

# TOLEHO

Journal of Tourism, Leisure and Hospitality  
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Dear authors, researchers and readers,

The ongoing war in Ukraine causes concerns for human values and hits tourism. Millions of people leave their home as refugees and motivations for tourism such as joy and relaxation justifiably become insignificant. On the other hand, the world is going through an economic depressions. Soaring inflation threatens people's budget for tourism activities. Pandemic has caused too much loss in terms of beloved ones who passed away in the whole world. The world suffered too much in every single way during the pandemic. International community had waited for so long to be back on tours, museums, hotels and beaches. Tourism is still a means of hope to look forward to better days and we hope that the power of travel will overcome the unprecedented challenges of our day. As quoted from the founder of Turkish Republic, Mustafa Kemal Atatürk: "Peace at home, peace in the world", these words will light the way for a better world in future.

**Cem Işık, Ph.D.**

**Editor-In-Chief**

### Peer Review Policy

All the articles in this section were subjected to double-blind peer-reviewing process. Journal of Tourism, Leisure and Hospitality has a strict reviewing policy. In our reviewing model, both reviewer(s) and author(s) are anonymous and it is the journal's priority to conceal authors' identities. However, it should not be forgotten that reviewers can often identify the author(s) of the reviewed papers through their writing style, subject matter of the manuscript or self-citations in the manuscript etc. Therefore, it has been becoming exceedingly difficult for the journal to guarantee total author anonymity. The reviewing process starts with the submission of the manuscript. Editor-in-Chief or one of the associate editors handles the submitted manuscript for a preliminary examination. Three possible decisions could be made about the submitted manuscript following this stage:

1. **Desk reject:** If the study is found not to have met the journal requirements in terms of content, an immediate desk reject decision is made.
2. **Technical revision:** If the study is found not to have been prepared according to the author guidelines of the journal, it is sent back to the author for technical revision.
3. **Editorial decision:** If the study meets the journal requirements in terms of content and is found to have been prepared following the author's guidelines, it is submitted to the editor-in-chief for final approval.

**After the editor's approval, one of the associate editors is appointed as the handling editor during the peer-reviewing process. At this stage, two reviewers are appointed to evaluate the study. There are five possible decisions in this round of peer-reviewing;**

1. **Accept:** Manuscript is found to be appropriate to be published without any revision as it is.
2. **Minor Revision:** Manuscript is accepted despite some minor revisions addressed by the reviewer. Handling editor also checks the revisions made by the author(s) following the submission of the feedbacks.
3. **Major Revision:** Manuscript is accepted despite some major revisions addressed by the reviewer. Reviewer, himself or herself, checks the revisions made by the author(s) following the submission of the feedbacks. This needs to be finalized in a maximum of 3 rounds.
4. **Re-submit:** Manuscript is not accepted for publication, but the author(s) are encouraged to re-submit after making necessary revisions in their manuscript.
5. **Reject:** Manuscript is not accepted for publication, and author(s) are not encouraged to re-submit the rejected manuscript.

At the end of the peer-reviewing process, the final decision as to whether the manuscript will be published or not belongs to the editor-in-chief. The manuscripts that are decided to be published are submitted to the preparation unit for publication. If necessary, additional technical revisions can be requested on the text, bibliography, images, tables, figures, etc.



## CORRELATIONS BETWEEN JOB AND LIFE SATISFACTION: A STUDY OF OCCUPATIONAL CHARACTERISTICS

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### KEYWORDS

*Tour Guide*  
*Life Satisfaction*  
*Job Satisfaction*

### ABSTRACT

The study aims to conduct a relationship analysis to explain the perceptions of job and life satisfaction with occupational information of tour guides. Tour guides are the first people tourists encounter when they go to a destination. Considering the service offered in forming the perception, image, and trust idea about the destination, it is crucial to determine whether tour guides are satisfied with their job and life. Tour guides working in Turkey, who led about 51 million visitors annually, constitute the research universe. 747 questionnaires were distributed, but only 408 of the collected data were considered valid. Based on the data obtained, a significant and positive relationship was found between the participants' job and life satisfaction levels. As job satisfaction increases, life satisfaction increases, and as life satisfaction increases, job satisfaction increases as well. A significant and positive relationship was also identified between job satisfaction sub-dimensions such as management, career, wage and job structure, and life satisfaction. However, no significant relationship was found between colleagues and life satisfaction.

## 1. INTRODUCTION

Rapid changes and developments in technology, communication and industry have transformed the economic activity in the world into a more global condition, which forces individuals, businesses and even states to live in a more competitive world. The importance of working, producing and being successful in this competitive environment becomes even more prominent. However, with these developments, the conditions of intense competition and the working conditions of the employees, which are the basis of working life, are getting more complicated. However, with the change experienced, consumers started to care about the working conditions of the employees performing the production, and how the product they are planning to buy has been produced. In this respect, businesses have become concerned about the existence of employees as individuals, and in this sense, they have become curious about the social and psychological conditions of their employees. Thus, businesses that produce goods and services have disengaged from a product and production-oriented approach, and have become attentive to their employees' emotions, psychological and social lives, wages, occupational safety, and working hours. The tourism sector, which grows daily in the globalizing world markets, is intensely competitive. Due to the high competition in the world tourism market, businesses need to use their resources effectively and efficiently for competition and sustainability and increase their overall performance. Therefore, tourism enterprises make considerable investments in a competitive environment to fulfil the demands of tourists and compete with other businesses and thereby get the

maximum share of the tourism pie. Considering the general working order of tourism enterprises, the importance of the employee factor in increasing the business performance is clear (Mamur, 2014: 28). Thus, it can be said that employees need to get enough satisfaction from their jobs and lives to work with high performance and efficiency.

With the transition to a process-oriented approach from a product-oriented approach in production and management, the priority of academic studies since 1930 has been to examine employees' perceptions of job and life satisfaction. However, the perception of the job and life satisfaction and its impact on performance and productivity are among the most studied subjects in management (Erdil et al., 2004: 17-18). Due to the labor-intensive nature of the tourism sector, the most fundamental element of the production is the individual. As such, tourism vocational high schools, universities, and vocational courses uptrain human resources in accommodation, gastronomy, recreation, travel agency, and tourist guidance. The world tourism sector, which has a revenue volume of 1.5 trillion dollars in 2019, should act with an employee-oriented focus to maintain its revenues and survive in an intensely competitive environment. However, according to the findings obtained from the real tourism environment, there are many breaks from the tourism profession due to the problems arising from business and social

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life (Gokdemir & Hacıoglu, 2018; Guzel et al., 2013). Therefore, measuring tourism employees' satisfaction with their job and social life environment in a continuous routine should aim to ensure that qualified personnel trained for tourism sustainably remain in the tourism sector. In this sense, the tourism sector must find the reasons that negatively affect the perception of job and life satisfaction and address them.

Tour guides are tourism professionals playing a key role, who introduce the historical, cultural, and natural beauties of tourist regions to tourists, guiding them, entertaining them, assisting with communicating with the local people and playing an essential role in ensuring tourist satisfaction. Considering that a visitor's satisfaction affects other tourists, tour guides are of great importance in presenting a positive image and promoting the country and gaining an international competitive advantage. Thus, the main purpose of this study is to examine the correlation between tour guides' job-life satisfaction and their occupational characteristics. Thus, this study differs from other studies in the literature in that it examines the relationship between tour guides' job and life satisfaction and their demographic and occupational characteristics. The findings to be obtained are important to make the qualified workforce in tourism employment sustainable and contribute to the national and international future of tourism.

## 2. CONCEPTUAL FRAMEWORK

### 2.1. Job Satisfaction

People spend most of their lives in workplaces to meet their general needs. They maintain this routine for at least 20-25 years throughout their lives (Keser, 2005: 78). As a result, a job is a force that shapes people's personalities and meets their needs. Job satisfaction is an important phenomenon that people encounter in their working life, affects them economically and psychologically and directs their lives. For this reason, the concept of job satisfaction is a field of study that finds comprehensive coverage in international studies (Al, 2018: 5; Cakir, 2010: 58). The concept of job satisfaction was first introduced in the 1920s to measure employees' job perceptions. In the 1930s and '40s, it was found to affect life satisfaction, and thus the individual physically and spiritually, and its importance was better understood (Sevimli & İscan, 2005: 55). Maslow and Alderfer, the first to research the concept of job satisfaction, explain the idea of job satisfaction as "meeting the needs of employees". However, according to Maslow, employees can't reach total satisfaction in an environment of limited opportunities and unlimited desires because the individual whose needs are not met fails to reach a higher level of intended achievement (Turk, 2007: 71). In the period between 1950 and 1960, the perspective of the employees changed from the instantaneous benefit dimension to the sustainable employee view. Thus, the idea that employees should be examined socially and psychologically has emerged. In other words, it was emphasised that the financial gain provided by the enterprises to the employees does not affect the job satisfaction of the employees, is not sufficient by itself, and that the job satisfaction should be provided spiritually (Davran, 2014: 7). People gain a

lot of experience in their work environment, and the business they work in, during which there may be different emotions such as happiness and sadness they observe and experience. As a result of this feeling and knowledge, an attitude towards people's job and workplace occurs. Job satisfaction thereby explains how well the employees are physically and mentally due to these attitudes (Sevimli & İscan, 2005: 56). According to Cranny et al., job satisfaction is defined as the emotional response that occurs to a person's job expectation (Cranny et al., 1992: 372). Locke defined job satisfaction as an employee's positive and satisfactory workplace and work-life (Silva, 2006: 319). In other words, job satisfaction is a concept that can give an idea about an individual's general thoughts about his job and the business they work for. In other words, it refers to the expectations of the employee from his/her job and the workplace and his/her general attitude towards his/her job (Miner, 1992: 116). Job satisfaction varies according to the individual's characteristics, expectations, and instant feelings. Yet, employers and managers do not understand the importance of job satisfaction sufficiently. Keeping employees' perception of job satisfaction positive leads to better performance, higher productivity, lower cost, and higher income (Cakir, 2010: 58). In light of the research literature, it can be concluded that when the level of satisfaction with their work, colleagues and managers, the wage policy and promotion opportunities in their institution are sufficient, employees are satisfied with their job, they are committed to their job, and have no plan to quit (Ozer & Gunluk, 2010: 463). In other words, job satisfaction can be achieved by improving the quality of working life, working conditions and environment, meeting the psychological, economic and social needs of the employees and eliminating the problems arising from business life (Kubilay, 2013: 12).

### 2.2. Life Satisfaction

Since the concept of life satisfaction is generally related to whether or not individuals are satisfied with their lives, it has led many researchers to research this subject (Batan, 2016: 15). Considering that individuals work under stressful working conditions for insufficient wages and insufficient leisure time in the modern world, the life satisfaction of the individual can be said to be low. To keep their employees in their business for a long time and to increase their commitment to the organisation, businesses have started to care about and research the business social lives of their employees. For this reason, the concept of life satisfaction increases its importance day by day (Turgut, 2010: 40). The concept of life satisfaction, introduced by Neugarten et al. (1961) is a social, cultural, and political concept that is constantly used in daily life and is widely used in academic literature. Life satisfaction, a vast area of use, differs personally in terms of where it is used, so a rational definition framework cannot be drawn. Changing time, age, gender, and culture constitute these semantic differences (Buber, 2017: 97). There are many different definitions regarding life satisfaction in the literature, as people have different expectations, needs and priorities due to the continuity and dynamic nature of life. In its simplest form, life satisfaction is the emotional reaction of an individual outside of work-life (Keser, 2005: 80).

According to Veenhoven (1996), life satisfaction is a rating of the positive developments of life as a whole. The determining factors of the degree of life satisfaction are life changes (Dalkiran, 2015: 27). According to another definition, life satisfaction is the positive evaluation of one's life by following the criteria set by him(her)self. Life satisfaction is an indicator of the comparison of these criteria that the person attributed himself/herself and living conditions or the value specified by that person for his/her own life (Cecen, 2007).

### 2.3. Tour Guide

For thousands of years, people have been engaged in travel and tourism activities with the curiosity of discovering new places and learning the history, culture, and geographies of different societies. In addition, the need for guidance has always arisen during intercontinental migrations, wars, trade routes, visits to sacred places, and land and sea travels. As with most professions, the profession of guidance was born out of this interest and learning need. The guidance services needed in trade and transportation have evolved throughout history and turned into the current tourist guiding profession (Toker, 2011: 24). With the increase in welfare and travel opportunities globally, the number of people participating in tourism activities increases every year. There is a tremendous international competition to get a more significant share of the world tourism movement and to attract more tourists. In this respect, it is the quality of the service that highlights the destinations in this intensely competitive environment. The quality of the touristic service is directly proportional to the quality of the employee providing the service. It is the tourism employers who make the tourists feel satisfied with the destination and visit again.

A tour guide, as a tourism employee, is the person who eliminates for tourists the risk of getting lost during their travels, provides safety of life and property, provides more detailed information about the places visited and provides the best service they can get (Buyukkuru, 2015: 9). A tour guide is defined in the Vocational Regulations of the Tour Guide prepared by the Ministry of Culture and Tourism as "provided that it is not like travel agency activity, the person who provides guidance for the trip of the local or foreign tourists in the form of individuals or groups to the cultural, tourism, historical, environmental, natural, social and similar values and assets of the country by promoting thereof and by using the language they have chosen before the trip in line with the culture and tourism policies, or who carries out, on behalf of the agency, management of tours organised by travel agencies by conducting them as defined and sold to the consumer in the written documents of the travel program" (Tourist Guidance Professional Regulation, 2014). According to another definition, the tour guide is the person who helps the tourists who come to the region and provides information on the historical artefacts regarding the country and the region and who is primarily responsible for tour management by applying the specific travel program or the program specified by the agency. For this reason, tour guides are among the crucial elements of the tourism sector, and the performance of the tour guides is of great importance for the industry to be thriving (Ulusoy,

2017: 7). According to the Ahipasaoglu (2001), a tour guide is a staff affiliated with tour operators who transfer information, promotes the country and the region to the tourists in a destination, guides them, establishes one-on-one contact with tourists due to their job descriptions and duties, deal with their complaints, and ensure high quality with their observations and experiences, and thus shape the future of the tourism sector. According to the European Federation of Tour Guides Association (EFTGA), a tour guide is a person who guides the trips, tells to, and accompany all visitors coming from inland or abroad, in their preferred language, the artefacts, museums, natural and historical sites in that region or cities (Ap & Wong, 2001: 551). On the other hand, in the definition made by the World Federation of Tour Guides (WFTGA), tour guides are people who lead the tourists in the language they speak, explain the cultural and natural beauties of the region they are in and are qualified by the competent authorities of the country they are in (Acun, 2016: 52).

As can be understood from the definitions, considering the destination service quality and tourist satisfaction of tour guides, who are one of the most important actors in the tourism sector, the performance of tour guides, their interest in the guests, and their ability to implement tour operations and problem-solving have a fundamental role in tourist satisfaction and so in the naturally occurring image of the country and destination. (Yazicioglu et al., 2008: 2).

## 3. METHODOLOGY

### 3.1. Data and Variable Selection

Studies in job and life satisfaction in the international tourism literature have been mainly conducted on hotel and restaurant employees. In this sense, the research focusing on the relationship between job and life satisfaction levels of employees serving in different fields other than hotels and restaurants in tourism and their mutual effects is quite limited. As such, the research subject of the current study is how the job, and the life satisfaction of professional tour guides affect each other and the relationship between them. The study aims to determine the job and life satisfaction perceptions of tour guides and calculate the arithmetic averages related to these. Turkey, which hosts a total of 51 million visitors annually, is an important tourist destination. The fact that the visitors generally have different nationalities requires a multicultural structure in the service provided. In this sense, it is crucial to examine tour guides' job and life satisfaction perceptions, representing a factor that determines the destination quality in touristic service presentation, and examining the relationship and effect between tour guides' demographic and professional characteristics and their job and life satisfaction perceptions will be very useful for the tourism literature. The study universe consists of tour guides who actively work in Turkey. Due to the restriction of reaching the entire population, the sample group to represent this was determined. The data collection method to be used in the study was explained, and information was given about the validity and reliability levels of the scales. The correlation and regression analyses were performed



to explain the relationships between the perceptions of job and life satisfaction of tour guides.

### 3.2. Hypotheses Development

The hypotheses that will serve the purpose of the research have been developed by examining the scientific research in the literature. Considering the studies focusing primarily on the relationships between job and life satisfaction, 384 people working in hotels were interviewed in the study conducted by Ozel (2015). Employees' job and life satisfaction relationship was analyzed regarding demographic variables such as professional experience, education level, department, and monthly income, and it was found that there are significant differences in terms of job and life satisfaction of other demographic variables other than professional experience. 747 people working in hotels were interviewed in the study conducted by Gul (2016), titled job and life satisfaction relationship among employees which found a significant and positive relationship between job satisfaction and life satisfaction of the employees. The study also determined that only the co-workers' dimension among the job satisfaction sub-dimensions does not affect achieving life satisfaction. In addition, 146 healthcare workers were interviewed in the study conducted by Kaplan (2014), which found that job satisfaction has a significant and positive effect on life satisfaction, and life satisfaction has the same effect on job satisfaction. Thus, the hypotheses H1, H1a, and H1b below were developed:

H1: The job satisfaction of tour guides affects their life satisfaction.

H1a: The management dimensions of the job satisfaction of tour guides affect their life satisfaction.

H1b: The career dimension levels of the job satisfaction of tour guides affect their life satisfaction.

Mafini and Dlodlo (2014) gave a questionnaire to 246 employees working in a public institution in South Africa and determined that the dimensions of the wage, the structure of the job and the colleagues have a significant relationship with job and life satisfaction. Gupta and Garg (2017) collected data from 150 employees working in hotels. In their study, the job satisfaction of hotel employees was examined by various variables, and a significant relationship between employees' jobs and colleagues and their job satisfaction was found. Jiang and Hu (2015) collected data from 246 people working full time in China and investigated the effects of gender and colleagues on life satisfaction. They found that the impact of colleagues on life satisfaction was significant. Ozyer et al. (2015) collected data from 223 healthcare workers working in the healthcare sector and determined that colleagues have an effect on job and life satisfaction at work. Thus, hypotheses H1c, H1d and H1e were developed, as can be seen below.

H1c: The wage dimension levels of the job satisfaction of tour guides affect their life satisfaction.

H1d: The colleagues' dimension levels of the job satisfaction of tour guides affect their life satisfaction.

H1e: The job structure dimension levels of the job satisfaction of tour guides affect their life satisfaction.

In a study conducted by Pan (2015), 474 hotel employees working in Taiwan were interviewed and the effects of employees' work environment,

colleagues, audits, and demographic data on job satisfaction were investigated. It was determined that there is a significant relationship between the job satisfaction and variables such as the education level of the employees, duration of their professional experience, and relationships with their colleagues and departments. In addition, 453 tour guides were interviewed in the study conducted by Kabakulak et al. (2018). In addition to the demographic characteristics of the tour guides, the effects of the variables of their working style, the nationalities they serve and the foreign languages they work with on job satisfaction were examined in the study. Sevimli and Iscan (2005) interviewed 454 doctors, and the relationship between the job satisfaction levels of doctors and their age, duration of service and career was examined. It revealed a significant relationship between job satisfaction levels and duration of service and career variables. In the study conducted by Koroglu (2011), 437 tour guides were interviewed and the relationship between the variables of educational status of tour guides, nationalities they work, their extra income status, their way of doing the profession and the job satisfaction were examined. It was found that demographic variables significantly correlated with the job satisfaction of tour guides. In Ozdemir's (2016) study, 200 tour guides were interviewed. In the research, the relationship between the variables of the way of execution of the profession of tour guides, their educational status, the language they work with, and their job satisfaction was examined, and it was found that such demographic variables were significantly correlated with job satisfaction. Thus, the following hypotheses were developed for the current study:

H2: There is a significant relationship between tour guides' job satisfaction and life satisfaction.

The hypotheses developed for this study based on the results of other studies in the literature are shown in a model. Figure 1 shows the hypotheses in a model.

The main universe of the study consisted of active working tour guides in Turkey. Since the research covers a wide area, it causes time and cost problems in reaching the whole area in question. The sample determination was chosen based on the population determined in the research. Determining the sample size that will represent the population and having the sample size represent the population in scientific research is a significant step for this research. Since sample size in research is affected by various factors such as the sampling method to be benefited, the size of the population, homogeneous or heterogeneous structure of the population in terms of research variables, the type of variables being qualitative or quantitative, the number of groups for variables, etc., the sample size of the research should be calculated by considering the factors in question (Ural & Kilic, 2006: 36).

The "simple random" sampling method was used, in which no systematic person selection was made for the sample universe. In this context, 7864 tour guides are working under TUREB (2018-2019). The study of Yazicioglu and Erdogan (2004: 50) was used to determine the number of samples representing the universe. According to the chart, the number of samples with a universe with a margin of error of 0.05 should be 367 people. Some formulas have been developed to calculate the sample size,

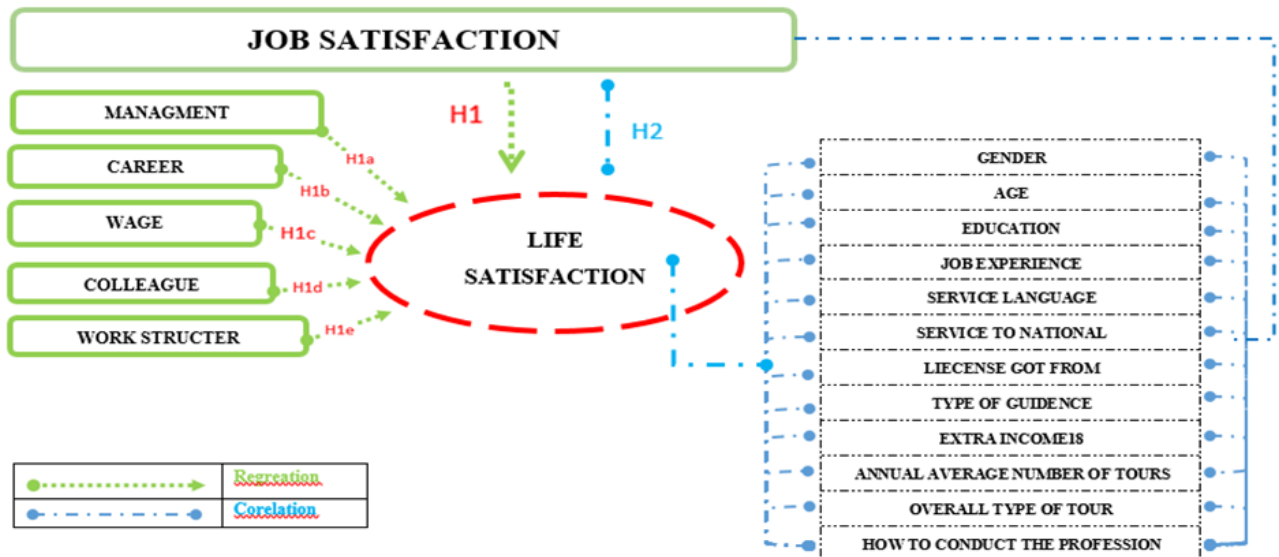


Figure 1: Research Model

considering determinants such as the size of the population ( $N > 10.000$  or  $N < 10.000$ ), the type of variables (qualitative or quantitative) and the level of confidence ( $1 - \alpha$ ) are taken into account. (Koroglu, 2011; Ozdamar, 2001; Sahin, 2007; Ural & Kilic, 2005):

During the research process, the data were collected by the questionnaire method. 735 active tour guides working under all professional chambers affiliated with the Tour Guides Association (TUREB, 2019) were reached in person or via e-mail. At the end of this process, only 408 questionnaires were

satisfaction scales are given in the table below. The scale of job satisfaction is divided into five factors: management, career, wage, colleagues, and job structure. The statements on the job satisfaction scale were obtained from the original Job Descriptive Index dimensions developed by Smith et al. (1987).

According to the results obtained in Table 2, the expressions in the job satisfaction scale are divided into five different dimensions. The KMO is 0.647 for the dimension of Management; 0,672 for the dimension of Career; 0,666 for the dimension of Wage; 0,728 for the Colleagues, and finally KMO is

Table 1: The Sample Size Formula

Formula	Result
$\text{Sample Size} = \frac{2500 \cdot N \cdot (1,96)^2}{[25(N-1)] + [2500 \cdot (1,96)^2]}$	$\text{Sample Size} = \frac{2500 \cdot 7864 \cdot (1,96)^2}{[25(7864-1)] + [2500 \cdot (1,96)^2]}$
	366,22

found suitable for analysis. It was predicted that the number of data (408) obtained from the tour guides participating in the study and the size of the sample (366,22) calculated were adequate to represent the population and sufficient for generalizing to the population.

### 3.3. Data Collection Method

Two scales were benefited as data collection tools. Diener's life satisfaction scale was chosen among these as the life satisfaction scale. This scale has been used by many researchers in similar studies. The Job Descriptive Index, developed by Smith et al. in 1969 and revised in 1987, was chosen as the job satisfaction scale. Many studies have tested its validity and reliability. The five-point Likert system was useful to explain these expressions in both scales numerically. The scale includes 23 questions on the dimensions of management, career, wages, colleagues, and job structure that affect job satisfaction. Considering the working structure and characteristics of the tourism sector and tour guides, some expressions in the original form of the Job Satisfaction Scale were modified.

### 3.4. Validity

Factor analysis regarding life satisfaction and job

Table 2: Factor Analysis of Job and Life Satisfaction Scale

Job Satisfaction Scale	1	2	3	4	5
M1- I am satisfied with the support and assistance of the tour guides association.	0,578				
M5- I am satisfied with the activities and inspections of the tour guides association.	0,549				
M3- Agency officials are fair and respectful to the guide.	0,545				
M2- I can share ideas with operation officials and senior management	0,524				
M4- I am satisfied with the attitude of the agency management I work with.	0,51				
Sampling Adequacy KMO: 0,647 / s <sup>2</sup> : 1036,162 / p: 0,000 / Variance: 52,997					
C1- I am appreciated after the tours.		0,787			
C2- The guidance profession contributes to my personal development.		0,657			
C3- The guidance profession gives me confidence in my plans.		0,552			
C5- The agencies I work with work according to my success and skills.		0,504			
C4- I have a goal to work in a different position in the tourism sector other than guidance.		0,466			
Sampling Adequacy KMO: 0,672 / s <sup>2</sup> : 275,137 / p: 0,000 / Variance: 40,919					
W2- The Wage I earn is suitable for the job I do.			0,633		
W4- The wage I earn is less than the work I do.			0,6		
W1- The wage I earn from the guidance is sufficient for my annual expenses.			0,511		
W3- The wage I earn is higher than the work I do.			0,504		
Sampling Adequacy KMO: 0,666 / s <sup>2</sup> : 432,954 / p: 0,000 / Variance: 56,802					
CO2- My relationships with my colleagues are good.				0,597	
CO4- My colleagues are responsible people.				0,55	
CO1- My relationships with my colleagues are good.				0,512	
CO3- The vocational training of my colleagues is at a high level.				0,507	
CO5- My colleagues are boring.				0,458	
Sampling Adequacy KMO: 0,728 / s <sup>2</sup> : 582,155 / p: 0,000 / Variance: 51,717					
WS2- My job is sufficient for my plans.					0,707
WS4- I think I can do my job until later on.					0,682
WS1- I am proud of my work.					0,593
WS3- This is the best job I have done.					0,59
Sampling Adequacy KMO: 0,762 / s <sup>2</sup> : 378,968 / p: 0,000 / Variance: 57,935					
Life Satisfaction Scale	1				
My life is close to my ideal in many ways.	0,669				
My living conditions are perfect.	0,65				
I am satisfied with my life.	0,639				
In life, I have achieved the important things I wanted so far.	0,608				
If I were to start life again, I would not change anything immediately.	0,535				
Sampling Adequacy KMO: 0,850 / s <sup>2</sup> : 777,417 / p: 0,000 / Variance: 62,003					

0,762 for the Structure of the job. Thus, it can be said that the calculated sample size represents the population in all dimensions since the KMO values

obtained in all dimensions are more significant than the referenced KMO > 600. The fact that the considerable value obtained in all dimensions as a result of the analysis is  $p < 0.005$  ( $p: 0.000$ ) can be interpreted as the factor analysis decision is correct.

#### 4. FINDINGS

The data on the demographic and professional characteristics of tour guides are given in Table 3. According to Table 2, 73.8% of the participants are men, and 26.2% are women. It is observed that 12.2% of the participants are between the ages of 21 and 30, 42.6% between the ages of 31 and 40, 31.6% between the ages of 41 and 50 and 13.5% are aged 51 and over. Examining the educational status of the participants, it was observed that 8.3% were high school graduates, 16.7% were associate degrees, 56.6% had bachelor's degrees, and 18.4% had master's degrees. Considering their professional experiences, 6.9% of the participants had 1-5 years, 16.9% had 6-10 years, 55.4% had 11-20 years, and 20.8% had 21-30 years of professional experience. Considering the languages, they work with, 49.3% of the participants worked in English, 10.5% in German, 27.9% in Russian, 1.7% in French and 10.8% in other languages. When asked the tour guides participating in the survey, about the tourist groups they work with according to the nationality they serve, it was observed that 20.8% worked with Turks, 72.8% with foreigners and 6.4% equally with both Turks and foreigners.

Table 3: Demographic and Occupational Factors

Gender	n	%	Service Language	n	%
Male	301	73,8	English	201	49,3
Woman	107	26,2	German	43	10,5
Age	n	%	Russian	114	27,9
21-30	50	12,2	French	6	1,5
31-40	174	42,6	Other	44	10,8
41-50	129	31,6	Type of Guidance	n	%
51 and over	55	13,5	Freelance (Seasonal)	92	22,5
Education	n	%	Freelance (Year-Round)	143	35
High school	34	8,3	Affiliated to the Agency (Temporarily)	129	31,6
Associate Degree	68	16,7	Affiliated to the Agency (Permanent)	44	10,8
Undergraduate	231	56,6	Annual Average Number of Tours	n	%
Postgraduate	75	18,4	1-100 Round	213	52,2
Experience	n	%	101-200 rounds	169	41,4
1-5 Years	28	6,9	201-250 Tours	17	4,2
6-10 Years	69	16,9	251 and over	9	2,2
11-20 Years	226	55,4	Overall Type of Tours	n	%
21-30 Years and over	85	20,8	Daily Tour	271	66,4
License Got From	n	%	1-4 Day Tours	61	15
Ministry of Tourism and Culture	224	54,9	Anatolian Tour (5 Days and more)	76	18,6
Associate Degree	107	26,2	How to Conduct Profession	n	%
Undergraduate	77	18,9	The main job	337	82,6
Service To Nationality	n	%	Side job	71	17,4
Domestic	85	20,8	Extra Incomes	n	%
Foreign	297	72,8	Yes	142	34,8
Domestic and Foreign	26	6,4	No	266	65,2

participants were analyzed according to the institution they received tour guidance training, it was observed that 54.9% received their education from the relevant ministry course, 26.2% with a 2-year university education and 18.9% with a 4-year university education. According to the way they work, 22.5% of the tour guides worked freelance and seasonal, 35% freelance and annual, 31.6% were affiliated with an agency and seasonal, and 10.8% were affiliated with an agency and annual. When asked whether the participants had extra income other than guidance, 34.8% answered "Yes,"

and 65.2% replied "No". When the annual average number of tours of the participants was examined, 52.2% of them ran 1-100 tours, 41.4% ran 101-200 tours, 4.2% ran 201-250 tours and 2.2% ran 251 or more. It was observed that 66.4% of the tour guides participating in the survey went on excursions, 15% on 1-4 days, and 18.6% on five days or more Anatolian tours, depending on the type of tour. Finally, 82.6% of the participants reported that they serve as a tour guide as their main job, and 17.4% reported that it was a side job.

The reliability level of the life satisfaction scale developed by Diener et al. (1985) and consisting of only five expressions in the study within the scope of Table 3 is 0.845. The reliability level of the job satisfaction scale, which is applied as a 5-dimension Likert scale consisting of 5 dimensions and 23 expressions developed by Smith et al. is 0.811. According to the results obtained from the job satisfaction scale within the scope of Table 3, the general job satisfaction perceptions of tour guides are below the average ( $x: 2.86$ ). Examining the general life satisfaction average of the tour guides, it can be seen that the result ( $x: 2,838$ ) is still below the average.

#### 4.1. Findings Regarding the Regression Relationship Between Job and Life Satisfaction

A simple linear regression analysis was applied to test the linear relationships between variables, including job satisfaction independent and life

Table 4: Job and Life Satisfaction Perception Frequency, Mean and Reliability Analysis

JOB SATISFACTION		X	s.d.	X	s.d.	
Management	I am satisfied with the attitude of the Agency management I work with.	2,86	1,128	2,86	1,128	
	I can share ideas with operation officials and senior management	2,49	1,037			
	Agency officials are fair and respectful to the guide.	3,06	1,135			
	I am satisfied with the support and assistance of the guides' association.	3,28	1,252			
	I am satisfied with the activities and inspections of the guides' association.	3,26	1,257			
Career	I appreciated after the tours.	2,15	1,051			
	The guidance profession contributes to my personal development.	1,79	0,877			
	The guidance profession gives me confidence in my plans.	3,29	1,184			
	The agencies I work with employ according to my success and skills.	2,65	1,239			
	I have a goal to work in a different position in the tourism sector other than guidance.	3,45	1,27			
Wage	The fee I earn from guidance is sufficient for my annual expenses.	3,15	1,251			
	The wages I earn are suitable for the work I do.	3,15	1,268			
	The wage I earn is higher than the work I do.	4,2	0,886			
	The wage I earn is less than the work I do.	2,42	1,2			
Colleague	My relationships with my colleagues are good.	1,91	0,864			
	My relations with the agency employees I work with are okay.	1,94	0,809			
	The vocational training of my colleagues is at a high level.	2,69	1,075			
	My colleagues are responsible people.	2,48	0,951			
	My colleagues are boring.	3,91	0,812			
Work	I am proud of my job.	1,99	1,017			
	Structure	My job is enough for my plans.	3,04			1,121
This is the best job I have ever done.		2,47	1,09			
I think I can do my job until old age.		2,61	1,231			
LIFE SATISFACTION		X	s.d.	X	s.d.	
Satisfaction		My life is close to my ideal in many ways.	2,75	1,161	2,838	0,858
	My living conditions are perfect.	3,25	1,094			
	I am satisfied with my life.	2,51	1,004			
	In life, I have achieved the important things I wanted so far.	2,47	1,049			
	If I were to start life again, I would not change anything immediately.	3,22	1,147			

satisfaction dependent variables, to investigate how much of the change in life satisfaction can be explained by job satisfaction and to express the relationship between variables mathematically. Hypothesis H1 was tested with the regression analysis. The results obtained from the analysis are summarized in Table 5.

When the results of the simple linear regression analysis are examined, it can be observed that the model has significance ( $F = 299.599$ ;  $p < 0.05$ ). The VIF value, which is called the value of variance inflation factor, was found to be 1,000, and there is no multiple connection problem ( $VIF < 10$ ). The Durbin-Watson value, which addresses auto-correlation, was found to be 1.833. This finding indicates that

Table 5: Regression Analysis Explaining the Effect of Job Satisfaction on Life Satisfaction

Size	Unstandardised Coefficients		Standardised Coefficients	t	P	Tolerance
	B	Standard Error	$\beta$			
Constant	-0,368	0,188		-1,958	0,051	1
Job Satisfaction	1,145	0,066	0,652	17,308	0	1
Dependent Variable: Life Satisfaction						
R = 0,652	R <sup>2</sup> = 0,425		ΔR <sup>2</sup> = 0,423		Durbin-Watson = 1,833	
$F_{(2,1003)} = 299,599$ ; $p < 0,000$						

there is no autocorrelation. The t statistics ( $t = 17.308$ ;  $p < 0.05$ ), which indicates the significance of the regression coefficients, is significant.

The relationship between job satisfaction and life satisfaction is statistically significant ( $p < 0.05$ ). There is a positive relationship ( $R = 0.652$ ) between the variables. R2, which is the ratio of the independent variable to explain the dependent variable, was calculated as 0.425. This result shows that 42.5% of the changes in life satisfaction are explained by job satisfaction. A 1-unit increase in job satisfaction increases life satisfaction by 1,145 units. The simple linear regression model for the data obtained can be established by  $a = -0.368$  and  $b = 1.145$ , where  $Y = a + bX$ , as  $Y = 0.368 + 1.145X$ . According to the simple regression analysis results, H1 was accepted.

#### 4.2. Findings Concerning the Regression Relationship Between the Dimensions of Job and Life Satisfaction

Multiple regression analysis was performed to test linear relationships between variables, including management, career, wage, colleagues, and job structure as independent variables of job satisfaction dimensions and the life satisfaction as a dependent variable, investigating how much of the change in life satisfaction can be explained by the dimensions of job satisfaction and expressing the relationship between the dimensions mathematically. H1a, H1b, H1c, H1d, H1e hypotheses were tested with the regression analysis performed, and the results of the analysis are shown in Table 6.

When the results of the multiple linear regression analysis are examined, it is seen that the model has significance ( $F = 63.507$ ;  $p < 0.05$ ). The VIF value, which is called the value of variance inflation factor, was found to be 1,132 at the lowest and 2.004 at the highest, with no multiple connection problem ( $VIF < 10$ ). The Durbin-Watson value, which addresses auto-correlation, was found to be 1.803, which indicates that there is no autocorrelation. t statistics indicating the significance of the regression coefficients are significant for management ( $t = 5.212$ ;  $p < 0.05$ ), career ( $t = 2.628$ ;  $p < 0.05$ ), wage ( $t =$

Table 6: Regression Analysis Explaining the Effect of Job Satisfaction on Life Satisfaction

Size	Unstandardized Coefficients		Standardized Coefficients	t	P	Tolerance	V.I.F.
	B	Standard Error	$\beta$				
Management	0,211	0,04	0,207	5,212	0	0,884	1,132
Career	0,148	0,056	0,116	2,628	0,009	0,719	1,39
Wage	0,374	0,06	0,268	6,21	0	0,747	1,339
Colleagues	0,093	0,074	0,058	1,26	0,208	0,653	1,531
Job Structure	0,283	0,053	0,281	5,316	0	0,499	2,004
Dependent Variable: Life Satisfaction							
R = 0,664	R <sup>2</sup> = 0,441		ΔR <sup>2</sup> = 0,434		Durbin-Watson = 1,803		
$F_{(2,1003)} = 63,507$ ; $p < 0,000$							

6.210;  $p < 0.05$ ) and job structure ( $t = 5.316$ ;  $p < 0.05$ ) and insignificant for colleagues ( $t = 1.260$ ;  $p > 0.05$ ).

The relationships between management, career, wage, and job structure among the dimensions of job satisfaction and life satisfaction are statistically significant ( $p < 0.05$ ), with a positive relationship ( $R = 0.664$ ) between the variables. The value of R2, which is the explanation rate of the dependent variable of the independent variables (management, career, wage and job structure), was calculated as 0.441, which shows that 44.1% of the changes in life satisfaction are explained by the dimensions of job satisfaction, such as management, career, wage and job structure. The dimension of colleagues does not affect explaining life satisfaction.

A 1-unit increase in the management dimension of job satisfaction increases life satisfaction by 1,211 units. A 1-unit increase in career dimension increases life satisfaction by 1,148 units. A 1-unit increase in wage dimension increases life satisfaction by 0,374 units. A 1-unit increase in job structure dimension increases life satisfaction by 0,283 units. According to the multiple regression analysis results, H1a, H1b, H1c, H1e were accepted and H1d was rejected.

#### 4.3. Correlation Analysis Between Life Satisfaction and Job Satisfaction Scale Dimensions

The analysis of the relationship between the demographic and occupational characteristics of the tour guides and their job and life satisfaction is given in Table 7. When the table was examined, it was seen that there was no significant relationship between the gender variable life satisfaction of the tour guides participating in the study ( $p: 0.968$ ). In addition, there was no significant relationship ( $p: 0.508$ ) between the gender factor and the job satisfaction of the guides. There was a significant relationship ( $p: 0.034$ ) between the management dimension, which is one of the sub-dimensions of job satisfaction developed for the study, and the gender variable only. When the relationship between job and life satisfaction of the tour guides participating in the study is examined in terms of their age, no significant relationship between the age factor and the life satisfaction ( $p: 0.784$ ) and job satisfaction ( $p: 0.810$ ) of the guides was found. When the sub-dimensions of the job satisfaction scale were examined in terms of the age factor, a significant relationship was determined in the dimensions of management, wage, colleagues, and career. While no meaningful relationship between the education level of tour guides and their life satisfaction ( $p: 0.825$ ) was determined, a significant relationship ( $p: 0.026$ ) was observed between education level and job satisfaction. In addition, the dimensions of work colleagues and job structure, which are sub-dimensions of job satisfaction, were in a significant

relationship with education level. No meaningful relationship was calculated between the years of professional experience of the tour guides and any variable.

When the job and life satisfaction of the guides are examined in terms of the foreign language knowledge variable, which is the most essential feature of the tour guiding profession, no relationship was determined between the foreign language knowledge served and life satisfaction (p: 0.066). At the same time, there was a significant relationship between the language knowledge served and life satisfaction (p: 0.015). When it was examined in

the analysis conducted on the answers of the tour guides for the number of tour days they run in a year, in the examination between their job (p: 0.635) and life satisfaction (p: 0.393) perceptions, no significant relationship was found in both variables in the results obtained. No significant relationship was found between the job (p: 0.078) and life satisfaction (p: 0.686) perceptions of the tour guides by means of their answers for the daily, weekly, and Anatolian tours they run during the year. However, a significant relationship (p: 0.000) was found between the wage dimension of job satisfaction and the type of tour run. When looking at the relationship between the perceptions of job and life satisfaction in terms of the answers of the tour guides to the last demographic question, "Do you execute the tour guiding job as an additional or main job?", a significant relationship (p: 0.037) was found between the way of conducting the profession and life satisfaction. However, no relationship with job satisfaction (p: 0.286) was observed.

The results of the hypotheses developed regarding the demographic results as in consequence of the findings are given in Table 8. Within the scope of this table, the answer "H2: There is a significant relationship between job satisfaction and life satisfaction of tour guides" was sought.

The results of the correlation test between the variables shown in Table 8, showed a significant relationship between life satisfaction and job satisfaction scale (p <0.000). In this case, the H2 hypothesis developed for the study confirmed the hypothesis that "there is a significant relationship between the job satisfaction achieved by tour guides and their life satisfaction". In addition, this relationship (r: 652) was positive and approximately

Table 7: Correlation Analysis Between Demographics and Job and Life Satisfaction

		Satis facti on	Satis facti on	Managem ent	Career	Wage	Colleague	Stru Wor ctur e
Gender	r	0,002	-0,033	-,105*	0,036	0,042	-0,056	-0,014
	p	0,968	0,508	0,034	0,47	0,395	0,259	0,777
Age	r	-0,014	-0,012	-,215**	,101*	,105*	,118*	-0,052
	p	0,784	0,81	0	0,041	0,034	0,017	0,297
Education	r	0,011	,111*	-0,007	0,073	0,076	,122*	,135**
	p	0,825	0,026	0,893	0,141	0,127	0,014	0,006
Job Experience	r	-0,03	0,031	-0,05	0,02	0,034	0,038	0,074
	p	0,543	0,537	0,311	0,683	0,496	0,448	0,138
Service Language	r	-0,091	-,121*	0,014	-0,057	-,220**	-,149**	-0,063
	p	0,066	0,015	0,778	0,247	0	0,003	0,203
Service To National	r	0,063	0,018	-0,027	0,018	0,006	0,058	0,023
	p	0,204	0,721	0,587	0,713	0,91	0,245	0,644
License Got From	r	-0,056	0,023	0,045	0,006	-0,004	-0,005	0,022
	p	0,262	0,65	0,365	0,9	0,929	0,921	0,664
Type Of Guidance	r	-0,051	-0,056	-0,029	-0,063	-,127*	0,011	0,002
	p	0,308	0,258	0,562	0,201	0,01	0,821	0,972
Extra Incomes	r	,102*	0,057	0,075	,107*	-0,017	-0,019	0,03
	p	0,039	0,247	0,13	0,03	0,733	0,704	0,548
Annual Average Number of Tours	r	-0,024	0,042	-,103*	0,09	-0,077	,192**	0,087
	p	0,635	0,393	0,038	0,069	0,119	0	0,079
Overall Type of Tour	r	-0,02	-0,087	-0,007	-0,019	-,216**	-0,002	-0,071
	p	0,686	0,078	0,887	0,702	0	0,966	0,15
How To Conduct the Profession	r	-,103*	0,053	0,009	-0,034	,148**	0,011	0,056
	p	0,037	0,286	0,857	0,497	0,003	0,831	0,255

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

\* Correlation is significant at the 0.05 level (2-tailed).

terms of the sub-dimensions of job satisfaction, a significant relationship was found between the received wages and colleagues' dimensions. No significant relationship was found between the nationalities of the guests served by the tour guides and their job and life satisfaction perceptions. No significant relationship between the place where the tour guides received vocational training and their job and life satisfaction perceptions were observed.

According to the answers given by tour guides to the question in terms of their way of work (freelance and with an agency), as a result of the correlation analysis performed between job and life satisfaction, it was observed that there was no significant relationship between the groups, but a significant relationship only in the wage dimension of the job satisfaction scale. According to the answers of the tour guides to the question "Do you have any other sources of income other than guidance in terms of way of working", when their job and life satisfaction perceptions were examined, it was seen that there is a significant relationship (p: 0.039) between extra income and life satisfaction, but no significant relationship (p: 0.247) with the job satisfaction. In

Table 8: Correlation Analysis Between Job and Life Satisfaction

		Satisfaction Life	Satisfaction Job	Management	Career	Wage	Colleague	Work Structure
Life Satisfaction	r		,652**	,384**	,407**	,498**	,387**	,567**
	p		0	0	0	0	0	0
Job Satisfaction	r	,652**		,608**	,696**	,640**	,666**	,839**
	p	0		0	0	0	0	0
Management	r	,384**	,608**		,269**	,190**	,157**	,307**
	p	0	0		0	0	0,001	0
Career	r	,407**	,696**	,269**		,276**	,400**	,493**
	p	0	0	0		0	0	0
Wage	r	,498**	,640**	,190**	,276**		,339**	,497**
	p	0	0	0	0		0	0
Colleague	r	,387**	,666**	,157**	,400**	,339**		,568**
	p	0	0	0,001	0	0		0
Work Structure	r	,567**	,839**	,307**	,493**	,497**	,568**	
	p	0	0	0	0	0	0	

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

\* Correlation is significant at the 0.05 level (2-tailed).

at the rate of 65'2 %. As a result, H2 hypothesis was accepted. As part of the H2 hypothesis, whether there was a significant relationship between the dimensions of management (p: 0.000), Career (p: 0.000), Wage (p: 0.000), Colleagues (p: 0.000) and Job Structure (p: 0.000) as the sub-dimensions of

work satisfaction and perception of life satisfaction was analyzed, and it was observed that each of them had a significant and positive relationship with life satisfaction.

The existence of a significant relationship between the job satisfaction perceptions and the sub-dimensions of job satisfaction of tour guides was also investigated. As seen in Table 8, a significant relationship between the groups was identified by the analysis performed in terms of job satisfaction and job satisfaction sub-dimensions of tour guides as management (p: 0.000), Career (p: 0.000), wage (p: 0.000), Colleagues (p: 0.000) and Job Structure (p: 0.000).

## 5. CONCLUSION AND IMPLICATIONS

The human factor underlies the success and quality of the service sector, and thus, employees' positive perception of job and life satisfaction is critical for service quality and sectoral success. The necessity of regularly disclosing job and life satisfaction perceptions of employees are highlighted by the findings revealed by the relevant research. It is quite substantial to explain and determine the job and life satisfaction perceptions of tour guides, who play a significant role in promoting a destination, the transfer of its history and culture to local and foreign visitors, and consequently in the establishment of touristic service quality. Therefore, 408 tour guides providing services across various nationalities in Turkey were interviewed in the current study.

Considering the findings obtained, most of the participants are men. Similar results have been obtained in the previous studies conducted by Yildiz and Degirmencioglu (2008), and Yazicioglu et al. (2008). Most of the people working in the guidance profession are men because women do not choose it for various reasons such as being mothers, the fact that guidance work is based on long and exhausting hours, the restriction for home and social life, and the absence of continuous work and health insurance.

The majority (74.2%) of the 408 tour guides consulted within the scope of the study were found to be between the ages of 31-40 and 41-50. This result was found to be parallel with the results of the studies conducted by Cakir (2010) and Ozdemir (2016). The guidance profession seems not to be preferred by older age groups due to the busy season and long and irregular working conditions. Most of the participants in the study have bachelor's degrees, followed by master's and associate degrees, which shows that the education level of the guides is high. In addition, considering the guidance training institutions, the majority have received training courses from the Ministry of Culture and Tourism. In other words, most of them did not major in tour guidance, but they chose this profession later in their career. Yildiz and Degirmencioglu (2008) and Acun (2016) also found similar results in their research.

More than half of the participants have 11-20 years of professional experience. In addition, 72.8% of the participants also serve foreign tourists. When we consider the distribution of foreign languages they serve, most of the guides work in English, and then Russian and German languages. According to the way they work, most of the tour guides work freelance throughout the year, and again, a significant part of them work affiliated with an agency and on a seasonal basis. However, according

to the data on the average number of tours per year, the majority of them run tours in the range of 1-100 per year, and a significant part of them run 101-200 tours. In addition, most of the guides run daily tours. The presence of irregular, exhausting and seasonal working conditions mentioned earlier also support this survey data. Ulusoy (2017) and Cicek (2013) obtained similar results in their studies. It was observed that the majority of the tour guides participating in the survey performed tour guidance as to their main job, and most of them did not have any other additional income.

As observed in the responses to the statements "My living conditions are perfect" and "I am satisfied with my life", the positive job satisfaction perception of those who do their job as their main job is higher than those who do their job as a second job. Therefore, the perception of full job satisfaction cannot be achieved considering that those who carry out tours guiding a second job go on partial and few tours. Regarding the responses to the statement "I am appreciated after the tours", the job satisfaction of those who carry out the guidance profession as their main job is lower, and those who carry out the job as a second job is higher, which might be due to the monotony of the job for those who constantly perform this profession. Regarding the statement, "The guidance profession gives confidence for my plans", those who tour guide as a second job stated that the guidance profession gives them less confidence about the future compared to those who do it as a main job, which can be interpreted that those who tour guide as a second job cannot see the real market conditions since they execute the job part-time. Regarding the statement "The wage I earn from guidance is sufficient for my annual expenses", it was determined that those who do the profession as the main job consider that the wages, they earn are less sufficient compared to the tour guides who do additional work. Thus, a very significant result was obtained considering that those who perform the guidance as their second job have a current income and that the income from tour guidance is extra. Regarding the statement "The wage I earn is less than the work I perform", those who tour guide as a second job stated that the wage, they earn from guidance is less compared to those who do the main job. Regarding the statement "I have a good relationship with the agency employees I work with", it was observed that the positive perceptions of those who perform guidance as their primary job are lower than those who do it as a second job. Regarding the statement "My colleagues are boring," those who do the guidance as a primary job stated that they find their colleagues less tedious compared to those who do it as a second job. Regarding the statement "This is the best job I have done", the positive perception levels of those who do guidance as their primary job are lower than those who perform it as a second job. Accordingly, the fact that those who tour guide as their primary job do not perform any other business or the case that they perform other work additionally and those who perform tour guiding as a second job express that they like the guiding profession more than their other jobs can be interpreted that this is a popular and pleasant profession.

The effect of job satisfaction on life satisfaction was also investigated by simple and multiple regression analysis, and it was found that the independent



variable (job satisfaction) positively affected the dependent variable (life satisfaction). Examining the effect of the sub-dimensions of job satisfaction on life satisfaction through multiple regression analysis, it was observed that the colleagues' dimension did not significantly affect life satisfaction. However, Simsek (2011) emphasized in his study that employees should be evaluated not only as organizational citizens but also as a whole outside of work. Despite the strong effect of organizational communication on the life satisfaction of individuals, the effects of their experiences regarding corporate life and job satisfaction are not limited to the organization only. Also, business life and non-work life should be in a complementary relationship with each other, and attention should be paid to the out-of-work life and needs of managers and employees.

In contrast, the dimensions of management, career, wage, and job structure had positive and significant effects on life satisfaction. According to the results of the analysis, there is a significant relationship between job satisfaction and life satisfaction. Accordingly, the dimensions of job satisfaction that affect life satisfaction the most are the structure of the job and the wage.

The relationship between the demographic and occupational characteristics of tour guides and their job and life satisfaction perceptions was examined by correlation analysis and a significant relationship was observed between the age of tour guides and their career, wage and colleagues' perceptions which affects their job satisfaction, and that this relationship increases positively as the age level increases. Further, a positive and significant relationship was observed between the education of tour guides and their job satisfaction, and that also, the higher the education level, the higher the perception of job satisfaction. Thus, the opinion emphasized by professional chambers and guides that the minimum associate degree required to enter the profession coincides with the result of this study. A significant relationship was found between the language type predominantly served and the job satisfaction of tour guides. In particular, those who serve in Russian, German and English languages were observed to have highly positive perceptions of job satisfaction, wages and colleagues. Tour guides work in two primary ways in terms of a general way of working: Freelance and agency dependent. In this respect, a significant relationship was found between the working manners of tour guides and their wage perceptions, and the wage perceptions of seasonal employees affiliated with agencies and seasonal freelance employees are considerably higher than those of year-long employees. In this respect, seasonal workers receive better wages and the wages paid for labor are satisfactory. A significant relationship was observed between the life satisfaction perceptions of those who gained extra income other than guidance and those who did not; however, contrary to popular belief, the life satisfaction perceptions of tour guides who have extra income are relatively low. In this respect, it can be said that those who earn income only by guidance have a higher perception of life satisfaction. A significant relationship was found between the wage perceptions according to the income they make daily, 4-day, and 7-day tours as the tour types of tour guides take, but those who go on daily and 4-day tours rather than multi-day tours have a high

wage perception. Those who go on weekly tours or tours that cover more days are not very satisfied with the wage. In terms of performing tour guidance as a primary or second job, significant relationships were found between the groups in terms of life satisfaction and wage dimensions. The result that the life satisfaction of those whose main job is guidance is higher is in line with the results obtained from the question "Do you do extra work other than guidance". Those who do the tour guiding profession as a second job have very low life satisfaction, but their wage perception is relatively high from a materialist point of view. Thus, it is possible to interpret that those who carry out the tour guiding profession as a second job cannot contribute much to the future and the development of the profession, which they have a materialistic sight. These findings are in line with the conclusion that Civilidag (2011) obtained security and wage opportunities and being good are the most critical organizational factors in achieving job satisfaction.

Finally, Simsek (2011) emphasizes that industrial psychology should be transformed from an organization-oriented approach to an individual-oriented approach to eliminate the negative perception of job and life satisfaction in the tour guiding profession due to the problems experienced in social security and wage issues. He states that in recent years, professionals who are given the title of "chief happiness manager" have been trained in the United States in recent years in the field of "positive industrial psychology" to create and organize a positive perception of job and life satisfaction among those who work with graduate programs. These happiness managers should work more scientifically and systematically with practices like life coaching, especially to achieve job satisfaction and life satisfaction with employees described above.

The economic uncertainties due to the Covid-19 pandemic have been more devastating than ever to the global economic outlook. These uncertainties related to the government policies in the pandemic directly affect the tourism demand. As a result, there are cancellations and delays in the travel and holiday behaviors of consumers (Isik et al., 2020). As such, there have been some dramatic changes in the job and life satisfaction of tourist guides, and this study should be carried out again after the pandemic with the title "job and life satisfaction of tourist guides in the context of global economic crises".

Koscak et al. (2021) emphasize that children are stakeholders whose ideas should not be neglected in the development of tourism, and the sustainability of the employees who produce services in the tourism sector depends on their satisfaction from their work and life. To make tourism more sustainable, empowering, and inclusive, conducting research by obtaining the opinions of family members who affect the job and life satisfaction of those who produce services in tourism is highly recommended as well.

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## THE INFLUENCE OF COGNITIVE AND EMOTIONAL ENGAGEMENT ON DIGITAL CONTENT MARKETING IN THE TOURISM INDUSTRY

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### KEYWORDS

*Digital Content Marketing*  
*Emotional Cognitive Engagement*  
*Social Media Marketing*  
*Planning Trip Behavior*

### ABSTRACT

This study investigates how millennials respond to digital content marketing in the tourism industry. The measurement is based on the respondent's emotional and cognitive engagement with the presented content. People generally use social media for tourism purposes, and it fastly changes customer behavior when traveling in the digital era. Traditional content marketing has now turned into digital content marketing. The more people view digital content, the more it affects customer engagement. It is critical to investigate how social media marketing can promote destinations in Indonesia, particularly as the country attempts to improve its tourism industry, which is currently suffering significant losses due to the pandemic. Digital content marketing on social media often facilitates customer engagement, but none of these trends has been thoroughly studied. There is a need for recommendations for tourism organizations. Also, customer engagement is widely discussed in education, psychology, and work, but it is still rare to find a more detailed discussion in the marketing field. This study conducted a pre-experimental survey with 132 respondents and processed Structural Equation Modelling to test the extent of customer engagement. The results digital content marketing has the most substantial influence on emotional engagement, and cognitive engagement has the most influence on planning trip behaviors. This study can contribute to digital content marketing concepts, consumer engagement, and tourism-related literature.

## 1. INTRODUCTION

Today, billions of people have used internet digital communication technology, social media, mobile applications, which cannot be separated from their daily life. The millennial generation, in particular, has seen a huge increase in technology and digital adoption. People spend more time online looking for information and communicating with other customers about their opinions and experiences with the company's products and services. Organizations have responded to this shift in consumer behavior by implementing digital and social media into their marketing strategies (Stephen, 2016). According to statistics, there were 4.66 billion active internet users worldwide in January 2021, accounting for 59.5 percent of the global population.

92.6 percent (4.32 billion) of this total used mobile devices to access the internet. Marketers are attempting to find new ways to communicate with their customers and adapt to rapidly changing consumer behavior, requiring new communication techniques. Companies can achieve their marketing objectives at a low cost by using digital and social media marketing. (Ajina, 2019). Chaffey (2011) defines social media marketing as "encouraging customer communications on the company's website or through its social presence."

Digital Content Marketing (DCM) is an exciting topic to discuss because it involves one aspect of digital marketing and the creation and distribution

of relevant content about a brand or company. It expects to attract customers by providing content that reflects a brand's or company's character and remains relevant to consumer desires. The benefit of DCM is that it reaches a larger audience with lower marketing costs, eliminating the need for advertising or personal selling activities. (Pulizzi, 2014; Duhon, 2015). DCM is a cheap and quick way to promote a product or service. Because traditional advertisements about products and the promotion of services no longer appeal to consumers today, digital marketers expect DCM to influence consumers to buy or use services consistently. On the other hand, displaying content marketing is less expensive than advertising in various media, leading many digital marketers from multiple brands to believe that content marketing is an exciting opportunity to explore digital marketing.

DCM for customer engagement is about being relevant, which means that a brand must meet its needs by providing value. It entails concentrating solely on the audience's desires, emotions, likes, and behavior. Customer engagement refers to the physical, cognitive, and emotional connections a

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primary customer develops with a brand (Brodie et al., 2013; Patterson et al., 2006). DCM has received much attention in recent years due to its importance in digital marketing. Nonetheless, there is no unified and widely accepted definition of DCM (Du Plessis, 2017). Because digital marketing is all about communicating with customers digitally, knowing the right content is essential. As a result, DCM is likely to be significant in this context. The tourism industry, in particular, is increasingly adopting strategies to engage its customer base beyond the service encounter. Customer engagement has increased brand loyalty, trust, and evaluations (So, King & Sparks, 2014). Customer engagement has been linked to a variety of important brand performance indicators, such as sales growth, customer engagement in product development, customer feedback, and referrals (Bijmolt et al., 2010; Bowden, 2009; Kumar et al., 2010; Nambisan & Baron, 2007; Sawhney, Verona & Prandelli, 2005; Van Doorn et al., 2010). Although there are some reviews on the social media phenomenon (e.g., Lamberton and Stephen 2016; Salo 2017), an integrative evaluation effort focusing on the strategic marketing perspective of social media is currently lacking.

Instagram and other social media platforms such as TripAdvisor, Airbnb, and Booking.com are now becoming increasingly popular and influential (Cabiddu et al., 2014, Filieri, 2014, Munar and Jacobsen, 2014). TripAdvisor is the world's largest travel review company, with revenue of more than \$1,246 billion in 2014, a 32% increase over the previous year (Forbes, 2015). Because of its popularity, people use Instagram for a variety of purposes. Some people or the community also use Instagram's new function to turn their hobby into content generated by posting photos, videos, and captions, rather than just posting personal and business photographs. The current increase in Instagram users provides an excellent opportunity for organizations to conduct promotional activities, such as the government's recent efforts to promote Indonesia through various types of content, such as photos and videos. Instagram feed is a classic feature that Instagram has offered since its inception. Instagram feed is perfect for building a brand because posts will not be lost unless deleted by the account owner.

## 1.2 Problem Statements

According to the Tourism and Creative Economy Agency's Deputy for Marketing, during the Covid-19 pandemic, Indonesia experienced a lack of trust from both domestic and foreign tourists. The Tourism and Creative Economic Agency and the Ministry of Tourism and Creative Economic are hopeful that digital platforms will be effective. It entails regaining the trust of tourists. Gaining trust and confidence is critical to accelerating the tourism industry's recovery. The tourism industry is one of the significant industries whose digitalization has been widely accepted, and it requires interaction to provide a better tourism experience. As a result, it is critical to effectively use information technology (Buhalis, 1998). Consumer behavior in the tourism industry has shifted in the digital media era. People can now find reviews and access more content thanks to the technological evolution of social media platforms. Of course, it impacts consumer behavior

(Munar & Jacobsen, 2013). Not only has consumer behavior changed, but so has the consumer decision-making process in the tourism industry.

Now consumers have even more information available with just one click. Since tourism is an information-intensive industry, social media is highly relevant to this industry. Social media often facilitate customer engagement, but none of these trends has been thoroughly studied, and there is a need for a recommendation for tourism organizations. TripAdvisor, Booking.com, Airbnb, and Lonely Planet are examples of social media tourism sites (Cabiddu et al., 2014, Munar and Jacobsen, 2014). Customers can now comment, review, share, and even create online content that appears in search engine results. The role of social media in the tourism industry as a means of customer engagement cannot be ignored (Cabiddu et al., 2014, Cheng and Edwards, 2015, Dijkmans et al., 2015; Hudson et al., 2015, Munar and Jacobsen, 2014). Social networking facilitates customer engagement, but none of these phenomena is well-studied in tourism. (P Harrigan, U Evers, M Miles, T Daly, 2017).

This research will deepen the study of emotional and cognitive engagement as part of consumer engagement. It is to describe the importance of understanding each engagement concerning digital content marketing and consumer behavior. The research results can also be helpful for content creators and the government in making better strategies to increase the engagement of travel consumers on Instagram. This study aims to identify how millennials respond to digital content in tourism marketing by taking an online survey and experimenting to test how content marketing relates to consumer engagement. Also, investigate which type of content and engagement significantly impact customer behavior.

## 2. LITERATURE REVIEW

### 2.1 Digital Content Marketing Concept

"A marketing technique that involves creating and disseminating relevant and valuable content to position a company as a 'thought leader' in its industry to increase customer engagement and trust." "An integrated marketing and communications strategy designed to drive profitable customer action." Vollero and Palazzo (2015). Digital Content Marketing is the process of creating, distributing, and sharing relevant, compelling, and timely content to engage customers at the right point in their purchasing consideration processes, encouraging them to convert to a business-building outcome. Wang et al. (2017). Promotion, including content, is one of the promotional tools used to inform, persuade, and remind the market of products manufactured by an organization or individual to stimulate market demand. In-depth knowledge of the target audience's needs, shared consumer/firm values, interdependence, quality communication, and non-opportunistic behavior are important DCM success factors (Peppers and Rogers 2011). DCM is intended to build and maintain consumers' long-term engagement, trust, and relationships rather than persuade prospects to buy the firm's products directly (Ahmad et al., 2016;



Duhon, 2015).

## 2.2 Consumer Engagement: Cognitive and Emotional

Engagement has been identified as a critical issue and a necessary and meaningful concept in organizational behavior, social psychology, marketing, and education. Engagement has been studied in marketing contexts such as social media (Hollebeek et al., 2014), retailing (Vivek et al., 2014), and services (Jaakkola & Alexander, 2014). As a result of social media marketing, customer engagement has been studied. Academics in marketing have only recently recognized the importance of consumer engagement (Bowden, 2009b; Brodie, Hollebeek, Juric, & Ilic, 2011; Brodie, Ilic, Juric, & Hollebeek, 2013; Hollebeek, 2009; Sashi, 2012; Van Doorn et al., 2010; Verhoef, Reinartz, & Krafft, 2010). According to marketing academics, consumer engagement can help businesses build relationships with customers outside of monetary transactions (Venkatesan, 2017). Moreover, achieve a sustainable competitive advantage (Kumar & Pansari, 2016).

Customer engagement is defined as repeated interactions between a customer and an organization that strengthen the customer's emotional, psychological, or physical investment in the brand (Hollebeek et al., 2014, Phang et al., 2013). Hollebeek and colleagues then continued their research into Digital Customer Practices in Engagement Research. It is emphasized that customer engagement can be defined as the voluntary application of a customer's cognitive, emotional/affective, and behavioral resources to brand interactions that can be both positive and negative (Bowden et al., 2017, Hollebeek and Chen, 2014). (Hollebeek, Srivastava, and Chen 2016). Though customer engagement has been emphasized as representing most of the emotional connection between the customer and the business, it also encompasses cognitive and behavioral aspects. In the study, Hollebeek (2011b) concluded that "engagement represents the individual- specific dependent variable, motivation, and context that arises from the two-way interaction between the subject of engagement and the relevant object."

Customer engagement is characterized as customers' behavioral manifestation toward a brand or firm beyond the purchase. It results from motivational drivers such as word-of-mouth activity, recommendations, customer-to-customer interactions, blogging, writing reviews, and other similar activities," according to the Marketing Science Institute (MSI, 2010). Patterson et al. (2006), Vivek et al. (2010), Hollebeek (2010), and Mollen and Wilson (2010) offer the most detailed descriptions of customer engagement, recognizing the presence of cognitive, emotional/affective, and behavioral aspects.

Researchers have proposed several multidimensional

conceptualizations of customer engagement, according to Brodie et al., 2013. Hollebeek, 2011b, So et al., 2014, Van Doorn et al., 2010). Furthermore, according to Brodie et al., 2011 each cognitive and emotional dimension generates a different degree of interaction power. Emotional engagement is the most effective engagement driver, according to Malciute (2012), while behavioral and emotional engagement also contribute significantly to overall engagement (So, King, Sparks, and Wang, 2014). Applying multiple perspectives is aimed at conceptualizing customer engagement. In particular, the first perspective considers it as the non-transactional behavior of customers towards a company or brand that is driven by personal motivation, and these behaviors include blogging, writing reviews, sharing knowledge, and making referrals (Kumar and Pansari, 2016; van Doorn et al., 2010).

Prior literature from L Dessart C Veloutsou, 2016 mentions scales of each type of engagement: (1) emotional/affective engagement, (2) behavioral engagement, and (3) cognitive engagement. Emotional engagement is the sum of a customer's short- and long-term feelings, measured by excitement and pleasure measures. Behavioral engagement refers to the behavioral manifestations of motivational drivers toward an engagement object other than purchasing. It is reflected by levels of sharing, learning, and endorsing behaviors. Cognitive engagement is a collection of long-lasting and active mental states in a consumer. Another significant finding is the study's applicability of this scale to various types of engagement artifacts. According to So, King, and Sparks (2014), customer engagement is defined as a customer's connection to a brand as manifested in cognitive, affective, and behavioral responses outside of the purchase. Customer engagement is conceptualized as a higher-order construct comprising five first-order factors: enthusiasm, attention, absorption, interaction, and identification. Customers may be engaged with a brand and a group on a social media platform and exhibit varying levels of emotional, cognitive, and behavioral interaction with different objects using a multidimensional approach.

In previous studies, customer engagement was measured on a brand (L Dessart et al., 2016; P. Harrigan et al., 2017). (So et al., 2012) measure five dimensions of customer engagement in the tourism context: identification, enthusiasm, attention, absorption, and interaction. The multidimensional development into five dimensions is also summarized in the study of A Lujja, FZ Özata, 2017. The five underlying dimensions reflect the psychological and behavioral aspects of consumer engagement as a whole. As research related to consumer engagement develops, further research on clarifying the dimensions is needed. It is to achieve a substantial and adequate conceptualization and operationalization. Although major studies on

consumer engagement define it as multidimensional (Brodie et al., 2011; Hollebeek, 2011a, 2011b), and few empirical studies measure it as such (Hollebeek et al., 2014; Vivek et al., 2014), however, the dimensions of consumer engagement are regarded as unclear by authors. There appears to be a degree of disagreement about the number of engagement dimensions and their definition or composition. Dessart et al. (2016) deepen this conceptualization by presenting sub-dimensions of customer engagement. The dimensions are enthusiasm and enjoyment (affective), attention and absorption (cognitive), and sharing, learning, and endorsing (behavioral), thus strengthening customer engagement as a multidimensional concept (Bowden et al., 2017; Vivek et al., 2014). It can be seen in the table below.

### 2.2.1 Emotional Engagement

**Table 1 - Consumer Engagement: Definitions of The Dimensions and Sub-Dimensions.**

Dimension	Definition	Author
Emotional Engagement	Enthusiasm Intrinsic level of enthusiasm and interest in the engagement partner	Brodie et al. (2011) Calder et al. (2013) Hollebeek (2011a, 2011b) Mollen and Wilson (2010)
	Enjoyment Interactions with the engagement partner deliver pleasure and happiness.	Patterson et al. (2006)
Cognitive Engagement	Attention Cognitive availability and the amount of time spent thinking about and paying attention to the engagement partner	Brodie et al. (2013) Brodie et al. (2011) Hollebeek (2011a, 2011b) Mollen and Wilson (2010)
	Absorption Concentration and immersion of a consumer with an engagement partner	Patterson et al. (2006) Vivek et al. (2012)

(L Dessart, C Veloutsou, A Morgan-Thomas, 2016)

Previous research has shown that emotion can motivate and persuade consumers (Andrade and Cohen 2007) and frequently directs consumer attitudes and behavior (Bagozzi, Gopinath, and Nyer 1999). Emotional engagement is influenced by some scientific principles that directly impact content creation. Emotional engagement is critical to the success of content marketing. People are constantly discovering and sharing new information, videos, images, and other forms of media. Assuming that all content starts the same way, digital content on social media platforms spreads quickly among the masses. According to the existing research, customers prefer posts with visual aids. For example, Klassen et al. (2018) discover that posts with videos or images of an attractive human body are positively associated with Facebook interactions. Emotional engagement refers to consumers' total and enduring level of emotions concerning their engagement focus (Calder et al., 2013). The emotional/affective dimension can be divided into two parts: enthusiasm and enjoyment.

The emotional aspect of engagement, as previously described, has a general degree of positive brand-related affect (Hollebeek et al., 2014) or "zealous reaction" and feelings (Vivek et al., 2014). It is more specifically imagined and operated through measures of enthusiasm and enjoyment, both of which are

recognized as long-lasting types of effects associated with a specific focus (Schaufeli et al., 2002). These conceptual and analytical refinements contribute to the framework's clarity and operational precision. The pleasure and happiness derived from interactions with the engagement partner are defined as enjoyment (L Dessart, C Veloutsou, A Morgan-Thomas, 2016). The worth of persuasive content is based on its ability to meet user needs for enjoyment, escapism, hedonistic pleasure, and emotional release (McQuail, 1983). Enthusiasm is defined as a person's intense level of excitement and interest in the subject of engagement, such as a brand (Vivek, 2009). Several studies have found enthusiasm to be a positive affective condition in the contexts of both work engagement and consumer engagement. The study validates consumer engagement in the context of a brand as a three-dimensional construction, according to T Fernandes and M Moreira, 2019. According to the comparative study findings, emotional engagement is more influential than cognitive engagement (T Fernandes, M

### 2.2.2 Cognitive Engagement

Cognitive engagement is widely discussed in studies related to education to measure student cognitive engagement, also workplace to measure employee engagement. Based on that, there is still limited literature discussing cognitive engagement in marketing, which will be deepened in this study. A study of cognitive engagement in education mentions the extent to which individuals think strategically across the learning or problem-solving process in a specific task. (Cleary and Zimmerman, 2012). Adopting the conceptual and operational aspects of employee engagement (Malciute, 2012) has confirmed the use of employee engagement scales. According to current research, cognitive engagement is better divided into two components: attention and absorption (Dessart, Veloutsou, & Thomas, 2015). Attention as a component of cognitive engagement is also supported by marketing theory. The cognitive resource that a person devotes to an interaction item is defined as attention (Kahn, 1990; Rothbard, 2001; So et al., 2014). Customers who are cognitively engaged with a hotel brand are more likely to notice destination information such as service information, news, and advertising campaigns (So et al., 2014). Regulatory engagement theory (Scholer & Higgins, 2009) supports the importance of attention as a primary dimension of engagement, stating that turning attention away from the object reduces engagement and characterizes engagement as sustained attention (So et al., 2014). As a result, attention, which represents a consumer's attentiveness and focuses on a brand, is essential to customer engagement.

Patterson et al. define absorption as the level of customer concentration on a focal engagement object, such as a brand/organization (2006). Absorbed

customers who interact with the brand or other customers perceive time moving quickly. When engaging with a brand in the marketing domain, absorbent consumers are likely to be focused entirely, satisfied, and emotionally engrossed (Patterson, Yu, & de Ruyter, 2006). According to the engagement literature, a high level of customer engagement is defined as a deep level of concentration and complete immersion in one's position while engaging with its offering or other customers. Absorption is the state of being completely focused and immersed in the interaction item to the point of losing track of time (So et al., 2014). Because they both reflect motivational constructs, attention and absorption are distinct but related constructs (Rothbard (2001).

### 2.3 Social Exchange Theory

Previous studies on consumer engagement have been conducted using the Social Exchange Theory approach (SET) by Roy et al., Hollebeek, and Abdul Ghani. SET is a primary social interaction theory in the social sciences. As a theoretical lens through which the relationship of consumer engagement is conceptualized, Social Exchange Theory (SET) is used. Exchange theory has been one of the main theoretical perspectives in the field of social psychology since the early writings of Homans (1961), Blau (1964), and Emerson (1962, 1972). Philosophical and psychological orientation is based on earlier orientations derived from utilitarianism and behaviorism. The exchange partners strive for balance in the relationship under SET, and if an imbalance occurs, balance-restorative efforts are made. What a customer gives may be perceived as a cost, while receiving may be perceived as a reward. Individual behavior changes the difference between the two (i.e., profit) changes (Homans, 1958). This cost/reward viewpoint reflects the interactive nature of customer engagement (Hollebeek, 2010).

This notion of investment is underpinned by SET, which holds that individuals evaluate the tangible and intangible costs and benefits of engaging in relationships (Thibaut & Kelley, 1959). Hollebeek (2016) proposes that customers compare an investment in consumer engagement and returns on consumer engagement on three dimensions based on SET (cognitive, emotional, and behavioral). Based on previous research, the author will continue using this approach, integrating SET from the customer's perspective rather than the company or content owner's customer engagement (Hollebeek, 2010). In social exchange theory (SET), the relationship of consumer engagement is conceptualized through a theoretical lens. According to P Harrigan et al. (2017), social exchange theory is an appropriate theoretical underpinning for customer engagement research in any industry. Consumer-marketer interaction was necessary for consumers to identify with, absorb, and engage with brands.

### 2.4 Instagram

With the popularity of social media, scholars and practitioners have begun to concentrate on the idea of participation in social media networks (Brodie, Ilic, Juric, & Hollebeek, 2013). As of July 2021, roughly 32% of global Instagram audiences were between 25 and 34. More than two-thirds of Instagram audiences were 34 and younger, making the platform particularly appealing to marketers. 2021) (Statista). The social photo-sharing app is top-rated in the United States, with 170 million Instagram users. Instagram is a social media platform that allows users to share photos and videos with a limited number of people. They can use it to upload and edit pictures taken with their phones, post images to their profile pages, follow and tag other users, and like and comment on the posts of other users. Instagram began in 2010 as a mobile phone photo-editing app. Customers interact with a brand or firm through social media, and businesses realize the value of engaging where current and potential customers are paying the most attention (Baird & Parasnis, 2011)

Instagram is the fastest growing social media mobile app and has evolved into an empowering medium for self-presentation, particularly among Millennials and Generation Z. (Gibbs and colleagues, 2014). Its nature is performative (Schöps, Kogler, & Hemetsberger, 2020). Instagram users use digital photos to promote themselves (Chatzopoulou, Filieri, & Dogruyol, 2020). It also expresses their personalities, lifestyles, and tastes through five primary social and psychological motives: social interaction, filing, self-expression, escape, and peeking (Lee, Moon, & Sung, 2015). As a result, the focus of recent research has shifted to Instagram, a social media site dedicated entirely to the uploading and sharing of images.

### 2.5 Planning Trip Behavior

The role and application of social media in planning trips, tourist destination management, and tourism marketing have received considerable attention (B Zeng, R Gerritsen, 2014). Over the last decade, the increased use of internet technology and the evolution of social media sites have revolutionized how tourism destinations market their services and products (Tafveez, 2017). People nowadays use the internet and social media sites to find tourist attractions to visit and various types of lodging to stay in (Fortis et al., 2011). According to Roque and Raposo (2016), social media sites are becoming increasingly essential information sources for travelers. Social media is becoming more relevant in any destination and tourist industry, and it is becoming a part of tourist practices that affect business operations. Due to content uploaded on social media platforms, travelers may be persuaded to change their vacation plans before making a final decision (Roque & Raposo, 2016). Tourists believe information search is the most significant factor in making a travel decision

(Nothi, 2013). According to Zivkovic et al. (2017), social media dramatically influences new tourists because they use social media information to influence their decision-making process, mainly travel decisions.

## 2.6 Conceptual Framework

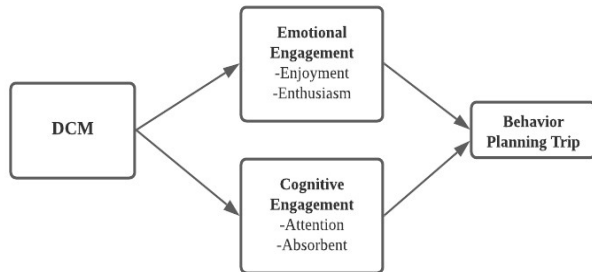


Figure 1: Framework for Experimental Survey

This study will measure how strong the influence of DCM and type of engagement is, also, which types of engagement have the most influence on consumer planning trip behaviors. The author builds a hypothesis and tests empirical investigation from the conceptual framework to answer the research question.

**Hypothesis 1a:** DCM significantly influences emotional engagement on Instagram users.

**Hypothesis 1b:** DCM significantly influences cognitive engagement on Instagram users.

As already explained, according to Lee et al. (2018), DCM (persuasive content) has a positive impact on engagement. Persuasive content thus seems to be the key to effective engagement on Facebook. Thus this research will analyze Instagram (D Lee, K Hosanagar, H Nair, 2013). This study will focus only on persuasive content to determine the extent to which cognitive and emotional engagement are involved. In this case, the author aims to identify which type of engagement has the most relevance to persuasive content. Scholarship explores the mechanisms by which content marketing influences customers' cognitive and emotional response and engagement by leveraging well-established persuasive models (Chang et al., 2015).

**Hypothesis 2a:** Emotional engagement significantly influences planning trip behavior.

**Hypothesis 2b:** Cognitive engagement significantly influences planning trip behavior.

According to T Fernandes et al., 2019 the study validates consumer engagement in the context of a brand as a three-dimensional construct. The results of the comparative study show that emotional engagement is more influential than cognitive in the brand context. This study will examine different contexts in which engagement has the most influence on the planning trip behavior. Several studies have looked at the effects of social media use on travel

planning and decision making (Arsal et al., 2008; Ye, Law & Gu, 2009; Cox et al., 2009; Xiang & Gretzel, 2010; Ye, Law, Gu & Chen, 2011; Sedali et al., 2012). Travelers use social media to plan trips. Based on research by Roque & Raposo, 2016), content travelers on social media may be persuaded to change their vacation plans before making a final decision after viewing content uploaded on social media. Tourists believe that information seeking is the most significant factor in making travel decisions (Nothi, 2013). The travel planning behavior will arrive at the consumer's travel plans according to the desire to travel planning by seeking more information about destinations that make consumers interested.

## 3. METHOD

### 3.1 Pre - Experimental Survey

This study used descriptive research and a cross-sectional period by conducting an online survey through a questionnaire. The author empirically investigated the DCM of travel content creators that are highly active on their social media, Instagram. The pre-experimental survey will be analyzed to determine the relationship between each engagement and the content presented. The author uses a pre-experimental research design to determine the effect of customer engagement until the result shows the conclusion on which engagement is the most influential between cognitive and emotional. First, conducting experiments by making hypotheses and testing them, manipulating independent variables (cognitive and emotional engagement), measuring the dependent variable, namely DCM itself. It is specifically a one-shot case study with no initial conditions or treatment. This experiment aims to see how digital content marketing content affects cognitive and emotional engagement, which leads to customer behavior planning trips. The respondent will be observed the image continue with answering the questionnaire. First, the digital content marketing shown will be the content from the Instagram account of Folk Indonesia. After observing the image, the group tested will be given a questionnaire consisting of sections. The author assigned this photo (@folkindonesia) to display for the experimental survey. It is because this photo has the most significant number of likes and comments.

### 3.2 Respondent Sample

Respondent sampling will use (non-probability purposive sampling) with the criteria:

1. Male or female in the age range of 18 to 39 years old (Millennials).

Disclaimer: due to pandemics, this survey will be conducted by online experiment.

2. Respondents should have no previous knowledge about the content present in the survey since this can affect their responses and bias the

results. Also, respondents have never followed these tourism accounts (@folkindonesia)



Figure 2. DCM of Folk Indonesia

### 3.3 Questionnaire Design

The questionnaire design was adapted from a predetermined questionnaire from various previous academic studies. The questionnaire was adapted from L Dessart, C Velotsou, A Morgan Thomas, 2016. The following are indicators of each variable. Based on previous research, two indicators measure emotional engagement: enthusiasm and enjoyment. Cognitive engagement is measured by attention and absorption. The questionnaire below is designed to answer the research question and test the hypothesis.

#### 3.3.1 Digital Content Marketing

Following are indicators of DCM variables, divided based on the study of Vivek, 2009; Schaufeli et al., 2002; and Rothbard, 2001, which are enthusiasm, enjoyment, attention, and absorption. All items measure the respondent's perception or opinion of DCM.

Table 2 - Digital Content Marketing Variable

Variable	Indicator	Label	Question	Source	Scale
Digital Content Marketing	Enthusiasm	DENT1	I feel excited about digital content marketing.	Vivek, 2009	Five-point Likert-type scale (1-5) 1: strongly disagree 5: strongly agree
		DENT2	I feel excited about the digital content marketing present	Vivek, 2009	
	Enjoyment	DENJ1	I enjoy it when I see the whole content present		
		DENJ2	I enjoy it when I see the picture.		
		DENJ3	I enjoy it when I read the caption.		
	Attention	DATT1	I pay a lot of attention to the whole content present.	Rothbard, 2001	
		DATT2	I pay a lot of attention to the picture.	Rothbard, 2001	
		DATT3	I pay a lot of attention to the caption	Rothbard, 2001	
	Absorption	DABS1	I concentrate a lot on the whole content present.	Rothbard, 2001	
DABS2		When I interact with this picture, I forget everything else around me.	Schaufeli et al., 2002		
DABS3		When I interact with this caption, I forget everything else around me.	Schaufeli et al., 2002		

#### 3.3.2 Cognitive Engagement

The following are indicators of cognitive engagement variables, divided based on the study of Vivek, 2009; Schaufeli et al., 2002; and Rothbard, 2001, which are attention and absorption. All items measure how the engagement of the cognitive side of the respondents.

Table 3 - Cognitive Engagement Variable

Variable	Indicator	Label	Question	Source	Scale
Cognitive Engagement	Attention	CATT1	Things related to this picture grab my attention a lot	Vivek, 2009	Five-point Likert-type scale (1-5) 1: strongly disagree 5: strongly agree
		CATT2	Things related to this caption grab my attention a lot.	Vivek, 2009	
		CATT3	I spend a lot of time thinking about the content present.	Rothbard, 2001	
		CATT4	I pay a lot of attention to the destination.	Rothbard, 2001	
		CATT5	Things related to this destination grab my attention a lot.	Rothbard, 2001	
		CATT6	I concentrate a lot on the destination in the content present.	Rothbard, 2001	
	Absorption	CABS1	In my interaction with this content, I get carried away.	Schaufeli et al., 2002	
		CABS2	In my interaction with this content, I am fully concentrated.	Schaufeli et al., 2002	

#### 3.3.3 Emotional Engagement

The following are indicators of emotional engagement variables, divided based on the study of Vivek, 2009; Schaufeli et al., 2002; and Calder et al., 2013, which are Enthusiasm and Enjoyment. All items measure how the engagement of the emotional side of the respondents.

Table 4 - Emotional Engagement Variable

Variable	Indicator	Label	Question	Source	Scale
Emotional Engagement	Enthusiasm	EENT1	The picture generates in me a feeling of excitement.	Vivek, 2009	Five-point Likert-type scale (1-5) 1: strongly disagree 5: strongly agree
		EENT2	The caption generates in me a feeling of excitement.	Vivek, 2009	
		EENT3	I am heavily into the picture.	Vivek, 2009	
		EENT4	I am heavily into the caption.	Vivek, 2009	
		EENT5	I feel excited about the destination from the content present.	Vivek, 2009	
		EENT6	I am heavily into the destination in the content.	Vivek, 2009	
	Enjoyment	EENJ1	When I see the picture, I feel happy.	Schaufeli et al., 2002	
		EENJ2	When I read the caption, I feel happy.	Schaufeli et al., 2002	
		EENJ3	Participating to give like and comment on the content is like a treat for me.	Calder et al., 2013	

#### 3.3.4 Planning Trip Behavior

The following are indicators of planning trip behavior variables, divided based on the study of Vivek, 2009; Rothbard, 2001; Schaufeli et al., 2002; and Calder et al., 2013, which are Enthusiasm, Enjoyment, Attention, and Absorption. All items below measure the respondent's perception or opinion of planning trip behavior.

Table 5 - Planning Trip Behavior Variable

Variable	Indicator	Label	Question	Source	Scale	
Planning Trip Behavior	Enthusiasm	BPENT1	I feel excited to collect the information about the destination in the content present.	Vivek, 2009	Five-point Likert-type scale (1-5) 1: strongly disagree 5: strongly agree.	
		BPENT2	Having a plan trip after pandemics generates in me a feeling of excitement.	Vivek, 2009		
	Enjoyment	BPENJ 1	I enjoy it when I start to make a planning trip			
		BPENJ 2	I enjoy it when I start to collect information about the destination.			
		BPENJ 3	When I start to collect the information, I feel happy.	Schaufeli et al. 2002		
		BPENJ 4	When I start to plan a trip, I feel happy.	Vivek, 2009		
		BPENJ 5	Participating in planning a trip after pandemics is like a treat for me.	Schaufeli et al., 2002		
	Attention	BPAT1	I pay a lot of attention to collect information about the destination.	Rothboard, 2001		
		BPAT2	I spend a lot of time thinking about the planning trip to the destination.	Rothboard, 2001		
	Absorption	BPAB1	When I interact with the planning trip, I forget everything else around me.	Schaufeli et al., 2002		
		BPAB2	In my interaction with this planning trip, I get carried away.	Schaufeli et al., 2002		
BPAB3		In my interaction with this planning trip, I am fully concentrated.	Schaufeli et al., 2002			

The questionnaire assessed how emotional and cognitive engagement influences planning trip behavior. The author defines planning trip behavior in this study as when customers or respondents want to learn more about destinations. According to Roque and Raposo (2016), content travelers on social media may be persuaded to change their trip plans before making a final decision after viewing social media content. Furthermore, this is aligned with previous research conducted by Nothi (2013), tourists believe that seeking information is the most critical factor in making travel decisions. The author also defines a planning trip behavior as when the respondent becomes interested and plans a trip after the pandemic.

4. DATA ANALYSIS

4.1 Experimental Analysis

In this part, the author uses the statistical method using Structural Equation Modelling to predict the value of a variable. The following is an explanation of the profile of the research respondents, namely gender, age, occupation, and domicile of the respondent.

4.1.1 Gender

The percentage of gender profile is shown in figure 3 below.

GENDER PROFILE

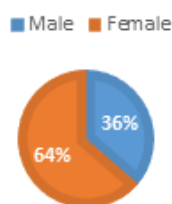


Figure 3: Percentage of Gender Profile

Based on the diagram above, the gender of the respondents shows that there are more female respondents than males. There are 48 male genders (36.4%), while the female gender is 84 people (63.6%).

4.1.2 Age

The percentage of age profile is shown in figure 4 below.

AGE PROFILE

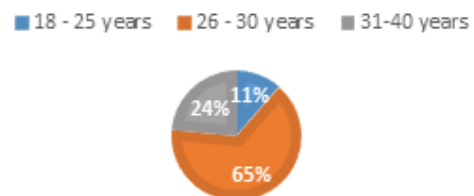


Figure 4: Percentage of Age Profile

Based on the diagram, the age of respondents shows that most of the respondents aged 26-30 years are as many as 86 people (65.2%) while the rest are aged 18-25 years as many as 15 people (11.4%) and aged 31-40 years are 31 people (23.5%).

4.1.3 Occupation

The job profile of the respondents is shown in figure 5 below.



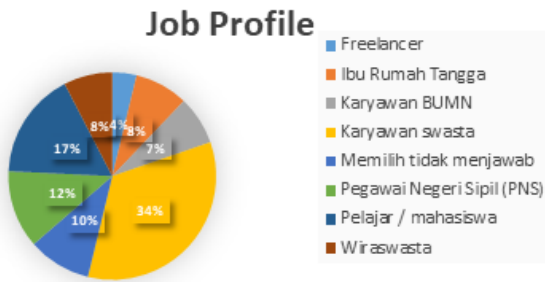


Figure 5: Percentage of Job Profile

Based on the diagram, the occupation of respondents shows that most of the respondents work as private employees as many as 43 people (32.6%) while the rest are students as many as 22 people (16.7%) and work as civil servants as many as 15 people (11.4%).

#### 4.1.4 Domicile

Based on the figure below, the domicile of the respondents shows that most of the respondents domiciled in West Java as many as 51 people (38.6%) while the domicile of DKI Jakarta as many as 30 people (22.7%), domiciled in East Java as many as 13 people (9, 8%).

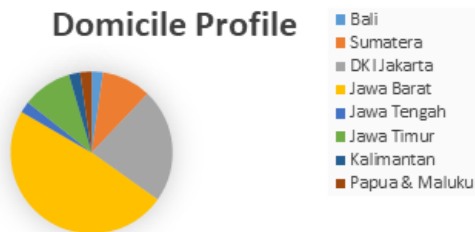


Figure 6: Percentage of Domicile Profile

## 4.2 Descriptive Analysis

The following table displays the complete descriptive statistics from this study.

### 4.2.1 Digital Content Marketing

Descriptive statistics of the DCM variable can be seen in the table below.

Table 6 - Descriptive Statistic of Digital Content Marketing Variable

Label	Question	Mean	Median	Min	Max	Standard Deviation
DENT1	I feel excited about digital content marketing.	4.311	4	2	5	0.76
DENT2	I feel excited about the digital content marketing present	Nis.25	4	2	5	0.722
DENJ1	I enjoy when I see the whole content present	4.205	4	2	5	0.786
DENJ2	I enjoy it when I see the picture.	4.288	4	1	5	0.774
DENJ3	I enjoy it when I read the caption.	3.727	4	1	5	0.985
DATT1	I pay a lot of attention to the whole content present.	4.106	4	1	5	0.931
DATT2	I pay a lot of attention to the picture.	4.402	5	2	5	0.727
DATT3	I pay a lot of attention to the caption	3.871	4	1	5	0.988
DABS1	I concentrate a lot on the whole content present.	3.811	4	2	5	0.97
DABS2	When I interact with this picture, I forget everything else around me.	3.455	4	1	5	1.221
DABS3	When I interact with this caption, I forget everything else around me.	3.189	3	1	5	1.238

There are 11 question indicators, 2 Enthusiasm indicators, and 3 Enjoyment indicators. Also, 3 indicators from Absorption and 3 of Attention. It is found that the lowest average answer indicator is the DABS 3 “When I interact with this caption, I forget everything else around me.” indicator, which is 3,189. In contrast, the highest indicator is the DATT2 “I pay a lot of attention to the picture” at 4,402.

### 4.2.2 Cognitive Engagement Variable

Descriptive statistics of the Cognitive Engagement variable can be seen in the table below.

Table 7 - Descriptive Statistic of Cognitive Engagement Variable

Indicator	Question	Mean	Median	Min	Max	Standard Deviation
CATT1	Things related to this picture grab my attention a lot	4.242	4	2	5	0.845
CATT2	Things related to this caption grab my attention a lot.	3.614	4	1	5	1.035
CATT3	I spend a lot of time thinking about the content present.	3.621	4	1	5	1.098
CATT4	I pay a lot of attention to the destination.	4.227	4	2	5	0.803
CATT5	Things related to this destination grab my attention a lot.	4.167	4	1	5	0.906
CATT6	I concentrate a lot on the destination in the content present.	3.879	4	1	5	1.015
CABS1	In my interaction with this content, I get carried away.	3.788	4	1	5	1.045
CABS2	In my interaction with this content, I am fully concentrated.	3.644	4	1	5	1.053

There are 8 indicators, which are 6 Attention and 2 Absorption indicators. In contrast, the lowest average indicator is the CATT3 “I spend a lot of time thinking about the content present” indicator at 3.614, while the highest average indicator is the CATT1 “Things related to this picture grab my attention a lot” indicator at 4.242.

### 4.2.3 Emotional Engagement Variable

The following are descriptive statistics for the Emotional Engagement variable.

Table 8 - Descriptive Statistic of Emotional Engagement Variable

Indicator	Question	Mean	Median	Min	Max	Standard Deviation
EENT1	The picture generates in me a feeling of excitement.	4.129	4	2	5	0.883
EENT2	The caption generates in me a feeling of excitement.	Mar.72	4	1	5	0.94
EENT3	I am heavily into the picture.	4.333	5	1	5	0.85
EENT4	I am heavily into the caption.	3.712	4	1	5	0.95
EENT5	I feel excited about the destination from the content present.	4.235	4	1	5	0.834
EENT6	I am heavily into the destination in the content.	4.083	4	1	5	0.844
EENJ1	When I see the picture, I feel happy.	4.182	4	1	5	0.851
EENJ2	When I read the caption, I feel happy.	3.636	4	1	5	1.061
EENJ3	Participating to give like and comment on the content is like a treat for me.	3.826	4	1	5	1.091

There is a total of 9 indicators, which are six indicators of Enthusiasm and three indicators of Enjoyment, while the lowest average indicator is the EENJ2 “When I read the caption, I feel happy” of 3.636. In contrast, the highest average indicator is the EENT5 “I feel excited about the destination from the content present.” indicator of 4.235.

### 4.2.4 Planning Trip Behavior Variable

Table 9 - Descriptive Statistic of Planning Trip Behavior Variable

Indicator	Question	Mean	Median	Min	Max	Standard Deviation
BPENT1	I feel excited to collect the information about the destination in the content present.	3.955	4	1	5	0.984
BPENT2	Having a plan trip after pandemic generates in me a feeling of excitement.	4.424	5	1	5	0.78
BPENJ1	I enjoy when I start to make a planning trip	4.379	5	1	5	0.764
BPENJ2	I enjoy when I start to collect information about the destination.	4.303	4	2	5	0.768
BPENJ3	When I start to collect the information, I feel happy.	4.447	5	3	5	0.631
BPENJ4	When I start to plan a trip, I feel happy.	4.485	5	3	5	0.633
BPENJ5	Participating in planning trips after a pandemic is like a treat for me.	4.485	5	3	5	0.68
BPAT1	I pay a lot of attention to collect information about the destination.	4.182	4	2	5	0.824
BPAT2	I spend a lot of time thinking about the planning trip to the destination.	4.015	4	1	5	0.921
BPAB1	When I interact with the planning trip, I forget everything else around me.	4.167	4	1	5	0.923
BPAB2	In my interaction with this planning trip, I get carried away.	4.053	4	1	5	0.882
BPAB3	In my interaction with this planning trip, I am fully concentrated.	4.273	4	2	5	0.779

There are 12 indicators, which are 2 Enthusiasm, 5 of Enjoyment, 2 Attention indicators, and 3 Absorption indicators. In contrast, the lowest average indicator is the BPENT1 “I feel excited to collect the information about the destination in the content present.” indicator of 3,955. The highest average is the BPENJ4 “When I start to plan a trip, I feel happy.” and BPENJ 5 indicator “Participating to plan a trip after a pandemic is like a treat for me” of 4.485.

## 4.3 Outer Model

### 4.3.1 Convergent Validity

Convergent validity is used to assess the reliability of a questionnaire. A questionnaire is valid if the questions can reveal something about which the questionnaire will be measured —testing the validity

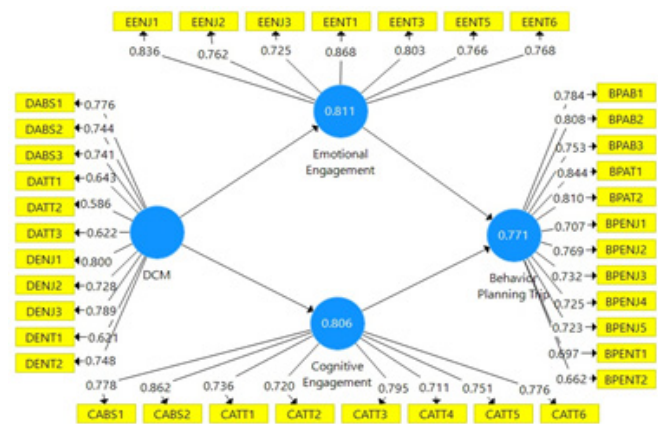


Figure 7: Outer Structural Model

or convergent validity using the outer loading value. The following are the results of testing the validity of each variable

Table 10 - Outer Loading, Cronbach Alpha, Composite Reliability, and AVE

Variable	Indicator	Loading Value	Composite Reliability	AVE	Cronbach Alpha
			> 0,7	> 0,5	> 0,7
Digital Content Marketing	DABS1	0,776	0,918	0,508	0,902
	DABS2	0,744			
	DABS3	0,741			
	DATT1	0,643			
	DATT2	0,586			
	DATT3	0,622			
	DENJ1	0,8			
	DENJ2	0,728			
	DENJ3	0,789			
Cognitive Engagement	DENT1	0,621	0,92	0,589	0,9
	DENT2	0,748			
	CABS1	0,778			
	CABS2	0,862			
	CATT1	0,736			
	CATT2	0,72			
Emotional Engagement	CATT3	0,795	0,921	0,626	0,899
	CATT4	0,711			
	CATT5	0,751			
	CATT6	0,776			
	EENJ1	0,836			
	EENJ2	0,762			
Planning Trip Behavior	EENJ3	0,725	0,94	0,567	0,931
	EENT1	0,868			
	EENT3	0,803			
	EENT3	0,766			
	EENT5	0,768			
	EENT6	0,736			
	BPAB1	0,784			
	BPAB2	0,808			
	BPAB3	0,753			
	BPAT1	0,844			
	BPAT2	0,81			
	BPENJ1	0,707			
BPENJ2	0,769				
BPENJ3	0,732				
BPENJ4	0,725				
BPENJ5	0,723				
BPENT1	0,697				
BPENT2	0,662				

The results of SmartPLS processing are shown in the table above. A loading factor is a number that represents the relationship between the score of a question item and the construct indicator that measures the construct. If the loading factor value is more significant than 0.7, it is considered valid. On the other hand, Hair et al. (1998) state that a loading factor

greater than 0.5 is generally considered significant for a preliminary examination of a matrix. Value of outer model or the correlation between construct and variable indicates that the overall value of the loading factor is more significant than 0.5, indicating that the constructs for all variables are valid from the model. The outer model's structural model provided the following results.

### 4.3.3 Discriminant Validity

Cross-loadings are used to evaluate the discriminant validity. After testing the outer loading value's validity, the author tests the discriminant validity using the Average Variance Extracted (AVE) value. AVE is defined as the grand mean value of the squared loadings of a set of indicators (Hair et al., 2014) and is equivalent to the commonality of a construct. The value seen in this test is the average variance extracted (AVE) value on the entire set of variables obtained as an estimation result, where the value is more significant than 0.50 and thus declared valid. The cross-loading value for each item is shown below.

Table 11 - Cross Loading Result

Indicator	Planning Trip Behavior	Cognitive Engagement	DCM	Emotional Engagement
BPAB1	<b>0,784</b>	0,726	0,661	0,574
BPAB2	<b>0,808</b>	0,795	0,718	0,588
BPAB3	<b>0,753</b>	0,663	0,702	0,638
BPAT1	<b>0,844</b>	0,79	0,73	0,714
BPAT2	<b>0,81</b>	0,833	0,77	0,684
BPENJ1	<b>0,707</b>	0,518	0,496	0,401
BPENJ2	<b>0,769</b>	0,6	0,56	0,534
BPENJ3	<b>0,732</b>	0,544	0,513	0,471
BPENJ4	<b>0,725</b>	0,518	0,506	0,439
BPENJ5	<b>0,723</b>	0,522	0,479	0,401
BPENT1	<b>0,697</b>	0,662	0,714	0,789
BPENT2	<b>0,662</b>	0,493	0,552	0,586
CABS1	0,608	<b>0,778</b>	0,711	0,674
CABS2	0,681	<b>0,862</b>	0,784	0,664
CATT1	0,636	<b>0,736</b>	0,751	0,749
CATT2	0,556	<b>0,72</b>	0,665	0,553
CATT3	0,577	<b>0,795</b>	0,694	0,624
CATT4	0,784	<b>0,711</b>	0,612	0,585
CATT5	0,747	<b>0,751</b>	0,576	0,464
CATT6	0,726	<b>0,776</b>	0,705	0,609
DABS1	0,691	0,757	<b>0,776</b>	0,679
DABS2	0,592	0,74	<b>0,744</b>	0,643
DABS3	0,565	0,749	<b>0,741</b>	0,616
DATT1	0,554	0,576	<b>0,643</b>	0,437
DATT2	0,529	0,48	<b>0,586</b>	0,517
DATT3	0,541	0,623	<b>0,622</b>	0,432
DENJ1	0,68	0,667	<b>0,8</b>	0,766
DENJ2	0,619	0,549	<b>0,728</b>	0,77
DENJ3	0,631	0,739	<b>0,789</b>	0,74
DENT1	0,493	0,522	<b>0,621</b>	0,61
DENT2	0,649	0,584	<b>0,748</b>	0,755
EENJ1	0,648	0,657	0,739	<b>0,836</b>
EENJ2	0,61	0,731	0,779	<b>0,762</b>
EENJ3	0,536	0,638	0,717	<b>0,725</b>
EENT1	0,596	0,68	0,757	<b>0,868</b>
EENT3	0,586	0,522	0,679	<b>0,803</b>
EENT5	0,573	0,591	0,653	<b>0,766</b>
EENT6	0,714	0,616	0,65	<b>0,768</b>
EENT5	0,569	0,591	0,736	<b>0,656</b>
EENT6	0,71	0,62	0,743	<b>0,65</b>

The second option for confirming discriminant validity is to examine the cross-loadings of the indicators. This method, which is often regarded as more liberal (Henseler et al., 2009), requires that each indicator's loadings on its construct be greater than the cross-loadings on other constructs. The table above yields all cross-loading values > 0,5. The Average Variance Extracted (AVE) criterion can be used to assess the measurement model's convergent validity.

Table 12 Average Variance Extracted (AVE)

Variable	AVE
Digital Content Marketing	0,508
Cognitive Engagement	0,589
Emotional Engagement	0,626
Planning Trip Behavior	0,567

### 4.3.4 Internal Consistency Reliability

Cronbach's Alpha and Composite Reliability are used to assess reliability's internal consistency. The reliability test is an instrument that produces the same data when used to measure the same object multiple times. A constructed variable is reliable if it has a Cronbach Alpha value > 0.7 and Composite reliability (Ghozali, 2012). The reliability test results are as follows.

Table 13 Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability	Rule of Thumb	Model Evaluation
DCM	0,902	0,918	> 0.70	Reliable
Cognitive Engagement	0,9	0,92		Reliable
Emotional Engagement	0,899	0,921		Reliable
Planning Trip Behavior	0,931	0,94		Reliable

Based on the table above, it is possible to conclude that the variable constructs meet the reliable criteria. It is indicated by the Cronbach's Alpha value and the composite reliability derived from the SmartPLS estimation results. As per the recommended criteria, the resulting value is more significant than 0.70.

## 4.4 Inner Model

Testing of the inner model or structural model is carried out to see the relationship between the construct, significance value, and R-square of the research model. The structural model was evaluated using R-square for the dependent construct of the t-test and the significance of the coefficients of the structural path parameters.

### 4.4.1 Coefficient of Determination (R2) & Stone-Geiser Test (Q2)

The R2 for each latent dependent variable is used to evaluate the model using PLS. The results of the R2 estimation using SmartPLS are shown in Table 4.20.

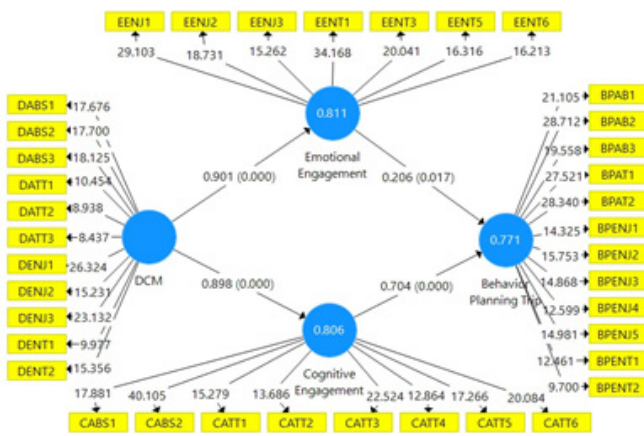


Figure 8: Inner Structural Model

Table 14 - R<sup>2</sup> and Q<sup>2</sup> Test Result

Variable	R <sup>2</sup>	Predictive Accuracy	Q <sup>2</sup>	Predictive Relevance
Cognitive Engagement	0,806	Significant	0,467	YES
Emotional Engagement	0,811	Significant	0,495	YES
Planning Trip Behavior	0,771	Significant	0,418	YES

The R2 value of 0.75 is considered significant, 0.50 is considered moderate, and 0.25 describes a low level of accuracy, according to Hussain et al. (2018). The R2 value of the Cognitive Engagement variable in this study is 0.806 or 80.6 percent, indicating that the Digital Content Marketing variable can explain the Cognitive Engagement variable with a level of 80.6 percent. At the same time, other factors that are not included in this research variable influence the rest. The R2 value of the Emotional Engagement variable is then 0.811 or 81.1 percent, indicating that the Digital Content Marketing variable can explain the Emotional Engagement variable with a level of 81.1 percent. At the same time, other factors that are not included in this research variable influence the rest. The R2 value of the Planning Trip Behavior variable is 0.771, or 77.1 percent, indicating that the Cognitive Engagement and Emotional Engagement variables can explain the Planning Trip Behavior variable to a 77.1 percent level. At the same time, other factors that are not included in this research variable influence the rest.

Blindfolding is a sample reuse technique that systematically deletes data points while predicting their original values. The procedure necessitates an omission distance D for this purpose. A value for the omission distance D between 5 and 12 is recommended (e.g., Hair et al., 2017). The author chooses seven as the Omission Distance value in this study. Q2 predictive relevance for structural models, assessing how well the model and estimated parameters produce conservation values. Q2 value greater than 0 indicates that the model is predictively relevant. Q2 value less than 0 indicates that the model is not predictively relevant. The magnitude of Q2 has a value between

0 and 1, with the closer to 1, the better the model. In path analysis, the quantity of Q2 is equivalent to the coefficient of total determination. Q2 value for each Cognitive Engagement variable is 0.467, Emotional Engagement is 0.495, and Planning Trip Behavior is 0.418. Based on these values, it is possible to conclude that this study has a high observation value because of Q2 > 0. (Chin, 1998). As a result, the model used in this study has a relevant predictive value, as the model can explain the information in the research data.

4.4.2 Effect size (f2)

Table 15 f<sup>2</sup> Test Result

	Effect size f <sup>2</sup>
DCM -> Cognitive Engagement	4,418
DCM -> Emotional Engagement	4,299
Emotional Engagement -> Planning Trip Behavior	0,066
Cognitive Engagement -> Planning Trip Behavior	0,765

The effect size can determine each path model by calculating Cohen's f2 (Hair et al., 2014). The f2 test identifies the effect of independent variables on the dependent variable when they are combined. The effect size of the committed construct for a specific endogenous construct can be determined using the f2 value, with 0.02, 0.15, and 0.35 representing small, medium, and significant effects, respectively (Cohen, 1988). It shows that Cognitive Engagement on Planning Trip Behavior has a significant effect of 0,765. Emotional Engagement on Planning Trip Behavior has a significant effect of 0,066. Meanwhile, Digital Content Marketing on Cognitive Engagement has a significant effect of 4,148 and is categorized as large effects. Digital Content Marketing on Emotional Engagement has the largest significant effect of 4,299.

4.4.3 Goodness of Fit (GoF)

The Goodness-of-Fit (GoF) tests determine how well sample data matches what is expected of a population. Tenenhaus et al. (2005) proposed GoF as combined effect size and convergent validity measure. However, due to several statistical flaws, the use of GoF is now being questioned (Hair et al., 2014). One limitation is that it is not suitable for model validation (Henseler & Sarstedt, 2012) and does not cope well with misspecified models (Hair et al., 2014). SmartPLS does not calculate GoF; it must be done manually.

The criteria for GoF values are 0.10, 0.25, and 0.36, indicating that GoF is small, medium, or large (Ghozali, Latan, 2015). According to the table above, the GoF score is 0.675, greater than 0.36. Overall, the model is very good at explaining empirical data.

Table 16 - Goodness of Fit Calculation

Variable	Average Variance Extracted (AVE)	R <sup>2</sup>
Digital Content Marketing	0,508	
Cognitive Engagement	0,589	0,806
Emotional Engagement	0,626	0,811
Planning Trip Behavior	0,567	0,771
Average	0,5725	0,796
Average AVE x Average R <sup>2</sup>	0,45571	
GoF	0,67506296	

4.5 Hypothesis Testing

The value contained in the output path coefficient provides a base for testing the hypothesis. The estimated output for structural model testing is shown below.

Table 17 - Path Coefficient (β) and T Statistics

No	Hypothesis	Beta	T Statistics	P Values	Keterangan
1	DCM -> Emotional Engagement	0.901	47,173	0	Accepted
2	DCM -> Cognitive Engagement	0.898	50,373	0	Accepted
3	Emotional Engagement -> Planning Trip Behavior	0.206	2,398	0,017	Accepted
4	Cognitive Engagement -> Planning Trip Behavior	0,704	8,452	0	Accepted

a. Hypothesis 1 (DCM significantly influences Emotional Engagement on Instagram users)

The relationship between digital content marketing and emotional engagement has a T statistic value of 47,173, which is > 1.97. Also, the P-value of 0.000, which is less than 0.05, can be concluded that persuasive content significantly influences Instagram users' emotional engagement, which means it follows hypothesis 1 (Hypothesis 1 is accepted).

b. Hypothesis 2 (DCM significantly influence Cognitive Engagement on Instagram users)

The relationship between persuasive content and cognitive engagement has a t statistic value of 50,373, which is > 1.97. The P-value of 0.000, which is smaller than 0.05, can be concluded that Persuasive content significantly influences cognitive engagement on Instagram users, which means that it follows hypothesis 2 (Hypothesis 2 is accepted).

c. Hypothesis 3 (Emotional engagement significantly influence Planning Trip Behavior)

The relationship between Emotional engagement and planning trip behavior has a T statistic value > 1.97. The P-value of 0.017 is less than 0.05, so it can

be concluded that Emotional engagement significantly influences planning trip behavior. (Hypothesis 3 is accepted).

d. Testing hypothesis 4 (Cognitive Engagement significantly influence Planning Trip Behavior)

According to the results of hypothesis 4 testing, the relationship between the cognitive engagement variable and the planning trip behavior variable has a T statistic value > 1.97. 0.000 is a P-value less than 0.05, so it can be concluded that cognitive engagement significantly influences planning trip behavior, following hypothesis 4 (hypothesis 4 is accepted).

5. DISCUSSION

This study used a sample of 132 respondents aged 18-39 years and followed the study's target, targeting the millennial generation. The majority of respondents are aged 26-30 years, and women by 64%. Most domiciles are in West Java, and the occupations are private employees. In addition, from the questionnaire results obtained, 95.8% actively use Instagram, and 98.3% of respondents like traveling. It shows that this questionnaire is distributed to the right segment of respondents, who are indeed active Instagram users and like traveling. The results of the descriptive analysis show that Emotional Engagement is higher on average than Cognitive Engagement, and the Planning Trip Behavior variable has the highest average of 4.485, which shows that people have the desire and feeling of pleasure when planning a trip. It may impact the current pandemic situation and conditions that limit people from doing activities outside the home. In addition, descriptive analysis on the DCM variable has the lowest value in the caption section. It could be due to selecting images with short captions so that respondents focus more on the pictures.

The four hypotheses are declared accepted as seen from the T statistic value, each of which is below 1.97, and the P-value is < 0.05. In hypothesis 1, Persuasive Content significantly influences Emotional Engagement on Instagram users has the second-highest T statistic value of 47,173, the highest beta value of 0,901, and the highest f2 value of 4,299. These findings imply a high significance level, which is supported by a strong effect size. It indicates that when respondents see the pictures, they are emotionally engaged, feeling excited, enjoy, and happy. This finding is supported by the study of T Fernandes (2019) regarding consumer engagement in the context of a brand as a three-dimensional construct. Their study validated that emotional engagement is more influential than cognitive engagement in the brand context. Also, it is confirmed with SC Olmsted and LC Wolter's (2018) study that in today's media and marketing environment, emotional engagement is frequently emphasized as a key success factor in achieving various advertising goals in the context of neuroscience research techniques. The caption



seems to fail to make people feel emotionally engaged because of the possibility that the caption is concise, and respondents are more focused on the picture.

The second hypothesis states persuasive content significantly influences cognitive engagement on Instagram users are accepted. The T statistic has the highest value of 50,373, the second-highest beta value of 0,898, and the second-highest f2 value of 4,148. When respondents see the pictures, they are cognitively engaged and interact with the presented content. This finding is aligned with So et al., 2014 that customers who are more cognitively engaged with a hotel brand are more likely to notice destination information such as service information, news, and advertising campaigns. But the previous study from So et al. is limited to the offline hospitality and tourism context and does not have two ways of communication like in social media.

The third hypothesis declares that emotional engagement significantly influences planning trip behavior. Hypothesis 3 is accepted by the T statistic value of 2,398, the beta value of 0,206, and the f2 value of 0,066. It shows that the relationship is significant, but it has a small effect size. The study of P Harrigan et al., 2017 validated that all dimensions can be used for another context, including emotional engagement, where So et al. only focus on cognitive engagement. The respondents did not have a strong emotional engagement to plan a trip, not interested and excited to plan a trip because there is a possibility of several factors like pandemic and other uncertainty regulation during the pandemic that makes people feel doubt to travel during a pandemic. However, emotional engagement toward planning trip behavior still has an influence, even only a small effect.

The fourth hypothesis state that cognitive engagement significantly influences planning trip behavior. It is accepted by the T statistic value of 8,452, the beta value of 0,704, and the f2 value of 0,765. It shows that the relationship is significant and stronger than emotional engagement towards planning trip behavior. These findings align with the Regulatory Engagement Theory (Scholer & Higgins, 2009), which supports the importance of attention as a primary dimension of engagement. This study supported So et al., 2014 study that engagement is often limited to a cognitive engagement, but contrasting, whereas engagement includes cognitive, emotional, and behavioral components (Hollebeek, 2011; Mollen & Wilson, 2010; Vivek et al., 2012).

## 6. LIMITATION

Firstly, limitations due to the COVID-19 pandemic affected the number of likes and comments in the content (Ahmad et al., 2021). During a pandemic, people feel a higher risk for all types of travel and avoid traveling to places they think are at moderate to high risk (Hotle et al., 2020; Işık et al., 2020). It will

impact consumer planning trip behavior because there will be many considerations in determining tourist destinations (Karagöz et al., 2021; Koscak et al., 2021; Dogru et al., 2019; Işık et al., 2018) . Understanding and predicting customer engagement in the current tourism context becomes problematic because it has to adjust to government policies regarding travel document restrictions and requirements during a pandemic situation. Also, there are changes to the Instagram algorithm that might impact the data retrieval process. However, it will not discuss what the algorithm is like nowadays. In this study, the DCM only focuses on images.

Future research may use moving images such as videos or reels as a new feature of longer duration Instagram. Future research also can apply digital engagement across another social media platform. This study is about the differences in digital content marketing that can contribute to tourism and marketing literature, especially studies on social media, Instagram. Also, contribute to consumer engagement concept literature in the tourism context. In addition, it can be a reference for a company in the tourism sector to market their content by paying more attention to the type of content that is of interest to the public to attract public interest in the intended destination (destination branding).

## 7. CONCLUSION

The fourth hypothesis is declared accepted. Emotional engagement, the enthusiasm and enjoyment dimension, has the largest significant effect compared to Cognitive Engagement, whether it's faced with persuasive content. The first research question is answered on the first hypothesis. It means that people are emotionally engaged when they see the content presented. It is aligned with SC. Olmsted and LC Wolter's (2018) study that in today's media and marketing environment, emotional engagement is frequently emphasized as a key success factor in achieving various advertising goals. These findings have supported the new empirical study of digital content marketing and consumer engagement literature by doing pre-experimental research. It is emphasized that emotional engagement is the key to engaging customers in digital content marketing with the social exchange approach. The next findings are contrasts with previous findings. It shows that Planning Trip Behavior is strongly affected by Cognitive Engagement on the Instagram user. It means that the respondent is cognitively engaged, having attention and interaction to plan a trip. The fourth hypothesis answers the second research question.

Cognitive Engagement significantly influences Planning Trip Behavior. This study aligned with So et al. but contrasts with the P Harrigan et al. study. So, et al. (2014) only focus on the cognitive dimension such as identification, attention, absorption in the



offline tourism and hospitality industry. Contrasting to P Harrigan's (2017) study, they validate using three-dimension engagement (emotional, cognitive, behavior) online and in different contexts. These findings align with the Regulatory Engagement Theory (Scholer & Higgins, 2009), which supports the importance of the cognitive aspect, especially attention, as a primary dimension of engagement. It can be concluded that these findings contribute to tourism literature, which has a new perspective about cognitive engagement in online platforms. Last, the respondent of the quantitative study is millennials who use Instagram frequently and like traveling. Considering that millennials demand technology literacy, they adopt digital lifestyles and yearn for different content marketing and travel values.

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## RURAL TOURISM RESEARCHES: A CO-CITATION ANALYSIS

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### KEYWORDS

*Bibliometric analysis*  
*Science mapping*  
*Co-citation analysis*  
*Rural tourism*

### ABSTRACT

The contributions of tourism to the economic, social, and cultural development of rural areas have been attracting the attention of researchers since 2005. Nonetheless, the scopes and intellectual structures of those studies are uncertain. Therefore, this study presents the most influential research groups, journals, and the most effective inter-research associations in the field of rural tourism within the last 20 years, employing the bibliometric mapping method. To this end, Web of Science Core Collection database was used to retrieve relevant data for the period of 2000-2020. Also, the data are limited to the English language. Articles, books, book chapters, proceedings papers were included in the analysis. Analysis of co-citation was carried out using VOSviewer.

The results of the Analysis of 864 documents indicate that rural tourism studies are categorized into 5 groups. Besides Tourism Management; Annals of Tourism Research and Journal of Sustainable Tourism are the most essential journals in the related field. Moreover, Richard Sharpley, Bernard Lane, Gunjan Saxena, and Collin Michael Hall are the most influential researchers in this field. The results of the study are crucial in that they reveal the line of progress and potential areas of improvement in this field to the researchers who are interested in rural tourism.

## 1. INTRODUCTION

Rural tourism provides preservation of rural areas, prevention of migration from rural to urban areas, maintenance of traditional lifestyle, and contributes to economic development in addition to basic economic activity. It facilitates a balanced distribution of national income by playing a role in mitigating inequality between rich and poor regions (Karagöz et al., 2021; Koscak et al., 2021; Lekovic et al. 2020; Dogru et al., 2019; Işık et al., 2018-21). Also, the recent COVID-19 outbreak has caused a change in tourist demands, which has further accelerated the interest in rural tourism. As a matter of fact, rural tourism offers great opportunities to fulfill the demands of post-pandemic tourists who wish to relieve stress and rejuvenate or participate in physical and psychological relaxation activities in a nature-based environment (Ahmad et al., 2021; Rosalina, Dupre, and Wang 2021).

The aforementioned significance of rural tourism has attracted the attention of researchers and this type of tourism has become one of the research topics that have been attracting more and more attention (Ruiz-Real et al. 2020). Nevertheless, the extent to which rural tourism studies have reached is not certain (Lane & Kastenholz, 2015). Moreover, the dispersal of existing studies over time as well as their contribution to the literature are not clear. There are quite a few studies that depict the intellectual development process of the rural

tourism field employing the bibliometric mapping method (Ruiz-Real et al., 2020). In addition, these studies have investigated the development of the field mostly based on the number of documents and citations. Revealing the bibliometric studies conducted on the subject, the leading researchers in the field, and the cooperation structures in the field is important (Bozok, Kılıç, and Özdemir 2017). Such studies are valuable in terms of indicating the significance of the field, the development trend, determining which subjects need to be studied in the future, and guiding the improvement of the field. Furthermore, bibliometric studies would assist in revealing the research trend in that field. This also guides new researchers who wish to collaborate in that field (Durán-Sánchez et al. 2019).

The performances and intellectual aspects of the rural tourism research are delineated in this study. For this purpose, the answers to the following questions are sought:

RQ1. How have the studies in rural tourism performed throughout the last 20 years?

RQ2. What are the most crucial studies in the field?

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RQ3. What do network structures among the most important studies look like?

RQ4. Which of the journals publish the most crucial research studies in the field?

RQ5. What is the association among the journals in which the most crucial research studies in the field have been published?

RQ6. Who are the most crucial researchers in the field?

In order to answer these research questions, 864 published articles in the WoS database over the period 2000 - 2020 were included in the co-citation analysis by utilizing the VOSviewer (version 1.6.17) software. Thus, the most influential research articles in the field, the status of authors, and journals (common citation and cluster structures) were determined. The obtained results are essential in such a way that they would guide the researchers who conduct studies as well as the young researchers who would cooperate in this field. Besides, the obtained results would contribute to the intellectual development process of the field by encouraging academic discussions on contributing to the improvement of rural tourism. The remaining part of the research study consists of the literature, research methodology, and the research results of bibliometric studies conducted in the field of rural tourism.

## 2. LITERATURE REVIEW

Rural tourism studies are not actually new. Rural tourism has been perceived as an exciting, pioneering, and simple field that was studied by researchers and rural practitioners throughout the 1970s, 1980s, and 1990s in developed countries. For instance, rural tourism activities have been conducted in various famously scenic areas of Europe and North America since the end of the 19th century, due to the keen interest in romantic rural areas and the improvement of the railway network towards rural areas (Lane & Kastenzholz, 2015). On the other hand, the main research studies in the tourism literature began with the special issue of the *Journal of Sustainable Tourism* (JoST) published in 1994. In that issue, the study entitled 'What is rural tourism?' written by Lane was especially groundbreaking. In this study, the researcher's analysis of rural tourism typology and characteristics of rural areas constitute the main reference source for the subsequent research studies (Sharpley & Roberts, 2004).

However, studies conducted on rural tourism have attained an important place in the academic literature following the year 2004 (Ruiz-Real et al., 2020). Various studies have been conducted on the conceptualization of rural tourism (Lane, 1994), the basic motivations of rural tourists (Park & Yoon, 2009), the problems encountered in rural tourism diversification (Sharpley, 2002), the characteristics of rural tourism enterprises (Getz & Carlsen, 2000), and the economic impacts of rural tourism (Rosalina et al., 2021).

Some bibliometric studies on rural tourism have been conducted in recent years. For instance, some studies have investigated postgraduate theses in Turkey (Alımanoğlu & Ayazlar, 2017; Gül & Gül, 2018). Bozok et al. (2017) state that the academic studies on rural tourism date back about 20 years ago. Lekovic et al. (2020) determined the leading

journals in the field of rural tourism as *Tourism Management*, *Journal of Sustainable Tourism*, and *Annals of Tourism Research*. Besides, rural tourism, tourism development, tourist satisfaction/loyalty, attitudes/perceptions of local people, and social tourism benefits were seen as the most remarkable research areas according to the study. An and Alarcón (2020) analyzed 76 articles conducted on sustainable rural tourism and asserted that Sustainability and *Journal of Sustainable Tourism* were the journals with the highest numbers of publications and found that rural tourism and agriculture were the most used words. Another study (Lane & Kastenzholz, 2015) indicated that over the period 2000 - 2015, the highest number of articles in the field of rural tourism were published by *Tourism Management*, *Journal of Sustainable Tourism*, *Tourism Geographies*, *Annals of Tourism Research* and *Current Issues in Tourism*. The USA, England, Spain, and China have the highest numbers of publications. Also, this study found that tourism management and development, economy, rural/regional development, sustainability, society, cultural heritage, agriculture, eco-tourism are the most frequently used terms. Ruiz-Real et al. (2020) included 892 studies in the WoS database for bibliometric analysis and found that rural tourism studies were, in general, focused on China, Spain, and Romania. The most prolific writers, however, came from Portugal, China, England, and the USA.

## 3. METHOD

Bibliometric analysis is an approach that assesses the development of disciplines by employing statistical techniques to classify data including citations, author links, keywords, and topics discussed for studies published in the disciplines. It is utilized to map the development of the scientific field. It also offers a more objective approach to research analysis rather than a conventional literature review (Ruiz-Real et al., 2020). In other words, bibliometrics enables the quantitative assessment of all types of bibliographic data. Along with quantitative methods based on bibliometric data, the scientific literature can be presented visually and scientific maps serving different purposes may be generated (Benckendorff & Zehrer, 2013). Bibliometric mapping is the visual representation of bibliometric data. In these maps, it is possible to notice not only the objects but also the mutual relationships among the objects. If the research subject involves journals, documents, and authors; the relationships among the objects are measured by the citation relation. One of the most utilized attributions approaches in determining the relationships among objects is co-citation. This approach indicates how many times two objects are co-cited. The increase of the cases in which two sources are co-cited concurrently can be interpreted as the relationship between these two sources (Zan, 2019).

In this study, the bibliometric mapping of rural tourism research studies was conducted based on the co-citation relationship. Document, author, and journal relationships were visualized. The Web of Science Core Collection database was utilized to access the data. This database is one of the two most crucial databases besides Scopus. Moreover, this database includes indexes of journals with high standards such as SCI-EXPANDED, SSCI, A&HCI (Garrigos-Simon, Narangajavana-Kaosiri,

and Narangajavana 2019). The keyword “rural tourism” was entered as a title in the search section to obtain WoS data. The data were limited to the period between 2000 and 2020 and to the English language. In this phase, a total of 892 documents were obtained. At the next phase, since the inclusion of more comprehensive studies in the analysis was aimed, documents such as meeting abstract, correction, and editorial material were excluded from the analysis, which yielded 864 documents that were included in the analysis.

VOSviewer (version 1.6.17) software was utilized to visualize the data based on co-citation relationships. Following the transfer of the data to the VOSviewer software, 3 common citation maps indicating the document, journal, and author relationships according to the co-citation relationship were generated. Co-citation analyses are frequently used in bibliometric studies (Garrigos-Simon et al., 2019). In co-citation maps, nodes indicate authors, journals, and documents; whereas links indicate co-citation relationships. The size of a node indicates that the weight of that node is large, such as the article, author, document represented by that node. Nodes of the same color constitute a cluster, and the elements of this cluster are closely associated with each other. Thicker lines indicate intense collaboration (Seguí-Amortegui et al. 2019).

#### 4. RESULTS

Excel and Publish or Perish (Harzing, 2007) software were used to answer RQ1. The numbers of documents included in the research study by years and their citations are illustrated in Figure 1. Accordingly, the number of documents published over the years 2000-2020 tends to fluctuate. However, there has been a steady increase in the number of citations, especially following the year 2007. Besides, the h-index and g-index for 864 documents were found to be 49 and 79, respectively.

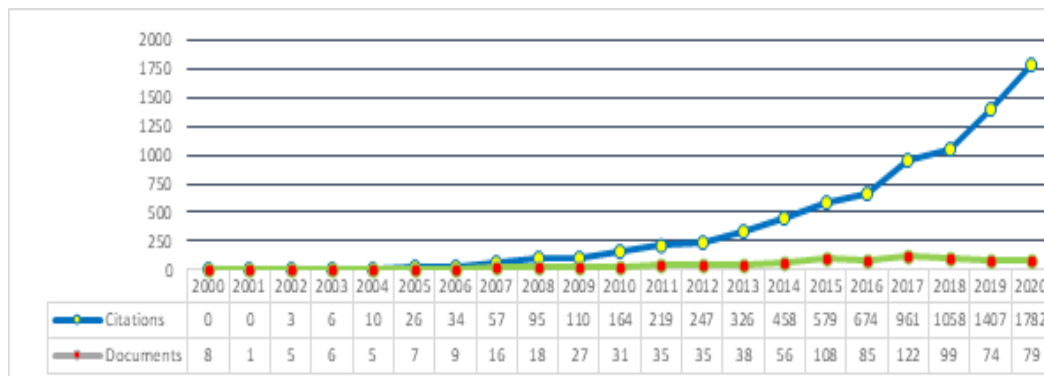


Figure 1: Number of articles and citations by year

##### 4.1. Co-citation Analysis

Co-citation is the frequency at which two units are co-cited. It is used to identify similarities among documents, authors, or journals. It takes the relationships among the cited documents into consideration. Accordingly, the analysis is based on the assumption that the co-cited documents are similar to each other. Three types of co-citation analysis can be performed: reference, author, and journal (Zupic & Cater, 2015).

##### 4.2. Co-citation of References

Reference co-citation analysis was performed to answer RQ2 and RQ3. Figure 2 illustrates the reference co-citation relationship. Accordingly, out of 22,394 references, 35 documents with at least 20 citations were identified. The total strength of the link of each document with other documents was calculated. These documents were categorized into 5 clusters. The first cluster is red and consists of 9 references. In this cluster, the study entitled “Integrated rural tourism: Concepts and practice” (Total link strength 47, Citation 49, citations per year 4.08) by Mary Cawley and Desmond A. Gillmor and published in the *Annals of Tourism Research* as of 2008, ranks first. The study entitled “Re-conceptualising rural resources as countryside capital: The case of rural tourism” (Total link strength 37, Citation 42, citations per year 3.00) by Brian Garrod, Roz Wornell, and Ray Youell, which was published in the *Journal of Rural Studies* as of 2006, ranks second. The study entitled “Conceptualizing Integrated Rural Tourism” (Total link strength 38, Citation 34, citations per year 2.61) by Gunjan Saxena, Gordon Clark, Tove Oliver & Brian Ibery which was published in *Tourism Geographies* as of 2007, takes the third rank. Gunjan Saxena and Brian Ibery’s study entitled “Integrated Rural Tourism a Border Case Study”, which was published in the *Annals of Tourism Research* as of 2008 (Total link strength 33, Citation 36, citations per year 3.00), ranks fourth. These studies mostly concentrate on integrated approaches concerning sustainability and stakeholder cooperation in the development of rural tourism.

The second cluster is green and consists of 9 references. In this cluster, the study entitled “Rural tourism and the challenge of tourism diversification: the case of Cyprus” (Total link strength 43, Citation 49, citations per year 2.72) by Richard Sharpley which was published in *Tourism Management* as of 2002, ranks first. The article entitled “Rural Tourism in Israel” by Aliza Fleischer and Abraham Pizam which was published in *Tourism Management* as of 1997 (Total link strength 28, Citation 31, citations per year 1.55) ranks second. Martin Oppermann’s article entitled “Rural tourism in Southern Germany” which was published in the *Annals of Tourism Research* as of 1996 (Total link strength 28, Citation 30, citations per year 1.50) ranks third. Agnes Gannon’s study entitled “Rural tourism as a factor in rural community economic development for economies in transition”, which was published in the *Journal of Sustainable Tourism* as of 1994 (Total link strength 28, Citation 29, citations per year 1.45) ranks fourth. Studies in this cluster have been conducted on the difficulties encountered in rural tourism development.

The third cluster is blue-colored and contains 7 references. The study entitled “What is Rural Tourism” by Bernard Lane which was published in the *Journal of Sustainable Tourism* as of 1994 (Total



link strength 73, Citation 82, citations per year 4.01) ranks first in this cluster. The book entitled “Rural Tourism and Recreation Principles to Practice” by Lesley Roberts and Derek Hall which was published in 2001 (Total link strength 38, Citation 45, citations per year 2.36) ranks second. The study entitled “Rural Tourism in China” written by Baoren Su in 2011 (Total link strength 22, Citation 26, citations per year 2.88) ranks third. Murray C. Simpson’s study entitled “Community Benefit Tourism Initiatives—A conceptual oxymoron?” which was published in *Tourism Management* as of 2008 (Total link strength 25, Citation 23, citations per year 1.91) ranks fourth. Studies in this cluster have been conducted on the conceptualization of rural tourism.

The fourth cluster in yellow contains 5 references. The study entitled “Tourism routes as a tool for the economic development of rural areas—vibrant hope or impossible dream?” by Jenny Briedenhann and Eugenia Wickens which was published in *Tourism Management* as of 2004 (Total link strength 40, Citation 47, citations per year 2.93) ranks first in this cluster. The second most commonly cited study entitled “Cultural rural tourism - Evidence from Canada” by Roberta MacDonald and Lee Jolliffe, which was published in the *Annals of Tourism Research* as of 2003 (Total link strength 31, Citation 31, citations per year 1.82) ranks second. The study entitled “Rural tourism in Spain: an analysis of recent evolution” by Gemma Cánoves and her colleagues, which was published in *Geoforum* as of 2004 (Total link strength 25, Citation 29, citations per year 1.81) ranks third. These studies concentrate on rural tourism development.

Finally, the purple-colored fifth cluster consists of five items. The study entitled “A benefit segmentation of tourists in rural areas: a Scottish perspective” by Isabelle Frochot, which was published in *Tourism Management* as of 2005 (Total link strength 35, Citation 35, citations per year 2.33) ranks first in this cluster. The study entitled “Segmentation by motivation in rural tourism: A Korean case study” by Duk-Byeong Park and Yoo-Shilk Yoon, which was published in *Tourism Management* as of 2009 (Total link strength 29, Citation 30, citations per year 2.72), ranks second. A joint study of María Devesa, Marta Laguna, and Andrés Palacios entitled “The role of motivation in visitor satisfaction: Empirical evidence in rural tourism”, which was published in *Tourism Management* as of 2010 (Total link strength 23, Citation 24, citations per year 2.40), ranks third. Upon examining these studies, it is seen that they concentrate on the categorization of rural tourists

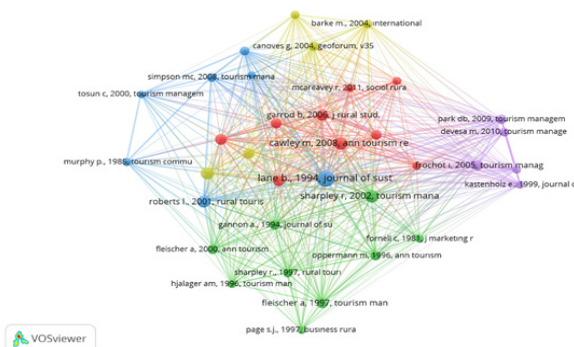


Figure 2: Co-citation network of documents (2020-2021)

### 4.3. Co-citation of Journals

For RQ4 and RQ5, the co-citation relationships among journals were investigated. Out of 11,669 journal sources, 131 sources with at least 20 publications were identified. The total strengths of the co-citation links of each source with other sources were calculated. Figure 3 illustrates the co-citation relationships of journals. Accordingly, *Tourism Management*, *Annals of Tourism Research*, *Journal of Sustainable Tourism*, *Journal of Rural Studies*, and *Journal of Travel Research* are the prominent journals in this field. Five clusters with co-citation relationships were detected. Similar research topics are studied in the journals of the same cluster. The first cluster is red. In this cluster, the *International Journal of Tourism Research* ranks first in terms of co-citation and link strength (Total link strength 319.17, Citation 343). The *Journal of Marketing* (Total link strength 130.46, Citation 146) and *International Journal of Hospitality Management* (Total link strength 113.32, Citation 119) rank second and third, respectively. The second cluster is green. *Annals of Tourism Research* (Total link strength 1132.15, Citation 1388) ranks first in this cluster. It is followed by the *Journal of Rural Studies* (Total link strength 394.81, Citation 457) and *Tourism Geographies* (Total link strength 224.45, Citation 238), respectively. The third cluster is blue. *Tourism Tribune* (Total link strength 147.95, Citation 225) and *Sustainability* (Total link strength 169.96, Citation 204) journals rank first and second in this cluster, respectively. In the yellow-colored fourth cluster, the journal with the most common citation and link strength (Total link strength 738.07, Citation 890) is the *Journal of Sustainable Tourism*. Finally, the fifth cluster is purple. In this cluster, *Tourism Management* ranks first in terms of co-citation and link strength (Total link strength 1530.28, Citation 1,950). The *Journal of Travel Research* (Total link strength 346.53, Citation 383) ranks second.

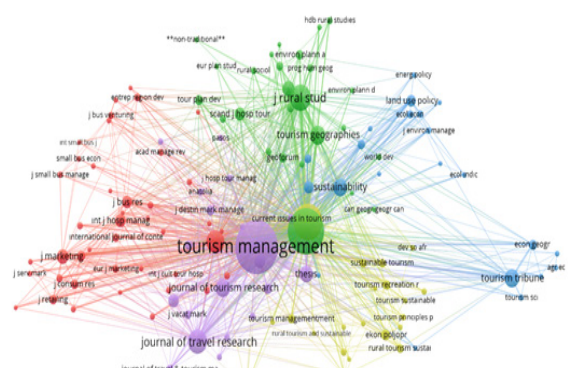


Figure 3: Co-citation network of journals (2020-2021)

### 4.4. Co-citation of Authors

In order to answer RQ6, the author co-citation relationship was analyzed and 101 out of 1,551 authors with at least 20 citations were detected. The total strengths of each author’s co-citation link with the other authors were calculated. As can be seen in Figure 4, these authors constitute 5 clusters. Publications of the same cluster have



higher similarity rates. The red-colored first cluster is pioneered by Bernard Lane, as well as Elisabeth Kastenholtz, Duk-Byeong Park, Isabelle Frochot, and Martin Oppermann. The second cluster is green. Bill Bramwell, Richard W. Butler, Mary Cawley, Jennifer Briedenhann, and Cevat Tosun are in the top four places in this cluster. The blue-colored third cluster is pioneered by Gunjan Saxena, Collin Michael Hall, Anne-Mette Hjalager, and Brian Garrod. The fourth cluster is yellow. Donald Getz, European Commission, and Raija Komppula are the most active authors of this cluster. Consequently, in the purple-colored fifth cluster, the most cited researchers, besides Richard Sharpley, are Lesley Roberts, Aliza Fleischer, OECD, and Derek Hall.

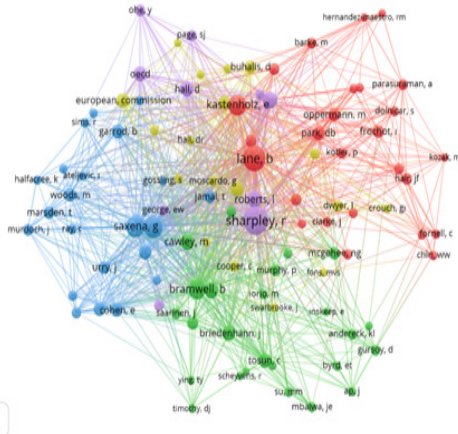


Figure 4: Co-citation network of authors (2020-2021)

## 5. CONCLUSION AND DISCUSSION

Research conducted on rural tourism and its development is attracting more and more attention and the number of research studies regarding this subject is constantly increasing (Ruiz-Real et al., 2020). Nonetheless, to what extent the journals and academics in this field have been influential is not clear. To fill this gap in the literature, the current study performed a bibliometric analysis to reveal the development and trend of research studies regarding rural tourism. By performing co-citation analysis, the most influential documents, authors, and journals in the field were determined. Consequently, the following conclusions can be drawn from the findings:

First, rural tourism studies increased over the period from 2005 to 2015 (Ruiz-Real et al., 2020). After that period, a fluctuation was observed. Following 2017, a decrease in the number of publications was observed. Undoubtedly, the fact that many enterprises suspended their activities throughout the COVID-19 epidemic accounts for the occurrence of such a situation (Rosalina et al., 2021; Wen et al., 2021), which renders it difficult for researchers to collect data. In terms of the number of citations, there is an increase every year compared to the previous years. Therefore, the concept of rural tourism continues to attract the attention of academics. This may be stemming from the fact that rural tourism attracts tourists in pursuit of authentic experiences (Briedenhann & Wickens, 2004).

Secondly, it is possible to categorize the rural tourism literature into five distinct groups according to the most influential studies within the last 20 years. These groups include sustainable approaches that

support rural tourism development, rural tourism development (Briedenhann & Wickens, 2004), challenges in rural tourism development (Sharpley, 2002), the conceptualization of rural tourism (Lane, 1994), and classification of rural tourists (Frochot, 2005). These results are also consistent with the results of previously conducted bibliometric studies (Lekovic et al. 2020; Leong et al. 2021; Ruiz-Real et al. 2020).

Thirdly, *Tourism Management*, *Annals of Tourism Research*, and *Journal of Sustainable Tourism* are the journals with the strongest co-citation links. It means that the most influential studies in the field of rural tourism have been published in these journals. It was also confirmed in previous studies that the *Tourism Management* journal has been the leading journal in this field (Lekovic et al., 2020; Ruiz-Real et al., 2020). On the other hand, these studies ranked the journals by the number of documents. This study evaluates journals according to co-citation analysis.

Lastly, this study indicates that the most influential researchers in the field are Richard Sharpley, Bernard Lane, Gunjan Saxena, Collin Michael Hall, Bill Bramwell, and Elisabeth Kastenholtz. This result differs from that of the previous bibliometric studies (Ruiz-Real et al., 2020). It is due to the fact that this study, unlike the previous ones, deals with the author effect according to the co-citation analysis.

This study contributes to the related field and practice in the following ways; firstly, performing co-citation analysis, this study reveals the intellectual structure of rural tourism research and expands the scope of the previously conducted bibliometric studies in this field (An & Alarcón, 2020; Bozok et al., 2017; Lekovic et al., 2020; Ruiz-Real et al., 2020). It also contributes to the knowledge of rural tourism and reveals the improvement line of this discipline (Gül & Gül, 2018). Secondly, to the best of the researchers' knowledge, this is the only study that categorizes research studies of rural tourism which have been conducted over the course of the last 20 years employing the bibliometric method based on co-citation analysis. These categories are crucial in terms of indicating heavily researched topics in the field or niche research domains that have not yet been studied. Thus, new researchers aiming to conduct research in this field can clearly comprehend the knowledge structure of the field and identify new research topics. Thirdly, this study provides the researchers with an idea in the process of journal selection by determining which of the journals accept higher quality publications in the field of rural tourism. For instance, being able to publish articles in journals such as *Tourism Management*, *Annals of Tourism Research*, and *Journal of Sustainable Tourism* would increase the awareness of researchers in the field. Furthermore, this study is valuable in terms of indicating the most influential researchers and researcher groups in the field. This makes it easier for early-career researchers who wish to collaborate in the field and prefer to belong to a certain group.

As in every study, this study was conducted under certain constraints. The research data consists of the articles published in journals included in the WoS database indexes. Important research has also been conducted in other indexes that are not included in this database. Due to the difficulties encountered in rendering the studies in these indexes appropriate for analysis using the VOSviewer software, these

studies could not be analyzed. Moreover, this study only includes documents written in English. Readers and researchers should evaluate this research by considering these constraints. It is recommended that those who plan to conduct similar research studies in this field should design their research by taking these issues into account. Furthermore, upon obtaining data from the WoS database, merely the keyword "rural tourism" was searched in this study. Nevertheless, rural tourism may also include all tourism activities in rural areas such as nature-based tourism, farm tourism, wellness tourism, agri-tourism, nostalgia tourism, and eco-tourism (Rosalina et al., 2021). Therefore, future studies should also consider these terms in obtaining data.

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## TRAVEL INFLUENCER ADVERTISEMENTS: A STUDY IN TURKEY

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### KEYWORDS

Social Media  
Advertisements  
Influencer  
Influencer Advertising  
Travel Influencer

### ABSTRACT

The aim of this study is to analyze the effect of perception of social media users on travel Influencer advertisements on attitude and destination. The questionnaire used for the research was administered to 836 participants. The data obtained from these questionnaires were interpreted by using the SPSS 25.0 and Lisrel 8.80 package software. Descriptive statistics, explanatory and confirmatory factor analysis and structural equation model were used to analyze the data. At the end of the research, the perception of social media users about travel Influencer advertisements was found to have an effect on attitudes and destination. According to the results of the hypothesis obtained using structural equation modeling, these factors are interrelated.

## 1. INTRODUCTION

The introduction of the internet into our lives has succeeded in bringing people together under a single platform. This platform is social media. Ryan and Jones (2009) announced social media as a web-based software that allows users to communicate and socially interact with each other using tools such as text, audio, visual, or video. Social media, whose number of users is increasing day by day, has managed to attract the attention of businesses to this market environment by bringing consumers together (Jaakonmaki, Müller and Brocke, 2017; Allalwan et al., 2017). Being aware of the low cost of social media and its ability to reach people directly, businesses made their advertisements (Kutthakaphan and Chokesamritpol, 2013; Bruhn, Schoenmuelle and Schafer, 2012; Khamis, Ang, and Welling, 2017; Evans, et al., 2017; Phua, Jin, and Kim, 2017), on this platform to promote their products or services. Although these ads appeal to some users, they disturb most consumers (Bambauer-Sachse and Mangold, 2011). Thus, most consumers either ignore these ads or use ad-blocking software (De Veirman, 2017).

Businesses have also used some advertising strategies to prevent this and to influence consumers (Apeyoje, 2013). This strategy is "Influencer" (Berg and Sterner, 2015) advertising, which has a large number of followers on social media and can influence many buyers with their ideas. Influencer advertising was initially applied in areas such as fashion-beauty- cosmetics (Konstantopoulou et al., 2019; Britt et al., 2020; Ananda and Wandebori, 2016; Achmad and Hidayat, 2018) and food-beverage (Folkvord et al., 2019; Coates et al., 2019) and later became one of the leading sectors in tourism (Gretzel, 2018; Femenia-Serra and Gretzel, 2020;

Jang et al., 2021; Bakanauskas and Kisieliauskas, 2018; Chatzigeorgiou, 2017; Suciati, Maulidiyanti and Lusua, 2017; Ong and Ito, 2019).

Stating that there is a lack of research despite many kinds of research in Influencer advertising in the tourism and travel sector, Gretzel (2018), said that how consumers perceive travel and tourism social media influencers and what drives the persuasiveness of influencer messages are additional questions that need to be investigated. Besides, Cox et al. (2009) cited one of the most ambiguous and under-researched problems in the tourism industry as the role user-generated content plays in destination selection. In addition, although there are some studies on travel influencers (Gretzel, 2018; Kaur, 2018; Ay, et al., 2019; Yilmaz, 2020; Asan, 2021; Pop et al., 2021; Jang, et al., 2021), no research has been found that measures the perceptions, attitudes, and effects of travel influencers on their followers on destination selection. Based on this, the purpose of this research is to measure the effect of social media users' perceptions of travel influencer ads on attitude and destination selection. It is considered as an important study since such a study has not been done before.

This study is planned as follows: section 2 presents a review of the literature on social media and travel Influencer and travel Influencer Advertisements in the destination. Section 3 describes the research methodology. In section 4, the research findings and discussion are presented. Finally, in section 5, the

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conclusions and implications of the research are given.

## 2. LITERATURE REVIEW

### 2.1. Social Media and Travel Influencer

Today, consumers have turned to the new media they produce instead of traditional media - such as newspaper, TV, radio- (Mangold and Faulds, 2009). They have influenced social media that provides two-way communication (Winer, 2009; Mayfield, 2008). The increase in the number of social media users has revealed social media influencers (Xu and Pratt, 2018).

Influencers are a new type of independent third-party promoters that influence their followers' attitudes using social media (Freberg et al., 2011). Although the Influencer is a new concept, various definitions have been made by researchers. Kotler and Armstrong (2012), on the other hand, define the concept of Influencer as influential people with broad networks that are chosen only to represent a company or a product as opinion leaders.

According to Ki (2018), the concept of influencer has been defined in the literature as "Influencer (Combley, 2011), Social Media Influencers (Freberg et al., 2011; Morgan, 2017; De Veirman et al., 2017), Instagram Influencers (Evans et al., 2017), Instagram Celebrities (Dewey 2014), Citizen Influencers (Bell, 2012), Micro Celebrities (Marwick, 2015; Abidin, 2016), Non-traditional celebrities (Scott, 2015).

Influencers provide a rapid spread of news or brands through their personal accounts in the social media environment (Tuten, 2008). According to Tuten (2008), Ed Keller and JonBerry suggested that Influencers should have 5 characters in TheInfluentials books. These are:

1. Be an activist,
2. Be a good communicator,
3. Should be able to affect people,
4. It must be mentally active,
5. Should be able to identify trends and spread them.

Xu and Pratt (2018) define travel influencers as the spokespersons of a tourism destination that contribute to the image of a region and influence the consumers' decision to choose a holiday destination (Guerreiro et al., 2019). Travel influencers inform their followers about topics related to the tourism sector (such as destination, culture, transportation, accommodation, food and beverage, entertainment). Influencers are seen as a reliable source of information by sharing their experiences with their followers instantly (Asan, 2021). In the literature, it is understood that the followers see travel influencers as a reliable source in their decision-making (Ay et al., 2019, Asan, 2021).

### 2.2. Travel Influencer Advertising in Destination

Consumers' perception of advertisements determines their attitudes towards advertisements. When consumers are confronted with any advertisements, their perception of advertisements (such as whether the advertisements are informativeness, seen as entertainment, perceived as reliability, the degree of good for economy, and whether it causes value corruption) is shaped.

Then their attitude is determined (Wang et al., 2009). Accordingly, purchasing behaviors result either positively or negatively. The value of an advertisement is determined by the attitudes of consumers towards that advertisement and their behavior towards purchasing (Ducoffe, 1996).

This is the case with advertisements in the tourism sector. Before deciding on their vacation, consumers collect and analyze information about their destination from many places (Wang, Yu and Fesenmaier, 2002; Nezakati et al., 2015). At this stage, it is extremely important for tourism businesses to learn from where and how consumers seek holiday information (Cox, et al., 2009). Businesses can work with travel influencers to positively influence consumers' destination perceptions and finalize destination selection and attitudes (Glover, 2009; Femenia- Serra and Gretzel, 2020).

In order for the advertising campaign to reach the right audience, it is necessary to work with the right Influencer (Brown and Hayes, 2008). Influencers affect not only their own audience but also their own masses. Brown and Fiorella (2013) explain this situation with the "fisherman model". The fisherman model, first of all, to determine the fish to be caught (target audience), to choose the right water body (choosing the right environment such as Instagram, Youtube, Twitter), and waiting for the best result (spreading the advertisement) using the widest network (advertisement).

## 3. METHODOLOGY

### 3.1. Purpose of Research

The aim of this study is to measure the perceptions of social media users towards travel Influencer ads and their effect on their attitudes towards Influencer ads. It is also to reveal the effects of these attitudes on destination selection. In this study, the demographic characteristics of the participants were analyzed first. Secondly, the scale items that created the model were tested with factor analysis whether they were combined under certain factors and the factorization of the data was examined. Hypotheses formed in line with the model were analyzed using the Structural Equation Model (SEM).

### 3.2. Research Model and Hypothesis

In this study, firstly a theoretical model was developed in which social media users' perception of travel Influencer ads affects attitude and destination selection. The model is shown in figure 1.

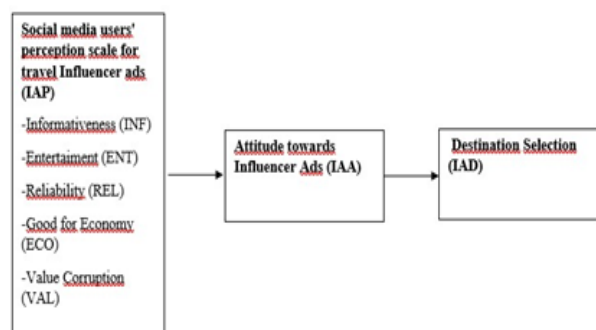


Figure 1: Research Model

As a result of the literature review, the following hypotheses were formed in accordance with the research.

H1: Perceptions of whether travel Influencer ads are informative on social media have a positive effect on the attitude towards travel Influencer ads.

H2: Perceptions about whether or not travel Influencer ads are fun on social media have a positive effect on the attitude towards Influencer ads.

H3: Perceptions of the reliability of travel Influencer ads on social media have a positive effect on the attitude towards Influencer ads.

H4: Perceptions about whether or not travel Influencer ads are good for the economy on social media have a positive effect on the attitude towards travel Influencer ads.

H5: Travel Influencer ads on social media have a negative impact on the perception of the degeneracy of society and youth on the attitude towards travel Influencer ads.

H6: The attitude towards travel Influencer ads on social media has a positive effect on destination selection.

### 3.3. Variables of Research

Factors, codes, numbers, and sources related to the scales used in the research are shown in Table 1.

Table 1: Variables and Codes Used in Scales

Scale	Factor and Codes	The number of statements	Source
Social Media Users Perception Scale for Travel Influencer Ads (IAP)	Informativeness (IAP1-IAP3)	3	Talih Akkaya (2013)
	Entertainment (IAP4-IAP7)	4	
	Reliability (IAP8-IAP10)	3	
	Good for Economy (IAP11-IAP13)	3	
	Value Corruption (IAP14-IAP15)	2	
Influencer ads attitude scale (IAA)	IAA1-IAA3	3	
Destination selection scale (IAD)	IAD1-IAD4	4	Erol and Hassan (2014)

As seen in Table 1, the perception scale has five factors and 15 expressions; the attitude scale consists of one factor and 3 expressions. There is also one factor 4 expression in the destination selection scale. The scales used in the questionnaire, the studies of Talih Akkaya (2013) and Erol and Hassan (2014) were used.

### 3.4. Research Sample and Data Collection Method

After YouTube in Turkey, Instagram is the most used app. While the number of Instagram users was 38 million in 2020, this number was 33 million in 2018 (<https://wearesocial.com/>). The study population was taken as the Instagram users in Turkey. Determining the number of samples has an effect on the statistical results (Hair et al., 2010). According to Bayram (2006), the sampling error was stated as 384 with a population size of 1,000,000 and above at the 95% confidence level. In this study, the sample size was determined as 841. Due to the limited time and cost available, the simple sampling method was chosen from non-random

sampling methods. Convenience sampling is a method that aims to select individuals who can give their information and data the easiest (Kurtuluş, 2010). The data in this study were collected by being applied an online questionnaire to Instagram users (n = 841) between January 1 and April 1, 2019. 836 usable questionnaires were obtained from these.

The questionnaire consisted of four sections and a total of 31 statements. In the first part, 9 statements were asked to measure the participants' demographic information, in the second part, 15 statements to measure their perceptions of Influencer ads, in the third part, 3 statements measuring the attitude of the users, and in the fourth part, a total of 4 statements were asked to measure the destination choices. Perception and destination scale the questionnaire prepared according to 5-point Likert Scale (Attitude = 1, Disagree = 2, Unstable = 3, Agree = 4, Strongly Agree = 5) attitude scale (1 = Very Bad-5 = Very Good, 1 = Dislike - 5 = Dislike, 1 = Not Required - 5 = Required). At the end of the research, the data collected from the questionnaires were analyzed using the SPSS 25.0 and Lisrel 8.80 statistical package programs.

## 4. FINDINGS AND DISCUSSION

### 4.1. Demographic Characteristics of Participants

The demographic characteristics of the participants were obtained by frequency analysis. According to the frequency analysis result, there are 836 participants in this study and 66.7%

(558) of them were female. 65.2% (545) of the participants stated that they were between 14-

24 years old and 51.7% (432) stated that they had undergraduate education. When the participants were asked about their professional groups, 46.4% (388) replied that they were students. Looking at the marital status of 836 participants, 84.4% (706) were single. When asked about the time spent on the internet for the participants of the study, 41.7% (349) stated that they spent between 2-4 hours. When asked about the frequency of visiting social networking sites daily, 59.8% (500) visited more than 7 times a day; 42.7% (357) of spending time on social networking sites stated that they spent between 2-4 hours. 78.3% (655) of the participants stated that the most frequently visited social networking site is Instagram.

### 4.2. Factor Analysis

In this study, the data were tested with the Explanatory Factor Analysis (EFA) using Varimax rotation and main component analysis methods, and whether they were factored.

According to the EFA, the scales consist of 3 dimensions: Perception scale for Influencer ads (IAP), Attitude towards Influencer ads (IAA), and destination selection scale (IAD). When Table 2 is examined, it is seen that the eigenvalues of reliability, value corruption, and good for economic factors are less than 1 because the factor number in the factor analysis is fixed to 5 in order to avoid deviation from the original scale. These five factors explained 80.312% of the total variance. In the study of Talih Akkaya (2013), the eigenvalue of informativeness factor was 6.854, the entertainment factor was



actor Loadings	Factor Loading	Eigen- Value	Variance Explained (%)	Cumu Perce
<b>a Users' perception scale for travel ads (IAP)</b>				
<b>ness (INF)</b>		8.051	53.675	
ncer ads on social media are convincing.	0.801			
l media ads are reliable on social media.	0.791			
encer ads on social media are reasonable.	0.712			
encer ads on social media enhance our life	0.630			
<b>ent (ENT)</b>		1.709	11.390	
ncer ads on social media are funny.	0.852			
ncer ads on social media are enjoyable.	0.849			
ncer ads on social media are interesting.	0.713			
ncer ads on social media are pleasing.	0.703			
<b>(REL)</b>		0.891	5.942	
ncer's ads on social media provide relevant	0.791			
ncer ads on social media are a good source service information.	0.717			
ncer's ads on social media provide up-to-date	0.715			
<b>uption (VAL)</b>		0.799	5.329	
encer ads on social media degenerate the uth.	0.919			
encer ads on social media promote unwanted r society.	0.917			
<b>onomy (ECO)</b>		0.596	3.977	
encer ads on social media have a positive ie economy.	0.790			
encer ads on social media about products for ill work better.	0.600			
<b>f Attitude towards Social Media Users' nencer Ads</b>		2.534	84.475	
ced (1)... Like (5)	0.935			
good (1)... Very good (5)	0.913			
ecessary at all (1)...	0.910			
5)				
<b>Selection Scale (IAD)</b>		2.564	85.474	
ffected by influencers' videos on social media y	0.948			
ffected by photos taken by influencers on es on social	0.942			
affected by the comments that influencers holiday destinations on social media.	0.883			

1.723, the reliability factor was 1.458, the good for the economic factor was 1.439, and the value corruption factor was 1.192.

Total variances of related factors for this study are given in Table 2. As can be seen in Table 2, social media users' perception of Influencer advertisements was determined by five factors: informativeness (4 expressions), entertainment (4 expressions), reliability (3 expressions), value corruption (2 expressions), and good for the economy (2 expressions). When the eigenvalues of the IAA scale are examined, it is seen that the expressions combine under a single factor and have an eigenvalue greater than 1. This factor explains 84.475% of the total variance. When the eigenvalues of the IRD scale are examined, it is seen that all three expressions are collected under a single factor and the eigenvalues of this factor are above 1. The IRD scale explains 85.474% of the total variance.

Confirmatory Factor Analysis (CFA) determines which factor is associated with which factor and which observed variable is related to which factor (Schmacker and Lomax, 2010). LISREL

8.80 statistical package program was used to determine the degree of suitability of variables to the default research model by applying CFA on the perceptions, attitude, and destination selection scales of the model social media users shown using EFA for travel Influencer ads.

Table 3: Cronbach Alpha, AVE (Average Variance Extracted), Composite Reliability & Discriminant Validity

	Alpha	CR	AVE	INF	ENT	REL	VAL	ECO	IAA	IAD
INF	0.907	0.909	0.714	0.845						
ENT	0.931	0.931	0.771	0.832	0.878					
REL	0.829	0.83	0.619	0.803	0.777	0.787				
VAL	0.817	0.88	0.798	0.036	0.059	0.073	0.893			
ECO	0.712	0.712	0.553	0.897	0.79	0.829*	0.146	0.744		
IAA	0.908	0.908	0.767	0.819	0.806	0.779*	-0.026	0.785	0.876	
IAD	0.915	0.913	0.779	0.549	0.538	0.562	0.001	0.632	0.623	0.882

As a result of the analysis, the reliability and validity of the scales were observed as shown in Table 3. The factors of IAP scale, composite reliability Cronbach's alpha (<0,70), CR (<0,60) and AVE (<0,50) values for IAA and IAD scales are above the limits in the literature (Altunışık, et al., 2005; Chiang and Hsieh, 2012; Cronbach, 1951; Fornell and Larcker, 1981; Karatepe, 2006; Lorcü, 2015; Yuruk, Akyol, and Simsek, 2017). For) Discriminant validity, diagonals consist of the square root of the AVE value. Correlation values below the diagonals are required to be smaller than the diagonal values (Fornell and Larcker 1981). When the values in Table 2 are examined, it is observed that the correlations under the diagonal of the REL factor are greater than the diagonal value. The reason for this is that while EFA is being performed, it is possible to factorize the scale, which was previously valid and reliable, based on the factor distribution, that is, it is possible to combine the expressions that combine in five factors in five factors and their eigenvalues are less than 1.

### 4.3. Testing of the Hypotheses

The research model and hypotheses were analyzed using SEM. Multivariate normality tests should be performed in order to apply SEM (Kayapınar, 2019). Mardia's Multivariate Normality test results for

variables are given in Table 4.

Table 4: Results of Mardia's Multivariate Normality Test (Skewness and Kurtosis)

Mardia's multivariate skewness			Mardia's multivariate Kurtosis			Mardia's multivariate skewness and kurtosis	
Coefficient	Z	p-value	Coefficient	Z	p-value	X <sub>2</sub>	p-value
52.746	51.261	0.000	719.940	33.514	0.000	3.750.824	0.000

Table 4 examined,  $p < 0.05$  multivariate normality of variables could not be achieved "Asymptotically Distribution-Free (ADF)" method (Kline, 2011). Therefore, an asymptotic covariance matrix has been formed as a priority in the testing of hypotheses since the variables do not provide normal distribution. SEM results were also calculated according to the asymptotic covariance matrix.

According to the SEM, Sattora-Bentler value was calculated as  $\chi^2 = 497.69$ , the degree of freedom (df) = 191,  $p = 0.000$ , and RMSEA = 0.044. For the standardized solution (standardized coefficient) estimates in Figure 2, INF-IAA = 0.21, ENT-IAA = 0.28, REL-IAA = 0.21, ECO- IAA = 0.22, VAL-IAA = -0.09, IAA-IAD = 0.59 It was observed that the values. The whole model was examined using SEM. Based on the SEM, modification indices were applied between each of the following pairs: "IAP4- IAP7" and "IAA1- IAA3" The error variances of "IAP15" were taken as "0". Since the path diagram is  $P < 0.05$ , the model is significant.

When the model fit index values of SEM are examined, it is understood that the fit indices are within the limits of fit. RMSEA = 0.044, CFI = 0.99, NFI = 0.99, NNFI = 0.99 and AGFI = 0.91 compliance goodness values are "good fit";  $\chi^2/df = 2.606$ , GFI = 0.93, RMR = 0.086 and SRMR

= 0.051 are in the "acceptable fit" range.

When the regression coefficient t-values and the results of the hypotheses in Table 5 are considered, it is seen that the t-values of the hypotheses are greater than 1.96 and thus the hypotheses are supported. It has been revealed that social media users have the same and direct effect on the perception scale of travel Influencer ads with informativeness, entertainment, reliability, and good for economy factors and attitude scale, and have a direct and negative effect on value corruption. It was also found that the attitude scale had a direct effect on the destination selection scale.

Table 5: Structural Equation Results

Structural Relations	Hypothesis	Estimates	T-Value
INF→IAA	H1 → accepted	0.21	3.19
ENT→IAA	H2 → accepted	0.28	6.11
REL→IAA	H3 → accepted	0.21	2.38
ECO→IAA	H4 → accepted	0.22	2.08
VAL→IAA	H5 → accepted	-0.09	-3.76
IAA→IAD	H6 → accepted	0.59	15.40
<b>Structural equations</b>			<b>R2</b>
IAA = 0.21*REL + 0.28*ENT + 0.21*INF- 0.095*VAL + 0.22*ECO IAD = 0.59*IAA			0.74
			0.35

In the structural equation in Table 5, there is the same way and direct relationship between attitude (IAA) and reliability (REL), entertainment (ENT),

informativeness (INF), good for economy (ECO), and regression coefficients were found to be 0.21 for GUV. While ENT was 0.28, INF was 0.21, and ECO was 0.22, there was an inverse relationship between IRT and value corruption (VAL) and the regression coefficient for VAL was 0.095. The sub-dimensions of the perception scale explained 0.74 of the attitude scale at 5% significance level and 26% of the attitude scale. It is seen that there is a direct and direct relationship between IAA and IAD and the regression coefficient for IAD is 0.59. The IAA explains 0.35 of the IRD at 5% significance level, while 65% does not.

### 5. CONCLUSION AND IMPLICATIONS

Examining the demographic characteristics of the participants, it was found that the data obtained were in accordance with the analysis. For the purpose of the study, factor analysis was performed to determine the validity and reliability of the variables without losing their characteristics and to make them suitable for SEM. As a result of this, explanatory factor analysis was conducted to determine whether the scales were factored or not and to determine their structural validity. Afterward, confirmatory factor analysis was applied to the variables to be factored in order to determine whether they validated the related factor.

In order to test the hypotheses formed on the study, SEM was used to examine the relationship between multiple variables with the help of models. Accordingly, if the t value of the regression coefficient is greater than 1.96, the hypotheses are considered to be supported. It was revealed that the perception scale of social media users, defined with regard to information efficiency, entertainment, reliability, and good for the economy, has the same and direct effect between attitude and attitude towards travel Influencer advertisements, and the direct and negative effects of corruption on value. In addition, the direct effect of the attitude scale on the destination selection scale was determined and it was found that the hypotheses were supported by the literature and generally similar results were obtained (Xu and Pratt, 2018; Magno and Cassia, 2018; Guerreiro et al., 2019; Ay, et al., 2019; Asan, 2021; Pop, et al., 2021).

The hypotheses created for the SEM are as follows: Traveling on social media as a result of the analysis conducted to determine whether the perceptions about whether or not Influencer ads are informative to have a positive effect on the attitude towards Influencer ads, the regression coefficient between the information giving factor and attitude is 3.19. Since the t-value of the regression coefficient was greater than 1.96, there was no positive effect on perceptions of informativeness on the attitude towards Influencer ads.

Since the t-value of the regression coefficient was greater than 1.96, the perceptions of informativeness had a positive effect on the attitude towards Influencer ads, thus supporting the H1 hypothesis. Traveling on social media as a result of the analysis conducted to determine whether the perceptions of whether Influencer ads are fun or not, had a positive effect on the attitude towards Influencer ads, the H2 hypothesis was supported as the regression value between entertainment and attitude was 6.11. The t-value of the regression coefficient between

reliability and attitude was found to be 2.38. Accordingly, it was concluded that the perception of whether the travel Influencer ads are reliable on social media has a positive effect on the attitude towards Influencer ads, thus supporting the H3 hypothesis.

As a result of the analysis conducted to determine whether perceptions about whether Influencer ads are good for the economy to have a positive effect on the attitude towards Influencer ads, the regression coefficient between the good for the economy and attitude was determined as 2.08, and the H4 hypothesis was supported. Travel on social media As a result of the analysis conducted to determine whether the perceptions of the degeneration of society and youth about the value of the Influencer ads had a negative effect on the attitude towards Influencer ads, the t value of the regression coefficient between the degeneration and the attitude was found to be

-3.76. Therefore, the perceptions of value corruption was proven to have a negative effect on attitude and the H5 hypothesis is supported.

As a result of the analysis conducted to determine whether the attitude towards travel Influencer advertisements had a positive effect on destination selection, the t value of the regression coefficient between the attitude and destination selection was determined as 15.40. Thus, it was found that the attitude towards travel Influencer ads had an effect on destination selection and the H6 hypothesis was supported. According to the results of the analysis, the importance of travel Influencer ads on social media was revealed. In general, it is seen that social media users' perceptions about travel Influencer ads have an effect on attitudes and destination selection.

The research has been limited to Instagram users since the use of Instagram is more common in recent years than other social networks, and other networks have been excluded. The data can be collected over users who use other social networking sites and the results can be generalized.

Some recommendations for businesses are listed so that social media users can work with Influencers, which affect their perceptions, attitudes, and destination choices. First of all, businesses need to have social media accounts and use them actively in order to be visible in social media and to be immediately accessible by their consumers. Businesses should choose the social networking site according to their target audience. Businesses should choose the right Influencer for the right audience to create more effective advertising.

The influencers to be selected should be analyzed according to their potency rather than the number of followers. Each Influencer has his/her own language. They know how, where, and with what messages they can influence their followers. Therefore, businesses should not interfere with Influencer advertising languages. Businesses should establish close relationships with influencers and never forget that they are bridges between businesses and consumers. They should assist Influencers with the products or services to be promoted and give them as gifts.

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## A STUDY ON EXPLORING THE TOURISM POTENTIAL OF ALTINKÖY AS A RURAL TOURISM AND RECREATIONAL ACTIVITY AREA

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### KEYWORDS

Altinköy  
Open-air Village Museum  
Rural Tourism  
Leisure time  
Recreation

### ABSTRACT

The aim of this study is to analyze the effect of perception of social media users on travel Influencer. This study aims to explore the tourism potential of Altındag in the light of the tourism values embraced by Altinköy which is one of both rural and recreational tourism areas, and to reveal the perspectives of local community and visitors on the rural tourism area in the region. In addition, to reveal in which leisure timeframe the visitors and staff in Altinköy are involved within the framework of the Theory of Leisure time by Dumazedier, who is one of the leisure-time theorists, is among the recreation-based purposes of the current study. The study was conducted in Altinköy located in Altındag, Ankara, which is considered to be one of the potential rural tourism areas in Turkey, a qualitative interview technique, with 103 individuals in total. The findings obtained as a result of the analyses point to important results supported by the suggestions in the conclusion section on the contribution to the development of rural tourism in the region, the promotion and branding of the region. According to research results, the staff in Altinköy are "half-free time" users according to Dumazedier's leisure time theory. On the other hand, Altinköy visitors meet the four basic characteristics highlighted in Dumazedier's leisure time theory and acts following the characteristics of "free time" user during recreational activities.

## 1. INTRODUCTION

Rural tourism is considered as a type of tourism that is dependent on natural resources, as well as closely associated with rural settlements. In other words, rural tourism refers to the attractiveness of nature or rural-based areas such as villages, farms, adventure and sports venues (Irvine & Anderson, 2004; Situmorang, Trilaksono, & Japutra, 2019). Since rural tourism refers to the attractiveness of adventure and sport venues which are considered as a part of recreational areas, it can be included in the scope of recreation, as well. Ecotourism, rural tourism, soft tourism, alternative tourism and many other similar tourism terms describe recreational tourism activities organized in environmental-rural areas (Komppula, 2014; Cucari, Wankowicz, & De Falco, 2019). Thanks to the advantages it brings along, rural tourism has been growing faster than other types of alternative tourism in Turkey. While contributing to the development of the tourism economy in the country, it promotes the existing tourism mobility by introducing such elements as promotion, attractiveness and development of the region. In addition, the development of rural tourism increases the number of well-informed tourist groups in the short term and contributes to the preservation of the natural and cultural heritage and ensures rural development in the long term (Bălan & Burghilea, 2015; Jesus & Franco, 2016; Mitchell & Shannon, 2018). From this point of view, the purpose of most of the rural tourism-based

hospitality enterprises and tourism destinations is to ensure the revisit of the tourists having visited the region in the past, to benefit from the advantages of rural tourism through attracting new tourists to the region, and to increase the preferability of the mentioned tourism destinations (Adeyinka-Ojo & Khoo-Lattimore, 2013; Adeyinka-Ojo, 2018; Northcote & Macbeth, 2006).

One of the regions promoting rural tourism is Altinköy, which has put into practice a different touristic activity plan by presenting visitors the village life of 100 years ago, and thus, has been getting flooded by visitors. Located in Altındag district of Ankara, Turkey, Altinköy reflects the village life in the 1930s, 1940s and 1950s, and thus, not only provides visitors with memorable experiences but also helps them enjoy their free time. Due to various resources of high value such as the way of preserving customs and traditions and historical and cultural characteristics it embodies, the preferability of Altinköy among other tourism destinations increases day by day. The purpose of the current study is to explore the tourism potential of Altinköy, Ankara, to protect the cultural values of Altinköy, to ensure the transfer of natural and

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cultural heritage to the next generations, and to contribute to further development of rural tourism in Altinköy.

Based on Dumazedier's perspective of leisure time, the following is the first research question of the study:

*RQ1: In which leisure time frame are the visitors and staff in Altinköy, which is considered to be a recreational and rural tourism area, involved within the framework of the Theory of Leisure time by Dumazedier (1960)?*

In the light of Figure 2, researchers discussed under which sub-theme the research would be carried out, and consequently, the current study which has similarities with the study by Aytuğ and Mikaeili (2017) was conducted by focusing on the theme of tourism potential. From this point of view, the second research question is the following:

*RQ2: From the visitors' and staff's point of view, does Altinköy, which is one of the recreational and rural tourism areas hosting various recreational activities, have a sufficient volume of tourism potential?*

When the studies on rural tourism in Figure 1 were reviewed no study dealing with both recreational activity and rural tourism within the scope of Dumazedier theory could be found. In addition, the current study is important because it reveals the tourism potential of a region that is both a recreational activity and a rural tourism area. The fact that it will contribute to both recreation and rural tourism literature reflects the originality of the current study.

## 2. CONCEPTUAL FRAMEWORK

Along with the change in consumers' understanding of travel nowadays, the 3S (sea, sun, sand)-based holiday options, which are considered under the umbrella of mass tourism, have undergone a downward transformation in recent years (Hacıoğlu and Avcıkurt, 2008). Following the announcement by the World Tourism Organization in 1995 concerning the damages of mass tourism on nature and the environment, the interest of the environmentally-aware consumer groups have begun to gravitate towards alternative tourism products and services that would minimize the harm to the environment and nature (Dursun, Demirel, Zengin, & Batman, 2017). One of the alternative types of tourism that consumers have leaned towards is rural tourism that allows activities in rural areas, minimizes the harm to the environment and nature, and provides sustainability (Amir, Ghapar, Jamal, & Ahmad, 2015; Fons, Fierro, & Patiño, 2011; Su, Wall, Wang, & Jin 2019).

The growing interest in rural areas over time has led to an increase in the number of definitions of rural tourism in the literature. However, there is no commonly-accepted definition of rural tourism and it seems quite difficult to come up with a definition of generic nature (Tchetchik, Fleischer, & Finkelshtain, 2008). World Tourism Organization (WTO, 2004) defines rural tourism as a concept that is dependent on rural life in a region which is located at a rural center and offers particular activities and cultural heritage. On the other hand, the European Union defines the concept of rural tourism as the total of activities taking place in small settlement areas in which small-size enterprises offer tourism services

in accordance with the expectations and demands of the tourists who have the desire to spend good quality of time in a way of interblended with local values provided by the rural area (European Commission, 1999). Rural tourism is also described as a type of tourism in which agrarian (agricultural and animal husbandry) practices are an economic source in the region where these practices are common (Uçar, Çeken, & Ökten, 2010).

Rural tourism brings together people, place, consumption, mixed cultures, values, expectations and experiences and offers tourists a broad recreational area to discover (Edwards, Griffin, & Hayllar, 2008). In the scope of this alternative type of tourism, tourists are provided with the opportunity to spend time in rural areas such as recreational areas, bazaars, forests and highlands. Thus, not only the underdeveloped touristic regions are promoted for rural tourism but also new strategies are adopted to order to contribute to the further development of the region as a rural tourism destination, to provide the local community with employment opportunities and to generate additional income in the region (Dursun et al., 2017).

The fact that it is a type of tourism immune to seasonality generates employment and income sources for local people, promotes a sustainable tourism approach (Cawley & Gillmor, 2008; Daugstad, 2008; Démurger et al., 2010; Tang, Bennett, Xu, & Li, 2013; Xue, Kerstetter, & Hunt, 2017), serves as an important advertising tool in the promotion of the country, embodies various and authentic recreational activities, facilitates communication through socialization, and allows active recreational activities as well as passive activities in the region can be listed as the main characteristics of rural tourism (Ahipaşaoğlu & Çelteç 2006: p. 87; Dursun et al., 2017; Hacıoğlu & Avcıkurt, 2008; Kiper, 2006: p. 35; Soykan, 2006).

Many countries in Europe (France, Italy, Spain, Germany, England, Ireland, the Netherlands, Belgium, Portugal etc.) have made notable progress in rural tourism development (Randelli, Romei, & Tortora, 2014; Soykan, 2006). Some rural tourism destinations in Turkey where recreational activities frequently take place are İzmir/Şirince, Bursa/Cumalıkızık Village, Trabzon/Uzungöl, Karabük/Safranbolu, Ankara/Beypazarı, and Fethiye/Kayaköy (Avcıkurt & Köroğlu, 2008).

As the studies before the 1980s discussing the concept of rural tourism were reviewed individually, it was observed that the concept was never examined as a concept of tourism on its own (Edwards et al., 2008). Examining the studies carried out on the concept of rural tourism since it first emerged, the following subjects stand out as the most common: nostalgia (Christou, Farmaki, & Evangelou, 2018), sustainability (Amir et al., 2015; Bravi & Gasca, 2014; Campón-Cerro, Hernández-Mogollón, & Alves, 2017; Cucari et al., 2019: p. 105; Farmaki, 2013; Fons et al., 2011; George, 2010; Su et al., 2019), marketing (Adeyinka-Ojo, Khoo-Lattimore, & Nair, 2014; Eusébio, Carneiro, Kastenholz,

Figueiredo, & da Silva, 2017; Falak, Chiun, & Wee, 2014; Zhou, 2014), tourism potential (Aytuğ & Mikaeili, 2017), the effect of local administrations (Situmorang, Trilaksono, & Japutra, 2019; Wang & Yotsumoto, 2019), regional/economic development (Bălan & Burghilea, 2015; Gao & Wu, 2017; Guzman-

Parra, Quintana-García, Benavides- Velasco, & Vila-Oblitas, 2015; Rid, Ezeudji, & Pröbstl-Haider, 2014; Snieška, Barkauskienė, & Barkauskas, 2014), stakeholder cooperation (Jesus & Franco, 2016), micro-macro environmental factors (Barkauskas, Barkauskienė, & Jasinskas, 2015; Gao & Wu, 2017; Kelliher, Reinl, Johnson, & Joppe, 2018; Paresishvili, Kvaratskhelia, & Mirzaeva, 2017), rural transformation (Ashworth & Page, 2011; Gilbert & Hancock, 2006; Gotham, 2007; Li, Ryan, & Cave, 2016), innovation-technology (Cosma, Paun, Bota, & Fleseriu, 2014; Zhang, Yu, Wang, & Gao, 2018), local community perspective (Christou & Sharpley, 2019; Falak et al., 2014; Prabhakaran, Nair, & Ramachandran, 2014; Zheng, Ritchie, Benckendorff, & Bao, 2019), the relationship between rural tourism and mass tourism (Hernández et al., 2016), and visitor perception and satisfaction (Campón-Cerro et al., 2017; Christou & Sharpley, 2019). Sub-themes of the studies carried out on the concept of rural tourism are presented in Figure 1 below.

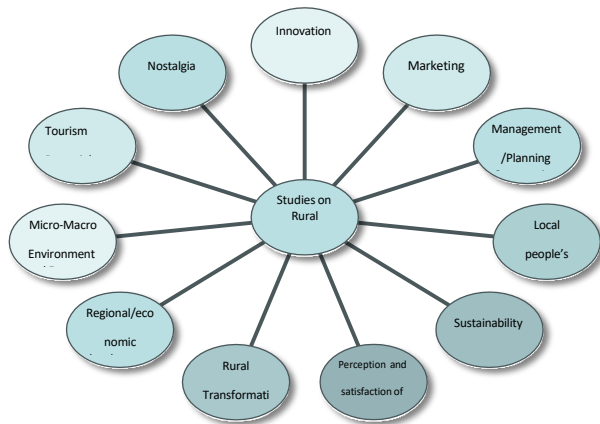


Figure 1: Sub-themes of the studies on rural tourism. Reference: The figure was compiled by the researchers

Dumazedier (1960a) defines leisure time as a period, in which individuals take advantage with the motivation of entertainment, relaxation, social acquisition or self-development. Dumazedier claims that certain characteristics must be present to call a period leisure time, and divides individuals into two groups according to their way of using time: free-time user and half-free time user. According to Dumazedier, an activity should reflect four main characteristics (free, non-utilitarian, pleasure-oriented and individual) to be classified as a leisure activity. He claims that any activity where these four main characteristics do not exist together cannot be described as leisure time. Although Dumazedier set these four characteristics as a condition to call a period of time as leisure/free time, there are certain types of activities that cannot be put under any category in the scope of these characteristics. For instance, an activity can be realized not only for pleasure but also for deriving benefit, which highlights the complexity of the situation. On the other hand, Dumazedier uses the term “half-free time” to define such cases with complex nature. In other words, if an activity includes both one of the characteristics of leisure time, (e.g. pleasure), and other features (e.g. utilitarianism), the time frame in which such activities are enjoyed is referred to as

“half-free time” or “half-leisure time” by Dumazedier.

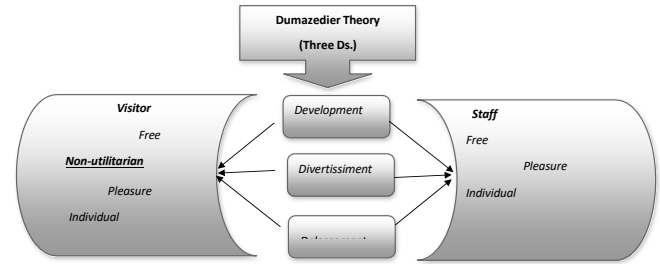


Figure 2: Leisure-time model with toward of Dumazedier theory Reference: The figure was compiled by the researchers

In addition, in his book “Toward a society of leisure” (1967), Dumazedier stresses that leisure time should involve spiritual, mental and physical development and lays down the functions of leisure time under the title of “Three Ds”, namely, *Désœuvrement*, *Divertissement*, and *Développement*. Since the functions in questions can represent both types of respondents (visitor/personnel) in the current study, the researchers incorporated these functions into the integrated model of Dumazedier’s Leisure Time Theory (Figure 2).



Figure 3: Map of Altinköy which is one of the recreational places in Ankara/Turkey

One of the rural tourism destinations hosting recreational activities is Open-air Village Museum in Altinköy, Ankara, which is subject to the current study. The open-air museum along with its attractions such as forests, parks, lakes, chapel and tower offers an experience of unique and old village life and draws the attention of many visitors with different tourist typologies. Altinköy Open-air Village Museum stands out as the first open-air village museum in Turkey. The presence of traditional ‘çanti’ houses within the boundaries of this open-air museum which are among cultural heritage properties in Turkey and the fact that each house in the museum area is attributed with a specific theme have enhanced the recreational and cultural diversity in the region (Figure 3).

Display of the village life by local people wearing local clothes in harmony with the traditions of the country, the museum of village toys, the children’s activity house where childhood games of the past can be played, the sustainability of some disappearing jobs (blacksmith, whitesmith, weaver,

Hammersmith, baker, village guard, etc.), various branches of art that would leave a smile on the lips when remembered (tile-making, silk weaving, rosary and knife making, ringstone processing, horn comb and end-flute making, mosaic, felt and spinning-ball making, etc.) can be listed as some examples of the various recreational activities offered to visitors in Altinkoy Open Air Museum (Table 1).

Table 1: Recreational areas to visit in Altinköy Open-air museum

Kına Mansion	Elementary School
Windmills and Watermills	Village Bakery
Workshops	Metal and Tin-Processing Shops
Suspension Bridge	Laundry place
Village Coffeeshouse	Stone Oven
Ova Mosque	Summer Range
Village Grocery Store	Traditional Village Houses (Çantı Houses)
Souvenir Shop	Gate of Altinköy

### 3. METHODOLOGY

#### 3.1. The Study Site

A field study was conducted between August and November, 2018 in Altinköy/Turkey and nearby recreational areas with the purpose of revealing the tourism potential of the region, and relevant stakeholders (local community, visitors, personnel working in the area), who were selected via convenience sampling method which is one of the sub- groups of non-probabilistic sampling, were interviewed. Considering the fact that the individuals interviewed within the scope of the current study may not have sufficient knowledge about the concepts of recreational area and rural tourism, the qualitative interview technique was preferred. Before being interviewed face-to-face, the participants were given basic information about the terms that they were not familiar with, and then the researchers proceeded with the interview process.

#### 3.2. Data Collection and Analyses

Semi-structured interview as a frequently used technique in the scope of qualitative research methods was adopted in the current study (Yıldırım & Şimşek, 2013). ). The data were obtained through a semi-structured interview form. The convenience sampling method, a type of non-probabilistic sampling, was used. By applying this qualitative technique (non-probabilistic sampling), a panorama of the existing phenomena can be obtained. The analyses of the subjects covered in qualitative research are revealed with all their details and features (Marshall, 1996; Nastasi, 1998; Robinson, 2014; Yıldırım & Şimşek, 2008).

The research sample consists of 103 (53 visitor, 50 staff) individuals in total including the staff working in the field of recreational rural tourism and the visitors visiting the region, who were selected via non-probabilistic sampling method.

The sample covers male and female respondents within the age range of 18-50. Interviews were held in August-November 2018. According to Dumazedier,

an activity should reflect four main characteristics (free, non-utilitarian, pleasure-oriented and individual) to be classified as a leisure activity. These characteristics represent both types of participants (visitors/staff) included in the study. Dumazedier states that a time when these four features do not coexist cannot be considered as leisure time. The staff who visit Altinköy realize the four basic features in Dumazedier's leisure time theory during their recreational activities and act in accordance with the definition of leisure during recreational activities. The leisure time periods of the visitors and staff of Altinköy were evaluated in light of the leisure time theory developed by Dumazedier (1960).

Table 2: Findings on Visitors in Research Sample

Visitor		
Gender	Frequency (n)	Percent (%)
Woman	38	71
Man	15	29
Education		
Primary School	3	6
High School	5	9
Associate Degree	--	--
Bachelor's Degree	43	81
Master's Degree	1	2
PhD	1	2
<b>Total</b>	<b>53</b>	<b>100</b>

Table 3: Demographic Findings on Staff in Altinköy

Staff		
Gender	Frequency (n)	Percent (%)
Woman	40	80
Man	10	20
Education		
Primary School	25	50
High School	11	22
Associate Degree	3	6
Bachelor's Degree	11	22
Master's Degree	--	--
PhD	--	--
<b>Total</b>	<b>50</b>	<b>100</b>

The sample covers male and female respondents within the age range of 18-50. Interviews were held in August-November 2018. According to Dumazedier, an activity should reflect four main characteristics (free, non-utilitarian, pleasure-oriented and individual) to be classified as a leisure activity. These characteristics represent both types of participants (visitors/staff) included in the study. Dumazedier states that a time when these four features do not coexist cannot be considered as leisure time. The staff who visit Altinköy realize the four basic features in Dumazedier's leisure time theory during their recreational activities and act in accordance with the

definition of leisure during recreational activities. The leisure time periods of the visitors and staff of Altınköy were evaluated in light of the leisure time theory developed by Dumazedier (1960).

The research questions in the interview form were created with the data obtained from the literature review. In addition to the basic questions, in accordance with the nature of the semi-structured interview, at the points deemed necessary by the researcher, some follow-up questions were also asked to provide details on the subject, depending on the course of the interview, and thus, more detailed data were obtained. In the development process of the semi-structured interview form, the form was presented to expert's opinion and the experts were asked to express their opinions and recommendations with specific remarks as "Appropriate", "Not appropriate" and "Revisions recommended". Clear and comprehensible instructions and items were acquired in accordance with the opinions and recommendations by the experts. The questions were shown to two academics to get expert opinion on their clarity and suitability. It was considered more appropriate to combine questions that had the same or similar answers. Throughout this process, reliability of the questions was tested via Miles and Huberman (1994)'s formula [ $\text{Reliability} = \text{Consensus} / (\text{Consensus} + \text{Disagreement})$ ], and the items with a coefficient of fit fixed at 0.70 and above were included into interview form. The value of the coefficient of fit indicates that interview questions can be used at high reliability.

Content analysis was performed on the obtained data. QSR NVivo 10, the computer-based qualitative analysis program, was used to facilitate encoding of the data. This program represents an inductive coding process that focuses on identifying key concepts, ideas, or justifications that are clearly expressed in the data, rather than categorizing them using pre-existing codes or questions (Vaismoradi, Jones, Turunen, & Snelgrove, 2016). Sentences are written one below the other. The similar statements were grouped together. Themes were created for the grouped statements. Other researchers working in the same field were consulted about the statement groups and the themes to ensure reliability. The first phase of coding begins by identifying the wide range of temporary themes of all three authors on research questions. In this process, the researchers were asked to include the metaphors and motives of the interviewees in one of the draft themes/categories that they had already listed, or to create a new theme. The simultaneous coding efforts of all three authors ensured the consistency in the coding process (often referred to as inter-code reliability). No inconsistencies were spotted along the coding

process, and the process was finalized by the creation of a codebook that includes common definitions for each code (Lombard, Snyder-Duch, & Bracken 2002). After the finalization of the coding process by the researchers, the findings were concluded based on the analysis and interpretation of the data. The findings were analyzed and interpreted separately in terms of the staff and visitors in Altınköy.

#### 4. FINDINGS

The interpretations of the data obtained in the interviews with the staff in Altınköy and the visitors who both living in Ankara and coming from outside Ankara to explore the tourism potential of Altınköy are presented separately. Of the 53 visitors, 29% were male and 71% were female. As regards the educational status of the visitors, 81% of them had university degrees, 9% were high school graduates, 6% were primary school graduates and 2% had master's and doctorate degrees.

It is observed that 74% of the respondents visited Altınköy for the first time, 6% for two times, 7% for three times, 2% for four times, and 11% for five times or more. It was observed that the majority of the visitors participating in the research, which is carried out regardless of occupation, are students (30%), retirees (23%) and teachers (19%).

As a response to the question "Do you think that the number of tourism enterprises and food and beverage facilities in Altınköy is sufficient?", 15% of the respondents responded that the number was sufficient, 33% indicated that the number was insufficient and should be increased, 43% mentioned that the facilities fall short of providing services on the weekends, and 9% recommended enhancing the variety of menu selection rather than increasing the number of facilities.

As a response to the question "Which factor has made you revisit Altınköy?", the majority of the visitors listed the factors as "natural environment", "nostalgic structure", "the presence of green areas", while the rest of the respondents listed "village life", "museums", "having a pleasant time", "fresh air", "curiosity", "entertaining and comfortable", and "low entrance fee" as the factors. With regard to the question "What motivates you to prefer Altınköy?", the visitors selected the following statements evenly (17 respondents per item): "It has a different concept", "It has a relaxing effect", and "It is intertwined with nature". The expressions mentioned the least by the visitors as a response to this question are "Traditional houses", "nostalgic structure" and "breakfast". The expression "Its nature" as an answer to the question "Which characteristics of Altınköy did you like most?" reveals the fact that the most



liked feature of Altinköy is its nature formed in a unique and authentic way.

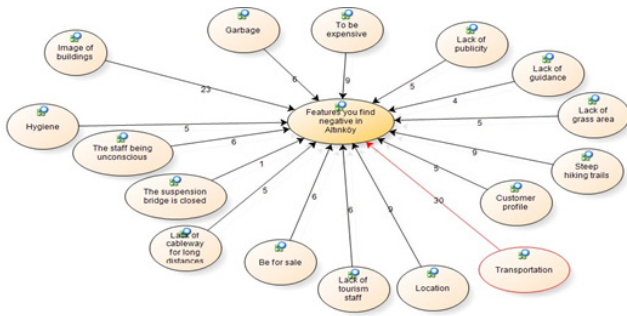


Figure 4: Findings on the characteristics disliked by visitors in Altinköy

In Figure 4, the vast majority of the visitors responded with “Transportation” to the question “What are the disadvantageous parts of Altinköy?” while a small group of visitors pointed out the dysfunctioning of the suspension bridge as a negative aspect of Altinköy. In addition, they reported that the high-rise buildings located outside Altinköy was another problem in the region. Concerning the question “Does Altinköy meet the necessary conditions of accessibility and transportation infrastructure?”, the vast majority of the visitors responded with “The number of buses should be increased to ease the transportation”, while another majority indicated “Infrastructure must be developed and new routes to Altinköy should be determined”. The rest of the respondents indicated that the traveling to Altinköy by bus was difficult.

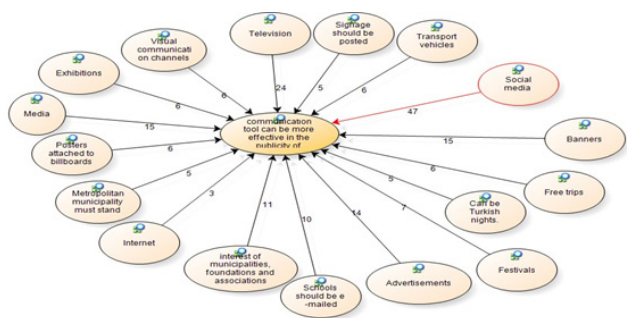


Figure 5: Findings on effective communication tools for the Publicity of Altinköy (Visitor Views)

In Figure 5, concerning the question “Which communication tool do you think would be more effective for the publicity of Altinköy?”, majority of the visitors responded with “social media”, and this recommendation was followed respectively by “Television”, “Media”, “Poster/Banner”, and “Advertisements”. The remaining statements included “Internet” and “The importance of publicity by municipality should be recognized.”

The findings on demographical characteristics

of staff in Altinköy are presented in this study. According to the findings on 50 staff members who were involved in the research, 20% of them are male and 80% are female. When their educational status was examined, it was found that 50% graduated from primary school, 22% from high school and university, and 6% from associate degree programs. As can be seen in Table 7, the vast majority of the staff in Altinköy are chefs (14%), service staff (12%), and kitchen staff (10%).

80% of the staff in Altinköy responded “insufficient on the weekend”, whereas 11% responded “Not enough” and 9% responded “Enough” to the question “Is the number of visitors in Altinköy enough?” In the interviews, the respondents indicated that Altinköy is not frequently visited on weekdays, and the number of visitors on the weekend remains below the expected rate.

As a response to the question “Do you think that the number of tourism enterprises and food & beverage facilities in Altinköy is sufficient?”, 76% of the respondents said that the number is sufficient, 18% indicated that the number is insufficient and should be increased, and 6% mentioned that the facilities fall short of providing services on the weekends. Therefore, the visitors and staff have opposing opinions regarding the sufficiency of tourism/food & beverage facilities in Altinköy.

To the question “What do you think that motivates people to visit Altinköy?”, majority of the staff responded with “It has a nostalgic structure”. “It has a different concept”, “Its nature”, and “Clean-air”. About the question “What do you think are the reasons why people do not visit Altinköy?”, the majority responded with “Lack of publicity” and “Transportation difficulties”. In addition, “Parking problem” and “Entrance Fee” are among the responses of staff to the question on the reasons why people do not visit Altinköy.

In light of the answers to the question “What do you think are the current problems in Altinköy?”, it was concluded that the biggest problem in Altinköy is related to transportation services. It is observed that publicity, infrastructure, and lack of security are the other problems in Altinköy.

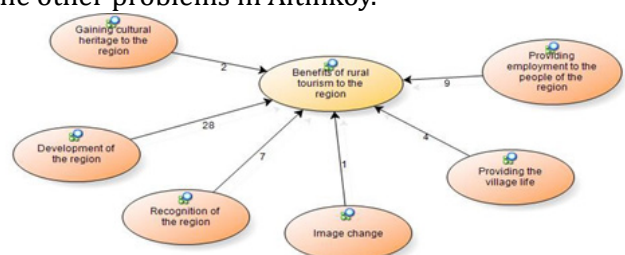


Figure 6: Findings on benefits of rural tourism to



Altindag (Staff Views)

In Figure 6, with regard to the question “What are the benefits of rural tourism to Altindag?”, the majority of the staff responded that Altinköy provides benefits to the region it is located in. Other responses to the question are respectively as follows: “Employing the people in the region”, “Recognition of the region”, “Supporting the village life”, and “Positive image change”. The majority of the responses by the staff in Altinköy to the question “What can/should be done for the publicity of Altinköy?” includes the following recommendations: “Social media use for the publicity of Altinköy”, “Region-specific posters/banners”, and “Active use of media and broadcast channels”.

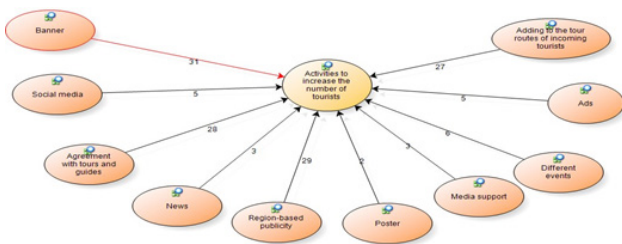


Figure 7: Findings on the Activities to Increase the Number of Tourists in Altinköy (Staff View)

In Figure 7, about the question “What kind of activities are carried out to increase the number of visitors? What do you suggest? ”, the vast majority of the staff responded “Region-specific posters and banners should be used”, “Region-based publicity should be organized and the number of publicity actions should be increased”, “Altinköy should be supported by tours and travel guides”, and “Altinköy should be included in tour routes of tourists visiting Ankara”. In addition, the recommendations by staff in Altinköy to increase the number of visitors include region-specific advertisement, news, social media use for the publicity of Altinköy and several festivals.

## 5. CONCLUSION AND RECOMMENDATIONS

### 5.1. Conclusions

The current study aims to explore the tourism potential of Altındağ in the light of the tourism values embraced by Altinköy, which is a rural and recreational tourism area, and to reveal the perspectives of the local community and visitors on this area. In addition, revealing the leisure timeframe, within the framework of the Theory of Leisure time by Dumazedier, of the visitors and staff in Altinköy is among the recreation-based purposes of the current study.

It is crucial to implement policies that contribute to rural development and involve relevant stakeholders

to ensure sustainability in tourism (Cawley & Gillmor, 2008: p. 329). Visitors and staff in Altinköy, which is considered to be both a recreational and rural tourism area and included in the current research, were analyzed in two aspects within the scope of the Leisure Time Theory developed by Dumazedier (1960).

The working people in Altinköy involved in the research, not only derive pleasure but also make financial gains from the individual recreational activities performed during the process of providing information to the visitors and tutoring on the preferred activities. This condition renders the staff in Altinköy “half-free time” user according to Dumazedier’s leisure time theory. On the other hand, Altinköy visitors meet the four basic characteristics highlighted in Dumazedier’s leisure time theory and acts following the characteristics of “free time” user during recreational activities.

In summary, it is concluded that the concept is based on a subjective criterion which can be regarded as ‘the meaning of activity for the person’. In other words, whether a recreational activity is a leisure activity or not is characterized by the person’s perspective on the recreational activity (Neulinger, 1981; Carr, 2017; Kelly, 2019).

According to the results, 80% of the staff in Altinköy analyzed within the scope of the current study indicated that the number of visitors on weekdays was insufficient. What underlies this result could be the fact that the enterprises cannot ensure the required occupancy and reach the desired profit rate.

- The desired occupancy rate can be reached by increasing the volume of promotion activities on Altinköy, which is also considered as a recreational activity area.
- Based on the opinion that the number of visitors is insufficient on weekdays, the insufficient number of visitors along weekdays can be prevented via making an agreement with tour companies and travel guides on promoting the region.

76% of the staff in Altinköy responded “Sufficient” to the question ‘Do you think that the number of tourism enterprises and food & beverage facilities in Altinköy is sufficient?’ whereas 33% of the visitors put forward a counter-view and responded that the number is insufficient and should be increased, and 43% indicated that the number is insufficient on the weekends. From the visitor’s point of view, the reason underlying the insufficiency could be that the enterprises fall short of meeting the expectations (fast service, diversity of menu content, expected quality, insufficient personnel). From the staff’s point of view, on the other hand, the fact that the

presence of new enterprises in the region would bring along the competition and have an impact on financial profits would have stimulated the staff to express a positive view on the number of facilities.

- To eliminate the dissatisfaction of visitors, enterprises may come up with solutions to improve the current situation through fast service-delivery, diverse menu content, and adequate physical conditions (seating area, number of personnel, restrooms)

In the light of the conclusions based on the findings, the most frequently expressed statements by the staff and visitors in Altinköy concerning the reasons motivating individuals to prefer and visit Altinköy are as follows: "having a different concept", "having a nostalgic structure", "having a relaxing impact", "nature" and "clean air".

The research results have revealed not only the fact the factors motivating individuals to prefer/visit Altinköy are "nature-based" but also that Altinköy has an image of the natural environment. Based on this point of view, green areas can be expanded and new natural recreational areas can be set up to sustain the natural environment image and maintain and further increase the preferability of Altinköy, which is defined as both a recreational and rural tourism area. Ashley (2000), Macdonald & Jolliffe (2003: p. 309), Reeder & Brown (2005) and Winters, Corral, & Mora (2013: p. 179) concluded that the effective and rational use of abundant natural resources in the region, as well as the protection, improvement and strengthening of the natural environment, facilitated by rural tourism awareness. Especially, the natural values in the region such as wildlife, landscape, originality, flora and fauna and culture attract tourists. As such, these results support those of the current study.

Based on the research findings, Altinköy as a recreational and rural tourism area has an attractive structure due to its nature, greenery and different concept. Despite its attractive nature, the fact that inaccessibility of Altinköy is perceived as a negative point by visitors, and as the reason underlying the region's not being visited by the staff reveals that this issue is considered as a serious problem by both sides. Consistent with the other findings in the study, another conclusion drawn from the interviews with the staff in Altinköy put forward that the transportation problem is the biggest obstacle in Altinköy. Visitors' responses to the questions on the accessibility of Altinköy point out that transportation infrastructure and accessibility of Altinköy should be improved. In addition, visitors mentioned that high-rise buildings located outside Altinköy is another problem in the region.

- To eliminate the negative environmental

appearance highlighted by the visitors, afforestation practices can be adopted in a way to render invisible the high-rise buildings outside the boundaries of Altinköy. Thus, visitors' perception of the "natural environment" associated with Altinköy will be reinforced.

- Considering the problem of lack of transportation infrastructure, which is considered as a problem both by the visitors and the staff, the transportation infrastructure and the routes to Altinköy should be improved and maintained. To increase the preferability of Altinköy, practices and efforts to ease transportation can be adopted. For busy visit-days, a free shuttle service can also be provided at specific locations. This practice can be expected to have a positive impact on the number of visitors and contribute to the perception and familiarity of Altinköy as a recreational activity area. According to Douglas et al. (2001: 165), rural tourism also contributes to problems such as transportation and inadequacy of promotion, which are stated as the problem of rural areas, and to the development of infrastructure and superstructure opportunities at the attraction.

The visitors mentioned that the most appropriate communication tool to increase publicity of Altinköy is social media. This suggestion is followed by "television", "mass media" and "posters/banners".

- Because social media is the most effective communication tool for the publicity of Altinköy, visitors can be motivated to be online on social media during their visit. The visitors can be encouraged (via awards, discounts etc.) to share location, pictures and videos of Altinköy on the social media.

The responses of staff in Altinköy point out that rural tourism in Altinköy supports employment in Altındag, promotes the region, sustains village life and provides cultural heritage. Holland, Burian, & Dixey (2003) and Winters et al. (2013) also obtained similar results in their studies. According to these results, employment in rural areas (Macdonald & Jolliffe, 2003), additional income and personal income are positively affected by rural tourism activities. It also helps to revive the handicrafts, customs, traditions and cultural identities of the local people. Similarly, according to Leco, Pérez, Hernández, & Campón (2013), all kinds of purchased services such as the sale of handicrafts, the presentation of local dishes, leisure activities, transportation, and shopping support the local economy, the income of the people living in the region, and create direct, indirect and induced effects.

Concerning the recommendations on the publicity of Altinköy, the staff proposed the following options, in decreasing order of importance: "Use of social media to promote Altinköy", "Region-specific

posters/banners”, and “Active use of media”. The staff’s recommendations on increasing the number of tourists in Altınköy are as follows: “Region-specific posters and banners should be used”, “Altınköy-based advertisements should be organized and increased in numbers”, “Altınköy should be supported by travel guides and agencies”, and “Altınköy should be included in the travel routes of tourists visiting Ankara”

- In the light of the recommendations from visitors and staff in Altınköy, a powerful social media effect in relation to the publicity of Altınköy can be provided through close cooperation between visitors and staff.

- Region-specific posters and banners can be disseminated to the entire city to reinforce the effectiveness of publicity.

- Bilateral meetings between the municipality and the travel guides/agencies can be held to find a common ground on including Altınköy into travel routes of tourists.

## 5.2. Theoretical implications

Since the current study merges rural tourism and recreation, it contributes to the theory as well as the practical framework; therefore, it has great importance. The fact that the rural tourism potential which has been emphasized especially for the last ten years, is investigated and discussed based on the concept of recreation and in the light of the theory of leisure time reinforces the originality of the current study. Besides, there are a limited number of studies that combine the tourism potential of rural tourism with the concept of recreation. Researchers can contribute to the theoretical background by way of investigating other recreational areas in their studies focusing on small regions as in this study, and of revealing the degree of familiarity of the region in question. In this research, the data were collected from employees and visitors living in and outside Ankara and have sufficient credibility to add to the theoretical background. The current research expands the knowledge on tourism potential in rural areas.

## 5.3. Practical implications

For small regions in Turkey and abroad which operate or are to operate in the future in a similar form to Altınköy, the disadvantages highlighted in the research findings that may emerge in the regions with similar characteristics with Altınköy may be taken into notice and these disadvantages may be eliminated at the construction stage of new areas. The current study paves the way for other studies to be conducted on similar small regions.

Especially the availability of transportation facilities is a critical factor for both first-time and repeat visitor perceptions. Thus, local governments should give priority to the services of providing ease of transportation and diversification. Considering that local transportation is an important driving force for visitors coming to Altınköy for the first time, investments should be made in local transportation. Similar rural areas should strengthen their transportation infrastructure based on the research findings. In addition, local governments that manage local attraction centers should plan their promotional activities by taking into account the recommendations of visitors and staff who come to the region.

## 5.4. Limitations and future research

The study is limited to Altınköy, which is one of the rural tourism areas in Turkey. Therefore, giving weight to the studies bearing similar characteristics to the current one and bringing new perspectives on the subject matter through the comparison of the studies will make a significant contribution to the existing literature. In addition, including a theoretical foundation as in this study is important to increase the quality of future research.

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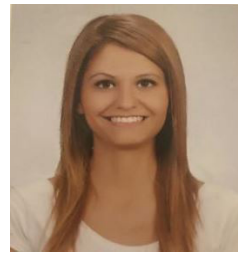
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## NASCAR AND TOURISM: ANALYSES BASED ON A SCOPING REVIEW OF THE LITERATURE

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### ABSTRACT

Many countries, provinces and cities around the world use major sporting events as a catalyst for tourism development. The National Association for Stock Car Auto Racing (NASCAR), through its championships and racing events, has for many years, chosen to integrate itself into capitalist and neoliberal tourism and economic models. As a motorsport industry with strong historical, economic and media roots in American culture and certain values, NASCAR generates a myriad of tourism impacts on the territories hosting these races. This study, therefore, aims, through a scoping review of the scientific literature, to take stock of the scientific knowledge produced on NASCAR and its tourism impacts. This approach allowed the analysis of 28 scientific articles in depth and to draw several analytical conclusions. First of all, an observation was noted regarding a very strong involvement of sponsors and the media in this industry, which undeniably contributes to the creation of forms of sporting imagery around the teams and drivers). These sporting imaginaries undoubtedly colour the partisan cultures and even the fan communities that are created and evolve around and within this sporting ecosystem. The study of the tourist spin-offs of NASCAR has been studied in the scientific literature but appears to be rather limited or circumscribed, and must, therefore, be widely developed empirically.

## 1. INTRODUCTION AND LITERATURE REVIEW

There are a multitude of sporting events that take place around the world at any time and for a variety of reasons (Malchrowicz-Moško & Poczta, 2018). These sporting events generate numerous impacts and spinoffs, mainly of an economic, social, cultural and environmental nature (Buch, 2006; Jackson et al., 2005). However, it is very often the economic and social impacts that have tangible repercussions on the host territories (Barget & Gougnet, 2010). Nevertheless, as Suchet (2021) clearly states, the great heterogeneity of both fundamental and empirical studies on sports tourism makes its analysis very fragile and precarious, especially when one attempts to carry out comparative analyses. In this sense, it seems even more important to consider the organizational, structural, economic and media scales of these sports events and their typologies (Gratton et al., 2000; Weed & Bull, 2009; Wilson, 2006). These events range from mega sporting events (such as the Olympics, Formula 1 races and the Super Bowl) to small sporting events (such as local and regional sports competitions) (Bowdin et al., 2012). Of these events, the mega-events related to car racing (such as Formula 1, IndyCars, and NASCAR) are particularly interesting, since they have significant impacts on several cultural and economic aspects and image or branding of a tourist destination (Arnegger & Herz, 2016). From a North

American perspective, the National Association for Stock Car Auto Racing (NASCAR) is particularly interesting, since this form of car racing is almost exclusive to North America (Newman & Giardina, 2011).

NASCAR has its roots directly linked to American rurality and prohibition from 1920 to 1933. During the prohibition, the production, importation, transportation, and sale of alcohol were forbidden in the United States. However, this did not stop some individuals and organizations from participating in these types of activities, even if they were illegal. The transportation of alcohol was particularly important, and the use of cars was an integral part of the process. To do so, some would adapt automobiles to look perfectly normal from the outside but have adapted motors, suspension systems and space in the vehicles to be able to carry the illegal merchandise, while being able to outrun the law. These cars were the first stock cars. Competitions started between the drivers or runners, as they were called, to see who had the fastest cars. The first NASCAR races were born (Gringer, 2022; Howell, 1997a; Howell & Miller, 2014; The Mob Museum, 2022).

Once prohibition stopped in 1933, that did not

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stop runners from racing, some continued running alcohol, while others started racing more on a professional level. These races were mostly known to have started in the state of Florida, but they happened all over rural America, and particularly, in the deep South or the southeastern United States. Bill France, Sr., a promoter of stock car races, was instrumental in organizing, structuring and sanctioning stock races which led to the creation of NASCAR and the first sanctioned race in Daytona Beach in 1948 (Gringer, 2022; Howell, 1997a; Howell & Miller, 2014; The Mob Museum, 2022).

Today NASCAR is the governing body for most of stock car racing. It sanctions approximately 1 500 races at more than 100 tracks in the United States, Canada and Mexico (Howell, 1997a; Howell & Miller, 2014; NASCAR, 2022). The organization establishes rules, runs the events and makes sure that drivers and teams respect and follow establish regulations and policies (Arnold, 2022; NASCAR, 2022). Stock cars are defined as racing automobiles that have the same basic look and structure of a car sold to the general public, However, looks can be deceiving, since these cars, as established by NASCAR, have modified engines and stronger frame, among other modifications, to allow for more competitive racing (Howell & Miller, 2014; Howell, 1997a; NASCAR, 2022; The Mob Museum, 2022).

As stated previously, NASCAR oversees a wide variety of racing series (13 different series) which feature drivers from all over the world and with different levels of competition. The three main national series (Arnold, 2022; Fansided/Beyond the Flag, 2017; NASCAR, 2022) are:

- NASCAR Cup Series - the most elite level of racing in the NASCAR sponsored series.
- NASCAR Xfinity Series - the second-tier series and often serves as a stepping-stone for Cup drivers and teams
- NASCAR Truck Series - the modified pickup truck races are the third tier of NASCAR racing. It is under the Xfinity Series and Cup Series and it is where most drivers make their start in a national series.

Of the 10 other series, the four most important (Fansided/Beyond the Flag, 2017) are:

- NASCAR Canada Series – previously called CASCAR, this series takes stock car racing north of the United States border to Canada.
- NASCAR Mexico Series - this series takes stock car racing south of the United States border to Mexico.
- NASCAR Europe Series - this series takes stock car racing to Europe. It is the smallest of the NACAR regional series with very few races.
- NASCAR iRacing.com Series – this is an iSport racing series. It has no cars, no constructors, no manufacturers, and no real tracks. For this series, NASCAR sponsors an ultra-realistic racing simulation on iRacing.com. The competitors (virtual drivers) are across the planet and compete on their computers from their own homes.

All of these series have impacts on different cities, states, provinces and countries in North America and a little bit in Europe.

NASCAR racing has impacts on a wide variety of societal elements, including social, cultural, environmental, economic, local populations, car safety and so on (Coates & Gearhart, 2008; Newman

& Giardina, 2011). For example, safety technologies that are developed for stock cars, such as roll cages or carbon brakes, are adapted and incorporated in commercial cars which the general public will be able to benefit from in their everyday driving (Coates & Gearhart, 2008; Peterson, 2009; Pierce, 2012).

From an economic perspective, NASCAR races generate several benefits at a local, regional and even national level (Bernthal and Regan, 2004; Coates and Gearhart, 2008; Regan and Damonte, 1999). More specifically, with thousands of people attending NASCAR races and a significant portion of them traveling to the race from outside the race region, hosting a NASCAR race induces tourism and opens up a region to new money. NASCAR fans who attend the race will not only visit the race track, they will also visit and tour the region, spend money at local restaurants, hotels, campgrounds, supermarkets and so on which will then raise tourist revenues in the region and bring direct, indirect and induced impacts. Furthermore, this reality will also help with the branding of the region and publicly recognize and expose it to a larger audience and bring people to the region who probably never visited it (Arnegger & Herz, 2016; Conlin & Jolliffe, 2017; Howell, 1997b; Regan & Damonte, 1999).

In light of this literature review, it quickly became apparent that it would be interesting to study NASCAR and its event industry from a tourism perspective because of the many impacts it generates. Thus, it was felt that conducting a scoping review of the scientific literature regarding this issue could provide a relevant gain of knowledge in order to identify the real empirical links between NASCAR and tourism. Consequently, the main research question that structures this study is the following: What is the state of scientific knowledge produced on NASCAR and its tourism impacts?

## 2. METHODOLOGY

This study is based on a scoping review. The review was based on Arksey and O'Malley's methodological model (2005), who divide the exploratory study and the scoping review into five specific steps: identification of the research question, identification of relevant studies, selection of studies, export of predetermined data, and summary and synthesis of the results obtained. It should be noted in this respect that other relatively recent research studies have used a very similar methodological protocol to conduct their analysis (Ahmad et al., 2021; Kaneko et al., 2021; Tant & Watelain, 2014). First, a research question was determined: What is the state of scientific knowledge produced on NASCAR and its tourism impacts? The general objective was to establish the state of scientific knowledge that addresses and deals with the links between NASCAR and tourism. Four specific objectives were also identified: (1) Identify the different types of tourism impacts caused by the hosting of NASCAR events; (2) Identify the methodologies employed in this scientific research; (3) Identify and analyze the main research findings of this scientific literature; and (4) Identify research avenues and perspectives arising from this scientific literature. It is also important to note that this scoping review was conducted between August and December 2021.

The documentary databases relevant to this research problem were then targeted. Twenty-six

databases related to the humanities, social sciences and sport were selected (see Figure 1). Inclusion/exclusion criteria were also determined to target articles: (1) Be a peer-reviewed paper published in a scientific journal; (2) Be written in English, French or Spanish; (3) Be published between 1947 (the date of NASCAR's creation) and the present; (4) Present research or results or reflections in which NASCAR is analyzed from a tourism perspective, among others. In parallel, a list of ten keywords was determined in order to survey these documentary databases: NASCAR; National Association for Stock Car Auto Racing; Stock Car; Motor Racing; Motorsport; Tourism; Tourist; Impact; Event. These keywords were translated and used in the three target languages and then combined in order to obtain as many results as possible in these languages. Two thousand seven hundred and seventy references were identified. After eliminating the duplicates, a list of 2 485 references was obtained. From these,

the most relevant articles in relation to the question and research objectives were selected. This selection was carried out in three complementary stages. First, a reading of all the titles, subtitles and keywords allowed the elimination of sources that were not related to the research process, to conclude with a list of 37 references. The abstracts were then analyzed in order to retain only the studies relevant to the study. Twenty-eight references were thus retained at this stage. Finally, 28 documents were analyzed in their entirety with a view to ensure that they adequately referred to the research approach, which proved to be the case (see Figure 1). From these 28 references, the predetermined data was exported by paying particular attention to these content elements: the themes addressed, the sports object analyzed, the geographical context studied, the disciplinary approach used, the theories mobilized, the concepts or conceptual aspects mobilized, the methodology used, the main results and conclusions of the study

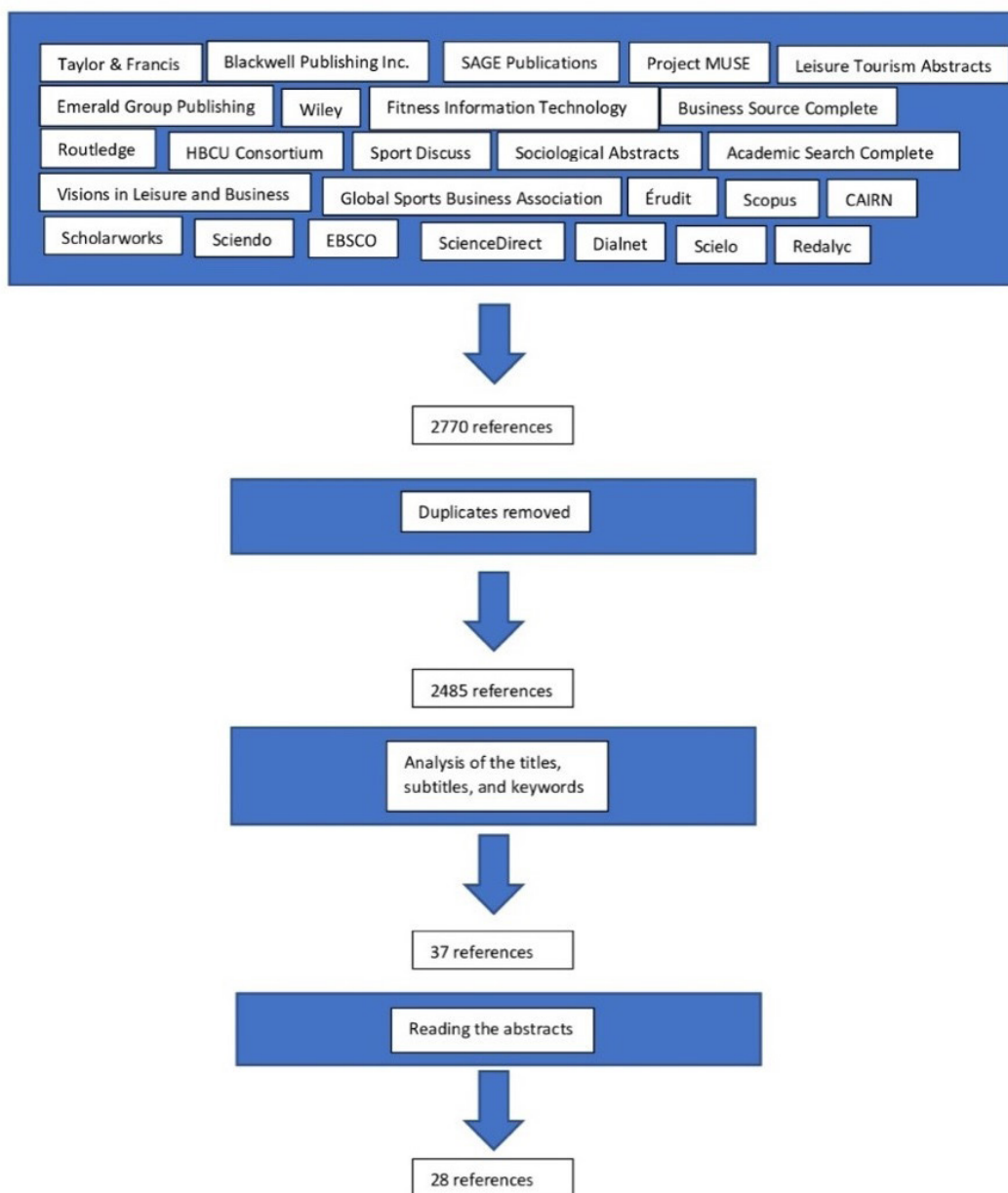


Figure 1. Targeting and selecting analyzed articles

and the stated research perspectives. Finally, the last step of this methodological approach was carried out by gathering and synthesizing the results obtained in order to obtain sufficiently detailed data to answer the research question.

### 3. RESULTS

In this section, the results of the descriptive analyses and then those of the cross-sectional analyses will be presented.

#### 3.1 Results from the Descriptive Analyses

Initially, of all the articles retained and analyzed at the end of this scoping review process (n= 28), three articles were published on this topic before the year 2000, i.e., in 1997 and 1999. For the others, 15 were published between 2000 and 2009 and the rest (n= 10) between 2010 and 2020 (see Figure 2). The origin of the first authors of these texts was also analyzed. Not surprisingly, almost all of them were from the United States (n= 25). The other authors were from Australia, Italy and South-East Asia. Regarding the language of publication of these articles, all were published in English. With regard to the geographical contexts studied in these articles, all of them are centred on the United States. However, it should be noted that 19 of the studies were focused on specific geographical cases, such as a state or metropolitan area.

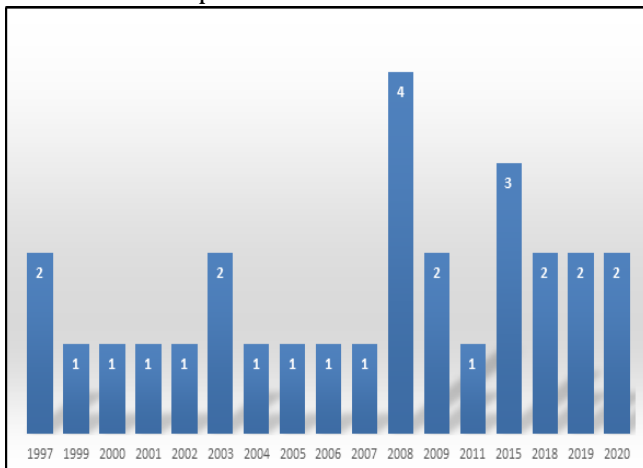


Figure 2. Number of articles published per year

With regard to the disciplinary approaches on which the reflections and analyses proposed in these articles are based, it may be indicated first that some articles are based on more than one approach (n= 19). The main disciplinary approaches identified through the analyses are the following: Economics (n= 14), sociology (n= 9), marketing (n= 7), management and business administration (n= 6), psychology (n= 5), tourism studies (n= 4), cultural studies (n= 3), geography (n= 2), political science (n= 1) and urban studies (n= 1). It can be seen that disciplinary approaches related to management sciences and economics are very regularly represented by the authors of these articles, whereas those from the humanities and social sciences are less represented.

In addition, 20 articles are built on theoretical frameworks and represent them in the proposed reflections. At the conceptual level, 16 studies present the definition of one or more concepts in the arguments developed. These are mainly centred

on fan analysis (n= 7), management and marketing (n= 4), cultural studies (n= 3), tourism (n= 3) and communication (n= 2).

From a methodological point of view, 12 articles are based on a quantitative approach, while nine are based on a qualitative approach and seven on a mixed approach. With regard to the data collection methods used, the use of documentary analysis was observed (n= 14), questionnaire surveys (n= 10), statistical analysis (n= 9), interviews (n= 5), participant observation (n= 3) and focus groups (n= 1) (See Figure 3).

Methodological Approaches	Number of articles (n=)
Quantitative	12
Qualitative	9
Mixed	7
<b>Data collection methods</b>	
Documentary analysis	14
Surveys	10
Statistical analysis	9
Interviews	5
Participant observation	3
Focus groups	1

Figure 3. Types of approaches and methods used in the articles analyzed

#### 3.2 Results of the cross-sectional analyses

The cross-analyses of the 28 articles selected and analyzed in the framework of this scoping review of the literature have enabled to bring out several relevant results. Firstly, it is observed that different studies focus on the consumerist anchoring of NASCAR. In fact, this automotive industry has developed and asserted itself over the last few decades through various car manufacturers and major sponsors who actually sponsor various teams and other drivers (Corbett & Mlekush, 2003; Levin et al., 2008; Levin et al., 2001; Morris & Groves, 199; Spinda et al., 2009;). In the light of these studies, it can even be said that the identity of NASCAR and its various stakeholders is intimately linked to the presence of brands that reflect for many the capitalist and neoliberal character of American society. At the same time, some studies show how the consumption of derivative products, linked for many to these brands, is a very strong intrinsic character of NASCAR and its showmanship (Howell, 1997b; Levin et al., 2008; Newman, 2007; Spinda et al., 2009). Some of these products are centred on drivers, others on teams or car manufacturers, or on certain circuits. It goes without saying that the importance of these brands and companies in NASCAR is fundamentally linked to the presence of various traditional media and the affirmation of social networks (Goldsmith & Walker, 2015; Keaton et al., 2015; Kudo et al., 2015; Morris & Groves, 1997; Munger & Groves, 2000;). Without these media and communication relays, these sponsors would, of course, not be as numerous and varied. However, it may be noted that sponsors and media function as a kind of ecosystem which maintains or feeds the



other (Corbett & Mlekush, 2003; Keaton et al., 2015; Levin et al., 2001; Morris & Groves, 1997; Munger & Groves, 2000). In fact, the very important place that drivers occupy in this automobile industry allows NASCAR to create a real sporting, imaginary and a real narrative around them (centred notably on certain friendships and other rivalries) through the media present but also through the brands that feed the identity of these drivers through different images, representations and other material (Corbett & Mlekush, 2003; Keaton et al., 2015; Levin et al., 2001; Munger & Groves, 2000; Spinda et al., 2009;). This central position of drivers in NASCAR can also be linked to certain values and ideals that the industry tries to bring to the forefront, namely those of family, country and individual freedom (Elsbach & Cable, 2019; Howell, 1997b; Hugenberg & Hugenberg, 2008; Newman, 2007; Morris & Groves, 1997; Spinda et al., 2009). These elements represent the heart of NASCAR's media message and the core values of its sponsors which directly impact the patriotic fibre of its supporters (Elsbach & Cable, 2019; Hugenberg & Hugenberg, 2008; Newman, 2007). Through its history in the United States and its mainly national and continental territorial anchorage, unlike other North American sports leagues that are increasingly turned towards the international arena and have more globalized and exportable cultural bases (notably, the NBA), it is legitimate to empirically observe that NASCAR is a car and event industry that is very patriotic in its communication mechanisms and based on neoliberal principles.

Many studies have also looked at the profiles of NASCAR fans. It is interesting to note that the stereotype of the white male with an average or low annual income and a low level of education is being challenged (Graham Spann, 2002; Hugenberg & Hugenberg, 2008). Indeed, even if NASCAR fans remain predominantly male, they tend to have relatively high incomes but also to be fairly well educated (Alderman et al., 2003; Graham Spann, 2002; Williams-Bryant & Brown, 2020). However, women and ethnic minorities are still quite underrepresented among NASCAR fans, even though their numbers and membership seem to be increasing in recent years (Alderman et al., 2003; Graham Spann, 2002; Hugenberg & Hugenberg, 2008). Also, on the subject of fans, a number of studies have looked at the level of fans' commitment to NASCAR's event offerings and other merchandise (Amato et al., 2005; Jones & Byron, 2019; Mackellar, 2006; Spinda et al., 2009; Williams-Bryant & Brown, 2020). There is a marked difference between local fans, with relation to where the races are held, and those from elsewhere. Indeed, the latter are much more inclined to spend sometimes very large sums of money to attend competitions, to follow their favourite drivers and to show their allegiance to NASCAR or to different teams (Amato et al., 2005; Hugenberg & Hugenberg, 2008; Jones & Byron, 2019; Mackellar, 2006; Williams-Bryant & Brown, 2020). One can even speak, in some cases, of real partisan subcultures where the lifestyle of these people is extremely tainted by NASCAR and allows them to express their identities and values (Amato et al., 2005; Elsbach & Cable, 2019; Graham Spann, 2002; Howell, 1997b; Mackellar, 2006; Munger & Groves, 2000). In this respect, it is interesting to note how important and central the logic of 'fantasy sports' in NASCAR is in maintaining the interest and

involvement of different fans (Goldsmith & Walker, 2015). In this respect, it is noted that some studies highlight the fact that the image of the destination, where a race takes place, is very important and even central for non-local fans (Jones & Byron, 2019; Williams et al., 2018). In fact, most of them travel by motorized means and want to be assured that the on-site facilities will adequately meet their needs (Jones & Byron, 2019; Williams et al., 2018). These same supporters also expect to have unique and stimulating experiences on and around these routes (Jones & Byron, 2019; Williams et al., 2018).

In addition, various studies have assessed the economic and tourist spin-offs of NASCAR and the races organized in the host territories, particularly at local and regional levels. Overall, these studies conclude that these motor sport events generate significant benefits for businesses and tourist organizations as well as for the municipalities, particularly through the taxes collected (Bernthal & Regan, 2004; Depken II & Fore, 2020; Depken II & Stephenson, 2018; Howell, 1997b; Hugenberg & Hugenberg, 2008; Jackson, 2008; Regan & Damonte, 1999; Williams-Bryant & Brown, 2020; Zagnoli & Radicchi, 2009;). These economic and tourist benefits are mostly linked to non-local fans and the motorized trips they make (Bernthal & Regan, 2004; Jones & Byron, 2019; Williams et al., 2018). These positive effects of NASCAR can, in some cases, lead to social impacts that are themselves positive by allowing the revitalization or even regeneration of certain districts while allowing local authorities to obtain important funds to develop their communities more globally (Jackson, 2008; Zagnoli & Radicchi, 2009). Nevertheless, several authors consider that these positive effects are sometimes nuanced because of their ephemeral nature or the difficulty of accurately measuring them (Coates & Gearhart; Depken II & Fore, 2020; Depken II & Stephenson, 2018; Jackson, 2008; Zagnoli & Radicchi, 2009; 2008).

More specifically, some studies have highlighted the key role that the Charlotte, North Carolina metropolitan area has played and continues to play in the evolution and affirmation of the NASCAR industry, both from an event and governance perspective and in terms of the technological and research and development aspects of the automotive sector (Howell, 1997b; Mitchelson & Alderman, 2011).

Furthermore, 28 articles were analyzed which mentioned research perspectives that were related to their studies. Eighteen articles mention this. An observation shows that it seems necessary to increase qualitative research, and, more globally, empirical research, on the field of NASCAR and its links with the economic, tourist and territorial spheres (Alderman et al., 2003; Graham Spann, 2002; Regan & Damonte, 1999; Spinda et al., 2009). Moreover, a reinforcement of the theoretical frameworks of some of these studies seems recommended for the future, in a comparative logic notably between NASCAR and other sports (Elsbach & Cable, 2019; Keaton et al., 2015; Levin et al., 2001; Morris & Groves, 1997). More detailed studies regarding the fans seem to be needed on a recurring basis in order to identify the various social developments of these groups of supporters (Elsbach & Cable, 2019; Jones & Byron, 2019; Graham Spann, 2002; Levin et al., 2008; Mitchelson & Alderman, 2011; Spinda et al., 2009). In addition, it seems important to continue

research on the behaviour and motivations of these fans with a view, among other things, to modelling them (Alderman et al., 2003; Depken II & Fore, 2020; Jones & Byron, 2019; Goldsmith & Walker, 2015; Keaton et al., 2015; Spinda et al., 2009; Levin et al., 2008; Mackellar, 2006; Williams et al., 2018; Williams-Bryant & Brown, 2020). More detailed studies of fans travelling in recreational vehicles to attend various NASCAR races will also be important to carry out in the coming years, as these individuals represent a significant segment of the motor industry's fan base and appear to have very specific motivations and expectations (Williams et al., 2018). From an economic and tourism perspective, it seems essential to carry out more longitudinal studies on the impacts and consequences of NASCAR on the host territories, in order to measure in greater detail, among other things, how these events can contribute to the development of these communities from a social point of view (Depken II & Fore, 2020; Jackson, 2008; Mitchelson & Alderman, 2011; Williams-Bryant & Brown, 2020). It is also important to carry out comprehensive studies on the image NASCAR's sponsors and the economic and media benefits that they derive from these partnerships (Depken II & Fore, 2020; Kudo et al., 2015; Williams-Bryant & Brown, 2020).

#### 4. DISCUSSION AND CONCLUSION

This scoping review has made it possible to highlight several findings and scientific issues with regard to the links between NASCAR and tourism. From the outset, however, it is relatively surprising to note the extent to which studies on this issue are either very focused or not completely or truly rooted in tourism studies. Indeed, this study shows that the articles dealing specifically with the impacts and repercussions of NASCAR on the host territories are quite limited and circumscribed. The studies analyzed seem to be mainly oriented towards analyzing the economic and media ecosystems as well as those related to fans via interpretative postures based more on management sciences, sociology and cultural studies. In itself, this observation is not so surprising since tourism draws on different disciplines to question and analyze various objects and other territories. Within the context of sport tourism, it is possible to agree with Pigeassou (2021) who states that:

“the field of study of sport tourism is made up of activities that are at the crossroads of different categories of organizing phenomena of human life. These are: movement (displacement), human motor skills (movement), spaces (places) and temporality (time). These registers interact. They are used and, more often than not, condensed into dimensions in the form of parameters that lend themselves by their characteristics to measurement, evaluation and comparison” (p. 270).

In parallel, our study joins the writings of Barget and Gouguet (2010) on the relatively fine-tuned way in which sports leagues or associations, such as NASCAR, put on a show for their competitions, based on neoliberal principles. It is true, and as Arnold (2022) and Gringer (2022) also state that NASCAR is intimately linked to the evolution of American society and to some of its economic and social values. As the scoping review clearly shows, this industry seems to be largely dependent on a wide

variety of elements including car manufacturers, sponsors, media coverage (the broadcasting of its events). Furthermore, there also seems to be the creation and maintenance of a real sporting fantasy around the teams, drivers and circuits/races. This is, of course, not only unique to NASCAR, as it is also observed in Formula 1 (Ballouli et al., 2016; Jones et al., 2019;), but these mutual economic and media relationships appear to be exacerbated in the case of NASCAR. This research finding explains why our scoping review has highlighted so many studies focusing on the patriotic character of NASCAR as well as on fan communities and their identity traits.

With regard more specifically to fans and the studies focused in the scoping review on this aspect of NASCAR, the results analyzed and the conclusions drawn concur with Spracklen (2021) that

“being a sports fan is to be a part of an elective community. You choose to be in it, and others judge your belonging by your actions. Being a sports fan is about choosing: this is an act of free will, or one we think is free. But often this choice is not ours to make. We are socialized or enculturated into our sports fandom as children. We are taken to sports events by our family as young children and become enraptured by the spectacle. Or we become persuaded or coerced into becoming a sports fan by our peers at school. Or we play the role of the sports fan that we learn from the media and capitalism at the point of late modernity: the consumer, the authentic fan versus the casual watching on television. Or our choices are forged by the populism and patriotism shaped in the media” (p. 10).

The study shows to what extent NASCAR fans love the fantasies and messages created by NASCAR and their economic and media partners which help to affirm and shape their partisan identities and even, in some cases, shape their lifestyles. This ties in with Jenkins' (2013; 2006) more theoretical reflections on transmedia and convergence theory. Indeed, our study illustrates to what extent we are faced with a real collective intelligence stimulated by NASCAR stakeholders and its fans, where real media interconnections and a communicative multimodality move daily. Even if this research conclusion needs to be studied further in complementary studies, this scoping review has made it possible to highlight this intrinsic media feature of NASCAR where the messages and discourses conveyed by these different actors (teams, drivers, fans, sponsors, etc.) nourish and allow the representations to evolve and the sporting imaginary surrounding this sporting event as well as the tourist industry.

On the other hand, and unlike other recent studies on motor sports (Gogishvili, 2018; Johnson et al., 2020;), the study does not show any massive and profound questioning of the economic, tourist and territorial strategies of NASCAR. Some authors qualify certain actions and other repercussions, or even suggest that more empirical studies should be conducted to better circumscribe the impacts of this industry on the host territories, but no real harsh criticism of NASCAR clearly stands out. Two hypotheses may explain this observation. The latter may be linked to the fact that NASCAR, because of its historical roots in the more economically and legislatively libertarian American states, is de facto culturally and socially legitimized with regard to the strategies put in place. Furthermore, this observation may stem from the fact that NASCAR



is territorially very centred in terms of its event activities, and, therefore, does not generate as much scientific attention and possible empirical criticism as Formula 1 or other mega-sport events. This raises the question of whether more research, conducted by non-American scholars, might change interpretative angles and analytical approaches to NASCAR.

#### 4.1 Theoretical and practical implications

In this sense, the research approach highlights the fact that the object of study of NASCAR from a tourism, economic and territorial perspective needs to be studied in greater depth, from fundamental perspectives linked to interpretative theoretical frameworks, but also through empirical studies centred in particular on comparative logics. It is very clear that NASCAR attracts, in particular through its most prestigious races and championships, an increasingly varied clientele, both socially and geographically, but also keen to consume a variety of products and services before, during and after the car events. It, therefore, seems essential to better understand these consumer mechanisms and their impacts, especially in a context where partisan culture and even subcultures really and concretely shape the identity of this industry. As such, it seems essential to conduct research into the communicative relationships between the industry's stakeholders, in particular the links between fans, drivers, teams and sponsors. This scoping review has highlighted a number of relationships inherent in NASCAR that appear to require further study. In this respect, it would be extremely interesting and relevant to study more specifically the place of women and the ethnic minorities in NASCAR, especially through the principles of the diversity and the inclusion, as much at the level of drivers and teams as at the level of fans and spectators. In addition, various recent crises, including the Covid-19 pandemic, have generated various social and economic uncertainties that are reflected in the behaviour of citizen-consumers, in particular in their decision to travel or not (Ahmad et al., 2021; Işık et al., 2020). This uncertain economic and social context makes it even more important to use empirical scientific data to justify and support various tourism interventions and strategies. In the case of NASCAR, this further highlights the need for more research on this subject.

#### 4.2 Methodological limitations

Finally, it is important to mention some methodological limitations of this study. First of all, it is certain that if we were to extend this scoping review to documents other than scientific articles (such as academic books, research reports, etc.), it is possible that other data and findings could be highlighted, or even accentuate or qualify some of the research conclusions. Moreover, the concentration has been on databases in the humanities and social sciences, so it is possible that articles that are relevant but referenced in other disciplinary databases or from independent scientific journals have been omitted.

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## GEN-Z'S CONSUMPTION BEHAVIOURS IN POST-PANDEMIC TOURISM SECTOR

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### KEYWORDS

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### ABSTRACT

Tourism is a dynamic system, and it has grown to a modern form from a conventional form in time. Many alternative products have emerged in the sector and the profile of tourism consumers has also changed in line with the change in the sector. In time, marketers have started to adopt a generational marketing approach more than an age-based marketing approach. This study examined the decision-making processes Generation Z used when deciding on a travel product, comparing their behaviours with those of Generation X and Y as the former generations of Gen Z, based on the stages of Cohen's (1972) Theory of Tourist Behavior; "initiation", "information search", "assessment", "final decision", "during travel" and "post-travel". For this purpose, two research questions were developed exploring the consumption behaviors of Generation Z and comparing the findings of Gen Z with those of Gen X and Y. The quantitative method was used to collect the research data and an online survey was adapted from Husein et.al (2017) and administered to Gen X, Y and Z in Turkey through the convenience sampling method. 2084 participants completed the delivered survey (N for Gen X=723, N for Y=710 and N for Gen Z=651). Frequency analysis was performed on the data and the findings were interpreted accordingly. It was found that Gen Z differed from both Gen X and Gen Y in the examined parameters revealing a transformation from traditional tourist behaviour to modern tourist behaviour and relevant conclusions such as multi-generational marketing were drawn for more effective marketing of tourism products in the post-pandemic period.

## 1. INTRODUCTION

Tourism has experienced a lot of change as a new science, industry or research area. Wiweka and Arcana (2019) claimed that people's move from their original place to other places for different purposes has been observed since the Sumerian times, and it has developed into a "Grand tour" in the 17th and 18th centuries in West Europe. Since those years, tourism has evolved into an industry, and become a mass-produced and consumed phenomenon. The industrial revolution, which took place in the 19th century, has started the development of transformation technologies making it possible to eliminate some factors related to space, time and cost. The development of such technologies has also pushed tourism out of time-related boundaries and helped the emergence of virtual tourism. Tourism has kept changing in each era of history and turned into a huge industry and has started to be known as "mass tourism". Concerning that, the term sustainability, which means providing a chance for future generations to enjoy tourism activities just as the present generation does, has become popular in tourism.

World travel trends report released in 2017 highlighted that during 2015, the generation born between 1980 and 2000 do outbound trips or travel as much as 150 million times (ITB, 2016: p. 26). UNWTO (2016: p. 10) pointed out that 23% of the

international tourists are 15-29 years old and their total expenditures are about 190 billion USD by the year 2009 and then it went up 100% by 2014, which meant 286 billion USD. It was predicted that millennial tourists (born between 1980 and 2000) would increase up to 370 billion by the year 2020, and their expenditure is expected to go up to 400 billion USD. This report also highlighted that young travellers have many advantages in forming a strong market segment. They also have a direct impact on local communities as well as having clear purposes for travelling, and giving contributions to other sectors. They can also affect and attract new tourists to new destinations.

Much research has been conducted in the literature on generations' development so far (Howe & Strauss, 2000; Martin & Tulgan, 2002; Oh & Reeves, 2014; Törőcsik, Szűcs & Kehl, 2014: p. 27). This research divided each generation period into different classifications. For example, Oh and Reeves (2014) classified generations into four; Mature Generation (born in 1924- 1945), Boom Generation (1946-1964), Generation X (1965-1980), Millennial Generation (1981- 2000) and Generation Z (2001-2012). Each of these generations is claimed to have

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varying characteristics and behaviours in the level of trust, favourite things, loyalty towards the company, career goals, awards, family life, education, and political orientations (Oh & Reeves, 2014).

Generation Z is noted to be very comfortable and keen on the digital world as they have been born in this technology era such as the internet, smartphones, video streaming, and social media. They tend to consume technology very much as well as use the internet and modern tools without much worry regarding their possible impacts. The changes in the behaviours of generations make it difficult for marketers and product suppliers to develop products that exactly meet the needs of each generation (Williams & Page, 2011: p. 12; Cruz et.al., 2017: p. 17). This is the same for the tourism industry in which stakeholders, academics, policy and lawmakers have trouble coming up with a strategy to meet the emerging needs of the market. Therefore, gathering data regarding the active consumer generations in the market would help a lot in preparing the sector for future marketing strategies to be adopted.

### 1.1. Problem and Research Questions

Countries have been ceasing lockdowns and restrictions having been applied for about two years due to the Covid-19 pandemic. Such crises are expected to have caused some behavioral changes in consumers regarding the consumption of tourism products as they cause a kind of uncertainty (Işık, Sirakaya-Turk & Ongan, 2020). There is a gap in the literature in terms of empirical data about the most up-to-date consumption behaviors of generations X, Y and Z and tourist profiles in the Turkish tourism context regarding their decision-making process and travel habits specifically comparing the profile of Gen Z with the former active consumer generations in the tourism sector. Thus, marketing strategies to be used for tourism products could be updated for the post-pandemic era. For this purpose, this research aims to identify the consumption behaviours of Generation Z following the Covid-19 pandemic period, comparing their behavior with those of the former generations X and Y to promote quicker recovery in the tourism sector. To achieve the research purpose, the following two research questions have been developed;

1. What decision-making behaviors does Generation Z exhibit regarding tourism products following the Covid-19 pandemic period?

2. How do the decision-making behaviors of Generation Z regarding tourism products differ from the former generations X and Y?

### 1.2. Contribution of Research

This research contributes to the literature in three ways. The first contribution of this research is that this is the first empirical research in Turkey comparing the behavioral changes of X, Y and Z generations regarding their decision-making processes employed for tourism products, considering that X, Y and Z generations are the focus generations of today's marketing attempts. The second contribution of the research is that the findings will provide empirical data for multi-generational marketing in the Turkish tourism context. Multigenerational marketing goes beyond the needs of one single generation and attempts to satisfy the needs of more than one

generation. (Chaney, Touzani & Ben Slimane, 2017) for better marketing outcomes. In other words, this research will help marketers to target their products more effectively in the sector.

The third contribution of this research is that the findings will provide data for the literature on economic policy uncertainty just because this research has been conducted just after an almost two-year uncertainty pandemic period, which had devastating effects on tourism and tourism consumers as well as marketing efforts in the sector. The increase in uncertainty is a reality in today's economic systems, and uncertainty changes the behavior decisions of consumers in the selection of services and goods (Işık, Sirakaya-Turk & Ongan, 2020). The Covid-19 pandemic is expected to have changed consumption behaviors regarding tourism products. Considering that Generation Z will be the main consumers of tourism products in the future, it is important to identify their consumption behaviours to be able to redesign and plan future marketing activities comparing their needs with the other two former generations X and Y.

## 2. LITERATURE REVIEW

### 2.1. Tourist Consumption Behavior

In the literature, many studies (e.g. Cohen, Prayag & Moital, 2014) have examined the issue of consumer consumption behaviour. It should be remembered that tourists' decision-making processes, attitudes and perceptions are affected by tourists' characteristics. As Ajzen and Fishbein (2000) pointed out, attitudes are usually dependent on individuals' perceptions. Tourist consumption behaviour demonstrates itself in the decision-making as the emergence of travel needs, the increasing need to solve the travel-related problem, the search for existing alternatives, the evaluation of the available options to meet the need, and the decision to buy the services or the offered products, purchase and post-acquisition need (Boukas, 2014). Tourism consumption behaviour covers many concepts related to deciding to buy a service. These include the motivational factors, intrinsic characteristics, decision-making such as expectations, perceptions and expectations as well as trust and sense of loyalty to an activity, economic unit, a certain destination and service (Cohen, Prayag & Moital, 2014). The decision-making consists of the following elements: the motivation producing the desire to visit a destination or to buy a tourist product, the ideas and images created in tourists' minds, the knowledge owned before or during the decision-making, and the roles of family members or friends in the decision-making process (Maoz, 2006).

Another factor that affects tourists' consumption behaviours is the image (Ballantyne, Packer & Sutherland, 2011), in which four steps are involved. The first is that the image is usually affected by external factors. The others are promotional actions, information available on the internet and media and experiences of acquaintances. The second is that when the decision to buy a service or product is made, the target destination image is interiorized, modified, adapted and assimilated by tourists based on perceptions. In the third stage, the image-related experiences change during the holiday, correcting some aspects and adding new details. In the final stage, the post-holiday image influences future



images, and it thus affects the future decision-making processes and tourists' consumption behaviours (Ballantyne, Packer & Sutherland, 2011).

The motivations of the choices are the other elements influencing tourists' consumption behaviour, which is then affected by tourists' consumption values. Quan and Wang (2004) claim that tourist consumption values seem to progress more stable over time and have more effect on attitudes and perceptions. Ajzen and Fishbein (2000) propose some other aspects and their influence on tourists' decision-making and consumer behaviours as satisfaction, expectations, self-awareness, personality, and loyalty to a particular product/destination. Baker and Crompton (2000) highlight that expectations are built on experiences, individual or non-individual communication, non-personal communication sources, individual traits, such as the gender or nationality stereotype, ways of motivation and attitudes. Knowing all of the attitude-related details makes it possible for the decision-makers and stakeholders of tourism to adapt to the demand as well as improve services, which will then lead the business to success (Kim, Eves, & Scarles, 2009)). This also helps researchers learn about their motivations, the needs of consumers, the effect of varying promotional strategies, as well as the perceived consumer risks regarding varying tourist activities and destinations.

## 2.2. Generation Z

No generation has been named as many terms as Generation Z has been done. The most common terms used for Generation Z, which is the main focus of this research, are iGeneration, Online Generation, Post Millennials, Gen Tech, Switchers, Facebook Generation, "always clicking" and C Generation, which comes from the term "connected" as they are always connected to the internet (Świerkosz-Hołyś, 2016: p. 440). Another term used for Generation Z is R Generation as they are considered the responsible generation (Emese, 2016: p. 67). Generation Z is most commonly defined as the generation born in the late 1990s and early 2000s. Differently from former generations, this generation has grown up in a technological environment. Tapscott (2009) claimed that Generation Z is an internet generation, and this generation has lived in the golden era of information. In this era, control over information is considered very important. Generation Z is addicted to the latest technology.

At the first glance, this generation could seem to be very individualistic and has no desire to share with others. It should be noted here that when this generation could be treated appropriately, the outcomes could be just the opposite of what has been claimed about them. Generation Z uses social media and internet-based applications to have a better link with friends and family. Due to their increased technology use, Generation Z spends more time on their smartphones, which has developed online relations into a new norm. Members of this generation are keen on consuming readily available information when compared to former generations. In the USA, it was found that 92% of Generation Z care about social and environmental issues (Cone Communications, 2017). 92% of them say that they are ready to change their brands to another associated with a good reason and 65% of them

value the Corporate Social responsibility efforts when purchasing something (Cone Communications, 2017).

Another research has found that 42% of Generation Z members tend to start or deepen a relationship with a business offering products/services with a positive effect on the environment and society whereas 38% of them stopped or decreased their relationship with a business that has a negative effect on the environment and society (Deloitte, 2019). Similarly, 85% of the respondents in another study were found to have been involved, at least occasionally, in the following; avoiding the products or services causing environmental damage, trying to boycott the products and services of the companies which have a reputation of bad behaviour, avoiding the companies harming animals, and purchasing organic or fair trade products (Haski-Leventhal and Manefield, 2018).). Members of this generation wish to achieve a good career very quickly without spending much effort. They like mobility and possess foreign language skills, so they tend to look for a job all over the world as well as in their closest environment. They can very easily change their work and leave their routine. This generation is known to be the most sophisticated and educated one (Steinerowska-Streb, Wziątek-Staśko, 2016: p. 81-82). The representatives of this generation consider self-employment a kind of professional activity as it gives them a sense of independence (Pocztowski, Buchelt & Pauli, 2015: p. 19).

Field experts highlight that members of Generation Z can cope with both the real and virtual worlds, easily switching between the two worlds just because they consider that these two worlds complement each other (Żarczyńska-Dobiesz & Chomątowska, 2014: p. 407). Members of this generation can check and source any information they need. Another characteristic of this generation is that they can share information very easily, and they use many different communication devices continuously. They are active social media users and they have many contacts (Emese, 2016: p. 68). Generation Z comments on reality, and the environment in which they live, they do not avoid manifesting their views and attitudes through social media platforms. They also tend to share photos and films. The members of this generation not only use the content available on the internet, but they also contribute to content as well as control it (Hardey, 2011: p. 750-753).

## 2.3. Tourism Marketing

Tourism, as an industry, is the most employment generating industry in the world. The tourism industry needs less investment; however, it still generates billions of foreign currency in host countries. Many countries try to increase their foreign exchange. When this fact is considered, it is seen that the marketing of tourism products and services plays an important role for such countries (Praveenkumar, 2015). Differently from marketing in other fields, marketing in tourism needs a well-planned and integrated approach because when you market a tourism product, you automatically market a country. As claimed by Praveenkumar (2015) marketing of tourism products is integrated with leisure, transportation, communication and service sectors as well as entertainment. In other words, a comprehensive marketing process should



be undertaken when marketing a tourism product or service. The marketing of tourism products and services should be done under two main categories; targeting international visitors and targeting domestic visitors. Marketing of tourism products to international visitors brings a lot of foreign exchange, and marketing of tourism products to domestic visitors improves the equal distribution of the income obtained from the international visitors to other sectors across the host country. In short, all other sectors benefit, directly or indirectly, from tourism marketing. As claimed by Praveenkumar (2015). The participants/players involved in the marketing of tourism products could be classified as international/domestic airlines, local transportation, hotels/resorts/restaurants, governments (through the provision of safety, taxation, visas), health industry, travel agents, Ministry of Tourism, international and domestic promotional organizations, unemployed educated youths in setting up tourism guide/information stations, information technology and telecommunications sector.

Some factors that influence consumers' behaviors in tourism are (Praveenkumar, 2015);

1. Consumers' income: When the income of tourists goes down, the demand for tourism also goes down accordingly.

2. Consumers' tastes: when a certain vacation goes out of style, the demand goes down accordingly.

3. Cost of complementary goods: Let us suppose that air travel is a complementary good to tourism. When the price of that complementary good increases, the demand for that tourism product will decrease accordingly.

Internet marketing strategies for the marketing of tourism products have become very popular recently. Four tactics should be focused on when tourism products are promoted (Praveenkumar, 2015); the first of them is newsletters, deals and Tweets. Sending short messages through blogs regarding a tourism product and good deals is very important in the tourism industry. Through quick and concise contact with potential customers, their attraction could be gathered, and they could be easily let know about the tourism product. The second tactic to be used is article marketing. This strategy is about writing interesting and fun articles about the tourism product. With the help of interesting pieces about tourism products or travel tips, additional tourist traffic could be generated for the target tourism products. With the help of search engines, new customers could be gained. The third tactic is content generation. Content is very important for all web-based businesses as it is a very important tool for the marketing of tourism products. Interesting content should be created about the tourism product together with some relevant tips, and the shared content should be easily accessible through keywords to make visitors read more. The content should also be updated. The last tactic is RSS (a web feed allowing users and applications to contribute to websites in a computer-readable format) feeds and API integration (a set of functions allowing applications to access data and interact with external software components). This is a good way of making revenue. When the relevant data in the content could be shared rapidly across the world, it helps travel sites, agencies, airlines and hotels to share the same info and thus to conduct their business

(Praveenkumar, 2015).

#### 2.4. The Role of Consumer Behavior in Marketing

The primary purpose of marketing is to provide more value for the targeted customers than their competitors do. Customer value is the difference between the benefits obtained from the total product and the cost of obtaining that benefit (Hawkins & David, 2015). The company providing the service or product has to consider the value through the eyes of their customers. A determined price could be a good deal for the company, but it may not be a good one for the customer. Pricing of a product and service is difficult as firms aim to maximize their best profits as well as increase their sales. Setting a high price for a product does not mean a big profit. Firms aim to increase their sales to help the company survive and grow. Firms need to learn about the needs and reactions of consumers and thus they can offer them the best value for the money paid for their products, which in turn helps them make more profit. Marketing strategies of firms are based on consumer behaviours as seen below (Bakator et. al., 2016):

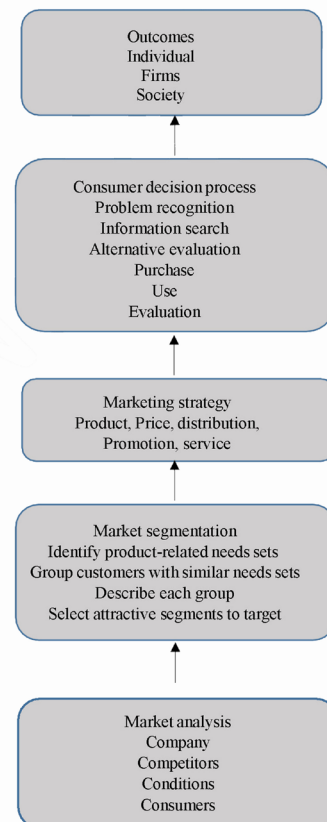


Figure 1: Marketing strategy (Hawkins & David, 2015)

Marketing strategies in the tourism sector always need reformulating, and these reformulated strategies look for new ways to provide the consumer in the sector more value rather than being involved in a competition. The tourism sector has always been prone to economic crises and crises cause an increase in uncertainty as a major factor in today's economic systems because uncertainty affects some macroeconomic parameters as well as the behavior decisions of consumers based on their most recent priorities (Işık, Sirakaya-Turk & Ongan, 2020). Marketing strategies should involve the marketing

mix; products, price, communications, distribution and services. All characteristics of a product form the total product, and then this total product is delivered to customers (Customer research method, 2021). The main factors that influence a marketing process are the perception or sensation of the product and the company. What affects the customers and customers' beliefs plays a key role in the marketing strategy to be adopted by a company. Cognition and social influences have a two-way effect on consumers, which means that consumers are influenced by these factors, and the same factors are influenced by consumers. The consumer forms the informal structure of the product delivered to customers. The choices and preferences that customers make are integral parts of a customer. The communication built between the company and the delivered product makes it possible to flow

### 3. METHOD

The universe of this research consists of all ages covered within the scope of Gen X, Y and Z in Turkey, which means that research findings will be generalized to the whole of Gen X, Y and Z. The sample size was taken at least 384 for each generation as suggested by Cohen, Manion and Morrison (2000) to make sure that the sample is a real representative of the universe. This means that at least 1152 participants from the three generations should complete the research questionnaire. The data in the research were collected from respondents using an anonymous online survey and using the convenience sampling method due to time, space and cost-related constraints. The reason to choose the survey method is that it is usually used to gather data about human behavior describing and exploring their behaviors just as needed in this research (Singleton & Straits,

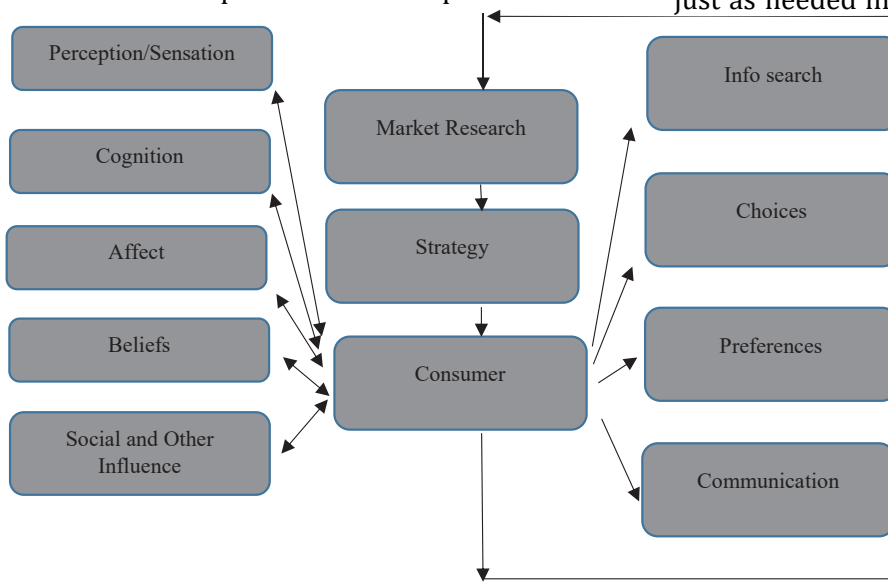


Figure 2: Impact factors on consumers (Hartline & Ferrell 2011)

information. All of these are closely based on market research and the development of relevant strategies for delivering high-quality products at affordable prices (Hartline & Ferrell, 2011).

As seen in Figure 2, all of the factors involved in marketing strategy are integrated into one another. All of these factors should be considered in determining marketing strategy, and thus firms could deliver products and services that will satisfy the needs of target consumers, which will automatically ensure a profit and a good position in the market. As claimed by Bakator et. al. (2016), what consumers perceive about a product and service may differ from what a company may perceive about their services and products, which may be due to misconception of the purpose, quality and price of the delivered product. It is possible to see many products in the market that sell a lot whereas they have lower quality. It is also possible to see many high-quality technological products that firms consider very valuable and so determine a high price for them, but it does not sell as planned in the market. This shows that price is very influential in the perception of consumers regarding a product. In other words, firms could spend a lot of money on developing and advertising a new innovative product or service, but it may still lose the market and money as it failed to attract consumers' interest.

2009). The data collection tool used in this study was adapted from Husein et. al. (2017), which was conducted to examine the profile and behavior of Generation Z in another context. The approval of İzmir Katip Çelebi University's ethics committee was obtained before data collection to ensure data collection from the sample in an ethical manner. The research survey included some self-report measurement items as well as some demographic items, and it was administered in January-February, 2022 in Turkey. Participants could choose more than one response in all items and an "other" option was also provided for each

item considering that there might be some options that the researcher might have missed out. The survey was administered online to the participants from Generation X, Y and Z, and their consumption behaviour in decision making for a travel activity based on Cohen's (1972) Theory of Tourist Behavior based on the stage of initiation, information search, assessment, final decision, during travel and post-travel. When necessary, the survey link was sent to the participants via e-mail and digital applications. It took about 5 minutes for each participant to complete the survey and all participants were informed about the purpose of the research.

A pre-test was conducted with 20 respondents first to see if there was any criticism regarding the understanding of the items on the scale, relevant revisions were performed on the scale items when necessary, and the final scale was administered to the members of Generation X, Y and Z. The participants were first asked to choose out of the given options; Gen X (born between 1965- 1979), Gen Y (born between 1980-1999) and Gen Z (born between 2000-2012) and thus it was made sure that no member of other generations could complete the survey. The researcher monitored the participation level during the data collection process to keep the participation from each generation at least close to one another, sending the survey link to the Generation which needed more participation. Frequency analysis was

performed on the collected data to respond to the first and second research questions, and the findings were interpreted based on the comparison of the scores in percentages.

#### 4. FINDINGS

##### 4.1. Demographic Findings

As seen in Table 1, 2084 participants completed the survey and 723 of them were members of Gen-X, 710 of them were members of Gen-Y and 651 of them were members of Gen-Z.

Generation	Percentage
Gen Z (born between 2000-2012)	31,2 (N= 651)
Gen Y (born between 1980-1999)	34,1 (N=710)
Gen X (born between 1965-1979)	34,7 (N= 723)
<b>Total</b>	<b>2084</b>

Table 1: Distribution of Generations

As seen in Table 2, 60, 4% of Gen X participants were female whereas 39, 6% of them were male. 58, 7% of Gen Y participants were female whereas 41,3% of them were male. 61,2% of Gen Z participants were female whereas 38,8% of them were male. As gender is not an issue considered as a variable, no further analysis was performed on the research data based on gender.

Generation	Male (%)	Female
Gen X (born between 1965-1979)	39,6	60,4
Gen Y (born between 1980-1999)	41,3	58,7
Gen Z (born between 2000-2012)	38,8	61,2

Table 2: Gender Distribution of Gen X-Y-Z

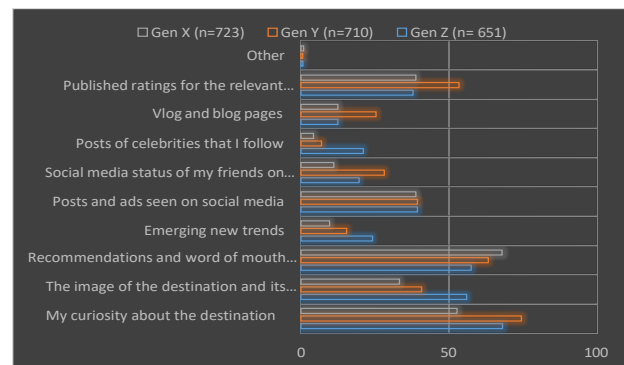
As seen in Table 3, which presents details regarding the educational background of the participants, the percentage of primary school graduates from Gen X was 5,6% and it was 3,7% for Gen Y and it was 0% for Gen Z. The percentage of secondary school graduates from Gen X was 11,8% and it was 8% for Gen Y and it was 10,6% for Gen Z. The percentage of high school graduates from Gen X was 26,9% and it was 9,9% for Gen Y and it was 31,8% for Gen Z. The percentage of undergraduate students from Gen X was 11,8% and it was 11,6% for Gen Y and it was 56,1% for Gen Z. The percentage of the graduate of the university from Gen X was 26,7% and it was 26,7% for Gen Y and it was 1,5% for Gen Z. The percentage of postgraduate from Gen X was 16,9% and it was 28% for Gen Y and it was 0% for Gen Z.

Degree Held	Gen X (%)	Gen Y (%)	Gen Z (%)
Postgraduate	16,9	28	0
Graduate of University	26,7	26,7	1,5
Undergraduate Student	11,8	11,6	56,1
High School	26,9	9,9	31,8
Secondary School	11,8	8	10,6
Primary School	5,6	3,7	0
Total	100	100	100

Table 3. Details regarding the educational background of the participants

##### 4.2. Findings regarding the Initiation stage of Decision-making

As seen in Graph 1, which presents details regarding the factors that influence the decision-making processes of participants when deciding on a trip to any destination, the percentage of those from Gen X was 38,9% and it was 53,5% for Gen Y and it was 37,9% for Gen Z in “published ratings for the relevant destination of social media platform” as a factor influencing their decision- making processes. The percentage of those from Gen X was 12,5% and it was 25,4% for Gen Y and it was 12,5% for Gen Z in “Vlog and blog pages”. The percentage of those from Gen X was 4,2% and it was 7% for Gen Y and it was 21,1% from Gen Z in “posts of celebrities that I follow”. The percentage of those from Gen X was 11,1% and it was 28,2% for Gen Y and it was 19,7% from Gen Z in “Social media status of my friends on social media” as a factor influencing their decision-making processes when deciding on a trip to any destination. The percentage of those from Gen X was 38,9% and it was 39,4% for Gen Y and it was 39,4% from Gen Z in “Posts and ads seen on social media”. The percentage of those from Gen X was 9,7% and it was 15,5% for Gen Y and it was 24,2% from Gen Z in “Emerging new trends”. The percentage of those from Gen X was 68,1% and it was 63,4% for Gen Y and it was 57,6% from Gen Z in “Recommendations and word of mouth of others”. The percentage of those from Gen X was 33,3% and it was 40,8% for Gen Y and it was 56,1% from Gen Z in “The image of the destination and its impact on me”. The percentage of those from Gen X was 52,8% and it was 74,6% for Gen Y and it was 68,2% from Gen Z in “My curiosity about the destination”.



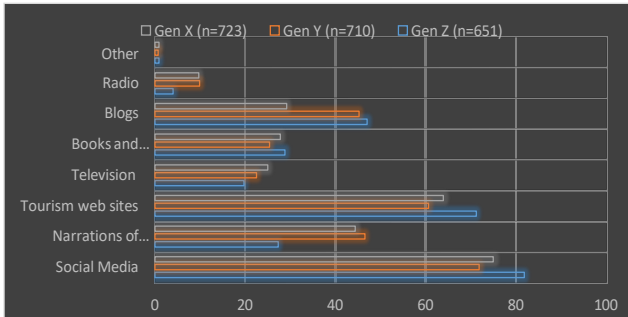
Graph 1: Factors that influence the decision-making processes of participants when deciding on a trip to any destination

##### 4.3. Findings regarding Information Search Stage of Decision-making

As seen in Graph 2, which presents details regarding the channels that participants use to access the necessary information about the relevant destination, the percentage of those from Gen X was 75% and it was 71,8% for Gen Y and it was 81,8% for Gen Z in the channel “Social Media”. The percentage of those from Gen X was 44,4% and it was 46,5% for Gen Y and it was 27,3% from Gen Z in the channel “Narrations of others”. The percentage of those from Gen X was 63,9% and it was 60,6% for Gen Y and it was 71,2% from Gen Z in the channel “Tourism web sites”. The percentage of those from Gen X was 25% and it was 22,5% for Gen Y and it was 19,7% from Gen Z in the channel “Television”. The percentage of those from Gen X was 27,8% and it was 25,4%



for Gen Y and it was 28,8% for Gen Z in the channel “Books and magazines”. The percentage of those from Gen X was 29,2% and it was 45,2% for Gen Y and it was 47% from Gen Z in the channel “Blogs”. The percentage of those from Gen X was 9,7% and it was 9,9% for Gen Y and it was 4% from Gen Z in the channel “Radio”. The percentage of those from Gen X was 0,9% and from Gen Y was 0,7% and it was 0,9%



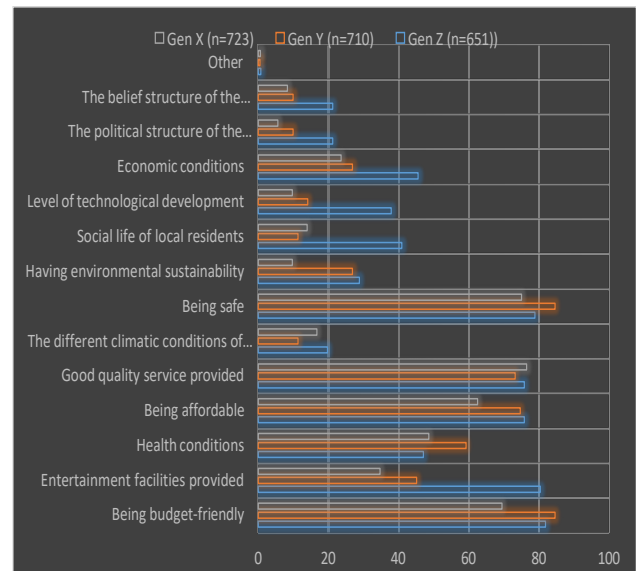
Graph 2: I access the necessary information about the relevant destination through the following channels;

from Gen Z in “Other”

#### 4.4. Findings regarding Assessment Stage of Decision-making

As seen in Graph 3, which presents details regarding the points that are important in participants’ search for information about a particular destination, the percentage of those from Gen X was 69,4% and it was 84,5% for Gen Y and it was 81,8% from Gen Z in “Being budget- friendly”. The percentage of those from Gen X was 34,7% and it was 45,1% for Gen Y and it was 80,3% for Gen Z in “Entertainment facilities provided”. The percentage of those from Gen X was 48,6% and it was 59,2% for Gen Y and it was 47% for Gen Z in “Health conditions”. The percentage of those from Gen X was 62,5% and it was 74,6% for Gen Y and it was 75,8% for Gen Z in “Being affordable”. The percentage of those from Gen X was 76,4% and it was 73,2% for Gen Y and it was 75,8% for Gen Z in “Good quality service provided”.

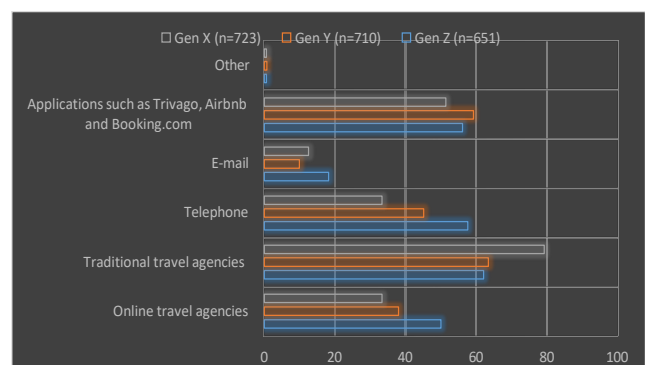
The percentage of those from Gen X was 16,7% and it was 11,3% for Gen Y and it was 19,7% for Gen Z in “The different climatic conditions of the destination from where I live”. The percentage of those from Gen X was 75% and it was 84,5% for Gen Y and it was 78,8% from Gen Z in “Being safe”. The percentage of those from Gen X was 9,7% and it was 26,8% for Gen Y and it was 28,8% for Gen Z in “Having environmental sustainability”. The percentage of those from Gen X was 13,9% and it was 11,3% for Gen Y and it was 40,9% for Gen Z in “Social life of residents”. The percentage of those from Gen X was 9,7% and it was 14,1% for Gen Y and it was 37,9% for Gen Z in “Level of technological development”. The percentage of those from Gen X was 23,6% and it was 26,8% for Gen Y and it was 45,5% for Gen Z in “Economic conditions”. The percentage of those from Gen X was 5,6% and it was 9,9% for Gen Y and it was 21,2% for Gen Z in “The political structure of the destination”. The percentage of those from Gen X was 8,3% and it was 9,9% for Gen Y and it was 21,2% for Gen Z in “The belief structure of the destination”. The percentage of those from Gen X was 0,7% and it was 0,5% for Gen Y and it was 0,6% for Gen Z in “Other”.



Graph 3: The points that are important in the search for information about a particular destination

#### 4.5. Findings regarding the final decision stage of decision-making

As seen in Graph 4, which presents details regarding the channels used by participants at the stage of final purchase decision, the percentage of those from Gen X was 33,3% and it was 38% for Gen Y and it was 50% for Gen Z in “Online travel agencies”. The percentage of those from Gen X was 79,2% and it was 63,4% for Gen Y and it was 62,1% for Gen Z in “Traditional travel agencies”. The percentage of those from Gen X was 33,3% and it was 45,1% for Gen Y and it was 57,6% for Gen Z in “Telephone”. The percentage of those from Gen X was 12,5% and it was 9,9% for Gen Y and it was 18,2% for Gen Z in “E-mail”. The percentage of those from Gen X was 51,4% and it was 59,2% for Gen Y and it was 56,1% for Gen Z in “Applications such as Trivago, Airbnb and Booking.com”. The percentage of those from Gen X was 0,6% and it was 0,7% for Gen Y and it was



Graph 4: The channels used at the stage of the final purchase decision

0,6% for Gen Z in “Other”.

#### 4.6. Findings Regarding the During Travel

As seen in Graph 5, which presents details regarding what participants prefer when they are travelling, the percentage of those from Gen X was 59,7% and it was 67,6% for Gen Y and it was 63,6% for Gen Z in “I prefer to travel to places that have been visited by others before”. The percentage of those from Gen X was 31,9% and it was 40,8% and

it was 33,3% from Gen Z in "I prefer to use local facilities". The percentage of those from Gen X was 34,7% and it was 31% for Gen Y and it was 37,9% from Gen Z in "I prefer to interact with local people". The percentage of those from Gen X was 11,1% and it was 21,1% for Gen Y and it was 42,4% from Gen Z in "I prefer to travel with a backpack".

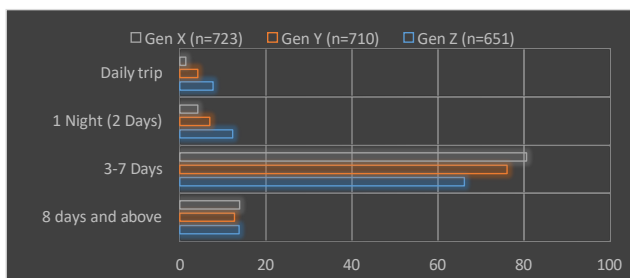
The percentage of those from Gen X was 9,7% and it was 18,3% for Gen Y and it was 6,1% from Gen Z "I prefer to travel to places that have not been visited much before and do not have many tourist facilities". The percentage of those from Gen X was 36,1% and it was 36,6% for Gen Y and it was 33,3% from Gen Z "I prefer to travel to famous places with high-quality facilities". The percentage of those from Gen X was 18,1% and it was 16,9% for Gen Y and it was 15,2% from Gen Z "I prefer to be tour-guided by a professional tour guide". The percentage of those



Graph 5: What participants prefer when they are travelling

from Gen X was 0,5% and it was 0,7% for Gen Y and it was 0,6% for Gen Z in "Other".

As seen in Graph 6, which presents details regarding the average duration of participants' trips, the percentage of those from Gen X was 13,9% and it was 12,7% for Gen Y and it was 13,8% from Gen Z in "8 days and above". The percentage of those from Gen X was 80,6% and it was 76,1% for Gen Y and it was 66,2% for Gen Z in "3-7 Days". The percentage of those from Gen X was 4,2% and it was 7% for Gen Y and it was 12,3% for Gen Z in "1 Night (2 Days)". The percentage of those from Gen X was 1,4% and it was

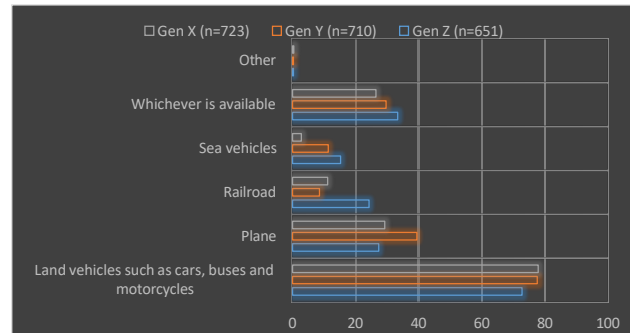


Graph 6: Average duration of participants' trips

4,2% for Gen Y and it was 7,7% from Gen Z in "Daily trip".

As seen in Graph 7, which presents details regarding the preferred travel vehicles of the participants, the percentage of those from Gen X was 77,8% and it was 77,5% for Gen Y and it was 72,7%

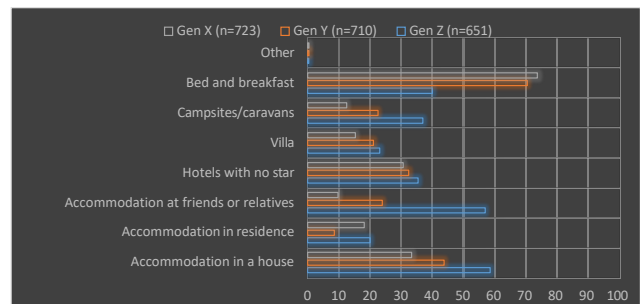
from Gen Z in "Land vehicles such as cars, buses and motorcycles". The percentage of those from Gen X was 29,2% and it was 39,4% for Gen Y and it was 27,3% for Gen Z in "Plane". The percentage of those from Gen X was 11,1% and it was 8,5% for Gen Y and it was 24,2% for Gen Z in "Railroad". The percentage of those from Gen X was 2,8% and it was 11,3% for Gen Y and it was 15,2% for Gen Z in "Sea vehicles". The percentage of those from Gen X was 26,4% and it was 29,6% for Gen Y and it was 33,3% for Gen Z in "Whichever is available". The percentage of those



Graph 7: Preferred travel vehicles of the participants

from Gen X was 0,3% and it was 0,3% for Gen Y and it was 0,4% from Gen Z in "Other".

As seen in Graph 8, which presents details regarding the participants' preferences for accommodation during their travels, the percentage of those from Gen X was 33,3% and it was 43,7% for Gen Y and it was 58,5% for Gen Z in "Accommodation in a house". The percentage of those from Gen X was 18,1% and it was 8,5% for Gen Y and it was 20% for Gen Z in "Accommodation in residence". The percentage of those from Gen X was 9,7% and it was 23,9% for Gen Y and it was 56,9% for Gen Z in "Accommodation at friends or relatives". The percentage of those from Gen X was 30,6% and it was 32,4% for Gen Y and it was 35,4% from Gen Z in "Hotels with no star". The percentage of those from Gen X was 15,3% and it was 21,1% for Gen Y and it was 23,1% for Gen Z in "Villa". The percentage of those from Gen X was 12,5% and it was 22,5% for Gen Y and it was 36,9% for Gen Z in "Campsites/caravans". The percentage of those from Gen X was 73,6% and it was 70,4% for Gen Y and it was 40 % for Gen Z in "Bed and breakfast". The percentage of those from Gen X was 0,3% and it was 0,4% for Gen Y and it was 0,4 % from Gen Z



Graph 8: Participants' preferences for accommodation during their travels

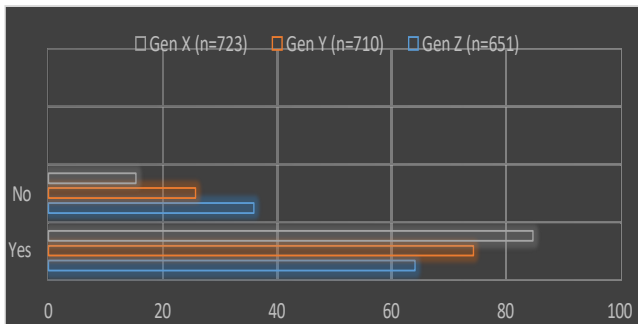
in "Other".

#### 4.7. Findings Regarding Post-travel

As seen in Graph 9, which presents details regarding whether participants provide positive or negative feedback on the products and services offered after their trip, the percentage of those from



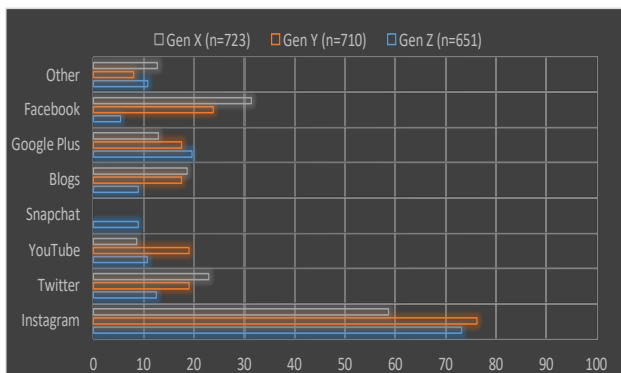
Gen X was 84,7% and it was 84,3% for Gen Y and



Graph 9: Participants' provision of positive or negative feedback on the products and services offered after their trip

it was 64,1% from Gen Z in "Yes". The percentage of those from Gen X was 15,3% and it was 25,7% for Gen Y and it was 35,9% from Gen Z in "No".

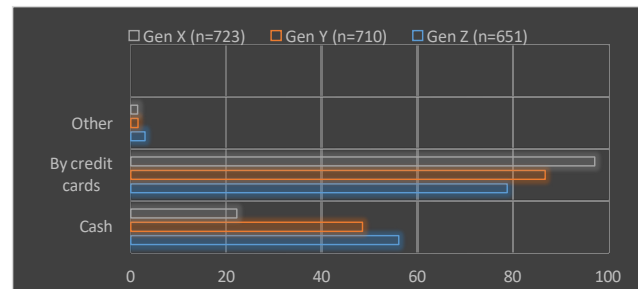
As seen in Graph 10, which presents details regarding the channels that participants use to provide feedback on products and services that they have used during their travels, the percentage of those from Gen X was 58,6% and it was 76,2% for Gen Y and it was 73,2% from Gen Z in "Instagram". The percentage of those from Gen X was 22,9% and it was 19% for Gen Y and it was 12,5% for Gen Z in "Twitter". The percentage of those from Gen X was 8,6% and it was 19% for Gen Y and it was 10,7% for Gen Z in "YouTube". The percentage of those from Gen X was 0% and it was 0% for Gen Y and it was 8,9% for Gen Z in "Snapchat". The percentage of those from Gen X was 18,6% and it was 17,5% for Gen Y



Graph 10: The channels that participants use to provide feedback on products and services

and it was 8,9% for Gen Z in "Blogs". The percentage of those from Gen X was 12,9% and it was 17,5% for Gen Y and it was 19,6% for Gen Z in "Google Plus". The percentage of those from Gen X was 31,4% and it was 23,8% for Gen Y and it was 5,4% from Gen Z in "Facebook". The percentage of those from Gen X was 12,7% and it was 8% for Gen Y and it was 10,8% for Gen Z in "Other".

As seen in Graph 11, which presents details regarding the preferred payment method of the participants at the purchase stage, the percentage of those from Gen X was 22,2% and it was 48,5% for Gen Y and it was 56,1% for Gen Z in "cash". The percentage of those from Gen X was 97,2% and it was 86,8% for Gen Y and it was 78,8% from Gen Z in "by credit cards". The percentage of those from Gen



Graph 11: Preferred payment methods of the participants at the purchase stage

X was 1,4% and it was 1,5% for Gen Y and it was 3% from Gen Z in "other".

### 5. DISCUSSION AND IMPLICATIONS

This study examined the participants from the three generations; X, Y and Z covering representatives from all educational backgrounds and genders to make the research sample a real representative of the examined three generations. The almost equal distribution regarding gender, educational background and gender in the study is the proof that this has been achieved. When the number of total participants from the three generations is considered, which is 2084, this research could be claimed to have covered X, Y and X generations, already exceeding the minimum number of participants calculated to be 1152 at the start of the research. It is important to highlight that the focus of this research is Gen Z, and Gen X and Y were included in the research just to make clear the behavioral changes in Gen Z regarding their decision-making processes for tourism products comparing the findings from the examined generations based on the stages of Cohen's (1972) Theory of Tourist Behavior; initiation, information search, assessment, final decision, during travel and post-travel. Therefore, the discussion and implications in the study have been made from Gen Z's perspective considering that Gen Z will be the dominant consumers of tourism products and services soon. To sum up, Gen Z was found to have been affected by posts of celebrities that they followed on social media more than the former generations X and Y, so celebrities are expected to play a major role in the marketing of tourism products in the future.

Gen Z was found to have been affected by the new trends in tourism much more than Gen X and Y in their decision-making processes for travel. Gen Z was found to have been affected by the image of the destination more than Gen X and Y. What is interesting is that the three generations examined within the scope of the study were found to have been almost equally affected by posts and ads on social media platforms in deciding for a certain destination. Another interesting finding of the research is that Gen Z was affected by recommendations and word of mouth, which is considered a traditional marketing tool, less than Gen X and Gen Y. When the examined generations were considered in terms of the channels used to access information needed for a destination, it was found that Gen Z used blogs, tourism websites and social media more than Gen X and Y. However, the use of radio, TV and narrations of others were found to be used less by Gen Z than Gen X and Y.

Regarding the points that are important in

participants' search for information about a particular destination, the factors such as "entertainment facilities provided", "being affordable", "different climatic conditions of the destination from where participants live", "having environmental sustainability", "the social life of residents", "level of technological development", "economic conditions", "the political structure of the destination", "the belief structure of the destination" were found to be more important for Gen Z than Gen X and Y. What is another interesting finding of the study is that Gen Z pays less attention to the health conditions than Gen X and Gen Y, which is very attention-grabbing when the fact that this research was conducted following Covid-19 pandemic is considered. This reveals that Gen Z is not keen on hygiene as expected due to the Covid-19 pandemic period. It was also found that Gen Z gave more importance to budget-friendliness than Gen Y, but less than Gen X, which reveals that Gen Z members are more careful in spending money for tourism products. Regarding the channels used at the stage of final purchase decision, email, online travel agencies and telephone were found to have been used more by Gen Z than Gen X and Y whereas Gen Z used traditional travel agencies less than Gen X and Gen Y. Gen Z was found to have used apps such as Trivago, Airbnb and Booking more than Gen X, but less than Gen Y.

Regarding what participants preferred when they are travelling, Gen Z was found to have preferred travelling light with just a backpack and interacting with the local people when travelling, more than Gen X and Gen Y. Gen Z were found to have preferred to be guided by a tour guide and to travel to famous places with high-quality facilities less than Gen X and Gen Y, which is in parallel with another finding which suggests that Gen Z preferred to travel to places that have not been visited before and that do not have many tourism facilities less than Gen X and Gen Y. Therefore, Gen Z members could be expected to be interested in the niche and alternative tourism forms more than the former generations.

Regarding the average duration of participants' trips, Gen Z was found to prefer daily and one night-two day tours more than Gen X and Gen Y, which reveals that Gen Z tends to be more mobile than former generations. Regarding the preferred travel vehicles for their travel, Gen Z was found to have preferred travelling by railroad and sea vehicles as well as whichever is available as long as it is convenient more than Gen X and Gen Y whereas they preferred to travel by plane and land vehicles less than Gen X and Gen Y. Regarding the participants' preferences for accommodation during their travels, campsites and caravans, hotels with no star or hostels, rental houses, staying at friends and relatives were found to have been preferred more by Gen Z than Gen X and Y. Bed and breakfast type accommodation was found to be preferred by Gen Z less than Gen X and Gen Y. These findings show that Gen Z does not give much importance to luxury in their accommodation and travel means.

Regarding the provision of positive or negative feedback after the trip on the products and services, Gen Z was found to have provided feedback about the products and services much less than Gen X and Y, which highlights the importance of ensuring the satisfaction of Gen Z travellers by tourism establishments as they will have no chance to get feedback about the delivered service and product

to repair any dissatisfaction and improve their services. In other words, it is expected that Gen Z will be difficult to make loyal customers. This means that members of Gen Z directly stop consuming tourism services and products once they are not satisfied and they do not try to improve the service by providing feedback, positive or negative. Regarding the channels used by generations to provide feedback on products and services used during their travels, Google Plus was found to have been used most whereas Facebook was used the least by Gen Z as well as less use of blogs, YouTube and Twitter than Gen X and Y. Instagram was found to be a very common channel used by Gen Z to deliver their feedback; however, what is interesting is that Gen Y was found to have used Instagram more than both Gen X and Z.

This research aimed to make a comparative analysis of Generation Z's consumption behaviours of tourism products as they are considered the biggest challenge for marketing efforts in the future (Morgan, 2016). Ozkan and Solmaz (2015) researched this generation and found that they tend to seek happiness and independence, which is in line with the findings of this research. This study also revealed that Gen Z corresponds to a travel profile breaking traditional tourism understanding through their accommodation and travel-related choices and their relationship with the local people and environment of the visited destinations as agreed by Van de Walle (2011). What this study contradicts with the literature is that cultural contents play a less important role compared to the former generations as suggested by Negruşa & Toader (2018). The findings of this study also agree with some of the findings of the research by Mignon (2013) in search for opportunities but disagree with the use of word of mouth recommendations to decide on their destination and increased use of low-cost services. The increase in the inclination of Gen Z to low-cost services could be due to their lack of economical freedom, which could change once more of them start to make their own money. As this study aimed, Gen Z requires a rethinking of the tourism model as also claimed by Haddouche & Salomone (2018: p. 70). This study aims to highlight the importance for marketers to pay more attention to how Gen Z's consumer behaviours are related to a smart purchase as highlighted by Priporas, Stylos & Fotiadis (2017)

The findings of this research suggest that Generation Z members choose mainly authentic tourism activities during their vacations. Another important finding is the high use of the Internet for gathering tourist information as well as booking online for their tourism products. The search on the Internet, as well as the use of online reservation sites and tourism blogs, are frequently used options for Generation Z members. It is clear that, when Gen Z and Gen X are compared, there is a very clear difference between the younger generation and older generations' way of consuming tourism products and services. Marketers of tourism products and services should face the challenge of winning the younger generations as suggested by Li et. al. (2013) without excluding the needs of former generations. Therefore, tourism professionals dealing with the task of tourism marketing should take consider this in their future business activities, to better address their potential customers and be prepared

for the changes in the field of tourism (Haddouche & Salomone, 2018). Moreover, a good relationship with customers (Anton & Costache, 2012) and innovations should be considered important for every tourism firm, no matter how big they are (Balasescu, 2012) to adapt and develop a proactive style for any crisis affecting tourism.

When the varying consumption behaviours of Generation X, Y and Z in this study are considered from a multi-generational marketing perspective, it is clear that no marketing attempt will solely focus on generation Z and will exclude former generations X and Y just because both Gen X and Gen Y will keep their demand for tourism products but Gen Z will have an increasing demand for tourism products. Therefore, marketing of tourism products should move from an age perspective, which is based on that individuals' perceptions, tastes, lifestyles and attitudes tend to change significantly over a lifetime and specific behaviors match with specific age groups, so marketers should use this match for segmentation, targeting and positioning (Chaney, Touzani & Ben Slimane, 2017), to multi-generational marketing perspective, which is based on that marketers go beyond unique needs of members of one generation and aim to satisfy members of more than one generation (Chaney, Touzani & Ben Slimane, 2017). Gen X, Y and Z are the three dominant consumers in the market now whereas Y seems to be the most demanding generation in numbers in the market. However, marketers should remember that Generation Z is the future of marketing activities for tourism products. Therefore, considering that each generation is characterized by unique lifestyles experiences, unique expectations, demographics and values (Williams & Page, 2011, p. 1), this study aimed to reveal the consumption behaviors of three generations, specifically concerning the decision-making behavior of tourism consumers in line with the stages suggested by Cohen (1972).

This research contributed to the literature by providing empirical data comparing the consumption behaviors of generations X, Y and Z regarding tourism products. This study also contributed to the literature suggesting multi-generational marketing rather than age-based marketing. The third contribution of this research is that this research was conducted just after an almost two-year-Covid-19 pandemic period, which means a two-year uncertainty, and uncertainty changes consumers' behavior decisions in the consumption of services and goods. Therefore, the findings of this research could be used to redesign future marketing activities of tourism products in the post-pandemic era.

The following issues should be considered in future marketing strategies in the tourism sector;

- Experiences should be sold rather than products.
- Video content is the key, so more video content should be developed and used on varying platforms. Gen Z members should be hooked through interesting and interactive video content
- Major influencer campaigns should be implemented.
- Firms should engage with customers building more interaction through digital channels
- Privacy should be ensured in the marketing methods as members of Gen Z is keen on privacy.

## 6. RECOMMENDATIONS FOR FUTURE RESEARCH

This research examined the consumption behaviors of Generation X, Y and Z, compared findings among generations and has drawn some conclusions regarding the marketing experiences and products in tourism from Generation Z's perspective. Therefore, future research in the field could focus on the effect of marketing experiences and products on varying generations. This research has also found that influencers have an effect on the examined generations as a marketing tool, so future research could focus on the degree of this effect on varying generations through a comparative analysis.

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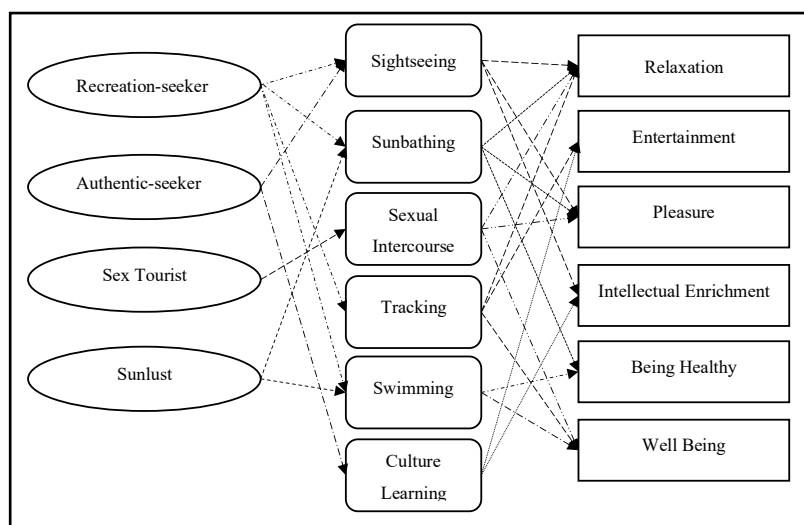


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When essential, it can be also published photographs (preferably black and white), to be submitted electronically at the end of the paper.

Only very few tables and figures (preferably, less than five in total) central to the discussion can be accommodated. The rest, including those with limited value/data, should be deleted and instead their essence incorporated into the body of the text. All tables and figures (including photos) must appear in “portrait”, not “landscape”, format.

#### 4. In-text Citations

The format for making references in the text is as follows:

- Single reference: Emir (2013) states that . . . Or it is emphasized that . . . (Emir, 2013).
- Multiple references: (Aksöz 2017; Bayraktaroğlu 2016; Özel 2014; Yilmaz, 2013; Yüncü 2013). Please note that authors in this situation appear in alphabetical order (also note the use of punctuation and spacing).
- Using specific points from a paper, including direct quotations or referring to a given part of it: (Asmadili & Yüksek 2017, pp. 16-17). This reference appears at the end of the quotation. Please note that there is no space between the colon and the page numbers.
- Longer quotations (50 words or longer) appear indented on both margins, ending with the reference: . . . (2004, p. 37).
- Multi-author sources, when cited first in the paper, should name all co-authors, for example (Gunay Aktas, Boz, & Ilbas 2015); thereafter, the last name of the first author, followed with et al (Gunay Aktas et al. 2015). Please note that et al is not followed with a period.
- References to personal communication appear parenthetically: . . . (Interview with the minister of tourism in 2006) and are not included in the reference list.

- Works by association, corporation, government policies: First citation: United Nations World Tourism Organization (UNWTO), 2014). For subsequent citation: (UNWTO, 2014). Please avoid introducing acronyms which are used less than about five times in the whole text.
- Unfamiliar terms, particularly those in foreign languages, need to appear in italics, followed with their meaning in parenthesis.
- The whole text must be written in the third person. The only exception is when the usage occurs in direct quotes.
- For the sake of uniformity and consistency, American spelling should be used throughout the paper. Please utilize the Spell Check feature of the computer (click on the American spelling option) to make sure that all deviations are corrected, even in direct quotations (unless the variation makes a difference in the discussion).
- The use of bullets and numbers to list itemized points or statements should be avoided. If it is necessary to delineate certain highlights or points, then this can be worked out in a paragraph format: .... One, tourism.... implemented. Two, a search goal .... is understood. Three, ....
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- Numbers under 10 are spelled out, but all dollar amounts appear in Arabic numerals.
- Please use % after numbers (ie, 15%, not 15 percent).
- Frequent use of keywords or pet words must be avoided. If the chapter is dealing with “wellness tourism” it should be recognized that the reader knows that the chapter is dealing with this subject. Such uses/repetitions must be carefully avoided.
- Please use “tourist” when referring to the person (and please avoid using “traveler” and “visitor”— unless the article is defining and distinguishing among them) and use “tourism” when discussing the industry/phenomenon. “Travel” and “tourism” are not used synonymously.
- Very long or very short paragraphs should be avoided (average length: 15 lines or 150 words).

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The heading for this bibliographic list is simply REFERENCES, and is centered. All entries under this heading appear in alphabetic order of authors. Only references cited in the text are listed and all references listed must be cited in the text. Reference lists of all chapters are eventually consolidated by the volume editor into one and placed at the end of the book.

### 5.1. Journal Articles

Aksöz, E. O. (2015). Perceived Image of Cittaslow By Tourism Students: The Case of Faculty of Tourism, Anadolu University-Turkey. *Annals of Faculty of Economics*, 1 (2), pp. 331-339.

Dogru T., Isik, C., & SirakayaTurk E. (2019). The Balance of Trade and Exchange Rates: Theory and Contemporary Evidence From Tourism. *Tourism Management*, 74 (4), pp. 12-23.

Sezgin, E., & Duz, B. (2018). Testing the proposed “GuidePerf” scale for tourism: performances of tour guides in relation to various tour guiding diplomas. *Asia Pacific Journal of Tourism Research*, 23 (2), pp. 170-182.

### 5.2. Online Journal Articles

Yukse, G. (2013). Role of Information Technologies In Travel Business And Case Of Global Distribution System: AMADEUS, *AJIT-e: OnlineAcademic Journal ofInformation Technology*, 4(12), pp. 17-28, Retrieved from //.....



### 5.3. Conference Proceedings

Yilmaz, A., & Yetgin, D. (2017). Assessment on Thermal Tourism Potential in Eskisehir through the Tour Guides' Perspective. *5th International Research Forum on Guided Tours, (5th IRFGT)*, University of Roskilde, Denmark, pp.70-84.

### 5.4. Book

Kozak, N. (2014). *Academic Journal Guides of Turkey (1st Ed.)*. Ankara: Detay Publishing

### 5.5. Article or Chapter in Edited Book

Kaya-Sayarı, B., & Yolal, M. (2019). The Postmodern Turn in Tourism Ethnography: Writing against Culture. In *Tourism Ethnographies, Ethics, Methods, Application and Reflexivity* (Eds: H. Andrews, T. Jimura, & L. Dixon), pp. 157-173. New York, NY: Routledge.

### 5.6. More than one Contribution by the Same Author

Coşkun, I.O., & Ozer, M. (2014). Reexamination of the Tourism Led Growth Hypothesis under Growth and Tourism Uncertainties in Turkey. *European Journal of Business and Social Sciences*, 3(8), pp. 256-272.

Coşkun, I.O., & Ozer, M. (2011). MGARCH Modeling of Inbound Tourism Demand Volatility in Turkey. *Management of International Business and Economic Systems (MIBES) Transactions International Journal*, 5(1), pp. 24-40.

If an author has two or more publications in the same year, they are distinguished by placing a, b, etc. after the year. For example, 1998a or 1998b, and they are referred to accordingly in the text.

### 5.7. Thesis/Dissertation

Toker, A. (2011). *The Role of Tourist Guides at Sustainability of Cultural Tourism: Ankara Sample* ( Unpublished Master's Thesis). Anadolu University, Eskisehir, Turkey.

Bayraktaroğlu, E. (2019). *Establishing Theoretical Background of Destination Value* (Unpublished Doctoral Dissertation). Anadolu University, Eskişehir, Turkey.

### 5.8. Trade Publications/Newspapers

Same as journal articles (with article title, volume number, etc., as above).

### 5.9. Internet

Name of the Site, Date, Title of the Article/Publication Sourced .

If the date the site was visited is important: 2004 Title of the Article/Publication Sourced < //www.....> (18 November 2005).

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The School of Tourism and Hotel Management established in 1993 was transformed to the Faculty of Tourism by the Decision of the Council of Ministers published in the Official Gazette dated 10 January 2012 (2011/2605). Faculty of Tourism is established to provide qualified labor force with the highest intellectual and cultural knowledge, in addition to professional skills and to contribute to the development of the tourism industry in Turkey. After a four-year undergraduate education, the students are employed in different sectors of the tourism industry. The main aim of the Faculty is to train tourism managers, tourist guides and gastronomy and culinary arts professionals in accordance with the department curricula. Students gain professional skills and abilities with the support of application classes and laboratories in addition to the compulsory internship program. The foreign language classes in the curricula give the opportunity to learn different languages and the students have the opportunity to work in domestic and abroad.

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