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The Effect of Destination Satisfaction and Place Attachment on Behavioral Intention: The Case of Seferihisar

Erdem Baydeniz[1], **Leyla Kılıcı**[2]

Abstract
This study aims to determine the effect of destination satisfaction and place attachment on behavioral intention. The research population consists of tourists visiting the cittaslow of Seferihisar. Convenience sampling and the survey technique were used to obtain the data. Questionnaires were collected face-to-face and online between 10 May and 21 August 2022, and 428 questionnaires were analyzed. The Smart PLS statistical program was used in the research to test the hypotheses for the scales of destination satisfaction, place attachment, and behavioral intention. The structural equation model was used to analyze the data. In this context, it was found that the destination satisfaction of the tourists participating in the research has a positive effect on the place attachment dimensions of place dependence, place identity, place effect, and social bond. It was found that place addiction, place effect and place identity had a positive effect on behavioral intention, while social bond had no effect on behavioral intention. In addition, recommendations were developed in line with the research results.

Keywords
Destination satisfaction, Place attachment, Behavioral intention, Seferihisar

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1 **Corresponding author:** Erdem Baydeniz (Dr.), Afyon Kocatepe University, Faculty of Tourism, Afyonkarahisar, Turkiye. E-Mail: erdembydeniz@gmail.com ORCID: 0000-0003-1003-0521
2 Leyla Kılıcı (PhD. C.), Balıkesir University, Faculty of Tourism, Balıkesir, Turkiye. E-Mail: kilicileyla@gmail.com ORCID: 0000-0002-2491-9172
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1. Introduction

It is difficult to achieve economic growth, social welfare and sustainability in regions governed by local traditions and culture (Stevenson et al., 2008). Volunteering in certain destinations for sustainability increases the competitiveness of the relevant destinations. It improves local values by preserving them (Kiliçaslan & True, 2016). The cittaslow movement allows residents' quality of life to be improved and become sustainable, preserving the natural and cultural elements of the city (Jaszczak et al., 2020). Travel to slow cities emerges as a form of tourism that connects individuals, respects local culture, history and the environment, and values social responsibility (Heitmann et al., 2011:119). Thanks to slow cities, tourists get away from work stress, focus on their holiday experiences and accumulate authentic memories that will in their memories (Stevenson et al., 2008). Tourists' satisfaction with slow cities can contribute to the region's development (Lee et al., 2012). It is thought that tourist satisfaction increases destination loyalty in cultural and natural environments (Halpenny, 2006) and contributes to the development of slow cities. One network that differentiates destinations from each other is the relationship between food, culture, and identity (Rinaldi, 2017). This cultural differentiation network ensures that the cultural and social attractions specific to the destinations are difficult to imitate and become socially symbolic (Huggins & Thompson,2015). This situation reveals the touristic value in the cultural sense. Therefore, to create touristic demand for the socio-cultural values of the destinations, awareness should be considered, as well as authenticity (Öznalbant & Alvarez, 2020). When evaluated in terms of tourism, the fact that a destination has pleasurable values is an essential element of attraction (Chang et al., 2011).

When human environment relations are examined, it is seen that people can develop an emotional bond with the places they live (Vaske & Kobrin, 2001). Individuals who stay in a place for a long time develop feelings of belonging to that place, and thus the place they live in becomes a substantial part of their personality (Derrett, 2003). Space is always a source of human activities and has psychological effects that reveal related emotions this sense of belonging stems from three psychological processes: familiarity, attachment, and identity (Najafi & Shariff, 2011). Place attachment, like attachment to a person, can be conceptualized as a set of emotions and behaviors that modulate the distance of the attachment object, which is a source of protection and satisfaction and thus maintain attachment (Billig, 2006). Place dependence has recently received much scientific attention (White et al., 2008). It can be said that part of this interest stems from the fact that people have an awareness of space because of the fragility of the place-human bond due to globalization, increasing mobility, and environmental problems, and the place becomes more and more important to people (Scannell & Gifford, 2010).

Destination satisfaction can be defined as a multidimensional summary judgment that meets an individual's needs for the service quality of an environment, the physical characteristics of a place, and its social bond (Stedman, 2002). Tourist attractions of a destination determine the social and psychological interaction elements between tourists and the destination (Dredge, 2010; Ramkissoon, 2015). Relevant social and psychological factors connect individuals with space. Place attachment, originating from attachment theory (Shaver & Mikulincer, 2009), emerges as a concept that connects people to certain environments and reflects emotional and social ties (Scannell & Gifford, 2010; Raymond et al., 2011). When we look at the relationship between people and the environment from a psychological point of view, we can see that people develop an emotional bond with their place (Vaske & Kobrin, 2001). Individuals who stay in a place for a long time develop a sense of belonging to the relevant place, and thus the place they live in becomes an integral part of their personality (Hay, 1998). Place attachment is considered a set of emotions and behaviors that are sources of satisfaction, and this affects the behavioral intentions of individuals (Fullilove, 1996). At the same time, the ground effect can have an impact on visitor satisfaction. If visitor satisfaction is high, participation in pro-environmental behavior in a particular natural and cultural area can be seen because of the place effect. The cittaslow movement has been presented as an alternative to mass tourism in recent years. It aims to preserve the quality of life of both residents and tourists as another way of doing tourism with radically different principles such as a focus on local contact and nearby attractions, consumption of local products and heritage, use of clean energy, and ecological and ethical vision (Timms & Conway, 2012: 405).

Seferihisar is one of the 30 districts of İzmir in the Aegean Region. The oldest settlement in the territory of the Seferihisar district is Teos. It was founded by Cretans fleeing from the Achaeans in 2000 BC, and it was a city of the Ionians, so the region has been settled for four thousand years. It is Teos's ancient city, an important historical monument. The ancient city of Teos, dating back to 2000 BC, is one of the twelve crucial Ionian cities in Anatolia and the Aegean Islands (Soykan & Emekli, 2004: 45). Within the 386 km2 area of Seferihisar, there are ancient cities with many historical and cultural values, castles, monuments, and structures such as mosques and baths. Among them, Sığacık Castle is among the important cultural assets. Sığacık district, which is 5 km away from the center of Seferihisar, is among the places where the slow life philosophy is felt most in Seferihisar (Seferihisar City Guide, 2011: 4). The main tourist attractions of Seferihisar district are coastal tourism based on natural geographical features. However, many types of tourism have development potential in Seferihisar. In addition to natural resources, it is recommended to evaluate alternative tourism opportunities by using cultural resources and local riches together (Soykan, 2004: 163). In a study conducted by the İzmir Provincial Directorate of Culture and Tourism in 2004, activities planned for the development of tourism in Seferihisar

include 1. sea and coastal tourism, 2. thermal tourism, 3. daily recreation areas, 4. nature sports and farm tourism and 5. cultural tourism (Gür, 2004: 141). The change in the number of visitors, which can be associated with Seferihisar being classified as a cittaslow destination in 2009, can be seen from the overnight statistics in the facilities. A vital tourism activity in the Seferihisar district originates from Sığacık Marina. Established in Sığacık, "Teos Marina" has a capacity of 400 yachts and is one of the six active marinas of İzmir.

In 2009, Seferihisar joined the Cittaslow movement, which opposes globalization to unify cities. Cities that are members of this union, which has 182 members in twenty-eight countries, must develop and implement projects within the framework of the determining criteria. Seferihisar is Turkey's first Cittaslow by fulfilling the criteria set by the union, which is against globalization to unify cities and destroy their characteristics (Cittaslow, 2022). One of the aims of these theories is to determine the behavioral intentions of individuals visiting the cittaslow of Seferihisar. In related theories, it is investigated how individuals' perceptions and attitudes shape their behaviors and how this affects tourists' behavioral intentions in choosing a destination (Lam & Hsu, 2006; March & Woodside, 2005). In this study, the effect of the history, culture, calm structure, and touristic products of the seaside town of Seferihisar, Turkey's first cittaslow, on the destination satisfaction and place attachment of the visitors on the behavioral intention was investigated.

2. Literature Review

2.1. Destination Satisfaction and Place Attachment

Satisfaction can be defined as the change in attitude encountered when a person experiences a product or service (Kambiz & Saber, 2013). According to Oliver (1997), satisfaction refers to whether the performance of a product or service meets an individual's expectations. According to Hunt (1991), customer satisfaction states that "the product or service experience should meet the expectations, even at a minimum level." According to Lovelock and Wirtz (2007), satisfaction is the attitudes of individuals that include judgments after purchasing a product or service. Destination satisfaction, on the other hand, includes a multidimensional judgment about the perceived quality of an environment and whether its physical characteristics, services and social dimensions meet the needs of the individual (Ramkissoon et al., 2013). Destination satisfaction can be defined as values that provide benefits, ranging from social services to physical characteristics, created to meet the basic needs of individuals (Stedman, 2002).

Commitment refers to an emotional bond between a community, entity, object, organization, or place and an individual (Chen et al., 2014). Place attachment, on the other

hand, is defined as an emotional attachment that people attribute to certain places they feel attracted to, including tourist destinations or places of residence (Casakin & Reizer, 2017; Hidalgo & Hernandez, 2001). Place attachment emphasizes positive emotional bonds that emerge from people's interactions with a place's environment (Ramkissoon et al., 2013). The fact that people's relations with a place and their perceptions and feelings about that place are different has led to the diversification of the concept of place and the emergence of many concepts that define the relationship between the person and the place. The sense of place is a multidimensional phenomenon consisting of place identity, place attachment and place attachment (Jorgensen & Stedman, 2006). Place attachment is conceptualized as place identity, place dependence, place effect and place social bond. (Ramkissoon et al., 2013). Lewicka (2011) defines place attachment as the emotional bond or relationship people have with their environment and certain places. The meaning attributed to a place refers to the connection of individuals with a physical space, such as a city, street, cafe, or home, or identification with these places (Hashemnezhad et al., 2013). Therefore, the meaning of a place changes depending on the effects of individual, social, emotional, and political factors on the bond established with the place (Lewicka, 2010). Although the meaning of a place can vary individually, place attachment is generally examined in four dimensions: dependence, effect, social bond, and identity (Majeed & Ramkissoon, 2020). Place attachment has been defined as an individual's emotional attachment to a particular environment (Hidalgo & Hernandez, 2001) or "the degree to which an individual values and identifies with a particular environmental environment" (Moore & Graefe, 1994: 17). He argues that when a person feels strongly attached to a place, it indicates the connection between place and one's identity (Devine-Wright & Clayton, 2010; Qingjiu & Maliki, 2013). Conceptualized as place identity, this bond includes both cognitive and sensory elements and is an important part of a person's whole sense of identity (Zenker & Rutter, 2014). Place identity can be viewed as a type of social identity or the degree to which an individual internalizes membership in a particular group (Turner et al., 1987). Social bond focuses on the social context that connects individuals to their physical and cultural environments (Kyle et al., 2004). According to another definition, a social bond is defined as the emotional bond that individuals develop in their feelings about a destination together with the environmental environment (Halpenny, 2010). Hinds and Sparks (2008) stated that individuals with nature tourism experience exhibit a stronger emotional attachment to a place. This situation creates a positive psychological feeling for tourists (Korpela et al., 2009).

Chen et al. (2014), in their study to determine the effect of place attachment dimensions of residents in Sydney, Australia, Shanghai and China on satisfaction and word of mouth (WOM) behavior, found that destination satisfaction has a positive effect on place attachment. Hosany et al. (2016) determined that destination satisfaction had a positive effect on destination satisfaction in their study to determine the mediating

effects of destination satisfaction and satisfaction on the relationship between tourists' emotions and intention to recommend. Hwang et al. (2005), in their study to determine the relationship between tourist participation, satisfaction, and place attachment in Taiwan national parks, determined that satisfaction influences place attachment. Lee et al. (2012) determined that festival satisfaction has a positive effect on destination satisfaction in their study to determine the mediating effect of place attachment in the relationship between festival satisfaction and commitment to the destination hosting the festival. Ramkıssoon & Mavondo (2017), in their study to determine the relationship between satisfaction and place attachment of tourists visiting Australia and Canada, found that while satisfaction has a positive effect on place attachment dimensions, place dependence, place effect and place identity influences on social bond were determined not to exist. In the study conducted by Zenker & Rütter (2014) to determine the effect of local people's satisfaction on destination satisfaction, place brand attitude and positive citizenship behavior, it was determined that satisfaction has a positive effect on place attachment. Gautam (2022) found a positive and significant effect on destination satisfaction and place attachment in the study they carried out with Bowlby's theory to determine how satisfactory past experiences will affect place attachment, emotional experiences, loyalty, and future behaviors. Sthapita et al. (2022) found a positive and significant effect on satisfaction and place attachment in their study to determine the effects of unforgettable nature-based tourism experiences and place attachment by examining the effects of innovation, experience landscape, experience co-creation, experience intensification, and satisfaction. In the study conducted by Wang et al. (2022) to determine the effect of perceived value, satisfaction, and trust on both place attachment and tourist loyalty, it was determined that there was a significant effect on satisfaction and place attachment.

H1: Destination satisfaction has a positive effect on place dependence.

H2: Destination satisfaction has a positive effect on place identity.

H3: Destination satisfaction has a positive effect on place effect.

H4: Destination satisfaction has a positive effect on social bond.

2.2. Behavioral Intention

The intention is defined as making plans according to the target situation in the minds of individuals, thinking ahead, making decisions for themselves, and activating their will and minds to achieve their goals (Hooda et al., 2022). Behavior, on the other hand, can be defined as the situations that direct the attitudes and choices of individuals in society (Kim, 2022). Oliver (1997: 392) defined behavioral intention as a deeply held commitment to repurchase or re-own a preferred product/service consistently

in the future. Fishbein and Ajzen (1972) define behavioral intention as a subjective probability of how a person will perform a behavior and as the strategic level at which an individual performs certain behaviors. Behavioral intentions are used in the tourism industry to predict tourists' needs and to measure tourists' intentions to value time and space (Ratnasari et al., 2020). It can be said that individuals whose desires are met create loyalty to the relevant place, revisit the destinations they visit, and recommend them to others (Liu et al., 2005).

Chow et al. (2019), in their study to determine the effects of place attachment on environmentally sensitive behavioral intention and the satisfaction of Chinese nature-based tourists, determined that place dependence, place effect and place identity, which are destination satisfaction dimensions, have a positive effect on environmentally sensitive behavioral intention, while social bond has no effect. Loureiro (2014) determined that place attachment has a positive effect on behavioral intention in his study to determine the role of rural tourism experience economy in place attachment and behavioral intentions. In the study conducted by Ramkisson and Mavonda (2016) to determine the effect of satisfaction and place dependence on behavioral intention, it was determined that while destination satisfaction has a positive effect on place dependence, place identity and place effect, which are dimensions of place attachment, have a negative effect on social bond. At the same time, it was determined that place attachment had a positive effect on behavioral intention. Ramkissoon (2015) stated that place attachment is a strong predictor of behavioral intention in his conceptual study to determine the relationships between authenticity, satisfaction, place attachment and behavioral intention for cultural tourism in African island economies. Tsai (2016) found that place attachment has a positive effect on behavioral intention in his study to determine the effect of Unforgettable Tourist Experiences While Consuming Local Foods and place attachment on behavioral intention. In their study conducted by Wong and Lai (2015) to determine the relationship between place attachment and behavioral intention, it was determined that place dependence from a place attachment dimension and place effect had a positive effect on behavioral intention, while place identity and social bond had no effect on behavioral intention. Wang et al. (2022), in the study conducted by Yellow Crane Tower in Wuhan, Hubei Province, China, to investigate the relationships between VR panoramic video virtual reality tourism participation (VRTI), place attachment and behavioral intentions, found that place attachment has a positive and significant effect on behavioral intention. To promote environmentally responsible behavioral intentions (TERBI) in individuals in Hangzhou, the ownership route was examined based on the theory of planned behavior, with perceived environmental responsibility and place attachment as mediators. The study determined that place attachment had a positive and significant effect on behavioral intention. Building on protection motivation theory (PMT), a study of threat and coping assessments, personal experiences, and demographics, as well as how place attachment and negative emotions

relate to behavioral intentions to reduce exposure to flood risks in southern Louisiana, has shown that place attachment influences behavioral intention. It has been found that there is a significant positive effect.

H5: Place dependence has a positive effect on behavioral intention.

H6: Place identity has a positive effect on behavioral intention.

H7: Place effect has a positive effect on behavioral intention.

H8: Social bond has a positive effect on behavioral intention.

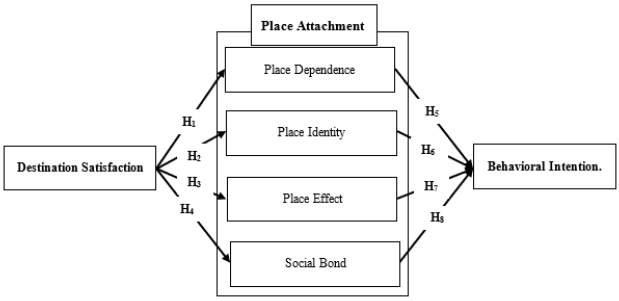

Figure 1: *Research Model Recommendation*

3. Method

This study aims to determine the effect of destination satisfaction and place attachment on behavioral intention. The questionnaire form prepared in line with the purpose of the research was applied to the tourists visiting Seferihisar, Turkey's first cittaslow. The convenience sampling method was chosen over the non-probability sampling method in the research. Convenience sampling is a non-random sampling method in which the sample to be selected from the population is determined by the researcher's judgment. In convenience sampling, data is collected from the population in the easiest, fastest, and most economical way (Aaker et al., 2007: 394). In this framework, one of the aims of the study was to determine whether the findings obtained by the convenience sampling method represent the central mass, and the other aim was to determine whether the words in the scale items with frequency expressions changed according to the person and the subject of the research. Both results were found to be suitable for easy sampling. At the same time, the appropriate sampling method was chosen due to certain limitations (such as place, place, time, and fees) while conducting the research. Questionnaires were collected through face-to-face (258) and online (170) environments between 10 May and 21 August 2022, and 428 questionnaires were analyzed. Seferihisar is home to many historical and cultural values, ancient cities, castles and monuments, mosques, and thermal springs. Seferihisar's Sığacık Castle and Teos are two of the most important cultural objects. Teos Ancient City was among

the most important port cities of its time. It is seen that the process that started with the cittaslow status of the district in 2009 accelerated, the tourism infrastructure developed accordingly, and the efforts to bring together sea tourism and cultural tourism with emphasis on local characteristics increased. With the participation of Seferihisar as the 129th member of the Cittaslow network in 2009, many projects were implemented in the region and changes were made according to the Cittaslow philosophy. In addition, since Seferihisar is the first cittaslow in our country, it is closely related to the concept of cittaslow in the eyes of visitors and potential visitors.

The questionnaire form used in the research consists of two parts. In the first part, the questions used to explain the demographic characteristics of the participants were included categorically. In the second part of the questionnaire, items measuring destination satisfaction, place attachment and behavioral intention were included. The research used a scale consisting of 5 items created by Chen et al. (2014) to measure destination satisfaction. Place attachment was measured using a 12-item scale developed by Han et al. (2019), which consists of four dimensions. A 5-item scale developed by Peruguni & Bagozzi (2001) was used to measure behavioral intention. The research model was tested using the Smart PLS statistical program. The complexity of the research model, the multivariate data, and the need to use formative indicator structures justifies the use of Smart PLS-SEM. PLS Road models are formally described by two sets of linear equations, the inner model and the outer model. While the internal model specifies the relationships between unobserved or latent variables, the outer model specifies the relationships between a latent variable and its observed indicators or explicit variables (Hair et al., 2022). Structural equation modeling techniques were used on the data collected in the research. Cronbach's Alpha, rho_A for measurement model reliability; Composite Reliability (CR) for internal consistency; Average Explained Variance (AVE), HTMT values, and cross-loading values for discriminant validity; goodness-of-fit values (SRMS, d_G, d_ULS, NFI, rms_Theta, X^2, GoF); and PLSc algorithm followed by bootstrapping techniques were used to determine path coefficients (InnerVIF, *f2*, R^2, Q^2), loads and significant levels. Finally, the measurement model was calculated using the structural model evaluation analysis.

4. Results

Demographic findings related to the characteristics of the tourists participating in the research were examined. Of the participants, 69.2% are female, 30.8% are male; 52.7% are single, 47.3% are married; 59% are in the age range of 26-25, 0.5% are in the age group of 61 and above; 45.7% of them are at university level and 2.6% at secondary school level; 45.9% of them are low-income, 4.9% of them are individuals with very high income.

Table 1

Demographic Findings

Variables	Category	N	%
Gender	Female	296	69.2
	Male	132	30.8
Marital Status	Married	203	47.3
	Single	225	52.7
Age	18-25 Age	27	6.5
	26-35 Age	253	59.0
	36-45 Age	67	15.6
	46-55 Age	59	13.8
	56-60 Age	20	4.7
	Age 61 and above	2	0.5
Education Level	Middle School	11	2.6
	High School	125	29.1
	University	195	45.7
	Master's Degree	86	20.0
	PhD	11	2.6
Income Perception	Very Low	24	5.6
	Low	196	45.9
	Middle	129	30.1
	High	58	13.5
	Very High	21	4.9

A tetrad analysis (Confirmatory Tetrad Analysis) (CTA) was performed on the scales of the model (Gudergan et al., 2008), and it was determined that all the variables had a "0" value in their confidence intervals and they showed reflective properties. PLSc was used in the analysis phase (Hair et al., 2021). First, confirmatory factor analysis (CFA) was performed to test the reliability and validity of the scales. According to Table 2, the factor loads of all scales included in the study were found to be greater than 0.5 ($p<0.01$). The reliability analysis, Cronbach's Alpha and rho_A values were found to be higher than 0.70, the Composite Reliability (CR) value for the consistency analysis was found to be higher than 0.70 (Nunnally, 1978), and the Average Explained Variance (AVE) value was also found to be higher than 0.70 (Bagozzi & Yi, 1988; Gefen et al., 2000).

Table 2

The Results of Validity and Reliability Analysis of Scales

Items	λ	a	rho_A	CR	AVE
Behavioral intention					
I will make an effort to revisit the cittaslow in the near future	0.801	0.904	0.905	0.904	0.653
I have the intention to revisit the cittaslow in the near future	0.767				
I plan to revisit the cittaslow in the near future	0.829				
I will spend time and money to visit the cittaslow in the near future.	0.828				
I'm ready to revisit the cittaslow in the near future.	0.816				
Destination Satisfaction					
I am satisfied with my decision to visit the cittaslow.	0.827	0.924	0.925	0.924	0.709
It was a wise choice to visit the cittaslow.	0.861				
I did the right thing as I visited the cittaslow.	0.801				
I am happy to have visited the cittaslow.	0.849				
I enjoyed visiting the cittaslow.	0.871				
Place Attachment					
Place Identity					
Visiting the cittaslow says a lot about who I am.	0.652	0.889	0.927	0.898	0.751
I feel the cittaslow is a part of me.	0.955				
I identify strongly with the cittaslow.	0.957				
Place Dependence					
The cittaslow most provides the setting and facilities for the activities I enjoy.	0.966	0.955	0.956	0.955	0.876
Leisure activities in the cittaslow are more important than elsewhere.	0.908				
For what I love to do, I can't imagine anything better than the ambiance and amenities the cittaslow provides.	0.932				
Place Effect					
I am very attached to the cittaslow.	0.818	0.897	0.900	0.898	0.746
I like traveling to the cittaslow more than any other place.	0.899				
I get more satisfaction from visiting cittaslow than visiting other cities.	0.872				
Social Bond					
Most of my friends/family prefer the cittaslow to other places.	0.878	0.875	0.882	0.875	0.702
I have very good memories with my friends/family in the cittaslow.	0.883				
Visiting the cittaslow allows me to spend time with my family/ friends.	0.745				

As indicated in Table 2, Fornell Larcker and HTMT values were examined to ensure discriminant validity, the square root of AVE was tested against correlations of the construct with other constructs in the model (Fornell & Larcker, 1981), and the square root of all AVE with other variables were found to be higher than the correlation loads. Therefore, it was determined that the discriminant validity for the measurement model was at a sufficient level.

Table 3

Fornell Larcker Criteria and Heterotrait-Monotrait Ratio (HTMT)- Matrix

√AVE							HTMT					
	DN	**DM**	**YK**	**YB**	**YE**	**SB**	**DN**	**DM**	**YK**	**YB**	**YE**	**SB**
DN	**0.808**						-					
DM	0.543	**0.842**					0.541	-				
YK	0.543	0.472	**0.867**				0.542	0.475	-			
YB	0.546	0.501	0.249	**0.936**			0.543	0.501	0.253	-		
YE	0.762	0.440	0.489	0.568	**0.864**		0.764	0.441	0.490	0.569		
SB	0.355	0.464	0.353	0.521	0.408	**0.838**	0.361	0.459	0.359	0.518	0.411	-

DN: Behavioral Intent; DM: Destination Satisfaction; YK: Place Identity; YB: Place Dependence; YE: Place Effect; SB: Social Bond

Note: √AVE represents the square root of the average variance extracted, while the other inputs represent correlation loads.

When the HTMT results of the scales were examined, it was determined that each value was below 1.00. It was determined that the correlation value averages of the variables were below 1.00. It was determined that the second stage of discriminant validity was achieved (Franke & Sarstedt, 2019) (See Table 3).

Table 4

Cross Loadings Values

	Behavioral Intent	**Destination Satisfaction**	**Place Identity**	**Place Dependence**	**Place Effect**	**Social Bond**
DN1	**0.801**	0.346	0.499	0.317	0.630	0.339
DN2	**0.767**	0.332	0.427	0.308	0.638	0.320
DN3	**0.829**	0.497	0.417	0.518	0.620	0.265
DN4	**0.828**	0.485	0.431	0.527	0.601	0.264
DN5	**0.816**	0.525	0.421	0.524	0.594	0.252
M1	0.432	**0.827**	0.392	0.416	0.387	0.358
M2	0.433	**0.861**	0.405	0.425	0.400	0.386
M3	0.456	**0.801**	0.367	0.429	0.331	0.371
M4	0.455	**0.849**	0.386	0.433	0.338	0.434
M5	0.509	**0.871**	0.434	0.408	0.392	0.403
YK1	0.332	0.333	**0.652**	0.194	0.323	0.284
YK2	0.516	0.453	**0.955**	0.205	0.470	0.308
YK3	0.537	0.432	**0.957**	0.250	0.462	0.330
YB1	0.527	0.485	0.261	**0.966**	0.536	0.498
YB2	0.487	0.464	0.214	**0.908**	0.526	0.481
YB3	0.518	0.458	0.223	**0.932**	0.532	0.485
YE1	0.591	0.415	0.378	0.465	**0.818**	0.311
YE2	0.692	0.384	0.456	0.478	**0.899**	0.350
YE3	0.688	0.344	0.430	0.528	**0.872**	0.393
SB1	0.257	0.448	0.283	0.455	0.314	**0.878**
SB2	0.303	0.418	0.339	0.493	0.347	**0.883**
SB3	0.341	0.288	0.262	0.353	0.371	**0.745**

DN: Behavioral Intent; DM: Destination Satisfaction; YK: Place Identity; YB: Place Dependence; YE: Place Effect; SB: Social Bond

In the study, the cross-loading values and measurement items of each structure were examined, and it is expected that the correlation loads between the expressions of each scale should be higher than the correlation loads of the other expressions, and it is argued that the cross-loading value of the relevant expressions should be greater than 0.7. (Costello & Osborne, 2005; Hair et al., 2019). It has been determined that the cross-loading values of the research are greater than 0.7 and the final stage of discriminant validity is provided (See Table 4).

Table 5

Research Model Goodness of Fit Values

	Model	**Critical Value**	**References**
SRMR	0.064	0.08	Hu & Bentler, 1998
d_ULS	1.045	0.05	Henseler & Sarstedt, 2013
d_G	0.824	0.05	
X^2	2,106.604	-	Dijkstra & Henseler, 2015
NFI	0.774	0.80	Lohmöller, 1989
rms_Theta	0.221	0.12	
GoF	0.475	0.36	Tenenhaus et al., 2005

GoF= √AVE Mean *R^2 Mean

Partial least squares path analysis (CB-SEM) was used in the research. Goodness-of-fit values for CB-SEM consist of inconsistency between empirical and model-implied (theoretical) covariance matrices (Bollen, 1989). The SRMR (Standard Root Mean Square) value should be less than 0.08 (Hu & Bentler, 1998). To test the mismatch of the variables in the model, two different goodness values were examined, these values are d_ULS (Euclidean distance) and d_G (geodetic distance). It is stated that the relevant values should be in the 95% confidence interval (Dijkstra & Henseler, 2015). NFI (Normed Fit Index) needs to be 0.90 and above to represent the acceptable fit and is accepted as the "degrees of freedom" adjusted version of NFI (Lohmöller, 1989). For this reason, a value comes to the fore in solving the parameter increase problem. The GoF criterion, another goodness-of-fit value, is examined to define the overall predictive power of the research model (Tenenhaus et al., 2005). It focuses on the inconsistency of the GoF value between the observed (in the case of open variables) or approximate (in the case of latent variables) values of the dependent variables and the values predicted by the model in question (Tenenhaus et al., 2005). A GoF value greater than 0.36 indicates that the model fits well (Henseler & Sarstedt, 2013). Model goodness of fit values (X^2=2106.604, SRMR=0.064, NFI: 0.774, d_ULS=1.045, d_G=0.824, rms_Theta=0.221 and GoF=0.475) were found to be sufficient (See Table 5).

Blindfolding analysis was performed to calculate the linearity path coefficients (R^2), effect size (*f2*), and predictive power (Q^2) of the model.

Table 6

Structural Model Analysis Results

	Inner VIF					*f2*					R2	Q²
	DN	YK	YB	YE	SB	DN	YK	YB	YE	SB		
DM		1.000	1.000	1.000	1.000		0.286	0.336	0.240	0.274		
YK	1.387					0.120					0.223	0.152
YB	1.762					0.066					0.251	0.202
YE	1.826					0.468					0.193	0.132
SB	1.485					0.007					0.215	0.133
DN											0.643	0.391

DN: Behavioral Intent; DM: Destination Satisfaction; YK: Place Identity; YB: Place Dependence; YE: Place Effect; SB: Social Bond

When the VIF (Variance Inflation Factor) values were examined in the structural equation modeling process of the research model, it was understood that the relevant values were below 5 and there was no linearity problem (Hair et al., 2017). It is seen that the effect size coefficients (*f2*) are between 0.007 and 0.468. When the R^2 values obtained from the model were examined, it was determined that they were between 0.193 and 0.643. The predictive power coefficients (Q^2) calculated for the endogenous variables should be greater than zero, and it has been determined that the research model has the predictive power of the related variables (Hair et al., 2017) (See Table 6).

Table 7

PLS Predict Analysis Results

	PLS-MAE				LV-MAE			
	RMSE	MAE	MAPE	Q²_predict	RMSE	MAE	MAPE	Q²_predict
DN4	1.193	0.940	46.762	0.197	1.172	0.907	43.725	0.225
DN2	1.259	1.008	48.852	0.098	1.264	1.014	48.815	0.091
DN1	1.265	1.038	48.829	0.107	1.266	1.031	48.510	0.104
DN3	1.210	0.949	47.397	0.207	1.192	0.910	44.572	0.230
DN5	1.225	0.973	50.628	0.222	1.189	0.904	45.503	0.268
YB3	1.169	0.832	43.348	0.188	1.177	0.838	43.701	0.178
YB2	1.122	0.828	38.248	0.194	1.131	0.826	38.304	0.181
YB1	1.145	0.864	42.209	0.211	1.151	0.864	41.937	0.203
YE1	1.246	1.011	48.521	0.152	1.252	0.999	47.857	0.143
YE2	1.285	1.010	50.001	0.129	1.277	1.005	49.425	0.139
YE3	1.280	0.992	49.751	0.101	1.281	0.988	49.893	0.099
SB3	1.244	1.004	50.368	0.167	1.238	0.990	49.743	0.175
SB1	1.343	1.075	54.861	0.096	1.353	1.085	55.630	0.083
SB2	1.237	0.984	48.133	0.184	1.245	0.980	47.957	0.172
YK2	1.202	0.935	45.188	0.154	1.187	0.911	44.023	0.176
YK1	1.162	0.868	43.770	0.176	1.144	0.837	41.457	0.202
YK3	1.272	0.966	47.823	0.060	1.267	0.960	48.166	0.068

DN: Behavioral Intent; YK: Place Identity; YB: Place Dependence; YE: Place Effect; SB: Social Bond

Absolute error value (MAE) (PLS Predict) was analyzed to examine the mean error size of the results of endogenous variables and to reveal the differences between them. When the PLS-MAE and LV-MAE values of the dependent variables were compared,

it was determined that the LV-MAE values had a higher ratio than the PLS-MAE value. In addition, it was determined that the predicted values of PLS and LV Q^2 were higher than 0. Accordingly, it has been determined that the model's predictive power is high (Hair et al., 2019) (See Table 7).

Table 8

Structural Equality Model Results

HYPOTHESES		ß	$\bar{X}$	S.D.	t	p	R
H1	Destination Satisfaction-> Place Identity	0.472	0.469	0.056	8.441	0.000*	√
H2	Destination Satisfaction -> Place Dependence	0.501	0.506	0.058	8.583	0.000*	√
H3	Destination Satisfaction -> Place Effect	0.440	0.444	0.059	7.432	0.000*	√
H4	Destination Satisfaction -> Social Bond	0.464	0.468	0.063	7.369	0.000*	√
H5	Place Identity -> Behavioral Intention.	0.244	0.247	0.061	4.023	0.000*	√
H6	Place Dependence -> Behavioral Intention.	0.204	0.201	0.072	2.821	0.005*	√
H7	Place Effect -> Behavioral Intention.	0.553	0.552	0.074	7.516	0.000*	√
H8	Social Bond -> Behavioral Intention.	-0.063	-0.060	0.066	0.953	0.311	*X*

ß= Beta, $\bar{X}$=Arithmetic Mean, S.D.=Standard Deviation, t=significance value, p=significance value, R=Result, p<0.05*

According to the results of the structural equation model, destination satisfaction was determined by place identity (ß=0.472, p<0.05), place dependence (ß=0.501, p<0.05), place effect (ß=0.440, p<0.05) and social bond (ß=0.464, p<0.05), the hypotheses H_1, H_2, H_3, and H4 were accepted. Place identity (ß=0.244, p<0.05), place dependence (ß=0.204, p<0.05), and place effect (ß=0.553, p<0.05) have a positive effect on behavioral intention. It was determined that social bond (ß=-0.063, p>0.05) had no effect on behavioral intention. Therefore, H_5, H_6 and H_7 hypotheses were accepted and the H_8 hypothesis was not accepted.

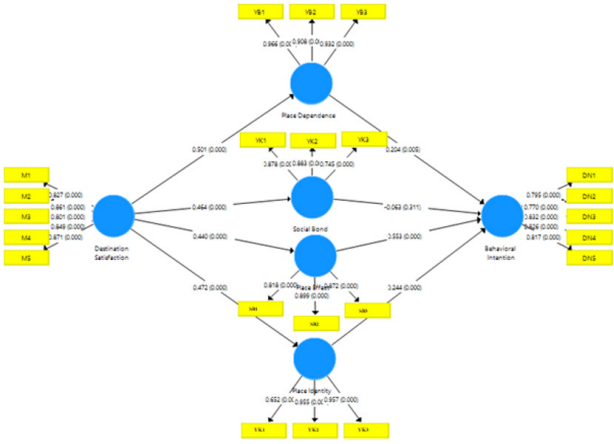

Figure 2: *Research Model Result*

5. Conclusion, Discussion and Recommendations

In the study, the individual characteristics of the participants were examined, and 69.2% were women, 52.7% were single, 59% were between the ages of 26-35, 45.7% were university graduates, and 45.9% had a low income. individuals appear. It has been determined that the reliability, validity, business consistency, and compliance validity of the scales of destination satisfaction, place attachment, and behavioral intention in the research are at sufficient levels, the goodness of model fit is at an acceptable level, and the structural model results are at appropriate levels. Based on the results of the road analysis, destination satisfaction has a positive impact on place identity, place dependence, place attachment, and social bond. Therefore, hypotheses H_1, H_2, H_3, and H_4 are accepted. Accordingly, customer satisfaction is an inherent feature of tourism and creates an understanding that an object or destination is in a unique location. Tourist satisfaction is evaluated based on the authenticity of the culture or region and the overall experience of the destination. Therefore, the effectiveness of promotional tools can be impacted if the destination fails to meet tourists' expectations for authenticity and experience. It may cause the region to exceed it carrying capacity and be destroyed. Like the research results, Chen et al. (2014) found that destination satisfaction positively affects place attachment. Hosany et al. (2016) determined that destination satisfaction positively affects place attachment. Hwang et al. (2005) determined that satisfaction affects place attachment. Lee et al. (2012) determined that festival satisfaction positively affects place attachment.

In summary, the spatial loyalty of tourists is a feature inherent in tourism objects and creates an understanding that an object or destination has its characteristics. It has been determined that place identity, place addiction and place effect positively affect behavioral intention, while social affiliation does not. Based on this result, it can be stated that spatial attachment positively increases the spatial satisfaction of tourists. The better environment and opportunities provided by slow cities and the preference of Seferihisar for activities create a bond, allowing the visitor to feel a part of it and identify himself by identifying with cittaslow. All these show that visitors do the right thing when they visit the relevant destination. They provide destination satisfaction because they are satisfied and happy with the decision they are visiting. Therefore, H_5, H_6, and H_7 hypotheses were accepted, and H_8 hypothesis was not accepted. According to these results, spatial loyalty is the image, expectation, preference, belief, etc., of the objects visited by tourists or tourism producers. It means being characterized by its properties. The authenticity of the original experience and the visitor can have a positive impact by supporting each other, as it expresses commitment reflected in perspective. In this way, the level of satisfaction can be better explained. At the same time, it would be welcome to support intercultural social relations by increasing interactions with local people to create positive destination dependencies and local social

bonds. Similar to the results of the research, Ramkisson and Mavonda (2016) found that destination satisfaction has a positive effect on place dependence, place identity, and place effect, while it harms social bonds. At the same time, it was determined that place attachment had a positive effect on behavioral intention. Ramkissoon (2015) stated that place attachment strongly predicts behavioral intention. Tsai (2016) found that place attachment positively affects behavioral intention. Wong and Lai (2015) determined that place addiction and place effect positively affect behavioral intention, while place identity and social affiliation have no effect on behavioral intention. It can positively affect their intention to revisit their future travels. The increase in people's life expectancy in a particular place makes their environment more attractive over time and increases their environmental belonging. These positive feelings in the living environment positively affect people's neighborhood relations at the individual level and social relations at the social level. Over time, these attachments to the physical and social environment reduce people's desire to move from their environment. One of the critical factors affecting people's attachment to a place is their opinions about the destination. It gives a kind of relaxation feeling that has positive feelings towards the relevant destination and provides a more psychological attachment to the place. At the same time, this increases the belonging to the living environment and leads to the desire to move from the living environment.

As a result, the better environment and facilities provided by Seferihisar had a positive effect on satisfaction and, as a result, behavioral intention. At the same time, it shows that the visitors who are satisfied with the visit decision provide space satisfaction. In this regard, by adopting different strategies, cittaslow cities will make small contributions to the positive feelings of the visitors toward the environment. They will ensure the transfer of cittaslow to future generations by protecting them. The better environment and facilities provided by Seferihisar and providing more information about the natural environment of the cittaslow will positively affect visitors. In particular, the presence of unique historical monuments in Seferihisar will positively affect visitors' environmental and behavioral intentions by encouraging them to exhibit pro-environmental behaviors. The managers' use of elements that will activate the environmental and behavioral intentions of the visitors in the promotion of the destination will increase the likelihood of being revisited in the future by providing satisfaction. This research has been limited to the slow city of Seferihisar, and domestic and foreign tourists visiting destinations in different regions in Turkey can be included in the study in future research.

The study examined the effect levels on variables related to destination satisfaction, place attachment and behavioral intention. In future studies, the effects of different variables on behavioral intention can be examined. For the slow city network of the Seferihisar district, public institutions and private enterprises can carry out activities in a coordinated manner in promotion, advertising, and marketing activities. While

promoting Seferihisar, destination marketers/managers can highlight its spatial loyalty features. Researchers can compare the slow city of Seferihisar with the studies they will do in different touristic destinations. Another limitation of the study is related to the number of samples. Quantitative evaluation of results with a larger sample will contribute to future studies. The foundation of a city brand should be established by identifying and unlocking the potential for originality. Slow cities in Turkey should preserve their unique destination image, touristic elements, and authentic values in the best way possible. At the same time, tourists need to be conscious and educated about the meaning and purpose of the slow city movement. Therefore, training and seminars should be given to tourists to make tourism conscious.

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