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

Demet CEYLAN[1]

Antalya Bilim University, Faculty of Tourism, Antalya, Turkey

Beykan ÇİZEL

Akdeniz University, Faculty of Tourism, Antalya, Turkey

ABSTRACT

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

---

[1] Address correspondence to Demet Ceylan, Antalya Bilim University, Faculty of Tourism, Antalya, TURKEY. E-mail: demet.ceylan@antalya.edu.tr

INTRODUCTION

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

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

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

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

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

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

LITERATURE REVIEW

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

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

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

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

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

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

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

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

METHODOLOGY

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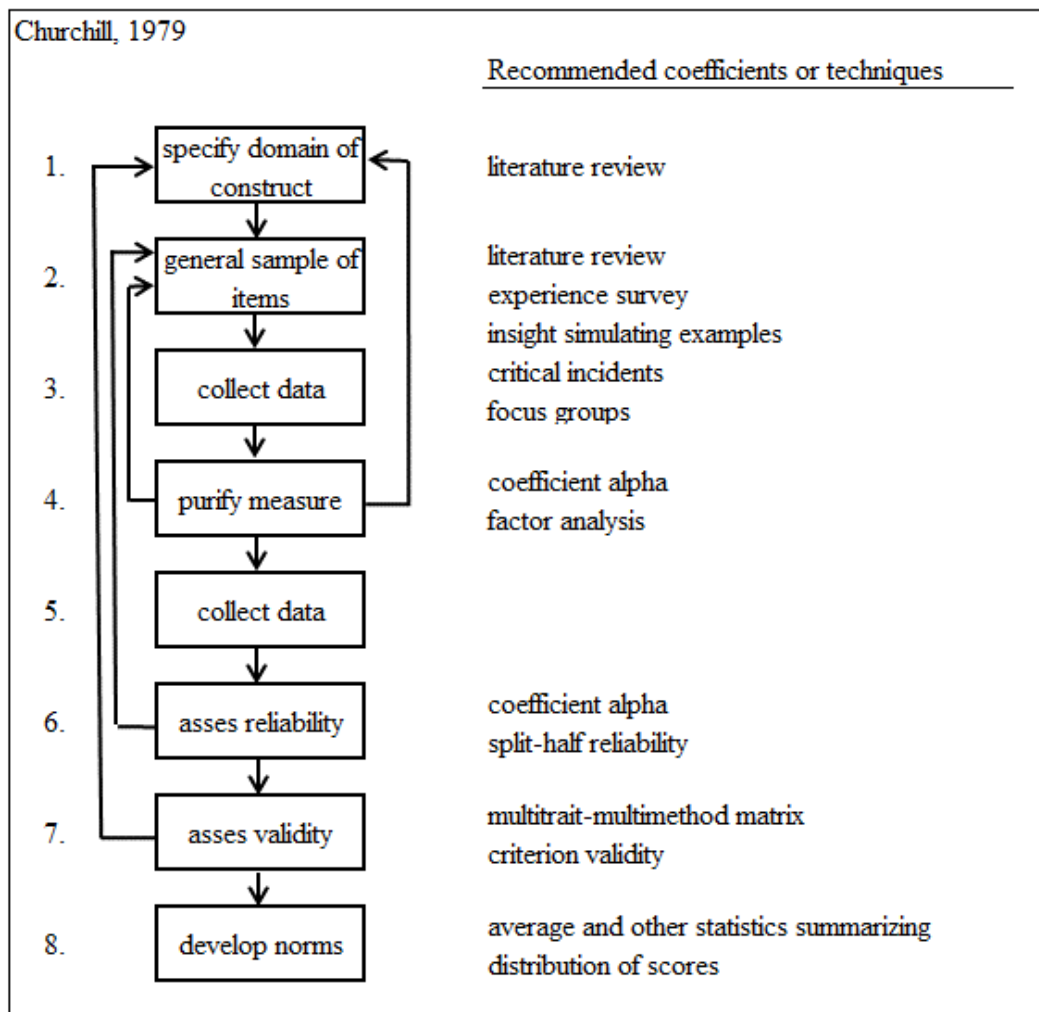

Figure 1. *Scale development process diagram*

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

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

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

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

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

RESULTS

Table 1 summarizes the demographic profile of the main sample.

Table 1. *Demographics profile of respondents*

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

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

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

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

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

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

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

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

Measurement scale constructed with EFA was confirmed with CFA and all scale items/parcels were kept as is and presented in Figure 2. Measurement properties of 3 dimensional CFA model proposed in figure 2 were assessed by examining the fit indices. CFA Measurement Scale goodness of fit indices presented in Table 3 confirms that the fit between the model and observed data is high as per generally accepted benchmarks of acceptance such as: Chi square / degrees of freedom (CMIN/DF) <5; RMSEA< 0.08; CFI, GFI, NFI>0.90; AGFI> 0.85 (Bollen, 1989; Engel et al., 2003; Byrne, 2004; Schumacker & Lomax, 2004; Awang, 2012; Hair et al., 2014).
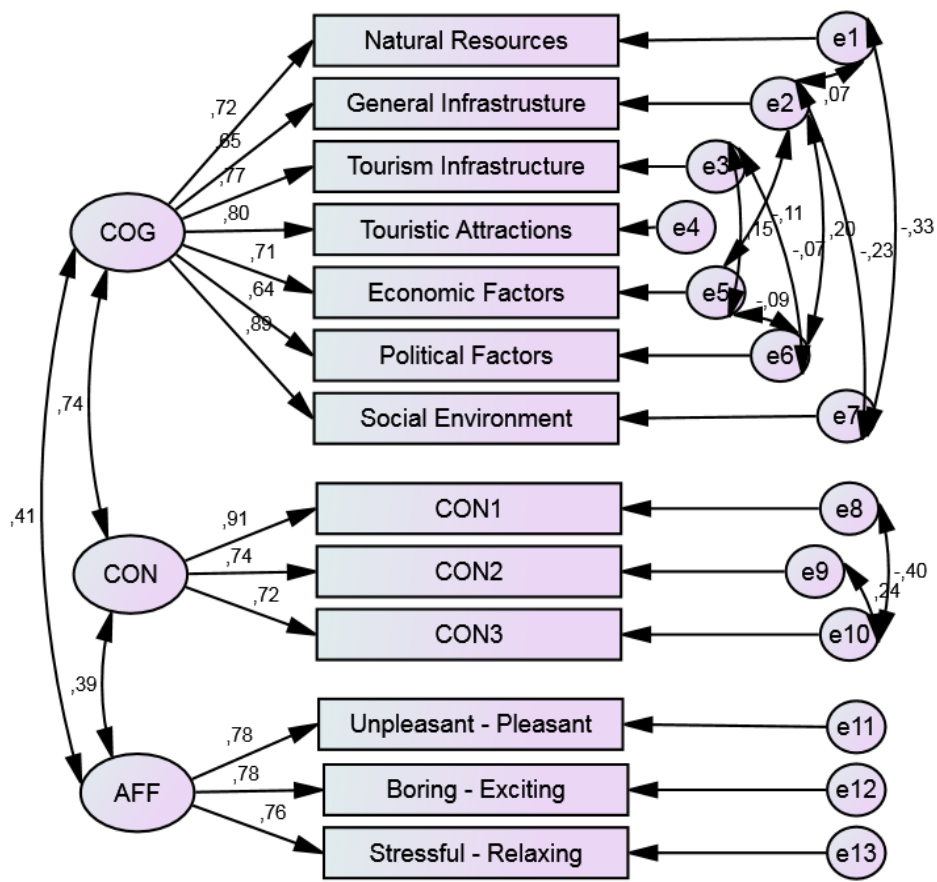
Figure 2. *CFA measurement model (n=750)*

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

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

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

Table 4. *Measurement properties for destination image measurement scale*

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

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

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

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

by (1) configural invariance, (2) invariance in factor covariance and (3) invariance of factor loading pattern (Jöreskog, 1971; Vanderberg & Lance, 2000; Byrne, 2004; Hair et al., 2014).
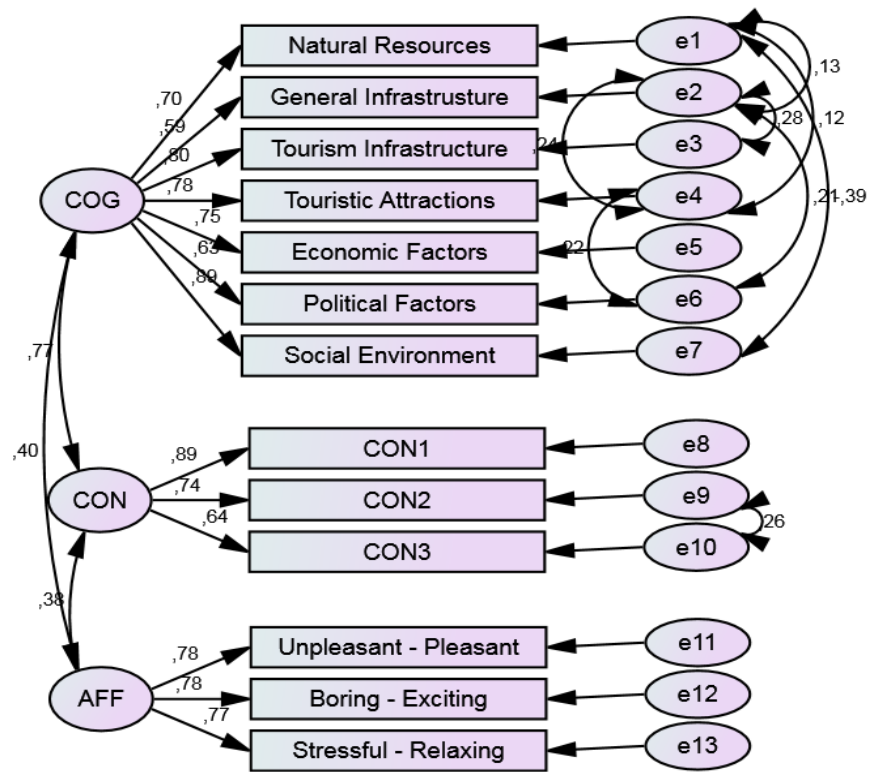
Figure 3. *Multigroup CFA measurement model (n=750)*

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

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

Table 5. *Descriptive statistics and correlations*

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

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

Table 6. *MGCFA Goodness of Fit Indices*

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

Table 7. *MGCFA Measurement properties for destination image measurement scale*

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

DISCUSSIONS AND IMPLICATIONS

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

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

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

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

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

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

LIMITATIONS AND FUTURE RESEARCH

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

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

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

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

ACKNOWLEDGEMENT

REFERENCES

Agapito, D., Valle, P. O., & Mendes, J. C. (2013). The cognitive-affective-conative model of destination image: A confirmatory analysis. *Journal of Travel & Tourism Marketing*, *30*(5), 471-481.

Aksu, G., Eser, M. T., & Güzeller, C. (2017). Açımlayıcı ve doğrulayıcı faktör analizi ile yapısal eşitlik modeli uygulamaları (Structural Equation Model Applications with Exploratory and Confirmatory factor Analysis). Ankara: Detay Yayıncılık.

Aktas, A., Aksu, A. A., & Cizel, B. (2003). Tourist profile research: Antalya region example 2001. *Tourism Review*, *58*(1), 34–40.

Allport, G. W. (1935). Attitudes. In C. Murchison (Ed.), *A Handbook of Social Psychology* (pp. 798–844). Worcester, MA: Clark University Press.

Aranson, E., Wilson, T. D., & Akert, R. M. (2010). Sosyal Psikoloji (Social Psychology, translated by O. Gündüz). İstanbul: Kaktüs publications.

Awang, Z. (2012). *Structural equation modeling using AMOS graphic*. Kota Baharu. UITM Press.

Baloglu, S. (2001). Image variations of Turkey by familiarity index: Informational and experiential dimensions. *Tourism Management*, *22*, 127-133.

Baloglu, S., & Brinberg, D. (1997). Affective images of tourism destinations. *Journal of Travel Research*, *35*(4), 11-15.

Baloglu, S., & McClearly, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, *26*(4): 868-897

Baloglu, S., & Mangaloglu, M. (2001). Tourism Destination Images of Turkey, Egypt, Greece, and Italy as Perceived by US-Based Tour Operators and Travel Agents. *Tourism Management*, *22*, 1-9.

Beerli, A., & Martin, J. D. (2004a). Tourists' characteristics and the perceived image of tourist destinations: A quantitative analysis—a case study of Lanzarote, Spain. *Tourism Management*, *25*(5), 623-636.

Beerli, A., & Martin, J. D. (2004b). Factors influencing destination image. *Annals of Tourism Research*, *31*(3), 657-681.

Bollen, K. A. (1989). *Structural equations with latent variables*. NY: Wiley.

Bosque, I. R., & Martin, H. S. (2008). Tourist Satisfaction: A cognitive-affective model. *Annals of Tourism Research*, *35*(2), 551-573.

Byrne, B. M. (2004). Testing for multigroup invariance using AMOS Graphics: A road less traveled. *Structural Equation Modeling: A Multidisciplinary Journal, 11*(2), 272-300.

Caplan, S. E. (2005). A social skill account of problematic internet use. *Journal of Communication*, *55*, 721-736.

Churchill, G. A. Jr. (1979). A paradigm for developing better measures of marketing constructs. *Journal of Marketing Research*, *16*(1), 64-73.

Chen, J. S., & Gursoy, D. (2001). An investigation of tourists' destination loyalty and preferences, *International Journal of Contemporary Hospitality Management*, *13*(2), 79-85.

Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, *16*, 297–334.

DeVellis, R. (2003). *Scale development: Theory and application*. New York, NY: Sage.

Echtner, C. M., & Ritchie, J. R. B. (1993). The measurement of destination image: An empirical assessment. *Journal of Travel Research*, *31*(4), 3-13.

Engel, K. S., Moosbrugger , H., & Müller, H. (2003). Evaluating the fit of structural equation models: Tests of significance and descriptive goodness-of-fit measures. *Methods of Psychological Research Online*, *8*(2), 23-74.

Fayeke, P. C., & Crompton, J. L. (1991). Image differences between prospective, first-time and repeat visitors to the lower Rio Grande Valley. *Journal of Travel Research*, *30*(2), 10-16.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39-50.

Gartner, W. (1993). Image formation process. In M. Uysal & D. Fesenmaier (Eds.), *Communication and channel systems in tourism marketing* (pp. 191–215). New York, NY: The Haworth Press.

Gursoy, D., & Chi, C. G. (2018). *The Routledge Handbook of Destination Marketing*. London: Routledge.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis* (8th ed.). New Jersey: Pearson Education.

Hall, R. J., Snell, A. F., & Foust, M. S. (1999). Item Parceling Strategies in SEM: Investigating the Subtle Effects of Unmodeled Secondary Constructs. *Organizational Research Methods*, *2*(3), 233-256.

Han, H., & Hwang, J. (2016). Investigating healthcare hotel travelers' overall image formation: Impact of cognition, affect, and conation. *Tourism and Hospitality Research*, *18*(3), 346–356.

Hilgard, E. R. (1980), The triology of mind: Cognition, affection and conation. *Journal of the History of the Behavioral Sciences*, *16*, 107-117.

Hirschfeld, G., & von Brachel, R. (2014). Multiple-group confirmatory factor analysis. *Practical Assessment, Research & Evaluation*, *19*(7), 1-12.

Jöreskog, K. G. (1971). Simultaneous factor analysis in several populations. *Psychometrika*, *36*, 409-426.

Kaiser, H. (1974). An index of factor simplicity. *Psychometrika*, *39*, 31–36.

Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management*, *23*(3), 221-232.

Kozak, M., & Martin, D. (2012). Tourism life cycle and sustainability analysis: Profit-focused strategies for mature destinations. *Tourism Management*, *33*, 188-194.

Landis, R. S., Beale, D. J., & Tesluk, P. E. (2000). A comparison of approaches to forming composite measures in structural equation modeling. *Organizational Research Methods*, *3*, 186–207.

Matsugana, M. (2008). Item parceling in structural equation modeling: A primer. *Communication Methods and Measures*, *2*(4), 260-293.

Michael, N., James, R., & Michael, I. (2018). Australia's cognitive, affective and conative destination image: An Emirati tourist perspective. *Journal of Islamic Marketing*, *9*(1), 36–59.

Miyamoto, T., & Iwasaki, K. (2013). Tourism appeal as the driver of a convention attendee's destination loyalty: Insights from two Japanese regional conventions. Retrieved April 6, 2018, from https://www.researchgate.net/publication/276270716_Authentic_Tourism_Appeal_as_the_Driver_of_a_Convention_Attendee's_Destination_Loyalty_Insights_from_two_Japanese_regional_conventions

Ozdemir, B., Aksu, A., Ehtiyar, R., Cizel, B., Cizel, R. B., & Icigen, E. T. (2012). Relationships among tourist profile, satisfaction and destination loyalty: Examining empirical evidences in Antalya Region of Turkey. *Journal of Hospitality Marketing & Management*, *21*(5), 506-540.

Pearce, P. L. (2005). *Tourist behavior: Themes and conceptual schemes*. UK, USA, Canada: Channel View Publications

Pike, S. (2007). Destination image questionnaires – the trial of a 'don't know' option. *Journal of Travel and Tourism Research*, Fall, 151-160.

Pike, S., & Ryan, C. (2004). Destination positioning analysis through a comparison of cognitive, affective, and conative perceptions. *Journal of Travel Research*, *42*, 333-342.

Russel, J. A., & Pratt, G. (1980). A description of the affective quality attributed to environments. *Journal of Personality and Social Psychology*, *38*(2), 311-322.

Schumacker, R. E., & Lomax, R. G. (2004). *A beginner's guide to structural equation modeling* (Second edition). Mahwah, NJ: Lawrence Erlbaum Associates.

Stylidis, D., Shani, A., & Belhassen, Y. (2017). Testing and integrated destination image model across residents and tourists. *Tourism Management, 58*, 184-195.

Stylos, N., Bellou, V., Andronikidis, A., & Vasilliadis, C. A. (2017). Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists. *Tourism Management*, *60*, 15-29.

Stylos, N., Vasilliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management*, *53*, 40-60.

Vanderberg, R. J., & Lance, C. E. (2000). A review and synthesis of the measurement invariance literature: Suggestions, practices, and recommendations for organizational research. *Organizational Research Methods*, *3*(1), 4-70.

APPENDICES

1- Questionnaire in English

Dear Participant, good day. We are conducting a passenger survey about Antalya Region
to understand the image perception of British travellers who spent their holiday in Antalya Region.
All collected data will be evaluated anonymously and not in a personalized manner.
The survey will not take longer than 3 minutes.
Considering your current stay in Antalya Region, how would you evaluate the image of the region based on the following categories. Please ✓ the choice best suiting to you with the scale from 1 = very negative to 7 = very positive.
With the points in between you can grade your evaluation.

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

Below certain statements regarding Antalya Region as a holiday destination are made.
Please evaluate these statements based on your personal experience on a scale from
1 = "I strongly disagree" to 7 = "I strongly agree". With the points in between you can grade your evaluation.

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

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

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

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

3. Where did you mainly book this travel?
(please ✓ only one)
☐ Travel agency
☐ Online portal
☐ Other:
(please specify)

4. Number of times you have spent an all-inclusive holiday before:
☐ Never, this is my first time
☐ 1-2 times
☐ 3-5 times
☐ 6 or more times
☐ I do not make all-Inclusive holiday

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

8. Your gender:
(Please ✓)
☐ Male
☐ Female

10. Last finished school
☐ Primary school (4-5 years of school)
☐ Secondary school (7-8 years of school)
☐ High school (11-12 years of school)
☐ University or college

2. Where did you receive information about Antalya Region as holiday destination from?
(You may ✓ more than 1 answer)
☐ Internet, social media (Facebook, Instagram etc.)
☐ Classical media (printed, TV, radio, posters etc.)
☐ Professional advice (travel agency)
☐ Recommendations of family, friends or colleagues
☐ I have been to Antalya Region before
☐ Other:
(please specify)

5. How many times have you visited Antalya Region before?
☐ Never, this is my first visit
☐ This is my second visit
☐ I have been here several times

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

9. What is your nationality?
(You may ✓ more than 1 answer)
☐ British
☐ Other:
(please specify)

11. How old are you? _____

12. Your marital status
☐ single / divorced / widowed
☐ living together / married

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

A joint study of Akdeniz University and Antalya Bilim University.

2 - Questionnaire in Russian

Уважаемый участник опроса!
Мы проводим данный опрос с целью определения удовлетворенности туристов из России отдыхом в Анталийском регионе. Результаты данного опроса будут оцениваться анонимно.
Заполнение анкеты займет у Вас не более трех минут
Учитывая ваше нынешнее пребывание в регионе Анталия, не могли бы вы оценить имидж Анталии на основе следующих критериев? Выберите вариант ответа, наиболее соответствующий вашему мнению. (1 очень отрицательный и 7 очень положительный, возможны промежуточные варианты ответов).

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

Ниже приведены некоторые комментарии о регионе Анталия как о месте для отдыха.
Полагаясь на ваш личный опыт оцените следующие высказывания по данной шкале (1 совершенно не согласен и 7 абсолютно согласен, возможны промежуточные варианты ответов).

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

пожалуйста, перейдите на следующую страницу →

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

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

1. Продолжительность Ваш отдых в регионе Анталия? _____ дня

3. Где вы забронировали данный тур?
(пожалуйста, выберите только один вариант ответа)
☐ туристическое агенство
☐ Интернет-портал
☐ Другое
(Пожалуйста, уточните)

2. Из каких исочников вы узнали об Анталии как о месте отдыха?
(возможны несколько вариантов ответа)
☐ интернет, социальные сети (facebook, instagram и т.д.)
☐ традиционные средства массовой информации (печатные издания, телевидение, радио, реклама т.д)
☐ Совет специалиста (Туристическое агенсто)
☐ Рекомендации близких и друзей
☐ Предыдущий отдых в том же месте
☐ Другое
(Пожалуйста, уточните)

4. Сколько раз вы отдыхали в Анталии по системе все включено?
☐ никогда, впервые
☐ 1-2 раза
☐ 3-5 раз
☐ 6 или более раз
☐ у меня нет опыта отдыха по системе все включено

5. Сколько раз вы отдыхали в Анталии?
☐ Это мой первый визит
☐ Это мой второй визит
☐ Я был/была несколько раз

6. Количество отдыхающи, включая вас и детей: _____

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

8. Укажите Ваш пол
(пожалуйста, выберите один вариант ответа)
☐ Мужской
☐ Женский

9. Ваша национальность?
(возможны несколько вариантов ответа)
☐ русский
☐ Другое:
(Пожалуйста, уточните)

10. Укажите Ваш уровень образования
☐ Начальная школа (4-5 лет учебы)
☐ Неполное среднее (8-9 классов)
☐ Среднее общее (10-11 классов)
☐ Высшее образование/Бакалавр

11. Ваш возраст? _____

12. Ваше семейное положение
☐ Холост / разведен/ вдовец
☐ Женат / Замужем / гражданский брак

Благодарим за ваше участие в сегодняшнем опросе!

Совместное исследование Университета Акдениз и Билим Университет в Анталии

3 - Questionnaire in German

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

Welches Bild haben Sie persönlich von der Antalya-Region? Bitte bewerten Sie die nachfolgenden Kategorien und Aspekte auf einer Skala von 7 = sehr positiv bis 1 = sehr negativ. Mit den Punkten dazwischen können Sie Ihre Bewertung abstufen.

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

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

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

Bitte einmal umblättern →

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

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

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

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

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

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

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

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

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

8. Ihr Geschlecht:
(bitte ankreuzen)
☐ Männlich
☐ Weiblich

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

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

11. Wie alt sind Sie? _____

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

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

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

4 - Questionnaire in Turkish

İyi günler,

Antalya Bölgesinde tatil yapan yerli turistlerin Antalya imaj algısını ölçmek üzere bir araştırma yapıyoruz.
Toplanan tüm bilgiler anonim olarak değerlendirilecek ve kişisel değerlendirme yapılmayacaktır.
Bu anket 3 dakikadan kısa sürede cevaplanmaktadır.

Antalya'da geçirdiğiniz tatil deneyimini baz alarak, Antalya bölgesini aşağıdaki kategoriler
açısından nasıl değerlendirirdiniz?
Lütfen 1= çok kötü, 7= çok iyi ölçeği üzerinden derecelendirir misiniz?

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

Aşağıda Antalya'nın tatil yöresi olarak değerlendirilmesine yönelik bazı ifadeler verilmiştir.
Kişisel deneyiminizi baz alarak aşağıdaki bu ifadeleri 1= kesinlikl katılmıyorum, 7= kesinlikle katılıyorum ölçeği
üzerinden derecelendirir misiniz?

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

Lütfen sayfayı çeviriniz →

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

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

1. Antalya Bölgesinde geçirdiğiniz tatilin süresi _____ gün

3. Rezervasyonunuzu nereden yaptınız?
(lütfen sadece 1 seçeneği işaretleyin)
☐ Seyahat acentası
☐ Online internet üzerinden
☐ Diğer
(lütfen belirtiniz)

4. Daha önce kaç kez herşey dahil türü tatil yaptınız?
☐ Hiç yapmadım, bu ilk seferim
☐ 1-2 kez
☐ 3-5 kez
☐ 6 veya daha fazla
☐ Herşey dahil tür tatil yapmam

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

8. Cinsiyetiniz
(Lütfen ✓ işaretleyiniz)
☐ Erkek
☐ Kadın

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

2. Bir seyahat destinasyonu olarak Antalya bölgesi hakkında bilgiyi nereden edindiniz?
(Birden fazla seçeneği ✓ işaretleyebilirsiniz)
☐ İnternet, sosyal media (facebook, instagram, vb.)
☐ Medya (basın, TV, radyo, poster, vb)
☐ Profesyonel tavsiye (seyahat acentası)
☐ Aile veya arkadaş tavsiyesi
☐ Daha önce buraya gelmiştim
☐ Diğer
(lütfen belirtiniz)

5. Daha önce Antalya bölgesinde bulundunuz mu?
☐ Bu ilk ziyaretim
☐ Bu ikinci ziyaretim
☐ Buraya pek çok kez geldim

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

9. Milliyetiniz:
(Birden fazla seçeneği ✓ işaretleyebilirsiniz)
☐ Türk
☐ Diğer
(lütfen belirtiniz)

11. Kaç yaşındasınız? _____

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

Anketin sonuna geldiniz. Katıldığınız için teşekkür ederiz.

Akdeniz Üniversitesi ve Antalya Bilim Üniversitesi ortak çalışmasıdır.