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Türkiye Turizm Akademisyenleri Derneği (TUADER) öncülüğünde ve aralarında Yaşar Üniversitesinin de yer aldığı 41 adet ulusal ve uluslararası üniversitenin desteği ile gerçekleştirilen Birinci "Kıtalararası Turizm Yönetimi Konferansı - MTCON'20", 02 Eylül - 05 Eylül 2020 tarihleri arasında çevrimiçi (online) olarak gerçekleştirilmiştir.

MTCON'20 konferansı ilk kez düzenlenmesine karşın, ülke içinden ve ülke dışından oldukça fazla ilgi görmüş olup, toplam 340 adet bildiri sunum için gönderilmiş ve hakem değerlendirme süreçleri sonucunda bunlar arasından 65'i İngilizce, 145'i Türkçe olmak üzere toplam 210 adet bildiri sunuma uygun bulunmuştur.

Konferans bildirileri; Turizm Ekonomisi, Turizm İşletmeciliği ve Yönetimi, Turizm Mimarisi, Turizm Rehberliği, Turizm Sosyolojisi, Turizm ve Antropoloji, Turizm ve Arkeoloji, Turizm ve Coğrafya, Turizm ve Çevre, Turizm ve Kültürel Miras, Turizm ve Teknoloji (e-Turizm), Turizm ve Ulaştırma, Ağırlama Endüstrisi, Destinasyon Yönetimi, Gastronomi Turizmi ve Sağlık Turizmi alanlarında çalışmalardan oluşmaktadır.

Konferansa dünyanın 4 farklı ülkesindeki önemli üniversitelerinde görev yapmakta olan ve turizm alanında yaptıkları araştırma ve yayınlar ile bu alana dünya çapında çok önemli katkılar yapmış olan 5 değerli akademisyen davetli uzman konuşmacı (keynote) olarak katılarak sanal ortamda aşağıda konu başlıkları belirtilen konuşmalarını yapmışlardır;

Prof.Dr. Nina Katrine Prebensen, The Arctic University of Norway, Norveç "T*urizme Hızlı Yansıyan Yenilikler*"; Prof.Dr. Serena Volo, University of Bozen - Bolzano – Brunico, İtalya. "*Büyük Veri İçin Araştırma Yöntemleri: Turizm İçin Fırsatlar ve Zorluklar*"; Prof.Dr. Tanja Mihalič, University of Ljubljana, Slovenya "*Nereye?, Sürdürülebilir ve Sorumlu Turizm Paradigması*"; Prof.Dr. Joseph Sirgy, Virginia Polytechnic Institute & State University (Virginia Tech), ABD. "*Öz Uyum ve Tüketici Davranışı*"; Prof.Dr. Cihan Cobanoglu, University of South Florida Sarasota-Manatee, ABD. "*Akıllı Turizm: Fırsatlar ve Zorluklar*".

MTCON'20 konferansında sunulan bildirilerden hakem değerlendirmeleri sonucunda en yüksek değerlendirme puanlarına sahip olan 12 adet bildirinin Yaşar Üniversitesi Dergisi (JOY)'un bu özel sayısında yayınlanması uygun görülmüştür. Bu bildirilerden dördünün hakem değerlendirme süreçlerinin sonuçlanmamış ve yazarlar tarafından öngörülen sürede geri dönüşlerin sağlanamamış olması nedeni ile bu bildiriler yayın dışında kalmış olup, diğer sekiz bildiri hakem süreçlerinden geçerek yayına uygun bulunmuştur. Yayına uygun görülen tüm bildiriler İngilizce dilinde hazırlanıp sunulmuştur.

JOY Dergisinin özel sayısının tüm akademik dünyaya yararlı olması dileğiyle.

Prof.Dr. Orhan İçöz

Evaluation of Gastronomic Identity of Adana in Terms of Destination Branding[1]

Adana İli Gastronomik Kimliğinin Destinasyon Markalaşması Açısından Değerlendirilmesi

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Abstract: The aim of this study is to understand the local gastronomic elements of destinations in the branding process of destinations. To achieve this goal, Adana province, which has a large kitchen culture in Turkey is chosen. Although there are studies related to destination branding process of Adana province in the literature review, no study has been found to determine the place of gastronomic elements in the branding process. This study is important for eliminating this gap. In order to achieve the objectives of the study, it was deemed appropriate to use the questionnaire method. The questionnaire was applied to the visitors who participated in the "Adana Flavor Festival" and experienced, the one of the local gastronomic element called, "Adana Kebabı". 298 observations were obtained in the study. The observations obtained were subjected to frequency, percentage, arithmetic mean, standard deviation, reliability and correlation analysis. In the analyzes; It was found that the perception of destination branding of Adana province is high, the image perception of Adana kebab is very high and image of Adana kebab has a moderate positive relationship with the branding process of Adana province.

Keywords: Destination, Branding, Local Gastronomy

JEL Classification: L83, L66, M39

Özet:Bu çalışmanın amacı destinasyonların sahip olduğu yerel gastronomik unsurların, destinasyonların markalaşma sürecindeki yerini anlamaktır. Bu amaca ulaşabilmek için, Türkiye'de geniş bir mutfak kültürüne sahip illerden biri olan Adana ili seçilmiştir. Yapılan yazın taramasında Adana ilinin destinasyon markalaşması süreci ile ilgili çalışmalar yer alsa da içinde barındırdığı gastronomik unsurların markalaşma sürecinde yerini belirleyen bir çalışmaya rastlanılmamıştır. Bu çalışma bu boşluğu giderme açısından önem arz etmektedir. Çalışmanın amaçlarına ulaşması için anket yönteminin kullanılması uygun görülmüştür. Hazırlanan anket formu, Adana ilinde düzenlenen "Adana Lezzet Festivaline" katılan ve "Adana Kebabı" deneyimleyen ziyaretçilere uygulanmıştır. Araştırmada 298 veri elde edilmiştir. Elde edilen veriler, frekans, yüzde, aritmetik ortalama, standart sapma, güvenilirlik ve kolerasyon analizlerine tabi tutulmuştur. Yapılan analizlerde; Adana ilinin destinasyon markalaşması algısının yüksek, Adana kebabının imaj algısının ise çok yüksek düzeyde olduğu ve Adana kebabının, Adana ilinin markalaşma süreciyle orta seviyede pozitif yönlü bir ilişkisi olduğu tespit edilmiştir.

Anahtar Kelimeler: Destinasyon, Markalaşma, Yerel Gastronomi

JEL Sınıflandırması: L83, L66, M39

1. Introduction

Destinations are complex products that consists of the whole of direct or indirect tourism services provided by many institutions and organizations that attract and host tourists with its

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[1] Compiled from the Barış Vaiz Dinler's thesis of the same name.

various tourism resources. Due to these features, destinations are the main products of tourism, but they are also the most difficult tourist products to manage and market (Özdemir, 2014: 3). Achieving success in the marketing of destinations takes place with the representation of the most correct combinations. One of these combinations is branding (Goeldner et al.,2000 Cited from Özdemir, 2014: 109-110).

There are many definitons for brand; a name, sign and symbol that distinguishes it from competitors in some ways by it's consumers and reveals the distinctive features of the product (Babat, 2012: 1), definitions consumers make regarding what they hear, see, read, watch or experience firsthand about products or services (Bozkurt, 2014: 47), 'A label covering many things related to an object in order to provide information and associate with it's (Tosun, 2014), logo or any symbol that identifies the manufacturer and the seller, promises to provide the consumer with various product-related features, benefits and services, also protects them from competitors that look like the same product, and differentiates them (Kotler, 2000: 188; Aaker, 1991). When the definitions of the brand are examined, it is seen that there is essentially a tool (label, logo, symbol, etc.) that performs the functions of 'differentiation', 'identification' and 'positioning'.

Based on the definition of branding, destination branding can be defined as conveying its unique identity to visitors by differentiating it from other destinations in the market. (Qu, Kim & Im, 2011: 43). In addition, the destination brand; is the ability to convey the promise of a unique and unforgettable holiday experience related to the destination (Kerr, acted from 2006. Çetinsöz & Son, 2017: 1003). It can be said that destinations aim to be a brand in order to make tourists realize this differentiation (Unur & Çetin, 2017: 64). It is often possible to find information in the literature that destination branding is more difficult than branding of other products due to differences between destinations and other products (Baker & Cameron, 2008; Pike, 2005; Fan, 2005; Morgan, Pritchard & Pride, 2004). All destinations are unique and every destination has an attraction that differs from other destinations. One of these attractions is the local gastronomic elements.

In the fact that local gastronomic elements are the attraction of a destination, production and consumption forms (raw material usage, agricultural methods, processed foods, restaurant dishes, local cooking methods, emotional characteristics, cultural heritage). These features create an attraction to the destination when original, instructive and creative tourism experiences are added with elements such as rural life, natural beauties, outdoor recreation. By attracting more visitors and investors to the destination with these attractions, they will help the development of a destination as a brand (Yıldız, 2015: 25-26). Foods and beverages

are elements that can be considered in the culture category of a destination. Like every element in a person's daily life cycles, eating and drinking behavior is a part of their culture (Delamont, 1994: 37 act. Fox, 2007). The role of gastronomic elements in the choice of destination may be a determining factor for the tourist coming to that destination, rather than whether it is the main attraction of the destination. The reason for this is that eating and drinking behavior, which is a behavior that people do regularly, continues during the travel (Somos & Li, 2016: 18). In addition, the consumption of gastronomic products increases the satisfaction of tourists other than their travel purposes and serves as a social purpose (Henderson, 2009: 317). In recent years, increased competition among destinations has led to the development of different attractions to attract the attention of potential tourists. Gastronomic elements are also frequently used in recent years as an attraction for a destination (Lin, Pearson & Cai, 2011: 30). Gastronomy tourism is based on the branding of destinations for market leverage and promotion. Thus, rural areas, where gastronomy tourism can be experienced in the best way, are important sources of differentiation for destinations. However, one of the important parts of a destination's culture is the kitchen (Hall & Sharples, 2003: 10). In order to use the gastronomic resources available to a destination, first it will have to work on the factors that affect the quality of life of the local people, such as infrastructure, traffic flow, safety etc. (Williams, Williams & Omar, 2013: 9).

The aim of this study is to determine the effect of unique local gastronomic elements in the branding processes of the destinations, each of which is located in the destinations. Destinations are considered to have a share in the local food and beverage in destinations branding processes. Therefore, in this study; Adana Kebab, which is one of the local gastronomic resources of Adana province, aims to determine the place of Adana province in the branding process.

2. Method

2.1. Hypothesises

The hypotheses to be tested in this research can be listed as follows;

- H1: Participants' has a positive perception about destination branding of Adana region
- H2: Participants' developed a positive image for the local gastronomic element, Adana kebab,
- H3: There is a significant relationship between the image perceived by the Adana kebab and the branding perceptions of Adana destination.

2.2. Population and Samples

The population of the research is composed of local visitors participating in Adana flavor festival took place at the 12th, 13rd, 14th of October 2018, and the samples are gathered from the participants who experienced Adana kebab. The reasons for this can be listed as follow;

- Being a gastronomic festival

- Mostly includes local gastronomic identity values

- Assuming that the number of samples is easier to reach

- Having assumptions that both the expressions regarding destination branding and the expressions about the local gastronomic element will be more reliable.

To ensure the reliability of the answers to be given in this study and to ensure the questionnaires are filled completely without errors 'Convenience sampling' has been selected as the sampling method. In this sampling technique, researcher tries to collect data from the easiest and most accessible subjects until he/she reaches the number of samples he/she needs for his/her study (Gürbüz & Şahin, 2016: 134). The number of local visitors participated in the festival is unknown. In cases where the number of population is unknown, the formula of $n = t^2 \, p \, q \, / \, d^2$ is used when determining the sample volume (Yazıcıoğlu & Erdoğan, 2014: 86). In this study, confidence interval was accepted as 95% ($\alpha = 0.05$) and it was accepted to contain $d = 0.05$ as a sample error. Assuming that the main mass is completely heterogeneous, the probability of occurrence (p) is considered as 0.5. The probability of the opposite event not happening is calculated as $q = 1 - p$. In this sense, p and q values are accepted as 0.5. Finally, the theoretical value (t) 0.5 confidence interval and degree of freedom are taken from the t table as 1.96 at the level of $N = \infty$ (Yazıcıoğlu & Erdoğan, 2014: 438). As a result of the mathematical operations, the number of samples to be reached was determined to be $N = 384.16 \Rightarrow 384$. In addition, the fact that the festival has lasted 3 days and some visitors did not want to participate in the survey made it difficult to reach the sample size. For this reason, 362 samples were reached during the festival.

2.3. Obtaining Data

Survey method used as data obtaining tool. The survey form of the research Kılıçhan & Köşker (2015) applied in the study of Van breakfast, which is specific to province of Van; A questionnaire form prepared by Qu, Kim & Im (2011) and Yergaliyeva (2011). Survey forms were handed out to visitors attending the festival. The applied survey consists of 3 parts. In the first part, 11 questions are included to determine the demographic characteristics of the participants. In the second part of the survey, there are statements about Adana province consist of 25 questions in order to evaluate the destination branding process of Adana

province through the eyes of the visitors. In the third and last part of the questionnaire, there are 15 expressions about "Adana Kebab", a local gastronomic product specific to the region. The second and third part of the questionnaire form consist of a 5-point Likert scale and there is no open-ended questions. In the first part of the survey form, many of the demographic information (occupation, age, income, place of residence, number of arrivals in Adana province and other options) were asked open-ended. In order not to affect validity and reliability, participants were asked where they originally lived before the survey was given. Questinonnaires of the participants who live in the research region and the participants who selected more than one option in the second or third part of the questionnaire and the pariticipants who skipped a question are all considered as invalid. In this context total of 362 questionnaires distributed and 298 were found to be suitable for analysis. The questionnaire forms were distributed by hand, and were waited until they filled both in order to prevent the papers from disappearing and against a question mark in the minds of the participants when answering.

2.4. Reliability of Measurement and Distribution of Data

Before the data was resolved, it was checked whether the data collected by the questionnaire was within the specified limits and whether it contained any errors. Firstly, the reliability measurement of the research was made and it was determined that the Cronbach's Alpha value of the destination branding scale was 0.926 and the Cronbach's Alpha value of the local gastronomic element scale was 0.942. According to value range given below, both measurements are highly reliable (Özdamar, 1999: 522):

- The scale is unreliable when $00 \leq (\alpha) \leq 0.40$.
- When $0.41 \leq (\alpha) \leq 0.60$, the scale is of low reliability.
- When $0.61 \leq (\alpha) \leq 0.80$, the scale is moderately reliable.
- When $0.81 \leq (\alpha) \leq 1.00$, the scale is highly reliable

Table 1. Scales and Reliability Coefficients Used in the Research

Scales	Number of Statements	Cronbach Alpha(α)
City Brand	25	0,926
Local Gastronomic Element	15	0,942

Normality test was performed before deciding on the which analyzes to be applied. Data on normality test are given in.

Table 2. Normality Distribution

Descriptive Statistical Datas			
Statements		Statistic	Standart deviation
City Brand	Skewness	-,598	,141
	Kurtosis	1,327	,281
Local Gastronomical Element	Skewness	-2,064	,141
	Kurtosis	6,610	,281

In the generally accepted opinions about the normal distribution of data, skewness and kurtosis values are examined. In some sources these values are distributed between +1.0 and -1.0 (Hair et al. 2014: 34), between +1.5 and -1.5 (Tabachnick & Fidel, 2013: 79) or between+2.0 and -2.0 (George & Mallery, 2010: 21-22). In addition, it is stated that the data is normally distributed when the skewness value is less than 3 and the kurtosis value is less than 8 (Kline, 1998: 63). Looking at the values in the table, it is seen that they are in the range that Kline (1998) suggests. In this sense, it can be said that the data is normally distributed.

2.5. Limitations and Assumptions

As with most researches in the social sciences, there are some limitations in this research. Due to the constraints in terms of time and cost, the study was held in "2nd Adana Flavor Festival" which has been organized in Adana every year. The study is limited to the opinions of the visitors participating in the research. The biggest limitation of the research is undoubtedly the time constraint. As the sample frame selection has been the "2nd Adana Flavor Festival" held in Adana between 12/10/2018 and 14/10/2018 caused the perform of the surveys in three days.

The assumptions of this research can be stated as follows;

1. The sample used represents the research population
2. The answers given by the respondents to the questionnaire were correct and true.
3. They know the gastronomic element used in the research and respond accordingly.
4. Participants who answered the questionnaire correctly understood the questionnaire
5. Local gastronomy and local cuisine-related statements in the survey were answered by the participants without being affected by the festival environment.

2.6. Practice

Appropriate statistical programs were used in the analysis of the data. Since the scores on the scale are between 1.00 and 5.00, it is assumed that branding and local gastronomic image perception levels are high as the scores approach 5.00 and low when they approach 1.00

Table 3. Range Values of Arithmetic Averages

Value	Options	Range Values of Arithmetic Averages	Outcome
5	Strongly Agree	4,21-5,00	Very High Level
4	Agree	3,41-4,20	High Level
3	Hesitant	2,61-3,40	Middle Level
2	Disagree	1,81-2,60	Low Level
1	Strongly Disagree	1,00-1,80	Very Low Level

3. Findings

In this part of the study, the frequency analysis findings made to profile the participants and determine the brand perceptions and local gastronomic image of Adana province are included.

Table 4. Demographic Findings

Gender	Frequency (N)	Percent (%)
Man	190	63,8
Woman	108	36,2
Total	**298**	**100**
Marital status		
Married	160	53,7
Single	138	46,3
Total	**298**	**100**
Age		
0-18	17	5,7
19-29	105	35,2
30-40	70	23,5
41-50	67	22,5
50 and higher	39	13,1
Total	**298**	**100**
Profession		
Student	74	24,8
Worker	54	18,1
Engineer	10	3,4
Public Employee	106	35,6
Artisan	33	11,1
Unemployed	13	4,4
Retired	8	2,7
Total	**298**	**100**
Province of Residence		
Mersin	51	17,1
Niğde	24	8,1
İstanbul	22	7,4
Ankara	18	6
Konya	11	3,7
Other	167	56,0
Abroad	5	1,7
Total	**298**	**100**
İncome (Monthly)		
0-1000 TL	75	25,2
1001-2500 TL	55	18,5
2501-5000 TL	130	43,6
5001-7000 TL	19	6,4
7000 TL and higher	19	6,4
Total	**298**	**100**
Number of Visits to Adana		
First	49	16,4
Second	41	13,8
Third	44	14,8

Fourth	25	8,4
Fifth and higher	139	46,6
Total	**298**	**100**
Education Level		
Primary education	13	4,4
Secondary education	71	23,8
University (Undergraduate)	198	66,4
Postgraduate	16	5,4
Total	**298**	**100**
Other	92	30,9
Total	**298**	**100**
Source Of İnformation		
Previous Visit	53	17,8
Tour operator / Travel agency	10	3,4
Trade shows	22	7,4
Advertisements	2	0,7
Friends, families	125	41,9
TV/Radio	3	1
Web sites of hotel or destinations	5	1,7
News Paper/Journal/ Brochure	4	1,3
Locals	14	4,7
Other	92	30,9
Total	**298**	**100**

Table 4 shows the demographic characteristics of the participants and their aim of coming to Adana, how often they came and the source of information that made them to travel to Adana. Most of the participants are, male (63.8%) and married (53.7%). Participants are mostly between the ages of 19-29 (%35,2). In addition there is not much difference between the 30-40 age range (23.5%) and the 41-50 age range (22.5%). It can be said that participants are mostly young and middle aged group. Generally it can be seen that most of the participants are working in the public sector (35.6%). This is followed by students (24.8%). The vast majority of the visitors who answered the questionnaire are public employees and students. It was determined that the participants came from 46 different provinces in total. The first five provinces with the most frequencies are listed in the table. It was determined that the participants came mostly from Mersin (17.1%), Niğde (8.1%), Istanbul (7.4%), Ankara (6%) and Konya (3.7%). In the light of these results, visitors who traveled to Adana during the festival, mostly came from neighboring provinces, but also from distant cities such as Istanbul and Ankara. When the monthly income of the participants is analyzed, it is seen that it is generally between 2500-5000 TL (middle income) (43.6%). In addition, another majority of the participants were found to have low or no income (25.2%). In general, the participants visited Adana frequently (46.6%) (more than 5 times). When we look at the number of those who visited Adana for the first time, those who visited twice and those who visited three times, it is seen that there is not much difference between them. Participants are generally higher educated (undergraduate) (66.4%). It is seen that the mostly "other" option

was selected for the purposes of the participants to visit Adana province (30.9%). The "other" option asked open-ended in the questionnaire form. It was determined that there were more people who responded as family and relative visits for arrival purposes. Apart from this, among the answers, the purpose of arrival, such as education and participating in the festival, was specified. It is also seen that the participants came to Adana for holiday (25.8%) and business purposes (22.5%). The participants, who marked the friends and relatives option as the source of information, are in the majority (41.9%). Considering the responses given by the participants for the purpose of visiting Adana, it can be thought that the reasons to visit are spending time with family or relatives and participate in some activities. Social media is highly regarded as a source of information for the participants who marked the other option. In addition, it is stated that those who come for education, work and just attend to the festival marked this option. In addition, it is observed that among the participants, there are some visitors who came to Adana being influenced by their previous visits (17.8%).

Table 5. Ranking of factors affecting the choice of resort

Factors Affecting The Choice Of Resort	Frequency (N)	Percent (%)
Local Cuisine	156	17,4
Cheapness	151	16,9
City İmage	132	14,8
Climate	116	13
Landscape and Natural Environment	112	12,5
Entertainment and Sports	76	8,5
Historical And Cultural Attraction	57	6,4
Safety	46	5,1
Health Facility	26	2,9
Other	22	2,5
Total	**894**	**100**

In Table 5, a ranking of the factors affecting the choice of holiday destination has been made. The data were entered into the statistics program as 3 different variables and the participants were asked to list the first 3 answers they gave. As a result of multiple response analysis, although the total number is 894, the main sample number is 298. It is seen that the first three factors affecting the participants' choice of holiday location are "local cuisine" (17.4%), "cheap" (16.9%) and "city image" (14.8%). The other option is the least marked option. This other option was left open-ended and participants were asked to write down what they thought in the field left blank. It has been found that the answers written on the other option are generally focused on "attending festivals".

In the questionnaire applied, the descriptive statistical information of the participants' responses to the statements regarding the destination branding process of Adana province are given in table 6.

Table 6. Descriptive Statistics of the Expressions Related to the Destination Branding Process of Adana Province

Regarding Statements of Adana Province in the Destination Branding Process	N	Min	Max	$\bar{x}$	S.d
Has easy Access to transportation	298	1	5	3,81	1,21
Has a relaxing atmosphere	298	1	5	3,44	1,19
Prices are affordable in tourism managements	298	1	5	3,61	1,02
Has natural beauties.	298	1	5	3,99	0,92
Has green spaces, parks, promenade and recreation areas.	298	1	5	4,02	0,88
Helpful local people	298	1	5	4,13	1,01
Has archeological artifacts	298	1	5	3,53	0,91
Has historical artifacts	298	1	5	3,66	0,88
Has a local cuisine and gastronomic culture.	298	1	5	4,50	0,80
It is suitable for families with children to visit.	298	1	5	3,90	1,03
Has tourism information offices.	298	1	5	3,41	0,93
Favorable climate conditions	298	1	5	4,10	1,05
There are cultural activities and festivals	298	1	5	4,38	0,83
Has various shopping opportunities.	298	1	5	4,18	0,88
Has a clean and unspoilt environment.	298	1	5	3,53	1,16
Has advanced infrastructure facilities.	298	1	5	3,05	1,30
It is a safe and secure city.	298	1	5	3,09	1,34
Has a regular traffic flow.	298	1	5	2,90	1,28
Has a planned structure.	298	1	5	2,80	1,27
Has night life facilities.	298	1	5	3,53	1,10
Has entertainment facilities.	298	1	5	3,75	0,96
Has various recreation opportunities	298	1	5	3,56	0,96
Has quality accommodation facilities.	298	1	5	3,76	1,26
Has quality food and beverage establishments	298	1	5	4,24	0,99
There are various tour / excursion opportunities in the region	298	1	5	3,78	1,05
General Average				**3,71**	**0,63**

As it can be seen in Table 6, it has been determined that the perceptions of the participants regarding the branding of Adana province are generally at a high level ($\bar{x}$: 3.71 p: 0.63). In this case, the H1 hypothesis is valid. The statement "it has a planned construction" and the statement "it has a regular traffic flow" ($\bar{x}$: 2.90 p: 1.28) are the ones with the lowest average. The statement "it has advanced infrastructure possibilities" ($\bar{x}$: 3,05 p: 1,30) and "it is a safe and secure city" ($\bar{x}$: 3,09 p: 1,34) statements that are close to the general average but with low values.

In the questionnaire applied, the frequency distributions of the expressions about "Adana kebab as a local gastronomic product" are also shown in Table 7.

Table 7. Findings on the Effect of the Perceptions of the Participants on the Image of Adana Kebab on the Branding of the Destination

Statements about Local Gastronomical Product: Adana Kebab	N	Min	Max	$\bar{x}$	S.d
Adana is a gastronomy tourism region	298	1	5	4,17	0,98
Adana Kebab is an important attraction in visiting Adana.	298	1	5	4,42	0,85
There are different quality and qualification kebab salons in Adana.	298	1	5	4,43	0,88
Adana kebab is recognized	298	1	5	4,61	0,72
The quality of Adana kebab is high	298	1	5	4,56	0,76
The variety of Adana kebab is high	298	1	5	4,30	0,96
Kebab salons use cooking techniques unique to the region.	298	1	5	4,39	0,87

Kebab salons reflects the Adana culture	298	1	5	4,30	0,93
Adana Kebab is popular	298	1	5	4,54	0,83
Kebab salons gives customers a cultural experience	298	1	5	4,09	1,06
Kebab salons offer their customers gastronomic experiences to get to know Adana cuisine.	298	1	5	3,93	1,20
Easy access to kebab salons	298	1	5	4,32	0,90
Adana kebab is delicious.	**298**	**1**	**5**	**4,63**	**0,75**
I would like to come Adana again for Adana kebab	298	1	5	4,41	0,97
I would like to recommend my friends to come to Adana for Adana kebab.	298	1	5	4,47	0,90
General Average				**4,37**	**0,68**

As can be seen in Table 7, the general average of the expressions regarding the "perceived image of Adana kebab, which is a local gastronomic product" is very high ($\bar{x}$: 4,37 s.s: 0,68). In this context, H2 hypothesis was accepted. When the statements examined one by one, expressions other than the "Kebab salons offer customers gastronomic experiences for getting to know Adana cuisine" expression ($\bar{x}$: 3,93 pp: 1,20) are close to the general average. Expressions below the general average but close to the average are; "Kebab salons are easy to access" ($\bar{x}$: 4,32 ss: 0,90), "Kebab salons reflect Adana culture" ($\bar{x}$: 4,30 ss: 0,93), "The variety of Adana kebab is high" ($\bar{x}$: 4,30 ss: 0,93) and "Adana is a gastronomic tourism region" ($\bar{x}$: 4,17 ss: 0,98). The remaining statements are above the average.

Correlation analysis that determines whether there is a significant relationship between the image perceived by the Adana kebab and the destination branding perceptions of the participants are shown in table 8.

Table 8. Findings on the Effect of the Perceptions of the Participants on the Image of Adana Kebab on the Branding of the Destination

		İmage of Local Gastronomic Element Scale
Destination Branding Scale	**Pearson correlation coefficient (r)**	,591
	Significance level (p)	.000
	N	**298**

According to Table 8, it has been determined that the perception of the local gastronomy image of the local tourists visiting Adana Flavor Festival positively affects the branding of the destinations at a "moderate" level ($p = 0.00$, $p < 0.01$, $r = 0.591$). In other words, as the perception of local tourists increases, the branding perceptions of destinations also increase. In this sense, H3 hypothesis was accepted.

4. Conclusion

The purpose of this study is to understand the place of local gastronomic elements owned by destinations in their branding process. In this study, Adana province was chosen due to its

wide culinary culture. Participants, who visited and experienced Adana kebab were 19-29 years old, consisting of public employees, has a middle income (2500-5000 TL monthly income) mostly from the surrounding provinces and has a post graduate education level.

The participants' purpose of visiting Adana is generally to spend time with their families or relatives and attending in some activities at the destination. In order to determine what kind of destination the participants prefer in the selection of their resort, from first place to third "local cuisine", "cheap" and "city image". Although the purpose of the visit to Adana and the sources of information are concentrated on the visit of friends, family and relatives, it is seen that gastronomic factors are effective in the destination choice of the visitors. In addition, the number of visits to Adana reveals the conclusion that the participants frequently visit. There is not much difference between the visitors who's visited first, second and three times visitors to Adana. Accordingly, it was determined that the visit to the destination was repeated. These results are in line with the results of the study (Yüce, 2018), where the local tourists, who came to Kastamonu, evaluated the cuisine of Kastamonu, and the importance of the local cuisine in the image of the destination of Kastamonu. In addition, based on the findings, it can be said that the city of Adana is visited frequently for local gastronomic elements and the destination is visited to experience Adana Kebab. These findings are in line with the study where Kılıçhan & Köşker (2015) measured the effect of Van breakfast on destination branding in the province of Van.

It was concluded that the general perceptions of the participants were high in Adana's destination branding process. In this sense, H_1 hypothesis was accepted. When the statements are examined one by one, it can be seen that Adana has a high perception of destination branding, but has some problems in terms of construction, traffic order, infrastructure and security. Apart from these, it can be thought that the area where the data is collected is a festival with a gastronomy theme, the statement "cultural activities and festivals are organized" with the statement "it has local cuisine and food culture", but considering the promotion of various festivals and cuisine culture held in Adana in the media, it may also be an indication that the events organized in the province and the local cuisine elements are promoted.

The general average of the statements regarding the perceived image of Adana kebab, which is a local gastronomic product, is very high. In this sense, H_2 hypothesis was accepted. It can be seen from the results, it is concluded that the perceived image related to Adana kebab is at a very high level, but the guests cannot have the cultural and gastronomic experience they expect. In the studies encountered in the literature, it has been argued that the

gastronomic presentation made with cultural and historical atmosphere in regions without a unique gastronomic identity will be effective in branding the destination (Gordin & Trabskaya, 2013). In this sense, it can be thought that meals should be served with a more cultural and historical atmosphere. Apart from this, it can be seen that participants do not see Adana province as a gastronomic destination. When the process of creating a gastronomic destination in the literature (Williams, Williams & Omar, 2013) is examined, the fact that the elements that make up the destination is not sufficient is an obstacle to being a gastronomic destination. In this sense, it can be said that the construction, traffic order, infrastructure and security deficiencies identified in the branding process of Adana province are the obstacles to this situation as the reason for the failure of Adana province to come to the fore with its gastronomic elements. It can be seen in the results that; visitors thinks Adana kebab is a important gastronomic attraction for Adana province. In demographic findings it has been concluded that the local cuisine is the first ranked factor of the destination preferences combining it with the participants repeated answer of their visits to Adana province, it can be said that Adana kebab can be used as an attraction element and may be a reason for traveling to Adana province. This result is in parallel with studies (duRand, Heath & Alberts, 2003, Göker, 2011, Selwood, 2003, Şengül, 2018) determined that the local gastronomic elements can be both a side attraction and a key attraction element for destinations. İt can be seen in the results, Adana kebab is popular and well known among the visitors. Finally, It can be said that Adana kebab as a local gastronomic element has an effect both on the intention of coming back and on the intention of suggestion as well as on the loyalty of the destination. In line with these results, it has been supported in parallel with the studies in the literature that local gastronomic elements have an effect on revisiting (Kınalı, 2014).

Correlation analysis was used to determine the position of Adana kebab, which is a local gastronomic product, in the process of destination. According to the findings, there is a positive correlation between the two factors. In other words, an increase in the visitors' perception of Adana Kebab image in return increases their perception of the branding process of Adana province. In this sense, H_3 hypothesis was accepted. In line with these results, it can be used as an attraction factor in the branding of Adana kebab, which is a gastronomic element. These results are in line with the study aimed at determining the effect of local cuisine elements on visitors in the attractiveness of destinations (Şengül & Türkay, 2016), which show that gastronomic products have a place in branding of destinations.

In short; Adana kebab, which is one of the local gastronomic elements, is a resource that can be used for Adana in the destination branding process. In this sense, it is possible for

Adana to become a branded destination that stands out with its local gastronomic appeal if it pays more attention to traffic flow, security and construction issues and eliminates these negativities. It is frequently stated in the literature that the local culture is reflected and experienced in another situation where visitors will give importance to local dining experience. Therefore, it is necessary to serve Adana kebab and other gastronomic products in a more cultural way and to provide visitors with a gastronomic experience accordingly. This study can be developed with a longer and broader definition of the population for future studies. Apart from these, this issue can be approached from a wider perspective by taking the opinions of foreign tourists or tourists who are more interested in this subject. In addition, Adana kebab is considered as an example because it is a product registered with a geographical indication in this study. By conducting similar studies among other products, the place of local gastronomic elements in destination branding can be revealed more generally. Similarly, the framework can be extended by doing this type of study in other regions of Turkey.

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How Is the New Product Development Process Performed in a Fast-Casual Restaurant?[1]

Fast-Casual Bir Restoranda Yeni Ürün Geliştirme Süreci Nasıl Yapılmaktadır?

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Abstract: The research aims to examine the process of developing new products in a fast-casual restaurant. Best of our knowledge this is the first research that reviewed the process of new product development in a fast-casual restaurant with empirical findings. In this context, a restaurant operating in Antalya has been identified as a research area, and the research has been conducted with the qualitative case study method. The data were collected in two different ways as participant observation and document review and were analyzed with content analysis. The new product development process takes place in seven stages as idea development, pre-screening, trial and error, prototype development, scale-up, scanning, finalization and application. The aspects of the process that are similar or different with different types of restaurants (fine dining, quick service restaurants) are discussed with prior research findings and suggestions are presented for future research.

Keywords: Product Development, Restaurant, Case Study, Antalya

JEL Classificiation: E23, L11, L66, L83, C93

Öz: Bu araştırmanın amacı, fast-casual bir restoranda yeni ürün geliştirme sürecini incelemektir. Bu araştırma ulaştığı ampirik bulgularıyla yeni ürün geliştirme sürecini bu restoran türünde inceleyen ilk araştırmadır. Bu bağlamda Antalya'da faaliyet gösteren bir fast-casual restoran araştırma alanı olarak seçilmiş ve çalışma nitel araştırma yaklaşımıyla örnek olay çalışması olarak yürütülmüştür. Araştırmada veriler katılımcı gözlem ve doküman incelemesi yoluyla toplanmış ve elde edilen veriler içerik analiziyle analiz edilmiştir. Araştırmanın bulgularına göre yeni ürün geliştirme sürecinin: fikir geliştirme, ön tarama, deneme ve yanılma, prototip/ön ürün üretme, geliştirme, tarama ile nihai ürünün ortaya çıktığı sonlandırma ve uygulama adımları olmak üzere yedi aşamada gerçekleştiği görülmektedir. Elde edilen bulgular alanyazında daha önce yapılmış çalışmalar ile karşılaştırılmış, tartışılmış ve ileri deki araştırmalar için öneriler sunulmuştur.

Anahtar Kelimeler: Ürün Geliştirme, Restoran, Örnek Olay Çalışması, Antalya

JEL Sınıflandırması: E23, L11, L66, L83, C93

1. Introduction

Social developments such as industrialization, urbanization and globalization have led to the growth and development of the food and beverage services industry as in all areas (Breadsworth, and Keil 2011). The increase in the number of enterprises led to an intensely competitive environment. While restaurants meet the eating and drinking needs of people; They had to achieve targets such as providing a competitive advantage, gaining more shares from the market, and maintaining their sustainability (Kandampully, and Suhartanto, 2000;

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Cao, and Kim 2015). These issues have attracted the interest of the academy as well as every-day life.

In the literature, academic studies on food and beverage businesses can be examined in two categories: business and consumer perspective. While the studies conducted from the business perspective are mostly managerial (administrative) studies focusing on menu per-formance (Kivela 2003; Glanz et al. 2007; Bernstein, Ottenfeld, and Witte 2008; Seyitoglu 2017; Filimonau, and Krivcova, 2017); studies from the consumer perspective focus on per-ceptual, attitudinal and behavioural issues such as consumer satisfaction, complaint, intention to visit again (Gupta, Mclaughlin, and Gomez 2007; Han, and Ryu 2009; Hyun 2010; Ryu, Lee, and Kim 2012) in the context of restaurant features. In these researches, the effects of restaurant features (physical elements, social elements etc.) on consumer satisfaction, espe-cially the food and beverage offered in the restaurants, are frequently emphasized. These stud-ies from the perspective of business and consumers generally deal with the effective use of the products offered in the restaurants and the measurement of the possible reactions of the con-sumers to the products offered.

In both perspectives, the main product is the food and beverage served in restaurants. In this context, in order for the restaurants to have a competitive advantage, they need to offer different products than other businesses. Barney (1991) describes these products as rare, in-imitable, unsubstituted, valuable products. The studies to have these kinds of products are also called as new product development efforts. These efforts should be seen as a leading phe-nomenon that should be at the top of the managerial work of restaurants. However, there are very few studies which are about new product development studies compared to menu per-formance and consumer studies. In this context, this study focused primarily on the process of developing new products in the literature; with a case study, it aimed to explain how the new product development process took place in a fast-casual restaurant (FCR).

2. Literature

2.1. New Product Development in Food and Beverage Businesses

New product development studies are observed in all areas of the food and beverage services industry, especially food production factories. These studies, which are an essential part of marketing activities, are very risky for many businesses because of their failure rate is high (Rudolph 1995). Therefore, to understand the new product development process and reduce these risk efforts is made.

In this context, Rudolph's (1995) study has addressed industrial food production and explained the new product development process in food factories in three stages. These stages are defined as the identification, development and placing on the market of the product. Another research that also deals with industrial food production aims to conceptualize the new product development process. Findings show that issues such as expertise(know-how), successful supply chain and avoidance of counterfeit products are prominent in developing new products (Stewart-Knox, Mitchell, Bunting, and Parr 2003).

These study findings have been criticized over time that restaurants do not fully meet their new product development needs (Harrington 2004). Even though industrial food production and restaurants offer similar products, opinions regarding innovation practices may be different in their nature. In the literature, studies on the new product development process in restaurants have emerged.

2.2. New Product Development in Restaurants

Although there are few studies on the subject of developing new products for restaurants, we can examine these studies in two categories as conceptual studies and field research. The first of the theoretical studies state that the process of developing new products in restaurants consists of four sections called formulating innovation, implementation, evaluation - control and presentation (Harrington 2004). Another study synthesized the findings of various studies that addressed the new product development process. It emphasizes the need for a balanced work between promoting creativity and effective management of the innovation process in new product development (Harrington, and Ottenbacher 2013).

We can classify field studies focusing on the new product development process as model adapting, measuring relationship-effect and following the process. The first of the studies dealt within the scope of field research in adaptation studies. Adaptation studies mean that models used in different fields should be handled in developing new products in restaurants. Man, Lui, and Lai (2010) were conducted by testing a model called Evidence-Based Management (EBM), which is generally applied in education and medicine, on a food and beverage business. Findings showed that the model in question could be used in developing new products. There are also studies in the literature measuring the effect of various variables on new product development. Cho, Bonn, Giunipero, and Jaggi (2017) examine the impact of social capital on the new product development process in restaurant and supplier relations. Findings show that social capital is an active factor in the process of developing new products. The studies that follow the process, which is the last of the field researches, have

been carried out with the assumption that the innovation activities will differ according to the restaurant types even if the restaurants offer similar products. The first of these studies (Ottenbacher, and Harrington 2007) was carried out on Michelin star restaurant chefs and emphasized that the new product development models are different from the traditional product development models previously presented in the literature. According to the findings of the research, the process of developing new products consists of 7 stages. The other study covered fast-food restaurants. In the study, which focuses on new product development similar to the first study, the product development process consists of 13 stages, and screening is carried out after each critical step (Ottenbacher, and Harrington 2009).

The findings of these studies emphasize that the new product development process is an issue to be highlighted. While these studies provide explanations regarding the process, they state that the process may differ according to the types of restaurants. As a matter of fact, although the study presented by Harrington (2004) claims that it has developed a model for all kinds of restaurants, subsequent studies (Ottenbacher, and Harrington 2007; 2009) suggest that different new product development processes are carried out according to the types of restaurants. This research examines the process in fast-casual restaurants, unlike fine dining and quick-service restaurants (QSR), where the new product development process is discussed.

2.3. Research Area: Fast-Casual Pizza Restaurant

According to one of the most common classifications in the literature, restaurants are classified as fine dining, casual dining, fast-casual and fast-food restaurants by taking into account the products they offer and the way they are presented (Wilkinson 2010). The concept of fast-casual is a combination of fast food and casual dining. It refers to restaurants that combine the quick service offered by fast-food restaurants with fresh and healthy products, an appetizing presentation, a good story and a fun experience (Ryu, Han, and Jang 2010). Such restaurants emerged as an alternative to fast-food restaurants in the USA in the 1990s; they have had a significant share in the market (Tillotson 2003; DiPietro, and Bufquin 2017- 3).

The studies dealing with the new product development process above are working on fine dining restaurants (Ottenbacher, and Harrington 2007) and fast-food restaurants (Ottenbacher,and Harrington 2009). This research has determined the fast-casual restaurant type as a research area. The fact that such a process has not been studied in such restaurants previously was decisive in the selection of the research area. The restaurant subject to the research is a pizza restaurant opened in Antalya in 2017. This business defines itself as a fast-

casual pizza restaurant that aims to serve delicious and healthy pizzas with quality ingredients, unlike fast food pizzerias. The restaurant offers catering services in four categories: tray pizza, classic pizza, dessert and beverage. This research focused only on the new product development process (tray pizza) in one category.

3. Method

The study was carried out with a qualitative case study pattern to find answers to the research question. Case studies allow to explore a particular phenomenon, situation, department, group or community with a holistic understanding (Kumar 2011- 127), and to seek answers to why and how (Yin 2018). Accordingly, it will offer an opportunity to examine how the new product development process in a fast-casual restaurant type takes place (Güler et al. 2015- 301). It is seen that case study is a useful type of research in the studies carried out within the context of the case study in restaurants (Lashley 2000; Chen 2014) and also in studies focusing on menu development and analysis (Jones, and Mifll 2001) in restaurants.

Within the scope of the research, data were collected with participant observation and document review. In this context, observation notes (25 pages), menu card samples/essays (3) and photographs (80) taken between December 2016 and August 2017 were used. In this process, one of the researchers has been joined in all the development and improvement processes and take an active role in the production and implementation processes. Thereby researchers take an opportunity to collect data by closely monitoring and experiencing the product development process which is stated in the literature as that might be in a complex and different structure (DeWalt, and DeWalt 2010; Jorgensen 2015).

In qualitative researches, analysis can be done in two different ways: induction and deduction (Elo,and Kyngas 2008). Because of this, research follows the findings of the models previously presented in the literature and data analyzed with using the deductive method and also simultaneously by pairwise comparison (Güler et al. 2015; Yin 2018). The different product development processes in the literature and existing process in the QCR were compared.

As in any research conducted with a qualitative approach, should be paid attention to the trustworthiness of the research in case studies (Creswell 2016). The data are enriched with participant observations and documents; Throughout the product development process, a researcher took part in every stage of this process, which lasted nine months in order to monitor all stages of the process. The data were individually coded by two researchers qualified in qualitative research, and then the researchers discussed and analyzed the process for a long time to reach a consensus on the findings.

4. Results

As seen in Figure 1, the process of developing new products in a fast-casual restaurant is carried out in seven stages. The stages in the process were named as idea development, pre-screening, trial and error, prototype development, scale-up, screening and finalization and implementation. The preliminary researches that followed the process had an impact on the naming of the stages (Harrington 2004; Ottenbacher, and Harrington 2007; Ottenbacher, and Harrington 2009; Harrington, and Ottenbacher 2013). The findings address all steps in detail.

4.1. Idea Development

There are three factors that are effective in developing ideas that form the basis of the product development process. The first of these is the professional knowledge and knowledge of the chef. Based on his previous experience, the chef sees pizza al taglio as a profitable and non-equivalent product. This pizza variety, which is different from the pizzas in the current market, thinks that it will gain the appreciation of consumers.
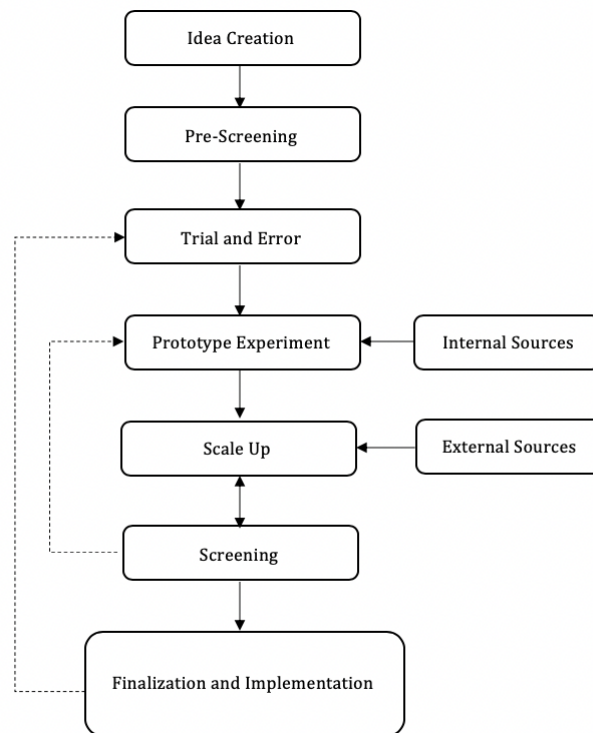

Figure 1. New Product Development Process in the Fast-Casual Restaurant

The basis of this idea is that the consumer observes that he/she prefers this product very much in Italy, the place of origin. During his training there, he learned all the technical and marketing tricks of the product by experiencing in the restaurant where only pizza al taglio was served. He was thought that this product would also be successful in Turkey. The idea

development process has continued in order to decide how and in what way to present this product in Antalya, where the company operates. At this stage, although the product is not seen as a completely new product, it is entirely new in the market. In addition, the chef has aimed to create new types of tray pizza that have not been presented before by using local ingredients other than traditional Italian pizzas.

4.2. Pre-Screening

After the idea creation, the next step involving the two-dimensional screening process. They search first the equipment and then raw materials to produce pizza al taglio in Turkey. The features of the equipment such as the oven, tray, dough machine, have been taken into consideration in order to make the product in the same way as the original. Due to the supply difficulties of many pieces of equipment, specially produced ovens and trays for this pizza were brought from Italy. After that, to create pizza with local sources, raw material screening processes began. At this point, both the flour to be used for the dough and the toppings of the pizza have been determined. For example, over ten flour brands were examined for pizza dough and prepared at least a demo for each one. To deciding to which topping ingredients will use in pizza, the most preferred pizzas were researched. In order to do this, besides online researches on consumer preferences, information from suppliers and some of the most sold pizza variations of some competitors have been viewed.

4.3. Trial and Error

At this stage, trial and error studies were carried out in three phases as determination of dough, topping ingredients and cooking. Unlike industrial pizzas, the main criterion of pizza dough is that it is a dough prepared by natural fermentation without additives. This was difficult but more delicious. In this part, using different flours and different dough-making techniques, it is aimed to develop the ideal dough recipe. After that, the process of trials related to the determination and presentation of the topping ingredients started. Especially, pizza topping mixes consisting of three, four and more ingredients have been tried. It has been attempted to avoid the use of canned and ready-made products. At this point, it is envisioned that some toppings can be produced and used within the restaurant. Lamb roasting, a traditional taste of Turkish cuisine, has been tried. Ingredients such as smoked lamb ribs, fresh spicy potatoes and spinach that are not used on pizzas generally are examined. During this process, the toppings which decided to be used on the pizza were noted. This stage can be expressed as a stage of cooking pizza dough in the desired way and determining the ingredients that are thought to be compatible with each other.

4.4. Prototype Experiment

At this stage, the prototype development process of the pizza has been started with the dough and the topping ingredients that decided to be used. In this context, four different pizzas have been identified. The first of these is pizza consisting of tomato sauce, lamb roasting and mozzarella cheese. The second is roasted eggplant and pepper pizza. The third is a pizza made of roasted chicken and potatoes, fresh garlic and rosemary. The fourth and last pizza is sandwich pizza with seasonal greens, and smoked turkey. Considering the product supply, the required time for making products ready for service (mise en place) and a service speed of pizzas were tested, and service rehearsals were performed by employees. And for each of them, these processes developed and standardized. At the same time, pizzas were tasted and determined which of them will be included in the menu at the end of these processes. A final trial with the finished products and employee feedbacks was evaluated, and the stage where the final improvements were made was started. Spinach pizza and dried tomato, which was decided to be produced during the trial and error phase, were removed in the prototype phase. In the prototype development, products that were easily prepared in the restaurant, delicious components and easy to supply ingredients were preferred. Ideal cooking times for these four pizzas have been determined and standardized.

4.5. Scale-Up

This stage includes the production of finished products on a commercial scale. All four pizza types were produced in planned quantities before being presented at the restaurant, and guests were accepted for taste pizzas. These guests have different professional characteristics such as restaurant management, manager, supplier and chef. Dough, pizza tops, baking status etc. Everyone has evaluated the products from their own point of view. Different professions and perspectives offered diversity and made available to get various assessments. For instance, suppliers mentioned issues such as flavour, availability, and profitability. They provided alternative raw materials (i.e., mozzarella cheese, sausage) that may be considered to be of better quality or fit the product. Chefs made suggestions on cooking the product, the balance of taste or different combinations. On the other hand, managers and the other guests evaluated the product as a real consumer and give suggestions on portion size and price.

4.6. Screening

This section is where feedback from employees and guests is reviewed during the screening, prototype development and scale-up process. Suggestions that are thought to be appropriate and practicable for the restaurant by the chef and workers have been implemented. Some

products have been improved, and recipes have been finalized. For example, a pizza made with roasted chicken legs was changed with smoked turkey. Spices and fresh herbs were used more in pizzas. For example, fresh thyme was added to the roasted beef pizza.

4.7. Finalization and Implementation

Finalization and implementation state that products take their final forms and they are getting ready to offer for sale at the restaurant. At this stage, all questions related to the portion size, mix of toppings, prices and supply of the products are answered.

The new product development process described in detail above takes place in seven different stages in fast-casual restaurants. In the first stage of the idea development process, the competencies of the chef/owner, the quality of the product and the market situation are determiner. The pre-screening stage answers raw materials and equipment related questions. In the third stage, trial and error studies regarding the preparation and cooking of the product are carried out. In the fourth stage, the prototype was developed. The prototype in question must be different from other products on the market, difficult to imitate, delicious and quickly produced for business purposes. The fifth stage is the stage where the product is produced in real quantities. The sixth stage refers to review feedbacks from employees and guests. The last step defines that the new product takes its final shape and is ready for sale. Although the model in question offers new product development in stages that are independent of each other, there are parts where each step overlaps with the next step. For example, prototype development intersects with trial and error studies. It also shows that the process can be repeated by returning to trial and error through feedback. At this point, the new product development process has changed over to the menu diversification phase. So much so that at the end of August 2017, nearly 60 tray pizza recipes were created under four categories, which were diversified by factors such as customer satisfaction, ease of supply, raw material cost and labour.

5. Conclusion And Discussion

As stated in the literature, it is seen that the product development process can be conducted with different stages depending on the type of restaurant. In this research, the product development process in a fast-casual restaurant is discussed. As noticed in figure 1, the process has some stages that overlapped with studies on new product development in the literature. An idea creation as a first step of the product development process in which the further stages follow has matched up with the beginning of the product development process in Michelin star restaurants (Ottenbacher, and Harrington 2007). However, there are some

premises for developing ideas. As Rudolph (1995) expressed, using the opportunity in the market has an essential place in the formation and development of ideas. Chef's expertise about the product and his imagination based on his experiences are also critical (Stewart-Knox et al. 2003). Additionally, the formulation of innovation which is a first step of the product development process and also reflects the standardization process of the products (Harrington 2004) is more detailed in FCR but not as detailed as a QSR. On the other hand, as mentioned by Ottenbacher and Harrington (2009) in the context of fast-food restaurants, screening isn't repeated every stage during the product development process. It is possible to explain this difference with the number and size of units in both restaurants. QSR has a multi-unit structure and offers large-scale services. Therefore, the costs of the decisions are also high in parallel with it. However, this is not the case in examined FCR. Changing the taken decisions seems relatively less costly and can progress more quickly. In other words, it is readily apparent that the size of the operation affects the product development process.

The trial and error path is followed to choose and standardize the alternatives of the products. This process refers to the selection of alternatives that will improve the quality of the product rather than the evaluation of the product financially and the creation of the prototype. From this aspect, it is clear that the stage overlaps again with Michelin star restaurants (Ottenbacher, and Harrington 2007). However, this stage was not enough in FCR, and another development process was followed with the internal and external sources' evaluations. At this point, guests with different professions were asked to try and evaluate the product, and a screening process was started again according to these evaluations. Thus, some faulty products have been removed, and some others have improved. All of these stages, besides both ease and sustainability of production, it was sought to protect the balance between consumer demands and production. Hence, instead of a separate assessment for consumer and target market as such in QSR (Ottenbacher, and Harrington 2009), both are progressed together. Moreover, as recommended in the literature, serving products in a limited market before setting it to the sale (Rudolph 1995) and pilot test application (Ottenbacher, and Harrington 2009) was also carried out.

It can be thought that the product development process is completed with the release of the product, but considering the suggestions and requests from the consumers, this process isn't static and does not consist of precise steps. Within this situation, new product development can start from different stages such as prototype and trial and error over time.

As mentioned earlier, the product development process discussed in the literature in the context of restaurant types and from different perspectives. The findings also match up with

the position of FCR in the restaurant classifications. New product development process varies according to different restaurant types. Accordingly, the product development process is not handled in clear and short steps as with table service restaurants. The processes in more detailed in order to ensure the standardization and sustainability of the products. In spite of that, it is understood that the process took place without going through very detailed and critical stages, like in quick-service restaurants. It is possible to state that factors such as the market structure, business size, and qualifications of employees are among the factors that affect the product development process.

Lastly, this study has some limitations. It should be taken into consideration that research was carried out in a single case and within the scope of a product that can be considered as a special. Therefore, an explanation of the product development process is also limited, but the findings may create opportunities for future research. For example, the process of developing new products are differed according to the type of restaurant, and this process also may be different in the same category restaurants. Therefore, in future studies, the process of product development with different restaurants (especially multi-unit FCR) in the same category can be compared.

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A Key to Various Opportunities for the Development in Culture, Economy and Integration in Asia Minor: A Successful Archaeotourism Planning

Anadolu'da (Küçük Asya) Kültür, Ekonomi ve Bütünleşme Gelişimi İçin Farklı Fırsatların Anahtarı: Başarılı Bir Arkeoturizm Planlaması

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Abstract: Archaeotourism, a relatively new sub-branch, has played significant roles in the recently growing interest in heritage tourism. Critical heritage areas in different parts of the world have become great economic contributors to their host countries, generating job opportunity for many. However, the same thing is not valid for Asia Minor although it is unique as a huge area to host continual traces of ancient cultures from the Palaeolithic Age. A proper archaeotourism planning and environment management can be the key to cultural, economic and integrational development of the region, contributing to the overall wellbeing of Turkey.

Keywords: Archaeotourism, Archaeological Tourism, Tourism and Development, Tourism and Environment, Tourism Planning

JEL Classificiation: O13, O21, Z30, Z38

Öz: Turizmin nispeten yeni bir alt dalı olan arkeoturizm, miras turizmine son zamanlarda artan ilgide önemli bir rol oynamaktadır. Dünyanın farklı bölgelerindeki kritik miras alanları, ev sahibi ülkelerde birçok kişi için iş fırsatı yaratmanın yanı sıra bu ülkelere büyük ekonomik girdi sağlayıcılar haline gelmiştir. Ancak, aynı şey Paleolitik Çağ'dan bu yana antik kültürlerin kesintisiz izlerini barındıran devasa bir alan olarak benzersiz olmasına rağmen, Anadolu (Asia Minor) için geçerli değildir. Uygun bir arkeoturizm planlaması ve çevre yönetimi, Türkiye'nin genel refahına katkıda bulunan, bölgenin kültürel, ekonomik ve bütüncül gelişiminin anahtarı olabilir.

Anahtar Kelimeler: Arkeoturizm, Arkeoloji Turizmi, Kültür/Miras Turizmi, Turizm ve Kalkınma

JEL Sınıflandırması: O13, O21, Z30, Z38

1. Introduction

The southwest part of Asia, a region of geographic significance from Asia to Europe is called Asia Minor in Latin, Anatolia in English and Anadolu in Turkish. As well as to present-day modern Turkish Republic, it has been a continual home to many successive ancient civilizations (Harmankaya & Tanındı, 1996; Sagona, 2015) who were the ancestors of modern humanity today. Stretching from the Paleolithic Era onwards, Asia Minor witnessed the firsts of humanity from the domestication of the very first animals and plants to the first houses or temples for the first time in the past of mankind (Erdoğan, 2020). Therefore there is much to see and feel in this part of the world regarding past cultures and what they produced. Archaeology has been one of the most successful branches of science in Asia Minor to develop fruitful works, so there are a lot of archaeological areas to visit and learn about antique cultures of almost every phases of the development of mankind. Thus, archaeotourism ventures in Asia

Minor can serve a better chance for not only the curious tourists but also local and regional communities as well. Such developments can account for economical, socio-cultural and integrational aspects through a proper archaeotourism planning and management (Ross et al., 2017).

'Archaeotourism' (AT) standing for archaeological tourism is of primary goal to create visiting and experiencing ancient sites and historical places, whose motivating forces encompass the passion for and the interest in the past and its cultures having inhabited in a particular area (Srivastava, (2015). The term, the combination of two discrete words; archaeology and tourism, is directly related to tourism destinations that are based on archaeological heritage sites, monuments, and historic areas (Jusoh, Sauman & Ramli, 2017). AT may encompasses visitation to museums, places of historical significance, archaeological parks, and even attendance at traditional dances, festivals, and other events (Srivastava, 2015) as part of one's tourist activities (Griffith & Griffith, 2012). For the tourists in such areas, there is need to interpret the dominant culture as well as the understanding 'that racism, ethnocentrism, religious-ism, linguistic-ism, age-ism, able-ism, classism, sex-ism, and heterosexual-ism are all part of our past' (Shackel, 2005). Therefore, AT as a significant component of heritage tourism is defined as tourist visits or touristic activities at celebrated areas including excavation sites (Pacifico & Vogel, 2012;Ramsey & Everitt, 2008; Ross, Saxena, Correia & Deutz, 2017; Willems & Dunning, 2015), where archaeotourists are also inspired by unique experiences created by these areas and their environments(Srivastava, 2015). Here it is seen that an archaeological site is a central piece in AT (Ross et al., 2017).

AT, classified under the wider terms cultural tourism and heritage tourism(Ashworth & Tunbridge, 2000; Hughes 2002; Richards 2001) has gradually been a totally new sub-discipline scientifically studied thoroughly differing from other forms of tourism industry (Avrami 2016; Darlow, Essex & Brayshay, 2012; Gullino, Beccaro, Larcher, 2015; Landorf 2019; Poulios 2014).

Tourism based on global cultural heritage has been the fast growing sector of the industry (Fabricius 2003; Poria et al., 2003; Prentice 2001), and the attractions that archaeological properties have provided has been one of the dominant actors in this (Erdoğan, 2020; Jusoh et al., 2017); however, it has also been the most badly affected from covid-19 pandemic. Except for the pause during the covid-19 period, AT has in recent decades become a major theme as a source of revenue for both public and private owners (Cleere, 2012) as a key element and a major factor in attracting overseas visitors (Goodall, 1997) for many countries.

In contrast to renewable cultural goods like music, art, dance and crafts-commodities to be

traded in the cultural heritage tourism industry, archaeological heritage, composing of critically fragile and non-renewable assets, is part of the national estate (Glazewski 2000) and conserved in the national interest (Wurz & Van der Merwe 2005). Apart from national states' managing capabilities, many NGOs like the ICOMOS International Cultural Tourism Charter and the Value of Cultural Heritage for Society have also tried to design these critically important cultural heritage areas in the form of planning, managing and marketing (Özdoğan, 2006; Thierstein, 2019; Thomas, 2019).

By this way, sustainable development and utilization of sensitive archaeological resources gain internationalism in their nature of balancing the needs of the tourism industry and archaeological resource management (McKercher & Du Cross 2002).

If planned and managed properly, archaeotourism in Asia Minor is of huge potential to create cultural interactions between western and eastern cultures with an understanding of common heritage of humanity. Such creative initiatives in archaeotourism industry is likely to have a profound effect on the attitudes of peoples in both cultures towards each other, which will result in contributions to peace and economic recovery from hardships stemming from covid-19 pandemic.

2. Archaeotourism and the Cultural Development in Asia Minor

AT has been quite a new phenomenon with inspirations only recently seen from a number of academic works (Douglas 2012; Jusoh et al., 2017; Ross et al., 2017; Srivastava, 2015; Walker and Carr 2013; Wurz & Van der Merwe 2005). Archaeological wealth is the primary source of attraction in this sort of tourism form. Certain parts of the world own critical archaeological assets belonging to human common heritage. One of such areas has been Asia Minor (Gündüz, 2020).

Asia Minor is located at a significant junction of Asia and Europe where the western part of Anatolia (Fig. 1). Therefore, 18000 years of continual human occupation and the archaeological traces left behind by these ancient cultures shed light into the understanding of cultural developments not only in this part of the world but in Eurasia as well. Those ancient cultures in these lands left behind so many archaeological assets without parallels anywhere that the dicipline of archaeology began to be debated on wider concepts. With little information about the Palaeolithic Asia Minor (40,000- 20,000), less arbitrary starting points of Epipaleolithic and Mesolithic (20,000 - 6000) like Öküzini, Karain and Beldibi in the region (Düring, 2011), clear-cut settlements in the region range from 9000 BC (Özdoğan 1996; Thissen 2000) through Neolithic, Chalcolithic (Özbal, 2012; Mellink, 1975), Bronze Age, Iron Age, Hellenistic and Roman periods, through Byzantine, Ottoman and today modern-day Turkey. The

culture development in Asia Minor from prehistoric era constitutes a cultural coherent unity distinguishing from the cultural entities of neighboring areas (Düring, 2011).

Figure 1. Asia Minor and Some of Its Ancient Cultures
Source: Price (1984)

Today, traces of these ancient cultures that are common heritage of humanity can be physically seen and visited in place in many parts of the region. AT, therefore, is critically important for this part of the world. It is based on the description of heritage attractions for cultural interactions through the time travelling to experience the past cultures. At the same time, AT in Asia Minor provides understanding of contemporary ways of life (Thierstein, 2019) in this critically important part of the world. Archaeology focuses on understanding past cultures through their products surviving to the present. As a consequence, AT based facilities both from the provider or consumer sides need to be culture oriented. By means of AT, boundaries and prejudices are dismantled and people become almost totally prone to connecting with their common heritage background while people interact between cultures through the ages. In this way, destination image and personality for AT areas become positively established like positive beliefs, ideas, impressions and originality, excitement and friendliness (Chen & Phou, 2013).

AT planning comprises of Public Archaeology which necessitates the local and provincial societies to take part in AT. It also requires integration of cultures through education, gastronomy, folklore, art, music and religion (Erdoğan, 2020). For example, local people in Asia Minor need to learn English to connect with people from different parts of the world, and thus they become aware of the priorities of foreign cultures and the same things will be valid for the tourist interacting with those indiginous local people. The rising education level of both the local people and the tourists (Cameron 1994), increased desire for experiences of cultures motivating tourists to increase their 'cultural capital' (Prentice 2001) and being away from

consumerism (Ouzman 2001)are some of agents to develop cultural integrity in AT planning. Such cultural contacts are likely to produce clemency between the peoples of different cultures. A sustainable planning and management of AT areas integrated into such a functioning system (Comer, 2019:6) draws attention to encourage the discovery of local lifestyles and popularize archaeology.

3. Archaeotourism and Economic Development in Asia Minor

AT is not a new phenomenon, but what is a newer phenomenon, though, is the intensity with which it is being used for economic development around the world (Giraudo & Porter, 2010). Excluding the covid-19 period, more people have been visiting archaeological sites stemming from the recent enthusiasm in cultural heritage. This global booming interest is welcome and has many benefits such as economic gains for the communities associated with the sites (Mazzola, 2015). The economic impact of archaeology in some parts of the world has been significant. Heritage tourism in UK in 2002, for example, contributed £202.3 billion to GDP and this generated 386,000 job opportunities. It was estimated that by 2025 AT to the top 500 sites would be worth $100 billion (Burtenshaw, 2019).

Economic benefits driven by AT depend on several factors like; the plan with a proper feasibility check, government tourism policy, the geography and management of the site and general state of the host country. Today, the widely accepted opinion that tourism can contribute the economic welfare of the nation or region holds true in many respects especially after seeing that over the last two decades, world cultural heritage tourism industry has received the highest share among all forms of global tourism (Giraudo & Porter, 2010; Herrera, 2013; Oehmichen-Bazán, 2018). Economic valuation of AT with heritage landscapes has begun for many countries, local communities benefitting economically. All parties associated with popular archaeological sites in these countries sense that, given the public's interest, there is money to be made (Comer, 2012). However, this is not the case for Turkey in the current situation in spite of its great potential. The assets in Asia Minor are the treasures that are too valuable to be left only to archaeologists. Asia Minor is full of such unique assets just as an open archaeological museum with a very rich geography in terms of archaeological heritage. These assets are of great importance for the enthusiasts and the host countries. As a consequence, promoting the archaeological heritage of Asia Minor through AT planning will bring economic goodness to these properties (Erdoğan, 2020) as well as to the local people in the vicinity.

For the economic effect of these properties on the country's overall economic situation, there is need for more comprehensible organizations covering many specialists from different majors including archaeologists. A tourism product is created in archaeological works such as

surface surveys and scientific or rescue excavations. Even so, the archaeological works are carried far from proper archaeotourism planning. Archaeologists know little about the dynamics of tourism and tourism professionals are unfamiliar with the delicacy of archeological heritage assets. In this regard, it is imperative that co-creation perspectives of active participation of tourists (Minkiewicz, Evans & Bridson, 2014), providers and archaeologists (Moscardo, 1996) in the process of interpretation and making sense of the past be a part of a multidisciplinary team to devise an archaeotourism planning that can meet all the needs of all the actors involved (Erdoğan, 2020). If properly managed, AT together with the government grants will ensure the needed fund for the maintenance, surveillance and sustainability of such fragile and unique heritage components. These assets of common history of humanity are worth being looked after better. This will be succeeded more easily by more protective diligent and hospitable local people if AT activities in their vicinity provide them with better economic living standards. In this way looting will be controlled better and eventually come to an end, which will in turn augment the economic value of archaeological heritage areas. Otherwise, there seems almost no economic value from AT to contribute to the overall economic situation of the country other than the economic burden.

4. Archaeotourism and Development in Integration of Cultures

Apart from its economic benefit, AT can be used to realize social aims like integration of different cultures on common cultural heritage virtues, making archaeological entities more accessible to the general public (Comer, 2019). Social integration of Asia Minor with other cultures through AT can be sustained more easily since it has common heritage backgrounds of humanity. For this reason, almost any tourist coming from any part of the globe may find something as a part of her/his own past, so AT raises awareness of shared cultural heritage and encourages people to visit archaeological sites and historical places (Srivastava, 2015).

Social and technological developments have made tourism both easier to purchase and simpler to access. Tourism has thus turned into a form of integrational development of modern man for the new cultures and civilizations (Mazzola, 2015) as an intellectual personality and an alternative of fruitful recreational activity of a pleasant time that is not available in their daily environment. The more tourists prefer AT destinations in a broader interest group, the more people from different cultures begin to understand each other (Malcolm-Davies, 2004). Such interactions should not be downplayed as some of the archaeologists do (Smith, 2006) since the role of local communities and visitors can be critical in shaping and conserving AT areas for the sustainability. Different cultures produce different attitudes towards what should be done to survive AT areas as sustainable tourism destinations. Multinational culture

projects focusing on Asia Minor to maintain better dialogues between different cultures will serve this aim.

5. Results and Discussion

Archeology has traditionally been attractive with its subject and research toward areas of inquiry to culture history and culture change through time and over space. Consequently, it would be logical to presuppose the archeological investigation of tourism as an entirely valid subject to pursue (Hunt, 2009). Not all archaeological assets are attractive to the mass tourists; however, common heritage elements that are studied under the principles of proper AT planning and management turn out to have more potential to attract more of mass tourists. When managed well at a local level too, AT can represent a boon to the community and may even revitalize ethnic pride (Scott & Miller 2012).

Stretching from the Paleolithic Era onwards, Asia Minor witnessed the firsts of humanity from the domestication of the very first animals such as dogs for hunting and warding and plants such as grains and cereals for the first time in the past of humanity. Avoiding creation of tourist traps and utilizing rich archaeological heritage in a harmless way, AT activities in Asia Minor can be facilitated through an active cooperation between archaeologists and tourism professionals. Only this way may the creation of Asia Minor be maintained as a tourism product. After all, "Few people are interested in archaeology the same way archaeologists are interested in it" (Holtorf, 2007: 20). For the last a few decades, AT professionals like archaeologists, historians, geographers, conservators, and geomorphologists have realized that it is high time to integrate into the public more directly than can be done by writing technical reports (Comer, 2012).

6. Conslusion

Globally, the most historically and scientifically important, aesthetically spectacular, and thoroughly diverse with the representations of all the ancient cultures, Asia Minor is unique with its capability of being a model for archaeological heritage tourism. Appropriate planning and management covering conservation of natural and cultural entities with enriched alternatives like camping, rock climbing, picnicking, hiking, and other recreational activities such as those from agritourism and ecotourism will serve best choice alternatives to the rest of the world. Area Managers in Asia Minor are to device and implement master plans focusing on the resettlement of traditional communities, traditional knowledge and skills, cultural lifestyles and organized publicity for diverse, sustainable and responsible income generating opportunities. The key is the emphasis on promoting a holistic engagement and a holistic presentation of an

archaeological area, fostering social integration to different cultures of the world. When AT setting in Turkey achieves to combine the passion for the past with a sense of adventure, recreation and discovery through proper planning, aggressive promotion, and marketing activities at an early stage, gains for the visitors, the locals and for the country as well will commence. That's why, this paper is intended to start an enquiry into a relatively new sub-branch of tourism; archaeotourism and its great potential in Asia Minor as an operant source with economic, cultural and integrational opportunities for the development in the region.

All in all, archaeology potentially has a lot to offer to heritage tourism in the form of archaeotourism in Asia Minor through bridging the gap between the past and the present. It is conclusively clear that Asia Minor has been one of the rarest places on the earth with its wealth of archeological possessions from ancient cultures of humanity. This has made it an important place that can play a crucial role as a perfect model in the form of archaeological tourism. With this much potential, the region can attract tourists from out of its continental self.

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The Relationship Between Service Quality and Customer Satisfaction: Sport and Health Centers in North Cyprus

Servis Kalitesi ve Müşteri Memnuniyeti Arasındaki İlişki: Kuzey Kıbrıs'taki Spor ve Sağlık Merkezleri

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Abstract: This study was carried out due to the increasing competition in sports and health centers and its popularity today. The service quality of the gyms and its effects on customer satisfaction were investigated. It is answering the questions about if customer satisfied. In this study, it emphasized the importance of improving the quality of service and how it affects the customer. It is mentioned that the variety of activities of the gyms attract the customer. this study revealed a positive relationship between variables. The survey conducted with information from the Ministry of Youth and Sports. Test was done with SPPS program and the pilot study checked and the work started without a fault. The pilot test held in 3 main centers: Famagusta, Kyrenia and Nicosia. The sample size was determined as 215 considering the 95% confidence interval, 5% confidence level and the participants in the Health and Sports Centers in Northern Cyprus between February and April in 2019, in order to calculate the sample size were evaluated and analyzed. In this study, it was observed that the service quality of gyms in Northern Cyprus affects customer satisfaction and gender and age factors have an effect on customer satisfaction. This kind of customer-oriented enterprises should ensure that the quality should be kept high. The absence of such a study in the Northern Cyprus contribute greatly to both the academy and the sector.

Keywords: Service Quality, Customer Satisfaction, Sport Center, Health Center, Nothern Cyprus

JEL Classification: J28, L83, I10

Öz: Bu çalışma, günümüzdeki popülerliği olan spor ve sağlık merkezlerinde artan rekabet ve nedeniyle gerçekleştirilmiştir. Bu çalışmada, spor salonlarının hizmet kalitesi ve müşteri memnuniyetine etkileri araştırıldı ve müşterinin memnun olup olmadığı ile ilgili sorular cevaplandı. Ayrıca, bu çalışmada hizmet kalitesinin artırılmasının önemi ve müşteriyi nasıl etkilediği vurgulanmıştır. bu çalışma değişkenler arasında pozitif bir ilişki olduğunu ortaya koymuştur. Anket Gençlik ve Spor Bakanlığı'ndan alınan bilgilerle yapılmıştır. SPPS programı ile test yapılmış ve pilot çalışma kontrol edilerek çalışmaya hatasız başlanmıştır. Pilot test 3 ana merkezde gerçekleştirildi: Gazimağusa, Girne ve Lefkoşa. Örneklem büyüklüğü% 95 güven aralığı,% 5 güven düzeyi dikkate alınarak 215 katılımcı olarak belirlenmiş ve 2019 yılı Şubat-Nisan tarihleri arasında Kuzey Kıbrıs Sağlık ve Spor Merkezlerindeki katılımcılar örneklem büyüklüğünü hesaplamak için değerlendirilmiş ve analiz edilmiştir. Bu çalışmada, Kuzey Kıbrıs'taki spor salonlarının hizmet kalitesini müşteri memnuniyetini etkilediği ve cinsiyet ve yaş faktörlerin müşteri menununiyeti üzerinde etkisi olduğu gözlemlenmiştir. Ayrıca, spor salonlarının faaliyet çeşitliliğinin müşteriyi cezbettiği görülmüştür. Bu çalışma ileride yapılması düşünülen araştırmalara, hem akademik hem de farklı sektörlere büyük katkı sağlayacaktır.

Anahtar Kelimeler: Hizmet Kalitesi, Müşteri Memnuniyeti, Spor Merkezi, Sağlık Merkezi, Kuzey Kıbrıs

JEL Sınıflandırması: J28, L83, I10

1. Introduction

Health and Fitness Clubs are most popular nowadays everywhere of the world. For the protection of health and protection of body form, it is very important to do sports. Although the name of doing sports from time to time was sometimes referred to as entertainment and

sometimes for defense purposes, sports are one of the most influential actions on the body's metabolism (Alexandris & Palialia, 1999). Especially for a healthy life, the body's tissue, bone, lungs and heart and vascular disorders in many issues has great benefit. Lately, sport is only for the physical strength of people not an ongoing activity its also for the psychological strengthening of people activity. Sport, the ability to maintain order and responsibility is an important institution that helps to socialize (Theodorakis, Howat, Ko, & Avourdiadou, 2014). World Health Organization (2003), stated that sports should be done in order to be a mentally and physically healthy individual and the report said that doing physical activity can be an example to the society as the individual develops himself, that is, it will affect the population. Some researchers have found that sport is an important factor in the psychosocial development of individuals. The easiest way to make people socially and psychologically active it should be remembered that the sport passes. Sports and health facilities are customer-oriented institutions (McDonald & Howland, 1998; Howat et al., 1996). The service sector is difficult to measure as it is a simultaneous, intangible and perishable sector. The interaction between the customer's expectation and the service provided determines the quality of service (Parasuraman et al., 1985). Therefore, customer satisfaction is always at the forefront. If the customer is satisfied with the service they receive, there is a possibility of continuity and if they are not satisfied, they most probably will not continue. Service quality is very important for the sustainability of the service (Kim, 2011). The increase in curiosity in sports has led to an increase in the number of such enterprises. this has increased the competition and necessitated higher levels of service quality. Research shows that the quality of service is a topic of great interest in sports market literature (Alexandris et al., 2004; Chelladurai & Chang, 2000). The quality of service researched since the 1980s has become an important issue in sports and healthcare enterprises (Tsitskari et al., 2006). The variety of services in the gyms enables the customer to find the desired training and plays an important role in the satisfaction of the customer (Taylor & Baker, 1994).

The theories that are thought to be suitable for this study have been examined in the literature. It was concluded that social change theory and expectation theory can be suitable for the study. In the theory published by Blau in 1964, social change was made and examined. Theory dealing with human interaction, social and material exchange. By looking at the change between customer and employee, mutual feelings can be examined and deficiencies can be eliminated. Vroom's expectation theory (1964) provides a general framework for evaluating, interpreting and assessing employees' learning, decision-making, attitude-forming behavior. Explaining the relationship between service quality and customer satisfaction by

applying this theory will make this study meaningful. In the context of these theory, the aim of this study is to investigate the effects of on service quality and customer satisfaction in health and sport centers. The objectives of this study first, analiysing the expected service quality. Expectations can be change from person the person so, its important to know the expectations of the customers at that centers. Second analyzing the percieved service quality. Its important to check the customer's sensation about the given service on the centers. The common services can be compared from different sport centers. The last objective of this study try to understand the relationship between service quality and customer satisfaction. High equality of the expected and percieved service quality can increase the customer satisfaction.

2. Literature Review

2.1. Therotical Background and Hypothesis

In other to comprehend what service quality and customer satisfaction entails it is important to get an insight on what fitness service is all about as stated by Yildiz (2009), who defined fitness service as "the overall intangible activities based on physical activities that create value for individuals by offering them physical, psychological, social and economic benefits. Scholars have criticized the model by Brady & Cronin (2001) noting that the model is suitable to fitness industries due to the fact that the model focuses on customer perceptions as well as the interpersonal communication between customers and staffs so as to achieve better service which is been rendered to customers from fitness instructors and receptionists at fitness centers. Today, fitness centers are gaining ground at various hotels and resort to give satisfaction to customers who use this facilities during their stay at hotels and resorts during their travel (Lam, Zhang & Jensen, 2005). The adoption of wellness program can cut out employees being absent from work due to illness and reduces health risk and that is why more corporations have increased their investment on fitness centers. In recent times it has become popular that medical practitioners with the support of medical hospitals give right to hospital owned fitness centers to help support business corporations with wellness programs for their employees (McDonald & Howland, 1998). The substantial parts of a specialist organization (for example the serviscape) are significant for the individuals from wellbeing and wellness focuses as they regularly invest moderately protracted times of energy in them. Much increasingly significant is the job of social nature of a wellness supplier, as clients profoundly depend on staff ability and conduct for their mental and physiological prosperity (Theodorakis et al., 2014; Alexandris, et al., 2004). Considering the previous studies, the relationship between of two structures has been researched in few studies on sports and health centers. In

the studies conducted, the relationship customer satisfaction and service quality has been approached from different perspectives. Some researchers have sought to determine whether there are significant differences between the quality of service, satisfaction and future intentions of customers in terms of researching and solving problems related to the sports and health center. Lower scores were given by customers who were satisfied with their solution to their problems. The lowest score for both structures was given by customers who did not affect their problems at all. Moreover, they found a significant relationship between dimensions of service quality and customer satisfaction. In addition, they has been observed that the perceptions of service quality vary significantly in customer satisfactory responses (Taylor & Baker, 1994; Lentell, 2000; Theodorakis et al., 2001; Kouthouris & Alexandris, 2005; Álvarez-García et al., 2019).

For this, an issue that has pulled in noteworthy consideration is the conceptualization of administration quality against consumer loyalty. Administration fulfillment is relevant more to the mental results getting from a particular administration experience, while saw administration quality speaks to a progressively shaped positive or negative frame of mind towards different administration related properties (Crompton & McKay, 1989). This contention recommends that while it is feasible for an association to control quality, consumer loyalty isn't altogether heavily influenced by its (Alexandris & Palialia, 1999). In all actuality the degree of consumer loyalty is relied upon administration quality and different factors that may influence a client/client, for example, the atmosphere, his/her state of mind, the nature of the social gatherings partaking, and others (Crompton & McKay, 1989). Sport and fitness focuses are client orientated associations. Gerson (1999), contended that a client of a game focus is fulfilled at whatever point his/her needs, genuine or saw, are met or surpassed. While it is generally acknowledged by the two specialists and scholastics that fantastic clients' needs and needs is one of the pivotal issues for the achievement of game associations, there have been constrained endeavors to examine observationally the idea of consumer loyalty inside game associations (Chelladurai & Kerwin, 2018). Administration quality may recognize the significant elements affecting responsibility (Howat et al., 2008; Ko & Pastore, 2005) and therefore dedication, as mental duty has been recommended as one of the develops speaking to the attitudinal segment of unwaveringness (Alexandris et al., 2004; Pritchard et al., 1992). Following the part of Cronin and Taylor (1992), fulfillment may have a more grounded and increasingly predictable impact on parts of attitudinal dedication, for example, mental responsibility.

2.2. Hypothesis and Research Model

From the perspective above, the following study hypotheses are recommended (Figure 1):

H1: Ages of sports and health center users have a positive effect on the customer satisfaction.

H2: Gender of sports and health center users have a positive effect on the customer satisfaction.

H3: Customer perception of sports and health center users have a positive effect on the customer satisfaction.

H4: Customer expectation of sports and health center users have a positive effect on the customer satisfaction.
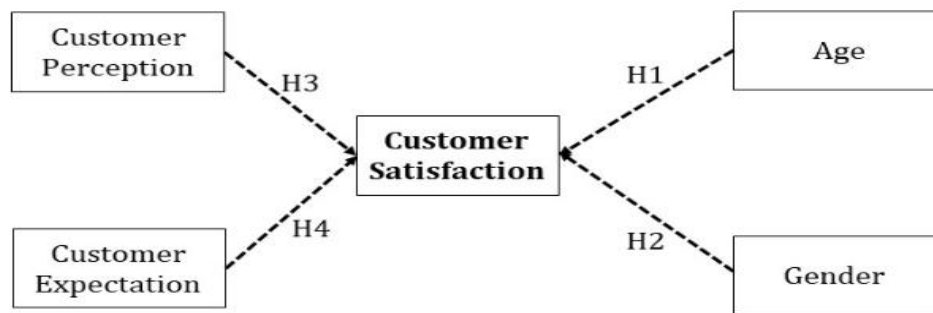

Figure 1. Research Model

3. Method

To test the relationship service quality (customer perception and expectation), customer satisfaction to make survey on the Health and Sport centers in North Cyprus. The information of the sport centers received from the ministry of Youth and Sports. We prepered Turkish and English questionnaires. We did pilot study before starting to distribute the surveys. While applying the survey, simple random sampling method, one of the probable sampling methods was used. The pilot test held in 3 main centers: Famagusta, Kyrenia and Nicosia. The sample size was determined as 215 considering the 95% confidence interval, 5% confidence level and the participants in the Health and Sports Centers in Northern Cyprus between February and April in 2019, in order to calculate the sample size were evaluated and analyzed. The survey consists of 2 parts. In the first part, there are demographic questions for the people participating in the research. The second part consists of 3 groups, and the questions were re-synthesized from previous studies in order to be suitable for the purpose and subject of the research. To measure service quality in this research, there is 5 points likert scales from 1 strongly disagree to 5 strongly agree. There is 22 questions about service quality which are divided to 2 as an expectation and perceptions. Customer satisfaction have 4 different

multiple choice questions. For statistical analyses, such as descriptive analyses, factor analysis and regression analysis using SPSS statistical program.

4. Results

As can be seen in Table 1, the majority of the participants in the research are men (61.9%). In addition, the majority of the participants in the study were 30 and over (51.1%). Finally, due to the large population, there has been more research in the region of nicosia (38.6%).

Table 1. Demographic Information

		N	%
Age			
	18-22	40	18.7
	23-30	65	30.2
	30+	110	51.1
Gender			
	Male	133	61.9
	Female	82	38.1
Education			
	Secondary Education	62	28.8
	University	123	57.2
	Master/Phd	30	14.0
Location			
	Famagusta	60	27.9
	Kyrenia	72	33.5
	Nicosia	83	38.6
Total		**215**	**100**

In this study, it was tested suitability for factor analysis to organize the questions that are consistent in the data set and to make the study manageable. Factor analysis is a multivariate statistical technique used to express a large number of variables with fewer new variables (Yong & Pearce, 2013). There are different rotation methods that can be used when applying factor analysis to an existing data set, and these methods may yield different results due to their theoretical assumptions (Wood et al., 1996). Therefore, in this study, the varimax method was rotated with fewer variables so that the factor variances were maximized. Moreover, common method variance (CMV) is a very important issue that concerns the field of management and organization. Because, it causes the emergence of systematic errors among behavioral variables, thus revealing incorrect research results. In this research, the factors that cause the emergence of CMV are emphasized (Tehseen et al., 2017). Therefore, it was performed with Kaiser Meyer Olkin (KMO) and Barlett test in order to determine the suitability of the data set for factor analysis in tablo 2. 30 items with an eigenvalue greater than 1 were obtained from 44 questions of service service, expectation and perception, which are two dimensions. Propositions with factor loadings over 0.500 are taken into account. The

total variance of 15 scales from 22 scales of customers' expectations was 73.921%, eigenvalue was 7.182 and cronbach alpha value was $\alpha = 0.852$. Moreover, The total variance of 15 scales from 22 scales of customers' perceptions was 63.951%, eigenvalue was 5.195 and cronbach alpha value was $\alpha = 0.882$. Lastly, The total variance of 4 scales from 4 scales of customers satisfaction was 25.145%, eigenvalue was 2.658 and cronbach alpha value was $\alpha = 0.795$.

Tablo 2. Factor Analysis

Measure	Items	Factor Loading	Eigen Value	Variance %	Cronbach Alpha
Customer Satisfaction	4	0.55 to 0.76	2.658	25.145	0.795
Customer Perception	15	0.50 to 0.79	5.195	63.951	0.882
Customer Expectation	15	0.53 to 0.80	7.182	73.921	0.852

Regression analysis is performed in order to determine the relationship between two or more variables with a cause-effect relationship and to make predictions or predictions about that subject by using this relationship (Sen & Srivastava, 2012). In this study, multiple regression analysis model was used to explain the relationship between more variables. Therefore, multiple regression analysis was performed to support the accuracy of the hypotheses and the results are given in the Table 3. Our dependent variable is determined as customer satisfaction, and our independent variables are gender, age, customer perception and customer expectation. While the customers' perceptions of satisfaction were significantly different between age and service quality (perception and expectation) variables, no significant difference was observed between gender. According to the regression analysis result, H1, H3, H4 hypotheses are accepted. however, H2 hypotheses are not accepted.

Table 3. Multiple Regression Analysis

Variables	B	S.E	T-value	β	P-value	F	R^2
Dependent Variables: **Customer Satisfaction**							
Constant	1.014	0.196	5.173*	-	0.000		
Age	0.104	0.030	2.100**	0.163	0.048		
Gender	0.086	0.072	1.912	0.099	0.256	7.989	0.308
Customer Perception	0.275	0.500	2.234*	0.360	0.000		
Customer Expectation	0.345	0.650	2.265*	0.420	0.000		

Note: *$p<0.001$; **0.05

5. Discussion

This research is a new subject as it aims to fill a gap in research conducted in sports organizations. From this point of view, the relationship between customer satisfaction and service quality has been comprehensively examined and the relations between them have been supported (Murray & Howat, 2002; Shonk & Chelladurai, 2008; Shonk & Chelladurai, 2009). Besides, it has not been established that this relationship is still a consensus on causality. Therefore, it is necessary to continue researching this topic (Iacobucci et al., 1995). The focus of this work is to ensure and increase customer loyalty. Only way to do it make satisfy to the customer. It can be seen that low-paid enterprises cannot provide high quality service, which has caused the customer to lose, no matter how cheap the price. As it is seen in the researches, customer satisfaction passes through the quality of service. It was concluded that quality is one of many potential service dimensions that take into account customer satisfaction (Rust & Oliver, 1994). It has been suggested that satisfaction comes from multiple sources, and a higher level of satisfaction from certain sources may compensate for lower levels of satisfaction with others (Westbrook, 1981). Sports and health centers must satisfy the customer and ensure loyalty in order to continue their activities. It will be beneficial to find a solution based on the customer's satisfaction theory of expectation (Vroom, 1964).

Another issue is service failure. If the sports center owners are successful in finding the cause of the service failure and repairing it, they can make the service higher quality. For example, Murray et al. (1999) and Zeithaml et al. (1996) observed that service failure affected the customer. To maximize customer satisfaction, it is necessary to minimize service problems (Anderson & Sullivan, 1990). Since customer satisfaction will return to the company as a positive contribution (Cannie & Caplin, 1991; Horovitz, 1990), the expectations of the customer should be listened and their suggestions should be taken into consideration. Providing customer satisfaction by solving service failure shows that it gives importance to the customer, can strengthen ties between the customer and the sports center and can make them loyal customers Parasuraman, Berry, & Zeithaml, 1991).

6. Conclusion

There are a total of 215 customers participating in the research. Of these, 133 are male and 82 are female. As a result of the analysis and findings obtained, it is between the satisfaction of customers and the demographic variables (age) and service quality dimensions (customer perception and customer expectation) (p <0.05). Hence, H1, H3, H4 hypotheses are supported. However, there was no significant relationship between gender and customers satisfaction (p> 0.05). In this context, H2 hypotheses are not accepted. Research has proven

that high-quality businesses have become more attractive to customers. This study examined that the relationship between service quality and customer satisfaction in fitness centers in North Cyprus. There are similar searches about it but for other countries such as South Cyprus. However, there is no study about it in North Cyprus. This work is of great importance for the customer acquisition of sports and health centers in Northern Cyprus. It is important to remember that sports and health centers should improve the quality of their services and measure their satisfaction in order to satisfy their users like all other organizations. The ability of these organizations to adjust their services according to the current demand and to predict and adapt the changes from the perceptions of the customer will ensure customer satisfaction.

In future studies, it will be appropriate to use research models and analyzes that will provide conclusions about the direction of the relations as well as the existence of relations between different variables. Moreover, these findings suggest that managers of sports and health centers need to change their existing survey tools and model to get more detailed information about what affects their customers' perceptions and expectations. From this point of view, this study will provide a basis for many future studies. In this study, service quality and customer satisfaction were examined and contributed to the literature, but loyalty was not investigated. This issue may be explored in the future. The study was conducted by examining 3 main centers of Northern Cyprus. However, Lefke, Güzelyurt and İskele regions will also provide important resources. Due to time and distance constraints, those regions have not been studied. In the future, a more comprehensive study will be possible by adding these regions.

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Current Cloud-Based Software Services Used in Online Marketing of Hotels in Turkey

Türkiye'de Otellerin Çevrimiçi Pazarlamasında Kullanılan Bulut Tabanlı Güncel Yazılım Hizmetleri

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Abstract: Hotels need new technologies in order to spread their knowledge and establish superiority over their competitors by creating strategies in a fast, efficient, and secure manner in complex processes. Cloud-based software services are one of the major areas where these technologies are applied. Thanks to cloud-based software, the way hotels do their business has been significantly affected, and this effect continues to grow. The aim of this research is to identify the current cloud-based software services offered to hotel businesses in marketing activities and to contribute to the literature on this subject. Within the framework of the Quality Management Awards, which are held annually in the tourism sector in Turkiye, the companies that received awards in 2019 and provide cloud software services to hotels in online marketing were selected as research samples and content analysis was carried out on the websites of these companies. Based on the context of content analysis, it is found out that the cloud-based services offered to hotels in the field of online marketing are provided with nineteen service sizes in five different categories in terms of purpose and scope. Information about the types of services related to the detected categories are provided in the findings section of the research.

Keywords: Hotel Online Sales and Marketing, Hotel Cloud and Web-Based Services, Hotel Softwares

JEL Classification: M30, O32, Z32

Öz: Oteller, karmaşık süreçlerde hızlı, verimli ve güvenli bir şekilde stratejiler oluşturarak bilgilerini yaymak ve rakiplerine üstünlük sağlamak için yeni teknolojilere ihtiyaç duymaktadırlar. Bulut tabanlı yazılım servisleri bu teknolojilerin uygulandığı geniş çaplı teknolojik alanlardandır. Bulut tabanlı yazılımlar sayesinde otellerin işlerini yapma biçimleri önemli bir biçimde etkilenmiştir ve bu etkinin artarak gelişmeye devam ettiği görülmektedir. Bu araştırmanın amacı, otel işletmelerine pazarlama faaliyetlerinde sunulan bulut tabanlı güncel yazılım servislerinin neler olduğunu tespit etmek ve bu konuda literatüre katkı sağlamaktır. Araştırma kapsamında Türkiye turizm sektöründe her yıl düzenlenmekte olan Kalite Yönetimi Ödülleri (Quality Management Awards) çerçevesinde 2019 yılında ödül alan ve otellere online pazarlama konusunda bulut yazılım hizmeti sağlayan firmalar araştırma örneklemi olarak seçilerek ilgili firmaların web sitelerinde içerik analizi yapılmıştır. Yapılan içerik analizi çerçevesinde otellere online pazarlama konusunda bulut tabanlı sunulan hizmetlerin amaç ve kapsam yönünden beş ayrı kategoride on dokuz hizmet boyutuyla sağlanarak verildiği tespit edilmiştir. İlgili hizmetlere ilişkin bilgiler araştırmanın bulgular bölümünde sunulmaktadır.

Anahtar Kelimeler: Otel Çevrimiçi Satış ve Pazarlama, Otel Bulut ve Web Tabanlı Servisler, Otel Yazılımları

JEL Sınıflandırması: M30, O32, Z32

1. Introduction

With the rapid development and expansion of the internet and mobile technologies, enterprises can reach their goals more efficiently by preferring the digitization path. Marketing distribution channels are one of the areas where hotel businesses use these technologies. Nowadays, when the importance of time concept is gradually increasing, hotels need new technologies in order to spread their knowledge and gain superiority to their competitors by forming their strategies in a complex, fast and effective way. Cloud-Based

software services are one of the major areas where these technologies are used. A study conducted by Tekin in 2019 concludes that cloud technologies facilitate management in hotels, reduce costs, increase the number of bookings by increasing promotion in the sectoral market and social media, increase success in reputation management and provide effective management opportunities in front-office processes. Thanks to cloud-based software, how hotels do their jobs has been significantly affected, and this effect appears to continue to evolve (Tekin, 2019).

Cloud computing technologies are defined as technology resources and services (Knorr & Gruman, 2008) that enable storing data with shared information on the internet using web services (Karabay & Ulaş, 2017), accessing to hardware, software applications, processing power and data (Ciğer & Kınay, 2018), offering in real-time (Yurtsever, 2019) with internet infrastructure in a server connection, quick addition of resources and easy extraction when not in use (Mell & Grance, 2011). The origin of the term "cloud" in the term cloud-based computing represents the internet (Velte, Velte, & Elsenpeter, 2009). The network elements within the network such as client and server computers, routers, switches and gateways, as well as other details, are enclosed in a cloud within the internet (Orka, 2017: 8). With the emergence of the internet in the '90s, businesses began to increase their efficiency in their operations by purchasing software according to their needs. With the development of Internet infrastructure in 1997-2000, the effectiveness of cloud technology in informatics circles started to increase. In these years, the concept of the necessity of having a web page for every business accepted by businesses has made the use of cloud computing widespread (Orka, 2017: 11).

Cloud-based applications, which have become common with emerging internet technologies, continue to be accepted and developed over time by creating effective, fast, and practical processes in the management of businesses in various sectors (Oliveira, Thomas, & Espadanal, 2014). One of the areas where cloud-based technologies are widely used is the online marketing distribution channels of hotels in the tourism sector (Nadda, Chaudhary & Arnott, 2020). In this context, this research aims to investigate what current cloud-based services are being implemented in online marketing in the hospitality industry.

2. Literature Review

With the development of technology, it is not enough for enterprises to produce quality products, and therefore, new technology software services are needed to survive in an intensely competitive environment. Hotels operating in the tourism sector need new technological opportunities, especially cloud-based management services to reach their guest

potential with different requests and preferences. In addition, increasing guest value and managing guest satisfaction have become key elements in determining target strategies. It seems that it is not easy for hotels to develop effective strategies on this subject due to reasons such as the fact that today's guests are tourists who are more expert, more educated and interested in global cultures closely. In addition to the various advantages of cloud computing services, it has been determined that they contribute significantly to the quality of service that has become one of the most important factors for businesses today (Yurtsever, 2019).

Cloud-based software services can provide hotels with a variety of opportunities and advantages on criteria such as cost, quality of service, and flexibility. With professional software providers providing cloud-based services, guests can access hotel applications from anywhere at lower costs. Moreover, they are able to outsource these jobs and implement them with better quality without employing more staff in the IT departments within the hotels (Seyrek, 2011).

Cloud computing systems perform their services with three basic service models. These service models are software (SaaS: Software as a Service), platform (PaaS: Platform as a Service), and infrastructure (IaaS: Infrastructure as a Service) service models (Mell & Grance, 2011). These service models are presented in Table 1.

Table 1. Cloud Technology Service Models

Cloud client
PC, Laptop, PDA, mobile phone, tablet etc.

	SaaS (application-software)
Software	CRM, E-mail, Communication, Virtual Desktop, Games
Platform	**PaaS (platform)** Google App. Engine, Azure Service Platform, Database, Web Server, Development Tools
Infrastructure	**IaaS (infrastructure)** Virtual Machines, Storage, Network, Amazon Web Services, GoGrid, 3Tera

Source: Tekin, 2019

In the Application/Software as a Service (SaaS) model, software providers install and operate software that will operate over the cloud. Hotels access software in the cloud through

software providers. In this model, hotels do not manage the cloud platform and infrastructure of the operating application. Thus, the need for the related software to be installed and run on the hotels' computer systems is eliminated. However, it is possible to access through a browser connected to the internet from anytime and anywhere. In addition, support and maintenance services become easier (Ramkhelawan, Cadersaib, & Gobin, 2015).

In the Platform as a Service (PaaS) model, cloud service providers deploy a kind of information processing platform that hosts development, database, programming language execution environment, and test operations as well as web servers in the operating system that software needs. Software developers can develop on this platform by running their own software products without the need to manage their hardware and software divisions, without facing purchase costs and difficulties (Imhanwa, Greenhill, & Owrak, 2015). The equivalent of this in the hospitality sector is that the software providers can update their cloud-based services such as online channel manager, online reservation engine, and cloud PMS to increase efficiency within the framework of demands and developments (Yurtlu ,2020).

Infrastructure as a Service (IaaS) model is the most basic cloud service model. Cloud providers offer servers as virtual or physical machines over the internet. Infrastructure services such as server, network, and storage are provided in this model. Software providers who purchase this service to place the software in the cloud upload their operating software interfaces and applications to the cloud. Almost all of the internet-based sales and marketing information products offered to the hotels by software providers are uploaded to the cloud in order to be offered to the hotels in this model (Yangui, Glitho, & Wette, 2016).

Businesses can use their cloud-based services in their own cloud systems, as well as run them from public cloud systems by renting (Ciğer & Kınay, 2018). They can also benefit from application methods where private, community, public, and hybrid cloud systems can be used (Mell & Grance, 2011). In this respect, businesses can determine their choice of a private, community, public, or hybrid cloud system, described as distribution models, based on financial and technical opportunities and risk conditions (Pazowski & Pastuszak, 2013).

In the literature, there are significant studies that focus on the use and application of cloud-based information technologies in businesses (Gökalp & Eren, 2016; Schneider, 2012; Na, Xueyuan & Yulian, 2016), advantages and benefits to businesses (Etro, 2009; Marston, Li, Bandyopadhyay, Zhang & Ghalsasi, 2011), impact on the success of hotel enterprises (Tekin, 2019) and the advantages it provides in hotel management systems (Cloud PMS) (Gulmez, Ajanovic & Karayun, 2015). However, no research on the current cloud-based applications presented in the marketing activities of hotels in Turkiye has been found as a

result of the literature review. In this sense, the aim of this research is to identify the current cloud-based software services offered to hotel businesses in marketing activities and to contribute to the literature on this subject.

3. Data and Methodology

The content analysis (Bayram & Yaylı, 2009: 359) method, which is one of the qualitative research methods, is used to collect data within the scope and purpose of this research for determining cloud-based software services used in online marketing of hotels in Turkiye. Content analysis is the systematic, detailed, and careful study of a certain amount of material and its interpretation in the form of themes, patterns, assumptions, and meanings (Berg & Lune, 2019: 344). In this research, reviews are made using a screening model on websites.

3.1. Research Context, Sampling and Data Collection

When selecting a research context or universe, studies in a specific region or a limited area can usually only reveal the results in the environment where the sample is based on the research universe. In this context, the validity, reliability, consistency and credibility of research with many qualitative methods may also be problematic as a result of faulty method or sample selection (Baltacı, 2018: 231). For this reason, it is important that the results of the research universe selected for data collection are universal. Turkiye reached the sixth-highest number of tourists in the world in 2018, according to the World Tourism Organization's (WTO) September 2019 barometer (Culture and Tourism Ministry, 2019). Additionally, at the Global Tourism Forum (GTF) in 2019, former President of France Hollande highlighted that Turkiye's hospitality sector is among the best examples in the world (Finans Gundem, 2019). These developments show that Turkiye is among the countries that have a voice in tourism and hotel management throughout the world. Accordingly, it can be suggested that the activities implemented in the Turkish hospitality sector have universal characteristics.

In this study, within the framework of the Quality Management Awards, which are held annually in the tourism sector in Turkiye since last ten years, the companies that received awards in 2019 and provide cloud software services to hotels in online marketing were selected as research samples. Quality awards are known to be the most effective driving force in improving performance on the basis of national economies in general and businesses in particular (Beşkese, 2001). In addition, it has been determined that the operating performance of the companies that have received awards in the field of quality awards has increased and improved (Corredor & Goni, 2010; Hendricks & Singhal, 1997). In this context, Quality Management Awards are recognized by industry professionals as the most comprehensive

tourism awards given to local companies in the Turkish tourism sector and have been held annually for the last decade (GM Dergi, 2019; Turizm Gazetesi, 2019; Turizm Gunlugu, 2019). The most recent awards, which took place in December 2019, were attended by 105,254 people over the internet and awards were given in 65 categories, in a total of 9 branches. Within the framework of the awards, it was determined that companies were awarded in three categories for cloud software service in online hotel marketing, and three software companies were awarded. The awarded companies received awards in the categories "Turkiye's Best Managed Digital Marketing Support Company", "Turkiye's Best Managed Online Sales Management Software Company," and "Turkiye's Best Hotel Management Software Company" (QM Awards, 2019). Within the scope of the research, content analysis was carried out using the screening model on the websites of the three companies that received the award to determine the current cloud-based software used in online marketing of these hotels.

4. Findings

Content analysis of the websites of the three award-winning software companies in the research sample was conducted. Within the context of content analysis, it was determined that hotels were provided with nineteen types of cloud-based services in the field of online marketing. Related services are grouped into five different categories in terms of purpose and scope. These services and categories are given in Table 2. In Table 2, companies offering the corresponding cloud-based service are shown with the sign "+" and businesses that do not have the relevant service on their website are left blank.

Table 2. Cloud-Based Services Offered to Hotels in Online Marketing

Cloud-Based Service Categories	Cloud-Based Services	Turkiye's Best Managed Digital Marketing Support Company	Turkiye's Best Managed Online Sales Management Software Company	Turkiye's Best Hotel Management Software Company
Content Creation	Website Creation and Design	+	+	
	Digital Production Management	+		
Distribution Channels Management	Channel Manager	+	+	+
	Online Reservation Module	+	+	+
	Search Engine Optimization (SEO) Service	+	+	+
	Mobile Compatible Services	+	+	+
	Competitor Price Tracking Software			+
	Detailed Analytical Reports	+	+	+
	Online Hotel	+		

	Advertising			
Activity Management	Call Center Integration	+	+	+
	Third-Party Software Integration		+	+
	Mobile Applications for Guests	+		+
	Artificial Intelligence (icibot) Application	+		
	Cloud-Based Hotel Management System (Cloud/Web PMS)			+
Social Network and Reputation Management	Customer Relationship Management (CRM) System	+	+	+
	Review Sites Integration	+	+	+
	Online Reputation Management	+		
	Social Media Management	+		
Revenue Management	Online Payment Systems	+	+	+

When the web sites of three companies that received Quality Management Awards and provided cloud-based services for hotels in online marketing are analyzed through it has been determined within the scope of cloud-based services offered to hotels in online marketing that nineteen cloud-based services are provided in five different categories including Content Creation, Distribution Channels Management, Activity Management, Social Network and Reputation Management, and Revenue Management. As seen in Table 2, among the cloud-based services that are used in the online marketing of the hotels, channel manager, online reservation module, customer relations management (CRM) system, review sites integration, online payment systems, search engine optimization (SEO) service, call center integration, mobile compatible services, and detailed analytical reporting service were found to as the services commonly provided by all three companies. It was also indicated that the two companies offer web site creation and design, third-party software integration, and mobile applications services for guests. In addition to these services, competitor price tracking software, online reputation management, social media management, digital production management, online hotel advertising, artificial intelligence (icibot) application, and cloud-based hotel management system (Cloud/Web PMS) were determined to be provided by only one company. In this section, the contents of the services of each category of service are presented in order with the information received from the companies' websites.

4.1. Content Creation

It was determined that the service providers in the Content Creation category offer Website Creation and Design and Digital Production Management services.

4.1.1. Website Creation and Design

It was found out that cloud-based service providers create and design sales-oriented user-friendly websites that can be easily managed with content management systems, compatible with current search engines and mobile technologies, and designed for hotels (Webius Digital, 2020a). Within the scope of QM 2019 Quality Management Awards, it was determined that two companies providing cloud service for hotels in online marketing offer website creation and design services.

4.1.2. Digital Production Management

It was indicated that hotels were provided with services for establishing their digital visibility in the field of online marketing. This includes the management of social media and advertising video shoots, architecture, in-room and aerial photo and video shooting services, and the other related services on online distribution channels (Webius Digital, 2020b). As part of the QM 2019 Quality Management Awards, a firm providing cloud service for online marketing to hotels has been identified as offering digital production management service.

4.2. Distribution Channels Management

In the distribution channels management category, it was discovered that service providers offer Channel Manager, Online Reservation Module, Search Engine Optimization (SEO) Service, Mobile Compatible Services, Competitor Price Tracking Software, Detailed Analytical Reports, and Online Hotel Advertising services.

4.2.1. Channel Manager

Efficiency management and revenue management, which is an important part of the management process of hospitality enterprises today, is the sales marketing approach that enables the service to reach the right consumers at the right price, at the right time and through the right channel (Ateş & Yurtlu, 2019). Hospitality businesses can control their prices and quotas quickly with the equal prices in online sales channels by using secure XML connections with channel manager software, connecting to online travel sites with a central and single cloud application, and minimizing the risks with central inventory (Hotel Runner, 2020a). Within the scope of QM 2019 Quality Management Awards, all three companies

providing cloud service for online marketing to hotels have been identified as offering Channel Manager service.

4.2.2. Online Reservation Module

It is seen that the hospitality enterprises that aim to benefit from the advancing technology and its facilities direct sales of the rooms within the corporate website services through the so-called online reservation module in sales marketing activities to reach potential consumers (Saçlı & Yurtlu, 2019). Thanks to the online booking modules, these companies can save time and increase their income by disabling intermediaries in room sales. In addition, depending on the sales policies, hotels can also apply special promotions to their guests through online booking modules (Webius Digital, 2020c). In terms of QM 2019 Quality Management Awards, it has been determined that all three companies providing online cloud service to hotels offer online reservation module service.

4.2.3. Search Engine Optimization (SEO) Service

With the website search engine optimization service, hotels' websites are optimized with search engines, and organic ads are created by making necessary improvements and maintenance. Thus, both the decrease in advertising budgets and higher visibility in search engines can be achieved. For this purpose, the search engine results of hotels' websites should be determined and analyzed. However, it may take some time to get the organic results of SEO services by experts. On the other hand, it is significant to use social media networks effectively. In addition, Google Custom Search Engine modules are used for the optimization of the pages in Google indexes (Webius Digital, 2020d). Within the scope of QM 2019 Quality Management Awards, it has been determined that all three companies providing cloud services for hotels in online marketing offer SEO services.

4.2.4. Mobile Compatible Services

With mobile-compatible services, hotels can offer their guests the promotion of their websites and online booking opportunities via mobile phones. Most last-minute bookings are made via mobile phones. Thanks to mobile compatible applications, guests can find the location features of the facilities and make reservations via mobile-compatible booking modules (Hotel Runner, 2020b). As part of the QM 2019 Quality Management Awards, all three companies providing cloud services for online marketing to hotels have been identified as offering mobile-compatible services.

4.2.5. Competitor Price Tracking Software

Price tracking software allows hotels to instantly track the online sales prices of the competing companies they have determined. Thus, hotels can analyze the prices of their competitors in online sales channels and determine the strategies to create the right price for maximizing their profitability and occupancy rates (Elektra, 2020a). In line with the QM 2019 Quality Management Awards, one company providing cloud services for online marketing to hotels has been found to offer competitor price tracking software services.

4.2.6. Detailed Analytical Reports

Software providers providing cloud-based services for online marketing to hotels enable detailed analysis of hotels' online visitor and booking traffic on a single platform. In this way, hotels can track all online activities by accessing all the information they need about website visitors through a single management panel. Thus, they can generate reports for each online sales channel and analyze the results. As a result, they are able to identify the best-selling and underperforming sales channels. In light of detailed reporting, hotels can use their marketing budgets in the best possible way to identify the factors that turn their visitors into guests (Hotel Runner, 2020c). As part of the QM 2019 Quality Management Awards, all three companies providing cloud services for online marketing to hotels have been found to offer detailed analytical reporting services.

4.2.7. Online Hotel Advertising

It was understood that effective advertising methods are used for online advertising solutions for hotels with the aim of providing direct traffic to the hotel website reservation module and call center. This service includes applications such as Google Adwords, Yandex Direct, Real-Time Bidding, and Social Media Ads. Through this service, hotels transfer their advertising targets to the relevant service provider to increase their turnover or brand awareness. In addition, hotels communicate their goals, target groups, and product dynamics. Accordingly, the service provider company offers online advertising solutions for hotels (Webius Digital, 2020e). In the context of the QM 2019 Quality Management Awards, one company providing cloud service for online marketing to hotels has been identified as offering online hotel advertising service.

4.3. Activity Management

In the activity management category, it was determined that service providers offer Call Center Integration, Third-Party Software Integration, Mobile Applications for Guests,

Artificial Intelligence (icibot) Application, and Cloud-Based Hotel Management System (Cloud/Web PMS).

4.3.1. Call Center Integration

Through call center integration, all calls can be managed through a single program. In addition, this information can be matched with the information in customer relations management (CRM). With cloud-based call center integrations, hotels can match their calling phone numbers with calls registered to hotel guest cards. Detailed reports can be obtained according to the content of the calls. In addition, past profile information can be accessed immediately, and all detailed information such as previous stays, complaints and questionnaires can be displayed on a single screen. At the same time, the call center staff can perform the reservation process in a practical way by collecting the instant payments of the reservations and transmitting the reservation confirmations to the guests via the reservation module (Elektra, 2020b). With regards to QM 2019 Quality Management Awards, it has been determined that all three companies that provide cloud services in terms of online marketing to hotels offer call center integration services.

4.3.2. Third-Party Software Integration

As part of the QM 2019 Quality Management Awards, two companies providing cloud services for online marketing to hotels have been identified as offering third-party software integration. It has been determined that the hotel management software company of these companies provides integration services with third-party software such as door lock systems, energy systems, IP and Pay TV, and telephone operator in the hotel management systems (Elektra, 2020c). On the other hand, it has been found out that the hotel online sales management company provides integration with the hotel management systems (PMS), enabling past reservation and room information, availability and price updates, and reservation changes on a single platform (Hotel Runner, 2020d).

4.3.3. Mobile Applications for Guests

Thanks to mobile applications that can be developed specifically for hotels, a new communication channel is created between the guests and the hotels. With the help of the relevant applications that can be downloaded free of charge from the application markets, guests can access detailed information about the hotels before their arrival (Webius Digital, 2020a). In terms of QM 2019 Quality Management Awards, it has been determined that two companies that provide cloud services in terms of online marketing to hotels offer mobile applications for their guests.

4.3.4. Artificial Intelligence (icibot) Application

Icibot apps, which serve as a mobile personal holiday assistant that guests can access via Facebook Messenger without installing another app, have been found to be offered to hotels in online marketing. Icibots provide information services to hotel guests through their constantly evolving infrastructure with artificial intelligence support from the booking phase to the post-holiday stages. Thanks to Icibots, hotels can have a new sales channel, get the opportunity to manage all the requests of their guests in a practical way, can be informed about the expectations of all guests with central systems, reduce the disruptions and therefore negative comments, increase the frequency of arrival again by leading the guests to share their experiences, and have increased guest loyalty (Webius Digital, 2020f). In the context of the QM 2019 Quality Management Awards, one company providing cloud service for online marketing to hotels has been found to offer the artificial intelligence (icibot) application service.

4.3.5. Cloud-Based Hotel Management System (Cloud/Web PMS)

Hotel management system (PMS) service is also found to be offered within cloud-based services. There is no initial investment cost involved in the cloud-based PMS. The cloud-based PMS can be used via mobile devices and computers via internet connection. Additionally, there are no costs such as servers, server licenses, backup and virus programs that need to be renewed every few years. Almost every function in traditional hotel management systems is also observed in the cloud-based PMS (Elektra, 2020d). As part of the QM 2019 Quality Management Awards, one company providing cloud service for online marketing to hotels has been identified as offering cloud-based hotel management system (Cloud/Web PMS) service.

4.4. Social Network and Reputation Management

It is determined that the service providers in the Social Network and Reputation Management category offer the Customer Relationship Management (CRM) System, Review Sites Integration, Online Reputation Management, and Social Media Management services.

4.4.1. Customer Relationship Management (CRM) System

Customer relations management systems enable detailed and special services to be followed and offered in order to maximize guest satisfaction. Thanks to these systems, all kinds of guest information is archived, and work orders are automatically forwarded to all relevant departments. For example, orthopaedic bed request, preferred daily newspaper, allergic

condition of the guest or gifts to the guests who are constantly arriving can be provided with an effective service through the guest relations management system (Elektra, 2020e). With regards to the QM 2019 Quality Management Awards, it has been determined that all three companies providing cloud services for online marketing to hotels offer CRM management system service.

4.4.2. Review Sites Integration

Hotels can make guest comments and promotional articles about them visible on their own web pages through their review sites integration on the internet. For example, through this integration, hotels can offer comments on review sites such as TripAdvisor directly to their visitors on their own web pages. It is intended that visitors can complete the reservation on the hotel's own page and do not need any other web site for more information. Hotels can also integrate online booking modules with related review sites to increase the number of bookings made directly through their own booking channel (Elektra, 2020f). In terms of the QM 2019 Quality Management Awards, all three companies providing cloud services for online marketing to hotels have been identified as offering review sites integration services.

4.4.3. Online Reputation Management

Through online reputation management, it has been determined that revenue-raising services related to the presence of hotels in the online environment are provided. These services include ethical and fast online comment collection, offering practical survey solutions to guests, management and reporting of evaluation sites, and answering comments on behalf of hotels (Webius Digital, 2020g). With relation to the QM 2019 Quality Management Awards, one company providing cloud service for online marketing to hotels has been found to offer online reputation management service.

4.4.4. Social Media Management

By means of social media management service with a focus on hospitality, it has been found out that this service provides the creation and tracking of social media content in foreign languages that appeal to the markets of hotels every day (Webius Digital, 2020h). As part of the QM 2019 Quality Management Awards, one company providing cloud service on online marketing to hotels has been found to offer social media management service.

4.5. Revenue Management

In the Revenue Management category, it has been determined that service providers offer Online Payment Systems Service.

4.5.1. Online Payment Systems

Online payment systems provide instant secure online payment collection through the hotels' own website, which is a direct booking channel. These systems are integrated with various online payment platforms, banks providing virtual pos and payment system and allowing payment through credit card and PayPal (Hotel Runner, 2020e). In the context of the QM 2019 Quality Management Awards, all three companies providing cloud service for online marketing to hotels have been identified as offering online payment systems service.

5. Conclusion and Discussion

In the light of technological developments in the hospitality sector in tourism, it has been determined in the content analysis that cloud based software systems are used in content creation, distribution channels management, in-hotel activity management, social networks and reputation management and revenue management. Within the scope of this research, cloud-based applications for online marketing of hotels were analyzed. The sample selected in terms of current and universal applications is cloud-based service providers in online marketing in the hospitality sector, which received awards at the Quality Management Awards held by tourism industry professionals in December 2019 in Turkiye. Within the scope of the QM Quality Management Awards, it was determined that the three software companies that received the award provided cloud-based software services in online marketing to hotels with nineteen service models in five different categories and what the content of these services was. In future research, it is recommended to conduct detailed research with software providers using qualitative methods. Digitalization in the hospitality sector may lead to new job opportunities and may lead to reductions in existing jobs. In this context, it is recommended that contemporary online marketing courses be included in the curriculum of tourism high schools and related departments of universities. In addition, it can be suggested that it will be beneficial to train staff in these branches by providing agreements and protocols with software companies providing online distribution services as well as hotels and travel agencies for internships and integration of schools.

In recent years, especially cloud-based hotel management systems have been introduced to the hospitality sector by software companies as quickly as in other cloud-based applications. In this context, it can be predicted that hotel departments will switch from desktop computers to internet-connected screens only. Moreover, this technological transformation can lead to significant changes in hotel receptions and even the removal of the use of reception desks. Although new technological developments provide great ease in the operation of hotels, one must keep in mind that the production of hotels are the services they

offer. It can be argued that changes in departments and business models transformed by digitalization will always continue. However, the hospitality industry will always need the human factor when it comes to quality, both in direct and indirect services. Therefore, it is important to carry out this and such research on specific periods and to carry these subjects into the academic literature to make strong ties with the sector sustainable.

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Creating Customer Loyalty Through Service Quality for Airbnb Services: The Case of Izmir

Airbnb Hizmetlerinde Hizmet Kalitesi İle Müşteri Sadakati Oluşturulması: İzmir Örneği

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Abstract: Room sharing platforms such as Airbnb are widely used by visitors all around the world and there are many studies examining the different aspects of these services. However, the relationships among such dimensions in this sector as service quality (SQ), customer satisfaction (CS), trust, and loyalty (CL) have not been studied together yet. This research focuses on investigating the customer loyalty through service quality in Airbnb services. A survey based on the questionnaire as research tool was carried out for this purpose and the data were obtained from the visitors who used Airbnb services during their visits in Izmir province. These data were analyzed through confirmatory factor analysis by using structural equation modeling (SEM). The findings show that there is a positive relationship between customer loyalty and service quality, satisfaction, and trust, representing consistence with the previous findings in the literature. The results show that room sharing platforms will be able to comprehend and handle guest expectations by providing better service quality that will later create customer loyalty.

Keywords: Sharing Economy, Airbnb, Social Exchange Theory, Customer Loyalty

JEL Classificiation: L83, Z30, Z33

Öz: Airbnb gibi oda paylaşım platformları dünyanın her yerinde ziyaretçiler tarafından yaygın olarak kullanılmaktadır ve bu hizmetlerin farklı yönlerini inceleyen birçok çalışma bulunmaktadır. Ancak bu sektörde hizmet kalitesi (SQ), müşteri memnuniyeti (CS), güven ve sadakat (CL) gibi boyutlar arasındaki ilişkiler henüz birlikte çalışılmamıştır. Bu araştırma, Airbnb hizmetlerindeki hizmet kalitesi aracılığıyla müşteri sadakatini araştırmaya odaklanmaktadır. Bu amaçla bir alan araştırması gerçekleştirilmiş ve araştırma verileri İzmir iline yaptıkları ziyaretlerde Airbnb hizmetlerini kullanan ziyaretçilerden elde edilmiştir. Bu veriler, yapısal eşitlik modellemesi (YEM) kullanılarak doğrulayıcı faktör analizi ile analiz edilmiştir. Sonuçlar, müşteri sadakati ile hizmet kalitesi, müşteri memnuniyeti ve güveni arasında pozitif bir ilişki olduğunu ve literatürdeki önceki bulgularla uyumlu olduğunu göstermektedir. Araştırma sonuçları, aynı zamanda oda paylaşım platformlarının, daha iyi hizmet kalitesi sunumu ile misafir beklentilerinin karşılanarak müşteri sadakatinin sağlanabileceğini de göstermektedir.

Anahtar Kelimeler: Paylaşım Ekonomisi, Airbnb, Sosyal Değişim Teorisi, Müşteri Sadakati

JEL Sınıflandırması: L83, Z30, Z33

1. Introduction

Airbnb is an example of a new form of accommodation within the sharing economy and hospitality networks (Germann, 2011). The sharing economy is also a new trend that is accelerated via online platforms where some segments of the society can share their unused inventory such as facilities and vehicles (Heo, 2016; Richardson, 2015). According to Solnet

et al. (2010), although hotels have played a significant role in the lodging industry for a long time, however a few new types of accommodation have recently emerged, some of which have special characteristics and different attributes.

Airbnb as online room sharing platform, entered the market in 2008 and now this platform is one of the most preferred and widely used platform in the hospitality industry (Ert et al, 2016). Oskam and Boswijk (2016) state that Airbnb has grown in the past few years and tourists have shown very high interest to this platform.

On the other hand, Shuford (2015) explained that, today Airbnb services are used in more than 34,000 urban communities worldwide. In addition, Price Waterhouse Coopers (2015) reported that, Airbnb had more than 155 million visitors in 2014 all over the world. In Airbnb system, the hotel industry customers perceived this service as a different and new type of experience rather than a pragmatic and traditional lodging approach (Gefen et al. 2008). Germann (2011) also stated that Airbnb is another convenience situation in terms of sharing economy and system layout. However, the existence of Airbnb has put a lot of pressure on the tourism and hospitality industry to ensure that it operates in an extremely competitive and exciting environment.

As seen in many other industries, creating customer loyalty and service quality is one of the most important considerations for accommodation sectors, and especially guest loyalty has an crucial role on long-term survival of the business (Kandampully & Suhartanto, 2000). In this context, Fornell (1992) argued that the quality of comfort and consumer loyalty are two important components in the consumer-based product philosophy that ensuring customer stability. Berezina et al. (2012) states that the main roles of quality of accommodation services and associated customer satisfaction have also been identified as significant antecedents in the decision-making processes of visitors and for the development of customer loyalty. There are small number of publications in the literature about the effects of trust for the sharing economy providers on the customer intentions in the hospitality industry. However, it is well known that, demand for shared less known and privately owned accommodation facilities requires high level of confidence and trust due to their intangible nature as service business. Therefore, it has been identified that there is a need for an investigation about the consumer perceptions as to room sharing services in tourism. For this purpose, the research was devised to collect information from Airbnb users in Izmir. This research also focuses on investigating the possible relationships between customer loyalty and service quality in Airbnb accommodation, customer satisfaction, and trust as potential determinants of customer decision for these services. The research is expected to contribute to

the literature as follows. First, there are very few studies investigating the reasons why tourists choose room and accommodation sharing services (Guttentag, 2015; Tussyadiah, 2016) and this research will contribute to literature as additional information. Secondly, this study specifically examines the relationships between service quality, customer satisfaction and customer loyalty in room sharing sector as distinct from previous studies. Finally, this investigation will provide a practical information to service providers to better market and manage their rental homes through Airbnb platform.

2. Literature Review and Background

In this part of the study, the basic information about the sharing economy in accommodation sector and Airbnb as one the most popular web platform will be briefly explained, and thereafter the basic concepts which were identified from the previous studies as explanatory factors determining customer loyalty for these services is to be discussed.

2.1. Sharing Economy / Airbnb

The sharing economy has emerged as Peer to Peer (P2P) or a cooperative economy (Tussyadiah, 2016) in recent years with the help of technological devices and digitization of information process including internet. The providers in these markets are not small in number and they can obtain many benefits sharing their capacity, which could otherwise be unused due to their perishability characteristic.

According to Guttentag (2015), Airbnb has been remained strong in the sector for a long time, because this platform paves the way for low-cost service including right communication. Oskam and Boswijk (2016) also state that, it's authenticity provides single P2P (peer to peer) communication in the service practice, and the system provides substantial financial advantages for both parties as owners and customers. Airbnb was selected by Fast Company as one of the 50 most innovative companies in the world, and has significantly raised and expanded its sales volume since its inception in 2013, (Carr, 2013).

Given that, the company's estimated market share is $10 billion, it is obviously seen that it has a larger share in the market than many big players such as hotel chains (Shuford, 2015). There are two main forms of Airbnb accommodation (Ikkala and Lampinen, 2015). The first is described as hospitality away from host situations where the host does not physically share the house (or other properties he/she manages) with the guest. Here, the interaction with the guest is typically limited to Airbnb service by phone calls, e-mail, SMS communication and with short-term messages and the final details of the stay is open to bargain. The second is

that the landlord physically share the apartment and other facilities with the guests on the spot.

2.2. SQ (Service Quality) and SET (Social Exchange Theory)

Since the 1980s, service quality as a thought has been investigated by the authors, however, there is no common concept that has been widely agreed on this issue yet (Silvestri et al., 2017). Social exchange theory, as a related concept, states that the final outcome of exchange is resulted as a social behavior that leads satisfaction or dissatisfaction (Emerson, 1976; Plotnick and Skidmore, 1975) and so the social and economic implications of exchange will affect the feelings of satisfaction. For this reason, the quality of services and other perceptions of elements can be affected by various internal procedures and relational factors. According to Ozment and Morash (1994), the administrative approach is very significant as to these interactions, because of the close encounters between a representative and a client. Sierra and McQuitty (2005) also argue that the emotional response between clients and employees may result in a failure or success.

The attitude approach can capture customer quality perceptions through a well-structured designed survey. However, the literature about service quality proposed the model and so the SERVQUAL scale was developed as a tool to measure service quality by Parasuraman et al. (1988). After reviewing previous studies on services, authors considered three main themes: 1) Service quality was more difficult than consumer quality, 2) Perception of service quality is controlled by consumer expectations; 3) The evaluations of the service delivery process should also be taken into account (Parasuraman et al., 1985).

(Caruana, 2002) used the basic SERVQUAL scale, validity, reliability tests, and past SERVQUAL studies (in the field of health, retail, banking, fast food restaurants, etc.) that measure service quality in various environments. According to Ekinci (2002), these studies showed the results in measuring the quality of services, noting that the quality of services is multidimensional. Akbaba (2006), on the other hand, says the proposed measurements should not be generalized because of some differences. There is a different structure in hotel conditions and culture. Further research on hospitality and other tourist services (Ahrholdt et al., 2017) have identified the role of quality of services as a key role for customer satisfaction and customer loyalty as a precondition.

The service quality also provides an important advantage in inter-business market environments. Crosby (1990) recognized that a high state of administration is necessary for strong exchange relations. Morgan and Hunt (1994) claim that customers think that the business should be reliable, sensitive and empathic. If so, there can also be a high level of

respectability that will probably create a trust for service provider. From above discussions, the first hypothesis can be devised as;

H₁: Service quality has a significant and positive effect on trust for Airbnb accommodation.

In the literature, there is a general view that *"service quality is simpler, primarily cognitive fiction, and satisfaction is a more complex concept involving a healthy dose of both cognitive and affective components"* (Dabholkar, 1995:101). However, recent studies show that satisfaction is more centralized structure that affects service quality perceptions on behavioral intentions and other dimensions. Hence, second hypothesis can be stated as:

H₂: Service quality has a significant and positively effect on customer satisfaction for Airbnb accommodation.

2.3. Trust

Tan and Sutherland (2004) claimed that a variety of disciplines have been used this concept for a long time (e.g. psychology, marketing), in various contexts, trust and interpersonal contact, concluding that there are different aspects to its description. Bicchieri et al. (2004) explained that trust has the potential to participate in social changes that include there are rewarding and vulnerable. Rousseau et al. (1998) agreed that trust is a mental condition, it should also be examined cognitively or emotionally.

Generally, people tend to be careful and gather new information on every subject. This means that user satisfaction has a weaker impact on trust. In other words, the environment of uncertainty serves as a trigger for people to switch from previous experience to the automated system (Louis and Sutton 1991). So, they will be more careful and gather more information from past experiences to improve their perception of trust. As a conclusion, user trust has an impact on satisfaction. Thus, the third hypothesis can be stated as follows.

H₃: The high level of trust in Airbnb is associated with customer satisfaction.

2.4. Customer Loyalty

Customer loyalty is very important factor as a concept in the field of marketing and business practices, in terms of its potential effects on the profitability and sustainability of business (Oliver, 1997). It is characterized as a procedure for favored items or administrations the possibility of the customer returning to the business (hotel) and the willingness to take purchase action again (Shoemaker and Lewis, 1999). Dick and Basu (1994) also state that customer loyalty is explained in two aspects: behavioral and attributional. According to Han and Back, (2008) it emphasizes that client dependability in the friendliness business includes demeanor and passionate pledge to a specific brand, and therefore it requires more attention to

the attitude. The applicable writing expressed that administration quality is a significant component of client maintenance. Boulding et al. (1993) showed that favorable expectations of service quality increased the probability of customers participating in activities beneficial for the company's strategic well-being. Thus, the fourth research hypothesis can be devised as follows:

H_4: *Service quality has a significant and positive effect on customer loyalty.*

Trust has two elements: (1) performance trust (2) charity trust (Zeithaml et al., 1996). In the lodging industry, performance trust demonstrates that the consumer believes in the infrastructure of the hotel, the knowledge and skills of the hotel staff and the ability, and success of the hotel to provide the expected information and services to the customers when they come and stay there. Another trust in helpfulness is that the customer relies on the care, attention, honesty and helpfulness of the hotel. Customers believe that the hotel will not only reliably and act competently, but also consider the customer's well-being and interests when making and service decisions. Thus, the fifth research hypothesis can be stated as follows.

H_5: *Trust has a positive effect on customer loyalty.*

2.5. Customer Satisfaction (CS)

According to (Gefen, 2002), the idea of customer satisfaction is related to purchasing and after using. Nam et al. (2011) notes that the idea of satisfaction is critically important for long-term business achievements. Chitty et al. (2007) see consumer loyalty as a correlation with price and see benefits in the process of buying and using.

A study showed that favorable expectations of service quality increased the probability of customers participating in activities beneficial for the company's strategic well-being further explains this view (Boulding et al., 1993). For example, in the tourism industry, Kim et al. (2009) showed that satisfaction is an important indicator of commitment and loyalty. Thus, the sixth research hypothesis can be written as follows.

H_6: *Customer satisfaction has a positive effect on customer loyalty.*

Finally, proposed research model representing the relationships between the variables were devised as the following (Figure 1). In the figure, the majority of relationships were displayed as effects, instead of associations, excluding H_3.
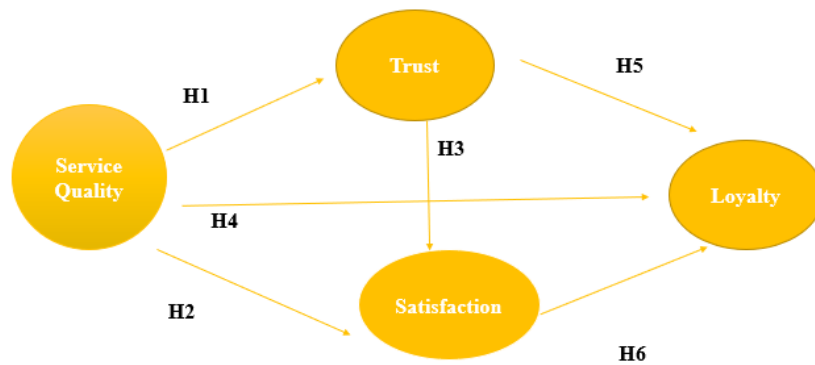
Figure 1. Research Model

3. Methodology

3.1. Data Collection, Sample and Procedure

In order to collect data, a questionnaire was developed by the authors based on the literature and other previous studies concerning the main topic as explained later. The types of accommodation involved in the survey cover rental apartments. The rented apartments involved in the study were selected by 2 stage sampling method. Initially, the owners were contacted via the messaging platform on Airbnb. According to the criteria, the type of house is a private room, the location is Izmir and the price range is lower than 20 U.S. dollar. Their capacities ranges from 1 to 4 bedrooms per apartment and most have 1 or 2 bedrooms. At another stage, when the services offered in all accommodation units were evaluated, a total of 80 accommodations were included into the research (For example, electrical appliances, furniture and support services). The research was conducted between the dates October 10, 2019 and December 10, 2019 in İzmir, Turkey. Five person were assigned to collect reliable and valid data. The interviewers delivered the questionnaires to the hosts and collected from them afterwards. Out of the distributed 245 questionnaires, 35 questionnaires were removed because of their incompleteness, and 10 were cancelled due to missing values and unengaged responses. Thus, of the distributed questionnaires, 200 responses were deemed fit for further processing. Due to the limited number of fully responded and returned questionnaire, this study was devised as preliminary investigation that will subsequently be developed.

3.2. Measures

All the surveys were prepared based on the traditional steps in the back-translation method. This is important because participants in this study national and international (Ozturk and Karatepe, 2019). Questionnaire items and contents were tested in the pilot study prior to

research process. All the responses on the questionnaire were measured by a 5 item Likert Scale (1 = strongly disagree to 5 = strongly agreed).

Service quality was measured by asking twenty-four questions that was previously used by Akbaba (2006). Responses to these items are recorded on a five-point likert scale (1 = strongly disagree to 5 = strongly agree). The other questions as to customer loyalty, trust and satisfaction on the research instrument were adapted from other studies (Kingshott, 2006; Salanova et al., 2005), and Cronin et al., 2000).

3.3. Data Analysis

At the first step of the data analysis process, the missing value analysis was directed to manage the missing information. The relating results uncovered that every single missing value pursued an irregular example "$\chi^2 = 108.464$, df = 112, Sig. = 0.577" (Little, 1988). Reliability of the scale is reported through composite reliability score for each variable (Fornell et al., 2010). Second, confirmatory factor analysis and convergent validity analysis were performed. In addition, the causal relationships between the SQ, CS, trust and CL, and hierarchical regression were tried to foresee the importance of impacts. It likewise clarifies the logical intensity of the proposed hypothetical model. The data were analyzed through confirmatory factor analysis and structural equation modeling.

The demographic characteristics of participants were shown in Table 1 below.

Table 1. Demographics of the respondents

Demographics		Frequency	Percent
Gender	Female	87	43,5
	Male	113	56,5
	Total	200	100
Age	18-21	62	31,0
	22-25	93	46,5
	26-30	45	22,5
	Total	200	100
Education	Undergraduate	197	98,5
	Master	1	0,5
	PhD	2	1,0
	Total	200	100
Marial Status	Married	193	96,5
	Single	7	3,5
	Total	200	100

According to the Table 1, the great majority of the participants were male, the majority of the tourists are between 22 and 25 years old. Participants with undergraduate education are more than the other education level while 193 participants are married.

Confirmatory Factor Analysis (CFA) has been carried out, and CFA results in Table 2 below showed that a total of 35 observed variables were loaded onto their respective dimensions, and provided a good fit.

Table 2. Results of factor analysis

Item	Factor Loading
Service Quality (SQ)	
S1. The Airbnb was clean and comfortable	0.687
S2. The Airbnb had a sanitary bath.	0.324
S3. Airbnb had sufficient capacity for the service units.	0.468
S4. The Airbnb had a friendly environment and facilities.	0.572
S5. Airbnb supplied the equipment that worked properly.	0.689
S6. Airbnb is situated in an open environment.	0.478
S7. Airbnb has provided travelers with a safe and secure location.	0.567
S8. The Airbnb had adequate and sufficient materials.	0.785
S9. The Airbnb served adequate and adequate fruits and vegetables.	0.658
S10. Airbnb also provided detailed records.	0.485
S11. The Airbnb provided accurate billing services.	0.652
S12. Available information was supplied by Airbnb.	0.428
S13. The Airbnb resolved guest complaints.	0.294
S14. Airbnb has provided efficiency in the service industry.	0.456
S15. The Airbnb was comfortable for disabled guests.	0.569
S16. The Airbnb had operating hours that was convenient.	0.654
S17. The Airbnb was convenient for working hours.	0.745
S18. The host was always willing to serve guests.	0.651
S19. When needed, the host was always available.	0.546
S20. The host provided the services at the time it promised to do so.	0.429
S21. The host instilled confidence in the clients.	0.743
S22. The host had the skills to answer queries.	0.951
S23. In a polite way, the host treated guests.	0.420
S24. The host acknowledged the guests' unique needs.	0.651
Customer Loyalty (L)	
L1. I consider myself to be loyal to Airbnb accommodation.	0.436
L2. I would rather prefer reading comments on Airbnb.	0.604
L3. I find information about accommodation on the Airbnb website.	0.788
Trust (T)	
T1. Airbnb is trustworthy	0.486
T2. Airbnb gives impression that it keeps promises and commitments	0.506
T3. I believe that Airbnb has my best interests in mind	0.645
T4. I think Airbnb will keep promises it made to me	0.441
T5. I think Airbnb wants to be known as one who keeps promises and commitments	0.698
Customer Satisfaction (CS)	
CS1. I am pleased with my experience of staying in Airbnb accommodations	0.424
CS2. My experience with Airbnb is pleasurable	0.614
CS3. My choice to stay in Airbnb accommodations was a wise one	0.724

Structural equation modeling through path analysis was used to test the model and hypotheses. Model fit well;

$\chi^2/df = 1,426$; GFI=0,643; AGFI=0,753; CFI=0,817; RMSEA=0,047.

The results were shown in Table 3 below. According to the results, all hypotheses were found to be significant at different levels.

Table 3. Results of path analysis

Hypotheses	S.E.	C.R.	p	Result
H_1: SQ → T	0.320	3.254	0.01	Supported
H_2: SQ → CS	0.102	2.676	0.02	Supported
H_3: T → CS	0.164	3.437	0.03	Supported
H_4: SQ → CL	0.531	2.478	0.01	Supported
H_5: T → CL	0.432	4.321	0.02	Supported
H_6: CS → CL	0.326	3.245	0.04	Supported

4. Conclusion

With the growing competitiveness of hospitality services, there are also shifts in the choice of accommodation. As a result, Airbnb's success has been greater than other styles of hotels. The elements involved in the research, SQ, CS, trust and CL are crucial to the success of businesses. According to Liat et al. (2014), organizations need to understand these concepts. With increasing competition, managers are continually endeavoring to build up a steadfast client base. This research explores the relationship between the SQ, CS, and CL, and the sharing economy. Other studies in the literature have been examined to confirm this relationship. To summarize the above findings, positive relationships between service quality, customer satisfaction, customer loyalty have been determined at different levels in this explanatory study. These important results show that the effects of service quality, customer satisfaction, and trust are significant, and satisfaction plays a role as a determinant of customer loyalty in the context. Overall, the findings of this research could assist the hosts of Airbnb.

4.1. Theoretical Implications

The theory of social exchange has developed and tested a general framework that integrates social identity and perspectives of social change in relation to customer service quality. The academic literature acknowledges the impact of different structures, such as quality of service, customer satisfaction, trust, and customer loyalty. These findings have important theoretical implications for research on authenticity in hospitality and tourism, as well as practical implications for the hosting sector. From the point of view of service science, service dominant logic provides theoretical basis for a better understanding of sharing business models and consumer behavior (Vargo and Lusch, 2004).

4.2. Managerial Implications

There are some key managerial implications of the current research study for hospitality networking and especially for Airbnb accommodation. These results will help Airbnb hosts better understand how perceptions of service quality, customer satisfaction, trust, and customer loyalty could be explored through the research. The perceived service quality of the guest service will help hosts to better understand their guests' wishes. According to Yannopoulou et al. (2013), Airbnb business model adopts an innovative approach to creating the tourism destination experience that there is a link between SQ, CS, CT and CL. The results are important for hospitality, because they explain the behavior of a client who wants to use alternative hospitality services (Lu and Kandampully, 2016). The results of this study could improve the Airbnb platform survey and qualitative indicators that measure satisfaction and, ultimately, loyalty (Stylos et al., 2017).

4.3. Limitations

The study has some limitations. The study is limited to İzmir province in terms of time and cost. Airbnb for tourists is not the only private property lease platform. Other applications used for accommodation were not included in the research. Another limitation is of course the number of participants to the investigation, due to some difficulties to reach them in a timely manner. Therefore, this study is considered as a preliminary investigation, which needs to be developed later.

4.4. Recommendations for Further Research

Future research on the quality of service, customer satisfaction, and loyalty in the hospitality industry could aim to compare to equate the Airbnb accommodation experience of guests with their hotel experience. Future studies could also benefit from these findings by extending the investigation of the emerging research area of Airbnb. Although it is advisable to use the measurement tools provided by Akbaba (2006), Kingshott, (2006) Salanova et al. (2005), and also by Cronin et al. (2000), future studies may be using other evaluation tools such as "LODGQUAL" in the index of quality of placement and other areas. Subsequent studies may include housing spread through other social networking channels and other kind of Airbnb lodging like hotel industry. In addition, future research on the SQ, CS, trust and CL in the tourism sector can be aimed at comparing Airbnb experience with hotel experience. Cross-country comparisons may also be recommended for further studies.

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Sharing Economy: A Research on Participation Intentions of Turkish People

Paylaşım Ekonomisi: Türk Halkının Katılım Niyetleri Üzerine Bir Araştırma

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Abstract: Within the scope of the technological developments, today's business model has started to be replaced by the sharing economy. Sharing economy became a popular phenomenon in last decade. Although attentions taken by scholars to that rapid change of economical transactions, very few researchers have been realized on the intentions for sharing economy. In this study, it's aimed that to understand point of view of Turkish people and to determine participation intentions to sharing economy activities. In this study, Turkish people participation intentions examined by conducting a survey to convenience sampling. For the determination of intentions non-parametric descriptive statistics applied to 375 respondents. Research findings briefly refers that while Turkish people attitude towards sharing economy is positive there are still grey areas exist. Although Turkish people willing to use sharing economy on selling and buying activities of unutilized goods and car sharing activities. They are hesitating to join room rent and food service sharing economy activities.

Keywords: Sharing Economy, Participation Intention, Turkish People

JEL Classification: Z30, Z32, O32

Öz: Teknolojik gelişmeler kapsamında, günümüz iş modeli yerini paylaşım ekonomisine bırakmaya başlamıştır. Paylaşım ekonomisi, son on yılda popüler bir konu haline gelmiştir. Ekonomik işlemlerin bu hızlı değişimi vurgulanmasına rağmen, ekonomiyi paylaşma niyetleri konusunda çok az araştırmacı konuya dikkat çekmiştir. Bu çalışmada, Türk insanının bakış açısının anlaşılması ve ekonomi faaliyetlerinin paylaşılmasına katılım niyetlerinin belirlenmesi amaçlanmıştır. Çalışmada Türk halkının katılım niyetleri kolayda örnekleme yöntemiyle bir anket yapılarak incelenmiştir. Niyetlerin belirlenmesi için parametrik olmayan tanımlayıcı istatistikler 375 katılımcıya uygulanmıştır. Araştırma bulguları kısaca, Türk halkının ekonomiyi paylaşmaya yönelik olumlu tutumuyla birlikte, hala belirsiz alanların var olduğuna işaret etmektedir. Türk halkı, kullanılmayan malların alım satım faaliyetlerinde ve araç paylaşım faaliyetlerinde paylaşım ekonomisini kullanmaya istekli olsa da oda kirası ve yemek servisi paylaşım faaliyetlerine katılmakta tereddüt etmektedirler.

Anahtar Kelimeler: Paylaşım Ekonomisi, Katılım Niyeti, Türk Halkı

JEL Sınıflandırması: Z30, Z32, O32

1. Introduction

Sharing economy is the leading phenomenon of the last decade, thanks to development of information and communication technology which connects strangers, supports peer –to- peer collaboration and increase cooperation (Ranchordas, 2015). In the traditional market, money given for the ownership of a products and services, on the contrary, in sharing economy market the benefit of capturing value with temporary access-rights to products and services (Daunoriene et.al., 2015).

Sharing economy, also called in the literature as gig economy or on-demand economy can be defined as *"sharing activity of underutilized assets with the help of IT-based technology"*. According to OECD sharing economy defined as *"Online platforms specialized in 'matching demand and supply in specific markets, enabling peer-to-peer (p2p) sales and rentals"* (Görög, 2018). Stephany (2015) defined sharing economy as *"the value in taking underutilized assets and making them accessible online to a community, leading to a reduced need of ownership of those assets"* in this definition he argued that there are five limbs in sharing economy as *value, underutilized assets, online accessibility, community and reduced ownership.*

The term of sharing economy first used by Prof. Dr. Lawrence Lessing from Harvard Law School in 2008 (Kim et.al, 2015, Choi et.al. 2014). However, some sources associating sharing economy with collaborative consumption which is dates backs to foundation of e-bay platform in 1995 (Ravenelle, 2017). Although there are some similarities between sharing economy and collaborative consumption, it's distinctions comes from the characteristics of; not related with re-use of underutilized items and may not for financial purposes, thus collaborative consumption assumed broader than sharing economy in literature (Görög, 2018; Belk, 2014). In sharing economy, system works via information technologies and enabling distribution, share, reuse of unutilized, excess capacity of services and goods within individuals, for- profit and non- profit businesses and also government (Heinrichs, 2013). The worldwide proliferation of sharing economy model began with the global recession of 2008 and the success of the system developed by spread of internet via information and communication Technologies (Cohen & Kietzmann, 2014). Technological innovations have facilitated the process of market entry of potential suppliers and enabled searchable listing for customers with lower transaction fees. Another reason of rapid growth of business can be the flexibility of supply-side (Zervas et.al., 2017).

Although the main motivation for sharing economy seems to be reaching to cheap goods and services, there are also multiple benefits such as encouraging less depended on ownership of the goods, environmental sustainability and social interactions (Frenken & Schor, 2017). Previous studies have proven that benefits, according to Bardhi & Eckhardt (2012) and Bellotti et.al., economic motivation in sharing economy is a dominant factor, beside this motivation Bostman & Roger (2011) and Gansky (2010) argued that environmental motivation also underlie participation of sharing economy and Tussyadiah (2015) indicated social motivation as interaction with local host in accommodation motives people to join sharing economy (Böcker & Meelen, 2017). By the sharing economy Customer to Customer

(C2C) transactions of underutilized goods and services relatively cheaper than brand new product and services therefore the buyer of the good and services will have the benefit of the cheaper prices and also will not invest on permanent goods as owner. Therefore, sharing economy supports responsible consumption and will not harm environment with the massive consumption behavior (i.e. researches shows that, shifting from car ownership to car sharing leads to 30% less car ownership, 15% –20% fewer car km's, and 13 % -18 % lower CO2 emissions (240 to 390 less kg's of CO2 per year/person) compared with the case of car ownership and use), (Nijland & Meerkerk, 2017, Kathan et.al., 2016). In the context of the socializing, the sharing economy provides an experimental exchange and bring out positive impressions for the parties. Also, the participant in sharing economy expecting a large degree of social interactions. Couchsurfing members creating events and inviting locals and travelers (Habibi et.al., 2017).

As in the concept of Jing-Jang, there are not only the advantages and opportunities, there are also some possible threats in the sharing economy. It's not easy to transform conventional retailing business to sharing economy business. If the firms cannot adapt their selves to development of ICT, will not easily penetrate to the sharing economy system. In another aspect sharing economy can be predatory for the existed economy. Some samples have been experienced such as when Uber entered the New York City market the price of taxi values decreased about 25% and entry of Airbnb impacted the hotel revenues negatively in Texas (Quattrone et.al., 2016). Also, in Korea there was a decrease of 0.16 % in room sales of hotel industry while 10% increase of Airbnb sales (Kim, 2019). Beside this negative impact there are legislative and taxation issues. In the sharing economy transactions through online platforms having difficulties tracking transaction which is mostly in global level so governments' possible tax income may be evaporating, thus sharing economy has potential to weaken tax revenues. Most of the governments are giving attention to this issue to protect income tax and VAT revenues (Bozdoğanoğlu, 2017). Airbnb, Couchsurfing and other accommodation share platforms strangers will stay at your home and in car share you will ride with strangers. Also, there is no guarantee for shared items may not be damaged and there is risk of fraud and scams (Piletic, 2018).

2. Overview of the Sharing Economy

The sharing economy consist of freelancers who are willing to sale their underutilized goods and services to potential customers who are seeking for reasonable valued good and services with the mediation of digital network companies. This emerging model also called collaborative capitalism (Juneja, 2020). Since a decade, the sharing economy took a

stimulated public interest and growth enormously in the social economic environment (Cheng, 2016). According to data by PwC in 2013 total revenue of sharing economy is $ 15 billion and growth estimated to $ 335 billion in 2025 from the peer to peer lending and crowdfunding, online staffing, peer to peer accommodation, car sharing and music and video streaming activities. With that growth it's estimated that, value of sharing economy will catch the traditional rental sector till the 2025 (consultancy.uk, 2014). A survey conducted in 2014 by Nielsen which is applied to 30.000 internet based customers from 60 countries shows that 68% of respondents were open to sharing economy for renting and sharing their personal belongings for payment and 66 % were likely to join sharing economy (Perera & Albinsson, 2018).

Sharing economy market especially developed in the field of accommodation and travel which are the leading fields of tourism industry such as taxi services Uber, food and beverage services (Eatwith), tour guide services (Vayable) and accommodation services (Airbnb) (Ert et.al., 2016, Fang, et.al.,2015). The Airbnb is the important flagship in the sharing economy market. The idea of Airbnb emerged in 2007 in San Fransisco by three entrepreneurships and today the company generating 4,5 billion dollars annually. The company is giving peer to peer service for housing accommodations and operating in 191 countries. Company has more than 2 million houses for rent in 34.000 cities. Today, the company is worth an estimated $ 31 billion (Miller, 2019, airbnb370.wordpress.com). Car sharing is another successful field in sharing economy, in this case Uber is the well-known company which is worth of $ 72 billion and annual revenue of $ 11 billion. Uber is founded in 2009 in San Francisco. By utilizing efficient application and mobile internet network of drivers, Uber is achieved 75 million customers in 83 countries (O'Connell, 2019). In the peer –to- peer lending platforms Funding Circle is the one of the biggest lending platform which is founded in 2010 and operating in the US, UK, Germany and the Netherlands. This platform matching loan seekers with inventors and created more than £ 8.1 billion of loans to more than 77,000 businesses (fundingcircle.com). In the online staffing jodoh is founded in 2014 and platform matching job seekers and providing smart hiring facilities especially in the field of temporary works (Laing, 2016). Another emerging market for the sharing economy is music and entertainment and spotify is the one of the popular music sharing company which is founded in 2008 in Sweden the worth of the company is $ 23 billion and used in 61 countries with 159 million users (bbc.com).

Table 1. Types of Sharing Economy and Leading Companies

Types of Sharing Economy	Companies in Sharing Economy
Peer- to – Peer Lending Crowdfunding	Funding Circle, Lending Club, Zopa, Rate Setter, Thin Cats, Landbay, Patch of Land
Online Staffing	Jobdoh, Inploi, Hired
Peer- to - Peer Accommodation	Airbnb, Couchsurfing, Feastly, Leftover Swap
Car Sharing	Uber, Didi, RelayRides, Hitch, Lyft, Getaround, Sidecar, BlaBlaCar
Music and Video Sharing	Amazon, Family Library, Spotify, Sound Cloud, Earbits

Source:https://www.crowdfundingplaybook.com/debt-based-crowdfunding-websites/
https://www.ogilvyasia.com/topics/topics-digital/staffing-in-the-age-of-the-sharing-economy/
https://www.slideshare.net/polenumerique33/pwc-sharing-economy-survey-2015

In recent years, there is a huge interest of the scholar on sharing economy and its effects to economy and society, some gray areas still exist and limited studies have been examined. Most of the studies concentrated on development and impacts on conventional economy and understanding business model of sharing economy. Also, environmental benefits and taxation issues examined. From the perspective of demand side, there are very little studies conducted about motivation for participation for sharing economy. This study also aimed to find out participation intentions of effective and potential users of sharing economy.

According to research of (Möhlmann, 2015), conducted in Germany, there is a significant relation determined between the satisfaction and likelihood of using sharing economy, in this context while cost saving, familiarity, trust and utility effects the satisfaction of the sharing economy familiarity and utility effects of likelihood of choosing a sharing economy.

Akçay et.al. (2016) conducted a research to tourist guides via content analysis, according to this research the official tour guides against to unofficial guiding activities within sharing economy and they think this application threat to their jobs. But on the other hand, tour guides who are used Airbnb stated that they have good impressing on this sharing activity.

Another research on sharing economy conducted by European Commission in 2016 about the scope of activities and frequentness of use of sharing economy platforms refers that, half of the participants have awareness of sharing economy and 1/5 of participants stated that they used the service of sharing economy (Bozdoğanoğlu, 2017).

3. Methodology

In this study it's aimed to determine participation intention of Turkish people to the sharing economy activities from the perspective of demand and supply side. A structured questionnaire was used as the data collection tool. For the sampling method, convenience sampling was used. Questions derived from existed literature and have been sent to 5

academic experts to examine questions for the consistency and reliability of scale of items. Out of the demographic questions, questionnaire consist of 24 five points Likert type questions (*1 totally disagree, 5 totally agree*) conducted to 448 respondents via internet based questionnaire portal. Out of 448 returned, 375 convenient questionnaires evaluated for the analysis. For the analysis, non-parametric tests such as Chi-Square test of independence and descriptive statistics were used.

4. Results

Table 2. Demographics of Respondents

Variables	Demographics	n	%
Gender	Male	187	49,9
	Female	188	51,1
Age	19-25	81	21,6
	26-35	145	38,7
	36-45	98	26,1
	46-55	46	12,3
	56=>	5	1,3
Educational Level	Secondary School	2	0,5
	High School	14	3,7
	Vocational School	13	3,5
	University	169	45,1
	Master Degree	83	22,1
	Doctoral Degree	94	25,1
Income Status	< 2500	86	22,9
	2501-3500	45	12
	3501-4500	42	11,2
	4501-5000	10	2,7
	5001-6000	46	12,3
	6001>	146	38,9
Occupation	Unemployed	8	2,1
	Student	72	19,2
	Officer	41	10,9
	Worker	35	9,3
	Manager	16	4,3
	Engineer	9	2,4
	Academic	129	34,4
	Tourism staff	33	8,8
	Various Sector	32	8,5

Table 3. Participation Intentions for Sharing Economy

	Yes	%		No	%
Knowledge about Sharing Economy	249	66,4		126	33,6
Use of Sharing Economy	149	39,7		226	60,3
I may pay for stay at someone's house instead of hotel	186	49,6		189	50,4
I may pay for eat at someone's house instead of restaurant	164	43,7		211	56,3
I may pay for travel in someone's car instead of other travel options	221	58,9		154	41,1
I may buy second hand item on the internet	288	76,8		87	23,2
I may rent my house room	101	26,9		274	73,1
I may give food service at my home	83	22,1		292	77,9
I may rent my car seat to someone for travel	238	63,5		137	36,5
I may sell my unutilized goods from internet	341	90,9		34	9,1

According to respondent's answers, it's determined 66,4% of the population have knowledge about sharing economy and out of 375, 149 people which is representing 39,7 % have used sharing economy in their life. While the 189 respondents don't agree to pay for stay at someone's home, 186 respondents are willing to pay for stay. On the other hand, 164 respondents (43,7%) have stated that they may pay for eat someone's home, 211 people (56,3%) disagree on that. For the car sharing, 221 respondents stated that they may pay for travel in someone's car, 154 people disagree for that travel option. But the most of the respondents which is presented by 288 people (76,8%) agree on to buy second hand items from internet while 87 people disagree to join that statement. For the supply side of sharing economy, while the respondents are willing to sell their unutilized items from the internet (90,9 %) and rent their car seat to someone for travel (63,5%), mostly they don't want to rent their rooms (73,1%) and don't want to give food service to someone for money at their home (77,9%).

Chi-Square test of independence was used to determine the relationships between variables. Thus, demographic variables and the responses of the participants were analyzed through crosstabs. According to test results, there is a significant relationship between gender and willingness to pay for stay someone's home, women were less likely to stay than men (p=000). Also there is a significant relationship between gender and willingness to rent their house room, women were less likely to rent their home than men (p=0,007).

From the perspective of educational level between uses of sharing economy, a significant relation determined as people who have university (2 years vocational schools) level education were more likely to use sharing economy than other educational levels. Also, high school level people are less likely to pay for travel with someone's car (p=0,002) and less likely to rent their car seat (p=0,002). Doctoral education level is more likely to sell their

goods from internet than other educational level (p=0,002). And university education level more likely to give food service at home than other levels (p=0,000). In the income status and demographics variables relations, there is a significant relation determined in people who have income TL 2500 and under between uses of sharing economy, they were less likely to use sharing economy (p=0,003). For the occupation status and demographic relationship tests, it's determined that unemployed, students and engineers are less likely to use sharing economy than other occupations (p=0,001). Moreover, while unemployed and managers are less likely to pay for stay someone's home instead hotels, tourism workers are strongly willing to pay for stay someone's home (p=0,000). Managers do not want to join and private sector workers are less likely to pay for eat someone's house instead of restaurant (p=0,000). Unemployed participants are more likely to pay for travel with someone's car than other occupations (p=0,001). Managers and tourism workers were more likely to rent their home rooms than other occupations (p=0,001). Tourism workers, officers and managers were more likely to rent their car seat for travel than other occupations (p=0,000).

Table 4. Descriptive Statistics for Scaled Items

Scaled Items	N	x̄	Σ	σ²
Sharing economy has an important role in my purchasing behavior	375	3,4267	,93896	,882
Sharing economy prevents wastage	375	4,0213	,77015	,593
Sharing economy ensure effective use of resources	375	4,0533	,75455	,569
Money can be saved with sharing economy	375	4,1227	,70967	,504
Sharing economy may benefits the country's economy	375	3,7467	,96867	,938
Sharing economy leads to the informal economy	375	3,3653	,86363	,746
My money remains in my pocket with sharing economy	375	3,6667	,75525	,570
Environment protected with sharing economy	375	3,6533	,80926	,655
Sharing economy helps socialize	375	3,9680	,73057	,534
Sharing economy allows me to make new friends	375	3,9120	,80456	,647
Sharing economy makes my life easier	375	3,7947	,81953	,672
I meet my needs quickly with sharing economy	375	3,6987	,80929	,655
Sharing economy is a technological phenomenon	375	3,8560	,81795	,669
I think, I will use sharing economy more in the future	375	3,9440	,84623	,716
Sharing economy will grow in the future	375	4,1360	,78771	,620
Sharing economy is safe	375	3,1413	,73403	,539
There are times when I hesitate to use the sharing economy	375	3,6533	,89403	,799
I can share with my friends that I use sharing economy	375	3,9493	,63759	,407
I recommend the sharing economy to my friends	375	3,7493	,75367	,568
I do not share with my friends that I use sharing economy	375	2,3120	,97083	,943
Sharing economy fits my life style	375	3,3893	,86395	,746
Sharing economy helps me meet with other culture	375	3,9253	,68191	,465
Sharing economy strengthens cultural interaction	375	3,9200	,74144	,550
I can make profit with sharing economy	375	3,8427	,80393	,646

According to responses, participants agreed on sharing economy will grow in the future and participants see sharing economy transactions as a tool of saving money. Also participants thinking that sharing economy prevents wastage and ensure effective use of resources. Moreover, sharing economy also gives opportunity of socializing with other people

and provides the opportunity to meet with cultures an strengthens interactions. In another aspects, participants see the sharing economy as a way of making profit and also agree on these transactions may benefits to the country's economy. Participants agreed on that they do not hesitate to share their participation of sharing economy to their friends. Even they stated their positive attitude towards to sharing economy still they have some doubts about the safety of sharing economy transactions.

5. Conclusion

The early form of sharing activities initiated the today's modern businesses in the historical process. But in the last decade the business of sharing economy became a most popular phenomenon with the technological development. In this study, it's aimed to determine Turkish people's participation intentions and point of view to sharing economy system. For the research, a field study conducted and results showed that Turkish people are in the early stage of using sharing economy activities when compared with European counterparts. Even though most of the people aware of business model (66,4%) there are still grey area which is end up with hesitation for utilization of sharing economy. Also, there are some legislative boundaries towards to sharing economy in particular field such as Uber (Which is currently nonlegal in Turkey). The result of this study showed that Even though the use of sharing economy in the percentage of 40%, Turkish people have positive attitude towards sharing economy activities. Respondents have already welcomed sharing economy in the sub-field of exchange unutilized goods via internet based sharing economy systems. But, for the other sharing economy alternatives, they don't want to give food service at their home (%77,9) and rent their home's room (%73,1). On the contrary, they are willing to travel with someone's car and also, they are willing to rent their car seat (around %60). In that case when we compare Turkish attitude towards sharing economy with the European counterparts they are not feeling their selves comfortable and safe when they are allowing foreigners to their homes. The main motivation is saving money and respondents agreed on sharing economy helps sustainability and decrease wastage in general. According to gender women are less likely to stay someone's home because of safety issues and also, they are less likely to rent their home for the same reason. Moreover, under all conditions tourism workers are willing to join sharing economy activities than other occupations this is may be because of their open-minded mentality. As mentioned in previous research sharing economy strengthening cultural interaction and allows making new friends. Also people see sharing economy as earning money tool for making additional income. As the result of the study Turkish people agreed on

sharing economy will grow in the future and it's expected to see sharing economy platforms in niche markets.

In this study there are some limitations, first of all the study have to be seen as a preliminary research. This study will be used for further research of participation intention and it will be used for to create an expanded research article. Furthermore, for the future research the population size need to be expanded. And intention and variables that can affects' relations may be studies in the future researches.

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A Bibliometric Analysis of Information Technology Research in Tourism And Hospitality Journals in the SSCI

SSCI Turizm ve Ağırlama Dergilerinde Bulunan Bilgi Teknolojileri Araştırmalarının Bibliyometrik Analizi

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Abstract: This study provides a bibliometric review on the information technology (IT) related articles published in tourism and hospitality (T&H) journals which are indexed in Social Science Citation Index (SSCI). A database with detailed information was created through the Web of Science (WoS) using 5070 articles from 32 journals. Frequency tables of the publications were given and co-occurrence, co-citation, co-authors, and keyword analysis were conducted. Findings indicate that Structural Equation Modelling and Venkatesh's Unified Theory of Acceptance and Use of Technology was mostly used in studies on IT in T&H. Additionally, some trend topics have been specified according to study findings. This paper gives a deep understanding of IT researches in T&H through bibliometric analysis.

Keywords: Bibliometric, Information Technology, Web of Science, Co-Citation, Co-Occurrence

JEL Classification: L83, O30, D83

Öz: Bu çalışma, Social Science Citation Index'te (SSCI) bulunan turizm ve ağırlama (T&H) dergilerinde yayınlanan bilgi teknolojisi (BT) ile ilgili makalelerin bibliyometrik bir incelemesini sağlamaktadır. Web of Science (WoS) aracılığıyla 32 dergiden 5070 makale kullanılarak ayrıntılı bilgi içeren bir veritabanı oluşturulmuştur. Yayınların frekans tabloları verilerek birlikte oluşum, ortak alıntılanma, ortak yazarlar ve anahtar kelime analizi yapılmıştır. Bulgular, turizm ve ağırlamada bilgi teknolojileri üzerine yapılan çalışmalarda daha çok Yapısal Eşitlik Modellemesi ve Venkatesh'in Birleşik Teknoloji Kabulü ve Kullanımı Teorisi'nin kullanıldığını göstermektedir. Ayrıca, çalışma bulgularına göre bazı trend konular belirlenmiştir. Bu makale, bibliyometrik analiz yoluyla turizm ve ağırlamadaki bilgi teknolojileri araştırmalarının derinlemesine anlaşılmasını sağlamaktadır.

Anahtar Kelimeler: Bibliyometrik, Bilgi Teknolojisi, Web of Science, Ortak Alıntılanma, Ortak Oluşum

JEL Sınıflandırması: L83, O30, D83

1. Introduction

Tourism, due to its intangible and knowledge-intensive form, has many things in common with IT. Thus, changes in information and communication technology have led to many new developments in processes and structures in tourism (Law, Buhalis, & Cobanoglu, 2014). Besides, new developments in IT and their social effects in tourism have attracted the attention of researchers. Tourism researches, especially those who were established academics, try to publish their works in mainstream journals (Law, Leung, & Buhalis, 2009).

Information technologies enabled the information to be shared and stored faster with new techniques. In the field of tourism, information technologies ensure the spread of tourism information on a global scale and radically change the travel behavior (Law et al., 2014). However, tourism can be easily digitalized due to its abstract structure. For example, thanks to

virtual reality applications, tourists can visit a destination in a virtual environment without physical displacement. Besides, with the new applications such as Airbnb, which is a part of the new sharing economy, people have changed the traditional accommodation style for non-locals, causing the accommodation phenomenon to go beyond the known.

This study aims to present bibliometrically the studies on IT in T&H and it is organized into 4 parts. At the beginning, a literature review on the connection between tourism and IT, and bibliometric studies provided. In the next part, research method, data construction and analyzing process are explained. Finally, results are discussed and concluded in the light of literature.

2. Literature Review

New order tourists need to know virtually the destination before they travel as IT as the ever-growing context has changed all processes in tourism. They usually search on the internet, read recommendations, look at the photos, watch videos and sometimes create a virtual world through virtual reality (VR) in the planning stage of travel. Virtual reality has the potential to communicate with targeted markets and create destination awareness (Xiang & Gretzel, 2010) by offering a rich environment for potential visitors (Huang, Backman, Backman, & Chang, 2016). Also at the destination, smart cities have many effects on the consuming behavior of tourists (Jin, Gubbi, Marusic, & Palaniswami, 2014). Nevertheless, robots also are discussed in literature due to their impact on consumers (Ivanov, Webster, & Seyyedi, 2018). So technological developments virtually and physically got inside the life of not only the travelers but also the tourism businesses. The increasing number of internet users and developments in the infrastructure of information communication technology opened new ways to tourism firms to sell their products and services online. In the line with these developments, websites play important role in the marketing of tourism (Law et al., 2009) and tourism service providers have interfaced with new intermediaries, especially the Online Travel Agencies (Digiorgio, 2016).

IT-enabled service systems increase customer preference at the learning phase of the service personalization which translates into higher customer service evaluations and value perceptions of the hotel (Piccoli, Lui, & Grun, 2017). For example, a recommender system can offer services to a confused customer (Al-Ghossein, Abdessalem, & Barre, 2018). So, the tourism markets and actors both shape and are shaped by technology and tourism actors interact from a linear supply chain tourism 'industry' to a complex socio-technical smart tourism ecosystem (Sigala, 2018). Understanding smart tourism in the light of tourism information services accelerates the development of smart tourism and helps organizations or institutes grasp its direction (Li, Hu, Huang, & Duan, 2017). On the other hand, surely there is a change

in the perspective of researchers from marketing to the knowledge-creating tool (Xiang, 2018).

As technology affects radically the tourism, hotel managers or workers should have the ability to respond when their customers make negative online reviews on the web (Lui, Bartosiak, Piccoli, & Sadhya, 2018). However, there is little understanding throughout managers about IT, so they and their teams should have more skills in IT-related issues (Law et al., 2009). People take care of the quality of touristic places as before but there is a new phenomenon named e-services which is a key to succeed in competing due to its effect on purchasing decisions (Kourtesopoulou, Kehagias, & Papaioannou, 2018). Perceived benefits and obstacles of e-business, technology readiness, competitive pressure, and trading partner collaboration are the drivers that are important for the tourism industry (Oliveira & Martins, 2010). But there are some cases of fault IT implementation in firms which caused by some postpositivist beliefs (Alford & Clarke, 2009). However, Kocak (2007) identified some effects of e-commerce on tourism, which are:

- Reduced communication costs,
- Time-consuming in buying a travel ticket,
- Flexible customer services,
- Increase in employee productivity,
- Employment opportunities and jobs.

For the reasons listed below, researchers worked on many subjects like technology acceptance (Lim, 2009), task-technology fit, social media (Xiang & Gretzel, 2010), virtual reality (Huang et al., 2016), intelligence, smartness, systems, etc. in T&H but there is a need to understand in-depth the ongoing studies in this field. So, the perspective which meets this need should be bibliometric analysis.

In their research on information communication technology (ICT) related to 288 journal articles between 2014-2017, Law, Leung, and Chan (2019), found a growing significance of ICT in the T&H setting which creates a great opportunity. In the research on 92 mobile technology usage articles between 2002 and 2017, they divided literature into two-part as suppliers' and consumers' perspective studies (Law, Chan, & Wang, 2018). Besides, in a research on the conceptual ties between co-creation and tourism it has found five perspectives in literature as firm-inspired, technology-based, and cultural-based experience; customer satisfaction and participation, and innovation-based experience (Tregua, D'Auria, & Costin, 2020). However much other bibliometric analysis on tourism used different approaches. This has included co-citation (Benckendorff & Zehrer, 2013; Cheng, Edwards, Darcy, & Redfern, 2018; Ko-

seoglu, Rahimi, Okumus, & Liu, 2016; Koseoglu, Sehitoglu, & Craft, 2015; Leung, Sun, & Bai, 2017), co-authorship (Koseoglu et al., 2016), co-word (de la Hoz-Correa, Munoz-Leiva, & Bakucz, 2018; Leung et al., 2017), co-occurrence (Johnson & Samakovlis, 2019; Mulet-Forteza, Genovart-Balaguer, Merigo, & Mauleon-Mendez, 2019) analysis.

3. Method

In this research, a bibliometric analysis conducted to obtain a detailed review of the IT context in T&H. Bibliometric analysis is the most popular method for giving an abstract for a field, analyzing complex structures and networks of publications and citations, and finally, it is possible to make inferences for the future studies. Thanks to the bibliometric studies, a large literature database can be created and thus hidden trends for a specific area can be analyzed and further information can be presented to researchers (Nerur, Rasheed, & Pandey, 2016).

3.1. Data Collection

Web of Science (WOS) was used as the main data source which is the largest platform with more than 12000 journals worldwide. Furthermore, the Social Science Citation Index (SSCI) was selected as the data source for more comprehensive results. While SSCI journals are the most popular for researches in T&H. The process is explained to visualize how data were analyzed by utilizing VosViewer on the aspects of research method Data were obtained in two steps. Firstly, to include more relevant interdisciplinary publications as possible, technology, smart, mobile, virtual reality, augmented reality, ICT, robotics, wireless, wifi, wi-fi, artificial intelligence, big data, communication, etourism, e-tourism, social media, facebook, twitter, instagram, tripadvisor, airbnb, e-commerce, online, tablet, app, application, intelligent, internet, website, ewom, electronic, smartphone, system, nfc, cyberspace keywords in the Hospitality, Leisure, Sport & Tourism category of WOS SSCI, articles related to IT in T&H which were published between 2000 and 2019 were searched and listed (data retrieved January 23, 2020).

Table 1. Journals Selected in Hospitality, Leisure, Sport & Tourism Category of SSCI Index

Journal Name	Total Number of Articles
Tourism Management	723
International Journal of Hospitality Management	466
International Journal of Contemporary Hospitality Management	428
Journal of Sustainable Tourism	293
Current Issues in Tourism	279
Journal of Travel Tourism Marketing	267

Annals of Tourism Research	240
Journal of Travel Research	234
Tourism Economics	186
Asia Pacific Journal of Tourism Research	173
Tourism Geographies	149
Cornell Hospitality Quarterly	149
International Journal of Tourism Research	148
Journal of Destination Marketing Management	130
Journal of Hospitality Tourism Research	116
Leisure Studies	109
Tourism Management Perspectives	105
Journal of Hospitality Marketing Management	102
Journal of Hospitality Leisure Sport Tourism Education	94
Journal of Leisure Research	92
Leisure Sciences	86
Scandinavian Journal of Hospitality and Tourism	77
Journal of Hospitality and Tourism Technology	72
Journal of Hospitality and Tourism Management	62
Journal of Vacation Marketing	61
Journal of Tourism and Cultural Change	52
Tourist Studies	47
Journal of Outdoor Recreation and Tourism Research Planning and Management	44
Tourism Review	42
Journal of Quality Assurance in Hospitality Tourism	22
Loisir Societe Society and Leisure	14
Cornell Hotel and Restaurant Administration Quarterly	8

The aim of using these words is to involve all IT related studies. In this manner articles including at least one word mentioned below, will be counted in the study's database. Words were extracted from abstracts of recent articles which were published in Tourism Management, International Journal of Contemporary Hospitality Management and Journal of Hospitality and Tourism Technology. Then, 32 journals in the index which are Tourism Management, Tourism Geographies, Journal of Hospitality and Tourism Technology, International Journal of Hospitality Management, International Journal of Tourism Research, Journal of Hospitality and Tourism Management, International Journal of Contemporary Hospitality Management, Journal of Destination Marketing Management, Journal of Vacation Marketing, Journal of Sustainable Tourism, Journal of Hospitality Tourism Research, Journal of Tourism and Cultural Change, Current Issues In Tourism, Leisure Studies, Tourist Studies, Journal of Travel Tourism Marketing, Tourism Management Perspectives, Journal of Outdoor Recreation and Tourism Research Planning and Management, Annals of Tourism Research, Journal of Hospitality Marketing Management, Tourism Review, Journal of Travel Research, Journal of Hospitality Leisure Sport Tourism Education, Journal of Quality Assurance In Hospitality Tourism, Tourism Economics, Journal of Leisure Research, Loisir Societe Society and Leisure, Asia Pacific Journal of Tourism Research, Leisure Sciences, Cornell Hotel and Restaurant Administration Quarterly, Cornell Hospitality Quarterly, Scandinavian Journal of

Hospitality and Tourism were selected (Table 1). Finally a database of 5070 articles obtained with their title, abstract, keywords, and references.

3.2. Analysis

Using the database obtained from 32 T&H journals, frequency analysis was used for publication numbers and Citespace 5.6.R2 (Chen, 2006) and VosViewer 1.6.14 (Van Eck & Waltman, 2010) software were used for the classification and visualization. In order to understand trends and links between authors and citations, and have a better objective overview of the field, quantitative methods as co-author, co-citation and co-occurrence (keyword) analysis were used.

4. Results

According to the results of frequency by year analysis, IT studies in tourism and leisure have increased since 2006 (Figure 1). The number of studies reached from 665 in 2018 to 1008 in 2019. Although this is a very important increase in the meaning that it shows the importance given to studies on ITs. Furthermore, these articles were published mostly in Tourism Management (723), followed by the International Journal of Hospitality Management (466), and International Journal of Contemporary Hospitality Management (428) (Table 1). Another point for this finding is that top journals in SSCI have strategies to publish in IT related articles due to its effect on impact factor. Also, researchers can access more publications because of developments in ICT, so it has the nature of increasing itself.
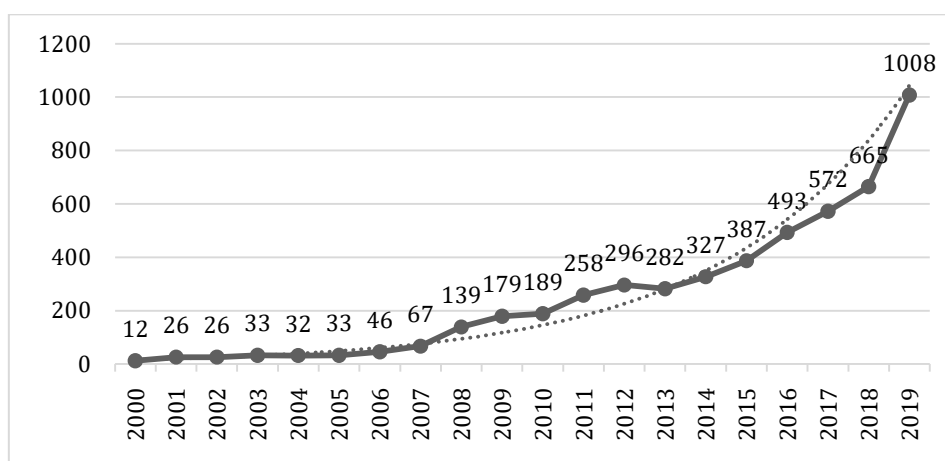
Figure 1. Total Number of Publication by Year

Many studies on IT in T&H (1615) were produced in the USA (Figure 2). This is followed by China (818), Australia (604) and the UK (561). This finding is as expected because the USA and China have a high interest in technology and innovation in tourism.
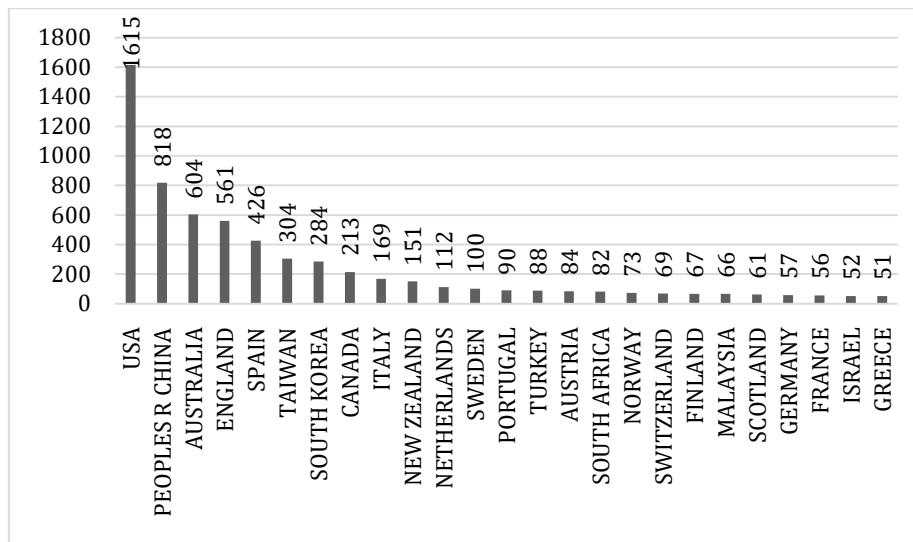
Figure 2. Total Number of Publications by Country

The reason why the USA and China are on the top for publication is might be they had better adapted organizations in IT. The USA has many organizations like the University of Central Florida working on this issue and Hong Kong Polytechnic University in China is at the top for the publications in IT and tourism (Figure 3). Robert Law's Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research article which was published in 2008 cited 3467 times till 2019 (Scholar, 2020), is the most influencing in the field.
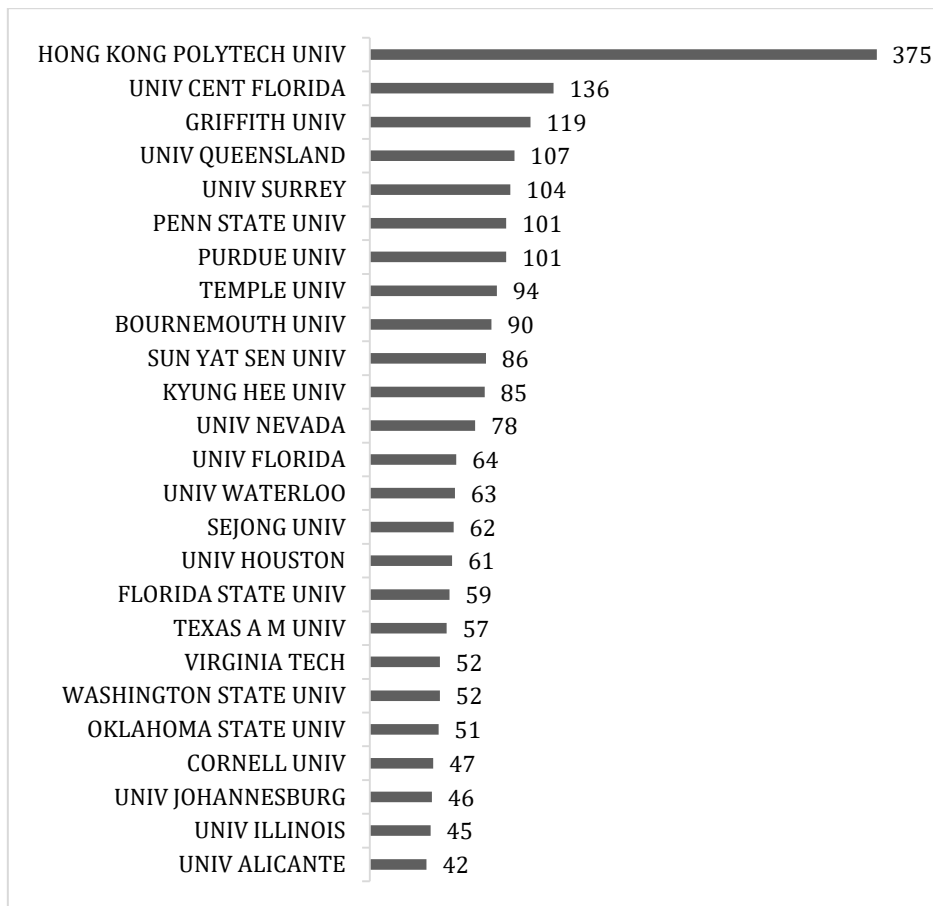
Figure 3. Total Number of Publications by Organizations

4.1. Co-author Analysis

With co-author analysis, it is possible to see authors working on IT in T&H (Figure 4) and working networks between the authors which are grouped in different colors in Figure 5. When the links in the figure are followed, the co-authors' networks burst out. Besides, the number of publications belonging to the authors is shown in bubble sizes. Rob Law from Honk Kong Polytechnic University, has more connections with other authors in different colors means that he has been working and collaborating on different topics of IT in T&H.
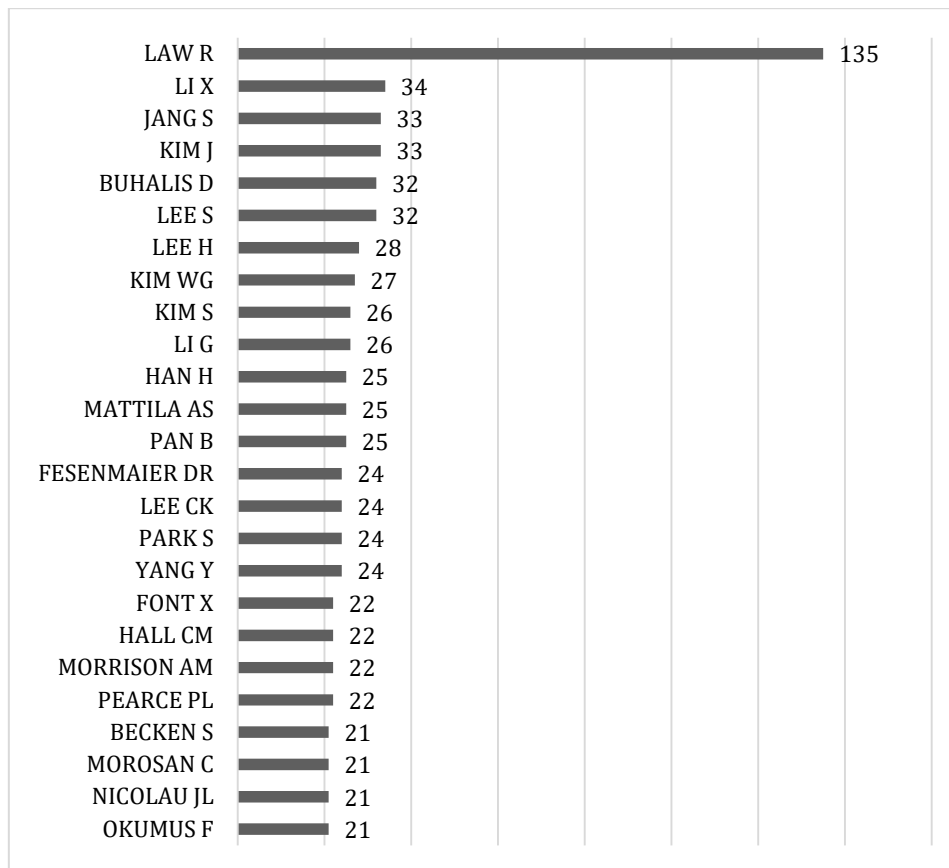
Figure 4. Total Number of Publications by Author
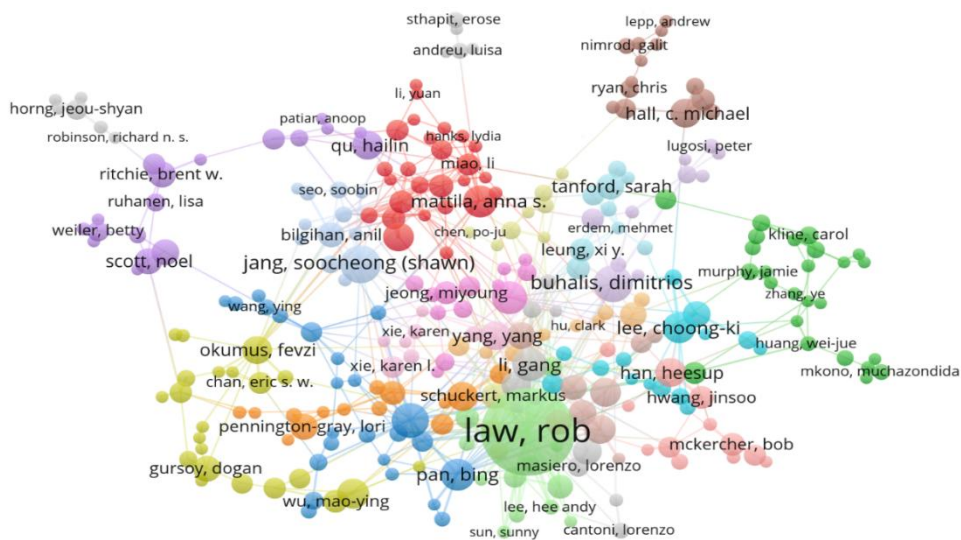
Figure 5. Co-author Analysis

4.2. Co-citation Analysis

This analysis was carried out through CiteSpace and Vosviewer programs, which use references from articles in the database of study, and a total of 171104 citations were found out for all articles. The VosViewer program has been categorized the literature in six different cate-

gories and Evaluating structural equation models with unobservable variables and measurement error paper of Fornell and Larcker (1981) as the most cited among all.
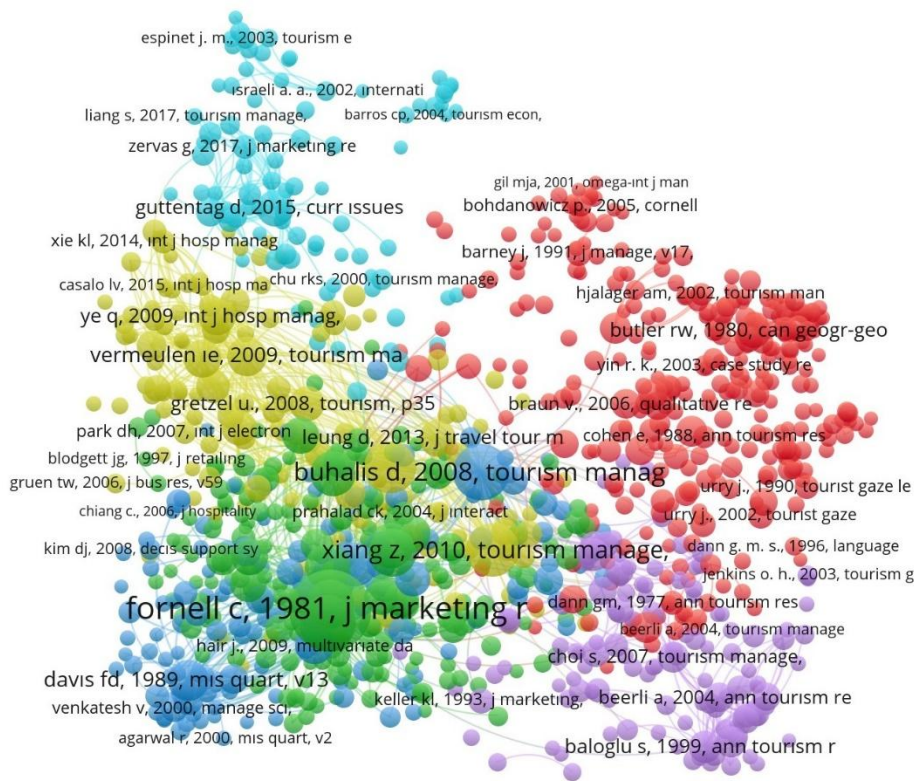
Figure 6. Co-citation Analysis

As a result of the co-citation analysis, the CiteSpace program has determined the 12 most cited categories which are trend topics: #0 online review, #1 purchase intention, #2 experience co-creation, #3 sharing economy, #4 environmental management, #5 sustainable tourism, #6 mobile device, #7 lodging properties, #8 brand love, #9 crisis planning, #10 tourist activities, #11 advance booking and #12 balanced scorecard. Clusters were determined based on the major references cited them which were published between 2000 and 2019. According to the analysis, the most cited article with 387 in the database is the article Airbnb: disruptive innovation and the rise of an informal tourism accommodation sector of Guttentag (2015) which is recent and influential in the field of sharing economy (see Table 2).

Table 2. Most Cited Articles and Their Clusters

Author	Year	Source	DOI	Frq	Cluster
Guttentag D	2015	Current Issues in Tourism	10.1080/13683500.2013.827159	387	#3 sharing economy
Xiang Z	2010	Tourism Management	10.1016/j.tourman.2009.02.016	355	#0 online review
Sparks BA	2011	Tourism Management	10.1016/j.tourman.2010.12.011	267	#0 online review
Buhalis D	2008	Tourism Management	10.1016/j.tourman.2	252	#1 purchase inten-

			008.01.005		tion
Hair J F	2010	Multivariate Data Analysis		246	#6 mobile device
Zervas G	2017	J of Marketing Research	10.1509/jmr.15.0204	242	#3 sharing economy
Leung D	2013	J of Travel & Tourism Marketing	10.1080/10548408.2013.750919	236	#0 online review
Hair JF	2011	J Marketing Theory & Practice	10.2753/MTP1069-6679190202	235	#6 mobile device
Munar AM	2014	Tourism Management	10.1016/j.tourman.2014.01.012	203	#0 online review
Litvin SW	2008	Tourism Management	10.1016/j.tourman.2007.05.011	194	#0 online review
Henseler J	2015	J Academic Marketing Sciences	10.1007/s11747-014-0403-8	188	#6 mobile device
Ayeh JK	2013	J of Travel Research	10.1177/0047287512475217	183	#0 online review
Tussyadiah IP	2016	Int J of Hospitality Management	10.1016/j.ijhm.2016.03.005	181	#3 sharing economy
Vermeulen IE	2009	Tourism Management	10.1016/j.tourman.2008.04.008	178	#0 online review
Hays S	2013	Current Issues in Tourism	10.1080/13683500.2012.662215	169	#7 lodging properties
Ert E	2016	Tourism Management	10.1016/j.tourman.2016.01.013	167	#3 sharing economy
Gutierrez J	2017	Tourism Management	10.1016/j.tourman.2017.05.003	164	#3 sharing economy
Podsakoff PM	2003	J of Applied Psychology	10.1037/0021-9010.88.5.879	162	#6 mobile device
Zeng BX	2014	Tourism Management Perspectives	10.1016/j.tmp.2014.01.001	159	#7 lodging properties
So KKF	2014	J of Hospitality Tourism Research	10.1177/1096348012451456	156	#8 brand love
Lu WL	2015	J of Hospitality Marketing & Man.	10.1080/19368623.2014.907758	148	#0 online review
van Doorn J	2010	J of Service Research	10.1177/1094670510375599	147	#8 brand love
Tussyadiah IP	2016	J of Travel & Tourism Marketing	10.1080/10548408.2015.1068263	143	#3 sharing economy
Venkatesh V	2012	Mis Quarterly		141	#6 mobile device
Xiang Z	2015	J of Retailing & Consumer Services	10.1016/j.jretconser.2014.08.005	140	#2 experience co-creation

Citation burst is important for those who want to identify more resources and to learn more in a field. In this study, the studies that were referred to attract attention between 2000 and 2019 were determined with citation burst. High burst shows that it is a hotspot for a certain discipline in a certain time interval (Chen, Hu, Liu, & Tseng, 2012). According to Table 3, Venkatesh, Morris, Davis, and Davis (2003) Unified theory of acceptance and use of technology (UTAUT) model attracted intensive attention between 2000 and 2019. This article which was created by bringing together eight old theories in user acceptance of technology is very popular also for other IT studies.

Table 3. Top 25 References with the Strongest Citation Bursts

References	Strength	2000 - 2019
Venkatesh V, 2003, MIS QUART, V27, P425	30.5395	▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬
Russell R, 2004, ANN TOURISM RES, V31, P556, DOI	19.7631	▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬
Lu L, 2019, INT J HOSP MANAG, V80, P36, DOI	17.9804	▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬
Tussyadiah IP, 2018, INFORM COMMUNICATION, V2018, P308	16.949	▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬
Sarstedt M, 2015, PROCEEDINGS OF THE 2009 ACADEMY OF MARKETING SCIENCE (AMS) ANNUAL CONFERENCE, V0, P8	16.3417	▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬
Gummerus J, 2012, MANAG RES REV, V35, P857, DOI	15.5802	▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬
Sonmez S F, 1998, JOURNAL OF TRAVEL RESEARCH, V37, P171, DOI	15.2107	▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬
Cvijikj IP, 2013, SOC NETW ANAL MIN, V3, P843, DOI	14.9344	▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬
Kim SE, 2017, INFORM MANAGE-AMSTER, V54, P687, DOI	14.6114	▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬
Bartneck C, 2009, INT J SOC ROBOT, V1, P71, DOI	14.3337	▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬

4.3. Co-occurrence Analysis

This analysis is very important to be able to map the literature in mind and to know where to start to study. Due to the co-occurrence analysis made with VosViewer software some key-words occurred as shown in Table 4. Social media (229) is at the top of the list followed by hotels (141), China (128) and Airbnb (115) which are the main determiners for IT studies in T&H. Besides, for a better understanding of the relations between these keywords a co-occurrence network analysis has been conducted. As a result 'social media' word have found to be the most influential on all other subjects, that means social media is mostly studied in

the literature in different ways. Furthermore from the network map, 6 clusters of research areas have been defined: 1. Social media and online reviews, 2. Hotels, 3. China and sustainable tourism, 4. Airbnb and sharing economy, 5. Destination image and destination marketing, and 6. Satisfaction.

Table 4. Co-occurrence of Keywords

| Rank	Term	Frq	Rank	Term	Frq
1	social media	229	14	content analysis	71
2	hotels	141	15	destination marketing	62
3	China	128	16	climate change	62
4	airbnb	115	17	internet	60
5	sharing economy	100	18	trust	59
6	destination image	92	19	marketing	56
7	sustainable tourism	92	20	revenue management	54
8	hotel industry	84	21	service quality	51
9	satisfaction	82	22	ewom	49
10	sustainability	81	23	Hong Kong	46
11	online reviews	75	24	rural tourism	46
12	hotel	74	25	gender	46
13	customer satisfaction	72			
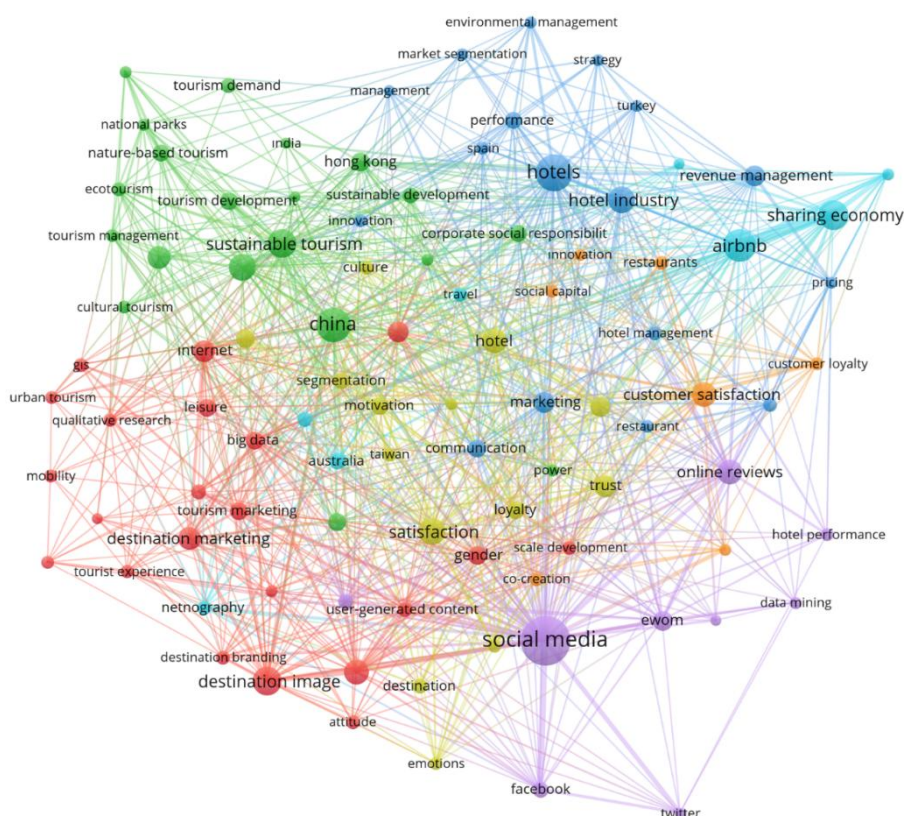
Figure 7. Keywords Co-occurrence Network

5. Discussion & Conslusion

This study provides a scientometric review of the IT-related studies in T&H. For this purpose, a database were created by searching IT related studies in the journals of tourism and hospitality which are SSCI indexed. Thanks to this database, publication statistics were obtained and citation analyses were carried out. As a result of the findings obtained from the study, it has been observed that IT studies have increased intensively in T&H journals since 2006. The reason for this development is the ever-growing hedonic use of technology (Venkatesh, Thong, & Xu, 2012), offering a competitive advantage to tourism businesses (Bilgihan, Okumus, & Kwun, 2011) and disruptive feature of innovation which force to use new technologies (Christensen, 2006). Globally 49.7% of the world population uses the internet (Bank, 2017) and they participate also in tourism processes and make businesses oblige to be effective in IT. Therefore these developments engaged the attention of the researchers and directed the IT-related issues to be analyzed with new models.

While some researchers continuing on the much-debated topics, others which are especially from the USA and China are almost aware of the importance of IT. Even though Law et al. (2009) tried to warn researchers about the importance, but there were some challenges for researchers like non-assimilation due to imperceptions, absence of infrastructure, disinvestment in public and private sector, and problem observation failure were arisen. Rob Law in Hong Kong Polytechnic University, was found to be the hardworking and most influential person for the field. Authors generally studied specific areas and have some working groups for certain topics.

Table 5. Summary of Clusters

	Most Studied	Trend
1	Social media and online reviews	Online review
2	Hotels	Purchase intention
3	China and sustainable tourism	Experience co-creation
4	Airbnb and sharing economy	Sharing economy
5	Destination image and destination marketing	Environmental management
6	Satisfaction	Sustainable tourism
7		Mobile device
8		Lodging properties
9		Brand love
10		Crisis planning
11		Tourist activities
12		Advance booking
13		Balanced scorecard

According to findings of co-citation analysis, two important conclusions arose: (1) structural equation modeling is mostly used as a method and (2) UTAUT model has a stronger citation burst for IT studies in T&H. Besides, as a result of co-citation and co-occurrence analysis most studied and trend clusters were listed in Table 5. Finally, it was found out that

online reviews are most studied and still a trend and subsequently researchers usually studied IT in hotels, China, and for sustainable tourism, sharing economy, destination marketing and image, and satisfaction. Some of the most studied clusters are still trending in literature but there also new clusters like purchase intention, experience co-creation, mobile device, etc.

Tourism has a complex domain and has many common points with technology because semantically both have many intangibles to exchange as information. So many processes in T&H transformed into e-processes like reservation, check-in, orders, etc. That is to say that technology changes tourism and vice versa. Researches should continue to do their researches on IT in T&H but with more computational power and sophisticated algorithms to be able to resolve future problems (Gretzel, 2011).

6. Limitations & Future Research

There are some limitations regarding the keywords used in citation analysis. All keywords related to information technologies have been tried to be added to the research. Some articles that do not contain these keywords but related to the field of technology may not be included in the analysis. Expanding the keywords by adding to include innovation, entrepreneurship and different fields may give an extensive view to the field. For example, some studies in the field of innovation can be related to information technology.

Future researches may include detailed methodology analysis and the use of statistical methods. Co-citation analysis is a very good start for new researchers before starting to study IT in T&H. Additionally, researchers may focus on the reasons why the USA and China have more publications than other countries.

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