



Destination Marketing of Antalya City Port for Sports Organizations and Its Effect on Perceived Organizational

Ali SEVİLMİŞ^{1*} , Erkan Faruk ŞİRİN² 

1. Karamanoğlu Mehmetbey University, Department of Sports Management, Karaman, Turkey

2. Konya Selçuk University, Department of Sports Management, Konya, Turkey

ABSTRACT

The aim of this study is to examine the relationship between the image of Antalya City and destination marketing in sports organizations and satisfaction. In accordance with of this aim, the study group consists of 430 participants ($n_{\text{manager}}=4$, $n_{\text{trainers}}=43$, $n_{\text{athletes}}=315$ and $n_{\text{referee}}=68$) participating in Turkey Interuniversity Wushu Sanda and Taolu Championship between the dates of May 9 - 11, 2016, and the First International Mediterranean Wushu Championship between the dates of March 16 -21, 2017, held in Antalya city. In the study, it was revealed that the sub-dimensions of the perceived urban image significantly affect the destination marketing sub-dimensions and overall organization satisfaction in sports organizations. With this study, it is considered that perceived urban image can be a resource for forming a resource in the identification of the influences it exerts on destination marketing for sports organizations and organizational satisfaction, and sustainable plans formed in the stage of organizing this kind of activities.

Keywords

Urban image,
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*Corresponding Author:

Ali SEVİLMİŞ

E-mail Address:

alisevilmis.42@hotmail.com

INTRODUCTION

At present, cities, in the competition they start in the name of being able to acquire place for themselves in a competitive environment that comes together with globalization, want to increase their publicities thanks to the cultural, artistic, and sportive activities. All of these activities are realized to form a positive image in the minds and, thus, become a more preferable city. The features coming from the past of a city (natural and human structure, trade past, historical-cultural features, etc.) as well as the actual activities of that city (festivals, social activities, sportive organizations) make a contribution to the formation of urban image. While the urban image is generally qualified as a concept related to how a city is perceived, [it is also] is expressed as urban infrastructure, architecture, facilities, art, city-dwellers, and products (Spio, 2011). In addition, the urban image includes behaviors of those living in a city such as artisan or public attitude (Özdemir & Karaca, 2009). Urban image can also be expressed as a total of the perceptions, beliefs, connotations, impressions, of ideas of people (Alhemoud & Armstrong 1996; Kotier et al., 1999). Therefore, cities marketing and branding activities try to transform the perception created, belief, connotation, impression, or ideas, i.e. in general, the image perceived, into a positive or desired state. For these reasons, at present, bringing identity in cities' in planned way has great importance and, in this context, the various sportive, social, and cultural activities integrating into city are paid attention. In forming an urban image, identifying marketing strategies to be used in determining, ordering, and developing the specified values is highly important. In addition, when considered that cities compete any longer like companies and countries, it reveals that marketing strategy has to be accurately structured. In this study, urban image is perceived as an instrument to be able to be used in the sports management process.

In scope of urban image, sociocultural and sportive organizations to be held in the city are seen as instruments that are important in attracting attention to the city in local and global meaning. Smith (2005) in the study he carried out, tried to identify the contribution of sportive activities to renewing the image of a city. As a conclusion of the study, a large part of visitors reported that sportive activities had a positive effect on an urban image. Economic and non-economic advantages of holding this kind of organizations in a city play significant role in developing urban image. The studies conducted introduced that the highness of participation level in organizations that organizations are in a strong directional relationship with economic utility. In addition, while these activities and facilities are held in city, on the one hand, direct sportive activities to here, on the other hand, they enable citizens to

benefit from sport facilities. However, that activities take place in media, increasing awareness related to city, makes positive contribution to urban image (Ritchie & Smith, 1991).

For achieving that cities can form a positive image and are marketed, it is necessary for visitors to enable to be satisfied with the cities they visited. This case emerges as an important factor in forming a positive and strong urban image (Laws et al., 2002). In sportive organizations, the trainer, athlete, and sports-related people (referees, press members, proponents) become effective in publicizing the city. Spread of the name of the city at the national and international level can be provided by hosting a successful sportive organization (İlgüner & Asplund, 2011). The satisfaction of this group can be affected from not only organizational success but also many cases related to the city. The quality of transportation, accommodation, and food drink service quality, recreation opportunism, behaviors and attitudes of local people and artisans as well as many reasons such as price applications in the places visited can play important role in the evaluation of visitors (Kozak, 2003). That Hankinson (2004) emphasized that consumers' destination preferences depended on the level of image destinations had reveals how important positive image, which will be obtained in sports competitions.

Any place (e.g. region, city, town) targets on reaching a suitable and satisfying position for being able to market their activities and attractive position for these organizations. A place presenting opportunities and having opportunities a positive image for participants becomes a more satisfying place for them and an important place for attracting activities/organizations (Gertner & Kotler, 2004). For organizations, how cities are perceived has gained importance, and image has been positioned as an effective factor in urban development. As a result of this, countries and cities, like business, have also found themselves in competition in global markets, where the competition of interest prevails.

Antalya city is a destination, where a great variety of tourism activities can be realized in the sense of tourism. The archeological, cultural, and natural- geographical resources of Antalya city has caused the distinctive power of the region to be better understood and, thanks to this, Antalya city has become an important destination in terms of urban image. Besides that tourism approach of Antalya city is generally viewed as sea, sand, sun, recreation, or culture-purposed activity, Antalya city has gained an important power in recent times in terms of its hosting for the sports, organizations, and activities in the region. As a conclusion, cities have transformed into a space of image and consumption. In preferring cities with the approach of competitive cities, their images become effective,

because the cities having positive image attract capital and investment and can be effective at the points such as shopping, settlement, working place, touristic organization, and location selection.

When the relevant literature is examined, there are the studies, in which the role of sports organizations in the formation of brand-city (İşler & Tüfekçi, 2014) their effects of destination marketing (Tüfekci, 2014), and quality and satisfaction (Akdağ et al., 2015; Genç et al., 2019) are mentioned, any study has not been met, where the model, established for the study relevant to the contribution of the image of the city, in which organization is held, to destination marketing and satisfaction of sports organizations, is tested on the administrators/managers, trainers, athletes, and referees who participate in the activity.

With the study carried out, it was aimed to eliminate the deficiencies in the literature of sports marketing and sports management. In this study, according to the perceptions of the administrators/managers, trainers, athletes, and referees who participate in the activity, the relationship between urban image and destination marketing and organizational satisfaction in sports organizations will be identified, and the effects of the urban image will be tried to be revealed. This study has also a feature to guide institutes, federations, organization companies, and accommodation companies

Changes occurring in the expectations and habits of consumers make it necessary to strategically evaluate destinations and include them in the marketing process. From this aspect, destination marketing is realized via different activities. It is necessary for expectations of consumers to be compatible with features of attraction place (destination) (Ateşoğlu & Bayraktar, 2011) and overlap driving factors directing the consumer to attraction place with the features of destination (Çakıcı et al., 2007). Sports organizations that are an instrument of destination marketing undertake an important role in this scope. Destination marketing in sports organization can be defined as a philosophy of sports management aiming at making research, prediction, and selection related to sportive products and covering the decisions and applications regarding o these subjects, considering the features of sports services to be included in sports products they produce in compatible with the target of destination to obtain the highest gain. Image of city in a complementary attribute sport organizations, where organizations are held, is considered to be an important factor. Urban image is a marketing element making an emotional relation between a city and visitor or investor arriving to city, which forms the views of visitors regarding the city, highlighting city from among the other cities, and which provides to make it different. It expresses the geographical position of the city, its historical and cultural structure, infrastructure and

superstructure facilities, urban planning, the number and attributes of facilities in city, characteristics of city-dwellers, and urban values such as attractive facilities of city, and totally, all process that comes into existence (Tezcan, 2011).

Urban image has a highly important place in destination marketing. In travel decisions of visitors, recognizing important features of urban image becomes important in the scope of destination marketing. In recognizing all factors (product, service, city, country, etc.) to be able to be included in the area of image marketing and creating competitive advantage in market, [these] serve as effective factors. At this point, forming an urban image having a high value in the mind of people interested in a city will be quite effective in increasing the quality perceived for the city (Pekyaman, 2008) and attracting the new organizations of activities to the city. According to Gilboa et al., (2015), the cities having a positive image better meet the desires of their stakeholders (city -dwellers, businessmen or organizations, tourists). Loi et al., (2017) also identified that the image of destination hosting a sports activity was positively affected. A similar study demonstrated that Calgary Winter Olympics positively changed the image of Calgary on the people out of this city (Ritchie & Smith, 1991).

According to modern marketing theories, one of the most effective marketing methods is to provide customer satisfaction at the advanced level. When evaluated in terms of sports organizations, many reasons such as organization as well as the transportation accommodation, quality of food-drink services, recreation facilities, behaviors and attitudes of local people and artisan, and price applications in the city, where the organization is held, can lead to whether or not those participating in organizations, athlete, trainer, manager, audience, referee) are satisfied. Even beyond this, when we accept the experience of a sports organization as a whole, a disturbance to form in any part of this whole will be able to affect general satisfaction (Duman & Öztürk, 2005; Jafari & Quarterly, 1983). Participants, in the regions they go to, utilize many activities such as shopping, recreation, and resting, nature, culture, history, archeology, sea, sun, etc. Although the original aim of travel in sports tourism seems to be sportive activities, one wants to know the natural and cultural activities in the places visited. Providing continuous intensive participation in sportive activities in a region depends on the natural and cultural attractions of that region (Göker, 2018). In order to achieve marketing cities, it is necessary to enable visitors to be left satisfied from the cities they visit. This state can be provided by a positive and strong urban image (Laws et al., 2002). The satisfactions of the participants that come to participate in sport organizations held in a city with city and organization play important role in terms of

publicity and image of the city. Since positively increasing components of urban image will add value to the city, participants arriving in the city for sports organization will feel themselves better, and it will provide an increase in their satisfaction with organizations. A place presenting opportunities for participants and having a positive image becomes a more satisfying organization and an important place for attracting an investor. From this point of view, it can be said that there is a natural relationship between satisfaction and developedness and attraction of the region (Yamaç & Zengin, 2015). That Hankinson (2004) emphasized that destination preferences of consumers depended on the level of image destinations had reveals how much important urban image to be obtained in sport organizations is.

METHODS

The "Perceived Urban Image", "Sports Organizations Destination Marketing" and "Organizational Satisfaction" scales were used in the research. Information (validity and reliability) of the scales are presented below.

Study Group

The study group consists of 430 participants, who participated in Turkey Interuniversity Wushu Sanda and Taolu Championship between the dates of May 9-11, 2016 and 1st International Mediterranean Wushu Championship, between the dates of March 16-20, 2017, held in Antalya city, and selected by easy sampling method ($n_{\text{administrator/manager}}=4$, $n_{\text{trainer}}=43$, $n_{\text{athlete}}=315$ and $n_{\text{referee}} = 68$) The data were obtained over both organization. The questionnaires of administrator/manager, trainer, athlete, and referee were completed in the hotels the groups stayed in.

Data Collecting Instrument

In the study, the scales of "Perceived Urban Image", "Sports Organizations Destination Marketing", and "Organizational Satisfaction" were utilized.

Perceived Urban Image Scale

"Perceived Urban Image Scale" was developed by Demirel & Yaşarsoy (2016). The scale consists of 43 expressions and 7 factors. These factors are Factor 1: Transportation services, Factor 2: Historical and touristic values, Factor 3: Tradesman attitude, Factor 4: Geographical and social structure, Factor 5: City infrastructure, Factor 6: Public attitude and Factor 7: Health services. It was determined that it was explained with a total of 69,389%

with these seven basic factors. For analysis, the sample adequacy coefficient (SAC) is 0.87. It was identified that the value of Cronbach's Alpha coefficient was 0.97 for all scales. When all values associated with the scale were taken into consideration, we can say that the reliability and validity level of the scale is considerably high.

Sports Organizations Destination Marketing Scale

“Sports Organizations Destination Marketing Scale” is a scale developed by Tüfekci (2014). The scale consists of 20 expressions and 6 factors. These factors are: Factor 1: Factors Associated with Recreation, Factor 2: Contribution of Organization, Factor 3: Area, where activity is made, Factor 4: City, where activity is made, Factor 5: Organizational Structure, Factor 6: Accommodation and Food-Drink Businesses. 6 factors obtained to account for 67.22% of total variance. Sample Adequacy Coefficient (SAC) for analysis is 0.86. It was identified that the value of Cronbach's Alpha coefficient for all scale was 0.97. It was seen that the values of Cronbach's Alpha coefficient for all variables tested were over 0.70. These values show that the scale can be considered reliable. In addition, in this study, assessments were made through the score of scale.

Organizational Satisfaction Scale

“Organizational Satisfaction Scale” was adapted from the studies by Kozak and Rimmington (2000), Duman, (2004), Hede, (2005) and Tüfekci, (2014). The scale consists of 6 satisfaction expression and only one factor. As a result of the explanatory factor analysis made by researchers. It was identified that these factors accounted for 46.86 of the total variance. Sample Adequacy Coefficient (SAC) for analysis is 0.73. It was identified that the value of Cronbach's Alpha coefficient regarding scale is 0.74. When the values regarding scale are considered, we can see that the scale is reliable and valid.

Data Analysis

After collecting data, analyses were made through SPSS 23.0 (The Statistical Package for the Social Sciences) software. For checking for the state of normal distribution, the Kolmogorov-Smirnov test was used and identified that the value of normal distribution turned out smaller than the statistical significance level ($p < .05$). In view of this, the values of kurtosis and skewness were applied for normal distribution. As a result of the normality test made, it is seen that kurtosis coefficients are between - 0.006 and 1.602 and, skewness coefficients are between -.674 and 1.006. In analyses, it is paid attention that points do not deviate excessively compared to normal points. It can be said that the points remaining in

the range of +1 and -1 did not show excessive deviation compared to normal distribution (Tabachnick et al. 2007). It was determined that the data showed normal distribution (Albayrak et al., 2005). Namely, it was identified that the data satisfied normality assumption and that there were no problems with excessive kurtosis and excessive skewness. In testing, hypotheses of the study, the multivariable regression analysis technique was applied.

RESULTS

In the study, the relationship between urban image and sports organizations destination marketing and organizational satisfaction was introduced by correlation and regression analyses and results were shown in Table 1, Table 2, and Table 3.

Tablo 1. The Relationship between subdimensions of urban image and sports organizations destination marketing and organizational satisfaction

Urban Image	X (Sd)	Correlation	Sports Organizations Destination Marketing [X (Sd) (3.77 (.46)]	Organizational Satisfaction [X (Sd) (3.88 (.55)]
Transportation Services	3.80 (.49)	r	.480**	.538**
		p	.000	.000
Historical and Touristic Values	3.82 (.54)	r	.528**	.542**
		p	.000	.000
Tradesman Attitude	3.71 (.56)	r	.549**	.506**
		p	.000	.000
Geographical and Social Structure	3.75 (.51)	r	.494**	.415**
		p	.000	.000
City Infrastructure	3.73 (.52)	r	.485**	.422**
		p	.000	.000
Public Attitude	3.69 (.62)	r	.482**	.429**
		p	.000	.000
Health Services	3.74 (.61)	r	.432**	.512**
		p	.000	.000

When the correlation table was examined, the highest correlation value between the destination marketing of sports organizations and the independent variables in the research model was calculated as 549.

It is seen that there is a higher correlation between tradesman attitude corresponding to this value and the destination marketing of sports organizations compared to the other variables. This result can be considered as a result that should be emphasized in terms of the importance of the tradesman attitude in destination marketing.

The highest correlation value between organization satisfaction and independent variables in the research model was calculated as 542. It is seen that there is a higher correlation between historical and touristic values corresponding to this value and organizational satisfaction compared to other variables.

This result is an indication that the historical and touristic values of the city will increase organizational satisfaction. It can be considered as a result that should be emphasized in terms of cities where sports organizations can be held.

Tablo 2. Multivariable Regression Analysis Results related to Sports Organizations Destination Marketing and Sub Dimensions of Antalya City Urban Image

Dependent Variables	Independent Variables	B	Standard Deviation	β	t	p
Sports Organizations Destination Marketing	(Constant)	1.024	.158		6.460	.000
	Transportation Services	.103	.044	.111	2.310	.021
	Historical and Touristic Values	.149	.042	.176	3.554	.000
	Tradesman Attitude	.168	.041	.206	4.086	.000
	Geographical and Social Structure	.139	.042	.155	3.304	.001
	City Infrastructure	.091	.043	.104	2.101	.036
	Public Attitude	.073	.036	.099	2.055	.041
	Health Services	.010	.036	.013	.269	.788
Multiple R= .663 R ² =.440 Adj R ² = .430 F _(7,422) = 47.300, p=0.00< .05						

According to the results of the study, dependent variable “Sport Organizations Destination Marketing” forms a significant whole with independent variables “transportation services, historical and touristic values, tradesman attitude, geographical and social structure, city infrastructure, public attitude, health services” that are subdimensions of urban image. Independent variables explain 44.0% of the total variance of the sports organizations destination marketing dependent variable (R= .663 R²=.440, F_(7.422) = 47.300, p=0.00< .05).

Health services alone do not contribute significantly to the model. The most important factors of urban images affecting the factor “sports organization destination marketing” are tradesman attitude ($\beta=0.168$; p<0.01), historical and touristic values ($\beta=0.149$; p<0.01), geographical and social structure ($\beta=0.139$; p<0.05), transportation services ($\beta=0.103$; p<0.01), city infrastructure ($\beta=0.091$; p<0.05), and public attitude ($\beta=0.073$; p<0.05) in order.

According to the findings of the research, it constitutes a meaningful model with the dependent variable of organization satisfaction, sub-dimensions of urban image, transportation services, historical and touristic values, tradesman attitude, geographic and social structure, city infrastructure, public attitude and health services. Independent variables that contribute significantly to the model explain 44.0% of the total variance of the organization satisfaction dependent variable (R= .663 R²=.440, F_(7,422) = 47.401, p=0, 00< .05). Geographical and social structure, city infrastructure, and public attitude alone do not contribute significantly to the model.

Tablo 3. Multivariable Regression Analysis Results Related to Organization Satisfaction and Sub Dimensions of Antalya City Urban Image

Dependent Variable	Independent Variables	B	Standard Deviation	β	t	p
Organizational Satisfaction	(Constant)	.611	.190		3.210	.001
	Transportation Services	.239	.053	.216	4.492	.000
	Historical and Touristic Values	.214	.050	.211	4.255	.000
	Tradesman Attitude	.141	.049	.144	2.853	.005
	Geographical and Social Structure	.041	.050	.038	.811	.418
	City Infrastructure	-.018	.052	-.017	-.346	.730
	Public Attitude	.046	.043	.051	1.062	.289
	Health Services	.187	.043	.208	4.380	.000
<i>Multiple R= .663 R²=.440</i>						
<i>Adj R² = .431 F (7,422) = 47.401, p=0.00< .05</i>						

The most important factors affecting the organizational satisfaction factor are transportation services ($\beta = 0.239$; $p < 0.01$), historical and touristic values ($\beta = 0.214$; $p < 0.01$), health services ($\beta = 0.187$; $p < 0.05$) and the tradesman attitude ($\beta = 0.141$; $p < 0.05$).

DISCUSSION

At present, every sort of activity creating tourism demand is accepted as attractive an element for the destination. Although activities are multifarious in respect of their dimensions and objectives, especially, festivals, carnivals, fairs, congress as well as sports organizations take place among activities creating important demand of tourism for destinations. Although sports organizations are the primary reason for visiting destination, it can be an extra attractive element in visiting a destination. The geographical position of the city, where organization is held, features such as its historical and cultural structure, infrastructure and superstructure facilities, urban planning, the number and quality of facilities in the city, characteristics of city -dwellers, and facilities of city attracting attraction can be exemplified for this case. Thus, a destination creating an impression of a developed city can develop image for itself and strengthen its existing image.

In this study, it was aimed to examine the relationship between Antalya city urban image and destination marketing and satisfaction specific to participants (athlete, trainer, manager, and referees) in sports organizations

In respect of study results, it was identified that the athletes, trainer, managers, and referees participating in an organization had direct (in positive direction) effects of transportation services, historical and touristic values, tradesman attitude, geographical and social structure, urban infrastructure, and public attitude among subdimensions of urban image on the perception of destination marketing. Cities like Antalya city, where festivals

are continuously held, and perceived as the city of culture, recreation, and activities, both strengthen their images and economically develop in the increasing global competition (Evans, 2003).

It came into existence that the transportation services, historical and touristic values, tradesman attitude, geographical and social infrastructure, urban infrastructure, and public attitude among Antalya City Urban Image sub-dimensions significantly affected the participants' perception level of sports organizations destination marketing. Hence, it is considered that the awareness of historical and cultural elements the city has, artisan and public attitude will increase this kind of organizations that will be held in the city and will also positively affect destination marketing. Albeit it does not seem to be very important, city infrastructure is highly effective in destination marketing. The developedness of the existing infrastructures and superstructures of the city is seen as a feature distinguishing urban areas from rural areas. Hence, it is thought that the development of infrastructure and superstructure of a city and having a proper feature will bring together with positive results about destination marketing. These results point out that the public and private sectors and federations that will hold sports organizations have to pay attention to non-organizational factors (transportation services, historical and touristic values, tradesman attitude, geographical and social structure, urban infrastructure, and public attitude), considered that they are effective related to the city in the selection of organization location, at the high level. Thus, especially the institutes that hold or will hold the organization in Antalya, That all of the other stakeholders that are authorized and responsible for destination marketing act, considering and developing image factors of interest, has great importance in increasing the demand and interest to organization, depending on this, achievement of organization.

When generally evaluated, it is seen that the perceptions of athletes, trainers, managers, and referees related to Antalya city urban image, participated in organization affect destination marketing. At this point, it is considered that the factors identified in this study will be highly effective in forming a high-valued urban image related to city in minds, increasing the perceived quality of a city, and attracting new organizations and activities to the city, However, in urban areas, it is aimed to transmit positive image to target mass (Frey and Zimmer 2001), because it is expressed that a positive urban image will bring city into a more attractive position for its individuals and visitors (Schonland & Williams, 1996).

Another important issue to be addressed in this study is; that the athletes, coaches, managers and referees participating in organizations have direct (positive) effects on

transportation satisfaction, historical and touristic values, tradesmen's attitude and sports services' organizational satisfaction. In addition to this, Antalya city image sub-dimensions, geographical and social structure, city infrastructure and public attitude do not have a significant effect.

Hence, it can be said that the developments to be provided in transportation, historical and touristic values, tradesman attitude and health services positively reflect to urban image and increase organizational satisfaction of sports organization participants (athlete, trainer, manager, and referee). Thanks to this, the case of becoming a livable city, transmitted by urban image, will please participants coming to the city for this kind of organizations and make a contribution to the city from both image and economic point of view; thus, urban development will accelerate much more. As a result, it was introduced that urban image has an important effect in being able to host organizations and increasing satisfaction of participations. Therefore, urban image affects sports organizations destination marketing and organizational satisfaction.

The elements belonging to urban image, image features of the place to be visited such as transportation, historical and touristic values, tradesman attitude, geographical and social structure, urban infrastructure, and public attitude can create the effect of organizational satisfaction or sports organization destination marketing. Hence, it is thought that improving the elements of the urban image will cause improvement in increasing organizational satisfaction.

In addition, with a contribution of urban image, when considered this kind of organizations contribute to economic and cultural development, satisfaction level will be determinative in bringing other organizations in the city. With moving from this point, also considering study results, it can be expressed that the effect of transportation services, urban infrastructure, suitability of geographical and social structure, publicizing historical and touristic values as well as exhibiting of urban artisan and public positive behavior play a key role in terms of destination marketing. In addition, transportation services, historical and touristic values, tradesman attitude, and sport service has an important effect in terms of organizational satisfaction.

As a consequence of the study, the following suggestions can be offered for the possible studies on urban image and sports organizations. This study was made during Turkey Interuniversity WushuSanda and Taolu and 1st International Mediterranean Wushu Championship in Antalya city. Similar studies can be made in different cities and sports organizations. In addition, in this study, evaluations were made by means of the dependent

variable “destination marketing and organizational satisfaction”, moving with the phenomenon of urban image. Except for these variables, making evaluations related to urban branding, urban vision, expectations, and attitude, enlarging the scope of the model suggested in this study can be possible.

Authors' contributions

I would like to thank all researchers who contributed to the publication of the research. First researcher conceived the idea, wrote the first draft, worked on all drafts and formatted the manuscript for submission. Second researcher helped develop the main idea and draft the paper. All authors have read and approved the final version of the manuscript, and agree with the order of presentation of the authors.

Declaration of conflict interest

The article does not find any personal or financial conflict of interest of the authors.

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