15.9	22	4.8	205	39.3	10	1.9
medium education (11-12 years)	343	22.9	101	22.2	154	29.6	88	16.9
high education (12 years +)	782	52.3	241	53.1	129	24.8	412	79.2
Travel party size								
Alone	65	4.3	16	3.5	33	6.3	16	3.1
2 PAX	676	45.2	242	53.3	232	44.5	202	38.8
3 PAX	281	18.8	43	9.5	85	16.3	153	29.4
4 PAX	223	14.9	53	11.7	86	16.5	84	16.2
5 and more PAX	170	11.4	70	15.4	55	10.6	45	8.7

Prior to EFA for cognitive, affective and conative dimensions, content based item parceling technique was used to construct 7 composite variables of cognitive dimension (natural resources, general infrastructure, tourist infrastructure, touristic attractions, economic factors, political factors and social environment). This technique is used in education, communication and psychology and recently Stylidis et al. (2017) have utilized this technique in tourism research for destination image measurement (Hall et al., 1999; Landis et al., 2000). This technique mitigates the potential risk for multicollinearity among indicators and decreases the model complexity, both leading to deterioration of goodness of fit (Bollen, 1989; Hall et al., 1999; Caplan, 2005; Matsugana, 2008; Hair et al., 2014; Stylidis et al., 2017).

Kaiser-Mayer-Olkin (KMO) adequacy of sample size for analysis and correlations between items was calculated as 0.941 which is greater than 0.90 indicating that the data set of $n=745$ is excellent for exploratory factor analysis (Kaiser, 1974). Bartlett's test of sphericity tests validity and suitability of the responses indicate that the responses are from populations with equal variances at 95% level of significance (DeVellis, 2003). Reliability was confirmed with Cronbach alpha 0.891 indicating high strength (Cronbach, 1951).

Table 2. EFA Factor structure ($n=745$)

	Cognitive	Conative	Affective	Total
Natural Resources	0.728			
General Infrastructure	0.767			
Tourism Infrastructure	0.731			
Touristic Attractions	0.776			
Economic Factors	0.633			
Political Factors	0.710			
Social Environment	0.765			
Intention to recommend		0.775		
Intention to re-visit		0.844		
Intention to make holiday in Antalya		0.773		
Unpleasant - Pleasant			0.823	
Boring - Exciting			0.817	
Stressful - Relaxing			0.848	
Eigenvalue	6.165	1.764	1.002	
Variance (%)	47.4	13.6	7.7	68.7
Cronbach α	0.890	0.852	0.806	0.891

Taking 7 cognitive parcels, 3 conative items and 4 affective items, EFA was performed by using principle component analysis and extraction method Eigen value greater than 1 and using varimax rotation. One affective item namely calm/lively was eliminated due to its low communality (0.274) and low correlation (between 0.082 and 0.344) with other items. The EFA conducted after excluding calm/lively affective item explains 68.7% of total variance with 3 dimensions (factors) as presented in Table 2.

Following exploratory factor analysis confirming that the destination image has 3 distinctive constructs such as cognitive, conative and affective, segregated from each other as three pillars of overall destination image; confirmatory factor analysis was conducted with statistical software that is generally used in social sciences to verify EFA results (Aksu et al., 2017).

The second half of 1495 questionnaire data set, consisting of 250 questionnaires from each nationality or 750 questionnaires in total, was used for this confirmatory factor analysis with maximum likelihood method enabling all three dimensions to inter-correlate. Data set has Cronbach alpha of 0.882; KMO value of 0.904 and Bartlett's test of Sphericity is significant at 95% level confirming excellency of data set for factor analysis.

Measurement scale constructed with EFA was confirmed with CFA and all scale items/parcels were kept as is and presented in Figure 2. Measurement properties of 3 dimensional CFA model proposed in figure 2 were assessed by examining the fit indices. CFA Measurement Scale goodness of fit indices presented in Table 3 confirms that the fit between the model and observed data is high as per generally accepted benchmarks of acceptance such as: Chi square / degrees of freedom (CMIN/DF) <5; RMSEA < 0.08; CFI, GFI, NFI > 0.90; AGFI > 0.85 (Bollen, 1989; Engel et al., 2003; Byrne, 2004; Schumacker & Lomax, 2004; Awang, 2012; Hair et al., 2014).

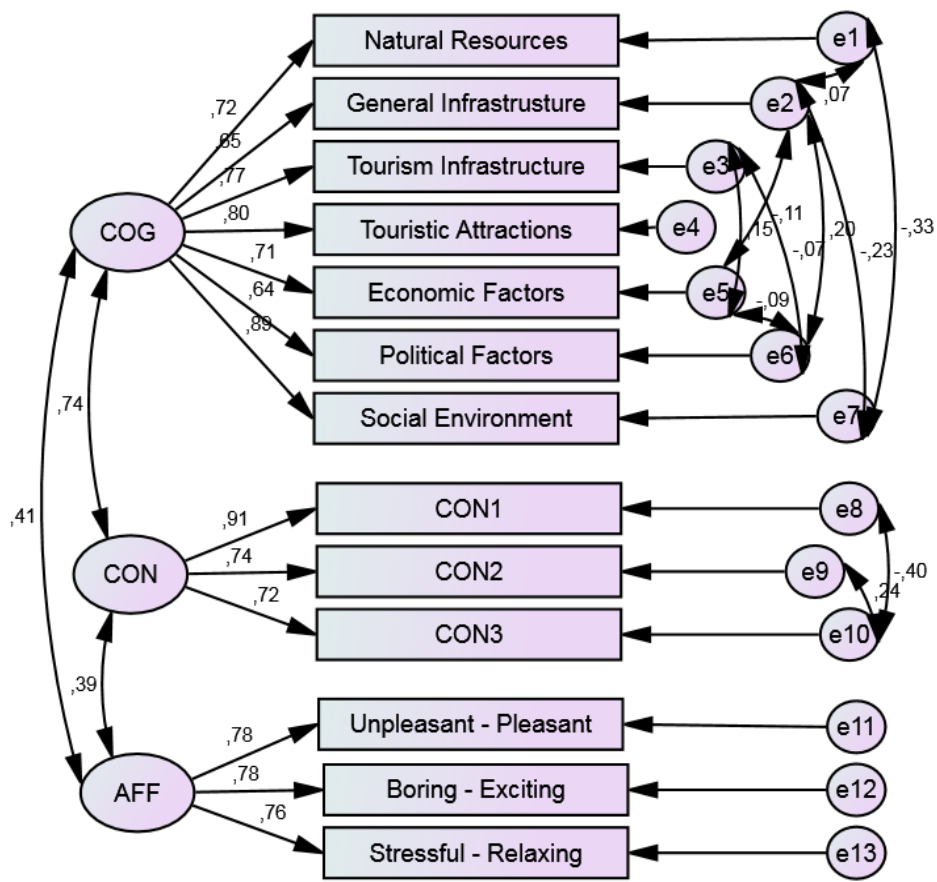


Figure 2. CFA measurement model (n=750)

Table 3. Goodness of Fit Indices for CFA model (n=750)

CMIN	DF	CMIN/DF	RMSEA	CFI	GFI	NFI	AGFI
105.95	52	2.037	0.037	0.989	0.979	0.979	0.963

Following confirmation of measurement model with CFA, convergent and divergent validity of measurement scale were examined. The convergent validity of each dimension is assured with average variance explained (AVE) substantially greater than 0.50 as presented in Table 4 (Fornell & Larcker, 1981).

Table 4. Measurement properties for destination image measurement scale

	λ	t values	α	CR	AVE
COGNITIVE			0.887	0.895	0.553
Natural Resources	0.720	20.94			
General Infrastructure	0.647	18.78			
Tourism Infrastructure	0.774	25.16			
Touristic Attractions	0.798	26.12			
Economic Factors	0.708	22.08			
Political Factors	0.636	19.09			
Social Environment	0.892	28.66			
CONATIVE			0.818	0.833	0.628
Intention to recommend	0.905	25.56			
Intention to re-visit	0.736	25.13			
Intention to make holiday in Antalya	0.723	21.38			
AFFECTIVE			0.815	0.817	0.598
Unpleasant - Pleasant	0.779	22.69			
Boring - Exciting	0.779	22.75			
Stressful - Relaxing	0.762	22.16			

Note: Standardized factor loadings are all significant at $p < 0.01$; AVE: average variance explained; CR: composite reliability, α = Cronbach's Alpha Coefficient

Discriminant validity of destination image measurement scale was examined by comparing AVE values vs. squared correlations between pairs of dimensions. The squared correlations were smaller than AVE assuring sufficient discriminant validity of measurement scale.

The purpose of this study is to develop and test an integrated measurement scale of destination image for 3 nationalities. MGCFA is considered as the most appropriate method to test for the reliability and validity (convergent, discriminant) of the study's latent constructs (cognitive, conative and affective image components) and to confirm model invariance across individual nationalities (Jöreskog, 1971; Vanderberg & Lance, 2000; Byrne, 2004). In order to assess measurement invariance, multi-group confirmatory factor analysis compares an unconstrained model to observed structure. Nested models are organized in a hierarchical ordering with decreasing numbers of parameters (or increasing degrees of freedom), which entails adding parameter constraints one at a time. These increasingly restrictive models are tested in terms of their fit of the data to the model. The MGCFA studies the invariance of measuring instrument developed and the latent constructs

by (1) configural invariance, (2) invariance in factor covariance and (3) invariance of factor loading pattern (Jöreskog, 1971; Vanderberg & Lance, 2000; Byrne, 2004; Hair et al., 2014).

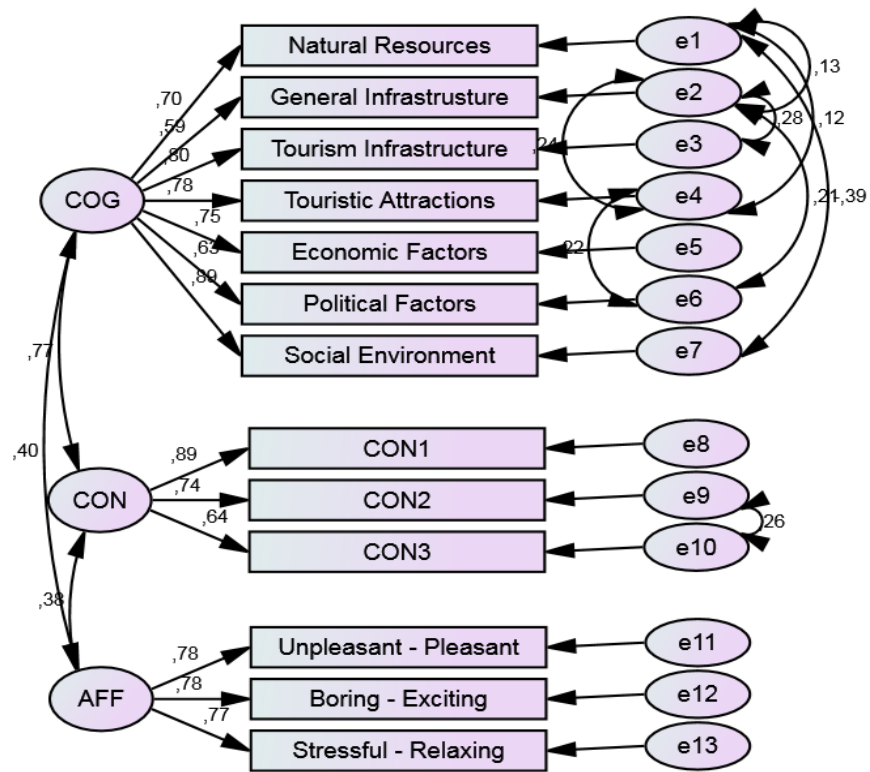


Figure 3. Multigroup CFA measurement model (n=750)

MGCFA is accepted to be the most powerful and versatile approach for testing measurement invariance in order to cross-validate the three-factor model across these three nationalities.

The fit indices presented in Table 6 confirms that the configural invariance of factorial structure is invariant for all three nationalities as all parameters of goodness of fit indices in each model confirms excellent fit values of $CMIN/DF < 5$; $RMSEA < 0.08$; $0.90 < CFI, GFI, NFI$; $0.85 < AGFI$ (Bollen, 1989; Engel et al., 2003; Byrne, 2004; Schumacker & Lomax, 2004; Awang, 2012; Miyamoto & Iwasaki, 2013; Hair et al., 2014; Hirschfeld & von Brachel, 2014).

Table 5. *Descriptive statistics and correlations*

n=750	M	SD	COG	CON	AFF
COG	5.595	0.839	1.000		
CON	5.609	1.345	0.630	1.000	
AFF	5.388	1.287	0.344	0.320	1.000

Factor covariance invariance metric test is the last step of confirmation for MGCFA. Metric invariance is assured with equivalence of factor loadings across 3 nationalities as presented in Table 7. Please take note that although the pattern of loading is same across all nationalities, each individual nationality has its own loading estimate. (Vanderberg & Lance, 2000; Hair et al., 2014). Correlation matrix in Table 6 confirms that each dimension is distinctly different from each other as the squared correlation is less than 0.397 as presented in Table 5 whereas AVE values for all three nationalities presented in Table 7 are greater than 0.495 which is evidence for discriminant validity for MGCFA.

Table 6. *MGCFA Goodness of Fit Indices*

MGCFA	CMIN	DF	CMIN/DF	RMSEA	CFI	GFI	NFI	AGFI
Unconstrained	236.7	162	1.461	0.025	0.985	0.953	0.955	0.922
Measurement weights	291.0	182	1.599	0.028	0.978	0.944	0.945	0.916
Structural covariance	365.9	194	1.886	0.034	0.966	0.929	0.931	0.900
Measurement residuals	515.0	220	2.341	0.042	0.942	0.903	0.902	0.880

Table 7. MGCF A Measurement properties for destination image measurement scale

	UK n=250					DE n=250					RU n=250				
	λ	t	α	AVE	CR	λ	t	α	AVE	CR	λ	t	α	AVE	CR
COGNITIVE			0.924	0.619	0.918			0.869	0.507	0.875			0.864	0.495	0.870
Natural Resources	0.701	-				0.681	-				0.714	-			
General Infrastructure	0.639	10.23				0.531	7.81				0.561	8.78			
Tourism Infrastructure	0.838	12.20				0.797	10.69				0.764	10.68			
Touristic Attractions	0.784	12.88				0.778	10.74				0.795	11.25			
Economic Factors	0.822	11.99				0.675	9.38				0.711	10.06			
Political Factors	0.762	11.20				0.55	7.83				0.487	7.02			
Social Environment	0.928	12.00				0.896	10.83				0.824	11.47			
CONATIVE			0.845	0.643	0.840			0.823	0.531	0.767			0.767	0.540	0.777
Intention to recommend	0.942	-				0.891	-				0.819	-			
Intention to re-visit	0.812	14.93				0.638	9.58				0.728	10.06			
Intention to make holiday in Antalya	0.618	10.32				0.625	9.37				0.648	8.95			
AFFECTIVE			0.827	0.623	0.832			0.820	0.604	0.820			0.792	0.575	0.801
Unpleasant - Pleasant	0.765	-				0.716	-				0.856	-			
Boring - Exciting	0.779	11.23				0.844	10.79				0.715	10.47			
Stressful - Relaxing	0.822	11.43				0.767	10.51				0.693	10.22			

DISCUSSIONS AND IMPLICATIONS

This study is based on the social psychology theory that image is an attitude and attitude has three dimensions (cognitive, affective and conative). In line with social psychology theory, measurement scale integrates all three components and measurement scale is invariant for nationality differences. The result of this study provides empirical evidence that target of developing an integrated destination image measurement scale invariant to German, Russian and British nationalities is achieved.

This study demonstrates that (i) destination image is three dimensional, namely cognitive, conative and affective, (ii) utilization of item parceling technique enables extended depth with sub scales, and (iii) integrated measurement scale is confirmed with MGCFA assuring measurement invariance for tourists from three different source markets namely, British, German and Russian. Findings of this research and analysis methods used provide valuable insights to destination image literature and casts light on the path for future researchers.

The three dimensional structure of destination image provides holistic coverage of the attitude. Hilgard (1980) emphasizes inseparable nature of three dimensions of attitude in the study "Triology of Mind". Similarly, Allport (1935) describes three dimensional structure of attitude as a whole. Leaving one dimension outside the scope or placing one dimension as end result rather than explanatory factor of destination image distorts the concept and can provide misleading measurement results and/or misinterpreted results. It is utmost important to cover all dimensions of attitude to measure destination image in order to achieve accurate results and their legitimate evaluation.

The scales developed without invariance test across groups are useful for measuring destination image perception of a homogenous group of respondents. But when a differentiating factor like nationality or place of residence is introduced as parameter, scale invariance becomes crucial for not only measurement accuracy but also legitimate evaluation of comparative differences across groups. Establishment of measurement invariance is prerequisite for conducting group comparisons (Vanderberg & Lance, 2000; Byrne, 2004). This scale has been confirmed to be invariant with empirical evidence for three nationalities enabling future researchers to utilize this scale with confidence. Bearing a holistic and integrated approach, utilization of structured methods of scale development and

confirmation of model invariance across nationalities brings this study to attention of scholars studying tourism destination image.

From hospitality industry practitioners' and DMO's point of view, this study clarifies the confusion and assures the framework on how to measure and comparatively understand destinations' image from different nationalities' point of view, which significantly affects the competitiveness of a destination's position. It is important to note that hospitality sector practitioners should utilize all three components of destination image formation namely cognitive, affective and conative to have full scope of understanding. Although former studies partly or completely omitted conative component, this study demonstrates that conative component has the highest correlation rate with cognitive component. Taking mean scores of cognitive (5.595), conative (5.609) and affective (5.388) components out of Likert 7 scale; this study demonstrates that all three nationalities share significant positive destination image of Antalya as tourist destination.

LIMITATIONS AND FUTURE RESEARCH

This research was conducted at the airport with self-administered questionnaires bearing LK7 type questions in respective languages of the source markets during July-October 2017 with British, German and Russian tourists. Airports are known to bear several physical and psychological stress factors. The answer bias shall be tested under the light of (1) flight stress, (2) end of holiday depression, (3) fatigue of last day packing shall be tested by using the same questionnaire at hotels and touristic attractions to eliminate answering biases (if any) associated with airport/flight and going back to routine life in home country.

Antalya is located on south coastline of Turkey. Passenger traffic is highly seasonal and mainly between 1 April – 31 October. Dominating concept is all inclusive package tours. Sand, Sea, Sun (3S) tourism is the primary concept used for marketing of this destination. Antalya is mainly a mass resort tourism destination. The model and questionnaire of this research should be used with precaution for city destinations and free individual traveler destinations.

Current coverage of research includes British (non-continental European), German (central continental European) and Russia (north Eurasia) source markets. This coverage can be expanded to eastern, southeastern source markets and can also be implemented to domestic

tourist and test how further the coverage of developed measurement scale can be enlarged.

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APPENDICES

1- Questionnaire in English

Dear Participant, good day. We are conducting a passenger survey about Antalya Region to understand the image perception of British travellers who spent their holiday in Antalya Region.

All collected data will be evaluated anonymously and not in a personalized manner.

The survey will not take longer than 3 minutes.

Considering your current stay in Antalya Region, how would you evaluate the image of the region based on the following categories. Please ✓ the choice best suiting to you with the scale from 1 = very negative to 7 = very positive.

With the points in between you can grade your evaluation.

Climate	①	②	③	④	⑤	⑥	⑦	Don't know
Beaches	①	②	③	④	⑤	⑥	⑦	Don't know
Natural reserves (lakes, mountains, waterfalls, caves etc.)	①	②	③	④	⑤	⑥	⑦	Don't know
Infrastructure (roads, airports, telecommunication, buildings)	①	②	③	④	⑤	⑥	⑦	Don't know
Public and private transportation	①	②	③	④	⑤	⑥	⑦	Don't know
Accommodation	①	②	③	④	⑤	⑥	⑦	Don't know
Ease of access to Antalya (direct flights, flight schedules)	①	②	③	④	⑤	⑥	⑦	Don't know
Local tours and excursions	①	②	③	④	⑤	⑥	⑦	Don't know
Service quality	①	②	③	④	⑤	⑥	⑦	Don't know
Tourist Activities (amusement parks, theme parks)	①	②	③	④	⑤	⑥	⑦	Don't know
Entertainment and sports activities	①	②	③	④	⑤	⑥	⑦	Don't know
Shopping facilities	①	②	③	④	⑤	⑥	⑦	Don't know
Cultural/historic attractions	①	②	③	④	⑤	⑥	⑦	Don't know
Local food (cuisine)	①	②	③	④	⑤	⑥	⑦	Don't know
Political stability	①	②	③	④	⑤	⑥	⑦	Don't know
Personal safety	①	②	③	④	⑤	⑥	⑦	Don't know
Prices	①	②	③	④	⑤	⑥	⑦	Don't know
Hygiene and Cleanliness	①	②	③	④	⑤	⑥	⑦	Don't know
Crowding	①	②	③	④	⑤	⑥	⑦	Don't know
Hospitable, friendly local people	①	②	③	④	⑤	⑥	⑦	Don't know
Family oriented	①	②	③	④	⑤	⑥	⑦	Don't know
Value for money	①	②	③	④	⑤	⑥	⑦	Don't know
Overall image of Antalya Region	①	②	③	④	⑤	⑥	⑦	Don't know

Below certain statements regarding Antalya Region as a holiday destination are made.

Please evaluate these statements based on your personal experience on a scale from 1 = "I strongly disagree" to 7 = "I strongly agree". With the points in between you can grade your evaluation.

I recommend to make holiday in Antalya-Region.	①	②	③	④	⑤	⑥	⑦	Don't know
It is very likely that I will spend another holiday in Antalya Region again within the next two to three years.	①	②	③	④	⑤	⑥	⑦	Don't know
I enjoyed my current holiday in Antalya-Region more than in other destinations in Mediterranean Sea Region.	①	②	③	④	⑤	⑥	⑦	Don't know
Antalya Region as holiday destination means not much to me.	①	②	③	④	⑤	⑥	⑦	Don't know
Antalya Region offers exactly the type of holiday that personally fits best to me.	①	②	③	④	⑤	⑥	⑦	Don't know
This holiday met my expectations.	①	②	③	④	⑤	⑥	⑦	Don't know
Antalya Region provides less benefits than other Mediterranean Sea holiday destinations	①	②	③	④	⑤	⑥	⑦	Don't know
I like staying in Antalya Region.	①	②	③	④	⑤	⑥	⑦	Don't know
I consider Antalya Region to be my first holiday choice in the Mediterranean Sea Region.	①	②	③	④	⑤	⑥	⑦	Don't know
If you would need to describe Antalya Region with 3 words: What would be your choice?								

Please turn the page →

Certain attributes characterizing a holiday destination are presented below.
Please evaluate Antalya Region based on your personal experience during your current stay using the following contrasting pairs of characteristics.

Calm	← ①—②—③—④—⑤—⑥—⑦ →	Lively
Unpleasant	← ①—②—③—④—⑤—⑥—⑦ →	Pleasant
Boring	← ①—②—③—④—⑤—⑥—⑦ →	Exciting
Stressful	← ①—②—③—④—⑤—⑥—⑦ →	Relaxing

1. How long is your current holiday in Antalya Region? _____ days

3. Where did you mainly book this travel? (please ✓ only one)

- Travel agency
 Online portal
 Other:

(please specify) _____

2. Where did you receive information about Antalya Region as holiday destination from? (You may ✓ more than 1 answer)

- Internet, social media (Facebook, Instagram etc.)
 Classical media (printed, TV, radio, posters etc.)
 Professional advice (travel agency)
 Recommendations of family, friends or colleagues
 I have been to Antalya Region before
 Other:

(please specify) _____

4. Number of times you have spent an all-inclusive holiday before:

- Never, this is my first time
 1-2 times
 3-5 times
 6 or more times
 I do not make all-Inclusive holiday

5. How many times have you visited Antalya Region before?

- Never, this is my first visit
 This is my second visit
 I have been here several times

6. Number of persons traveling including you and children: _____

7. What is your total budget for this trip? (all costs of accommodation, flight and transfer for all travellers) _____ GBP

8. Your gender: (Please ✓)

- Male
 Female

9. What is your nationality? (You may ✓ more than 1 answer)

- British
 Other:

(please specify) _____

10. Last finished school

- Primary school (4-5 years of school)
 Secondary school (7-8 years of school)
 High school (11-12 years of school)
 University or college

11. How old are you? _____

12. Your marital status

- single / divorced / widowed
 living together / married

You have reached the end of today's survey. Thank you for your participation.

A joint study of Akdeniz University and Antalya Bilim University.

2 - Questionnaire in Russian

Уважаемый участник опроса!

Мы проводим данный опрос с целью определения удовлетворенности туристов из России отдыхом в Анталийском регионе. Результаты данного опроса будут оцениваться анонимно.

Заполнение анкеты займет у Вас не более трех минут

Учитывая ваше нынешнее пребывание в регионе Анталия, не могли бы вы оценить имидж Анталии на основе следующих критериев? Выберите вариант ответа, наиболее соответствующий вашему мнению. (1 очень отрицательный и 7 очень положительный, возможны промежуточные варианты ответов).

	①	②	③	④	⑤	⑥	⑦	Не знаю
Климат	①	②	③	④	⑤	⑥	⑦	Не знаю
Пляжи	①	②	③	④	⑤	⑥	⑦	Не знаю
Природные заповедники (озера, горы, водопады, пещеры и т. д.)	①	②	③	④	⑤	⑥	⑦	Не знаю
Инфраструктура (Дороги, Аэропорты, Телекоммуникация, Здания и пр.)	①	②	③	④	⑤	⑥	⑦	Не знаю
Общественный и частный транспорт	①	②	③	④	⑤	⑥	⑦	Не знаю
Проживание	①	②	③	④	⑤	⑥	⑦	Не знаю
Легкость доступа в Анталию (прямые рейсы, расписание рейсов)	①	②	③	④	⑤	⑥	⑦	Не знаю
Местные туры и экскурсии	①	②	③	④	⑤	⑥	⑦	Не знаю
Качество сервиса	①	②	③	④	⑤	⑥	⑦	Не знаю
Туристическая деятельность (парки развлечений, тематические парки)	①	②	③	④	⑤	⑥	⑦	Не знаю
Развлечения и спортивные мероприятия	①	②	③	④	⑤	⑥	⑦	Не знаю
Торговые центры	①	②	③	④	⑤	⑥	⑦	Не знаю
Культурные / исторические достопримечательности	①	②	③	④	⑤	⑥	⑦	Не знаю
Местная Кухня	①	②	③	④	⑤	⑥	⑦	Не знаю
Политическая стабильность	①	②	③	④	⑤	⑥	⑦	Не знаю
Личная безопасность	①	②	③	④	⑤	⑥	⑦	Не знаю
Цены	①	②	③	④	⑤	⑥	⑦	Не знаю
Гигиена и чистота	①	②	③	④	⑤	⑥	⑦	Не знаю
Людность	①	②	③	④	⑤	⑥	⑦	Не знаю
Гостеприимные, дружелюбные местные жители	①	②	③	④	⑤	⑥	⑦	Не знаю
Семейная	①	②	③	④	⑤	⑥	⑦	Не знаю
Оптимальное соотношение цены и качества	①	②	③	④	⑤	⑥	⑦	Не знаю
Общий имидж Анталии	①	②	③	④	⑤	⑥	⑦	Не знаю

Ниже приведены некоторые комментарии о регионе Анталия как о месте для отдыха.

Полагаясь на ваш личный опыт оцените следующие высказывания по данной шкале (1 совершенно не согласен и 7 абсолютно согласен, возможны промежуточные варианты ответов).

	①	②	③	④	⑤	⑥	⑦	Не знаю
Я рекомендую отдых в Анталии	①	②	③	④	⑤	⑥	⑦	Не знаю
Вполне вероятно я повторю отдых в Анталии в течение последующих 2-3 лет.	①	②	③	④	⑤	⑥	⑦	Не знаю
Отдых в Анталии доставил мне больше удовольствия, чем другие места Среднеземноморского региона.	①	②	③	④	⑤	⑥	⑦	Не знаю
Анталийский регион как место для отдыха не имеет для меня большого значения.	①	②	③	④	⑤	⑥	⑦	Не знаю
Анталийский регион предлагает именно тот тип отдыха, который подходит мне лично.	①	②	③	④	⑤	⑥	⑦	Не знаю
Данный отдых оправдал мои ожидания.	①	②	③	④	⑤	⑥	⑦	Не знаю
Я считаю, что в Анталии меньше преимуществ в сравнении с другими местами Среднеземноморского региона.	①	②	③	④	⑤	⑥	⑦	Не знаю
Мне нравится отдыхать в Анталии.	①	②	③	④	⑤	⑥	⑦	Не знаю
Я считаю, что Анталия -это наилучшее место для отдыха в Среднеземноморском регионе .	①	②	③	④	⑤	⑥	⑦	Не знаю
7Какими 3 словами вы могли бы охарактеризовать Анталию?								

пожалуйста, перейдите на следующую страницу →

Ниже приведены некоторые критерии, характеризующие место отдыха. Пожалуйста, оцените регион Анталии, полагаясь на ваш личный опыт и используя следующие противоположные по смыслу характеристики.

спокойный	← ① — ② — ③ — ④ — ⑤ — ⑥ — ⑦ →	оживленная
Неприятный	← ① — ② — ③ — ④ — ⑤ — ⑥ — ⑦ →	приятный
Скучный	← ① — ② — ③ — ④ — ⑤ — ⑥ — ⑦ →	Интересный
Напряженный	← ① — ② — ③ — ④ — ⑤ — ⑥ — ⑦ →	Расслабляющий

1. Продолжительность Ваш отдых в регионе Анталия? _____ дня

3. Где вы забронировали данный тур?
(пожалуйста, выберите только один вариант ответа)

- туристическое агенство
 Интернет-портал
 Другое

(Пожалуйста, уточните) _____

2. Из каких источников вы узнали об Анталии как о месте отдыха?

(возможны несколько вариантов ответа)

- интернет, социальные сети (facebook, instagram и т.д.)
 традиционные средства массовой информации (печатные издания, телевидение, радио, реклама т.д.)
 Совет специалиста (Туристическое агенство)
 Рекомендации близких и друзей
 Предыдущий отдых в том же месте
 Другое

(Пожалуйста, уточните) _____

4. Сколько раз вы отдыхали в Анталии по системе все включено?

- никогда, впервые
 1-2 раза
 3-5 раз
 6 или более раз
 у меня нет опыта отдыха по системе все включено

5. Сколько раз вы отдыхали в Анталии?

- Это мой первый визит
 Это мой второй визит
 Я был/была несколько раз

6. Количество отдыхающих, включая вас и детей: _____

7. Каков Ваш бюджет для данной поездки?
(стоимость проживания, перелета и трансфера для всех отдыхающих) _____ RUB

8. Укажите Ваш пол

(пожалуйста, выберите один вариант ответа)

- Мужской
 Женский

9. Ваша национальность?

(возможны несколько вариантов ответа)

- русский
 Другое:

(Пожалуйста, уточните) _____

10. Укажите Ваш уровень образования

- Начальная школа (4-5 лет учебы)
 Неполное среднее (8-9 классов)
 Среднее общее (10-11 классов)
 Высшее образование/Бакалавр

11. Ваш возраст? _____

12. Ваше семейное положение

- Холост / разведен / вдовец
 Женат / Замужем / гражданский брак

Благодарим за ваше участие в сегодняшнем опросе!

Совместное исследование Университета Акдениз и Билим Университет в Анталии

3 - Questionnaire in German

Guten Tag. Wir führen heute eine Fluggastbefragung zur Wahrnehmung der Antalya-Region durch, und zwar unter deutschen Reisenden, die dort ihren Urlaub verbracht haben. Selbstverständlich werden alle erhobenen Daten in Einklang mit dem deutschen Datenschutzrecht anonymisiert und nicht personenbezogen ausgewertet.

Die Befragung dauert nicht länger als drei Minuten.

Welches Bild haben Sie persönlich von der Antalya-Region? Bitte bewerten Sie die nachfolgenden Kategorien und Aspekte auf einer Skala von 7 = sehr positiv bis 1 = sehr negativ.

Mit den Punkten dazwischen können Sie Ihre Bewertung abstimmen.

Klima	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Strände	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Naturreserve (Seen, Berge, Wasserfälle, Höhlen etc.)	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Infrastruktur (Straßen, Flughäfen, Telekommunikation, Gebäude)	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Öffentliche und private Verkehrsmittel	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Unterkunft	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Erreichbarkeit von Antalya (Direktflüge, Flugpläne)	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Touren und Ausflüge vor Ort	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Servicequalität	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Touristische Aktivitäten (Freizeit- und Vergnügungsparks)	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Unterhaltungs- und Sportaktivitäten	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Einkaufsmöglichkeiten	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Kulturelle/historische Sehenswürdigkeiten	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Regionale Küche/Gastronomie	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Politische Stabilität	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Persönliche Sicherheit	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Preise	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Hygiene und Sauberkeit	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Frequentierung/Auslastung	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Gastfreundlichkeit, Freundlichkeit lokale Bevölkerung	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Familienorientierung	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Preis-Leistungs-Verhältnis	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Gesamtbild von der Antalya-Region	①	②	③	④	⑤	⑥	⑦	ich weiß nicht

Nachfolgend werden einige Aussagen zur Antalya-Region als Urlaubsziel getroffen. Bitte bewerten Sie diese Aussagen aufgrund Ihrer persönlichen Erfahrungen auf einer Skala von 1 = "Ich stimme überhaupt nicht zu" bis 7 = "Ich stimme voll und ganz zu". Mit den Punkten dazwischen können Sie Ihre Bewertung abstimmen.

Ich werde Freunden, Kollegen oder Verwandten empfehlen, in der Antalya-Region Urlaub zu machen.	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Ich werde sehr wahrscheinlich in den nächsten zwei bis drei Jahren wieder in der Antalya-Region Urlaub machen.	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Ich habe meinen aktuelle Urlaub in der Antalya-Region mehr als an anderen Reisezielen im Mittelmeerraum genossen.	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Die Antalya-Region bedeutet mir als Urlaubsziel nicht viel.	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Die Antalya-Region bietet mir genau die Art von Urlaub, die zu mir persönlich am besten passt.	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Dieser Urlaub hat meine Erwartungen erfüllt.	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Die Antalya-Region hat als Urlaubsregion weniger Vorzüge als andere Urlaubsziele im Mittelmeerraum zu bieten.	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Ich bin ein großer Fan der Urlaubsregion Antalya.	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Als Urlaubsziel im Mittelmeerraum ist die Antalya-Region für mich erste Wahl.	①	②	③	④	⑤	⑥	⑦	ich weiß nicht
Wenn Sie die Antalya-Region mit drei prägnanten Worten beschreiben müssten: Welche Begriffe würden Sie wählen?								

Bitte einmal umblättern →

Nachfolgend werden einige Eigenschaften genannt, die ein Urlaubsziel charakterisieren.
Bitte bewerten Sie die Antalya-Region anhand der folgenden Gegensatzpaare aufgrund Ihrer persönlichen Erfahrungen während Ihres aktuellen Aufenthalts.

Ruhig	← ①—②—③—④—⑤—⑥—⑦ →	Lebendig
Unangenehm	← ①—②—③—④—⑤—⑥—⑦ →	Angenehm
Langweilig	← ①—②—③—④—⑤—⑥—⑦ →	Aufregend
Stressig	← ①—②—③—④—⑤—⑥—⑦ →	Entspannend

1. Wie lange ist Ihr aktueller Urlaub in der Antalya-Region? _____ Tage

3. Wo haben Sie diese Reise hauptsächlich gebucht?
(Bitte nur eine Nennung)
 Reisebüro
 Online-Portal
 Sonstiges:
 (bitte eintragen) _____

4. Wie oft haben Sie bereits einen All-Inclusive Urlaub gemacht?
 Noch nie, das ist mein erstes Mal
 1 bis 2 Mal
 3 bis 5 Mal
 6 Mal oder häufiger
 Ich mache keinen All-Inclusive Urlaub

6. Anzahl der Reisenden einschließlich Sie selbst und Kindern: _____

8. Ihr Geschlecht:
(bitte ankreuzen)
 Männlich
 Weiblich

10. Ihr höchster Schulabschluss
 Haupt- oder Realschule (9-10 Schuljahre)
 Fachabitur/Abitur (11-13 Schuljahre)
 Hochschulabschluss (Diplom, Bachelor/Master)

2. Woher haben Sie Informationen zur Antalya-Region als Urlaubsziel erhalten?
(Mehrfachnennungen möglich)
 Internet, Soziale Medien (Facebook, Instagram etc.)
 Klassische Medien (Print, TV, Radio, Plakate etc.)
 Fachberatung in einem Reisebüro
 Empfehlungen von Familie/Freunden/Kollegen
 Ich war bereits zuvor in der Antalya-Region
 Sonstiges:
 (bitte eintragen) _____

5. Wie oft haben Sie bereits die Antalya-Region besucht?
 Noch nie, das ist mein erster Besuch
 Das ist mein zweiter Besuch
 Ich war bereits häufiger hier

7. Wie hoch ist das Gesamtbudget für Ihre Reise?
(Alle Ausgaben für Hotel, Flug und Transfer für alle Reisenden) _____ EUR

9. Was ist Ihre Nationalität?
(Mehrfachnennungen möglich)
 Deutsch
 Sonstiges: _____
 (bitte eintragen)

11. Wie alt sind Sie? _____

12. Ihr Familienstand
 ledig / geschieden / verwitwet
 zusammenlebend / verheiratet

Sie haben das Ende der heutigen Befragung erreicht. Vielen Dank für Ihre Teilnahme.

Eine gemeinsame Studie der Akdeniz University Antalya and Antalya Bilim University.

4 - Questionnaire in Turkish

İyi günler,


Antalya Bölgesinde tatil yapan yerli turistlerin Antalya imaj algısını ölçmek üzere bir araştırma yapıyoruz.

Toplanan tüm bilgiler anonim olarak değerlendirilecek ve kişisel değerlendirme yapılmayacaktır.

Bu anket 3 dakikadan kısa sürede cevaplanmaktadır.

Antalya'da geçirdiğiniz tatil deneyimini baz alarak, Antalya bölgesini aşağıdaki kategoriler açısından nasıl değerlendirirsiniz?

Lütfen 1= çok kötü, 7= çok iyi ölçeği üzerinden derecelendirir misiniz?

								
İklim	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Plajlar	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Doğal güzellikler (göller, dağlar, şelaleler, mağaralar, vb)	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Altyapı (oto yollar, havalimanı, telecominikasyon, binalar, vb)	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Ulaşım (toplu taşıma ve özel taşıma)	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Konaklama tesisleri	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Antalya'ya erişim kolaylığı (direk uçuşlar, uçuş sıklığı)	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Günlük turlar ve geziler	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Servis kalitesi	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Turistik etkinlikler (temalı parklar, eğlence parkları, diğer etkinlikler)	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Eğlence ve spor aktiviteleri	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Alışveriş merkezleri	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Kültürel / tarihi yerler	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Yerel mutfak (yemekler)	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Politik istikrar	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Kişisel güvenlik	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Fiyatlar	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Hijyen ve temizlik	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Kalabalık	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Konuk sever, arkadaş canlısı yerel halk	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Ailelere uygun	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Paramın karşılığı	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Antalya'nın genel imajı	①	②	③	④	⑤	⑥	⑦	Bilmiyorum

Aşağıda Antalya'nın tatil yöreni olarak değerlendirilmesine yönelik bazı ifadeler verilmiştir.

Kişisel deneyiminizi baz alarak aşağıdaki bu ifadeleri 1= kesinlikle katılmıyorum, 7= kesinlikle katılıyorum ölçeği üzerinden derecelendirir misiniz?

								
Antalya'da tatil yapmayı tavsiye ederim	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Gelecek 2-3 yıl içinde muhtemelen Antalya'da tekrar tatil yaparım	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Antalya ve çevresine gelmeyi başka tatil yörelerine gitmekten daha çok seviyorum.	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Antalya tatil destinasyonu olarak bana pek bir şey ifade etmiyor	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Antalya'da tatil yapmak kişisel olarak beklentilerime çok uygun.	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Bu tatil beklentilerimi karşıladı.	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Antalya'nın diğer tatil yörelerinden daha fazla imkan sunduğuna inanıyorum	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Antalya Bölgesinde kalmaktan memnunum	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Akdeniz tatil yöreleri arasında Antalya, benim tatil tercihimde birinci sırada	①	②	③	④	⑤	⑥	⑦	Bilmiyorum
Eğer Antalya bölgesini 3 kelime ile tanımlasaydınız bu kelimeler ne olurdu:								

Lütfen sayfayı çeviriniz →

Aşağıda tatil destinasyonlarına adair bazı zıt nitelikleri verilmiştir.
Lütfen Antalya Bölgesindeki kişisel deneyiminizi baz alarak aşağıdaki nitelikleri derecelendiriniz.

Durağan	← ① — ② — ③ — ④ — ⑤ — ⑥ — ⑦ →	Canlı
Sevimsiz	← ① — ② — ③ — ④ — ⑤ — ⑥ — ⑦ →	Sevimli
Sıkıcı	← ① — ② — ③ — ④ — ⑤ — ⑥ — ⑦ →	Heyecanlı
Stresli	← ① — ② — ③ — ④ — ⑤ — ⑥ — ⑦ →	Rahatlatıcı

1. Antalya Bölgesinde geçirdiğiniz tatilin süresi _____ gün

3. Rezervasyonunuzu nereden yaptınız?
(lütfen sadece 1 seçeneği işaretleyin)

- Seyahat acentası
 Online internet üzerinden
 Diğer
(lütfen belirtiniz)

2. Bir seyahat destinasyonu olarak Antalya bölgesi hakkında bilgiyi nereden edindiniz?

- (Birden fazla seçeneği ✓ işaretleyebilirsiniz)
 İnternet, sosyal media (facebook, instagram, vb.)
 Medya (basın, TV, radyo, poster, vb.)
 Profesyonel tavsiye (seyahat acentası)
 Aile veya arkadaş tavsiyesi
 Daha önce buraya gelmişim
 Diğer
(lütfen belirtiniz)

4. Daha önce kaç kez herşey dahil türü tatil yaptınız?

- Hiç yapmadım, bu ilk seferim
 1-2 kez
 3-5 kez
 6 veya daha fazla
 Herşey dahil tür tatil yapmam

5. Daha önce Antalya bölgesinde bulundunuz mu?

- Bu ilk ziyaretim
 Bu ikinci ziyaretim
 Buraya pek çok kez geldim

6. Siz ve çocuklar dahil kaç kişi seyahat ediyorsunuz? _____

7. Bu seyahat için toplam bütçeniz ne kadardır?
(tüm yolcular için konaklama, uçak, transfer dahil harcamanız) _____ TL

8. Cinsiyetiniz
(Lütfen ✓ işaretleyiniz)

- Erkek
 Kadın

9. Milliyetiniz:
(Birden fazla seçeneği ✓ işaretleyebilirsiniz)

- Türk
 Diğer
(lütfen belirtiniz)

10. Son bitirdiğiniz okul
 İlkokul (4-5 yıl eğitim)
 Ortaokul (8 yıl eğitim)
 Lise (11-12 yıl eğitim)
 Üniversite veya yüksek lisans

11. Kaç yaşındasınız? _____

12. Medeni haliniz
 Bekar / Boşanmış / Dul
 Evli / Beraber yaşayan çift

Anketin sonuna geldiniz. Katıldığınız için teşekkür ederiz.

Akdeniz Üniversitesi ve Antalya Bilim Üniversitesi ortak çalışmasıdır.

RESIDENTIAL TOURISTS' PERCEPTIONS OF QUALITY OF LIFE: CASE OF ALANYA, TURKEY

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ABSTRACT

Researches on tourism investigating quality of life have become an important study area for tourism scholars over the last few decades. Thus, focus points have started to evolve from the macro impact of tourism to the micro impact on individuals and their well-being. The aim of this study is to determine factors that have an impact on the perception of quality of life of the residential tourists. To this end, correspondence analysis and log-linear model are employed that visualize the results and reveal significant factors and interactions terms. According to findings, some demographic factors such as gender, duration of living in Alanya and nationality have an impact on quality of life perception of residential tourists. Besides, supportive evidence for adaptation level theory, used for explaining the effects of big life events on quality of life perception, was found.

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INTRODUCTION

Due to the intense, tiring and competitive conditions of modern era, people are in search of changing their daily routine in order to enhance their quality of life. Thus, moving to a place where is possible to have better life conditions, more time for self-development or relaxation is attributed as improving quality of life and spending life feeling happier. Through the history, people have always been searching for happiness and nowadays tourism helps people to find it in remote destinations.

The concept of tourism and mobility has gained importance as an outcome of changing living conditions and constant growth of international tourism, and has been widely studied by research from different disciplines such as tourism, economy, sociology and environment. In the relevant literature, some entwined topics have been investigated under the tourism and migration concept such as residential tourism (Mazon, 2006; Holleran, 2017; Oliveira et al., 2017), second-home tourism (Müller, 2002; Hall, 2014), international retired migrations (King et al., 1998; Croucher, 2012; Gustafson, 2002) and lifestyle migration (Benson & O'Reilly 2009; Benson, 2010; Torkington, 2012; Cohen et al., 2015).

Residential tourism is a mixture of permanent and temporary mobility, forming a bridge between tourism and migration (van Noorloos, 2013: 571) and is considered important due to its wide and strong economic, social and environmental impacts (McWatters, 2009: 19). There are significant number of studies revealing the economic (Gascon, 2016; Romita, 2016), social (Casado-Diaz, 1999; Huete & Montecon, 2012; Gascon, 2016) and environmental (Rico-Amoros et al., 2009) impacts of residential tourism on host destinations. Apart from the impact studies, the phenomenon has been investigated from different perspectives such as public participation on residential tourism planning process (Noguera et al., 2007), authenticity and residential tourism (Mantecon & Huete, 2008), consumer behavior of residential tourists (Alarcon et al., 2010), residential tourism and water consumption (Morote et al., 2017) and shopping behaviors of residential tourists (Garau-Vadell & de-Juan-Vigaray, 2017).

Freedom of choice and mobility, a decisive factor for quality of life (Huber & O'Reilly, 2004: 328), is the main element of residential tourism providing people to settle down to desired places. The physical mobility depends on different factors such as economic, psychologic, physical and legal status (Gustaffson, 2006: 28). Unlike involuntary migration, mobility that arises from various adverse conditions, residential tourism is a discretionary form of mobility where residential tourists hold the

economic power and ability to fulfill their wishes. United Nations (2010: 10) points out the importance of individual freedom and mobility for a meaningful life and better opportunities. Hence, residential tourism could be referred as a significant tool in helping to develop this approach.

Residential tourists are in search of a better life conditions, thus enhancing their quality of life (QOL). In many studies (Casado-Diaz, 1999; O'Reilly, 2007: 150), the most common motivating factors of residential tourists have been mentioned as climate, culture, living conditions, natural beauties and lifestyle of host destination. Yet, there are only a few studies (Sunil et al., 2007; Dahab, 2016; Oliviera et al., 2017) which investigated QOL perception of residential tourists in host destinations. In this paper, we aim to evaluate determining factors that have an impact on QOL perception of residential tourists in Alanya, a popular resort town on the Mediterranean coast of Turkey. Therefore, the study is important by means of contributing to this weak body of literature.

Turkey has been hosting residential tourists predominantly on its western and southern coastline since early 1990s (Balkır & Südaş, 2014: 124), most of whom are retired Western-Northern Europeans (USAK, 2008). Comparing to other residential tourists areas in Spain, Italy or Portugal, Turkey offers the Mediterranean climate, with cheaper cost of living and different culture that attract these people to the country. Recently, the Black Sea Region of the country faces with an increasing demand from Gulf countries due to its mild climate and evergreen nature. Despite the rising popularity of Turkey as a residential tourism destination, there are limited studies (Bahar et al., 2009; Nudralı & O'Reilly, 2009) pertaining to this development. However, in the relevant literature most research is focused on Spain (e.g. Casado-Diaz, 1999; Haug et al., 2007; Ribes et al., 2011; Holleran, 2017; Perles-Ribes et al., 2017) and Central/Latin American countries (Gascon, 2016; van Noorlos & Steel, 2016) as residential tourism destinations with some studies focused on other countries (Williams et al., 2000; Akerlund, 2017). Yet, QOL perception of residential tourists living in Turkey was researched only in one study (Balkır & Kırkulak, 2009). Hence, current study is also important by means of being a pioneer study focusing on QOL perception of residential tourists living in Turkey, an important tourist destination worldwide.

RESIDENTIAL TOURISM

Residential tourism is a mixture of permanent and temporary mobility, forming a bridge between tourism and migration (van Noorloos, 2013: 571). The growth of international tourism has led to an increase in knowledge and experiences of other countries. Consequently, repeat holidays turn into seasonal or permanent migration, often via purchase or rent of a holiday or permanent home (Williams et al., 2000: 31). Residential tourists might develop a sense of belonging to a place during their visit and subsequently decide to move (Benson & O'Reilly, 2009: 613). The reasons residential tourism has become widespread worldwide are listed as; learning about different cultures and places by development of tourism, increased sense of world as a single place, more opportunity to travel, flexible working conditions, increase in the income, ease of ability to reach loved ones by development of communication tools such as internet and phones when moved away, international social networks (O'Reilly, 2007: 148) and legal regulations providing easiness for moving (Garau-Vadel & de-Juan-Vigaray, 2017: 486).

A motivating factor of moving to another country is to decide host destination offers better life options comparing to home country (O'Reilly, 2007: 151). Previous studies (Rodriguez et al., 1998; O'Reilly, 2000; Gustafson, 2002; O'Reilly, 2007; van Noorloos, 2013) have shown that push and pull factors affect the moving decision of residential tourists. While push factors explain undesired attributes of the home country from which residential tourists want to escape such as high cost of living, rat race, bad weather conditions, and some personal attributes relevant to health issues and seeking tranquility and relaxation; pull factors consist of anything related to the host destination that attracts residential tourists including living conditions, cheaper property and business opportunities, better life conditions for children, social relations, weather and culture and values. O'Reilly (2000: 52) categorized residential tourists into four different groups namely as full residents, returning residents, seasonal visitors and peripatetic visitors. *Full residents* are the ones who moved to the area permanently for starting a new life. They tend to buy property and have a business since they have no intention to move back to the origin country. They consider themselves as living in the host destination. *Returning residents* spend few months to half year in home country and the rest in host destination. Buying or renting a property in host destination is common among many of those and most of them are considered as retirees since they have the mobility to move back and forth. *Seasonal visitors* spend only a temporary time in host country mostly due to

weather conditions of home country. Generally, they prefer winter season to get away from the depressing or cold weather and enjoy the cheap facilities of summer resort towns during the low season. Although they might spend up to six months in the host destination and have emotional ties there, they still call the origin country as home. *Peripatetic visitors* might have second-homes in the host destination for short visits. Visiting the second-home may have no pattern or routine since they visit it only when they can. Business ties or health issues might be reasons to spend some time in the host destination for this kind of visitors.

The recent trend in residential tourism is the long distance migration of the retirees so-called "third-ages". Today's retirees often have experience of international mobility as professionals or tourists, thus they are inclined to move where they have better life experiences or expectations. Increase in longevity and healthcare facilities, high income from pension, especially in Western Europe, and active aging urged by governments and NGOs could be listed as other incentive factors (Gustafson, 2001: 372). According to the United Nations (2017:1) global population aged 60 years or above numbered 962 million in 2017 which is expected to reach nearly 2.1 billion by 2050. Hence, residential tourism mobility might be a more common phenomenon among seniors for years to come. Thus understanding the relation between residential tourism and quality of life is important not just for individuals but also governments and destinations.

Although researches on residential tourism are diverse in terms of the content in tourism literature, they can be classified in two main groups. While the first group of researches deal with the investigation of residential tourists' motivations, perceptions, expectations and habits, the second group of studies comprise of economic, social and environmental impacts of residential tourism development on host destinations. Casado-Diaz (1999) examined the socio-demographic impacts of residential tourism in Torrevieja, a tourist town on Mediterranean coast of Spain as a case study. The author underlined the rapid increase in the size of the population, the significant growth of the oldest age-groups and the arrival of a large number of people from other countries as the consequences of residential tourism development in the region. In their study, Aledo and Mazon (2004) researched the characteristics of the residential tourism model developed in Torrevieja, Spain. They concluded that the development in the area is not sustainable environmentally and socially due to lack of planning, destruction of natural resources and exhaustion of land available for development. Alarcon et al. (2010) focused on the factors

that affect the amount of time residential tourists spent in Spain in their study. Results indicated that internal factors regarding the destination such as location, security, cleaning, housing typology and municipality size and external factors such as country of origin have an impact on the investigated relationship. vanNoorlos (2013) investigated social and economic involvement of temporary and permanent residential tourists in Costa Rica and concluded that residential tourists have broad informal participation in social organizations, most of them have their own house, and permanent residential tourists are more involved in local community than temporary ones. Akerlund and Sandberg (2015) focused on senior Swedes in Malta in their study and pointed out that relaxing and active life option and economic conditions were the motivating factors for them. Alongside with developing a sense of belonging to Malta, participants stated that they return to their home country during summertime and keep their links and connections there. Gascon (2016) investigated the impacts of residential tourism on the rural economy that cause changes in the use of resources such as land and water in Cotacachi, a rural area in Ecuador, and claimed that residential tourism adversely affected pre-existing economic sectors by the use of agricultural lands for the construction and high purchasing power of residential tourists increased the land and property prices in the region.

QUALITY OF LIFE AND RESIDENTIAL TOURISM

Quality of life is a broad concept which includes physical health, psychological conditions, independence level, social relations, environment and spirituality (World Health Organization, [WHO] 1997: 4) and has been evaluated on two different indicators as subjective and objective. While the objective indicators consist of material things, subjective indicator, so called as subjective well-being, is the self-appraisals and perceptions of individuals regarding their life (Veenhoven, 2000: 4) and has been measured over happiness or satisfaction level (Diener & Suh, 1997: 200; Sirgy et al., 2006).

Quality of life and tourism studies has gained a significant importance since the beginning of the new millennium. In this study area, research focused on either tourists' QOL or locals' QOL (for a comprehensive literature review, see Uysal et al., 2016). Studies on tourists' QOL investigated different perspectives such as demographics of tourists and QOL (Wei & Milman, 2002; Kim et al., 2015), contributions of different type of vacations to QOL perceptions (de Bloom et al., 2010;

Dolcinar et al., 2012), contributions of holiday taking to different domains of QOL (Neal et al., 1999; Gilbert & Abdullah, 2004), and effect of different travel motives on QOL (Dolcinar et al., 2013).

Although in many studies (O'Reilly, 2007: 146; Akerlund & Sanberg, 2015: 367; Hayes, 2015: 270) main motivation of residential tourists underlined as to increase their QOL, there are only a small number of studies that directly investigated the QOL perception of residential tourists in the host destination. In Sunil and colleagues' study (2007), focused on American retirees in Lake Chapala Region in Mexico, although respondents used different attributes to define what quality of life is about, such as saving money, weather and climate conditions, health-care facilities, being more active or being involved with the local community, most of them expressed that living in Mexico matches with their expectations and high life satisfaction. Balkır and Kırkulak (2009) carried out a research with 500 European retired residential tourists in Antalya, a resort region in Turkey, and found out nearly 60% of the respondents were satisfied with their decision to live in Antalya. Zukiwsky (2010) conducted a research on QOL of residential tourists in Ferni, Canada. Findings indicated that natural environment, outdoor recreation facilities, and friendliness of locals are the factors that increase QOL perception of respondents. It was also found that residential tourists are actively involved in the local life by participating in socio-cultural events. Dahab (2016) focused on senior residential tourists in Portugal in his study and concluded that the majority of them were quite happy with their life in Portugal and they tend to stay in the country for the longer term. Oliviera et al. (2017) investigated the determinants of senior residential tourists' QOL in Algarve, Portugal. Results indicated that aesthetics of locations, perceived value, medical assistance and socialization contribute to their QOL perception. Participants stated a high level of happiness with their life in Portugal. Akerlund (2017) focused on Swedish retirees in Malta in his study. Respondents defined the good life in three categories, as place, referring to climate, environment and culture, self, referring to relaxation, being healthy and safe and personal development and social, referring to belonging, social atmosphere, family and communication. It was underlined in the study that the respondents identify the good life with Mediterranean lifestyle.

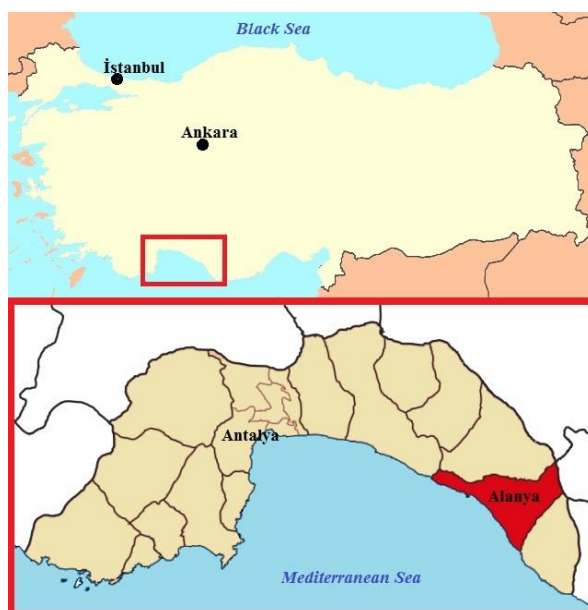
In this study, we aimed to evaluate determining factors that have an impact on QOL perception of residential tourists and, to reveal if it differs depending on some personal attributes and demographic factors. Our study differs from the others by means of focusing on the effect of

residential tourists' personal and demographic factors on their QOL perception in host destination.

RESEARCH METHODOLOGY

Study site

Alanya, a popular summer resort located on the south coast of Turkey and populated with residential tourists, was selected for the study. Owing to the geographical location and weather condition, Alanya enjoys a summer season of nearly half of the year, from May till the end of October. The region plays an important role for Turkish tourism with its 662 accommodation establishments supplying 190,000 bed capacity and roughly three million yearly visitors that generate approximately 8% of the total visitors of Turkey (Alanya Chamber of Commerce and Industry [ALTSO], 2016: 149). Having an excessive number of hotels resulted in an intense competition in the area, therefore many of the hotels offer all-inclusive packages in order to attract visitors. The city initially was discovered by German tourists as a holiday destination in 1980s and later on, when the popularity of the region increased in the tourism market, it started to host more tourists as well as volunteer immigrants so-called residential tourists. In an accelerating momentum, the last twenty years have been witnessing residential tourists buying homes in order to spend more time or to dwell on for good. The city has a population of 294,558 of whose 9,995 were residential tourists according to city statistic department. One of the advantages Alanya provides to the current study



is the easiness of reaching various origins of residential tourists, ranging from Western Europe to Scandinavia and Russia, allowing for their comparison in terms of similarities, differences and expectations.

Map 1. Location of Alanya
(Source: Wikimedia, 2017)

Constructs and measures

For the research, questionnaire was prepared by benefiting from those previously designed and conducted (Kim, 2002; Beerli & Martin, 2004; Williams, 2010; Andereck & Nyaupane, 2011) on the similar subject and it was modified in order to comply with the needs of the current study. The questionnaire consists of three sub sections with a total number of fifty-eight different questions. While the first section composes of questions related to demographic and personal attributes of residential tourists, the second part consists of thirty-seven questions pertinent to socio-cultural, economic, environmental statements about Alanya aiming at measuring their perceptions or opinions on a range of responses between 1 and 5. The last section consisting of four different statements directly related to the evaluation of Alanya. While the objective of those three statements is to measure the notion of recommendation of Alanya to friends and others with two different statements and to measure the revisit attitude of Alanya with one statement, the last statement of which is entitled "I am happy to live in Alanya" is the one that is supposed to measure the quality of life perception of residential tourists with respect to happiness perspective. Therefore, the statement provides the measurement of quality of life perception of residential tourists based upon their happiness perception by living in Alanya.

Sampling and data collection process

The sample for the research was chosen among 9,995 registered residential tourists in Alanya. We employed the method of convenience sampling by contacting with the head of associations of foreign communities in Alanya such as Turkish-German Friendship Association, Russian Language Speaking People Association, British People Living in Alanya Association and Finns Living in Alanya Association and so on. The questionnaire was prepared in English, German and Russian languages and the finalized version of the questionnaire was delivered to them.

The survey was conducted in a two consecutive steps. At the first step, a pilot study was conducted on a sample of 50 residential tourists who have already lived in the region with an average of 4.3 years. This means the sample group was already familiar with the destination in terms of giving dependable responses. Cronbach's Alpha score of the pilot survey was found (.91) indicating a high reliability. In the next step, a total number of 650 questionnaires were distributed to residential tourists

between February and June of 2013 keeping in mind that the total number of questionnaires was proportionally distributed based upon the real ratio of them in the sample frame so that the strata was realized with respect to nationality. Residential tourists participated voluntarily and filled out the questionnaire personally. When the questionnaire was submitted by residential tourists, it was mutually accepted that the consent was given to be analyzed and disseminated. A total of 386 valid questionnaires were obtained, giving a 60 percent return rate resulting with a reliability score of (.90) Cronbach's Alpha.

Data analysis

The objective of statistical analysis of data provided by residential tourists is to show how personal and demographic variables with their levels have associated with the statement of "I am happy to live in Alanya" which shows the measurement of quality of life perception of residential tourists. For this purpose, two statistical analyses were conducted, Multiple Correspondence Analysis (MCA) and Log-Linear Model (LLM), respectively.

The responses collected from residential tourists by conducting a survey are perceptions or opinions expressed as in the form of one of those five words, namely, "strongly disagree", "disagree", "neutral", "agree" and "strongly agree" which are converted into numerical values corresponding to 1 through 5 respectively. Whenever decided upon using those numbers as if they were real numeric values in parametric statistical methods, some important assumptions are violated and the validity of generated results cannot be fully dependable. Therefore, their interpretations can be misleading. Even though they have been widely employed and their results have been used in many social science fields, these kinds of issues cannot be overlooked. However, their wide spread implementations in many application areas still continues.

The real nature of the data is a frequency data set. There exist some alternative models like MCA and LLM directly using the frequency data. Therefore, the first advantage is to use the data directly. However, other methods force words to take numeric values. The second advantage is to display the levels of the variables on two-dimensional graph that provides illustration of them. Finally, using both methods not only provides statistically significant model parameters but also displays the associations among the levels of the attributes.

FINDINGS AND DISCUSSION

Demographic results indicate that 69.2% of the participants were females and British were the largest portion of nationality with 18.4%, followed by Russian with almost same percentage. The largest ratio with respect to age category was in 61 and above. The other leading findings are as follows: of the respondents, 61.9% were married, 66.8% were living in own house, 43.3% had beginner level of Turkish and 73.3% prefer to spend time with both Turks and foreigners. The largest ratio of residential tourists with respect to duration of living in Alanya with %27.7 was 1 through 3 years. Detailed results are given in Table 1.

Table 1. *Demographic Profile*

Variables	n*	%	Variables	n*	%
Gender			Community that time spend		
Female	267	69.2	Turks and foreigners	283	73.3
Male	117	30.3	Foreigners	64	16.6
Age			Turks	32	8.3
61 and above	157	40.7	Accommodation type		
46-60	102	26.4	Own House	258	66.8
18-35	61	15.8	Rented House	104	26.9
36-45	52	13.5	Other	21	5.4
Nationality			Turkish level		
British	71	18.4	Beginner	167	43.3
Russian	70	18.1	None	79	20.5
German	61	15.8	Elementary	63	16.3
Norwegian	61	15.8	Intermediate	28	7.2
Finnish	52	13.5	Advance	27	7.1
Dutch	46	11.9	Upper Intermediate	21	5.4
Other	25	6.5	Duration of living in Alanya		
Marital status			1-3 Years	107	27.7
Married	239	61.9	4-6 Years	92	23.8
Single	77	19.9	10 years and above	70	18.1
Other	58	15.0	7-9 years	62	16.1
			Less than a year	47	12.2

Note: * may not add up to the total number of respondents due to missing data.

Quality of life perceptions of residential tourists and their thoughts on Alanya were measured by four different statements. While being measured the notion of recommendation of Alanya to friends and others with the two different statements, namely, the second and the fourth ones, presented in Table 2, the revisit attitude of Alanya is measured with the first one. On the other hand, the third statement aims at measuring the

quality of life of residential tourists, which is entitled “I am happy to live in Alanya” with respect to happiness perception or opinion. Some descriptive statistics are denoted in Table 2. However, just the third statement as a measurement of quality of life of residential tourists, was used in conducting statistical analysis.

Table 2. *Means of Statements Related to Alanya*

Statements	n*	Mean	St. D.
1. I would like to visit Alanya if I move back to my home country	376	4.39	0.69
2. I recommend my friends and others to visit Alanya	386	4.38	0.62
3. I am happy to live in Alanya	386	4.32	0.60
4. I recommend my friends and others to live in Alanya	382	3.92	0.87

Note: * may not add up to the total number of respondents due to missing data.

According to the descriptives, residential tourists are quite happy to live in Alanya with the average of 4.32 out of 5, which is located between agree to strongly agree. Other evaluations tell that with an average of 4.39, they stated high tendency of visiting Alanya again if they go back to their home country in the future. This can be attributed that they developed sense of belonging to the city. Another finding reveals that residential tourists expressed high recommendation of the city to friends for a visit, but not for living. This result is consistent with the theory (Gustafson, 2002; Haug et al., 2007; Akerlund & Sandberg, 2015) that while some residential tourists tend to live in a closed community in host destination by maintaining almost the same lifestyle as in the home country, others see this stereotypical and touristy since they like to integrate with locals so that they choose relatively more authentic and less preferred countries such as Turkey, Malta and some Balkan countries. Thus, it can be postulated that residential tourists living in Alanya do not like to be surrounded by more residential tourists, therefore they recommend the city more for visiting than for living.

On the other hand, the main statement that we used in our analysis and we discussed the findings is “I am happy to live in Alanya” with respect to personal and demographic attributes. In order to determine which levels of personal attributes, namely, gender, age, nationality, marital status are pertinent to other set of variables, namely, duration of living in Alanya, accommodation type, Turkish language proficiency level and spending time with which communities, Multiple Correspondence Analysis and Log-Linear model are employed. While Multiple

Correspondence Analysis displays the closely related levels of the attributes on the two-dimensional graph, Log-Linear model is employed in order to determine which attributes have significant impact on quality of life.

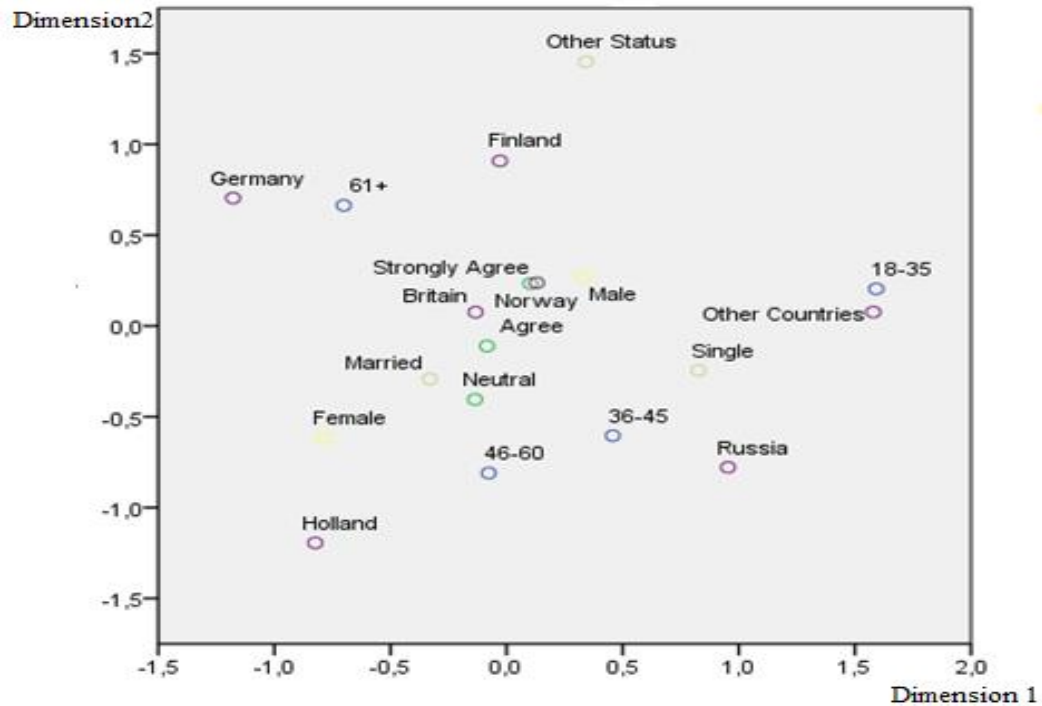


Figure 1. *Personal Attributes of Residential Tourists and Level of Being Happy with Living in Alanya*

Figure 1 shows how demographic variables are grouped based on their level of happiness according to the results of Multiple Correspondence Analysis. Firstly, male participants from Germany, Finland, Britain and Norway aged above sixty stated that they strongly agree about being happy living in Alanya. The second finding presented in Figure 1 is that residential tourists, both male and female, middle aged and from Holland and Russia, expressed neutral opinions. Also married couples expressed neutrality about their happiness living in Alanya. These two interpretations are the most striking findings extracted from the analysis. Also, when all responses are attentively examined, we see that they are very closely located on the graph which means that significant portion of tourists (95 percent according to sample) dwelling in Alanya are happy with living in the city, while a small portion of participants (5

percent) stated neutral. Total inertia (the portion of variance explained) is 79.89 percent in two dimensions.

In order to verify what has been found in MCA, log-linear model is run in order to determine which main factors and/or interaction terms are significant. MCA graphically denotes the relations among levels of attributes by providing generally 2D graphs. However, statistically significant attributes can be observed by running another statistical model called Log-Linear Model whose single attributes and their interactions with p-values are summarized in Table 3. 0.05 significance value is chosen throughout the text in order to determine which factors and/or interaction terms are significant.

Table 3. *Values From Log-Linear Model Related to Personal Attributes of Residential Tourists*

Significant Main Factors /Interaction terms	P value
Gender	0.03
Age	0.02
Nationality	0.03
Marital Status	0.04
Happy with living in Alanya	0.01
Gender*Age	0.01
Gender*Marital Status	0.01
Gender*Happy with living in Alanya	0.09
Age*Nationality	0.05
Age*Marital Status	0.03

When Table 3 is interpreted based on the p-values, the five main factors, namely, gender, age, nationality, marital status and happiness with living in Alanya are all statistically significant since their p-values are less than 0.05. Therefore, what has been observed in 2D graph by Multiple Correspondence Analysis is correct. When it is conducted for interaction terms, just two interaction terms called “Gender*Happy with living in Alanya” and “Age*Nationality”, respectively having 0.09 and 0.05 significance values, are greater or equal to 0.05 which means that both are not statistically significant.

The significance of interaction terms is important since we can observe how two or more single factors behave together. In this case just age*nationality and gender*happiness with living in Alanya are the only interaction terms that are not statistically significant. The p value of age*nationality has just the threshold value to reject the interaction and that may lead to a consideration whether or not it can be accepted when the sample size would be enlarged. However, under these circumstances, this insignificant interaction tells that when those to attributes are considered together, its effect does not play a role in happy living in Alanya. Also, the same is true for the interaction of gender*happy living in Alanya.

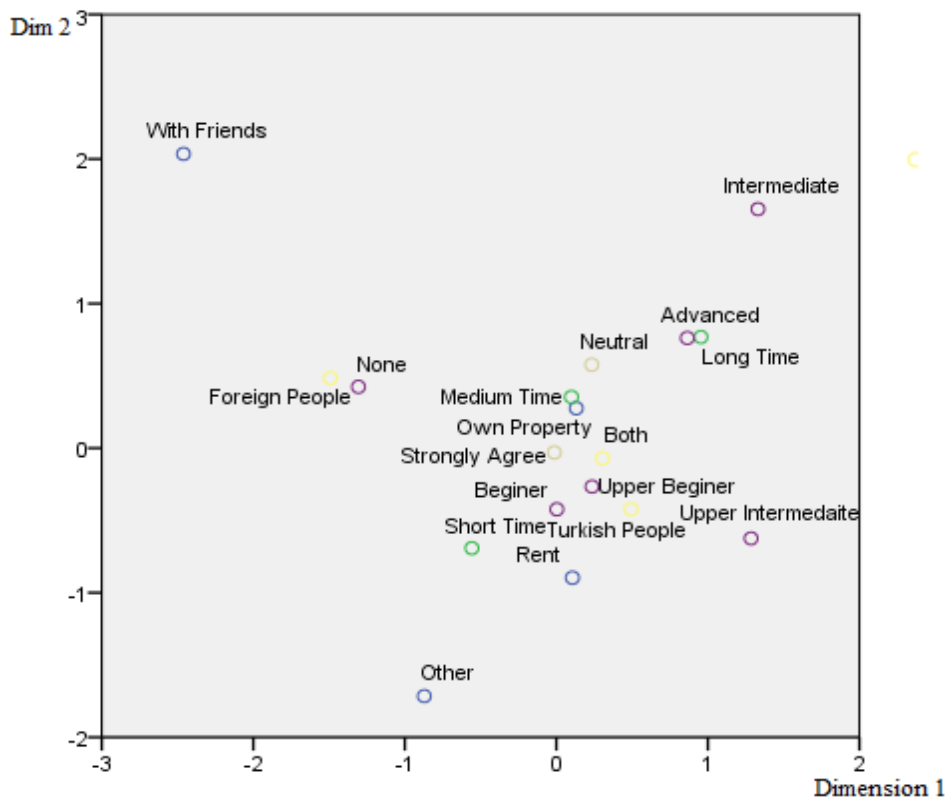


Figure 2. *Demographic Attributes of Residential Tourists and Level of Being Happy with Living in Alanya*

When residential tourists are examined based on demographic attributes such as accommodation type, duration of living in Alanya, the level of Turkish language proficiency, time spent with community and happiness with living in Alanya, some interesting findings are reached. When the results of Multiple Correspondence Analysis denoted in Figure

2 are examined, residential tourist first rent a flat, generally communicate with Turkish people, try to learn Turkish at the same time and the duration of their stay is short. During their repeated stays along the years to come, their Turkish language proficiency levels go up to upper beginner and upper intermediate. As a result, they have been happy with living in Alanya with the responses of strongly agree. When their duration of stay changed into medium time, they tend to buy a property, communicate with both Turkish people and foreign people and still their levels of satisfaction are strong, which means that happiness with living in Alanya is still the response among the most of the residential tourists. When duration of stay becomes longer, in our case more than ten years and above, while Turkish proficiency becomes advanced, their satisfaction with living in Alanya starts to decrease and turns to neutral. This finding can be explained by adaptation level theory. According to the theory (Lucas et al., 2003: 527; Pavot & Diener, 2008: 139), big life events influence one's perception of quality of life but the impact is short-lived since people tend to adapt new circumstance over time such as going on a dream trip, getting a prestigious job, buying a dream home or car and so on. Thus, positive or negative effects of life events on quality of life perception lose their power after sometime. In this sense, it can be postulated that the longer residential tourists live in Alanya the more they adapt to the idea of living in a desired place.

Table 4. *Values From Log-Linear Model Related to Demographic Attributes of Residential Tourists*

Significant Main Factors /Interaction terms	P value
The duration of living	0.03
Proficiency level of Turkish language	0.04
The time spent with whom	0.02
Types of accommodations	0.01
Happy with living in Alanya	0.02
Types of accommodations * The time spent with whom	0.03
Types of accommodations * Happy with living in Alanya	0.02
The duration of living * Types of accommodations	0.01

In order to verify what has been found in MCA, log-linear model is run using the variables presented in Table 4. All main factors and

interaction terms are found significant in the model. When some interaction terms are investigated, namely, “Types of accommodations*The time spent with whom”, “Types of accommodations*happy with living in Alanya” and “The duration of living*Types of accommodations” highlight some important findings. All aspects of dwelling choice and personal relations which Alanya offers to, lead to increasing the level of happiness living in the city. Therefore, “Happy with living in Alanya” is very closely related to the demographic aspects examined in this study.

CONCLUSION

In our study, residential tourists are investigated based on some personal attributes and demographic factors in order to relate to being happy living in Alanya. For this purpose, we used Multiple Correspondence Analysis and Log-Linear Model in order to display close relations on a 2D graph and to determine which factors have impact on being happy with living in Alanya. According to our descriptive findings, residential tourists are happy living in Alanya with the score of 4.32 out of 5. Buying property as a result of satisfaction of their stay in Alanya is a decision several people have been making over time. Therefore, in our study, several of those tourists have ended up with buying some properties. Contributing to local economy by buying or renting property, spending on renovation and maintenance and paying taxes are the significant economic impacts of residential tourism on the destination that is supported by our findings as well.

The findings of the study indicated that there are significant differences regarding level of happiness when the demographic attributes are considered. The male residential tourists aged above sixty coming from Western European countries except Holland, strongly agree on the statement about being happy living in Alanya. On the other hand, middle-aged married females coming from Holland and Russia expressed neutral view about happiness with living in Alanya. When dwelling choices, language and partnership issues are concerned, it is clear that type of accommodation, the proficiency level in Turkish language and interaction with both locals and other foreigners are important. The negative side of the research, from the host destination perspective, it was found that the level of being happy living in Alanya lowers to neutral view when residential tourists stay more than ten years. Yet, this finding can be considered as a supportive evidence for adaptation level theory. The

theory posits that (Brickman et al., 1978) people adapt to life events over time, thus the effect of life events on quality of life lose their influence after a period of time. This might be the reason why the residential tourists who live in Alanya the longest, turn out to be neutral about being happy of living in there.

Another important finding indicated that residential tourists living in Alanya are not so eager to suggest the city to their friends for living. Comparing to other heavily tourism informed areas in Spain, France or Portugal, Turkey, in particular Alanya, offers more exotic atmosphere with less residential tourists which is the pull factor for these kinds of residential tourists (Rodriguez 2001). Hence, local authorities should see these people as part of the city and notice their needs and wishes in order to ease their social integrations and to benefit from their social capital.

Participants of the survey stated a high tendency to recommend Alanya as a holiday destination to their friends. Due to the nature of the tourism, evaluating process can be possible only after it is experienced. Therefore, receiving an advice from a friend who is experienced can play a significant role during the buying process, especially for unfamiliar destinations (Phillips et al., 2013: 94). In this sense, promoting the destination via word-of-mouth benefiting from residential tourists could be a successful tool for tourism authorities and planners in order to reach potential visitors.

Limitations and suggestions for future studies

This study has some limitations which need to be considered for further researches. The first limitation is about the study area. The data was collected in a summer tourism destination. For the further research, we suggest to conduct a survey in a non-touristic location or other than summer tourism locations. This might lead to different results than we have reached. Second limitation might be about the measurement of quality of life. In this study, we measured the quality of life perception over level of happiness. For the further researches, more comprehensive questionnaires can be used in order to find out relations among the components of quality of life from residential tourists' point of view. Also, a qualitative research focusing on the different aspects and indicators of QOL of residential tourists in host destination is needed. Thus, it might help to reveal how their wellbeing have been changed comparing to living in home country. Finally, our finding exhibits the difference between

recommending the city for living and visiting might be investigated deeply in the future studies.

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SCRUTINIZING SHOPPER AND RETAILER PERCEPTION ON SHOPPING DESTINATION IMAGE

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ABSTRACT

This paper examines the shopping destination image model incorporating three image dimensions, cognitive, affective, and conative, with regards to shoppers and frontline retail employees. The results verify the relevance of the shopping destination image model to shopper and retail employee sample. The cognitive image and affective image components are important drivers of conative with respect to both shoppers and retail employees. Furthermore, this study shows that the differences between shoppers and retail employees on the associations among the image dimensions are insignificant. The conceptual and managerial implications of these findings are reviewed.

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INTRODUCTION

The importance of having a unique and favorable image for a destination is well documented in the literature (Correia et al., 2017; Tosun et al., 2007). The image of a destination is important due to its effects on consumer behavior in their selection of destination, in their comparison of expectations with experience related to the destination, and when they revisit and recommend the destination (Pike, 2002; Suhartanto, 2017; Zhang et al., 2014). As a result, the destination image is thoroughly explored in the field of marketing (Fu et al., 2016; Stylidis et al., 2017). Although the need for having a unique image is important for a destination, most studies focus on tourism destinations, while studies that focus on shopping destinations are quite rare (Choi et al., 1999; Makkonen, 2016; Suhartanto et al., 2016). Although a shopping destination could also be a tourist destination, a shopper's purpose (both tourist and resident) in visiting a destination is different from that of a tourist's, who may be interested in beaches or museums. Accordingly, the results of a tourism destination study cannot be generalized in the shopping destination context. For this reason, the need to explore the shopping destination image is apparent.

Literature shows that most studies on destination image focus mainly on the customers (i.e. tourists and residents) and pay little attention to other stakeholders (Agapito et al., 2010; Byrd et al., 2009; Fu et al., 2016). Because of the image effect on a person's behavior, the image that the stakeholders have on the destination needs to be considered as they can shape the image of the destination and influence their behavior toward the destination (Byrd et al., 2009). Furthermore, how an image affects stakeholder behavior and the strength of its effect differs amongst stakeholders (Agapito et al., 2010; Stylidis et al., 2015). Thus, scholars (Puczkó & Rátz, 2000; Stylidis et al., 2017) suggest the necessity to further assess destination image by integrating stakeholders other than customers. In a tourism destination context, besides customers, frontline employees who have a dyadic relationship with the customer are important stakeholders because of their role in providing service to the customer and recommending the destination (Kubín, 2015). Although frontline retail employees have an important role in the shopping destination (Suhartanto, 2017), past studies have neglected to examine this issue. Thus, examining the configuration of shopping destination image from the perspective of both retail customers and frontline retail employees is important.

Driven by these research gaps, this paper assesses the formation of a shopping destination image mindful of shoppers and frontline retail employees. Specifically, this study seeks to not only inspect the model of shopping destination image incorporating cognitive, affective, and conative image dimensions, but also to compare the shopping destination model as it relates to shoppers and frontline retail employees. Testing a shopping destination image model affecting shoppers and frontline retail employees will deepen our understanding of shopping destination marketing by offering first-hand evidence on the differences and similarities that these stakeholders have on a shopping destination image. Practically, the study could deliver valuable information to local authorities and retail managers in their attempt to improve their shopping destination image.

THEORETICAL BACKGROUND AND HYPOTHESES

The Concept of Destination Image

Literature indicates that a destination image is a multifaceted concept, defined differently among scholars. Earlier scholars have suggested that image refers to a person's traits or qualities and the overall impression of an object on a person's mind (Echtner & Ritchie, 1991). Gartner (1994) maintains that a destination image is the manifestation of all preconceptions, impressions, imaginations, and ideas an individual might possess of a certain destination. Recent studies specify destination image as a sum of viewpoints, impressions, and thoughts an individual has of the destination (Agapito et al., 2010; Stylidis et al., 2017). These definitions indicate the complexity of a destination image and the necessity to believe that the concept is multi-dimensional, as opposed to being one-dimensional.

Gartner (1994) suggests that destination image is multi-dimensional and consists of cognitive, affective and conative images. Based on this contention, destination image encompasses what a person understands and thinks about something (cognitive element), how a person senses it (affective component), and how a person behaves using the information about it (conative element). Past studies have examined and reinforced the existence of the destination image dimension consisting of the cognitive, affective, and conative elements (Pike, 2002; Yuksel et al., 2010). However, recent researches suggest that destination image comprises not three but two dimensions, i.e. cognitive and affective only (Wang & Hsu, 2010;

Zhang et al., 2014). In this recent study, the destination image is shaped based on people's views of the cognitive and affective attributes of the destination. Furthermore, this bi-dimensional image model proposes that the cognitive component is the determinant of the affective component (Lin et al., 2007) and both affect behavioral intentions. Although the terms are different, comparing the definition and operationalization of behavioral intention and conative component, they are similar. Both terms refer to a person's propensity related to the future destination (Agapito et al., 2013; Stylidis et al., 2017). Thus, although the terms used to identify image dimensions differ, in essence, there is no difference between these two points of view. This study adopts the earlier approach because it has a strong theoretical background with respect to image formation and is commonly used (Agapito et al., 2013; Stylidis et al., 2017; Yuksel et al., 2010).

The cognitive dimension of an image informs one's comprehension and belief about the attributes of a destination, which concurrently develops a mental depiction of the destination (Pike, 2002). The cognitive image contains knowledge and belief about a destination, primarily concentrating on the tangible attributes of the destination (Lin et al., 2007). Other scholars argue that a cognitive image consists of a set of features corresponding to the resources of a destination (Zhang et al., 2014). In the shopping destination context, those attributes cover, among others, the retail employees' aspects related to the product, process, service, and promotion as well as the shopping environment (Choi et al., 2016; LeHew & Wesley, 2007; Suhartanto et al., 2016). All of these factors can induce shoppers (both tourist and resident) to shop at a specific destination (Choi et al., 2016; Suhartanto et al., 2016).

Affective image signifies one's emotional responses to a destination (Baloglu & McCleary, 1999; Whang et al., 2016). According to Gartner (1994), an affective image occurs in the evaluation and selection of the destination. The view that the cognitive and affective components should be assessed independently is backed by a number of studies in various contexts, including in tourism studies (Dobni & Zinkhan, 1990; Stylidis et al., 2017). However, Yuksel et al. (2010) report that in the tourism context, both the cognitive component and the affective component need to be integrated. The affective image is the initial stage of response to a destination and this response influences the subsequent behavior toward the destination (Whang et al., 2016).

Rollero and De Piccoli (2010), in an environmental psychology context, confirms a positive association among levels of affection on cognitive evaluations of a destination's attributes. However, the majority of studies reveal that the evaluation of the affective response to a destination is the consequences of the comprehension of the destination (Baloglu & McCleary, 1999; Wang & Hsu, 2010). There are many different scales used to capture the affective image and the most commonly used are semantic differential scales such as distressing-relaxing, sleepy-arousing, gloomy-exciting, and unpleasant-pleasant (Baloglu & McCleary, 1999; Stylidis et al., 2017).

A conative image is reflected in a customer's propensity toward a product, which is commonly evidenced in the intention to revisit or re-buy and to be involve in word-of-mouth communication (Zhang et al., 2014). A conative image is a sign of a person's intention to cement his or her relationship with a destination. Further, it is an important information source for future possible behavior (Yoon & Uysal, 2005). Wang and Hsu (2010) maintain that future behavior intention is a fundamental measurement to assess the success of a destination in the future. Literature has effectively presented the connection between the cognitive, affective, and conative components of a destination image (Stylidis et al., 2017; Zhang et al., 2014). However, there is no consensus regarding the direction of the relationships between these variables. Li and colleagues (2010) report that both cognitive and affective image directly impact revisiting intentions and word-of-mouth communication. Other scholars (Castro et al., 2007) reveal direct and indirect consequences of cognitive and affective images on travelers' willingness to revisit and recommend the destination. Studies report that the cognitive component as well as affective component significantly affect tourists' intention to revisit, to recommend, and to report positively about a destination (Agapito et al., 2013; Chi, 2011). In addition, a study conducted by Qu et al. (2011) exhibited a positive influence of both the cognitive component and affective component on the destination image in general, which, subsequently, has a positive impact on behavioral intention. In the context of tourism, Chew and Jahari (2014) reinforce the belief that both image dimensions directly influence the conative image. These inconsistent relationships among the destination image components merit further examination.

Hypotheses Development

A retail employee whose store is located at a destination arguably has an attachment toward that destination. This attachment creates consciousness of being part of the destination and this subsequently sparks emotional and cognitive bonds with the destination, as a result of direct or indirect experiences with the destination (Yuksel et al., 2010). With this experience, the shopping destination attributes will create a cognitive image as far as the retail employee's perception is concerned. As in the case of a shopper, a retail employee's perception on the attributes of a shopping destination will create a cognitive image in his or her mind. This perception then influences the knowledge of the shopping destination to create an employee's feeling of fondness towards the shopping destination (affective). While shoppers who are satisfied with their shopping experience will intent to revisit and re-shop, the employees who perceive that the shopping destination is pleasant will likely exhibit different behavior.

Many theories have been developed to examine employee behavior. Among others, the Social Exchange Theory, arguably, is a suitable theory that can be used as a basis to assess the linkage between the cognitive, affective and conative components of a destination image. This theory is concerned with the resource exchanges between people and groups in an interrelationship situation. The Social Exchange Theory postulates that a person assesses or exchanges based on the benefit and costs acquired from the exchange (Byrd et al., 2009). In the employee retail context, when a shopping destination presents a favorable image, it will attract a large number of shoppers and will eventually improve the retail business performance at the destination. This favorable business performance will impact employees, in terms of enhanced rewards and this will motivate them to work harder. As a result of the benefits they receive, the retail employee, in return, will work harder for the destination. Consider the frontline retail employees as retail service providers, there are two things which can be expected from frontline employees who favorably perceive their destination. First, they will serve the customer better, and second, relating to the image effect on a person's behavioral intentions, the positive image of the shopping destination will encourage frontline employees to recommend the destination (Li et al., 2010; Zhang et al., 2014).

Agrusa et al. (2012) study a similar perception between long-haul travelers and local service providers towards Tahiti as a tourist

destination. Their study reveals there is a substantial perception similarity between travelers and employees. They suggest that the similarity inclines to influence the travelers' satisfaction toward the destination as well as with the employees of their tourism service providers. Using the reference on the association between the three destination image dimensions (Agapito et al., 2013; Yuksel et al., 2010) and the study of Agrusa et al. (2012), it is reasonable to assume that customers (shoppers) and service providers (frontline retail employees) are equal in their perception of the shopping destination. Thus, it is expected that the shopping image formation between shoppers and retail employees will not be significantly different. Therefore, the following hypotheses on the relationships between image components (cognitive, affective, and conative) on both shoppers and retail employees are formulated as follows:

H1: The cognitive image has a positive and significant influence on the affective image for both shopper and retail employee.

H2: The cognitive image has a positive and significant influence on the conative image for both shopper and retail employee.

H3: The affective image has a positive and significant influence on the conative image for both shopper and retail employee.

To summarize, the cognitive image affects the affective image, and both cognitive and affective images are determinants of the conative image for the shoppers and retail employees sample (Fig. 1).

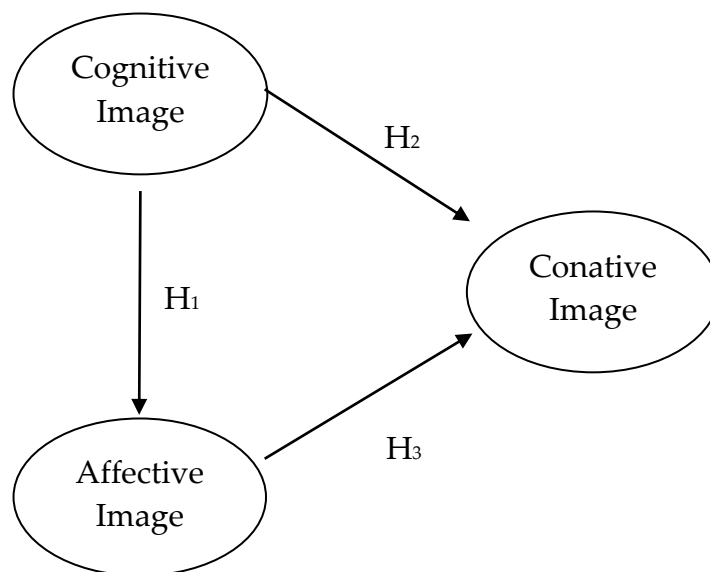


Figure 1: *The Cognitive-Affective-Conative Model of Shopping Destination*

RESEARCH METHOD

The literature has examined the constructs used in this study, thus, the measurement scale of the variables used relates to the existing literature. The measurement of the cognitive dimension of the shopping destination image was established based on the attributes recognized in the shopping literature.

Table 1. *Cognitive Shopping Image Measurement Scale*

Attributes	Sources
Offering competitive price	(Suhartanto et al., 2016; Tosun et al., 2007; Yeung et al., 2004)
Interesting store display	(Choi et al., 1999; LeHew & Wesley, 2007; Yeung et al., 2004)
Attractive sale	(Suhartanto et al., 2016; Yeung et al., 2004)
Excellent staff services	(Choi et al., 1999; Suhartanto et al., 2016; Wong & Wan, 2013)
Excellent shopping location	(Choi et al., 2016; Choi et al., 1999; Tosun et al., 2007)
Convenience shopping centers	(LeHew & Wesley, 2007; Yeung et al., 2004)
Offering good quality product	(Tosun et al., 2007; Yeung et al., 2004)
Offering vary brand	(Suhartanto et al., 2016; Wong & Wan, 2013)
Interesting packaging	(Choi et al., 1999; Tosun et al., 2007)
Traffic	(Choi et al., 1999; Yeung et al., 2004)

As the cognitive attributes of a shopping destination image were developed for a different purpose of study and applied in another study setting, an adjustment of the attributes to make it suitable for this study is necessary. For this purpose, interviews with some shoppers and frontline retail employees were performed to evaluate the suitability of the attributes. Additionally, the few experts on shopping academics were asked about their opinions on the identified scales. Based on this process, nine items (see Table 3), reflecting shopping destination elements were used as measurement scales of the cognitive dimension of the shopping destination image. The conative image was assessed by three items: the intention to purchase (for shoppers), service (for employees), and recommend (for shoppers and employees) (Agapito et al., 2013; Agrusa et al., 2012; Zhang et al., 2014). All indicators of the cognitive image and conative image were anchored with a 5-point Likert scale, 5 (strongly agree) and 1 (strongly disagree). The affective component of the image was evaluated with: boring-exciting, distressing-relaxing, sleepy-lively,

and unpleasant-pleasant (San Martín & Rodríguez del Bosque, 2008), and anchored with a 5-point.

The proposed model of shopping destination image was tested on shoppers and frontline retail employees in the Indonesian city of Bandung, which was chosen for several reasons. First, the study on shopping destinations in a developing country is limited, and Bandung is an important shopping destination in the region. Second, Bandung experiences frequent repeat visits from travelers. Thus, an understanding of shoppers' images as well as those of retail employees on Bandung as a shopping destination, was imperative to maintain a high frequency of visits. Finally, as a shopping tourism destination, the city confronts tough competitors such as Jakarta, Kuala Lumpur, and Surabaya. Therefore, scrutinizing how the consumers and retail employees' images is shaped and planned, is significant in developing the competitive position of the shopping destination.

This study focuses on an analysis of two key shopping destination stakeholders, namely shoppers and frontline retail employees. The questionnaires were distributed to the shoppers (both tourists and residents) who had just finished shopping and to frontline retail staff from various shopping areas in Bandung. The data was collected during the period of April-May in 2017. In collecting the data, the selected shoppers and retail employees were invited to respond to the questionnaire. Of 670 distributed questionnaires, 600 were deemed useful for analysis. With this sample size, the minimum sample requirements for using multivariate analysis (e.g. 10 times the number of survey indicator) as suggested by Hair et al (2017) is satisfied.

To investigate the construct validity and reliability we applied Partial Least Squares (PLS)-based SEM. This technique was also used to verify the proposed shopping destination image model. The arguments of using PLS was that this technique enabled a researcher to assess the latent constructs using a small and medium sample and non-normality distributed data (Chin et al., 2008). Additionally, SEM-PLS is a well acknowledged technique to estimate the coefficient path in structural models (Hair et al., 2017).

RESULTS

Of 600 respondents collected, 400 were shoppers and 200 frontline retail employees. Table 2 depicts the description of the respondents' characteristics.

Table 2. *The Respondent Demographic Characteristics*

Variable	Description	Retail employee		Shopper	
		Frequency	%	Frequency	%
Gender	Male	86	43%	166	42%
	Female	114	57%	234	59%
Age	17-25 years	3	2%	4	1%
	26-35 years	28	14%	49	12%
	36-45 years	77	39%	160	40%
	>45 years	90	45%	178	45%
Highest education level	<high School	25	13%	49	12%
	High School	79	40%	165	41%
	Bachelor/Diploma	93	47%	181	45%
	Post Graduate	2	1%	3	1%
Shopper type	Tourist	-	-	200	50%
	Resident	-	-	200	50%
Job Position	Staff	146	73%	-	-
	Supervisor	54	27%	-	-

Measurement Model

To assess the proposed model, this study used two stages of examination. The first stage examined the measurement model by evaluating the average variance extracted (AVE), the outer loading, and the composite reliability (CR) to examine both the discriminant and convergent validity and the construct reliability. The convergent validity test (Table 3) revealed that the prerequisite for validity is fulfilled as the AVE is greater than 0.5 and factor loadings exceed 0.6 (Hair et al., 2010). Furthermore, the loading value of each item on its variable construct was bigger than the loading factor to other variable constructs. This result satisfied the requirement of discriminant validity of the construct variables.

Table 3. *Measurement Model Indicators*

	Shopper				Retail employee			
	Loading ¹	α	CR	AVE	Loading ¹	α	CR	AVE
Cognitive Image		0.843	0.876	0.536		0.823	0.862	0.511
- Competitive price	0.664				0.657			
- Interesting store display	0.588				0.612			
- Attractive sale	0.671				0.683			
- Excellent staff services	0.758				0.735			
- Excellent shopping location	0.649				0.589			
- Convenience shopping centers	0.617				0.621			
- Offering good quality product	0.638				0.679			
- Offering vary brand	0.656				0.573			
- Good traffic	0.688				0.606			
Affective Image		0.837	0.891	0.673		0.824	0.883	0.655
- Distressing-relaxing	0.767				0.748			
- Unpleasant-pleasant	0.805				0.822			
- Boring-exciting	0.858				0.793			
- Sleepy-lively	0.847				0.869			
Conative image		0.842	0.905	0.76		0.824	0.895	0.739
- Intention to purchase/serve	0.864				0.826			
- Intention to recommend	0.891				0.899			
- Intention to inform a good thing	0.86				0.853			

¹Significant at $p < 0.01$

Henseler et al. (2015) recommend the Heterotrait-Monotrait Ratio (HTMT) to check construct discriminant validity. HTMT result indicated that the requirement of discriminant validity among the constructs are satisfied as none of the values of HTMT was greater than 0.9 (Henseler et al., 2015). The reliability test specified that the constructs were consistent with the values of the composite reliability and the Cronbach Alpha were over the advocated level of 0.7 (Hair et al., 2010).

Structural Model

The hypotheses stated were examined by using SmartPLS 3.0. In testing the structural model this study used the procedure of bootstrapping with 5000 repetitions to assess the significance of indicators and the coefficient of the path (Chin et al., 2008). The R², as well as the average geometric mean, were applied to assess the model fit. Table 4 shows that the

goodness of fit (GoF) index of the model has a value of 0.409 (shopper) and 0.472 (retail employee) indicating that the model for shoppers and retail employees are satisfactory, being above the suggested level of 0.36 (Tenenhaus et al., 2005). Further, to check the approximate fit indices, a standardized root mean square residual (SRMR) and normal fit index (NFI) were applied. The result show that SRMR has value of 0.069 (lower than the recommended value of 0.8) and NFI has value of 0.901 (larger than the recommended cut off level of 0.9) indicating that the model has a satisfactory fit (Hair et al., 2017).

Table 4. *Goodness of Fit (GoF) index*

Variable	Shopper			Retailer employee		
	AVE	R ²	Q ²	AVE	R ²	Q ²
Cognitive Image	0.536			0.511		
Affective Image	0.673	0.232	0.137	0.655	0.259	0.156
Conative image	0.760	0.277	0.307	0.739	0.442	0.298
Average score	0.656	0.255		0.635	0.351	
AVE x R ²		0.167			0.223	
GoF = $\sqrt{(AVE \times R^2)}$		0.409			0.472	

R² indicates the explanatory power of the exogenous variables on the endogenous variable. The cognitive explains the affective as 23% (shopper) and 26% (retail employee). Both cognitive and affective components of the image explain 28% (shopper) and 44% (retail employee) of conative image. With reference to Chin et al.'s (2008) classification, it can be concluded that the R² of shopper and retailer was relatively moderate. Q² indicates whether or not the data can be empirically restructured by means of the model and the parameters of PLS. Table 5 specifies that the Q² of all variables assessed were over the recommended level and had a positive value (Chin et al., 2008). Thus, all of the constructs have an acceptable predictive relevance. The result of the hypothesis being tested is depicted in Table 5.

Table 5. *Structural Estimates and Multi-Group Analysis*

Hypothesis/Path	Shopper		Retail employee		Multi-Group Analysis	
	β	t-values	β	t-values	β Differences	p-value
H1: Cognitive image => Affective image	0.469	10.993*	0.509	9.799*	0.040	0.713
H2: Cognitive => Conative image	0.461	10.815*	0.343	5.629*	0.118	0.056
H3: Affective => Conative image	0.224	6.387*	0.323	4.623*	0.099	0.865

*Significant at $p < 0.01$

Table 5 exhibits the relationships between the tested variables performing as hypothesized. The results show that among the relationships tested, all of the relationships between the variables tested are significant at $p < 0.01$ for both shopper and retailer employee. These findings suggest that there is support for the positive association of the cognitive, affective, and conative components of an image for shoppers and retail employees. Thus, there is support for H1, H2, and H3. To assess the differences between the path of the relationships between the construct of the two samples, a multi-group analysis test was conducted following the recommendation of Henseler et al. (2015). The results (Table 5) showed that β differences between the path across samples were too small and not significant ($p > 0.05$). The result demonstrated no significant variations in the relationships tested across shoppers and retail employees.

DISCUSSION

The purpose of this study was to scrutinize the shopping destination image (cognitive, affective, and conative image) across shoppers and frontline retail employees. The findings of this study offer a new understanding because only a few studies have explored shopping destination image. This is particularly true in terms of the perspective of both shoppers as well as retail employees. Importantly, the result of this study revealed that the proposed model of shopping destination image can be used for the shopper as consumers as well as for the retail employee samples. The cognitive and affective images are imperative drivers of the conative image of both shopper and employee. Furthermore, this study shows that the differences between shoppers and retail employees with regards to the destination image model are insignificant.

First, this study revealed that the shopping destination image model is a fit across the sample of shopper and retail employee. The association between the variable constructs of the shopping destination is consistent across shopper as well as across retail employee. This finding suggests that the shopping destination image model contains of cognitive, affective, and conative component that can be utilized not only for the customer (shopper) but also for the frontline retail employee. The results of this study are consistent with past studies on destination image from a customer perspective (Agapito et al., 2013; Pike, 2002; Yuksel et al., 2010). The proposed model extends our understanding of the process of how cognitive and affective components predict future behavior (conative component) not only of customers but also of frontline retail employees. This finding is important to the retail industry since frontline employees play a significant strategic role in satisfying shoppers and increasing the competitiveness of the shopping destination (Suhartanto, 2017).

Second, the positive impact of the cognitive dimension on the affective and conative dimension for both shoppers and retail employees is noteworthy. In terms of the shopper sample, these findings corroborate with past studies, identifying a positive association between the cognitive, affective, and conative images (Li et al., 2010; Qu et al., 2011; Wang & Hsu, 2010). These results corroborate past studies on tourists reporting a significant influence of affective and conative image on conative image (Baloglu & McCleary, 1999; Qu et al., 2011). From a frontline retail employee perspective, this study offers a new understanding as no previous study has assessed this issue. Since cognitive image relates to the physical aspect of a destination, this finding suggests that the development of the physical aspect of a shopping destination is important not only for customers but also for frontline retail employees. The attractiveness of the shopping destination will cause the frontline retail employees to enjoy the destination more, and in turn, sway them to improve customer service and spread the destination's popularity.

Third, the multi-group analysis suggests that, besides the direction and significance of the relationships between the customers and employees sample, the similarities and differences in the association between the variable constructs are also not substantial. This finding assists researchers in their recognition of how comprehensive image on shopping destination and future conative image are formed across consumer and frontline retail employees. The similarity of the model between these two samples provides support for the buyer-seller perception similarity between destination visitors and destination service

providers (Agrusa et al., 2012). This finding implies that a shopping destination, which is perceived as an excellent destination, will affect customer satisfaction and future behavior related to the shopping destination. A similar effect occurs with frontline retail employees whose perception of the shopping destination will impact their admiration for the destination and their future behavioral intention relating to the destination. As a result, retail managers should seriously consider investing in marketing programs to educate their shoppers as well as their frontline retail employees about the strengths of their shopping destination.

Last, by validating the proposed shopping destination image model as a result of the shopper and frontline retail employee sample, this study strengthens our understanding on image formation by providing empirical evidence of the three dimensions of the image in shopping destination context, something which has not been addressed in previous studies. For both shopper and frontline retail employee, this study confirms the importance of cognitive and affective images as determinants of the conative image. These findings provide support for the existence of the cognitive-affective-conative destination model (Agapito et al., 2013; Zhang et al., 2014) and for the postulation of Echtner and Ritchie (1991), where the cognitive and affective images should be taken into consideration when capturing destination images and determining future intentions. Additionally, this study also confirms that the Social Exchange Theory is a suitable theory that can be used as a basis to assess the linkage between cognitive, affective and conative images for the frontline retail employee.

Managerial Implications

This study reveals that both cognitive and affective components are pivotal in determining the future intentions of shoppers and frontline employees. However, further analysis shows that the most important antecedent of future shopper and retail employee behavior is the cognitive component. This finding suggests that managers of shopping destination organizations and retail businesses should focus on the cognitive components when developing their shopping destinations. To develop the cognitive component of the shopping destination, they need to focus on the tangible elements. Specifically, they should allocate their main attention to providing excellent shopping facilities, excellent value of products and services, and an attractive and safe shopping environment.

Besides developing the tangible aspects of the destination, providing information about the destination should not only be targeted at the shoppers but also at the frontline retail employees. While information to shoppers is generally well dispersed, the information of the destination for employees tends to be overlooked. This study provides venue that retail managers need to pay special attention in dispersing information on the destination to their employees. The provision of information and promotional materials is not only important for shoppers but also for the frontline retail employees. The employee who has a good understanding of the shopping destination will be better equipped to effectively persuade customers to shop, visit, and most importantly provide better service.

Limitations and Future Research

First, this study suffers limitations related to the Bandung sample used in the study. Both shoppers and frontline retail employees' behavior is largely influenced by culture. Therefore, the result of this study has the limitation regarding its generalizability. Thus, a further study can re-examine the proposed shopping destination image model across shoppers and frontline retail employees at other shopping destinations, regions, or countries. Second, the literature indicates that there are many determinants and consequences of destination image. To obtain a better comprehension of the shopping destination image, future studies should incorporate these variables into the model. The inclusion of these variables can assist in understanding the drivers and effects of destination image for both shoppers and employees. Last, this study focuses on two shopping destination stakeholders, consumers and retail employees. Besides these stakeholders, there are numerous other stakeholders, such as entrepreneurs and local authorities who have interests in the shopping destination. To acquire an inclusive comprehension of shopping destination image, the testing of a comprehensive model including all of these destination stakeholders is recommended. Understanding the model across these stakeholders will help the consolidation of a comprehensive strategy that includes all stakeholders, thus, strengthening the development of the shopping destination.

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GENDER AND EMOTIONAL INTELLIGENCE AS PREDICTORS OF TOURISM FACULTY STUDENTS' CAREER ADAPTABILITY

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ABSTRACT

Defining individual and cognitive factors that determine the career adaptability of university students and developing these factors through education, will positively affect the students' career success. The aim of this study is to empirically test the influence of demographic factors and emotional intelligence, which are regarded as influential factors, on the career adaptability of university students. The study sample consists of students at Akdeniz University Tourism Faculty, which is located in the city of Antalya, Turkey. Data were collected through questionnaires distributed among 341 students, selected by random sampling method and these were analysed by CHAID method, which is a decision tree application. Findings of the study reveal the effects of gender and emotional intelligence on various significance levels in classifying the students' career adaptability as high and low. Findings indicate that emotional intelligence and gender are significant variables that can be used to differentiate the career adaptability. It is concluded that women with a high emotional intelligence level tend to have high career adaptability. According to the findings of the study, it is observed that female students with high emotional intelligence are more likely to deal with the challenges of today's business world in a better way.

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INTRODUCTION

In today's world, individuals' tendency to shift their careers brings about ambiguities and unpredictability. Studies on occupational psychology assist us in understanding the career development process better. The stress levels of the individual during career transitions require the individual to make both emotional and cognitive adjustments (Ramos & Lopez, 2018). Career adaptabilities include a series of self-regulatory, cognitive-affective behaviour capacities or psycho-social sources that assist individuals to cope with the present and expected career development tasks, occupational transitions, and problems related to complex and ill-defined career and jobs (Savickas & Porfeli, 2012).

With the technological developments, the definitions of the profession are changing and the complexity and uncertainty of the business world is increasing. This puts pressure on university students who are preparing for their future careers. The development of career adaptation skills is one of the important factors affecting the success of young people. In this context, first of all, it is necessary to determine the factors that affect career adaptability. These factors may be beneficial for development of career adaptation programs in the departments where students are educated. In addition, employers can improve their work performance according to the characteristics of the employees. Studies on career adaptation abilities have shown that demographic variables are determinative on career adaptability (Kanten, 2012; Di Fabio et al., 2013; Sariçam et al., 2015; Kanbur & Şen, 2017; Kaya, 2017; Yanar & Kırdök, 2017; Kalaycıoğlu, 2018).

In psychology literature, the importance of developing emotional intelligence in order to strengthen the career adaptation of individuals is often emphasized. Emotional intelligence includes the ability to establish empathy, to perceive straight, to evaluate, to express feelings and to regulate emotions. Di Fabio et al. (2012) confirm the unique role of emotional intelligence in estimating the challenges in emotional decisions. Studies on the emotional intelligence and career adaptability (Carson & Carson, 1998; Teixeira et al., 2012; De Guzman & Choi, 2013; Coetzee & Harry, 2014) provide empirical evidence on the idea that there are positive relations between the emotional intelligence of individuals and their career adaptabilities.

As can be seen in the literature review section of this study, there are very few studies on career adaptability in tourism. In existing studies, the factors affecting the career adaptability abilities or the cases affected by

career adaptability (career success, job performance) were analysed descriptively with regression and correlation analysis. The main difference of current study is that it attempts to determine the different demographic characteristics and emotional intelligence of tourism faculty students in order to classify them as low and high, according to the averages from the career adaptation scale. For this purposes, well-known clustering algorithm, CHAID method (which is a decision tree application), was used.

The study has two major contributions. The first one is to determine the characteristics of the students with low and high career adaptability in tourism sector. Discussion of research results with the relevant literature support may provide cues of improving the career adaptability for university educators and employers. Another importance is to introduce a new method for researchers and practitioners working in the field. Clustering methods offer significant benefits to researchers.

This study aims to find answers to the following research questions.

1. What is the effect of independent variables (demographic factors and emotional intelligence) in classifying the career adaptabilities of tourism faculty students?
2. What is the order of significance of the independent variables in classifying career adaptabilities of tourism faculty students?

LITERATURE REVIEW

Career adaptability includes self-regulatory capacities in the career development (Savickas & Porfeli, 2012). Career adaptabilities are regarded as a psychosocial structure in which people interact with the environment and use the psychological sources in dealing with occupation and career transitions (Savickas, 1997). Furthermore, it also includes a series of attitudes, competencies, and behaviours that individuals utilize in adapting the suitable activities for themselves (Savickas, 2013).

Career adaptability consists of four dimensions. These are career concern, career control, career curiosity and career confidence. Career concern refers to the capacity of planning and conscious and positive orientation towards an occupational future. Career control reflects the personal responsibility capacity for the career and job experiences, self-management, persistence and decisiveness for an occupational future.

Career curiosity reflects the tendency for exploring the environment, and it is related to the adoption of new information and competences by way of seeking knowledge and taking risks. Lastly, career confidence reflects the self-confidence tendency for overcoming challenges about the career and successfully solving the problems.

Salovey and Mayer (1990) acknowledged emotional intelligence as a set of information processing skills, which are used by individuals to construct a reality in managing their lives in an adaptive way by using emotional stimuli (Puffer, 2011). Researchers highlight the importance of emotion and emotional intelligence in order to understand and explain career. Kidd (1998) found out that the role of emotional experiences, expressions, and communication has importance while discussing the career decisions. People utilize both affective and cognitive abilities while socially constituting their careers (Brown et al., 2003). Carson and Carson (1998) evidenced that there is a positive relationship between the emotional intelligence of individuals and their career commitment.

According to the theoretical principals of Mischel's (1973) cognitive-affective processing system theory, emotional intelligence of individuals predicts their career adaptability. Emotional intelligence has a greater adaptive functionality (Schutte et al., 2009). Therefore, it is possible to claim that individuals with a high emotional intelligence utilize their emotions with a greater awareness while having a greater capacity to integrate the emotional experience with ideas and practices (Schutte et al., 2009).

On the other hand, Cobb and Mayer (2000) and Goleman (1998) regard emotional intelligence as a predictor of a successful life. Studies demonstrate that individuals that have the ability to understand their own emotions in a better way are more successful in self-regulation; therefore, they can achieve higher decision making performance (Seo & Barrett, 2007; Yitshaki, 2012). Research on emotional intelligence within the career context (Coetzee & Harry, 2014) provides empirical evidence on the predictive validity of emotional intelligence on the career adaptability concept of Savickas (2005, 2013).

Kanten (2012) has determined that university students' career adaptability averages differ in terms of certain factors. The average of the students' career adaptability varies according to gender, department preferences, whether the area they want to work in is related to the department and the social environment in which the students grow. In another study, Kaya (2017) investigated the effect of risk taking

behaviours on career adaptability, and found that career adaptation skills and risk taking factors differ according to gender and grade point average, income and student's class.

Yanar and Kırdök (2017) found that gender and academic achievement of high school students' career beliefs were predictors of career values. According to the results of the research, it is determined that the highest career value of high school students is gaining, male students give more importance to leadership career value than female students, while female students give more importance to help career value than male students. Kanbur and Şen (2017) compared the X and Y generation in terms of career adaptability skills and career satisfaction. The career adaptability of the employees varies according to the generations. They found that the average of career adaptability scores of generation X employees was higher than the average of career adaptability scores of Y-generation workers.

In his study, Kalaycıoğlu (2018) examined whether career adaptation has an impact on job performance and contextual performance. According to the results of the analysis, a significant positive correlation was found between the dimension of career adaptability (anxiety, control, curiosity and confidence) and task performance. In addition, it was concluded that the dimension of anxiety and curiosity of career adaptability, has a positive effect on the contextual performance. Yeşiltaş et al. (2014) examined the relationship between the career adaptability of tourism students and their relationship with the sector. According to the results of that research, it is revealed that increasing anxiety levels of individuals decreases loyalty to tourism sector. Researchers state that career adaptability skills can be differentiated according to demographic characteristics. Eryılmaz and Kara (2018), who examines the career compliance levels of students in the Psychological Counselling Program, concluded that the career compliance program developed on the basis of Savickas' career-constructivist theory contributes positively to the career compatibility levels of the guidance and psychological counselling program. In this study, it was stated that career adaptation programs should be developed according to the demographic characteristics of the students.

Moreover, it is also stated that demographic characteristics of individuals may cause differences in the relationship between emotional intelligence and career. Di Fabio et al. (2013) found that high emotional intelligence has a significant impact on the low career indecisiveness of

both males and females. Although the significance of gender is espoused in the relation between career abilities and emotional intelligence, the relationship between gender and emotional intelligence and its relative significance level have never been tested before in the context of tourism.

METHODOLOGY

This study aims to test the influence of demographic factors and emotional intelligence in classifying the career adaptabilities of university students as high and low. For this purpose, CHAID (Chi-Squared Automatic Interaction Detection), which is known as the Automatic Interaction Detection Analysis is used. The career adaptabilities of tourism faculty students are categorically (two groups are low and high compared to the average) defined as dependent variables while demographic variables (gender, age, class and type of education) and emotional intelligence are defined as independent variables. The study sample consists of students at Akdeniz University, Tourism Faculty which is located in the city of Antalya in Turkey. Data were collected through questionnaire from 341 out of 1620 active students by employing random sampling method. CHAID method, which is a decision tree application, was used for analysing obtained data.

Decision trees, as one of the data mining methods, are used as a classification method. CHAID analysis was initially developed by Kass (1980) in order to perform an analysis with nominal dependent variables. This type of analysis is a method that can be implemented when the dependent variable is in a nominal or an ordinal scale and the independent variables are continuous, nominal or ordinal (Kayri & Boysan, 2007). In CHAID analysis, the modelling is carried out considering a group of the independent variable that could provide the estimation of the suitable proper value of a dependent variable and the interactions between these variables (Doğan & Özdamar, 2003). CHAID analysis divides the data cluster related to the categorical variables and the dependent variable in detailed homogenous subgroups in order to explain these in the best way. Considering the characteristics and benefits of CHAID analysis, it was considered appropriate to be used for the purpose of the current study.

Measurement tools

Two scales oriented towards the measurement of career adaptabilities and emotional intelligence were used in the current study. All the items in the utilized measurement tools were graded as a five-level Likert as Strongly Agree=5, Agree=4, Neither Agree nor Disagree=3, Disagree=2, and Strongly Disagree=1.

"International Career Adaptabilities Scale" developed by Savickas and Profeli (2012) was translated and adapted to Turkish by Kanten (2012). The scale utilized to measure the career adaptabilities of individuals who participated in this study, consists of 19 items and four factors (concern, control, curiosity and confidence). The reliability coefficient of the scale with 19 items (Cronbach's Alpha) was determined to be 0.92. Within the scope of validity process of the scale, initially, explanatory factory analysis was applied to the items. Accordingly, the KMO value of the scale was found to be 0.919, and it is seen to be statistically significant as a result of Barlett test ($\chi^2=3876,544$, $sd=190$, sig. 0.000). According to these obtained results, it was detected that the scale with 19 items has a four-factor structure and 64.99% of total variance is explained by the items of the scale. Afterwards, in order to determine the validity of four-factor structure of the scale, confirmatory factor analysis was applied; and it was concluded that there is strong evidence on the validity of results obtained from the measurement tool according to the model goodness of fit indexes ($\chi^2/sd=2.57$, $RMSEA=0.06$, $NFI=0.98$, $GFI=0.92$) obtained as a result of the analysis (Hair et al., 2006).

In the questionnaire, the scale measuring the emotional intelligence of individuals developed by Schutte et al. (1998) and reformed by Austin et al. (2004) to include 41 items is used. Adaptation of the scale in Turkish was carried out by Tatar et al. (2011). The scale consisting of 19 items in this study has a three-factor structure (optimism/mood regulation, utilization of emotions, appraisal of emotions). In the analyses conducted, the reliability coefficient of emotional intelligence scale (Cronbach's Alpha) was determined to be 0.73. Within the scope of validity process of the scale, initially, explanatory factory analysis was applied to the items. Accordingly, the KMO value of the scale was found to be 0.85, and it is seen to be statistically significant as a result of Barlett test ($\chi^2=1986,316$, $sd=171$ sig. 0.000). According to these obtained results, it was detected that the scale with 19 items has a three-factor structure and 49.10% of total variance is explained by the items of the scale. Afterwards, in order to determine the validity of three-factor structure of the scale, confirmatory

factor analysis was applied; and it was concluded that there is a strong evidence on the validity of results obtained from the measurement tool according to the model goodness of fit indexes ($\chi^2 /sd=2.40$, RMSEA=0.05, NFI=0.92, CFI=0.95, GFI=0.92) obtained as a result of the analysis (Hair et al., 2006).

Data analysis

Before commencing the analyses in the current study, first, loss data were examined. New data were assigned in the place of loss data by way of linear-interpolation method, after it was determined that the loss data were randomly distributed. The study was conducted among 341 students of tourism faculty, who entirely responded to the dependent and independent variables. When demographic characteristics of the participants were examined, 53.7% of the students were female and 46.3% were male. 93.3% of the students participated in the study were between 18-24 years old. When distribution of their level of study was examined, 32.6% of students were studying at their first year, 33.4% at second, and 10.6% at third, while the rest of 23.5%, were at their fourth year of undergraduate studies. 57.8% of students were attending daytime classes, while 42.2% of students attended evening ones.

In line with the purpose of the study, so as to designate the relative effects and significance levels of independent variables on career adaptabilities, which are specified as the dependent variables, CHAID analysis was utilized. The reasons for using CHAID analysis in the study as one of the decision tree methods are to easily observe the ranks of the significance of the predictor variables on the dependent variables in a visual way and to easily carry out the process of classification by observing the visual structure.

General mean of career adaptabilities in the study was calculated to be ($\bar{x}=4.06$), and this value is specified as cut-off score; accordingly, the ones above the mean are categorized as high (1) while the ones below the mean are categorized as low (0), and they are included in the analysis as dependent variables. On the other hand, independent variables in the study were categorically included in the analysis as gender and emotional intelligence ($\bar{x}=4.06$, below the mean, is low, and above the mean is high). Presumptions such as normality, linearity, and homogeneity of variances, which bear significant importance for most statistical methods, are not important for CHAID analysis. In order to obtain valid outcomes from the

data, it is recommended that quality of data and the obtained classification and the validity of decision tree model should be examined (Aksu & Güzeller, 2016). As CHAID analysis is able to divide the entire population into stable nodes with a strong iteration algorithm, a regression equation obtained by way of this analysis is separated from the common classic presumptions (normality, linearity, homogeneity, etc.). The statistical test used in CHAID analysis depends on F if target variable (dependent variable) is continuous. On the other hand, if the target variable is categorical, it depends on the target variable in a way that it should be chi-square (χ^2) (Oğuzlar, 2003). The necessary presumption in CHAID analysis is the specification of types of scales for the utilized variables. Additionally, for categorical variables, it should also be specified into how many categories the target variable is divided and what these categories are. The limitation of the analysis is that the dependent variable is a categorical variable. In this study, the entire dependent and independent variables were categorical ones.

FINDINGS

With the help of CHAID analysis, it is possible to determine how the career adaptabilities of university students are classified in terms of gender and emotional intelligence and the rank of importance of each dependent variable. All other demographic variables were excluded from the analysis by the classification algorithm. Furthermore, information regarding on which stage the classification is to be terminated can be provided as frequency, and percentage values about the classifications of independent variables were obtained from the analysis results. In CHAID analysis, initially, a table including the summary related to the model is given. Accordingly, the dependent variable in the model is career adaptability, and the independent variables are gender and emotional intelligence of the individual. Analysis results demonstrate that independent variables significantly predict the career adaptabilities of students. Results related to the classification are presented in Table 1.

Table 1. *Classification Table for Career Adaptability Status*

Observed	Predicted		Percent Correct
	low	high	
low	61	92	39.9%
high	38	150	79.8%
Overall Percentage	29%	71%	61.9%

Growing Method: CHAID

Dependent Variable: careeradap

Classification table of expected and observed values by CHAID analysis are presented in table 1. As it is seen in Table 1, among 188 people whose career adaptability is high, 150 of them (79.78%) are correctly classified by the program; and only 38 people (20.20%) are classified low although they are high. Therefore, it is seen that the general success of the program in classifying the students' career adaptability (as Low and High) is 61.90%. In the risk value given by the program, in addition to the classification table, the system's margin of error is given. Accordingly, it is identified that the risk value of the system is approximately 38.10 percent. Which characteristics are determinative in classifying the university students whose career adaptabilities are high and low, and the analysis results regarding the ranks of significance are presented in Figure 1.

Examining Figure 1, among 341 university students, it is seen that career adaptability of 44.9% of them is classified as low and 55.1% of them is classified as high. It is also seen that independent variable that has an effective explanatory characteristic for career adaptability is emotional intelligence consisting of 2 sublevels ($\chi^2=9$, $p=0.002$). Looking at the sublevels of the independent variable that has the highest effect on career adaptability, 174 participants whose emotional intelligence is high (among them 111 is high, 63 is low) constitute Node1. Evaluating chi-square value ($\chi^2=2$, $p=0.04$), it is identified that the independent variable that explains the cluster constituted by the first independent variable, which has statistically significant and the highest level of relation with the dependent variable, is gender. Hence, gender constructs two nodes as male and female, and branching is finalized at this stage. On the other hand, the second node is constituted by the group whose emotional intelligence is low. In the second node, in which 167 participants were included (among them 77 is high, 90 is low) in the group, gender has been a determinant for the sub-branching ($\chi^2=7$, $p=0.008$). Considering the chi-square value, the independent variable that explains success in the best way is emotional

intelligence ($\chi^2=9$, $p<0.05$) and there is gender in the following rank ($\chi^2=4$, $p<0.05$).

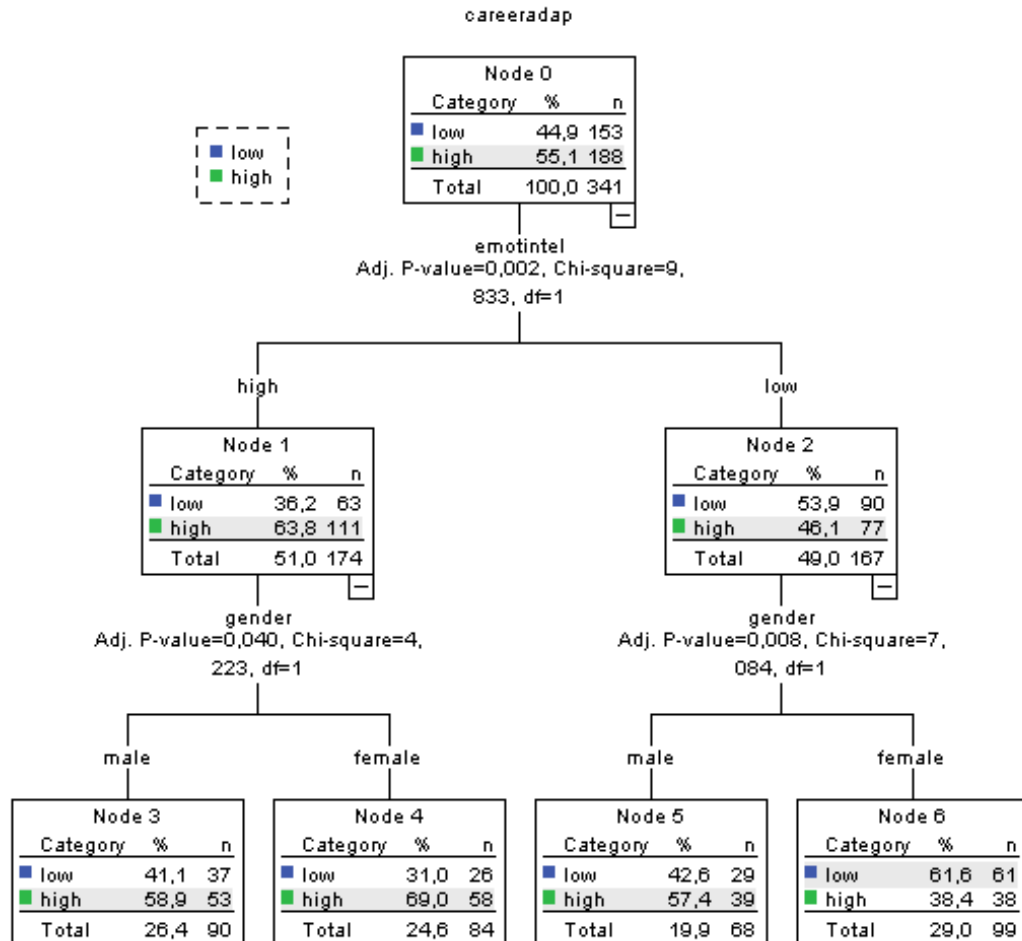


Figure 1. Decision-Tree Model for Career Adaptability Status

Furthermore, to classify the successful students in the study, gain values regarding the nodes obtained in order to identify which nodes are the best and which of these nodes provide further information are presented in Table 2. According to the values obtained in Table 2, it is identified that the best node to differentiate the students whose career adaptabilities are high and low is the 4th node ($n=58$, 30.9%). This node is the cluster in which 84 female participants with high emotional intelligence are included, and in which these people are correctly classified at the rate of 69%.

Table 2. *Gains Values Career Adaptability Status*

Node	Node		Gain		Response	Index
	N	Percent	N	Percent		
4	84	24.6%	58	30.9%	69.0%	125.2%
3	90	26.4%	53	28.2%	58.9%	106.8%
5	68	19.9%	39	20.7%	57.4%	104.0%
6	99	29.0%	38	20.2%	38.4%	69.6%

Growing Method: CHAID

Dependent Variable: careeradap

Gain values are examined in order to identify the second-best node in the study, and it is specified that the 3rd node (n=53, 28.2%) is rather effective in predicting career adaptability. This node is the cluster of 90 male participants with high emotional intelligence, who were correctly classified at the rate of 58.6%. Finally, the node that provides the least information in differentiating the students in terms of career adaptabilities is the 6th node (n=38, 20.2%). This node is the cluster with 99 male participants with low emotional intelligence, with the correct classification rate of 38.4%.

CONCLUSION AND RECOMMENDATIONS

Career adaptability is regarded as a psycho-social meta capacity in positively dealing with complex employment conditions (Johnston et al., 2013). In today's business life, it is important for the career adaptabilities of individuals to be high, in order to overcome career uncertainty. The emotional intelligence of people is vitally important for individuals to be successful in various areas of life, including career adaptability.

The results of this study demonstrate that emotional intelligence levels of university students are important in their career adaptabilities. It is identified that female students with high emotional intelligence have better career adaptabilities. Another important result is that gender variable is important in classifying the student in terms of their career adaptabilities, regardless whether their emotional intelligence levels are high or low. It is observed that females have high levels of emotional intelligence and career adaptabilities compared to males. It is also concluded that males with low emotional intelligence may possess relatively low career adaptabilities.

Similarly, Extremera et al. (2006), in their study in which they analysed the validity of emotional intelligence scale in Spanish, demonstrate that females had significantly higher emotional intelligence scores compared to males. Moreover, other studies related to this issue, support the notion that females have higher emotional intelligence levels compared to males (Ciarrochi et al., 2000; Kafetsios, 2004; Brackett et al., 2004). It is revealed that females are more successful in perceiving emotions and they may demonstrate better job performance (Dhanial & Sharma, 2017).

Despite the fact that there are studies discovering that gender differences are not significant for emotional intelligence (Fernández-Berrocal et al., 2004), a great number of studies show that there are differences between emotional intelligence and gender (Bar-On et al., 2000; Brackett & Mayer, 2003; Ciarrochi et al., 2001; Mandell & Pherwani, 2003; Mayer et al., 1999; Palmer et al., 2005; Petrides & Furrhman, 2000; Schutte et al., 1998;). It is identified that gender has an indirect effect on career adaptabilities and this effect is stronger among females rather than males (Jiang, 2016). In a similar vein, the results of this study also empirically demonstrate that emotional intelligence and gender are significant in classifying students based on their career adaptabilities.

Another important contribution of this article is that CHAID method, as a decision tree application, can be used as an alternative method for predicting the effects of independent variables on dependent variable. This new methodology could be a significant innovation for the related literature. However, the limitation of the analysis is that the dependent variable is a categorical one.

The findings of the study reveal that female students with high emotional intelligence may be able to cope with challenges in today's business world in a better way. With further studies in this field, the effects of other effective and demographic characteristics influencing career adaptabilities can be scrutinized. The fundamental limitation of this study is that it is conducted with participants consisting of university students. It may provide important contributions if similar studies are conducted with individuals that are active in business life. They can demonstrate important findings for academicians and practitioners studying and working in this field.

The separation of students according to gender and emotional intelligence in career adaptation programs in both universities and in tourism organizations can increase the benefit of efforts to improve career

adaptation skills. Tourism organizations need to consider their career adaptability skills so that their employees are ready for their current and future tasks and responsibilities. The career success of the individuals with a high level of career adaptability is also high. The performance levels of individuals are among the factors that determine the competitiveness of enterprises. The ability to adapt to careers will reduce the adaptation problems that individuals will experience from both educational lives to business life and occupational transitions, as well as the ability to combat the changes they will face.

In this study, the determinants of emotional adaptation factors such as demographic variables and emotional intelligence were examined. Organizations have many employees from different generations. Differences between generations shape their beliefs, values, desires and needs. Therefore, in the future studies, analysing generation differences and examining their impact on career adaptability skills can provide significant benefits for both practitioners and researchers.

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USE OF MENU DESIGN TECHNIQUES: EVIDENCES FROM MENU CARDS OF RESTAURANTS IN ALANYA

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ABSTRACT

This study aims at identifying the existence of menu design techniques in actual menu cards, and to question whether use of those techniques is intentional. In total, 86 menu cards were collected from restaurants located in Alanya which is a tourist resort in Antalya, Turkey. Both qualitative and quantitative analyses were performed. First, content analysis was utilized to categorize the qualitative data, and second logistic regression was conducted to test the prescribed relations between menu variety and existence of techniques. Findings from qualitative analysis revealed that restaurant operators rarely use menu design techniques intentionally for boosting sales of high-price menu items. Subsequently, the quantitative analysis showed that existence of a technique on the menu card is not predicted by menu variety. This finding confirms the view that use of menu design techniques was unintentional. Theoretical and practical implications of findings were also discussed along with the limitations of current study and recommendations for future research.

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INTRODUCTION

The merits of menu are widely appreciated by both academics and practitioners due to its impact on not only foodservice operations but also on consumers' behaviors in restaurant settings. Thus, it is substantially important to understand the critical roles that menu plays in foodservice experiences on the one hand, and operations on the other hand, with reference to consumers' and restaurant operators' perspectives. Menu serves as a source of information for customers on what to eat, how to eat and how much to pay for it. From restaurant operators' perspective it becomes a powerful tool for planning, marketing, executing and controlling the operational processes as well as designing the consumers' experiences. In particular, prior academic research and texts in industrial journals have primarily dealt with the issues of planning; pricing; designing, and analyzing the restaurant menus in order to understand and improve its roles in foodservice settings (Smith, 2013; Wiener, 2015; Bausch, 2017). In this orientation, researchers and foodservice operators have attached material and immaterial meanings to menu. Materially, menu is considered as a list or a card which documents the food and beverage offerings of a restaurant while it is seen as a medium that has a considerable impact on customers' perceptions of restaurant experiences in its immaterial meanings (Ozdemir & Caliskan, 2014). Consequently, it is commonly stressed that menu is a powerful tool for boosting restaurant sales. However, academic studies on menu predominantly project on consumer behavior perspective rather than an operational standpoint.

Menu design, as an apparent academic direction in menu research, mainly holds a consumer viewpoint. Accordingly, the studies in this direction contribute to our understanding of how design attributes of a menu display affect customers' perceptions of menu items, and attract their attention to particular menu choices. Those studies also stress that menu design attributes eventually impact customers' item ordering behaviors. The prior research has mainly focused on the measurement of restaurant customers' reactions to graphics (Reynolds et al., 2005; Choi et al., 2010), pictures (Guéguen et al., 2012), labels (Wansink et al., 2005; Guéguen & Jacob, 2012) and descriptions (McCall & Lynn 2008; Liu et al., 2012; Yoon & George, 2012), or to replacement of menu item on menu card or in a list (Kincaid & Corsun, 2003; Dayan & Bar-Hillel, 2011). As a result, a substantial amount of suggestions for practical use of menu design can be derived from relevant academic studies. However, there is very little amount of empirical evidence that explains how restaurant operators design their establishments' menu cards in real life situations. Only

several recent studies hold an operators' perspective to understand the operational aspects of menu design: one by Filimonau and Krivcova (2017) which reveals the managerial opinions on the role of menu design, and the others by Baiomy and Jones (2016) and Baiomy et al. (2013) examining the use of menu design in marketing resort hotels, In this context, the current study takes a relatively alternative approach to investigating the menu design construct by specifically examining the real menu cards collected from local restaurants operating in a tourist destination. Thus, this study's first aim is to identify use of menu design techniques in actual menu cards in comparison to theoretical suggestions made by prior menu design research. Second, the study also questions whether use of any technique, when its existence is detected on menu cards, is incidental or intentional.

LITERATURE REVIEW

Academic studies on menu management are rapidly growing, and menu design literature is one of the latest developing scholarly domains related to menu. This literature includes not only attributes of menu design but also theoretical frameworks which explain how menu design affects consumers' item ordering behaviors.

Attributes of menu design

Menu researchers mainly deal with attributes of menu design including menu item position, menu item labels and descriptions, and menu card features (Ozdemir, 2012). The common idea is that those attributes have a considerable impact on restaurant customers' item ordering behaviors and also on their behavioral intentions towards restaurants such as revisit and recommendation, because menu design positively affects customers' awareness, value, quality, healthfulness and taste perceptions of menu items or their assessments about quality of restaurant services.

Menu item position refers to positioning of menu items on a menu display (a card or a board), and in a menu category list. In this domain of menu design, researchers (Sobol & Barry, 1980; Bowen & Morris, 1995; Kincaid & Corsun, 2003; Reynolds et al., 2005; Choi et al., 2010; Yang, 2012; Dayan & Bar-Hillel, 2011) attempted to understand are there any so called menu sweet spots (if they exist, these are placed in the right upper or lower corner of a page where the reader's initial and final glances are focused on), and whether the placement of menu items on those spots or

at the top or bottom of the category list may increase their sales. Although the studies did not present consistent findings, this line of research suggests that placement of an item on a menu display can increase customers' awareness of that item, and may positively influence its sales.

Menu item description refers to introduction of verbal information about menu items on a menu display. In this research direction, researchers initially focused on details or complexity of descriptions. For instance, McCall and Lynn (2008) found that customers perceived items higher in quality when they are described in more complex terms while the evidence provided by Shoemaker et al. (2005) demonstrated that detail of descriptions had a positive impact on customers' value perceptions. A more recent study by DiPietro et al. (2016) has also confirmed the positive effects of menu information on customers' food quality perceptions and their intentions to revisit or spreading positive word-of-mouth. Prior research also indicates that nutrition information (calorie and fat), product information (harmfulness and ingredients), and food preparation information (cooking method, quality and ingredients) are pieces of information that restaurant customers expect to see on menu cards (Mills & Thomas, 2008; Mackison et al., 2009). A latest study by Fasih et al. (2016) revealed that different types of information relevant to product, nutrition or preparation positively influence customers' purchase intentions, depending on the scale of restaurants (high, mid or low). Among them, nutritional information gains a particular attention from researchers (Hwang & Lorenzon, 2008; Roberto et al., 2010; Pulos & Long, 2010; Liu et al., 2012; Yoon & George, 2012; Kim et al., 2013; Wansink & Love, 2014; Lo et al., 2017) probably due to the customers' growing interest in healthy eating. Specifically, customers may perceive that items with nutrition information are healthier offerings than the other choices, and relying on this information, they may change their orders to healthy options. The research on menu item descriptions presents relatively consistent findings and supports the argument that relevant and sufficient information assist customers in making more informed choices, and eventually, this process results in higher sales for the items with appropriate descriptions.

Menu item labels imply that using evocative labels instead of regular ones can stimulate positive perceptions of consumers. Empirical evidence by Wansink et al. (2001) supports this view, and their findings revealed that restaurant customers evaluated menu items more positively than regular-label items with reference to food quality. Wansink et al. (2005) also demonstrated that evocative labels had a potential to assimilate customers' post-consumption evaluations (value, taste and quality) as well

as their pre-consumption expectations. Research by Lockyer (2006) also supports those findings by revealing that some words (organic, natural, fresh etc.) on menu item labels may have a mouth watering effect and can influence customers' item choices. More recently, Guéguen and Jacob (2012) focused on affective labels (family, tradition and patriotism), and their findings showed that those labels were associated with greater sales. Overall, research on menu item labels suggests that evocative or suggestive names positively affect customers' taste, value and quality perceptions and evaluations, and subsequently this may influence their item choices.

Menu researchers also dealt with the visible features of menu display including color, fonts, pictures and boxes, and they question whether those features play a critical role in menus' impact on customers' behaviors. Despite the existence of controversial evidences that boxing of menu items has no significant effect on item's sales counts (Reynolds et al., 2005), some researchers have presented supporting findings and showed that graphics (Choi et al., 2010) and pictures (Guéguen et al., 2012) had a positive impact on item sales. Moreover, Feldman et al. (2014) revealed that boxing had a positive impact on choice of healthy items. Recently, Magnini and Kim (2016) reported the positive effect of menu font style while a latest research by Hou et al. (2017) confirmed the favorable impact of pictures on customers' attitudes and intentions. As a consequence, those results highlights the critical role of menu card's visible features in increasing the possibility of items to be chosen because those features supply customers with the information about menu items' value, quality and taste attributes.

Theoretical frameworks in menu design literature

Several researchers have used theoretical frameworks to explain the associations between the attributes of menu design and consumers' ordering behaviors. One of the most notable of them is called as gaze motion studies along with the rule of primacy and recency, which are cited by several menu researchers including Bowen and Morris (1995), Kincaid and Corsun (2003), Choi et al. (2010), and Yang (2012). A reader has an identifiable pattern of gaze movements across a display like a menu card and people can more accurately recall the first and last items seen or reviewed. As a result of reading menus in a predictable pattern, menu sweet spots emerge, and with a strategic placement of menu items

on these spots, it is possible to draw initial and repeated attention of customers to them in order to increase the possibility of their choice.

Some researchers consider Mehrabian and Russell's (1974) stimulus-organism-response (SOR) model which explains influence of physical environment on human behavior as an option for understanding the impact of menu design. According to the model, the stimuli (S) in the external environment lead individuals (O) to make evaluations which further impact their behavioral responses (R) as approach or avoidance. Relying on this argument, Guéguen et al. (2012) and Ozdemir and Caliskan (2015) suggest that features of a menu card or menu board are environmental stimuli which may lead customers to favorably evaluate the food as being tasty, healthy, valuable, and of high quality. Consequently, those evaluations make customers exhibit an approach which results in choosing the menu item.

Kim et al. (2013) prefer theory of planned behavior (TPB) which predicts human behavior largely relying on intentions to perform the behavior. Intentions are dependent on three variables including attitudes, subjective norms and perceived behavioral control. With such an argument, Kim et al. (2013) stated that customers' intention to read menu labels (especially the ones including nutritional information) may be predicted by their attitudes (beliefs about nutritional labeling and the importance attached to the outcomes of reading those labels); subjective norms (the existence of referent groups and their opinions about reading menu labels, and the individuals' motivation to comply those opinions), and perceived behavioral control (factors such as eating habits, time and effort, and ability that may affect individuals' beliefs about and power to control their behaviors of reading menu labels).

Unlike the aforementioned theories, signaling theory reflects the operators' perspective as well as the consumers' one. As described by Connelly et al. (2011), signaling occurs in a signaling environment where signaler (operator who highlights the quality of its product) sends a signal to a receiver (the customer who interprets the signal and chooses the product). Lo et al. (2017) adapted the theory to restaurant menus. According to their argument, operators will be selective while communicating the information about their menu offerings, and customers use those signals to infer the product quality. The signals selected and sent by operators will be positive and unique to product. The research findings by Lo et al. (2017) confirm their argument, and revealed that restaurant menu descriptions including nutritional and sustainability

information assist customers in evaluating the menu items that they will order. A possible inference of this argument might be that operators are more likely to choose and use unique signals such as locations, labels, descriptions, graphics and pictures on a menu display to communicate positive information about taste, quality, and value of the most profitable menu items to their customers. This will be an intentional process from the operators' viewpoint. In this way, they can orientate customers' attention to the items that they wish to sell more. Subsequently, customers will infer the signals and positively evaluate the items that are purposefully promoted by operators. The positive evaluations lead customers to order high-profit items, which eventually helps restaurant operators in increasing the food sales. The current study relies on this argument for detecting the use of menu design techniques in real life menu cards, and for understanding whether use of any technique is intentional. In fact, such a reasoning assumes that the aim of menu design is to create a display by which a foodservice establishment communicates its offerings to customers (Jones & Mifli, 2001), and to assist managers in directing customers' attention to the items that the foodservice establishment wants to sell more (Ozdemir, 2012). As briefly reviewed in the previous section of this paper, menu design literature suggests several techniques (positioning, describing and labeling of menu items, and featuring menu cards with fonts, pictures or graphics), and those are available to operators to intentionally use them for merchandising their establishments' menus.

METHODOLOGY

The initial purpose of this study was to make a comparison between the suggestions made by menu design literature and the real life cases of selected restaurant menu cards. Thus, it was imperative to collect menu cards from restaurants and then to analyze their contents in a systemic way. The study employed both qualitative and quantitative techniques in order to organize and analyze the complex data collected from restaurants' menu cards.

Study setting and sampling

Alanya is a well-known tourism destination in Antalya, Turkey, and this tourism resort has provided the setting for this study's empirical investigation. The diverse and abundant tourist resources including mild

climate, natural scenery, historical monuments, and beautiful beaches attract international tourists mainly from European countries (Barutcu et al., 2011). Additional to natural and historical attractions, the city also has a remarkable local food culture (Akis et al., 2008). However, prior research underlines that international tourists primarily visit the destination in summer seasons mostly by attending all-inclusive holiday packages with a major motivation to experience sun-sea-sand attractions (Aktas et al., 2010). Only one study by Dogan et al. (2012) presented specific findings for food experiences of tourists, and revealed that German tourists were more satisfied than Russian tourists with the quality of food and beverages that they had consumed during their holidays. Except this study, there is a scarcity in variety and amount of information about restaurant industry and consumers' eating out behaviors in the specific context of Alanya. However, it is reasonable to accept that Alanya's restaurant industry has similarities to general Turkish context. An overview of the studies (Ariker, 2012; Yildirim & Cengel, 2013; Yuksekbilgili, 2014) demonstrates that Turkish customers consider food variety and taste, price, employee behaviors, and service speed as critical attributes in their restaurant choices. It is also possible to primarily categorize restaurants in Turkey as (i) *traditional restaurants* serving traditional food as doner, kebab and pide, and (ii) *fast food restaurants* serving hamburger and pizza (Ozdemir et al., 2015). Additional to those categories, fine dining restaurants with Western or Asian style menus mainly exist in metropolitan cities.

Local authority's statistics show that totally 576 restaurants are in operation in Alanya. However, there is no information about the distribution of restaurants according to their categories except that 363 of them have a license to serve alcohol. Thus, a convenient sampling method was a suitable strategy to collect menu cards of restaurants in Alanya. Face-to-face contacts were made with operators of restaurants located in the central tourist district of city. Following a brief explanation of the research aims, a copy of restaurant's current menu was demanded. 86 restaurant operators had responded positively, and after an initial overview of the copies, all menu cards were deemed appropriate to be included into the subsequent analysis. Personal observations during menu card collection period, and browsing of menu cards tangible features during analysis gave an overall impression that majority of the restaurants in the sample were oriented to tourist needs, as it is common in Alanya. Additionally, some menu cards seem to belong to other types of restaurants such as traditional restaurants offering traditional food like

doner, kebab and pide on their menus. Moreover, there was no fast food restaurant's menu card in the sample. Indeed, researchers intentionally avoided to collect any card from a franchise restaurant. Considering the aim of current research, the sampling criterion is that restaurants should plan and design their own menus locally instead of a central approach adopted by franchise restaurant chains. An analysis of menus' tangible features provides information about the profile of menu cards in the sample. In 25 of menu cards single language (Turkish, English or German) is used while 61 of them include multiple languages. National or local dishes are dominant in 41 menu cards while international menu items are preferred in the remaining 45 cards. The average number of pages is 9.63 with a minimum value of 2 and a maximum value of 26. Minimum number of categories is two while the maximum number is 17. Number of menu items in menu cards ranges between 14 to 160 with an average value of 86.84.

Analyses

In the qualitative analysis section of the research, content analysis was conducted in order to identify existence or non-existence of any menu design technique, and to determine the frequency of the existent ones. For this, each individual menu card was treated as unit of analysis since each card forms a unique context in which a combination of menu design techniques might be employed. A deductive approach was taken for analysis since there is a considerable amount of prior research on menu design techniques, and the primary purpose of this study was to empirically test menu design theory in a real life context.

Relying on the existing theory, the researchers of current study first identified key concepts as initial coding categories. Second, operational definitions for each variable were made. Third, all the data on the collected menu cards were reviewed for content and coded for correspondence with the predetermined categories. The coding scheme includes two main areas for each construct under investigation. The first one is the existence of the construct on the menu card and the second one is its description. A different approach was taken for only menu variety variables (number of categories and items). Categories and menu items were counted individually and the resulting numbers were noted on the coding scheme. Following this logic, data coding for each construct was made as explained below.

- **Product information:** The descriptions of menu items were analyzed in three domains of information including product, preparation and nutrition relying on the relevant literature. For product information, existence or nonexistence of information was noted and then if there was any, the sort of information (e.g. menu item's ingredients and potentially hazardous materials) was noted.
- **Preparation information:** First, the availability of information about how menu items was prepared and served was checked and second notes about the preparation method (cooking methods and times, presentation style) were taken if there was any explanation about the methods used.
- **Nutrition information:** Existence of information about calorie, protein, fat and sodium contents of menu items was examined and since it was observed that there was no information about nutritional value of menu items on all menu cards in the sample, it was not possible to take any note about this sort of information.
- **Evocative menu item labels:** Consistent with the relevant prior research on menu item labels, the primary investigation was to check whether any special feature of the menu item with reference to its geographic origins, brand, sensory and affective (family or patriotic) attributes was evocatively used in its name. If there was any, the examples were noted.
- **Pictures:** The primary consideration was detection of any sort of pictures, and then the examination was oriented to their content (what sort of an image is exhibited) and place (where the pictures are located) in case of their existence on card.
- **Differentiated font or larger type size:** First, the existence of any character which is differentiated in fonts or sizes from the common pattern used on the menu card was checked, and second, if there was any, descriptions about why and how it is used were noted.
- **Graphics:** Initially detection of any sort of graphics' use such as boxes or hand drawings was sought, and then the examination was oriented to where and why they were used in case of their existence.
- **Differentiated colors:** First, the existence of different colors on the menu card was checked, and second, if there was any, descriptions about why and how they are used were noted.

- Strategic positioning: First, this investigation relies on the argument that restaurant operators wish to locate their highly profitable menu items on strategic locations including the front pages of multi-page menu cards; the right upper or lower corners on a page or at the top or bottom of a category list. Second, it is also assumed that high priced menu items are more profitable than the others, and those are considered to be placed on the strategic locations. In this case, the location of the highest priced items in list or on page was checked and noted.

In the analysis process, researchers also consider trustworthiness which is an important aspect of qualitative research. Graneheim and Lundman (2004) and Elo and Kyngas (2007) suggested ways of assuring and showing trustworthiness in qualitative studies. One way is to sufficiently describe the details of research to the extent that it is clearly understandable and reproducible. That's why the current study provides information about study setting, collection of menu cards, and process of conducting content analysis in as many details as possible. Another way is to support the findings with quotations from the contents. Therefore, in this study representative examples of existent menu design techniques are presented on a table along with their frequencies and percentages. Developing and using a coding scheme is another consideration for trustworthiness (Hsieh & Shannon, 2005), and the current study used a coding scheme with categories and their descriptions that had been developed relying on the relevant literature. Seeking agreement among co-researchers is also another contributor to trustworthiness. Thus, during all phases of analysis (developing coding scheme, applying the coding scheme to data, and interpreting the emerging findings), the researchers of this study shared and discussed their ideas until they reached an agreement. Triangulation should also be a consideration for qualitative research (Ottenbacher & Harrington, 2013). Thus, for this study, triangulation was achieved both in theory and methodology. For triangulation of theory, this study cited and explained the attributes and theoretical frameworks in menu design. In doing so, first the attributes of menu design as described by the relevant literature were used to detect the menu design techniques on the sampled menu cards, and second signaling theory was referred to for an understanding of how operators use menu design techniques. For methodological triangulation, the study employed two different analytical approaches. More specifically, initially a qualitative analysis was conducted, and subsequently a quantitative analysis was employed. For this, the primary data were collected from a convenient sample of restaurant menu cards, and then those qualitative

data were coded and categorized, and finally the coded data combined with numerical variables of menu variety were employed in logistic regression models for predicting the relationships among research variables.

The quantitative section of the study tests the relationship between menu variety and existence of menu design techniques in order to understand whether the use of any technique is intentional. There is a rationale behind this examination. As stressed by the relevant literature and also indicated by signaling theory, the critical point in menu design is to promote high-profit items from operators' perspective. This view is also advocated by practical texts in industrial journals. Dave Ostrander (2013:18), who owned a highly successful independent pizzeria and was a contributor to *Pizza Today*, defends this view with the quotation that "Your menu is the best marketing tool you'll ever have. When a customer sits down and looks at it, you already know a sell is going to be made. The question is this: will that customer order a profitable dish or an item that is very popular but doesn't necessarily fill up your bank account?". Thus, it is expected that menu design techniques are intentionally applied to specific items that are probably the highest profitable ones, rather than all items. The impact of menu variety appears at this point, since it is logical to assume that depending on the variety of menu, the number of highly profitable items increases. More specifically, a menu including a variety of menu categories and items will contain a higher number of highly profitable items than a less diversified menu has. Consequently, it is expected that the number of high-profit items positively influences the existence of menu design techniques which are intended to underline those high-profit offerings on the card. Thus, there might be a relationship between menu variety and existence of menu design techniques if operators use those techniques intentionally rather than incidentally. In this study, menu variety as an independent variable was operationalized as the combination of two variables including number of menu items and number of categories relying on the prior research by Bernstein et al. (2008). To test the relationship between these two variables, this study employed logistic regression analysis. Indeed, logistic regression is a very suitable analysis to the case of this study, since the dependent variable (existence of a specific technique) is categorical (existence or non-existence). In this context, the use of a specific menu design technique is a dichotomous variable which has a value of "1" when it exists or a value of "0" in the case of non-existence. Menu variety is the only predictor variable in each of logistic regression models performed for each menu

design technique separately. Since there is only one predictor variable for each model, assumptions of logistic regression with reference to sample size and multi-collinearity were not violated. In fact, for the variables with insufficient number of cases, logistic regression model was not employed. For instance, because there was no menu card which includes nutrition information, and only one card contained graphic, logistic regression was not performed for those two variables in order not to violate the assumptions of analysis.

FINDINGS

The current research includes both qualitative and quantitative findings which are briefly depicted on Table 1 and 2.

Descriptive and Qualitative Findings

Table 1 summarizes both descriptive (frequencies and percentages) and qualitative findings of the study. Table 1 indicates that the most frequently used techniques are differentiated fonts or sizes (89.5%); pictures (86%), product information (70.9%), and differentiated colors (64%) respectively. Strategic positioning on page (47.7%) and in list (44.2%); evocative labels (41.9%), and food preparation information (32.6%) moderately exist on the sampled menu cards. Interestingly, there is no information about nutritional value of menu items while the graphics (1.2%) are rarely used. One possible explanation for absence of nutrition information might be that there is no legal obligation for restaurants in Turkey to display information about nutritional content of food items on menus.

The qualitative findings tell another story. Despite its frequent use, product information mostly refers to only the ingredients of dishes (mainly for pizzas, pastas, traditional Turkish food or cocktails) and includes no information for potentially hazardous substances. Where available, food preparation information frequently encompasses the methods used for cooking meat or seafood. Other information pieces such as cooking time or marinating style rarely exist. Evocative labels often focus on geographic names. As indicated by the frequencies, using differentiated fonts and type is common. A close examination of examples revealed a common pattern that those different fonts and/or sizes visually distinguish categories, labels and descriptions. A similar manner is pursued using different colors. Most of the menu cards contain pictures,

but only in a few cases pictures are directly associated with individual dishes. Instead, in a considerable amount of cases pictures are randomly located on the menu card. Nevertheless, in rare cases, it is also observed that pictures represent the destination's tourist attractions. Strategic positioning of menu items on a page or in a list is an occasionally adopted practice by local restaurants in the sample. Less than half of the restaurants locate their high price menu items on the right upper or lower corners on a page or at the top or bottom of a category list. In most of the cases, the highly priced products placed on last pages of multi-paged cards (commonly fourth or fifth pages).

Table 1. *Results of content analysis*

Criteria	Examples	Frequency	%
Product Information	Ingredients for pizza dishes, pastas, Turkish foods and cocktails	61	70.9
Food Preparation Information	Cooking methods (grilled, deep fry, pan fry, stewed) for meat dishes, cooking methods for sea foods, cuts (sliced, julienne), food marinating methods (with special spices) for meat, cooking time	28	32.6
Nutrition Information	-	0	0
Evocative Labels	Seasoned with fresh vegetables, home cooked Chinese style fried Steak, Alanya Special, Preferences of Ottoman Sultans, French style onion soup, Mexican style Steak, mommy style, delicious special Mediterranean Kebab	36	41.9
Pictures	Pictures of each pizza dish, pictures for each category, cartoon characters for kids menu, pictures for each dish, photographs of cultural and historical landscape of Alanya, monuments of Alanya, randomly placed pictures of dishes	74	86
Differentiated font or sizes	Four different fonts for category names, menu item labels, descriptions and beverages; larger type size for category names, different colors (white and blue on a pink background) for beverages; different type size for category and menu item labels	77	89.5
Differentiated colors	Seven different colors for category names, two different colors; one category names and the other for menu item labels	55	64
Graphics	Each category in a box	1	1.2
Strategic Location on Card	On the right lower corner at the first page, on the right upper corner of the second page	41	47.7
Strategic Location in List	At the bottom of the list, at the top of the list	38	44.2

Quantitative findings

The results of a series of logistic regression analysis are depicted on Table 2. As noted earlier, two variables (nutritional information and graphics) were not included into the analysis due to the insufficient number of cases. The remaining dependent variables coded as dummy variables, and eight logistic regression models in which the menu variety was the predictor were tested. Statistics for -2LL, Omnibus Test Chi-Square Difference, Nagelkerke R Square, and Hosmer and Lemeshow Goodness of Fit Chi-Square were employed to assess the model fit.

Considering the results of logistic regression models depicted on Table 2, it is seen that menu variety is a significant ($p = 0.002$) predictor for the use of a specific menu design technique only in one model (product information) out of eight. The classification percent (79.1%), Omnibus test (Chi-Square Difference Values = 11.785; $p = 0.001$) and Hosmer and Lemeshow Goodness of Fit test (Chi-Square = 9.026; $p = 0.34$) results indicate a good model fit for logistic regression model on the relationship between menu variety and product information. However, the values for Nagelkerke R Square (0.183) and OR (1.002) are relatively low, and those values indicate that menu variety cannot powerfully predict the use of product information in menu cards. Overall, results of logistic regression analyses clearly show that existence of menu design techniques in the sampled menu cards is not significantly or substantially associated with the range of menu variability.

Table 2. Results of Logistic Regression

Predictors	Output	Classification Percent	-2LL	Omnibus Test Chi-Square Difference (Significance)	Nagelkerke R Square	Hosmer and Lemeshow Goodness of Fit Chi-Square (Significance)	Wald	Sig.	OR
	Pro-Info	79.1	91.892	11.785 (0.001)	0.183	9.026 (0.340)	9.583	0.002	1.002
	Pre-Info	69.8	105.335	3.181 (0.074)	0.051	11.018 (0.201)	3.067	0.080	1.001
NofMI	EL	57.0	109.585	7.347 (0.007)	0.110	10.960 (0.204)	6.596	0.050	1.001
X	Pics	86.0	69.450	0.058 (0.810)	0.001	12.117 (0.146)	0.058	0.810	1.000
	DForS	89.5	57.651	0.001 (0.982)	0.000	2.982 (0.935)	0.001	0.982	1.000
NofC	DC	64.0	11.750	0.684 (0.408)	0.011	5.480 (0.705)	0.680	0.410	1.000
	SLinList	52.3	119.025	0.010 (0.921)	0.000	9.925 (0.270)	0.010	0.921	1.000
	SLonCard	59.3	116.970	1.086 (0.297)	0.017	3.933 (0.863)	1.070	0.301	1.000

NofMI: Total Number of Menu Items; NofC: Number of Categories; Pro-Info: Product Information; Pre-Info: Preparation Information; EL: Evocative labels; Pics: Pictures; DForS: Differentiated Font or Size; DC: Differentiated Colors; SLinList: Strategic Location in List; SLonCard: Strategical Location on Card

DISCUSSION AND CONCLUSIONS

Considering the findings of current study which represent operators' perspective, it is possible to make theoretical and practical suggestions regarding use of menu design techniques in restaurant settings.

Theoretical implications

The purpose of current study was to identify whether operators used menu design techniques intentionally. Findings derived from the content analysis of menu cards collected from restaurants in a tourist destination revealed that restaurant operators rarely used menu design techniques for boosting specific items' sales. Existence of some techniques (product information, differentiated fonts and colors, and pictures) on menu cards was quite frequent, but it is likely that the purpose of employing those techniques is to highlight the originality of menu items or to distinguish labels, descriptions and categories instead of a focused attempt at raising the sales of high-profit items. Additionally, the quantitative analysis also supported the view that use of menu design techniques was unintentional since menu variety is not a significant or substantial predictor of existence of menu design techniques in menu cards.

The theoretical framework of current study mainly relies on signaling theory, and the findings are, at least partially, supportive to a possible adaptation of this theory to menu design domain. For instance, qualitative evidence indicated that preparation information and evocative labels were used in less than half of the cases. Despite the low frequencies of their usage, it is plausible to infer that use of those two techniques was to signal some positive attributes of menu items. More specifically, the preparation information for meat or seafood dishes include cooking methods probably due to signal their quality, whereas some items' labels contain geographic names in order to signify their originality. Thus, it is possible to claim that operators wish to use some menu design techniques to send signals about the quality and uniqueness of dishes. In this case, they create a signaling environment, as suggested by Connelly et al. (2011), where they can underline the selected attributes (uniqueness and quality) of menu items through sending signals to customers who will infer the information and ultimately order the food. These results, to a certain extent, are consistent with the findings of Lo et al. (2017). Indeed, the sample of research by Lo et al. (2017) was constituted by diners of an independent hotel, and their findings mainly mirrored the consumers'

standpoint. Alternatively, the current study represents the operational perspective. However, those results are not sufficient to make a conclusion that restaurant operators use menu design techniques intentionally. Thus, the critical question is to what extent the use of menu design techniques is intentional.

The expectation in the current research was that restaurant operators are more willing to enhance the sales of highly profitable items, therefore they use menu design techniques in order to selectively signal the quality, value, healthfulness, and taste of that items as it is suggested by menu design theory. However, both the qualitative and quantitative findings were controversial to that expectation. This means that food preparation information, nutrition information, evocative labels, pictures, differentiated fonts or sizes, differentiated colors, graphics, strategic positioning on a page and in a list are not intentionally employed to promote the high-profit items. Qualitative findings provide some supportive examples of this view. In most cases, it was seen that pictures are randomly located on the menu card and they do not underline any specific dish. Moreover, strategic positioning of highly priced items is moderately frequent, and even in some cases those items were placed on fourth or fifth pages where their visibility is respectively lower than having a position on front pages. Thus, the findings of this study show that there is a discrepancy between theory and practice. From operators' perspective, there might be several reasons for this gap. The research by Filimonau and Krivcova (2017) revealed the key barriers to use of menu design techniques, and listed them as resource inadequacies to implement menu changes; inconsistencies in customer demand; complexities in organizational and operational processes (managerial support, supply chain issues, business size and location, reputation). More importantly, authors stated that those barriers lead operators to become skeptical about the usefulness of menu design techniques. Similar reasons might have prevented the restaurant operators in the sample of current research from intentionally using menu design techniques in order to affect their customers' item ordering behaviors.

Practical implications

The conceptual and empirical evidences provided by this study allow us to offer some implications for practical use of menu design. Restaurant operators can evaluate their current positions towards the efficient use of menu design techniques through reviewing their establishments' menu

cards. The criteria which currently exist in menu design literature and have been already listed in this study provide an available checklist for such kind of an evaluation.

Besides detecting the existence of suggested menu design techniques on their establishments' menu display, operators should try to understand their way of using those techniques through making comparisons against the theory. In this way, they can make more informed and hopefully more accurate decisions on menu design and consequently they can develop positive cognitive beliefs about its usefulness. For this, it is critical to understand how design attributes of a menu display affect customers' item ordering behaviors. Some examples might be helpful to show the usefulness of menu design with reference to relevant theories. First, relying on the signaling theory, operators should know that they naturally send signals to their customers through menu display whether or not they make it purposefully. In fact, they should recognize that it is possible to intentionally design a menu card to create a signaling environment in which they can send unique and positive signals to customers who will interpret those signals for their item ordering decisions.

Second, as suggested by SOR model, favorable stimulus (in this case the signals send through menu design techniques) may lead customers to exhibit an approach behavior in the form of ordering menu items (the ones that the operator wants to sell more) as a result of their favorable evaluations about the items. For occurrence of a favorable evaluation, attitudes and perceived behavioral control are two important variables along with subjective norms as posited by the theory of planned behavior. At this point, operators may not have a direct impact on subjective norms but they are able to influence customers' attitudes and perceptions of behavioral control by employing menu design techniques. Sending the prudent and accurate signals about quality, taste and healthfulness of menu items can trigger positive attitudes of customers. Moreover, the sufficient and accurate information provided through menu labels and descriptions, and the increased readability of menu card through correct use of colors, fonts, sizes and blanks can ease customers ordering decisions and give them a sense of control over their ordering behaviors.

Limitations and future research

The current study has several limitations. First, the findings come from restaurants located in only one place, namely Alanya. Although it is a

well-known sun, sea and sand destination for summer holidays, still it is not suitable to generalize the findings of this study to other similar holiday destinations due to the convenient sampling method employed in this research.

Additionally, the current study could not provide information about the profile of restaurants whose menu cards were used for analyses. Since the primary purpose was to analyze menu cards without any reference to possible effects of restaurants' profile, collecting information about restaurant characteristics was purposely avoided. Future research studies may consider collecting menus from different types of restaurants including casual, fine-dining and perhaps quick-service restaurants located in different destinations or metropolitan cities with a special care in collecting information about restaurants' profile to make comparisons across restaurant segments. The study also lacks the findings about the views of restaurant operators about why they do not use menu design techniques in accordance with the suggestions made in theory, because there was no interview or sampling procedure with restaurant operators on this issue which is beyond the objectives of the current study. But this issue also deserves a specific academic attention.

The current study assumes that the number of highly profitable menu items will increase in proportion to menu variety. However, this remains as an assumption and could not have been tested. The main reason is the difficulty in detecting the number of high-profit items on menu cards. In fact, this study states that high-priced items can be accepted as high-profit items relying on the argument that price is an important determinant of menu items' profitability. However, neglecting the cost of menu item is the most important weakness of this argument. But monitoring all cost components (such as material costs, labor costs, and overheads) item-by-item basis in restaurant settings is a very difficult task requiring specialized accounting techniques such as activity based costing, it is almost impossible to collect cost data from restaurants to calculate each item's profitability. Nevertheless, the study inevitably used the price information to make an approximation for high-profit items on a menu card or in a category list just for strategic locations. In doing so, only the highest priced items were considered. Future research may specifically concentrate on the relationships among the variables of menu mechanics such as number of menu items, number of menu categories, number of high-priced items, and number of low-priced items. It is clear that findings of this line of research will provide a more reliable basis for menu design research in the future.

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Transformational Tourism Host Perspectives, edited by Yvette Reisinger, 2015, Wallingford: CABI International, ISBN-13: 978-1-78064-392-2, pp. 236

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The idea of sustainable life puts certain values such as empathy, peace, human rights and ecological awareness for our planet by opposing recent environmental problems, economic crises and wars. In order to make a better future, it has become necessary to transform priorities, habits, and consumption behaviors of human beings towards a sustainable perspective. Travel and tourism can be a rational way for this transformation to take place.

The concept of transformational tourism illuminates the transformational potential of travelling on individual's behaviors and worldviews. Touristic activities or travelling set the stage for individual's transformation (Ross, 2010). Travelling or tourism for transformation has taken a scarce part in academic literature, although it is not a new concept. In recent years, concept of transformational tourism has been improved by some tourism researchers, who applied transformational learning theory of Jack Mezirow (1978) on this concept, which has become an interdisciplinary one.

While the first volume of the book *Transformational Tourism: Tourist Perspectives*, edited by Reisinger (2013), offers studies on various tourism types that transform behaviors and/or worldviews of people and cause radical changes to the reader, *Transformational Tourism: Host Perspectives* argues that tourism and travelling have an important place for host

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communities, with the perspective of transformational tourism. Editor argues that *“Travel and tourism are potentially some of the greatest forces for peace and understanding in our time, and personal transformation of the host communities needs to be explored as it will shape the future of the tourism industry”* (p. 11). In this volume, through explanation of various tourism types, each chapter examines how host communities change their views on life through tourism, what kind of role travel and tourism play in changing value judgments while offering wider perspectives on the worldviews. In each chapter, new discussions and research studies about transformational tourism are presented.

With the contribution of 21 different authors, this volume consists of 6 parts and 14 chapters. In the first part of the book and under the heading *“Initial Reflections”*, 2 chapters belong to Yvette Reisinger, the editor of the whole book. In the first chapter, *“Reflections on Life Purpose”*, the author mentions the potential of travelling and tourism to change humanity and give people what they need and look for, while also referring to the individual’s pursuit of life goal and need of change in the life. In the second chapter, the author emphasizes transformational potential of tourism for host communities by explaining individual transformation and relevant process of a person within the theory of transformational perspective.

Second part, based on Foucaultian perspective, was written by Keith Hollinshead, Milka Ivanova and Kellee Caton. In the third chapter, transformational role of tourism for individuals and objects is examined within the framework of Foucault’s *governmentality* concept. Being a follow-up of third chapter, the fourth one probes the concepts of transformation and tourism from a Foucaultian perspective. Readers may use the glossary at the end of the book while reading this chapter (p. 200).

In the fifth chapter of third part, Sagar Singh writes that tourism is such an activity that people participate in for acquiring non-financial capital, but they do this with money. He also emphasizes that tourism experiences of host communities are as important as experiences of tourists and examines this relationship anthropologically by using analytic auto-ethnographic approach.

Fourth part examines the transformation of local communities. In the sixth chapter, Melanie Smith and Anita Zatori address social, economic and political transformation of Roman and Jewish minorities living in Budapest through tourism. In the seventh chapter, Anya Diekmann and Isabelle Cloquet probes an African neighborhood in

Brussels and examines their economic, social and cultural transformations and tourist perceptions since they were influenced by touristic activities of neighborhood and host community. Bianca Freire-Medeiros and Gabriel Cohe contribute to the eighth chapter by examining the transformation of worldview of people living in a *favela* in Rio de Janeiro about economic inequality and social segregation via touristic activities. In the ninth chapter, Stephen Schweinsberg, Stephen Wearing and Michael Wearing explore the convenience of a community living in rural area of New South Wales (Australia) for tourism and transformation. In this chapter, authors ground on the concept of *disorienting dilemma* and point to the transformative learning in a rural community through tourism.

In the fifth part, transformation is examined through various types of tourism. In the tenth chapter, Elisa Burrai and Jose Ignacio de las Cuevas scrutinize transformational outcomes as a result of tourism experiences of a host community living in Thailand and Peru, two different volunteer tourism destinations. In the eleventh chapter, Eric Brymer and Susan Houge Mackenzie study on the relationship between extreme sports and host communities and the contribution of these sports to psychological development of host communities. In the twelfth chapter, Adrian Deville researches the interactions between WWOOF (World Wide Opportunities on Organic Farms) hosts and WWOOF travelers as well as transformational outcomes arising from these experiences.

In the sixth and last part, “Problems and Solutions” are offered under the same heading. In his explorative study in the thirteenth chapter, Gregory Ashworth looks for the answer of this question: Does the development of heritage tourism cause a problem or provide solution for ethnical or cultural diversion among host communities living in certain countries? In the last chapter of this volume, Omar Moufakkir and Ian Kelly point out to how tourism can transform the lives of poor people and people’s perceptions about them.

All authors of this book contribute significantly to a neglected field of transformational tourism in the academic literature. When we especially consider the novelty of transformation theory within tourism literature, we can argue that both volumes of the book meet an important need in the field. The book offers a higher-quality understanding of tourism, new perspectives, inter-disciplinary researches and new research questions for tourism literature. Evaluating generally, the concept of transformational tourism is studied meticulously with different methods. The volume offers an extraordinary perspective for the transformational

influence of travelling and tourism on host communities through Foucaultian view. Throughout the volume, it is argued that touristic experience belongs not only to tourists, but also host communities and no transformation will occur without both sides. Case studies in this volume put forward that various communities transform in different social, economic and cultural frames with different outcomes. Through this volume, reader may examine the transformational effect of various types of tourism on host communities. While some chapters in this volume lead the reader to ponder, they also force them to understand the core of the concept. This volume welcomes us as a reference book that can contribute to tourism students, tourism researchers or academicians, even from different disciplines, and stakeholders in tourism industry. Conclusion part of each chapter illuminates the researchers for future studies. Besides, both volumes can be regarded as not only reliable sources for a whole literature but also self-development guidebooks for the reader.

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THANKS TO REVIEWERS

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