

## Impact of Destination Brand Image on Satisfaction, Recommendation and Revisit

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### Destinasyon Marka İmajının Memnuniyet, Tavsiye ve Yeniden Ziyarete Etkisi

#### Öz

Bu çalışmanın amacı, Pamukkale yöresini ziyaret edenlerin algıladığı destinasyon marka imajının tatil memnuniyetine, tavsiye etme ve yeniden ziyaret niyetlerine etkisini belirlemektir. Araştırma Pamukkale’de 795’i yerli ve 237’si yabancı olmak üzere toplam 1032 ziyaretçiye anket uygulanarak yapılmıştır. Öncelikle destinasyon imajına etki eden boyutlar faktör analizi ile belirlenmiş, ardından regresyon analizi ile memnuniyet, tavsiye ve yeniden ziyarete etki eden boyutlar araştırılmıştır. 44 ifadeden oluşan anket aracılığı ile yapılan araştırma sonucunda Pamukkale destinasyonunda tatil memnuniyetine, yeniden ziyarete ve tavsiyeye olumlu etkide bulunan en önemli boyutun “çekicilik” olduğu belirlenmiştir. Bu sonuçtan hareketle Pamukkale bölgesindeki çekiciliklerin artırılmasının memnuniyet, tekrar ziyaret ve başkalarına tavsiyede etkili olacağı söylenebilir.

**Anahtar Kelimeler:** Destinasyon Marka İmajı, Tatil Memnuniyeti, Tekrar Ziyaret Niyeti, Pamukkale

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#### Abstract

The aim of this study is to reveal the impact of destination brand image perceived by people who visit Pamukkale region on their holiday satisfaction, recommendation and revisit intentions. Study involves a questionnaire, conducted on a total of 1032 people visiting Pamukkale, consisting of 795 domestic and 237 foreign visitors. First, dimensions impacting destination image were identified through factor analysis; then, regression analysis was conducted to study dimensions impacting satisfaction, recommendation and revisit. The results of the study involving a questionnaire with 44 statements show that, in Pamukkale destination, “Attractions” has the most positive impact on holiday satisfaction, revisit and recommendation to others. In the light of this finding, it may be said that increasing attractions in Pamukkale region would impact satisfaction, revisit and recommendation to others.

**Keywords:** Destination Brand Image, Holiday Satisfaction, Revisit Intention, Pamukkale

## 1. Introduction

As one of the most valuable natural and cultural places in the world, Pamukkale-Hierapolis included in UNESCO World Heritage List since 1988 is a destination that deserves the interests of domestic and foreign tourists. Pamukkale-Hierapolis archaeological site is one of the most impressive centres dating back ancient times, with the wonderful travertine structures created by calcite-laden water flowing from the springs in southern foothills of Çaldağ and with the ruins of late Hellenistic and early Christian periods of the 2nd century BC. This region is also famous with its waters of healing quality (Republic of Turkey Ministry of Culture and Tourism, 2018).

In such a destination, it is critical to increase visitor satisfaction, thus to create a loyal visitor base. Positive impressions and satisfaction of visitors coming to Pamukkale destination may be seen as an important factor in terms of their intentions of revisit and recommendation to others. Many reasons may be put forth as impacting visitors' satisfaction or dissatisfaction of a destination such as transportation to the destination, quality of accommodation and catering

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services, entertainment facilities, security, behavior and attitudes of local people and shop-keepers, prices, etc.

To succeed in destination marketing, it is important to develop practices that will result with the satisfaction of tourists in every respect. From this perspective, identifying the factors that have an impact on the tourists' satisfaction from the holiday they spent in Pamukkale destination and working on the subjects that require provision of better service would enable increasing tourist numbers and creating a positive destination image. This study becomes even more important due to the fact that there is only one study conducted by Organ and Soydaş (2012), dealing partly with Pamukkale destination image, holiday satisfaction, recommendation and revisit intention up to the date. The aim of this study is to reveal the impact of image perceptions of domestic and foreign tourists who visited Pamukkale on their holiday satisfaction, recommendation to others and revisit intentions.

## 2. Literature in the Field

Destination image expresses the whole of mental schemes, beliefs and opinions of individuals about a place or a destination (Fakeye and Crompton, 1991: 15; Echtner and Ritchie, 2003: 43). Destination image plays two important roles in visitor behaviors: first one of these is to influence decision-making process in choosing destination; the second is its positive impact on the experience during the visit, satisfaction, and thus revisit and recommendation intentions (Bigne et al., 2001: 607-608; Lee et al., 2005: 840).

Holiday satisfaction is defined as the whole of feelings that emerge as a result of a person's visiting a destination (Cole and Scott, 2004: 81). The level of satisfaction related to a destination is determined by the subjective and individual approach of tourists about service quality (Otto and Ritchie, 1996: 167). Tourists' satisfaction of the place directly influences their decisions on recommendation and revisit (Yoon and Uysal, 2005: 47). Therefore, it is quite important to analyze the relation between holiday satisfaction, and recommendation and revisit (Bigne et al., 2001: 607; Cai et al., 2003).

Image of a destination is an important factor in influencing tourist's experience. In the study of Ritchie and Hudson (2009), tourist experiences were analyzed through dimensions of satisfaction, quality, extraordinariness and memorableness. Holiday satisfaction was taken as one of the components of tourist experience in the dimension of satisfaction and high-quality (Holbrook and Hirschman, 1982: 132).

When studies dealing with the relations between destination image, holiday satisfaction, recommendation and revisit intention are analyzed, destination image is observed to be significant in its impact on holiday satisfaction, recommendation and revisit intention. The studies that stand out in this field are summarized below, taking into account the relationships among concepts.

Lee et al. (2005) established in their study that destination image positively influenced perceived quality, holiday satisfaction and revisit intention. In a similar study, Chen and Tsai (2007) analyzed relations between destination image, experience quality, perceived value, satisfaction and behavior intentions, and found that destination image had a direct positive impact on perceived value, experience quality and satisfaction.

In two separate studies, Lee (2009a and 2009b) found that destination image had a direct impact on holiday satisfaction and an indirect impact on future behaviors. In addition, findings revealed that holiday satisfaction had a significant influence on future visit behavior.

Wang and Hsu (2010) revealed that destination image had an indirect influence on behavioral intentions through holiday satisfaction. Lu et al. (2015) analyzed the effect of the destination image on holiday satisfaction and stated that the destination image fully mediates the relationship between perceived authenticity and satisfaction of tourists.

And in a series of studies conducted on the subject of holiday satisfaction, holiday satisfaction was revealed to have an influence on future behavioral intentions of tourists (Baker and Crompton, 2000; Petrick, 2004; Hui et al., 2007; Chi and Qu, 2008; Prayag and Ryan, 2012).

Oppermann (2000) found that positive experiences in dimensions of destination-specific services, products and other resources triggered recommendation and revisit intention. Along with that, Kozak and Rimmington (2000) argued that tourist satisfaction was a good indication for intentions of revisit and recommendation to others.

In their study analyzing whether there is a relation between general satisfaction and revisit intentions of domestic tourists who visited Mersin Kızılkalesi, Duman and Öztürk (2005) found that tourists' revisit intentions increased as their general satisfaction levels increased.

Inan et al. (2011) studied the influence of destination image on tourists' recommendation intentions in cruise tourism and found that destination image significantly influenced tourists' recommendation intentions.

In their studies dealing with the relations between destination image, and holiday satisfaction, recommendation and revisit intentions, Mohamad and Mokhlis (2012) and Mohamad et al. (2011) found that destination image drove holiday satisfaction and this, in turn, had a positive influence on recommendation and revisit intentions of tourists.

In a study dealing with the impact of levels of satisfaction from thermal tourism destinations on revisit intention, Seçilmiş (2012) revealed a significant and positive relation between satisfaction and revisit intention.

In their study analyzing the impact of destination image on tourism demand, Kaşlı and Yılmazdoğan (2012) found that tourism demand was highly explained by the destination image which influenced tourism demand in a positive way.

Chen and Phou (2013) studying relations between destination image, destination character, tourist-destination relation and tourist behaviors, found that positively perceived destination image and destination character impacted tourist-destination relation in a positive way.

In their study analyzing the impact of perceived destination image on recommendation behavior, Sevim et al. (2013) found a positive relation between perceived destination image and tourists' behavior of recommendation.

Yetiş and Kaygısız (2015) analyzed the impact of destination image on the future behavioral inclinations of tourists. They found that tourists would be satisfied by the destination if perceived destination image was positive. They would want to revisit and also recommend the destination to their friends.

Ramseook Munhurrun et al. (2015) and Phillips et al. (2013) analyzed the relations between destination image and value, holiday satisfaction and loyalty to destination and found that destination image directly influenced perceived value and holiday satisfaction.

Stylos et al. (2016), Lertputtarak (2012) and Bigne et al. (2009) analyzed the relation between revisit intentions of tourists and destination image, and found it to be significant. In their study, Prayogo and Kusumawardhani (2016) found that positive destination image positively contributed in revisit intention.

Ural et al. (2016) conducted a study on the roles of destination character and its mental and emotional image on creating a strong city brand, and found that emotional brand image and destination character positively impacted tourists' intentions to recommend the city to friends and family.

In their study conducted on the impact of destination image and destination character on visitor satisfaction and future visitor behavior, Umur and Eren (2016) found a significant relation between destination image and destination character, and visitor satisfaction and future visitor behavior; other findings suggested that perceived destination image and destination character had impact on visitor satisfaction and future visitor behavior, thus destination image and destination character influenced tourists' satisfaction levels and their revisit and recommendation intentions. Akbolat and Durmuş (2017) found that service quality and destination image had a positive impact on revisit intention.

In a study related to Pamukkale destination, which is also the present study's subject, Organ and Soydaş (2012) analyzed perception of service quality and revisit intentions of domestic tourists visiting Pamukkale-Karahayit destination, and found significant differences in tourists attitudes towards service quality and revisit intentions according to their demographical characteristics.

When all the studies conducted are analyzed, a significant and positive relation is observed between image of a destination and holiday satisfaction, recommendation and revisit intention. However, taking into account that there may be differences depending on the destination along with the gap in the literature concerning Pamukkale destination. The results of this research is support the findings in the literature. The present study is considered to be beneficial for destination management and managers.

The aim of this study is to analyze relations between destination image, holiday satisfaction, recommendation, and revisit intentions specific to Pamukkale destination, reveal findings, provide suggestions, and contribute in the field literature.

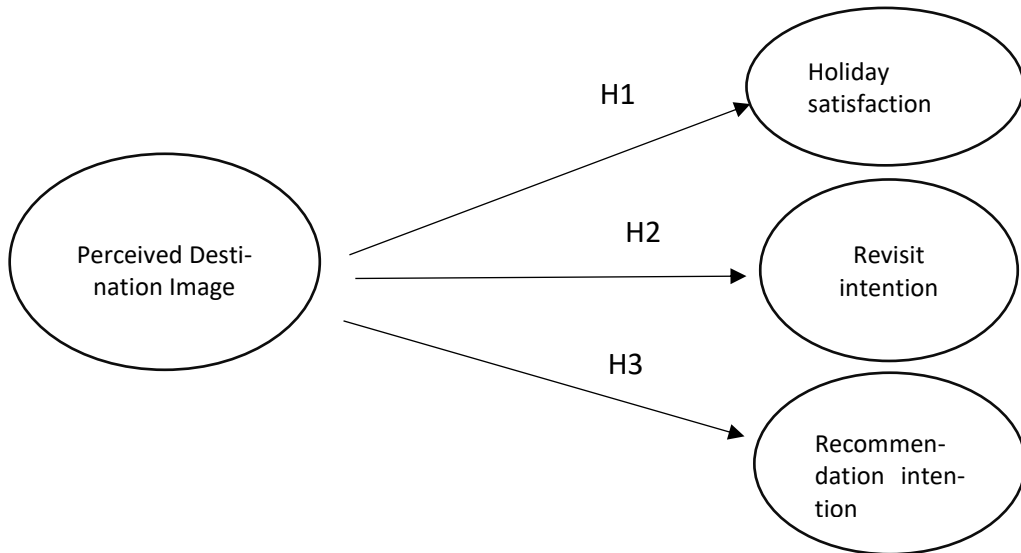
### **3. Study**

#### **3.1. Objective and Methodology of the Study**

The aim of this study is to reveal the impact of destination image perceived by people who visit Pamukkale region on their holiday satisfaction, recommendation and revisit intentions.

Destination image is a notion that may be interpreted subjectively, depending on tourist's cultural background, reason of visit, education level and past experiences (Buhalis, 2000: 97). Many destinations have a perceptual core, consisting of six key elements. These elements are *attractions* (natural, man-made, artificial building, heritage, special events), *accessibility* (transportation system consisting of the whole route, terminal and vehicles), *amenities* (accommodation and catering facilities, retailing, other tourist services), *available packages* (pre-arranged packages by intermediaries and principals), *activities* (all activities and what consumers will do during the visit like as sightseeing, shopping, Ski, mountain sports etc.), and *ancillary services* (banks, telecommunication, portal service, newspaper stands, hospitals, etc.) (Buhalis, 2000: 98). These are the elements playing a role in forming the destination image. These elements may vary depending on the destination although they remain essentially same. Starting from this point of view, the following model was considered to be appropriate in identifying the dimensions constituting Pamukkale's image perceived by the visitors as well as revealing the impact of these on holiday satisfaction, revisit and recommendation intention.

Figure 1: Perceived Destination Image



Questions of the study investigate the impact of the dimensions obtained through factor analysis regarding destination image on satisfaction, revisit and recommendation. Questions and hypotheses constituted accordingly are given below;

a. Is perceived destination image a significant predictor of satisfaction?

*H1: Destination image perceived by visitors has an impact on holiday satisfaction.*

H11: Attractions has an impact on satisfaction.

H12: Facilities and residents has an impact on satisfaction.

H13: Accessibility has an impact on satisfaction.

H14: Amenities has an impact on satisfaction.

H15: Exuberance has an impact on satisfaction.

H16: Value for money has an impact on satisfaction.

b. Is perceived destination image a significant predictor of revisit?

*H2: Destination image perceived by visitors has an impact on revisit intention.*

H21: Attractions has an impact on revisit intension.

H22: Facilities and residents has an impact on revisit intension.

H23: Accessibility has an impact on revisit intension.

H24: Amenities has an impact on revisit intension.

H25: Exuberance has an impact on revisit intension.

H26: Value for money has an impact on revisit intension.

c. Is perceived destination image a significant predictor of recommendation?

*H3: Destination image perceived by visitors has an impact on the intention of recommendation to others.*

H31: Attractions has an impact on the intention of recommendation.

H32: Facilities and residents has an impact on the intention of recommendation.

H33: Accessibility has an impact on the intention of recommendation.

H34: Amenities has an impact on the intention of recommendation.

H35: Exuberance has an impact on the intention of recommendation.

H36: Value for money has an impact on the intention of recommendation.

In order to determine whether such an impact exists, a scale consisting of 44 items was developed under the light of various studies in the literature (İlban, 2007; Çiftçi, 2010; Ceylan, 2011; Kocaman, 2012; Ertaş and Gürsoy, 2014). The questionnaire was conducted in the summer season of 2016 on a total of 1032 visitors, consisting of 795 domestic and 237 foreign tourists who were selected through non-probability sampling method. The questionnaire consisted of 54 statements in total, under 44 items with 5-point Likert scale related to destination image, and 10 items related to demographic data. A pre-implementation was conducted first in Pamukkale destination to test reliability of the scale and to understand whether there were any incomprehensible questions and expert opinions were taken as well. The results of reliability test showed a Cronbach alpha value of .889 for 44-item scale. Before going into the analysis of obtained data, normality assumptions for the variables were checked. Normality assumption was not violated due to kurtosis and skewness values being in the range of  $\pm 1$  (Tabachnick and Fidell, 2013). As a result of subsequent factor analysis, a total of 14 variables were removed from analysis due to factor loads lower than 0.40 (Hair et al., 1998: 99), and because of disrupting factor structures the factor analysis was repeated with the remaining 30 statements. Varimax rotation method was used for the factor analysis and 30 statements were gathered under 6 factors and explained 54% of the variance. Multiple regression analysis was conducted, as well, in order to identify the impact of the obtained factors on satisfaction, revisit, and recommendation intentions.

### 3.2. Findings and Discussion

Demographic findings based on descriptive statistics are shown in Table 1.

*Table 1: Demographic Variables*

	N	%		N	%
<b>Domestic/foreign</b>			<b>Age</b>		
Domestic	795	77	18-24 years old	298	30.3
Foreign	237	23	25-34 years old	313	31.9
<b>Gender</b>			35-44 years old	202	20.6
Woman	443	44.2	45-54 years old	102	10.4
Man	560	55.8	55 and above	67	6.8
<b>Education level</b>			<b>Marital status</b>		
Elementary school	188	19.1	Married	442	44.2
Middle school	338	34.3	Single	557	55.8
High school	188	19.1	<b>Frequency of taking vacation</b>		
Undergraduate and higher	271	27.5	First time	155	16.0
			Every year	416	42.9

<b>Place of accommodation</b>					
Hotel	272	28.9	Every 2-3 years	228	23.5
Relatives	124	13.2	More than once every year	170	17.5
B&B	117	12.4	<b>Number of visits</b>		
Apart hotel	110	11.7	1 times	431	45.1
Day-trip	319	33.9	2 times	278	29.1
<b>Accompanying people</b>			3 times and more	247	25.8
Alone	100	10.0	<b>Employment status</b>		
With partner (spouse, friend etc.)	676	67.7	Working	673	68.6
Children	222	22.2	Retired	308	31.4

People participating in the study were found to be domestic tourists at the rate of 77% and 69% of them were actively working. 55% of them were male and single. Middle school graduates constituted the majority in education level dimension with 34%. Age group of 25-34 constituted the majority with 32%. 68% of the participants were on holiday with their partners (spouse or friend). Rate of people on holiday as families with children, on the other hand, was 22%. 43% of participants were taking holidays every year. Day-trip visitors were the majority with 34%. And hotels were the first preference for accommodation with 29%.

### 3.3. Factor Analysis

Factor analysis is used to obtain meaningful structures from many variables and to reveal structures which are measured by scale items, i.e. factors (Büyüköztürk, 2002). Factor analysis was conducted in order to reveal factors that determine destination image.

To determine conformity of data into factor analysis, first the relation between variables was examined with Bartlett Globality Test; then, adequateness of the number of samples was checked with KMO (Kaiser-Meyer-Olkin) value. Bartlett's test revealed the presence of relations between variables (8224.098 and  $p < 0.000$ ) and showed that sample number was adequate for factor analysis (Cronbach alpha 89%). Bartlett's test of Sphericity provides a chi-square output that must be significant. It indicates the matrix is not an identity matrix and accordingly it should be significant ( $p < .05$ ) for factor analysis to be suitable. Sampling adequacy provides the researcher with information regarding the grouping of survey statements. Grouping statements into a set of interpretable factors can better explain the constructs under investigation. Measures of sampling adequacy evaluate how strongly a statement is correlated with others in the correlation matrix. KMO correlation above 0.60 - 0.70 is considered adequate for analyzing the output (Hair et al., 1998; Tabachnick and Fidell, 2013).

Varimax option was used in factor analysis, obtained scree plot was analyzed and data with eigenvalues of more than one were taken into account. Variables were evaluated under the factor with higher factor load, and variables with equal and very close factor loads were eliminated. In doing so, scale with 44 variables was reduced to 30 variables and gathered under six factors. Cronbach Alpha ( $\alpha$ ) value of 30 statement scale, on the other hand, was determined to be 87%. This result showed that obtained new scale was also reliable.

Table 2: Factor Analysis

Factors	Factor load	Eigenvalue	Explained Vari- ance	Cronbach Alpha
<b>Factor 1: Attractions</b>		7.607	25.356	.890
3- I preferred Pamukkale due to its thermal resources.	.522			
14-I learned about a different cultural structure in Pamukkale.	.675			
19-Pamukkale is renowned.	.561			
20-Pamukkale's weather/climate is nice.	.612			
21-Pamukkale is relaxing and soothing.	.665			
23-Pamukkale has interesting historical/architectural characteristics.	.726			
24- I prefer Pamukkale for its museums and cultural attractions.	.625			
32-Pamukkale is an exciting place.	.518			
34-I had quite a lot of fun in Pamukkale.	.534			
38-Pamukkale has a lot of interesting places to see.	.649			
41- Pamukkale is an authentic place.	.613			
44-Pamukkale is nice and pleasing.	.643			
<b>Factor 2: Facilities and residents</b>		2,984	9,946	.806
6- Information given for future tourists is adequate.	.599			
15-Pamukkale is traditional.	.602			
17-Pamukkale's people are friendly.	.608			
25- Pamukkale's local cuisine has more variety compared to other regions.	.570			
30- Pamukkale has a young and happy population.	.646			
31- Pamukkale's traditions and customs are interesting for me.	.567			
39- Pamukkale's hygiene standards and cleaning habits are adequate.	.598			
46- Standard of living is high in Pamukkale.	.590			
48-There is cultural exchange between Pamukkale's local people and tourists.	.498			
<b>Factor 3: Accessibility</b>		1.718	5.728	.758
9-Transportation to Pamukkale is comfortable.	.790			
10-Transportation to Pamukkale is safe.	.759			



<b>Factor 4: Amenities</b>		1.417	4.724	.730
45-Restaurants and bars in Pamukkale are adequate	.790			
49-Nightlife and entertainment facilities are adequate in Pamukkale.	.759			
<b>Factor 5: Exuberance*</b>		1.382	4.607	.616
7-Pamukkale is boring and dull.	.711			
16-Pamukkale is not crowded.	.751			
18-Pamukkale is gloomy/depressing.	.645			
<b>Factor 6: Value for money</b>		1,181	3,398	.680
1- Pamukkale is an affordable place.	.861			
26-Accommodation in Pamukkale is affordable.	.806			
All variables			54.299	.867

\*The reverse expressions 1-5, 5-1 changes were made in the Exuberance Factor.

According to the results of factor analysis given in Table 2, first factor defined as Attractions that explained 25% of the variation. It was followed by Facilities and residents 10%, Accessibility 6%, Amenities 5%, Exuberance 5%, and Value for money 3%. "Attractions" was identified as the most important dimension, explaining total variance 25%. Total variance explained by the factors is 54%. In other words, destination image explanation rate of dimensions identified through factor analysis is 54%. Therefore, we may say that improvement in all of these dimensions can create a more positive perception related to destination image.

### 3.4. Regression Analysis

Multiple regression analysis was conducted in order to determine the impact of independent variables on dependent variable.

Normal distribution confirmed on the error terms and dependent variable normal distribution was analyzed and confirmed due to coefficient of kurtosis and skewness being between  $\pm 1$  (Tabachnick and Fidell, 2013). Then the linearity between the variables was examined and confirmed. Multiple regression analysis assumes that no correlation exists between independent variables. This condition was also met by the variables when correlation matrix obtained through correlation analysis was observed on table 3. Tolerance values found in the regression analysis table also point to this.

Independent variables are factors related to perception of destination image. These consist of "Attractions," "Facilities and residents," "Accessibility," "Amenities," "Exuberance" and "Value for money". Dependent variables, on the other hand, consist of the following statements: "I was satisfied with my visit to Pamukkale," "I would like to revisit Pamukkale," and "I would recommend Pamukkale to my friends." The dependent variables are measured with Likert scale.

Table 3: Correlations

	Satisfaction	Advice	Revisit	Attractions Facilities and	Residents	Accessibility	Amenities	Exuberance	Value for money
Satisfaction Pearson	1	.511**	.492**	.653**	.352**	.343**	.129**	.216**	.007
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.827
N	1006	1000	995	1006	1006	1004	1002	1006	1006
Recommendation Pearson	.511**	1	.506**	.648**	.313**	.317**	.083**	.246**	-.020
Sig. (2-tailed)	.000		.000	.000	.000	.000	.008	.000	.529
N	1000	1013	1000	1013	1013	1011	1006	1013	1013
Revisit Pearson	.492**	.506**	1	.653**	.393**	.300**	.147**	.212**	-.013
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.677
N	995	1000	1008	1008	1008	1006	1004	1008	1008

\*\* . Correlation is significant at the 0.01 level (2-tailed).

According to Table 3 all dimension of Destination image were found to have relations with satisfaction, with the exception of Value for money. The strongest relation was determined in the dimension of Attractions ( $r=.653$ ). In addition, a significant and medium level relation with positive direction at the level of 0.001 was determined between Satisfaction, and Recommendation ( $r=.511$ ) and Revisit ( $r=.492$ ). Same applies for Recommendation and Revisit. The relation between Recommendation and Attractions ( $r=.648$ ) and the relation between Revisit and Attractions ( $r=.653$ ) are at a medium level with positive directions.

All dimensions, except Value for money, were found to be related with other variables. The strongest relations among all belonged to Attractions. According to the correlation table, the dimension of Value for money was removed from the regression analysis since this was an impact analysis and it was not related to any variables. Therefore hypotheses of H16: Value for money has an impact on satisfaction, H26: Value for money has an impact on revisit intension and H36: Value for money has an impact on the intention of recommendation, were rejected. Regression analysis results related to other hypotheses are shown in Table 4.

Table 4: Regression

	Variables	Beta	t	Sig.	Tolerans	VIF
Satisfaction	(Constant)		.651	.515		
	Attractions	.591	18.469	.000	.557	1.796
	Facility and residents	.018	.627	.531	.657	1.523
	Accessibility	.059	2.175	.030	.772	1.295
	Amenities	.041	1.578	.115	.832	1.202
	Exuberance	.071	2.723	.007	.842	1.188
	R <sup>2</sup> = .433	Sig.=.000	F=151.940			
Revisit intension	(Constant)		.526	.599		
	Attractions	.616	19.208	.000	.555	1.802
	Facility and residents	-.013	.432	.666	.655	1.527
	Accessibility	.030	1.091	.276	.769	1.300
	Amenities	.010	.389	.697	.832	1.201
	Exuberance	.095	3.654	.000	.842	1.188
	R <sup>2</sup> = .430	Sig.=.000	F=150.595			
Recommendation	(Constant)		2.546	.011		
	Attractions	.594	18.520	.000	.553	1.809
	Facility and residents	.072	2.446	.015	.656	1.526
	Accessibility	-.006	.206	.837	.769	1.301
	Amenities	.041	1.584	.113	.831	1.203
	Exuberance	.091	3.456	.001	.799	1.251
	R <sup>2</sup> = .434	Sig.=.000	F=152.704			

Table 4 gives the significance of the regression equation as well as which variables are statistically significant and their coefficients. F statistics were found significant in all dependent variables. Regression analysis enabled us to identify dimensions related to the image which have an impact on holiday satisfaction, revisit intention and recommendation intention to others.

According to the regression table, 43.3% of the variation in the Satisfaction can be explained by Attractions, Accessibility and Exuberance variables. According to this;

H11: Attractions has an impact on satisfaction was accepted.

H12: Facilities and residents has an impact on satisfaction was rejected.

H13: Accessibility has an impact on satisfaction was accepted.

H14: Amenities has an impact on satisfaction was rejected.

H15: Exuberance has an impact on satisfaction was accepted.

Due to the ineffectiveness of some variables on satisfaction H1 (*Destination image perceived by visitors has an impact on holiday satisfaction*) hypothesis was partially accepted.

According to the regression table, 43% of the variation in the Revisit intension can be explained by Attractions and Exuberance variables. According to this;

H21: Attractions has an impact on revisit intension was accepted.

H22: Facilities and residents has an impact on revisit intension was rejected.

H23: Accessibility has an impact on revisit intension was rejected.

H24: Amenities has an impact on revisit intension was rejected.

H25: Exuberance has an impact on revisit intension was accepted.

Due to the ineffectiveness of some variables on revisit intention H2 (*Destination image perceived by visitors has an impact on revisit intention*) hypothesis was partially accepted.

According to the regression table, 43.4% of the variation in the Recommendation can be explained by Attractions, Exuberance and Facility-residents variables. According to this;

H31: Attractions has an impact on the intention of recommendation was accepted.

H32: Facilities and residents has an impact on the intention of recommendation was accepted.

H33: Accessibility has an impact on the intention of recommendation was rejected.

H34: Amenities has an impact on the intention of recommendation was rejected.

H35: Exuberance has an impact on the intention of recommendation was accepted.

Due to the ineffectiveness of some variables on intention recommendation *H3 (Destination image perceived by visitors has an impact on the intention of recommendation to others.)* hypothesis was partially accepted.

The most important dimension that has an impact on all dependent variables is determined as "Attractions".

It is observed from the model that 1 unit increase in Attractions variable may lead to 59% increase in Satisfaction, 1 unit increase in Accessibility variable may lead to 6% increase in Satisfaction, 1 unit increase in Exuberance variable may lead to 7% increase in Satisfaction.

In addition, 1 unit increase in Attractions variable may create 62% increase in Revisit intention, and 1 unit increase in Exuberance variable may create 10% increase in Revisit intention.

Similarly, it may be said that 1 unit increase in Attractions variable would lead to 59% increase, 1 unit increase in Facility and residents variable would lead to 7% increase and 1 unit increase in Exuberance would lead to 9% increase in Recommendation variable.

#### **4. Conclusion**

Pamukkale is an important destination with its historical and cultural heritage along with the attractiveness of natural travertine structures. These multifaceted features of Pamukkale destination make it a unique tourism destination in the world.

The present study conducted during the summer season of 2016 consisted of identifying image dimensions perceived by the visitors of Pamukkale, and revealing the impact of these on holiday satisfaction, revisit and recommendation intentions.

First of all, statements used to measure destination image perceived by visitors were grouped under six factors through factor analysis (Attractions, Facilities and residents, Accessibility, Amenities, Exuberance, and Value for money). Dimensions determined through factor analysis explained 54% of destination image.

The most influential dimension was identified which is called "Attractions". Therefore, it may be concluded that each improvement to be done in this dimension would contribute in the image of Pamukkale destination in a positive way.

Dimensions that influence satisfaction were respectively identified as Attractions, Exuberance and Accessibility. And key factors that influenced revisit intention were Attractions and Exuberance, respectively. On the other hand, dimensions that influenced recommendation were identified as Attractions, Exuberance, and Facility and residents, in the same order.

These findings indicate that perceived destination image has a positive impact on visitors' satisfaction, revisit and recommendation intentions. Obtained results support the results of many studies found in the literature (Kozak and Rimmigton, 2000; Oppermann, 2000; Bigne et

al., 2001; Cai et al., 2003; Lee et al., 2005; Chen and Tsai, 2007; Bigne et al., 2009; Lee, 2009a; Lee, 2009b; Wang and Hsu, 2010; Mohamad et al., 2011; İnan et al., 2011; Mohamad and Mokhlis, 2012; Lertputtarak, 2012; Sevim et al., 2013; Phillips et al., 2013; Lu et al., 2015; Yetiş and Kaygısız, 2015; Ramseook Munhurrun et al., 2015; Stylos et al., 2016; Prayogo and Kusumawardhani, 2016; Umur and Eren, 2016; Akbolat and Durmuş, 2017). However, it must be taken into account that each region has different dimensions and these dimensions have an impact on satisfaction, recommendation and revisit intentions. Buhalis (2000) dimension of attraction which constituted the core of destination was found in this study to be the most important dimension explaining destination image while also influencing holiday satisfaction, revisit and recommendation intentions.

Buhalis (2000) identified Accessibility as the second most important dimension while our study pointed at Exuberance as the second most important dimension.

In addition, "Facility and residents" and "Accessibility" dimensions were found to be important in image perception related to Pamukkale destination. In the light of these findings, stakeholders who are decision makers in destination management are recommended to give more thought to this issue.

Paragliding and balloon activities, as newly developing activities in Pamukkale, must be increased and attractions must be diversified by adding new ones. Since Attractions was identified as the most important dimension according to the findings of the present study. Any contribution to this dimension may be effective in creating new demand since it will show its impact as increase in customer satisfaction, revisit and recommendation intention. In addition, it is important for the destination image to support as well as supervise entrepreneurs in this field.

Besides, these results are very useful for decision makers since they drive the process of managing destination image. The limitations include the fact that the empirical analysis was carried out just in a specific area (Pamukkale) and should be extended to other destinations for further comparisons. In addition, it is suggested for future studies to conduct research on these variables which impact satisfaction, revisit and recommendation of tourists by focusing on the differences that emerge in time. Furthermore, research model may be expanded by adding different variables (such as culture) that may have an impact on these variables into the analysis. Another recommendation for future studies may be an analysis of gap between expectation with regard to the image and actual situation.

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