



Turizm Akademik Dergisi

Tourism Academic Journal

www.turizmakademik.com



A Study on Service Quality, Customer Satisfaction and Recommendation Intention at Ergan Mountain Ski Center*

Necibe ŞEN^{a**}, Muhammed TAŞ^b, Erkan GÜNEŞ^c

^a Asst. Prof. Dr., Erzincan Binali Yıldırım University, Vocational School of Tourism and Hotel Management, ERZİNCAN
E-mail: nemin@erzincan.edu.tr, ORCID: 0000-0002-4230-3961

^b Asst. Prof. Dr., Erzincan Binali Yıldırım University, Vocational School of Tourism and Hotel Management, ERZİNCAN
E-mail: muhammed.tas@erzincan.edu.tr, ORCID: 0000-0002-5789-2826

^c Assoc. Prof. Dr., Erzincan Binali Yıldırım University, Vocational School of Tourism and Hotel Management, ERZİNCAN
E-mail: egunes@erzincan.edu.tr, ORCID: 0000-0002-9196-3958

Abstract

The service quality of destinations and tourism enterprises affects the preferences of customers. Therefore, as an element of attractiveness, the quality of the service offered in winter tourism centers and the satisfaction of visitors who prefer these places are important. This research aims to determine the effect of the perception of service quality of winter tourism center visitors on customer satisfaction and the effect of customer satisfaction on the intention to recommend. For this purpose, Erzincan Ergan Mountain, one of the new winter tourism destinations, has been selected as a research area. The universe of the research is made up of those who visit Ergan Mountain. In the research, the convenience sampling method was preferred, and the data were collected by sending a face-to-face and online survey form to 387 visitors who visited Mount Ergan. As a result of the research, it was found that the participants' perception of service quality had a positive effect on customer satisfaction and customer satisfaction also had a positive effect on the intention to recommend. This result shows that the perception of service quality positively affects customer satisfaction and the intention to recommend satisfaction. In this direction, it is recommended that destination and tourism business managers should develop practices aimed at increasing service quality and customer satisfaction.

Keywords: Winter Tourism, Quality of Service, Customer Satisfaction, Intention to Recommend.

Ergan Dağı Kayak Merkezinde Hizmet Kalitesi, Müşteri Memnuniyeti ve Tavsiye Niyetleri Üzerine Bir Araştırma

Öz

Destinasyonların ve turizm işletmelerinin hizmet kalitesi müşterilerin tercihlerini etkilemektedir. Dolayısıyla, çekicilik unsuru olarak kış turizm merkezlerinde sunulan hizmetin kalitesi ve buraları tercih eden ziyaretçilerin memnuniyetleri önem arz etmektedir. Bu araştırma, kış turizm merkezi ziyaretçilerinin hizmet kalitesi algısının müşteri memnuniyeti üzerindeki etkisi ile müşteri memnuniyetinin tavsiye etme niyeti üzerindeki etkisini belirlenmeyi amaçlamaktadır. Bu amaç doğrultusunda, yeni kış turizm destinasyonlarından biri olan Erzincan Ergan Dağı araştırma alanı olarak seçilmiştir. Araştırmanın evrenini, Ergan Dağını ziyaret edenler oluşturmaktadır. Araştırmada kolayda örnekleme yöntemi tercih edilmiş ve Ergan Dağını ziyaret eden 387 ziyaretçiye yüz yüze ve çevrimiçi anket formu yöneltilerek veriler toplanmıştır. Araştırma sonucunda, katılımcıların hizmet kalitesi algısının müşteri memnuniyeti üzerinde ve müşteri memnuniyetinin de tavsiye etme niyeti üzerinde pozitif etkisi olduğu görülmüştür. Bu sonuç hizmet kalite algısının müşteri memnuniyetini ve memnuniyetin tavsiye etme niyetini olumlu yönde etkilediği göstermektedir. Bu doğrultuda, destinasyon ve turizm işletme yöneticilerine hizmet kalitesi ve müşteri memnuniyetini arttırmaya yönelik uygulamalar geliştirmesi önerilmektedir.

Anahtar Kelimeler: Kış Turizmi, Hizmet Kalitesi, Müşteri Memnuniyeti, Tavsiye Etme Niyeti.

JEL CODE: LM31, Z33, Z39

Article History:

Received : August 10, 2023
First Revision : September 05, 2023
Second Revision : November 16, 2023
Accepted : February 06, 2024
Article Type : Research Article

Şen, N. & Taş, M. & Güneş, E. (2024). A Study on Service Quality, Customer Satisfaction and Recommendation Intention at Ergan Mountain Ski Center, Turizm Akademik Dergisi, 11 (1), 81-96.

* This study was carried out the decision of Erzincan Binali Yıldırım University Ethics Committee at its meeting dated 21.01.2022 and numbered 01/18. This study is a revised and expanded version of the paper titled 'Hizmet Kalitesi, Müşteri Memnuniyeti ve Tavsiye Etme Niyeti: Ergan Dağı Kayak Merkezi Örneği' presented at the 22. Ulusal Turizm Kongresi/22th National Tourism Congress during October 27-28, 2022.

** Corresponding author: E-mail: nemin@erzincan.edu.tr

INTRODUCTION

Winter tourism includes trips to the centers where tourism services such as transportation, accommodation, food and drink, entertainment are provided, which allow for the practice of nature and adventure sports, especially winter and ski sports, on high mountain slopes and in parts where there is heavy snowfall, and activities within this scope (İlban & Kaşlı, 2011). Although winter tourism is one of the alternative types of tourism, it is very important to spread tourism activities and diversity over twelve months. This feature supports the sustainability movement in tourism and eliminates the seasonality problem of tourism throughout the country.

Although there are many winter tourism centers in the world, some countries decently located in Central and Northern Europe, as well as America, Canada and Japan are among the first winter tourism destinations that come to mind (Karadağ, 2016). There are important centers in Europe that attract the attention of visitors in France, Austria, Italy and Switzerland (Demiroğlu, 2014). The attraction of these centers is due to the presence of Alpine mountains in this geography and the natural beauties they offer.

The number of people who participate in winter sports tourism grows yearly, and it has long existed in the world of tourism. Skiing is the first activity that comes to mind when discussing winter tourism, and it is one of the best for promoting winter tourism in a region. As a result, mountains with a specific elevation are appropriate for skiing and are the places where, together with other elements, winter tourism can grow (Altaş et al. 2015). Winter tourism centers should focus on highlighting the factors that distinguish them from others and on features that will increase their competitiveness (Miragaia et al. 2016). Product/service differentiation (Porter, 1985) and increasing the service quality will both create added value and provide a competitive advantage through customer satisfaction.

The interest in winter tourism in Turkey is increasing day by day. Uludağ, Kartalkaya, Palandöken, Erciyes, Kartepe, Ilgaz, Davraz, Zigana, Sarıkamış, Yıldız Mountain, Ergan Mountain, Yalnızçam Ugurludağ, Kop Mountain are some of the ski resorts in Turkey. There are 29 winter sports centers in Turkey. Nine of them are tourism centers that offer accommodation and mechanical facilities in full and are active, while seven centers are partially active, there are thirteen inactive centers (T.C. Kültür ve Turizm Bakanlığı, 2022). Ergan Mountain is in the category of partially active facilities, and this is due to the fact that the accommodation infrastructure has not yet been completed. However, the ski resort, which is fifteen minutes away from the

city center, has been attracting quite a lot of attention lately thanks to the length of the ski slope, accessibility and economy. The 2021-2022 winter season in Ergan Mountain started in December and continued until April 1. This allows tourists who come for skiing to take advantage of the facilities and ski longer.

The lack of service facilities and infrastructure deficiencies in winter tourism centers limit sectoral development (Porter, 2015). A suitable environment must be provided for winter tourism and sports to take place. The quality of products/services has an impact on the satisfaction levels of actual and potential tourists. The recreational quality of the facilities is a determining factor in ensuring customer satisfaction (Sezen, Göktuğ, Aytatlı & Yıkılmaz, 2019), and improving service quality will lead to customer satisfaction (Alvarez, 2007). Customer satisfaction and service quality are interconnected variables (Miragaia et al. 2016) and significantly affect consumer behavior. In this regard, developing products and services by taking into account customer demands and needs (Murray & Howat, 2002; Westerbook & Shilbury, 2003) would be the right approach. Previous research in the literature has also shown that dimensions of service quality have a direct positive effect on satisfaction (Kyle et al. 2010; Sağlık & Kocaman, 2014; Silik & Ünlüöner, 2018; Çalık, 2022). The variables that affect the general satisfaction levels of tourists are ski slopes, accommodation establishments, ski resort atmosphere and ski instructors, and it has been observed that the quality of the ski slopes, one of the service quality dimensions, affects satisfaction more than other dimensions (Sağlık & Kocaman, 2014). As can be seen, the service quality and customer satisfaction levels of a developed winter tourism center are positive. However, a developing center experiences problems due to insufficient service facilities and quality, and eliminating the deficiencies in this direction seems to be a top priority for the development of the destination (Akkuş & Güçtemur, 2021). As Ergan Mountain is a developing winter tourism center, studies should be carried out to increase the quality of service facilities by improving infrastructure (Güneş, 2019).

Ergan Mountain ski center, known by the local population and the surrounding provinces, needs to be recognized nationally and internationally. Academic studies along with private sector and public investments should be carried out in order to increase service standards and market them. Although Mount Ergan has features such as runway length, proximity to the city center, width and slope of the tracks (Güneş, 2019), all the necessary infrastructure has not been completed yet. This situation may have negative effects on service quality and therefore customer satisfaction.

Although steps are being taken every day for the development of winter tourism in the region, the lack of studies on service quality, customer satisfaction and recommendation at the Ergan Mountain winter tourism center has made it necessary to conduct this study.

Accordingly, in order to contribute to the private sector and public administration, the effect of the service quality offered at Ergan Mountain Ski Resort on customer satisfaction and customer satisfaction on the intention to recommend was measured. It is thought that the results obtained will contribute to the ski resort's planning, management and marketing studies.

CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

When the winter tourism studies were examined, it was seen that the focus was on issues such as sustainability and environment (Beeler & Wood, 1990; Fry, 1995; Holden, 2000; George, 2003; Donohoe & Honours, 2004; Todd & Williams, 2009), winter sports centers (Tuppen, 2000; Tuppen, 2002; George, 2003; George A., 2004; Dorocki, 2007), winter tourism data analysis (Falk, 2010; Falk, 2013), sports and alternative tourism (Hudson S., 2003), industry (Hudson S., 1999), strategic tourism planning (Barker, 1994), the effect of climate and snow (Töglhofer, Einger, & Pretenthaler, 2011; Fukushima, Kureha, Ozaki, Fujimori, & Harasawa, 2002; Damm, Köberl, & Pretenthaler, 2014) and consumer (Holden, 1998; Holden A., 1999; Zemla, 2014). Bozdemir & Sengül (2021), who conducted a literature review on winter tourism, classified the studies as regional/ski resort studies, climate change, employee and customer satisfaction/motivations, sustainability, environment-oriented, analysis studies, marketing, digital platform studies, and other topics. These issues are not independent of each other, usually in studies these issues have been discussed together and in comparison. Ultimately, winter tourism takes place in winter tourism centers and is affected by climatic conditions. The length of the season depends on the snowfall rate. The winter tourism industry can maintain its existence with the sustainability of the environment. In this direction, consumers visit winter tourism centers that are suitable for their wishes with many different facilities. Consumer demands in a changing and developing world should be analyzed. The presentation of products in the direction of their needs and motivations requires follow-up.

Consumer-centered research conducted in winter tourism centers has focused on consumer needs (Holden, 1998), consumer motivation (Holden, 1999), customer satisfaction and loyalty (Aleksandris, Kouthouris, & Meligdis, 2006; Matzler, Fuller, &

Faullant, 2007; Faullant, Matzler, & Füller, 2008; Matzler, Fuller, Renzl, Herting, & Spath, 2008; Kyle, Theodorakis, Karageorgiou, & Lafazani, 2010; Bediova & Ryglová, 2015; Silik ve Ünlüönen, 2018; He & Luo, 2020), perceived service quality (Kyle ve diğ., 2010; Hudson & Shephard, 1998; Silik ve Ünlüönen, 2018) and the relationships of concepts consisting of a combination of them with each other (Park, 2003; Silik ve Ünlüönen, 2018), revisiting intentions (He & Luo, 2020) or recommendation intentions (Silik ve Ünlüönen, 2018). Based on the studies in the literature, this research focused on the concepts of service quality, customer satisfaction and intention to recommend. The reason for focusing on these concepts is that the quality of service affects the satisfaction levels of visitors as the clearest indicator of the current status of a center and the effect of their satisfaction on the intention to recommend the center to increase its recognition is determined. Studies containing these concepts and the relationships between them are available in the literature, but the lack of a study conducted specifically on Mount Ergan made this study necessary.

The Effect of Service Quality on Customer Satisfaction

The service provided in winter tourism facilities affects the quality of service perceived by consumers coming to the destination. Service quality is a key factor that is becoming increasingly important in differentiating service products and creating a competitive advantage in tourism. Retaining consumers seems to be possible by improving the quality of service. Although ski resorts generally provide similar services (accommodation, food and beverage, resort infrastructure, personnel, environment, security, first aid, etc.), the classifications of services that are prioritized according to the destinations they are located in and consumer preferences (Aleksandris et al., 2006; Güneş, 2019; Yeo & Kim, 2010; Barlas, Mantis, & Koustelios, 2010) vary. Therefore, it is necessary to constantly monitor consumer trends and perceptions of service quality.

Satisfaction, on the other hand, is the most important return that ski resorts expect from visitors (He & Luo, 2020). Bozdemir & Şengül (2021), who conducted a literature review on winter tourism, showed that a significant part of the studies were collected on employee and customer satisfaction/motivations. Conducting service quality surveys and examining the effects on consumers' satisfaction levels allows managers to identify the current situation and make improvements (Miragaia, Conde, & Soares, 2015). In this way, it will be possible to develop the right marketing and management strategies.

The study results of Silik & Ünlüönen (2018) show that many service dimensions have a positive effect on customer satisfaction. In a study conducted in Palandöken ski resort, it was observed that the quality of winter tourism services positively affects customer satisfaction, and accordingly, increasing the service quality elements will increase customer satisfaction (Çalık, 2022). Kyle et al. (2010) observed that the quality of service has a significant and positive effect on customer satisfaction. In this direction, the following hypothesis has been developed in accordance with the above research and its results.

H_1 : *The perceptions of the service quality of the visitors have a positive effect on customer satisfaction.*

The Effect of Customer Satisfaction on the Intention to Recommend

In customer satisfaction surveys conducted at different winter tourism ski resorts, it has been observed that the parameters that stand out differ (kar, tesisler, konaklama imkanları, yiyecek içecek imkanları, pistlerin çeşitliliği ve kolay erişim, çalışanlar, çevresel hizmetler ve temel hizmetler vb.) according to the region, the center, visitors and facilities (Koşan, 2013; Park, 2003; Matzler et al., 2008; Naghipour, 2017; Ayaz & Apak, 2017a; Davras, 2021). High satisfaction levels of visitors have an effect on revisiting (Santoso, 2019) and recommending (Silik & Ünlüönen, 2018). According to Silik and Ünlüönen (2018), customer satisfaction mediates the relationship between the service quality of ski resorts and the intention to recommend.

Naghipour (2017) evaluated the motivation and satisfaction of visitors to Ilgaz Mountain Winter Tourism Center, it was stated that 84% of the participants

would recommend Ilgaz Mountain. According to He & Luo (2020), the motivation to attract has been found to positively affect the intention to visit the destination again and the desire to recommend it to others. Therefore, tourist destination managers should create a higher level of satisfaction in order to increase and maintain the competitiveness of tourist destinations. Therefore, the following hypothesis has been developed in line with these researches and their results.

H_2 : *Customer satisfaction has a positive effect on the intention of the visitors to recommend.*

METHODOLOGY

This research aims to determine the effect of service quality perceptions of visitors to Erzincan Ergan Mountain Winter Sports Tourism Center on customer satisfaction and the effect of customer satisfaction on the intention to recommend. Within the scope of the relational screening model, it is designed as a descriptive research in terms of its purpose.

The model in Figure 1 has been developed for the purpose of the research and for testing the determined hypotheses. The research is important because it was carried out in the field of winter sports and winter tourism, which attracts more visitors every year and turns into an area of interest (Vanat, 2020).

The universe of the research consists of those who visit the Ergan Mountain Winter Sports Tourism Center. Roscoe (1975) stated that in determining the sample for multivariate studies, taking 10 times or more of the number of variables will give reliable results (Roscoe, 1975, as cited in Ural & Kılıç, 2018).

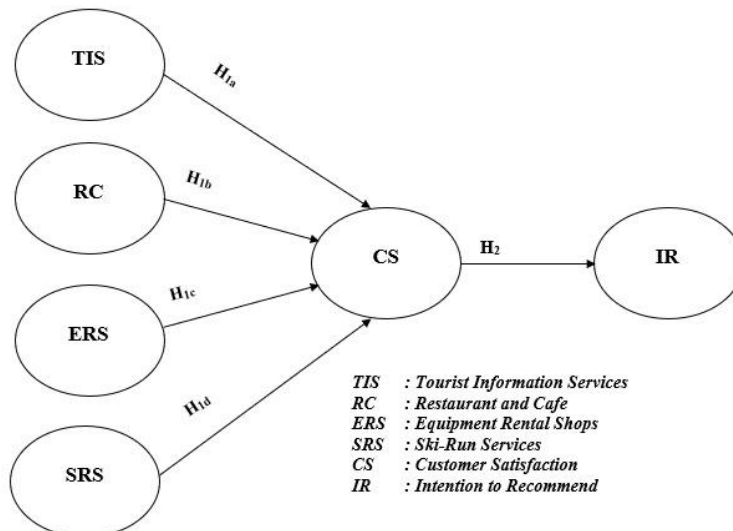


Figure 1. Proposed Research Model

In this context, the data collection was carried out with 400 participant face-to-face and online in February and March 2022 using the convenience sampling method, taking into account the number of items (33) included in the scale. After removing the missing and incorrect questionnaires, the analyzes were carried out with 387 questionnaires.

Questionnaire form was used as data collection tool in the research. The questionnaire form consists of five parts. In the first part of the questionnaire, six questions about the demographic characteristics of the participants were included, and in the second part, six questions about their travel attitudes. The development of these questions was based on the research by Silik & Ünlüönen (2018).

In the third part of the questionnaire, a scale developed by Hudson and Shephard (1998) and the number of expressions and dimensions reduced by Scorgie (2008) was used to determine the service quality of those who visited Ergan Mountain Winter Sports Tourism Center.

Due to the absence of services and products related to all dimensions included in the original of the scale in the research area, all dimensions and expressions were not included in the survey form, and dimensions specific to the research area (tourist information services, restaurants and cafes, equipment and rental shops, ski-piste services) were included in the survey form. In the fourth part of the survey, the customer satisfaction scale developed by Oliver (1980) was used, and in the fifth part, the scale developed by Zeithaml, Berry and Parasuraman (1996) was used to measure the intention to recommend. In the translation of the expressions included in the scales into Turkish, the studies of Silik & Ünlüönen (2018) and Silik (2018) were used. The statements included in the scale are rated with a 5-point likert (1=Strongly disagree, 5= Strongly agree).

When the Kurtosis and Skewness values of the data were examined, it was found that they were between -2 and +2. Therefore, the data show a normal distribution (Kline, 2011). In the analysis of the data, frequency analysis, exploratory factor analysis (EFA), confirmatory factor analysis (CFA), convergent and discriminant validity were performed by using SPSS 22 and AMOS 24 package programs. (*This study was carried out the decision of Erzincan Binali Yıldırım University Ethics Committee at its meeting dated 21.01.2022 and numbered 01/18.*)

RESULTS

In this section, the results of the demographic information of the participants and the answers of the participants to the questions about the frequency of travel, how they decided to travel, how they came, with whom they came and where they came from.

Descriptive Statistical Results of the Participants

Table 1 shows the frequency analysis results related to the answers given to the general questions posed to the participants. According to Table 1, 30% of the participants come to Ergan Ski Resort for the first time, 15% come for the second time and 55% come in three or more times. Majority of the participants (70%) live in Erzincan.

While 45.5% of the participants stated that they do not go to Ergan Ski Center every year, 24.5% stated that they go at least once a year and 30% stated that they go at least 2 or more times a year. While 55.8% of the participants in the survey made their travel plans individually, 44.2% of them made it with the help of Travel Agencies and Tour Operators. While 7.82% of the participants traveled alone, 68% of them traveled with their spouse, friends, family and colleagues. The rate of those who travel with a tour group is 24.3%.

Table 1. Frequency Results of Answers to General Questions

Question	Answer	n	%
Number of arrivals to Ergan Kayak facility	First time	118	30
	Second time	60	15
	Third and more	209	55
	<i>Total</i>	387	100
The City where the Participants Live	Erzincan	271	70
	Others	116	30
	<i>Total</i>	387	100
How many times a year do you go on a skiing trip?	Don't go every year	176	45,5
	1 time	95	24,5
	2 times and more	116	30,0
	<i>Total</i>	387	100
How did you make your travel plan?	Individual	216	55,8
	With Travel Agency/Tour Operator	171	44,2
	<i>Total</i>	387	100
Who Did You Come on the Trip With?	By myself	30	7,8
	With my wife	29	7,5
	With family/relatives	99	25,6
	With my colleagues	15	3,9
	Friend(s)	120	31
	With tour group	94	24,3
	<i>Total</i>	387	100
What is the most important resource that is effective in choosing this facility?	My previous travels	95	24,5
	Radio/TV and movies	12	3,1
	Travel Agency/Tour Operator Recommendation	51	13,2
	Advice from friends, family, colleagues	180	46,5
	Newspaper/magazine/brochure/books	4	1,0
	Internet/social media (facebook, twitter etc.)	45	11,6
	<i>Total</i>	387	100

According to Table 1, the recommendation of friends, family and colleagues was the most effective (46.5%) for the participants to prefer Ergan Ski Center. Then, in travel preference, 24.6% previous trips, 13.2% travel agencies and tour operators, 11.6% Internet/social media, 3.1% Radio/TV and movies and finally 1% newspaper/magazine/brochure/books have been influential.

Table 2 shows the frequency analysis results of the demographic data of the participants. According to Table 2, 55.3% of the participants are male and 44.7% are female. The majority of the participants (44.2%) are

young people between the ages of 18-24 and students (37.2%). In addition, it is understood as a result of the study that those who visit the ski center the most are singles (62.5%). The majority of the participants have undergraduate (52.7%), associate degree (14.7%) and postgraduate (16.5%) education levels. While 25.3% of the participants have no income, 11.2% have minimum wage, 23% have an income between 4254-7000 TL, 17.1% have an income between 7001-10000 TL and 23.5% have an income of 10001 TL or more.

Table 2. Profile of Participants

Variable		n	%	Variable		n	%
Gender	Male	214	55,3	Marital status	Married with children	109	28,2
	Female	173	44,7		Married –childfree	36	9,3
	<i>Total</i>	387	100		Single	242	62,5
			<i>Total</i>		387	100	
Age	18-24	171	44,2	Education	Primary Education	7	1,8
	25-34	95	24,5		High School	55	14,2
	35-44	85	22,0		Associate degree	57	14,7
	45-54	30	7,8		Undergraduate	204	52,7
	55 and more	6	1,6		Postgraduate	64	16,5
	<i>Total</i>	387	100		<i>Total</i>	387	100
Profession	Official	111	28,7	Income	No income	98	25,3
	Housewife	19	4,9		Minimum wage	43	11,2
	Self-employment	57	14,7		4254-7000 TL	89	23,0
	Retired	3	0,8		7001-10000 TL	66	17,1
	Student	144	37,2		10001 TL and more	91	23,5
	Worker	27	7,0		<i>Total</i>	387	100
	Unemployed	14	3,6				
	Other	12	3,1				
	<i>Total</i>	387	100				

Reliability and Exploratory Factor Analysis (EFA) Results

In this research, three different related scales (Service Quality-SQ, Satisfaction, Intention to Recommend) were used. Table 3 shows the KMO sample adequacy test to determine the suitability of the data for performing Exploratory Factor Analysis (EFA). According to Table 3, the KMO value of the Service Quality (SQ =TIS-RC-ERS-SRS) scale is 0.905 and the Bartlett test result is ($X^2= 3491.65$) $p<0.05$, the KMO value of the Satisfaction (M) scale is 0.706 and Bartlett test result ($X^2= 1020.009$) $p<0.05$, KMO value of Intent to Recommend (IR) scale is 0.759 and Bartlett test result ($X^2= 1007.807$) $p<0.05$.

A KMO value above 0.700 means that the data is suitable for factor analysis and provides a perfect correlation (Can, 2018; Büyüköztürk, 2002). As a result of the factor analysis, a four-factor structure emerged. The total explained variance of this 18-item structure is 65.52. This shows that the predicted factor structures emerged with the help of Exploratory Factor Analysis.

Table 3. Results of the Measurement Model

Variable	Item	Exploratory Factor Analysis				Confirmatory Factor Analysis	
		Factor Loads	Exp. Var.	(Eigen) Value	CA	SD Beta Coefficients	P Value
Tourist Information Services	TIS1: There are staff who are knowledgeable in their field.	0,811				0,753	0,0001
	TIS2: The facility brochures are very explanatory	0,779	40,91	7,36	0,86	0,801	0,0001
	TIS3: Signs are at a readable level.	0,751				0,835	0,0001
	TIS4: The attitude and behavior of the staff are positive.	0,753				0,733	0,0001
Restaurant and Cafe	RC5: There are clean and accessible toilets.	0,636				0,703	0,0001
	RC6: There are enough seating areas available.	0,780	9,75	1,75	0,83	0,735	0,0001
	RC7: The variety of food and the chance to choose are high.	0,798				0,789	0,0001
	RC8: Hygiene in the business is sufficient.	0,798				0,825	0,0001
Equipment Rental Shops	ERS2: The product quality and variety are high.	0,603				0,778	0,0001
	ERS3: There is the possibility to change the rental equipment.	0,808	8,76	1,58	0,78	0,755	0,0001
	ERS4: The attitude and behavior of the staff are positive.	0,767				0,726	0,0001
Ski-Run Services	SRS2: The variety of ski areas is sufficient.	0,663				0,676	0,0001
	SRS3: The number of cable cars is sufficient.	0,757				0,713	0,0001
	SRS4: The connections are well planned and organized.	0,760				0,768	0,0001
	SRS5: The speed of the cable cars is at a sufficient level	0,783	6,10	1,10	0,88	0,672	0,0001
	SRS7: The snow quality on the track is good.	0,694				0,710	0,0001
	SRS8: Track information services are sufficient.	0,608				0,726	0,0001
	SRS10: The attitudes and behaviors of the cable car staff are positive.	0,515				0,693	0,0001
Customer Satisfaction	CS1: Considering all the factors, I am happy with my decision to come to this ski resort.	0,933				0,889	0,0001
	CS2: Overall, I was very pleased with this ski resort.	0,956	88,92	2,67	0,94	0,950	0,0001
	CS3: Considering all my experiences in the ski resort, my choice to come to this resort was wise	0,940				0,915	0,0001

Table 3 (continued). Results of the Measurement Model

Variable	Item	Exploratory Factor Analysis				Confirmatory Factor Analysis	
		Factor Loads	Exp. Var.	(Eigen) Value	CA	SD Beta Coefficients	P Value
Intention to Recommend	IR1: I will say positive things about the ski resort to the people around me.	0,934				0,902	0,0001
	IR2: To people who ask my advice about the ski resort, I will recommend this resort.	0,955	88,73	2,66	0,94	0,943	0,0001
	IR3: I will encourage my friends and relatives to visit this ski resort.	0,937				0,899	0,0001
KMO and Bartlett's Test							
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		Service Quality Scale	The Satisfaction Scale	Intention To Recommend			
		0,905	0,760	0,759			
Bartlett's Test of Sphericity	Approx. Chi-Square	3491,646	1020,009	1007,807			
	df	153	3	3			
	Sig.	0,000	0,000	0,000			

When the analysis results in Table 3 are examined, it is seen that the standardized regression coefficients are above 0.672. Since the scale developed for the research is different from the previously used scales and application areas, it is necessary to conduct an Exploratory Factor Analysis and test the validity of the structure. For this reason, Explanatory Factor Analysis (EFA) results showing the structure validity are included in Table 3.

Unlike the original of the scale, 9 expressions (RC1, RC2, RC3, RC4, ERS1, ERS5, SRS1, SRS6, SRS9), which are overlapping values, were removed from the scale and re-analyzed with varimax rotation method, and the final version was revealed as in Table 3. As an example of the similarity of the resulting expressions; The statements RC1, ERS1 and SRS1 are in the form of prices are suitable and there is a variety of prices, and they are related to the pricing of the fields in the relevant dimensions. For this reason, it was deemed appropriate to remove these items from the scale, as they showed an overlapping value and distorted factor distributions.

In Table 3, the reliability of the scale was also tested using the internal consistency method and Cronbach Alpha values were calculated. The fact that the Cronbach Alpha value of each factor is greater than 0.70 indicates that the results are reliable.

Convergent and Discriminant Validity

In order to test the reliability and validity of the research structures, the Cronbach's Alpha value should be checked and the Cronbach's Alpha value should be at least 0.7 (Altunışık et al., 2010). In addition, composite/construct reliability (CR) values, which are known to give more favorable results than Cronbach's Alpha value (Hair et al., 2014), were calculated by taking into account the standardized path coefficients and error variances of the items in a factor (Kline, 2015). The composite/construct reliability (CR) value should be greater than 0.70 (Hair et al., 2017). When Table 4 is examined, the composite/construct validity for the research is provided.

Convergent validity examines the degree of relationship between the elements existing in the same scale. The criterion that most strongly reflects my convergent validity is the Average explained variance (AVE), which is the degree to which the variance of the indicators of a latent construct is explained, and this value must be 0.50 and above. The combination must be $CR > 0.70$, $AVE > 0.50$ and $CR > AVE$ to ensure complete validity (Hair et al., 2017). When Table 4 is examined in the light of all the information, it is seen that the validity of the combination for the measurement model is ensured.

In order to ensure discriminant validity in a study, the square root of the AVE value should be greater than the correlation between the factors and 0.50 (Fornell & Larcker, 1981). When Table 4 is examined,

it is seen that the Fornell & Larcker (1981) criterion is met. When all the results in Table 4 are evaluated; For the measurement model, reliability, construct validity, convergent and discriminant validity are provided.

Structural Model

Table 6 gives information about the research model and its hypotheses.

Table 4. Convergent and Differential Validity

Fornell-Larcker	CR	AVE	MSV	ASV	TIS	RC	ERS	SRS	CS	IR
TIS	0,87	0,63	0,47	0,38	0,793					
RC	0,84	0,58	0,54	0,37	0,609	0,761				
ERS	0,80	0,57	0,54	0,41	0,587	0,733	0,754			
SRS	0,88	0,50	0,50	0,46	0,631	0,535	0,644	0,707		
CS	0,94	0,84	0,73	0,47	0,563	0,493	0,518	0,854	0,916	
IR	0,94	0,84	0,73	0,40	0,686	0,584	0,673	0,707	0,670	0,916

As seen in Table 5, confirmatory factor analysis (CFA) was performed to test the structure validity of the scales used in the measurement model. A wide variety of fit indices can be viewed in CFA. For these fit indices, Chi-Square Fit test ($\Delta\chi^2 \leq 5$), Root Mean Square Error of Approximation (RMSEA ≤ 0.080), Goodness of Fit Index (GFI, ≥ 0.80), Comparative Fit Index (CFI ≥ 0.90), with acceptable goodness-of-fit values Adjustment Goodness of Fit Index (AGFI, ≥ 0.80) and

According to Table 6, Tourist Information Services (TIS) ($\beta=0.28$ $t=4.494$, $p=0.001$), Equipment Rental Shops (ERS) ($\beta=0.25$ $t=2.985$, $p=0.003$) and Ski-Run Services (SRS) ($\beta=0.35$ $t=4.982$, $p=0.001$) had a significant and positive effect on customer satisfaction, and Restaurants and Cafes (RC) ($\beta=-0.02$ $t=-0.337$, $p=0.736$), it is understood that there is no significant effect on customer satisfaction. At the same time, it is seen that customer satisfaction

Table 5. Goodness of Fit Values

Fit Measure	Good Fit	Acceptable Fit	Fit Values	Fit
X2/sd	$0 \leq X2/sd \leq 2$	$2 \leq X2/sd \leq 3$	2,645	Acceptable Fit
RMSEA	$0 \leq RMSEA \leq 0,05$	$0,05 \leq RMSEA \leq 0,08$	0,066	Acceptable Fit
CFI	$0,95 \leq CFI \leq 1,00$	$0,90 \leq CFI \leq 0,95$	0,943	Acceptable Fit
GFI	$\geq 0,90$	0,89-0,85	0,885	Acceptable Fit
AGFI	$\geq 0,90$	0,89-0,85	0,850	Acceptable Fit
SRMR	$< 0,05$	$< 0,08$	0,045	Good Fit
IFI	$0,95 \leq NFI \leq 1,00$	$0,90 \leq NFI \leq 0,95$	0,945	Acceptable Fit

Incremental Fit Index (IFI ≥ 0.90) values are frequently used (Schumacker & Lomax, 2004).

($\beta=0.85$ $t=19.627$, $p=0.001$) has a significant and positive effect on the intention to recommend.

According to Table 5, the theoretical structure foreseen for the research has been confirmed.

When Table 6 is examined, the h_{1a} , h_{1c} , h_{1d} and h_2 hypotheses are supported, while the h_{1b} hypothesis is not supported. Therefore, it is generally understood that

Table 6. Results of the Structural Model

Hypotheses	Effect	S.E.	t value	P value	Conclusion
H _{1a} TIS → CS	0,28	,061	4,494	0,001	Supported
H _{1b} RC → CS	-0,02	,086	-,337	0,736	Not supported
H _{1c} ERS → CS	0,25	,082	2,985	0,003	Supported
H _{1d} SRS → CS	0,35	,076	4,982	0,001	Supported
H ₂ CS → IR	0,85	,043	19,627	0,001	Supported

the quality of service has a significant and positive effect on customer satisfaction and customer satisfaction on the intention to recommend. A demonstration of the research model related to all these results is also seen in figure 2.

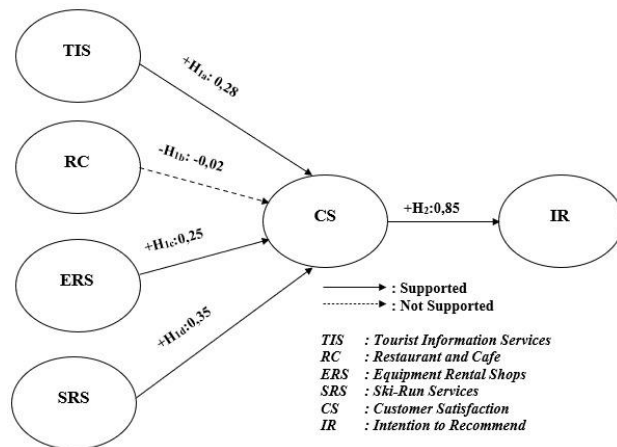


Figure 2: Structural Model

DISCUSSIONS AND CONCLUSION

The effect of the perception of service quality of domestic tourists coming to Ergan Mountain Ski Resort on customer satisfaction and the effect of customer satisfaction on the intention to recommend were investigated. The majority of the participants reached by the research sample have visited Erkan Ski Resort three or more times and (55%) have had experience with the resort. One of the indicators of this experience is that 70% of the participants are from Erzincan. The fact that 30% of the participants come from other cities is an issue that needs to be focused on and shows the necessity of conducting a marketing study that crosses the borders of Erzincan. The majority of the participants planned their trips individually (55.8%) and mainly carried out with friends / family/ relatives (56.6%). Already, the big factor in choosing the facility is the recommendation of friends / family / colleagues (46.5%). It can be thought that the fact that they are making their trips individually and with their relatives and that they prefer the facility by being influenced by their relatives is due to the fact that the majority of visitors attend from Erzincan (70%).

It is observed that there is no significant difference between male and female participants whose demographic characteristics were evaluated. At the same time, it is observed that the majority of the participants (18-44 years old (90.7%)) consist of a relatively young and single population (62.5%). Looking at the occupational distribution, it also explains the age distribution, where the majority are students (37.2%) and civil servants (28.7%).

More than half of the participants (52.7%) are undergraduate graduates, while the majority (83.9%) are university graduates. This may be an indication of the high participation of people with a high level of education in winter tourism. Similar results are seen in the studies of Güneş (2019) and Çalık (2022). In addition, it is seen in this study that participants from all income levels prefer the ski facility. Therefore, marketing studies can be done by considering visitors of all income levels.

As a result of the study, it was measured that as the service quality increased, customer satisfaction increased. A similar positive effect of increasing service quality elements on customer satisfaction was observed in a ski resort in Greece (Kyle et al. 2010). Therefore, managements that want to ensure customer satisfaction should increase the service quality. For this, basic touristic services and product diversity should be provided. Because service quality is a determinant of customer satisfaction (Cronin & Taylor, 1992; Kozak & Rimmington, 2000).

In this study, the effects of TIS, RC, ERS, SRI dimensions of service quality on customer satisfaction were also measured. According to the study; It was understood that TIS, ERS and SRI had a significant positive effect on customer satisfaction, while RC did not have a significant effect. The reason for this is that Ergan Mountain ski resort is a new and developing facility and has only one restaurant. It has been observed that the basic needs for skiing are met, but the lack of quality features that will increase customer satisfaction negatively affects customer satisfaction. Silik and Ünlüönen (2018) carried out a study in Palandöken, Uludağ, Kartalkaya, Ilgaz, Erciyes, Davraz, Sarıkamış and Zigana ski resorts. Similarly, in the research, it was observed that tourist information services, accommodation, equipment rental shops and ski area/slope and services, which are among the ski resort service quality dimensions, positively affected customer satisfaction. In addition, it has been stated that the ski center service quality, ski lessons, ski area/track and services dimensions positively affect the intention to recommend.

Another important result of the study is the positive effect of customer satisfaction on the intention to recommend. Therefore, the higher the customer satisfaction, the higher the intention to recommend. It is also seen in the literature that satisfied tourists are more likely to recommend a destination than other tourists (Lee, Lee & Lee, 2014). It is known that tourists who leave the destination satisfied are willing to revisit and recommend it (Yoo & Uysal, 2005). The fact that a significant part of the people who visited Mount Ergan

preferred the facility with the recommendation of friends/family/colleagues, showed that word of mouth recommendation is a factor affecting the decision of tourists to visit (Beeho & Prentice, 1997).

The study is limited to domestic tourists visiting Ergan mountain ski resort. In line with the data obtained, the fact that the majority of the participants reside in Erzincan is the biggest limitation of the study. Future studies may examine different target groups. It can handle different ski centers comparatively. The study evaluated the effect of service quality on customer satisfaction and satisfaction on intention to recommend. Future studies can be done with mediator or regulatory influences in mind.

REFERENCES

- Akkuş, G. & Güçtemur, S. (2021). Yalnızçam Uğurludağ Kış Sporları Turizm Merkezinin Potansiyeli ve Bölge Ekonomisine Etkisine Yönelik Paydaş Görüşlerinin Değerlendirilmesi. *Uluslararası İktisadi ve İdari İncelemeler Dergisi*, (30), 309-330. DOI:10.18092/ulikidince.867599
- Aleksandris, K., Kouthouris, C., & Meligdis, A. (2006). Increasing customers' loyalty in a skiing resort. *IJCHM-International Journal of Contemporary Hospitality Management*, 414-425.
- Altaş, N.T., Çavuş, A., Zaman, N. (2015). A New Winter Tourism Center in Turkey's Winter Tourism Corridor: Konaklı. *Marmara Geography Journal*, 31: 345-365.
- Altunışık, R., Coşkun, R., Bayraktaroğlu, S. & Yıldırım, E. (2010). *Sosyal Bilimlerde Araştırma Yöntemleri*. (7. Baskı). Sakarya: Sakarya Yayıncılık.
- Alvarez M. D, (2007) *Hizmet Kalitesi: Kavramlar Yaklaşımlar ve Uygulamalar içinde Destinasyon Kalitesi*, Ed. Gümüşoğlu Ş., Pırnar İ., Akan P., Akbaba A., Detay Yayıncılık, Ankara ISBN: 978-9944-223-05-8
- Ayaz, N., & Apak, Ö. C. (2017a). Kış turizmine Katılan Yerli Ziyaretçilerin Seyahat Davranışları: Erciyes Kayak Merkezi Örneği. *Erciyes Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*(49), 27-43.
- Barker, M. (1994). Strategic Tourism Planning and Limits to Growth in The Alps. *Tourism Recreation Research*, 19, 43-49.
- Barlas, A., Mantis, K., & Koustelios, A. (2010). Achieving positive word-of-mouth communication: The role of perceived service quality in the context of Greek ski centres. *World Leisure Journal*, 52(4), 290-297.
- Bediova, M., & Ryglóvá, K. (2015). The Main Factors Influencing The Destination Choice, Satisfaction And The Loyalty Of Ski Resorts Customers In The Context Of Different Research Approaches. *Acta Universitatis Agriculturae Et Silviculturae Mendelianae Brunensis*, 2, 499-505.
- Beeho, A. J., & Prentice, R. C. (1997). Conceptualizing the experiences of heritage tourists: A case study of New Lanark World Heritage Village. *Tourism management*, 18(2), 75-87.
- Beeler, T., & Wood, J. (1990). Overcoming environmental obstacles. *Ski Area Management*, 29(2), 74-75.
- Bozdemir, E., & Şengül, S. (2021). Kış Turizmi Üzerine Bir Literatür İncelemesi. *Journal of Tourism Trends*, 2(1), 35-74.
- Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: a reexamination and extension. *Journal of marketing*, 56(3), 55-68.
- Damm, A., Köberl, J., & Prettenhaler, F. (2014). Does artificial snow production pay under future climate conditions? – A case study for a vulnerable ski area in Austria. *Tourism Management*, 8-21.
- Büyüköztürk, Ş. (2002). Faktör analizi: Temel kavramlar ve ölçek geliştirmede kullanımı. *Kuram ve Uygulamada Eğitim Yönetimi*, 32(32), 470-483.
- Can, A. (2018). *SPSS ile bilimsel araştırma sürecinde nicel veri analizi*. 6. Baskı, Ankara: Pegem Akademi
- Çalık, İ., (2022) *Hizmet Kalitesinin Müşteri Memnuniyeti ve Destinasyon Sadakati Üzerindeki Etkisi: Erzurum Palandöken Kış Turizm Merkezi Örneği (The Effect of Service Quality on Customer Satisfaction and Destination Loyalty: The Case of Erzurum Palandöken Winter Tourism Center)*, *Journal of Gastronomy, Hospitality and Travel*, 5 (1), 426-439.
- Davras, G. M. (2021). Classification of Winter Tourism Destination Attributes According to Three Factor Theory of Customer Satisfaction. *Journal Of Quality Assurance In Hospitality & Tourism*, 22(4), 496-516.
- Demiroğlu, O. C. (2014). *Kış Turizmi*. Ankara: Detay Yayıncılık.
- Donohoe, H. M., & Honours, B. A. (2004). Sustainable Skiing: a North American Environmental Program Evaluation. Canada, Ottawa.
- Dorocki, S. (2007). Stacja Narciarska „Wierchomla” – lokalny ośrodek aktywizacji gospodarczej. *Przedsiębiorczość - Edukacja*, 3, 81-87.
- Falk, M. (2010). A dynamic panel data analysis of snow depth and winter tourism. *Tourism Management*, 912-924.
- Falk, M. (2013). Impact of long-term weather on domestic and foreign winter tourism demand. *International Journal of Tourism Research*, 15(1), 1-17.
- Faullant, R., Matzler, K., & Füller, J. (2008). The impact of satisfaction and image on loyalty: the case of Alpine ski resorts. *Managing Service Quality*, 163-178.
- Fornell, C. & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39-50.
- Fry, J. (1995). Exactly what are their environmental attitudes? *Ski Area Management*, 34(6), 45-47.
- Fukushima, T., Kureha, M., Ozaki, N., Fujimori, Y., & Harasawa, H. (2002). Influences of air temperature change on leisure industries – case study on ski activities. *Mitigation and Adaptation Strategies for Global Change*, 173-189.
- George, A. (2003). Managing ski resorts: perceptions from the field regarding the sustainable slopes charter. *Managing Leisure*, 41-46.

- George, A. (2004). Managing ski resorts: the National Ski Areas Association (NSAA) of the United States' 2001 and 2002 Annual Progress Reports on the Environmental Charter and the reaction from conservations groups. *Managing Leisure*, 9(1), 59-67.
- Güneş, E. (2019). Ergan Dağı Kış Sporları Turizm Merkezinde Sunulan Hizmet ve Olanakların Değerlendirilmesi. *I. International Winter Tourism Congress* (s. 96-105). Çanakkale: Paradigma Akademi.
- Hair, J. F., Hult, G. Tomas M., Ringle, C. M. & Sarstedt M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, SAGE Publications, Printed in The United States of America.
- Hair, J. F., Hult, G. Tomas M., Ringle, C. M. & Sarstedt M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, SAGE Publications, Printed in The United States of America, Second Edition.
- He, X., & Luo, J. M. (2020). Relationship among Travel Motivation, Satisfaction and Revisit Intention of Skiers: A Case Study on the Tourists of Urumqi Silk Road Ski Resort. *Administrative Sciences*, 1-13.
- Holden, A. (1998). The use of visitor understanding in skiing management and development decisions at the Cairngorm mountains, Scotland. *Tourism Management*, 19(2), 145-152.
- Holden, A. (1999). Understanding skiers' motivation using Pearce's 'travel career' construct. *Annals of Tourism Research*, 26(2), 435-438.
- Hudson, S. & Shephard, G. W. (1998). Measuring service quality at tourist destinations: An application of importance-performance analysis to an alpine ski resort. *Journal of Travel & Tourism Marketing*, 7(3), 61-77.
- Holden, A. (2000). Winter Tourism and the Environment in Con ict: The Case of Cairngorm, Scotland. *International Journal of Tourism Research*, 2, 247-260.
- Hudson, S. (1999). *Snow Business: A Study of the International Ski Industry*.
- Hudson, S. (2003). *Sport and Adventure Tourism*. New York/ London/ Oxford: The Haworth Hospitality Press.
- İlban, M. O., Kaşlı M., (2011) Kış Turizmi, Hacıoğlu N. & Avcıkurt C. in *Turistik Ürün Çeşitlendirmesi*, Nobel Akademik Yayıncılık.
- Karadağ, L. (2016). Türkiye'de Sürdürülebilir Turizm için Uygulanabilecek Alternatif Turizm Türleri. H. Çeken in, *Sürdürülebilir Turizm (Temel Kavramlar ve İlkeler)* (s. 141-162). Ankara: Detay Yayıncılık.
- Kline, R. B., (2015). *Principles And Practice of Structural Equation Modeling*, The Guilford Press, London.
- Kline, R.B. (2011). *Principles and Practice of Structural Equation Modeling*. (3rd Edt). New York: The Guilford Press.
- Koşan, A. (2013). Kış Sporları Turizmi – Kayak Turistlerinin Kış Turizm Merkezlerini Algı ve Değerlendirmelerine Ait Bir Araştırma (Palandöken'de Bir Uygulama). *Atatürk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 17(2), 293-324.
- Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of travel research*, 38(3), 260-269.
- Kyle, G. T., Theodorakis, N., Karageorgiou, A., & Lafazani, M. (2010). The Effect of Service Quality on Customer Loyalty within the Context of Ski Resorts. *Journal of Park and Recreation Administration*, 28(1), 1-15.
- Lee, B., Lee, C. K., & Lee, J. (2014). Dynamic nature of destination image and influence of tourist overall satisfaction on image modification. *Journal of travel research*, 53(2), 239-251.
- Matzler, K., Fuller, J., & Faullant, R. (2007). Customer Satisfaction and Loyalty to Alpine Ski Resorts: the Moderating Effect of Lifestyle, Spending and Customers' Skiing Skills. *International Journal Of Tourism Research*, 9, 409-421.
- Matzler, K., Fuller, J., Renzl, B., Herting, S., & Spath, S. (2008). Customer Satisfaction with Alpine Ski Areas: The Moderating Effects of Personal, Situational, and Product Factors. *Journal Of Travel Research*, 403-413.
- Miragaia, D., Conde, D., & Soares, J. (2016). Measuring Service Quality of Ski Resorts: An Approach to Identify the Consumer Profile. *The Open Sports Sciences Journal*, 9, 53-61.
- Murray, D., Howat, G. (2002) The relationships among service quality, value, satisfaction, and future intentions of customers at an Australian sports and leisure centre. *J Sport Manag Rev*; 5: 25-43.
- Naghypour, P. (2017). *Ilgaz Dağı kış turizm merkezi ziyaretçilerinin motivasyon ve memnuniyet düzeylerinin değerlendirilmesi*. Ankara: Ankara Üniversitesi / Sosyal Bilimler Enstitüsü.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.
- Park, S.-H. (2003). The Relationship between Perceived Service Problems and Service Quality, Customer Satisfaction, and Recommendation Within a Ski Resort Context. *International Journal of Applied Sports Sciences*, 15(2), 40-50.
- Porter M.E. (1985) *Competitive advantage: Creating and sustaining superior performance*. New York, NY: The Free Press

- Porter M.E. (2015) Rekabet Stratejisi: Sektör ve Rakip Analizi Teknikleri. Agora Kitaplığı. İstanbul ISBN:978-605-103-288-7
- Sağlık E., Kocaman G., (2014) *Kayak Merkezlerinde Turistlerin Hizmet Kalite Algısının Belirlenmesi: Palandöken Kayak Merkezinde Bir Uygulama*, Atatürk İletişim Dergisi, (6), 67- 88
- Santoso, S. (2019). Examining relationships between destination image, tourist motivation, satisfaction, and visit intention in Yogyakarta. *Expert Journal of Business and Management*, 9, 82-90.
- Schumacker, R., & Lomax, R. (2004). A beginner's guide to structural equation modeling (2nd ed.). Lawrence Erlbaum Associates.
- Scorgie, M. (2008). *Skiers' and snowboarders' perceptions of the quality of a ski resort in Japan: An application of importance performance analysis and recreation specialization* (Doctoral dissertation). Lakehead University, School of Outdoor Recreation, Parks and Tourism.
- Sezen, I., Göktuğ, T.H., Aytatlı, B., Yıkılmaz, E. (2019). Satisfaction Analysis of Recreational Quality of Erciyes Mountain Ski Center. *Mimarlık Bilimleri ve Uygulamaları Dergisi (MBUD)*, 4 (1), 1-10.
- Silik, C.E. (2018). Hizmet Kalitesi, Müşteri Memnuniyeti ve Tavsiye Etme Niyeti Kapsamında Türkiye'deki Kayak Merkezlerinin İncelenmesi. *Yayımlanmamış Doktora Tezi. Gazi Üniversitesi, Sosyal Bilimler Enstitüsü.*
- Silik, C. E. & Ünlüöner, K. (2018). Hizmet kalitesi, müşteri memnuniyeti ve tavsiye etme niyeti arasındaki ilişki: kayak merkezlerine yönelik bir inceleme. *İşletme Araştırmaları Dergisi*, 10(4), 333-357.
- T.C. Kültür ve Turizm Bakanlığı. (2022). *Kış Sporları Turizm Merkezlerine İlişkin Genel Bilgiler*. 02 2022 tarihinde T.C. Kültür ve Turizm Bakanlığı, Yatırım ve İşletmeler Genel Müdürlüğü: <https://yigm.ktb.gov.tr/TR-10177/kis-sporlari-turizm-merkezlerine-iliskin-genel-bilgiler.html> adresinden alındı
- Töglhofer, C., Einger, F., & Pretenthaler, F. (2011). Impacts of snow conditions on tourism demand in Austrian ski areas. *Climate Research*, 46, 1-14.
- Todd, S. E., & Williams, W. (2009). From White To Green: A Proposed Environmental Management System Framework for Ski Areas. *Journal of Sustainable Tourism*, 147-173.
- Tuppen, J. (2000). The Restructuring of Winter Sports Resorts in the French Alps: Problems, Processes and Policies. *International Journal of Tourism Research*, 327-344.
- Tuppen, J. (2002). Recent Development in Alpine Tourism: A life Cycle Approach. *Tourism*, 12(2), 79-93.
- Ural, A. & Kılıç, İ. (2018). Bilimsel araştırma süreci ve SPSS ile veri analizi. (Güncellenmiş 5. Baskı). Ankara: Detaya Yayıncılık.
- Vanat, L. (2020). 2020 International Report on Snow & Mountain Tourism: Overview of the key industry figures for ski resorts. <https://www.vanat.ch/RM-world-report-2020.pdf>, Erişim tarihi: 05.04.2022.
- Westerbeek, H.M., Shilbury, D. A., (2003) Conceptual Model for Sport Services Marketing Research: Integrating Quality, Value and Satisfaction. *Int J Sport Mark Spo* ; 5: 11. <http://dx.doi.org/10.1108/IJSMS-05-01-2003-B002>
- Yeo, H., & Kim, P. (2010). Analysis on the Improvement of Ski Resort Service Quality with the Performance Model. *Journal of the Society of Korea Industrial and Systems Engineering*, 33(1), 59-70.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism management*, 26(1), 45-56.
- Zeithaml, V. A., Berry, L. L. & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31-46.

Support Information: Throughout the preparation of this study, no in-kind or financial assistance has been received from any individual or institution.

Conflict of Interest: There is no conflict of interest or gain in the article.

Ethical Approval: The authors declare that ethical rules were adhered to throughout the entire preparation process of this study. In the event of any contrary situation, "Turizm Akademik Dergisi" assumes no responsibility, and all responsibility rests with the authors of the article.

Informed Consent Form: All parties have voluntarily participated in the study with their consent.

Ethics Committee Approval: This study was carried out the decision of Erzincan Binali Yıldırım University Ethics Committee at its meeting dated 21.01.2022 and numbered 01/18.

Contribution Rate of Researchers: The study was prepared with the equal joint contribution of three authors.