



AKDENİZ UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES



Demet CEYLAN

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

Department of Tourism Management
International Tourism Management Program
Master Thesis

Antalya, 2018



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Danışman

Prof. Dr. Beykan ÇİZEL

Department of Tourism Management
International Tourism Management Program
Master Thesis

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Demet CEYLAN'ın bu çalışması, jürimiz tarafından Turizm İşletmeciliği Ana Bilim Dalı Uluslararası Turizm Yönetimi (İngilizce) Tezli Yüksek Lisans Programı tezi olarak kabul edilmiştir.

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(imza)

Prof. Dr. Beykan ÇİZEL

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LIST OF ABBREVIATIONS

ABU	Antalya Bilim University
AGFI	Adjusted Goodness-of-Fit-Index
AKTOB	Akdeniz Turistik Otelciler Birliği (Mediterranean Touristic Hotels Association)
AVE	Average Variance Explained
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CMIN	chi-square value
CR	Composite reliability
DE	German
DF	Degrees of freedom
DHMI	Devlet Hava Medyanları İşletmesi (State Airports Authority)
EFA	Exploratory Factor Analysis
GFI	Goodness-of-Fit-Index
IPA	Importance performance analysis
ITB	International Tourism Bourse
KMO	Kaiser-Meyer-Olkin Measure of Sampling Adequacy
LK7	Likert 7 scale type
M	Mean
MGCFA	Multi-group confirmatory factor analysis
NFI	Normed Fit Index
PAX	Passengers
RMSEA	Root Mean Square Error of Approximation
RU	Russian
SD	Standard Deviation
SE	Standard Error
UK	British
WTM	World Travel Market

SUMMARY

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

Keywords: Cognitive-Affective-Conative Approach, Measurement Scale, Multi-group Confirmatory Factor Analysis (MGCFA), Item Parceling Technique, Antalya, British German Russian Tourists, Destination Image, Mass Tourism, Sun-Sea-Sand tourism

ÖZET
DESTİNASYON İMAJ ÖLÇEĞİNİN
İNGİLİZ, ALMAN VE RUS TURİSTLER ARASINDA
FARKSIZLIĞININ TEST EDİLMESİ:
ÇOKLU GRUP DOĞRULAYICI FAKTÖR ANALİZİ

Araştırmacılar destinasyon imajının çok boyutlu ve karmaşık tutum yapısına sahip olduğu konusunda fikir birliğine sahiptir. Sosyal psikoloji, bilişsel, duyuşsal ve davranışsal olmak üzere 3 tutum bileşenini ele almaktadır. Bu araştırma, (i) tüm tutum bileşenlerini içeren bütünsel ölçek geliştirerek , (ii) parselleme tekniği ile derinliği arttırılmış bir ölçüm aracı geliştirerek ve (iii) bu ölçeği İngiliz, Alman ve Rus turistler ile 3 milliyet üzerinde milliyetler arası farksızlığı test ederek literatüre üç alanda katkı sağlamaktadır. Araştırma 2017 yaz aylarında Antalya havalimanında Antalya'ya tatil amaçlı seyahat eden İngiliz, Alman ve Rus toplam 1495 katılımcı ile gerçekleştirilmiştir. Antalya Türkiye'nin güneyinde Akdeniz kıyısında bulunan mevsimsel bir kitle turizm destinasyonudur.

Anahtar Kelimeler: Bişisel-Duyuşsal-Davranışsal yöntem, Ölçüm Aracı, Çoklu Grup Faktör Analizi (ÇGFA), Parselleme Tekniği. Antalya, İngiliz, Alman, Rus Turist, Destinasyon İmajı, Kitle Turizmi, Deniz-Güneş-Kum Turizmi

FOREWORD

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INTRODUCTION

Destination image is a subjective interpretation of a place and understanding the attitudes of potential visitors is crucial to stakeholders of the tourism and hospitality industry both in source market and in destination. (Russel and Pratt, 1980; Fayeke and Crompton, 1991; Gartner, 1993; Baloglu and McCleary, 1999; Baloglu and Mangaloglu, 2001; Baloglu, 2001; Echtner and Richie, 2003; Beerli and Martin, 2004a,b; Pike and Ryan, 2004; Agapito et al., 2013; Stylos et al., 2016, 2017; Styliadis et al., 2017). The behavior of selecting a destination to visit is strongly linked with its image in the minds of beholders. Social psychology suggests that people who hold positive attitudes engage in behaviors that support and enhance the attitude. The relationship between attitude and behavior is a core topic in social psychology. Attitudes are composed of affective, cognitive, and conative components (Aranson, 2010).

Researchers in tourism widely adopted attitude based social psychology research techniques but the literature review reveals that not many researchers consider all three dimensions of attitude and the limited number of research covering all three dimensions do not always agree on the definition of conative component. Also hierarchy or relation of dimensions is another source of confusion in the literature. Some researchers place conative dimension as exploratory and others place it as an end result in their models. Moreover researchers have rarely considered impact of nationality on destination image perception. Considering the confusion regarding number, definition and hierarchy of dimensions constructing destination image, this research is targeting to bring clarity and provide empirical evidence that destination image is constructed by three dimensional (cognitive, affective, conative) as suggested by social psychologists and although there are variances in destination image perception of different nationalities an integrated measurement scale can be tested for invariance under “nationality” constraint with multigroup confirmatory factor analysis. Researchers agree that the significance attributed to destinations vary between nationalities (Kozak, 2002; Beerli and Martin, 2004a; Martin and Bosque, 2008; Stylos et al., 2017).

The measurement scale developed in this research considers 3 dimensional structure of destination image as suggested by Gartner (1993) and Agapito et al., (2013). Utilization of parceling technique enables the measurement scale to present sub scales for cognitive component, items for affective and conative components. This mixed approach provides depth of further analysis to the scale as suggested by Styliadis et al., (2017)

Furthermore the structured measurement scale development process suggested by Churchill (1979) is implemented and invariance of scale for 3 different nationalities is confirmed by multi-group confirmatory analysis. To the best of our knowledge this research is unique due to aforementioned contributions to literature.

CHAPTER I

THEORETICAL BACKGROUND

1.1. Destination Image Concept

Destination image concept is one of the core areas drawing attention of researchers due to its importance in destination selection decision making process. Analysis of destination image from different perspectives has contributed a great understanding of how the destination image is formed; sources of destination image building; implications of personal factors and motivations on destination image; the impact of tourists' experience and familiarity with destination and/or with similar type of holiday making. (Russel and Pratt, 1980; Fayeke and Crompton, 1991; Gartner, 1993; Baloglu and McCleary, 1999; Baloglu and Mangaloglu, 2001; Baloglu, 2001; Echtner and Richie, 2003; Beerli and Martin, 2004a,b; Pike and Ryan, 2004; Agapito et al., 2013; Stylos et al., 2016, 2017; Stylidis et al., 2017).

Literature review suggests, different researchers have described destination image from different perspectives depending on their focus of research and area of expertise.

- Russel and Pratt (1980) have tried to reveal the perceptual cognitive and affective meaning of tourist's attribute to destination. They believed the initial response is affective and thus focused on developing an affective map of qualifications a tourist attributes to a destination. Their study suggests that 4 vectors are sufficient to map the affective positioning of a destination namely: Pleasant-Unpleasant; Relaxing-Distressing; Arousing-Sleepy; Exciting-Gloomy.
- Fayeke and Crompton (1991) suggest, the tourists who have never been to a destination have some kind of information about the destination. Actual visit to destination tourist will develop a more complex image of the destination based on personal experience. Gartner (1993) has mainly focused on agents of destination image formation and suggested that destination image has three distinctly different, hierarchically ordered and interrelated dimensions namely: cognitive, affective, and conative. Baloglu & McCleary (1999) is focused on destination image formation process affected by personal and stimulus factors and suggests that destination image is an attitudinal construct based on tourist's representation of knowledge (cognitive), feelings (affective) and holistic (overall) impressions of a destination. Beerli & Martin (2004a; 2004b) have focused on

understanding and conceptualizing the relationship between components of destination image. They have utilized semantic differential vectors developed by Russel and Pratt to measure affective component but for cognitive component they have developed a comprehensive list of attributes to measure cognitive aspects of destination image.

- Pike and Ryan (2004) has combined cognitive, affective and conative dimensions of destination image in their study and stated that conative image can be assessed with intention or action due to its behavioral intent.
- Agapito et al., (2013) has defined conative component with 2 behavioral aspects; intention to revisit the destination; intention to recommend or positive word of mouth promotion of the destination to others.
- Stylos et al., (2016; 2017) draws attention to negligence of studies about conative component of destination image and emphasizes the interrelation between cognitive-affective-conative components of destination image.
- Stylidis et al (2017) have examined the relationship between the cognitive, affective and overall image and distinct effect of each image component on overall image.

Below review presented in Table 1.1 provides a chronological overview of the research related to destination image:

Table 1.1 Chronological literature regarding destination image

Sour ce	Name of publication	Objective(s)	Definition of destination image	Variables	Scale development process	Methodology	Findings / Implications
Russel and Pratt, 1980	A Description of the Affective Quality Attributed to Environments	To provide a conceptual structure defining the meanings of terms generally used to describe the emotional quality of a place.	Affective quality of a place is the verbally expressed emotional quality attributed to the place.	Affective image	1. item pool by content analysis and open ended questionnaires 2. elimination of duplicates, synonyms and rarely used adjectives 3. pilot study 4. exploratory factor analysis on half of pilot study 5. cross validation by confirmatory factor analysis on second half of pilot study 6. repurification of scale items 7. Implementation of study with improved scale items	EFA CFA	Simple, reliable and valid scale to measure affective quality of a place is developed containing 4 bipolar semantic differentials namely: Arousing-Sleepy, Exciting-Gloomy, Pleasant-Unpleasant, Relaxing-Distressing. Two dimensions are theoretically sufficient to represent the affective quality of a place
Fayeke and Crompton, 1999	Image Differences between Prospective, First-Time, and Repeat Visitors to the Lower Rio Grande Valley	To develop conceptualization of destination image development that could be useful for conducting marketing promotion efforts for tourism and use this concept for empirical study	NA	type of image (organic, induced, complex) type of promotion (informative, persuasive, reminding) level of past experience at destination (nonvisitors, first timers, repeaters)	Item pool purification of construct EFA	EFA ANOVA	Organic image exists even before any promotional information is received, induced images emerge when desire to travel surfaces leading to active search which results in further exposure to information about destination, final stage of complex image is constructed with visit to destination. The level of familiarity with destination yields significant differences in all three image forms aforementioned indicating that conceptual framework is valid.
Gartner, 1993	Image Formation Process	The purpose of this paper is presenting types of image formation agents, describing process of destination image formation and providing recommendations for effective image mix.	Destination image is formed by three distinctively different but hierarchically interrelated components namely cognitive, affective and conative.	Image formation agents Destination selection process	NA	NA	Destination image has three components: cognitive, affective and conative. Conative components depends on cognitive and affective components. Further research on holistic understanding of image formation process is required.
Baloglu and Brinberg, 1997	Affective Images of Tourism Destinations	To examine whether Russel and his colleagues' proposed affective space structure is applicable to environments that are not perceived directly (i.e., tourism destination countries) and to explore the usefulness of this approach in studying affective images of tourism destinations.	Image is the sum of beliefs, ideas, and impressions that people have of a place or destination; an overall impression with some emotional content; an expression of knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual has of a specific object or place.	Affective image	Adopted from Russel and Pratt 1980	Kruskal stress (S-stress) and the squared correlation coefficient (RSQ)	The study found that tourism destinations have distinct affective images. This scale can be used to measure the affective dimension separate from the perceptual or cognitive dimension of image structure.
Baloglu and McCleary, 1999	A model of destination image formation	To understand what influences destination image formation before understanding how tourists select a destination	Individuals' mental representation of knowledge (cognition), feelings (affect) and global impressions of a destination	Stimulus factors (information sources, past experiences, booking channel) Personal factors (psychology, Social) Cognitive image Affective image Global image	Item pool EFA (separately for each variable) Path analysis	EFA (separately for each variable) Path analysis	Information sources and sociodemographic characteristics have a considerable influence on cognitive image. These and motivations combined have an effect on affective image. Effect of cognitive image on affective image is much stronger than travel motivations. Overall image is more influenced by affective image compared to cognitive image indicating potential mediating role of affective image. Empirical evidence is supporting that destination image is multi-dimensional.

Source	Name of publication	Objective(s)	Definition of destination image	Variables	Scale development process	Methodology	Findings / Implications
Baloglu and Mangaloglu, 2001	Tourism destination images of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents	to identify structured and unstructured images of 4 Mediterranean destinations; differences of destination images held by agencies promoting vs not promoting these destinations; weaknesses and strenghts of destinations from agencies perspective	NA	Cognitive image Affective image unstructured images (open ended questions)	item pool ANOVA	ANOVA	The study reveals the weaknesses and strengths of destinations as perceived by agencies and tour operators selling these destinations by employing structured (cognitive and affective) and unstructured (open ended) questions
Baloglu, 2001	Image variations of Turkey by familiarity index: informational and experiential dimensions	To develop familiarity index and assess implications of familiarity with destination image.	NA	cognitive image affective image overall image familiarity (geographic distance, level of knowledge, past experiences at destination)	Item pool for cognitive adaptation from literature for affective, information sources,	ANOVA MANOVA Factor analysis	Study revealed that there are major differences of destination image perception differences between visiors and non-visitors. The destination image perceptions is more positive as familiarity with destination increases.
Kozak, 2001	Repeaters' behavior at two distinct destinations	To understand whether there is any relationship between (a) previous visits, tourist satisfaction, and repeat visit intentions, and (b) previous visits, tourist satisfaction, and intention to visit other destinations.	NA	satisfaction, familiarity, intention to revisit, intention to go elsewhere	NA	Regression	The same measurement instrument for two geographically different destinations validates that the strength of the association between tourist overall satisfaction and behavioral intention to visit the same or other destinations in the same area is substantial.
Kozak, 2002	Comparative analysis of tourist motivations by nationality and destinations	To determine if motivational differences existed between tourists from the same country visiting two different geographical destinations and across those from two different countries visiting the same destination	NA	Motivation to travel	NA	cross-tabs and independent t-tests	People from the same country but travelling to different destinations may have different motivations. Culture and pleasure-seeking/fantasy were the motivations which appeared to be different between British tourists while cultural and physical motivations appeared to be different between German tourists.
Gallarza et al., 2002	Destination image: Towards a Conceptual Framework	To present a review of destination image from conceptual, theoretical, methodological perspectives. To contribute to better understanding of image concept for tourism destinations and guide researchers for methodologies of destination image measurement	NA	Literature review classification by: - content - assessment methodology - attributes most used - respondent types - methodological procedures (qualitative vs quantitative) - statistical procedures (multivariate vs bivariate) - data collection methods (Likert scale vs. semantic differentials vs. open ended questions) - theorestical modeling (complexity, multiplicity, relativistic, dynamic nature of destination image) - definition of destination image (by author)	NA	literature review	Conceptualization as well as measurement of destination image shall be more united and supported with theoretical background. This paper provides organized taxonomies helping researchers to better understand destination image concept and its measurement.
Pike, 2002	Destination image analysis—a review of 142 papers from 1973 to 2000	This literature review provides a list of publications categorized in term sof number, studies using structured / qualitative / other methods, other variables measured in destination image study	NA	Number of destinations Number of attributes Method (structured vs unstructured) Sample size Type of respondents Data anlysis techniques Other areas of interest in the publication Utilization of "Don't know answer"	NA	literature review	The summary of key features of 142 destination image publications provides useful guide for future researchers.

Source	Name of publication	Objective(s)	Definition of destination image	Variables	Scale development process	Methodology	Findings / Implications
Echtner and Ritchie, 2003	The meaning and measurement of destination image	To examine the destination image concept, summarize the accumulated literature with strong and weak points of the methods used to measure destination image in order to enhance the destination image concept measurement techniques	Destination image must be favorably differentiated from its competitors in the minds of the tourists	Image formation process Functional vs. Psychological characteristics of destination image common vs unique traits of destination attributes vs. holistic image of a destination	NA	NA	Destination image studies shall include all components of destination image and shall use a mix of structured (attribute based) and unstructured (open ended) questions to capture the holistic view.
Aktas et al., 2003	Tourist profile research: Antalya region example 2001	To determine the tourist profile of the Antalya region, and its expectations from the region as a touristic destination.	NA	socio-demographic characteristics, LOS, Party size	NA	descriptives Non parametric Chi-square	Statement of descriptive profile of tourists visiting Antalya
Pike and Ryan, 2004	Destination Positioning Analysis through a Comparison of Cognitive, Affective, and Conative Perceptions	To present analysis results for 5 short break destinations' destination positioning through cognitive, affective and conative destination image components	Destination images represent simplified and processed version of a large set of information connected with the place.	Cognitive perception Affective perception Conative perception	Cognitive components: Item pool (interview with locals and content analysis of literature) Factor analytic IPA Affective components: Two semantic differential scales are adopted from Russel and Pratt (1981) Reliability and descriptive statistics are calculated Conative components: questions for likelihood of visiting destination with a time frame are adopted from Belk (1975) Cognitive, affective and conative components are analysed separately and not merged in an integrated scale	Factor analytic IPA Affective Response Grid	Image is the key construct of destination positioning. Conceptually, destination positioning analysis can be done with a combination of Factor analytic IPA and affective response grid followed by cognitive component measured with stated likelihood of visiting destination. Destination image studies can be conducted for one destination where as destination positioning research like the very research requires a frame of reference from competitive destinations. Therefore destination image is not equivalent of market positioning of destination
Beerli and Martin, 2004a	Tourists' characteristics and the perceived image of tourist destinations: A quantitative analysis - A case study of Lanzarote, Spain	To understand the relationship between tourists' motivations and destination image, tourists' level of experience and socio-demographic characteristics, social class and country of origin	NA	cognitive image affective image overall image motivations (knowledge, relaxation, entertainment, prestige) level of travel experience socio-demographic characteristics	Item pool EFA purification of measure path model	EFA Path analysis	The motivations influence affective destination image, level of travel experience has significant relation with both cognitive and affective images; similarly socio-demographic characteristics influence both cognitive and affective images
Beerli and Martin, 2004b	Factors influencing destination image	to provide a conceptual framework of subjects covered in destination image context and provide an improved understanding of destination image formation process	NA	Cognitive Image Affective Image Overall Image Personal factors: Motivations and experience Information sources	For cognitive dimension: Item pool generation purification of construct EFA further purification of measure for affective image, overall image, information sources and personal factors; scale is adopted from literature	EFA Path analysis	Influence of factors is investigated in this research via various path models and forces and factors influencing destination image formation is empirically validated.
Pike, 2007	Destination image literature: 2001 to 2007	This literature review extends the coverage of previous literature review of the author and provides a list of publications categorized in terms of number, studies using structured / qualitative / other methods, other variables measured in destination image study	NA	Number of destinations Number of attributes Method (structured vs unstructured) Sample size Type of respondents Data analysis techniques Other areas of interest in the publication Utilization of "Don't know answer"	NA	literature review	The target of this paper is to extend the coverage of author's literature review published in 2002 by 7 years more and provide purposeful guidelines for future tourism destination image researchers.

Source	Name of publication	Objective(s)	Definition of destination image	Variables	Scale development process	Methodology	Findings / Implications
Tasci et al., 2007	Conceptualization and operationalization of destination image	(a) to investigate the conceptualization and operationalization of the destination image construct since 1990s, (b) to identify the shifts in the focus of inquiry, (c) to identify other issues, and (d) to identify the areas awaiting further research.	NA	attribute/holistic functional/psychological common/unique	NA	literature review	Tourism literature reveals lack of systematized structure in either conceptualizing or operationalizing the destination image construct. Further considerations: sampling strategy leading to questions of reliability and validity, reliance on one-off cross-sectional destination image studies.
Martin and Bosque, 2006	Exploring the cognitive-affective nature of destination image and the role of psychological factors in its formation	to enrich the knowledge on destination image and its multi dimensional nature and analyse relation between destination image and psychological factors	NA	cognitive image affective image psychological factors cultural values	Item pool purification of construct EFA CFA	EFA CFA ANOVA Cluster analysis	destination image is multi dimensional with cognitive and affective components. Cognition of a destination can be physical/tangible vs psychological/ abstract. Affective component is related to emotions the destination evokes. Perception of a destination is significantly affected by motivations and cultural values of the individual. Individuals may have more confidence for destinations with similar cultural values to their own cultures.
Bosque and Martin, 2006	Tourist satisfaction: A Cognitive-Affective Model	to advance knowledge in consumer psychology through pre and post visit by exploring cognitive and affective psychological process and satisfaction derived from tourist experience at destination	NA	expectations disconfirmation (post experience cognition) positive / negative emotions satisfaction loyalty destination image (cognitive and affective)	Item pool purification of construct EFA CFA SEM	EFA CFA SEM	Image influences expectations and loyalty but satisfaction is not influenced by image but influenced by expectations, emotions are influenced by post experiences as well as prior beliefs. positive and negative emotions play an important role on satisfaction.
Ozdemir et al., 2012	Relationships Among Tourist Profile, Satisfaction and Destination Loyalty: Examining Empirical Evidences in Antalya Region of Turkey	To investigate the relationships among tourist profile, satisfaction and loyalty	NA	Tourist profile, satisfaction loyalty	NA	Factor analysis ANOVA	Tourist profile is associated with satisfaction and loyalty and satisfaction is related with loyalty to a destination
Kozak and Martin, 2001	Tourism life cycle and sustainability analysis: Profit-focused strategies for mature destinations	Tourist profiles from Russia, Germany and , tourists impressions and intentions about visiting Turkey.	NA		NA		Defining and targeting visitors allows tourism and hospitality managers to design and maintain effective marketing mixes. Using various criteria such as nationality, behavior, attitudes, and spending patterns help to identify four major tourist categories

Source	Name of publication	Objective(s)	Definition of destination image	Variables	Scale development process	Methodology	Findings / Implications
Agapito, 2013	The Cognitive-Affective-Conative Model of Destination Image: A Confirmatory Analysis	to provide empirical evidence in order to confirm the hierarchical nature of the cognitive-affective-conative model.	Destination image is multi dimensional. The cognitive component (individual's beliefs and knowledge about the attributes of the destination), the affective component (evaluation of feelings associated with the destination), the conative component the individual's actual conduct or intention to revisit and recommend the destination to others and to spread positive word of mouth is related to conative loyalty. These three dimensions contribute to the formation of a global destination image which is considered to be greater than the sum of its parts, and that is used by the consumer to simplify the task of decision making. The dimensions of destination image can be study separately in order to.	cognitive image affective image conative image	Item pool purification of construct pilot study purification of construct	EFA CFA SEM	Examination of destination image components individually reveals the hierarchical nature of the cognitive, affective, and conative dimensions of destination image and the results confirm that affect is crucial for increasing loyalty, and consequently for the development of a strong relationship between the tourist and the destination.
Li, Ali and Kim, 2015	Reexamination of the role of destination image in tourism: An updated literature review	to update literature review on destination image introduced in former review papers	Destination image is formed by tourists' reasoned sense (perceptive/cognitive evaluation of what one knows and believes about the destination) and affective assessments of the destination (emotional disposition)	cognitive evaluations affective evaluations research methods (survey region, destination type, sample size, sample type) Analysis methods (multivariate and bivariate)	NA	literature review	Airports are widely utilized to collect data and information, none of the 25 articles cover conative image, more than half of 25 researches aimed to measure destination image at the destination with tourists, very little number of papers considered local residents, the highly used methods of analysis are factor analysis, multiple regression, log-linear and t-test, cultural differences is rarely taken into consideration although it is believed that destination image is closely linked to cultural values.
Slyos et al., 2016	Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination	To examine the relationship between destination image components (Cognitive, affective, conative) and intention to revisit behavioral component via mediation of holistic image	Image of a destination is comprised of impressions, ideas, emotional thoughts and expectations an individual holds for a place	Cognitive destination image Affective destination image Conative destination image Holistic image Intention to revisit Personal normative beliefs	Item pool EFA purification of measure CFA further purification of measure	EFA CFA	Scale development process is pursued for Russian tourists visiting Greece. Results indicate that cognitive, affective and conative components together construct holistic destination image and cognitive and affective components via holistic image and conative image directly effects intention to revisit.

Source	Name of publication	Objective(s)	Definition of destination image	Variables	Scale development process	Methodology	Findings / Implications
Stylos et al., 2017	Testing an integrated destination image model across residents and tourists	As extension of research previously conducted by same authors, this study targets to test the earlier finding of: cognitive, affective and conative image construct holistic destination image and cognitive-affective components via holistic image and conative component directly effects intention to revisit. In this research normative personal beliefs variable is replaced with place attachment variable.	Image of a destination is comprised of impressions, ideas, emotional thoughts and expectations an individual holds for a place	Cognitive destination image Affective destination image Conative destination image Holistic image Intention to revisit Place attachment Nationality	previously developed scale for Russian tourists visiting Greece is used for Russian and British tourists without further development or purification for cognitive, affective conative, holistic image and intention to revisit.	CFA MGCFA	The proposed model has good explanatory power of holistic destination image and intention to revisit the destination for both British and Russian tourists. Cognitive, affective and conative destination image components act in parallel rather than in hierarchical order in constructing holistic image and predictive value of holistic image on intention to re-visit the destination.
Stylidis et al., 2017	Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists	To examine whether (i) an integrated destination image model considering both affective and cognitive dimensions is applicable to residents and tourists for predicting overall destination image and behavioral intentions and (ii) how the results of cognitive, affective and overall destination image compare between residents and tourists	Without specific definition developed by author, emphasis is given to multidimensionality of destination image constructed by cognitive and affective dimensions.	Cognitive image Affective image Overall Image Behavioral intention to recommend	1. Item pool developed by literature review 2. review and scrutinization of item pool by review with residents and tourists 3. Pilot study 4. Purification of measure 5. Implementation of survey	Parcelling of Cognitive items CFA MGCFA SEM	Contributions of this study to literature are: 1. validation of applicability of same measurement model to both residents and tourists, 2. Both affective and cognitive dimensions have effects on overall image 3. there is a linkage (hierarchy) between cognitive, affective, overall destination image and behavioral intention to recommend and overall image acts as mediator between cognitive, affective dimensions and behavioral intention to recommend 4. addressing methodological uneven structures used by previous literature in terms of variety as well as the number of attitudes.

Above literature review provides an overview about the consensus on multidimensionality of destination image as well as the disagreement in the number of dimensions, interrelation of dimensions, hierarchy of the dimension and accompanying factors like motivations, information sources, familiarity, socio-demographic factors.

The 3 comprehensive literature review papers (Pike, 2002; Pike, 2007; Lee et al., 2015) listed above represent development of destination image concept related research and publications between years 1973-2011. This comprehensive list provides evidence that researchers have much work to do until a widely accepted destination image model is constructed. The consensus has been achieved on the first two dimensions of destination image which are: cognitive/perceptual (related with facts, knowledge, beliefs about the destination) and affective (feelings, emotions related to a destination). Whereas with respect to conative dimension, there is still a lack of consensus about definition; whether it is an intention to visit/revisit or it is consideration of visit and also does conative component cover intention to recommend and/or positive word of mouth to others. Also there are further discussions about loyalty, satisfaction in conjunction with conative dimension. Place attachment, place dependence are still very new concepts and recently appeared in the literature.

Although tourism and hospitality is one of the most international and multicultural sectors, the impact of nationality on destination image perception is widely ignored by researchers until recently. (Kozak, 2002; Beerli and Martin, 2004; Styliadis et al., 2017; Martin and Bosque, 2008) Cross cultural and cross destinations image studies require collaboration of researchers in the same field focusing on same aspects of destination image in other parts of the world.

1.2. Attitude Based Destination Image Studies

Social psychology claims that there are three attitudinal dimensions namely: cognitive (what people know and believe about it), affective (what people feel about it) and conative (what people do about it) (Aranson et al., 2010).

The image concept is considered to be an attitudinal construct of cognitive, affective and conative dimensions. (Agapito et al., 2013; Gartner, 1993; Stylos et al, 2017) Each dimension casts light on different faces of the “destination image triangular prism”. Analyzing dimensions separately in an integrated scale is the target of this research.

These 3 dimensions illuminate the understanding of “overall destination image” and summation of these three dimensions is greater than the overall. The observed attributes of these

three dimensions guide us describing the “overall destination image”. Figure 1.1 below presents the triangular prism of destination image measurement scale based on 3 dimensions namely; cognitive, conative and affective dimensions of destination image suggested by author.

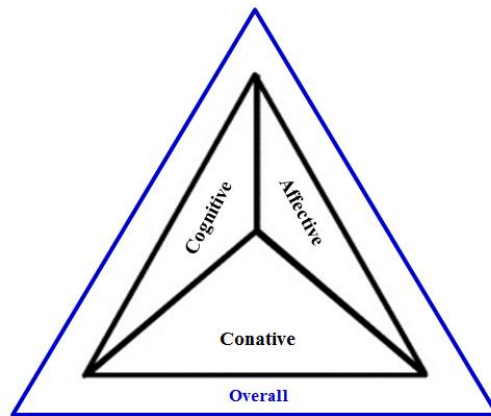


Figure 1.1 Overall Destination Image Triangular Prism and It's Dimensions Suggested by Author

1.2.1. Cognitive Image

Cognitive image is based on tourist's own knowledge and beliefs about the destination. It is derived from facts and evaluation of known attributes of a destination. Even at pre-visit stage a tourist has a cognition about the destination based on several information sources (Gartner, 1993, Fayeke and Crompton, 1991) and also based on personal experience and familiarity with similar styles of holidays (Baloglu, 2001). Cognition is summation of what is known about destination in other words it comprises of knowledge, beliefs and awareness regardless of the amount and depth of information available. Most studies in tourism destination image analysis the cognitive component of destination image based on physical and tangible attributes or the place. (Pike & Ryan, 2004) Collection of cognitive (tangible) attributes from literature and suggested attributes by author are presented in Table 1.2 below

Table 1.2 Cognitive Image Attributes

# Natural Resources	# Touristic attractions
1 Climate	45 Tourist Activities (amusement parks, theme parks)
2 Temperature	46 Entertainment and sports activities
3 Rainfall	47 Golf, fishing, hunting, skiing, scuba diving, etc.
4 Humidity	48 Water parks
5 Hours of sunshine	49 Zoos
6 Beaches	50 Trekking
7 Quality of seawater	51 Adventure activities
8 Sandy or rocky beaches	52 Casinos
9 Length of the beaches	53 Night life
10 Overcrowding of beaches	54 Shopping
11 Wealth of countryside	55 Local tours and excursions
12 Nature reserves (Lakes, mountains, deserts, etc.)	(*) 56 Cultural/ historic attractions
13 Beauty of the scenery	57 Festival, concerts, etc.
14 Variety and uniqueness of flora and fauna	58 Handicraft
15 Unpolluted/Unspoiled Environment	59 Folklore
# Tourist Infrastructure	60 Religion
16 Accommodation	61 Customs and ways of life
17 Number of beds	62 Attractiveness of the cities and towns
18 Categories	(*) 63 Fruit and vegetable bazars
19 Quality	(*) 64 Spice shops
(*) 20 Ease of accommodation finding	# Social Environment / Atmosphere
21 Suitable accommodation	65 Hospitality and friendliness of the local residents
22 Restaurants	66 Crowding
23 Number	(*) 67 Different nationalities visiting destination (friendly/unfriendly)
24 Categories	68 Air and noise pollution
25 Quality	69 Traffic congestion
26 Bars, discotheques and clubs	70 Underprivilege and poverty
27 Ease of access to destination	71 Local food / Gastronomy
(*) 28 Availability of direct flights	72 Quality of life
(*) 29 Duration of flight	73 Language barriers
30 Tourist centers	(*) 74 Kidsclub in visitor language
31 Network of tourist information	(*) 75 Alphabeth in signage
32 Service quality	76 Luxurious
33 Hygiene and Cleanliness	77 Fashionable
# Political Factors	78 Place with a good reputation
34 Political stability	79 Family-oriented destination
35 Personal safety	80 Exotic
36 Political tendencies	81 Mystic
(*) 37 Visa requirements	(*) 82 Prestigious
# Economic Factors	83 Attractive or interesting
38 Economic development	(*) 84 Lots to see and do
39 Crime rate	# General Infrastructure
40 Terrorist attacks	85 Development and quality of roads, airports and ports
41 Prices	86 Private and public transport facilities
42 Value for money	87 Development of health services
(*) 43 Currency convertibility	88 Development of telecommunications
(*) 44 Foreign exchange rates	89 Development of commercial infrastructures
	90 Extent of building development

Source: Beerli and Martin, (2004); Baloglu and McCleary, (1999); Staylos et al. (2016, 2017); Styliadis et al., (2017); (*) are suggestions of author

1.2.2. Affective Image

Unlike cognitive component where destination image is a construct of reasoning; affective component is the emotional construct of destination image based on intangible attributes, feelings. Beerli & Martin (2004a; 2004b) agrees that image concept formation is a consequence of two closely interrelated dimensions of cognitive/perceptive evaluation of knowledge and beliefs of a place and affective appraisal of feelings towards the place.

The hierarchical relation between cognitive and affective dimensions of destination image has been discussed since Russel and Pratt (1980) has suggested segregation of cognitive and affective dimension. Baloglu and McCleary (1999) has supported the cognitive-affective two dimensional model and concluded that “*affective responses are formed as a function of the cognitive responses*”(p.217)

Russel and Pratt (1980) has evaluated the vast variety of affective descriptors available in English language and developed a scale to measure the affective quality of a physical environment. The bipolar semantic differential scale called affective response grid developed by Russel and Pratt (1980) is presented below in figure 1.2

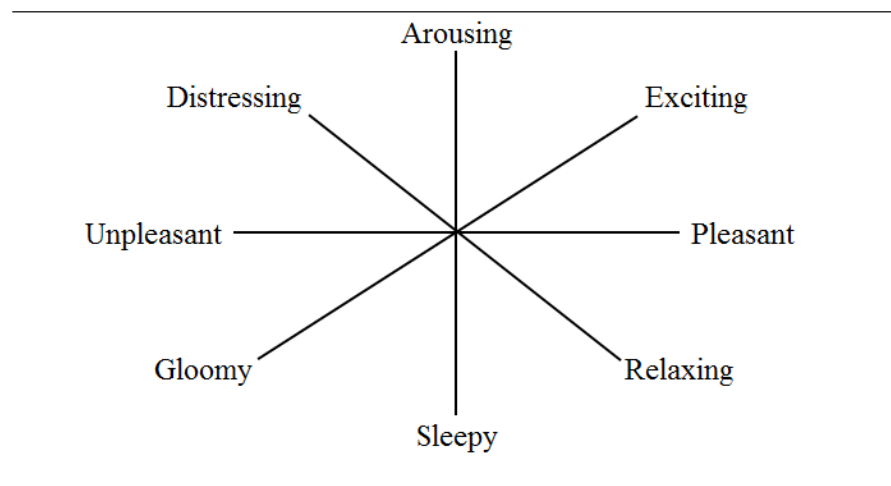


Figure 1.2 Affective Response Grid by Russel and Pratt, 1990

1.2.3. Conative Image

Recent studies have shown that researchers have understood that conative image as a distinct construct of destination image is irreplaceable and indispensable to understand perceived destination image. (Stylidis et al., 2017; Stylos et al., 2016, 2017; Pike & Ryan, 2004)

First time in year 1993 attribute-based destination image concept developed by Gartner (1993) suggested that destination images are developed by three interrelated components namely cognitive, affective, and conative. His hierarchical relation claim was these three components affecting in the sequence and order as such: cognitive > affective > conative.

Without hierarchical view, Pearce (2005) mentions a hidden element of the conative / behavioral intention component which is rarely discussed in destination image studies. He suggests that envisioning oneself participating in activities is a clear sign of conative perception and proposes to measure this muted component by intention questions like visit/revisit.

Agapito et al, (2013), has highlighted that there is very limited research on the conative component of destination image such as declaration of intentions to visit/revisit and intention to recommend. Agapito et al., (2013) expresses the conative component as a combination of cognitive component (what one thinks and knows about a destination) and affective component (how tourists feels about the destination) resulting in conative component of image (how tourist acts using this information and feelings) as willingness to act/react positively towards the destination. Thus a conative component is affected from cognitive and affective image components.

Stylos et al., (2016; 2017) claims that cognitive image and affective image of a destination represents tourist's subjective perceptions of destination characteristics whereas conative image reflects desired future situation as reflection of tourist's desires. Thus definition of conative image in study of Stylos et al., is not related with intention to visit/revisit or recommend.

This study measures conative image perception with both intention to visit and willingness to recommend it to other (Pike & Ryan, 2004; Stylidis et al., 2017).

1.2.4. Overall Image

While studying cognitive, affective and conative dimensions of destination image separately to understand the underlying factors and complexity or overall image, Echtner and Ritchie (1993) introduces a holistic view of the destination image where the three dimensions of destination image stated above namely cognitive, affective and conative all contribute to the formation of overall destination image which is considered to be greater than the sum of its parts.

To the best of our knowledge, there are only three studies considering all three components of image for measurement and understanding of tourists' destination image perception. Bigne et al.(2009) focused on cognitive image impact upon intention to recommend via overall image, while Stylos et al. (2016; 2017) and Agapito et al., (2013) have recognized cognitive, affective and conative dimensions as explanatory factors of overall destination image.

This study suggests that the combined examination of cognitive-affective-conative destination image leads to more solid constructs for destination image perception.

Study of Beerli and Martin (2004a), mainly focused on German (42% of total sample) and British tourists (29% of total sample); covering cognitive, affective and overall image dimensions, reveals that cultural factors of tourists from different country of origins have different image perception.

Similarly the results of study by Stylos et al., (2017) covering cognitive, affective and conative dimensions of image perception of Russian and British tourists visiting Greece confirms that there are significant differences between nationalities.

The model of Stylos et al., (2017) presented below in figure 1.3 suggests that Cognitive destination image, affective destination image and conative destination image have an impact on overall destination image where nationality plays a differentiation role.

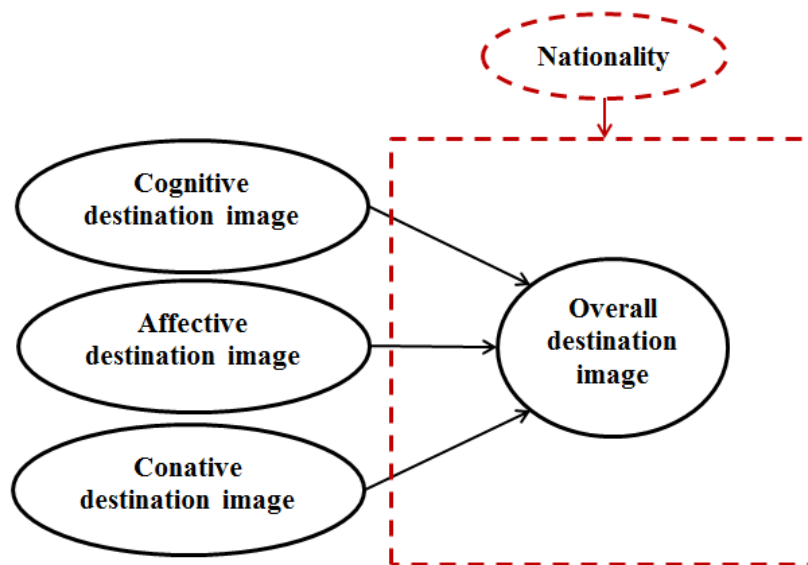


Figure 1.3 Destination Image Perception Measurement Model of Stylos et al., 2017

CHAPTER II

METHODOLOGY

2.1. Study Settings

As per Highlights 2017 report of UNWTO dated July 2017, International Tourist arrivals have reached to 1,322 Million PAX and tourism receipts reached to 1,220 Billion USD. Europe alone represents 671 Million tourist arrivals (51%) and 447 Billion USD tourism receipts (37%). Within Europe, UNWTO defines southern Mediterranean Europe region comprising of Portugal, Spain, Italy, Dalmatian countries, Greece and Turkey. This region represents 228 Billion PAX tourist arrivals (18%) and 175 Billion USD tourism receipts (14%). Based on same report, tourist arrivals in 2017 have increased by 7% which is the highest growth rate within the last seven years. This growth is mainly led by Mediterranean destinations, including Turkey, which grew by 8% above year 2016.

Turkey has a special place in growth of tourism in Mediterranean region. The Russian-Turkish political restlessness resulting in banning of all flights to Turkey in year 2016 resulted in a severe decrease of tourist arrivals to Turkey in year 2016. In year 2017 Russian tourist arrivals recovered but German tourist arrivals decreased due to German-Turkish political restlessness. Nevertheless in year 2017 tourist arrivals to Turkey has increased by 17% and consequently tourist arrivals to Antalya has increased by 8% reaching to 13,4 Million Tourist arrivals as presented in Table 2.1 below.

Antalya has 2 airports which are AYT (Antalya Airport) located 10 km east of Antalya city and GZP (Gazipaşa Airport) located in Gazipaşa near Alanya. The core income sources of Antalya region are agriculture and tourism. Antalya Airport is the third busiest airport for total passenger traffic and second busiest airport for international passenger traffic in Turkey as presented in Table 2.1 below.

Antalya is located in south of Turkey by Mediterranean Sea and has 500 km of coast line (640 km if curves of bays are considered between Kaş and Alanya). Antalya destination is dominated by 3S tourism namely Sun, Sea, Sand destination operating mainly between 1 April – 30 October. Antalya airport monthly statistics data of last 11 years suggest that 90% of total year tourist arrivals are between 1 April and 30 October as presented in Table 2.2 below

Antalya tourism studies cast a light on tourist profile, and its expectations from the region as a touristic destination. Country of origin is one of the main variables of these researchers used to differentiate the perception of tourists visiting Antalya. (Aktas et al., 2003; Ozdemir et al., 2012)

These three source markets (Germany, Russia and UK) are selected due to their importance in terms of current traffic as well as expected growth potential. The research made by Karabulut (2014) published in AKTOB Research Publications state that Germany and UK generates 52% of room-nights generated by EU. Thus these two countries are the main source markets for holiday destinations like Turkey. In year 2013 visitors from Germany and UK have generated 27,5% of touristic room-nights in Turkey. On the other hand Russia has become a major source market during the last decade and in year 2013 Russian visitors have generated 17% of touristic room-nights in Turkey.

Table 2.3 below presents weight of the selected three source markets for Turkey as well as Antalya passenger volume travelling by airways. The first 5 nationalities dominating Antalya region are Russian Federation, Germany, Ukraine, Turkish and British citizens travelling to Turkey. Turkish citizens are mainly coming from central European countries such as Germany, Austria, Switzerland and Netherlands and they are actually living in these source countries but have Turkish origins.

Table 2.1 Arriving and Departing Passenger Traffic of Airports in Turkey for Years 2016 and 2017

Airports	2016			2017			2017/2016 (%)		
	Domestic	International	Total	Domestic	International	Total	Dom	Int.	Total
<i>İstanbul Atatürk</i>	19.133.533	41.281.937	60.415.470	19.450.347	44.277.101	63.727.448	2%	7%	5%
<i>İstanbul Sabiha Gökçen</i>	20.196.261	9.471.592	29.667.853	21.056.767	10.329.074	31.385.841	4%	9%	6%
İstanbul total	39.329.794	50.753.529	90.083.323	40.507.114	54.606.175	95.113.289	3%	8%	6%
<i>Antalya</i>	7.048.239	11.720.296	18.768.535	7.459.241	18.472.418	25.931.659	6%	58%	38%
<i>Gazipaşa Alanya</i>	411.471	307.247	718.718	475.775	347.463	823.238	16%	13%	15%
Antalya total	7.459.710	12.027.543	19.487.253	7.935.016	18.819.881	26.754.897	6%	56%	37%
Ankara Esenboğa	11.547.240	1.496.876	13.044.116	13.853.899	1.991.979	15.845.878	20%	33%	21%
İzmir Adnan Menderes	9.955.167	2.096.076	12.051.243	10.469.079	2.354.622	12.823.701	5%	12%	6%
Adana	4.872.365	713.337	5.585.702	4.963.594	647.406	5.611.000	2%	-9%	0%
Trabzon	3.588.177	125.817	3.713.994	3.952.764	200.768	4.153.532	10%	60%	12%
Muğla Dalaman	1.279.611	1.822.291	3.101.902	1.436.326	2.274.607	3.710.933	12%	25%	20%
Muğla Milas-Bodrum	2.312.042	909.734	3.221.776	2.573.498	935.849	3.509.347	11%	3%	9%
Other airports	22.155.252	1.298.976	23.454.228	23.907.871	1.601.298	25.509.169	8%	23%	9%
TOTAL TURKEY	102.499.358	71.244.179	173.743.537	109.599.161	83.432.585	193.031.746	7%	17%	11%

Source: State Airports Authority web site (DHMI)

Table 2.2 Seasonality of International Passenger Arrivals to Antalya

Year	TOTAL	JAN	FEB	MAR	APR	JUNE	JUN	JULY	AUG	SEPT	OCT	NOV	DEC	Apr - Oct Σ arrivals	% weight of Apr-Oct
2007	7.668.658	125.367	149.966	246.050	446.843	830.446	1.092.280	1.288.778	1.277.217	1.109.562	686.854	251.916	163.379	6.731.980	88%
2008	8.964.232	140.306	169.180	314.811	500.648	1.070.829	1.335.981	1.521.071	1.483.720	1.235.085	802.177	246.234	144.190	7.949.511	89%
2009	8.679.517	106.539	147.249	235.843	478.515	987.140	1.274.348	1.505.613	1.451.049	1.239.406	831.252	269.463	153.100	7.767.323	89%
2010	9.580.322	140.019	171.976	334.998	469.733	1.236.812	1.411.036	1.585.763	1.515.172	1.324.268	975.294	277.921	137.330	8.518.078	89%
2011	10.701.147	126.272	201.141	397.898	755.356	1.306.580	1.546.537	1.743.018	1.676.502	1.465.531	1.044.967	303.901	133.444	9.538.491	89%
2012	10.491.267	122.314	179.477	322.455	637.224	1.236.981	1.521.068	1.766.215	1.737.515	1.528.682	1.022.168	283.876	133.292	9.449.853	90%
2013	11.176.570	108.064	166.171	353.330	662.702	1.416.196	1.619.594	1.778.686	1.840.328	1.662.495	1.150.290	280.624	138.090	10.130.291	91%
2014	11.539.522	113.586	155.132	326.815	765.459	1.464.522	1.728.475	1.971.959	1.952.866	1.568.066	1.071.514	275.292	145.836	10.522.861	91%
2015	10.875.464	115.600	152.620	312.516	616.164	1.328.492	1.585.729	1.947.771	1.888.254	1.524.025	1.027.987	261.157	115.149	9.918.422	91%
2016	6.181.913	95.148	108.164	257.441	373.764	639.227	712.953	1.013.912	1.007.801	934.545	791.718	140.637	106.603	5.473.920	89%
2017	9.475.581	87.310	84.612	165.741	517.360	1.056.971	1.473.621	1.819.502	1.760.500	1.527.523	982.441	(*)	(*)	9.137.918	96%
average	9.575.836	116.411	153.244	297.082	565.797	1.143.109	1.391.057	1.631.117	1.599.175	1.374.472	944.242	259.102	137.041	8.648.968	90%

Source: Antalya Airport Governors office

(*) not available as of date of report

In year 2016 Russian passenger traffic experienced a severe drop due to banned flights from Russia to Turkey after political restlessness between Turkey and Russian governments due to Russian air force crash in November 2015. But recovery of Russian passenger traffic in 2017 is remarkable. The absolute number of Russian tourists reached to 3,663,484 PAX which 29% more than 2015 and 646% more than year 2016. In year 2017, 78% of all Russian tourists visiting Turkey preferred Antalya. Passenger volume form UK is rather steady and 21% of British tourists visiting Turkey preferred Antalya as holiday destination.

44% of German tourists visiting Turkey preferred Antalya as holiday destination in year 2017. In year 2017, 1.579.840 German tourists visited Antalya which is 20% less than year 2016 and 52% less than year 2015. The decrease is worth investigating. Although German outbound tourism has grown by 4% (UNWTO 2017 highlights) Turkey and Antalya experienced a severe drop in passenger traffic from German source market.

Table 2.3 Passenger Traffic From Germany, UK and Russian Federation to Turkey and Antalya

	TURKEY			ANTALYA			% WEIGHT		
	2015	2016	2017	2015	2016	2017	2015	2016	2017
GERMANY	5 580 792	3 890 074	3 584 653	3 001 016	1 976 025	1 579 840	54%	51%	44%
UK	2 512 139	1 711 481	1 658 715	438 398	333 995	350 557	17%	20%	21%
RUSSIAN FED.	3 649 003	866 256	4 715 438	2 836 902	491 548	3 663 484	78%	57%	78%
TOTAL	36 244 632	25 352 213	32 410 034	10 875 464	6 181 913	9 475 581	30%	24%	29%
GERMANY	15%	15%	11%	28%	32%	17%			
UK	7%	7%	5%	4%	5%	4%			
RUSSIAN FED.	10%	3%	15%	26%	8%	39%			
Source	TURSAB			Antalya Passport Police data					

Although British Tourists are more experienced outbound tourists compared to Germans (Kozak and Martin, 2012), German Tourists have been the most experienced tourists with highest repeat rate of visit to Antalya region. German Source market is the first international market that discovered Antalya as tourism destination in early 80s. German Tourists' primary reason for travel is to relax, escape from stress and have free time alone (Kozak and Martin 2012). Mass tourism destination with all-inclusive facilities and guaranteed sun are the primary reasons why German tourists prefer Antalya. As presented in above Table 2.3, 44% of Germans visiting Turkey preferred Antalya in year 2017.

British tourists on the other hand, have an important volume in total Turkish tourism with a lower weight for Antalya region. As presented in Table 2.3 above, only 21% of British tourists visiting Turkey in 2017 preferred Antalya where as 44% of Germans travelling to Turkey preferred Antalya as holiday destination. Traditionally British source market prefer Aegean coastline of

Turkey rather than Mediterranean coast line mainly due to milder sun and boutique hotels where British tourists can blend into the culture enjoy cafes, night life and local culture. (Kozak and Martin, 2012). British tourists' motivations to travel are knowledge seeking, family and friend togetherness, escape, having fun and mixing with others. (Stylos et al, 2017)

Russian Federation source market has gained importance during the last two decades after Russian Federation has been liberalized and increased disposal income. Antalya provides guaranteed sun, no visa requirements, lower package prices compared to other 3S destinations and ease of access with frequent charter flights for Russian tourists. Travelling abroad for Russian tourist is a status enhancing luxury. The primary reasons for travel for Russian tourists are need to be viewed as stylish, confident and tasteful; shopping; sightseeing; go away from climate and meet with friendly people and enjoy the higher service quality. (Kozak and Martin 2012). Russian tourists are less experienced tourists compared to Germans and British tourists as they started massively travelling abroad after 2000s and they prefer favorable weather, affordable price, good feedback from family and friends, friendly local people, excellent service, variety/quality of food and drinks and feeling of freedom as their choice criteria for destination selection (Stylos et al., 2017).

As the World Travel Monitor results based on first 8 months of 2016 indicates, worldwide outbound travel market grew by 3.9%, despite the political restlessness and terrorist attacks. During the first 8 months of 2017 world travel market has doubled the growth rate and reached to 7% (ITB 2018).

In year 2016 European outbound travel market grew by 2.5%, thanks to high growth rates from the UK (+6%) and Germany (+4%). (ITB 2017). In year 2017 European outbound travel volume grew by 8% and expected to grow by 4% in 2018. Expected growth from UK in 2018 is 6% and from Germany is 2%.(ITB 2018) In year 2016 Russian outbound travel market grew by 6%. (ITB 2017). With an extraordinary growth in year 2017 Russian travel market grew by an 18% and expected to grow 6% in year 2018 (ITB 2018) In Europe, the UK, Germany and France jointly account for about 10-12% of Muslim outbound travel spending. Turkey and Iran are other significant markets (ITB 2018).

Selection of Russian, German and British tourists shall give us a good indication about major source markets' image perception of Antalya region as Holiday destination. Table 2.4. and Table 2.5 below is presenting the volume of inbound travels from these three source markets to Antalya and their development during the last 15 years.

WTM (World Travel Market) 2017 Industry Report states that 79% of industry respondents are planning to sign contracts with business partners in Turkey. From British travel market dealers point of view, due to similar climate, Italy, Spain, Greece, Turkey, Tunisia, Egypt are competing for the same target market and political stability, personal safety of the destination is the criteria of winning destination. The political restlessness in some of these competing countries is causing the passenger to favor the more stable countries with the same climate.

Bosque and Martin (2008) suggest that culture is a factor that could be used to filter the tourists' perception of a destination. Culture is a collection of beliefs, values, habits, ideas and norms of persons. All values, ideas and practices in a culture establish the "socially acceptable reality" and destination reality is perceived through these filters.

Kozak (2002) conducted his research to determine if motivational differences existed between tourists from the same country visiting two different geographical destinations (Mallorca and Turkey) and across those from two different countries (Germany and UK) visiting the same destination.

Stylos et al (2017) demonstrates that Russian and British tourists visiting Greece have different destination image perceptions of the same destination.

Beerli and Martin (2004a) expressed that in order to understand the relationship between tourists' motivations and destination image, researchers must look deeper into tourists' level of experience and socio-demographic characteristics, social class and especially country of origin (German tourists represent 42% and British tourists represent 29% of total sample size)

Kozak and Martin (2012) have looked into tourist profiles from Russia and Germany to understand their impressions and intentions about visiting Turkey.

Under the light of above tourism statistics, it's evident that Germany and UK are two considerably big source markets for continental and non-continental Europe and Russia alone is a significant market from north Eurasia. Germany representing "central European source market", UK representing "non-continental European source market" and Russia representing "northern Eurasian source market" have different cultural values and different criterion for holiday making. All three nationalities communality is selection of Antalya Region as holiday destination but do they share the same destination image is the question this measurement scale is targeting to answer.

Table 2.4 Tourist Arrivals From Germany, Russian Federation and UK to Antalya Airport between years 2002-2017

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Germany	2.348.193	2.073.437	2.529.496	2.639.182	2.087.430	2.208.969	2.309.762	2.298.231	2.537.622	2.786.616	2.884.277	2.834.413	2.987.577	3.148.458	2.017.464	1.694.956
Russian Federation	532.002	797.549	1.058.786	1.279.949	1.293.336	1.817.974	2.183.302	2.112.673	2.464.258	2.716.257	2.761.145	3.338.166	3.489.007	2.838.134	492.349	3.796.374
UK	113.237	97.324	153.461	207.832	182.758	279.093	319.913	441.119	121.206	463.647	408.960	443.851	449.598	461.482	346.112	375.629
Other	1.753.896	1.713.641	2.305.425	2.757.061	2.447.659	2.985.320	3.751.536	3.498.846	4.211.085	4.497.905	4.244.984	4.506.080	4.580.168	4.420.614	3.099.862	3.599.233
TOTAL	4.747.328	4.681.951	6.047.168	6.884.024	6.011.183	7.291.356	8.564.513	8.350.869	9.334.171	10.464.425	10.299.366	11.122.510	11.506.350	10.868.688	5.955.787	9.466.192

Source: Ministry of Culture and Tourism, Antalya city branch

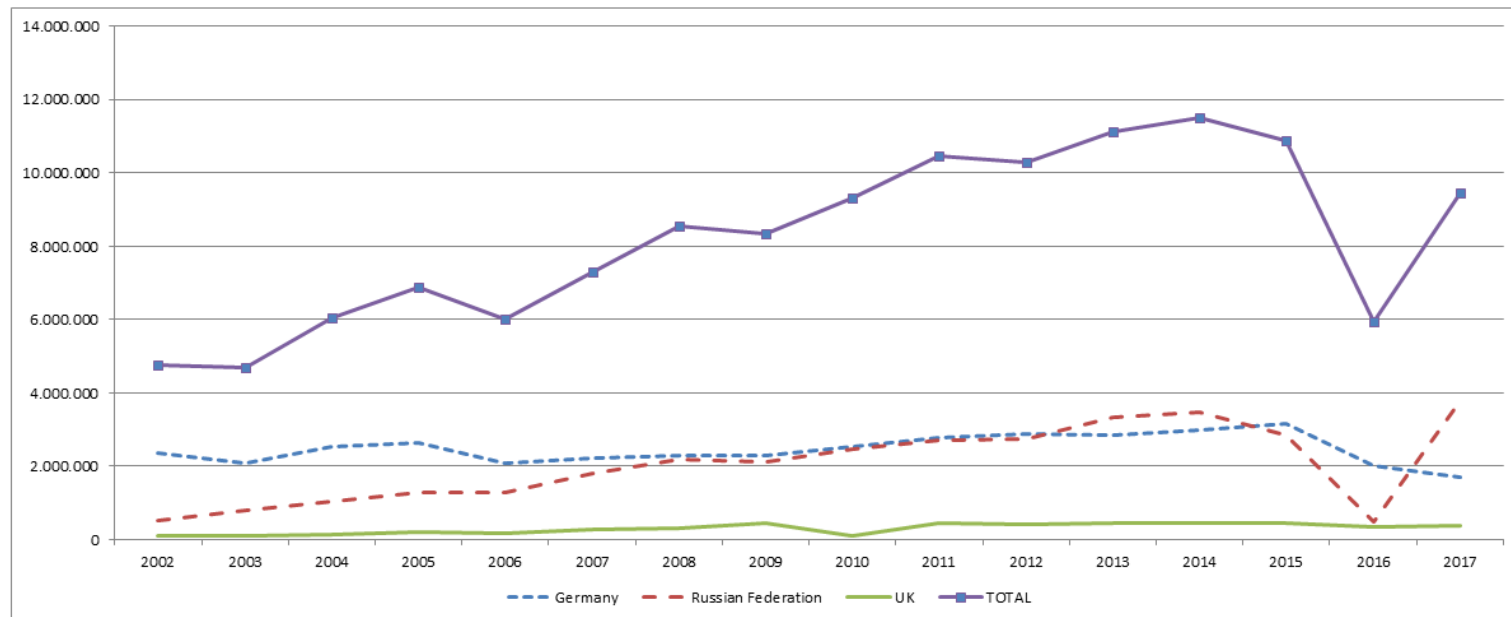


Figure 2.1 Development of Passenger Traffic from Germany, Russian Federation and UK to Antalya Airport Between Years 2002-2017

Table 2.5 Percentage Weight of Tourists from Germany, Russian Federation and UK Source Markets to Antalya Airport Between years 2002-2017

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Germany	49%	44%	42%	38%	35%	30%	27%	28%	27%	27%	28%	25%	26%	29%	34%	18%
Russian Federation	11%	17%	18%	19%	22%	25%	25%	25%	26%	26%	27%	30%	30%	26%	8%	40%
UK	2%	2%	3%	3%	3%	4%	4%	5%	1%	4%	4%	4%	4%	4%	6%	4%

Source: Ministry of Culture and Tourism, Antalya city branch

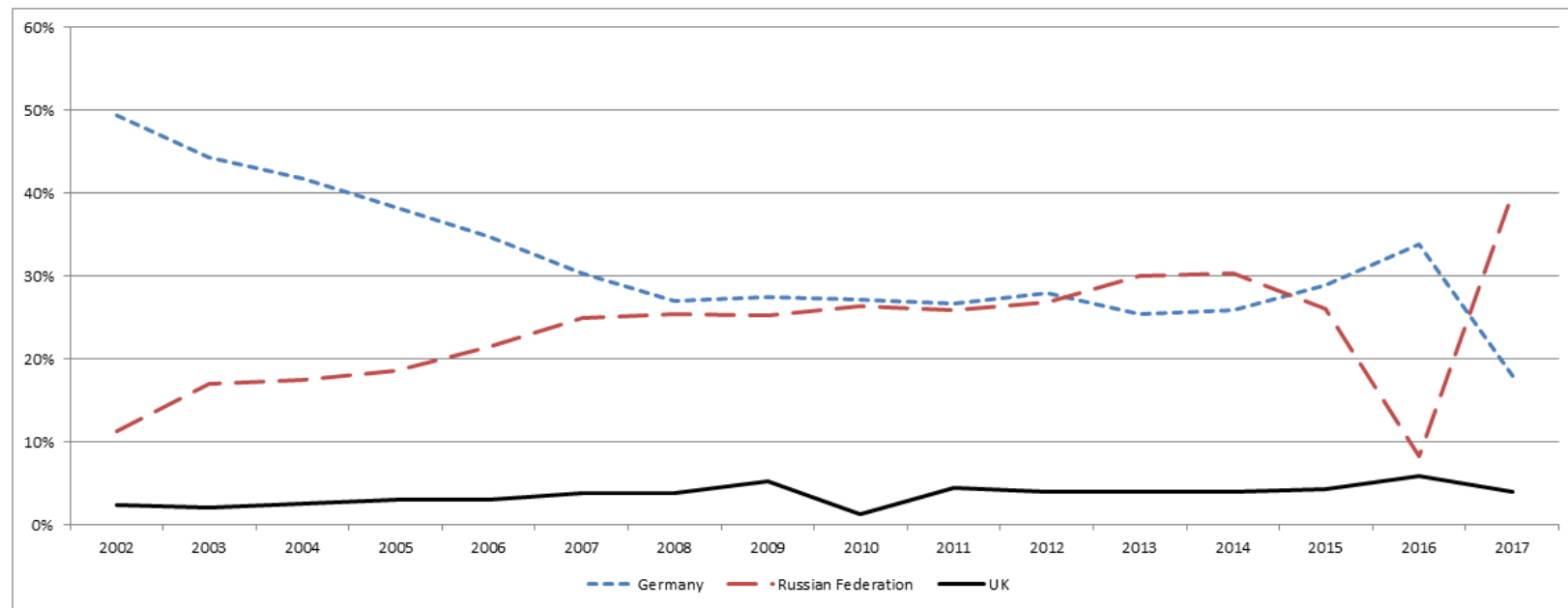


Figure 2.2 Development of Percentage Weight of German, UK and Russian Source Markets in Total Tourist Arrivals to Antalya Airport

2.2. Sampling

The survey took place at the Antalya International Airport (AYT) during July – October 2017 and focused on international tourists departing to UK, Germany and Russian Federation from Antalya Airport International Terminals 1 and 2 at departure hall and gate area.

To reduce coverage error, only passengers who appeared to be older than 17 waiting in the que for check-in for flights to UK, Germany and Russian federation at departure hall and passengers waiting in the gate for boarding for flights to these 3 countries are approached and requested to participate in this survey by using mall intercept method. Similar to shopping malls, travelers act in groups. When researchers approached to a passenger requesting him/her to participate in our survey, the members of his/her travel party also paid attention to the researcher and one picked the role of filling the questionnaire. Request is communicated in native language of the source market to ease acceptance. Respondents are assured that the participation is voluntary and the results will be anonymous. Tourists who agreed to participate are given a copy of the questionnaire in their language on a clipboard and a pen to provide their responses. Questionnaires typically took approximately 3-4 min to complete. No reward has been given to respondents. Researchers followed two methods in departure hall for approaching to respondents: method one: the passengers were in the terminal but check-in counter was not open yet so they were standing in the que nothing else to do so researcher walked in between the parallel ques in front of check-in desk and requested participation, method two: if check-in counter is operating the first 15-20 passengers are concentrated to give their luggage and therefore passengers starting from 15-20 onwards are requested to participate by walking in between the parallel check-in ques. At the gate area randomly rows of seats are selected and researchers approached to passengers seated waiting for boarding. The survey took place in different hours of the day and on different days of the week to assure further randomness. On the average 30-40 questionnaires are collected form each flight and average seat capacity of narrow body aircrafts is 170-180 which represents 17-24% response from each flight.

Data collection technique used is self-administered questionnaire which is the most common used instrument of data collection in attitude based image perception measurement studies. It is considered to be unbiased and efficient as it is anonymous, self-administration without any time pressure or award winning ambition is assuring the answers free from biases. Also this quantitative technique of data collection is free from researcher's biases. Each day researchers,

who are research assistants at Antalya Bilim University and at the same time PhD students at Akdeniz University, collected the filled questionnaires in envelopes and each envelope is marked for date, destination, airline and terminal. In case of common check-in of airlines, several flights are combined in one envelope.

After scanning the questionnaires for completeness, data entry is made by researcher, researcher's family members, students and research assistants free of charge. The quality of data entry is tested by random sampling from each envelope. Missing data and don't know answers are replaced with maximum likelihood linear interpolation method. (Engel et al., 2003)

The bottom up sample size calculation for all three source markets is calculated to be 22 cognitive + 4 affective + 3 conative questions in total 29 items and with 1:10 ratio required sample size per nationality would be 290. Top down sample size calculation with 5% error margin, 95% confidence and $p=q$ based on passenger arrivals at Antalya both in year 2015 (before political restlessness between Russia and Turkey) and in year 2016 requires 384 respondents from each nationality. The representativeness of sample size is (454 UK, 521 DE and 520 RU) assured by sampling error of less than 4,6% for each nationality. Demographics as presented in Table 2.6.

Table 2.6 Demographic Profile of Respondents (N= 1495)

Variable N= 1495	ALL		UK		DE		RU	
	N	%	N	%	N	%	N	%
Gender								
male	601	40,2	186	41,0	238	45,7	177	34,0
female	833	55,7	239	52,6	263	50,5	331	63,7
Marital status								
single / divorced / widowed	452	30,2	114	25,1	189	36,3	149	28,7
living together / married	938	62,7	307	67,6	307	58,9	324	62,3
Age								
20 and less	82	5,5	17	3,7	33	6,3	32	6,2
21-25 yrs	157	10,5	50	11,0	56	10,7	51	9,8
26-30 yrs	197	13,2	53	11,7	65	12,5	79	15,2
31-35 yrs	155	10,4	40	8,8	41	7,9	74	14,2
36-40 yrs	150	10,0	35	7,7	41	7,9	74	14,2
41-45 yrs	123	8,2	36	7,9	41	7,9	46	8,8
46-50 yrs	156	10,4	51	11,2	57	10,9	48	9,2
51-55 yrs	113	7,6	44	9,7	50	9,6	19	3,7
56-60 yrs	80	5,4	38	8,4	30	5,8	12	2,3
61-65 yrs	49	3,3	19	4,2	21	4,0	9	1,7
66-70 yrs	32	2,1	16	3,5	13	2,5	3	0,6
71 and more yrs	19	1,3	11	2,4	7	1,3	1	0,2
Level of education								
low education (7-8 year)	237	15,9	22	4,8	205	39,3	10	1,9
medium education (11-12 years)	343	22,9	101	22,2	154	29,6	88	16,9
high education (more than 12 years)	782	52,3	241	53,1	129	24,8	412	79,2
Length of stay								
6 or less days	73	4,9	20	4,4	28	5,4	25	4,8
7 days	385	25,8	230	50,7	90	17,3	65	12,5
8 days	102	6,8	8	1,8	44	8,4	50	9,6
9 days	104	7,0	13	2,9	40	7,7	51	9,8
10 days	270	18,1	44	9,7	118	22,6	108	20,8
11 days	90	6,0	12	2,6	19	3,6	59	11,3
12 days	66	4,4	2	0,4	27	5,2	37	7,1
13 days	51	3,4	0	0,0	13	2,5	38	7,3
14 days	214	14,3	86	18,9	86	16,5	42	8,1
15 and more days	69	4,6	12	2,6	37	7,1	20	3,8
Travel party size								
Alone	65	4,3	16	3,5	33	6,3	16	3,1
2 PAX	676	45,2	242	53,3	232	44,5	202	38,8
3 PAX	281	18,8	43	9,5	85	16,3	153	29,4
4 PAX	223	14,9	53	11,7	86	16,5	84	16,2
5 and more PAX	170	11,4	70	15,4	55	10,6	45	8,7
Date of research								
1-15 july	77	5,2			39	7,5	38	7,3
1-15 august	186	12,4			21	4,0	165	31,7
16-31 august	403	27,0	41	9,0	193	37,0	169	32,5
16-30 september	309	20,7	68	15,0	211	40,5	30	5,8
1-15 october	520	34,8	345	76,0	57	10,9	118	22,7
Total	1495		454		521		520	

2.3. Study Instrument

Scale development steps outlined by Churchill (1979) presented in figure 2.3 below is used as guideline for developing a measurement scale to measure destination image based on three attitudinal components (cognitive, affective, conative).

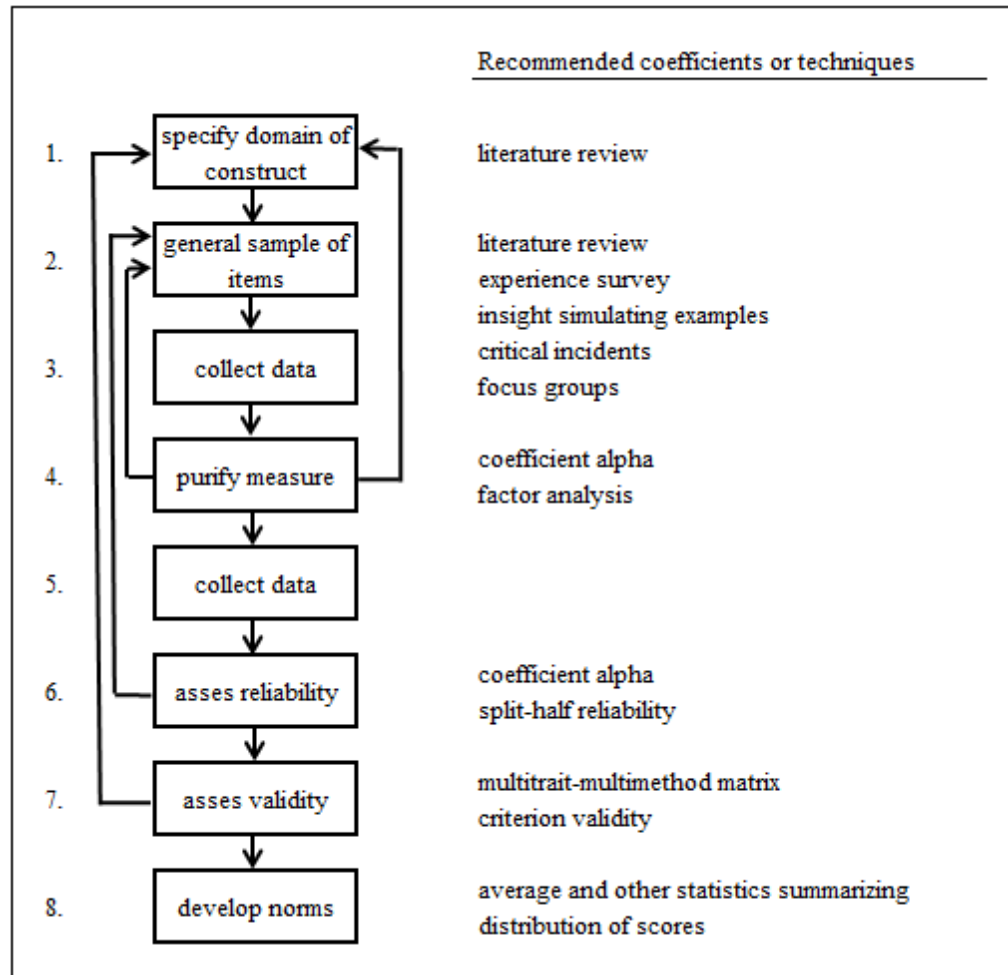


Figure 2.3 Procedure for Developing Measurement Scales by Churchill, 1979

2.3.1. Specifying Domain Construct

Literature on cognitive destination image and attributes to use as measurement criteria is quite rich. The collection of attributes, elimination of duplications has led to development of a list with 90 attributes as presented in table 1.1.

Affective map of qualifications developed by Russel and Pratt (1980) is used as the starting point of affective dimension scale development.. The 4 bipolar vectors presented in figure 1.2. are suggested to position the affective perception of destination image consisting of Pleasant-Unpleasant; Relaxing-Distressing; Arousing-Sleepy; Exciting-Boring. (i.e. 1=pleasant and 7=unpleasant). This study considered 4 vectors as suggested by Russel and Pratt (1980) and used several researchers' (Russel and Pratt, 1980; Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999; Pike and Ryan, 2004; Styliadis et al., 2017) vector names as item pool.

Unfortunately conative component of destination image is almost ignored by researchers during the last 25 years since Gartner (1993) have proposed that destination image has cognitive, affective and conative components. Conative etymology stems from Latin word conation which means "act of attempting". Conative, as opposed to cognitive and affective, relates to purposeful action. Thanks to Agapito (2013) who described the conative component as willingness to act/react positively towards the destination and Styliadis et al., (2017) who suggest that conative destination image is the intention to revisit the destination as well as their willingness to recommend it to others.

Self-administered questionnaires with LK7 type answers is commonly used in hospitality research. As Pike (2007) suggests don't know answer is included in questionnaire to avoid uninformed answers.

2.3.2. General Sample of Items

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

2.3.2.1. Cognitive Dimension

The selected attributes are reviewed by a second group of academicians at ABU who are native in English language for further scrutinization and finally 22 attributes for cognitive

dimension is found as optimum list of attributes as presented in Table 2.7 The respective authors who suggested these attributes are listed in the same table for reference.

There are 7 sub-groups of cognitive components namely; natural resources, general infrastructure, tourist infrastructure, touristic attractions, economic factors, political factors and social environment. Later these groups will be subject to item parcelling in this study. For cognitive dimension these parcels, instead of items, will be used as the indicators of the destination image.

2.3.2.2. Affective Dimension

Similar to cognitive dimension scale development process, these 4 bipolar vectors used by several researchers (Russel and Pratt, 1980; Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999; Pike and Ryan, 2004; Styliadis et al., 2017) are also reviewed by chamber of academicians as item pool from literature. Academicians with native English language skills, suggested to replace word “sleepy” with “calm” and “arousing” with “lively” as development of scale suggested by Russel and Pratt (1980). Final version used for questionnaire is presented in table 2.7.

2.3.2.3. Conative Dimension

Conative dimension, as opposed to cognitive and affective, relates to purposeful action following literature review, researched developed 7 questions for conative image measurement. Similar to cognitive scale and affective scale development process these questions are also reviewed by chamber of academicians and the number of questions is reduced to 3 as presented in Table 2.7

The first question “I recommend to make holiday in Antalya-Region.” is measuring the intention of respondents’ willingness to recommend. The second “It is very likely that I will spend another holiday in Antalya Region again within the next two to three years.” and third questions “I consider Antalya Region to be my first holiday choice in the Mediterranean Sea Region.” are measuring the respondents consideration to make holiday in Antalya region.

2.3.3. Pilot Study to Collect Initial Data

The questionnaire is firstly developed in English language due to the fact that literature was mainly available in English language. The pilot study is conducted with 18 senior tourism students in ABU. The students are requested to fill the form online. After filling the form the researcher has used one lecture hour to collect students’ suggestions for improvement in format and wording.

Considering 50% of senior tourism students at ABU are from different nationalities other than Turkish and 50% is Turkish, the language proofing gave comfort to the researcher. Please take note that education language of ABU College of Tourism is English.

2.3.4. Purifying Measurement Construct

Following online pilot study, the questionnaire on paper is designed, tested for readability and efficient space usage. The printed questionnaire is targeted to be 1 page two sided. The initial designs of questionnaire are reviewed by the chamber of academicians for improvement.

The questionnaire in English is translated to German by 2 native Germans and proof reading is done by Frankfurt Airport Research Department in Frankfurt. The translation to Russian is made by 2 Russian colleagues and proof reading is made by native Russian lecturers at ABU. The translations are compared and better wording of translation is selected after discussing the meanings of words thoroughly. Then the translation is sent back to translators for confirmation.

2.3.5. Second Pilot Study and Further Purification of Construct

As a next step researcher printed questionnaires and applied to 52 Germans and 58 Russians on 4 July 2017 at Antalya airport. The data entry of these 110 pilot questionnaires led to elimination of two questions “what is the name of your hotel” and “ which tour operator did you book your travel” These questions were mostly left blank mainly due to alphabet barrier for Russians. The tour operator question is replaced with “where did you mainly book your travel: (1) Travel agency, (2) Online portal, (3) Other”

Also the nationality question is revised as presented below to ease answering and coding.

The English version answers: () British, () Other.

The Russian version answers: () Russian, () Other.

The German version answers: () German, () Other.

This provided speed as the respondent only ticked respective nationality box and also provided ease of data entry eliminating unreadable manuscript problem.

22 cognitive, 3 conative and 4 affective items consisting of 29 items for these 110 questionnaires of pilot study present ,904 Cronbach alpha; inter item correlations above 0,3 threshold; KMO ,821 and Bartlett's Test of Sphericity is significant at ,95 level. Therefore no changes made to cognitive, affective and conative items of the questionnaire.

Another format improvement made after pilot study is about print font size. As the respondents mainly declined to participate to questionnaire claiming that their eyeglasses are in the luggage, researcher paid a closer attention to biggest possible font size to improve readability.

After the pilot study and consecutive improvements made, the questionnaire is sent to colleagues from academia and colleagues from tourism industry in US, Germany and Russia for final comments. Only few suggestion arrived all related to format and these are incorporated to questionnaire before final implementation.

2.3.6. Execution of Survey and Collection of Data

Detailed explanation of sampling and execution of survey is presented in topic 2.2 Sampling.

2.3.7. Assessment of Reliability

Suggestion of Churchill (1979) to review coefficient alpha and factor analysis is pursued. Cronbach alpha is the most commonly used indicator measuring reliability and strength of consistency. Cronbach Alpha can take values between 0 and 1. The closer alpha is to 1 the stronger the consistency of data. George and Mallery (2003) recommended the following acceptance limits and their strengths: $\alpha > .9$ Excellent, $> .8$ Good, $> .7$ Acceptable, $> .6$ Questionable, $> .5$ Poor, and $< .5$ Unacceptable.

Cronbach alpha value of N=745 data set containing 22 cognitive, 3 conative and 4 affective items consisting of 29 items 0,933 indicates excellent strength. (Cronbach, 1951, George & Mallery, 2003)

Kurtosis is acceptable at ± 3 as the kurtosis for a standard normal distribution is 3 (BPI Consulting, 2016). The item “Climate” is highly kurtotic with 5,075 and “family oriented” is slightly kurtotic with 3,166 value. Neither of these items is excluded at this stage as parceling technique will enable these items to stay in the analysis when aggregated. The remaining items other than climate and family oriented are within acceptable limit of ± 3

The values for skewness between -2 and +2 are considered as acceptable limits as proof of normal distribution (George & Mallery, 2010). The survey yields all items ± 2 for skewness which is within acceptable limits for normal distribution

2.3.8. Assessment of Validity

Kaiser-Mayer-Olkin (KMO) value which corresponds to adequacy of sample size for analysis and correlations between items is calculated as 0,941 which is greater than 0,90 indicating that the data set of N=745 is excellent for factor analysis. (Kaiser 1974)

Bartlett's test of sphericity tests validity and suitability of the responses. In other words it's an indicator that the responses are from populations with equal variances. Taking a 95% level of Significance, $\alpha = 0.05$ p-value (Sig.).000 < 0.05 is adequate. (DeVellis, 2003)

How accurately this survey is measuring what it's trying to measure is reviewed carefully by looking at several validity assurance as listed below:

Content validity: To assure coverage of relevant attributes of each dimension or destination image, literature review generated item pool is scrutinized by chamber of academicians. Translation phase with tourism experts also assured completeness of relevant attributes are included in the questionnaire. This destination image measurement scale assesses the destination image from all three dimensions of attitude: cognitive - affective - conative.

Construct validity: In order to assure construct validity, the researcher have made an extensive literature review to gather dimensions of destination image and decided to use all three dimensions namely cognitive, affective and conative. The literature does not consider any other dimension for destination image perception measurement. In fact literature is rarely considering all these 3 dimensions at the same time.

Face validity: All the items in the questionnaire are reviewed by tourism experts during translation and also the questionnaire items are reviewed by chamber of academicians during selection of items from the item pool generated by literature review.

External validity: this research covers one central Europe, one non-continental Europe and one Northern Eurasian source market where all three nationalities are among the top ranking visitors to Antalya region and the selection of these 3 nationalities is assuring representativeness of 3 distinctly different nationalities' image perception of Antalya region as holiday destination.

Internal validity: Based on literature review, destination image perception is a construct of cognitive, affective and conative attributes. This research is measuring overall destination image from all 3 dimensions.

Language validity: As presented under topic "development of" questionnaire" the questionnaire is firstly developed in English Language mainly due to two factors: (1) literature

available in English and (2) English is the common language researcher can communicate with German and Russian experts. Translations from English to German and Russian Languages are performed by several native tourism experts and comparison of these individual translations is made by native speakers at ABU to assure language validity. After comparing several translations, the selected wording for each language then again sent back to translators for confirmation.

2.3.9. Development of Norms

Assessing the position of the respondent to a destination image attribute is possible by comparing the score with others. Technically this is called norm development. The quality of norm depends on both the number of cases on which the average is based and their representativeness. The larger the number of cases, the more stable the norms are and the more definitive the conclusions the survey can assess will be. This study targets to develop a measurement scale integrating all three dimensions of destination image and test this measurement scale for invariance under nationality constraint.

Table 2.7 Measurement Scale and Literature Source

CONSTRUCTS		SOURCE
COGNITIVE COMPONENTS (22 items)		
Natural Resources		
COG1	Climate	Beerli & Martin, 2004a, 2004b; Stylidis et al., 2017
COG2	Beaches	
COG3	Natural reserves (lakes, mountains, waterfalls, caves, etc)	
General Infrastructure		
COG4	Infrastructure (Roads, Airports, Telecommunication, Buildings, etc)	Baloglu and McClearly, 1999; Beerli & Martin, 2004a, 2004b; Stylidis et al., 2017
COG5	Public and private transportation	
Tourist Infrastructure		
COG6	Accommodation	Baloglu and McClearly, 1999; Beerli & Martin, 2004a, 2004b; Stylidis et al., 2017
COG7	Ease of access to Antalya (direct flights, flight schedules)	
COG9	Service quality	
COG18	Hygiene and Cleanliness	
Touristic attractions		
COG10	Tourist Activities (amusement parks, theme parks)	Baloglu and McClearly, 1999; Beerli & Martin, 2004a, 2004b; Stylidis et al., 2017
COG11	Entertainment and sports activities	
COG12	Shopping facilities	
COG8	Local tours and excursions	
COG13	Cultural/ historic attractions	
Economic Factors		
COG17	Prices	Baloglu and McClearly, 1999; Stylidis et al., 2017
COG22	Value for money	
Political factors		
COG15	Political stability	Baloglu and McClearly, 1999; Beerli & Martin, 2004a, 2004b; Stylidis et al., 2017
COG16	Personal safety	
Social Environment		
COG14	Local food (cuisine)	Baloglu and McClearly, 1999; Beerli & Martin, 2004a, 2004b
COG19	Crowding	
COG20	Hospitable, friendly local people	
COG21	Family oriented	
AFFECTIVE COMPONENTS (4 items)		
AFF1	Calm - Lively	Russel and Pratt, 1980; Baloglu and Brinberg, 1997; Baloglu and McClearly, 1999; Pike and Ryan, 2004; Stylidis et al., 2017; suggestions of author
AFF2	Unpleasant - Pleasant	
AFF3	Boring - Exciting	
AFF4	Stressfull - Relaxing	
CONATIVE COMPONENTS (3 items)		
CON1	Intention to recommend	Pike & Ryan, 2004; Pearce, 2005; Agapito et al., 2013; Stylos et al., 2016; Stylos et al., 2017; suggestions of author
CON2	Intention to re-visit	
CON3	Consideration to make holiday in Antalya region	

CHAPTER III

FINDINGS AND ANALYSIS

Developing destination image measurement scale applicable for 3 nationalities for mass tourism destinations is the target of this study.

Additional contribution to literature compared to afore mentioned studies are: This scale;

- Creates sub-scales of cognitive component utilizing parceling technique,
- Utilizes mixed technique by bringing parcels and items into measurement scale,
- Confirms the measurement scale for 3 nationalities with multi-group confirmatory factor analysis.

3.1. Exploratory Factor Analysis

The 1495 questionnaire data set is split into half and 745 questionnaires (204 British, 271 German and 270 Russian) as presented below is used for EFA.

Reliability is confirmed with Cronbach alpha 0,891 as presented in table 3.1 indicating high strength. (Cronbach, 1951)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy of 0,910 as presented in Table 3.1 confirm sampling adequacy indicating that the data set is excellent fit for factor analysis. (Kaiser 1974)

Bartlett's test of Sphericity is significant at 95% level of significance which confirms that responses are from populations with equal variances for all as well as individual nationalities.

Table 3.1 Reliability and Adequacy for EFA

Cronbach's Alpha:		0,891
KMO:		0,910
Bartlett's Test of Sphericity	Approx. Chi-Square	5407,4
	df	91
	Sig.	0,000

Table 3.2 Demographic Profile of Respondents for EFA (N= 745)

Variable N= 745	ALL		UK		DE		RU	
	N	%	N	%	N	%	N	%
Gender								
male	297	39,9	87	42,6	121	44,6	89	33,0
female	417	56,0	102	50,0	140	51,7	175	64,8
Marital status								
single / divorced / widowed	232	31,1	52	25,5	109	40,2	71	26,3
living together / married	459	61,6	133	65,2	149	55,0	177	65,6
Age								
20 and less	33	4,4	5	2,5	12	4,4	16	5,9
21-25 yrs	80	10,7	19	9,3	31	11,4	30	11,1
26-30 yrs	107	14,4	27	13,2	35	12,9	45	16,7
31-35 yrs	76	10,2	20	9,8	23	8,5	33	12,2
36-40 yrs	84	11,3	21	10,3	21	7,7	42	15,6
41-45 yrs	53	7,1	16	7,8	16	5,9	21	7,8
46-50 yrs	80	10,7	21	10,3	31	11,4	28	10,4
51-55 yrs	51	6,8	14	6,9	28	10,3	9	3,3
56-60 yrs	35	4,7	17	8,3	12	4,4	6	2,2
61-65 yrs	26	3,5	8	3,9	13	4,8	5	1,9
66-70 yrs	19	2,6	8	3,9	10	3,7	1	0,4
71 and more yrs	8	1,1	3	1,5	5	1,8	0	0,0
Level of education								
low education (7-8 year)	129	17,3	11	5,4	112	41,3	6	2,2
medium education (11-12 years)	163	21,9	44	21,6	81	29,9	38	14,1
high education (more than 12 years)	394	52,9	111	54,4	61	22,5	222	82,2
Length of stay								
6 or less days	40	5,4	8	3,9	18	6,6	14	5,2
7 days	183	24,6	102	50,0	48	17,7	33	12,2
8 days	57	7,7	5	2,5	28	10,3	24	8,9
9 days	57	7,7	6	2,9	19	7,0	32	11,9
10 days	129	17,3	21	10,3	53	19,6	55	20,4
11 days	47	6,3	4	2,0	10	3,7	33	12,2
12 days	31	4,2	1	0,5	12	4,4	18	6,7
13 days	26	3,5	0	0,0	5	1,8	21	7,8
14 days	103	13,8	37	18,1	46	17,0	20	7,4
15 and more days	35	4,7	5	2,5	22	8,1	8	3,0
Travel party size								
Alone	36	4,8	7	3,4	21	7,7	8	3,0
2 PAX	321	43,1	90	44,1	128	47,2	103	38,1
3 PAX	142	19,1	21	10,3	38	14,0	83	30,7
4 PAX	112	15,0	27	13,2	40	14,8	45	16,7
5 and more PAX	92	12,3	42	20,6	27	10,0	23	8,5
Date of research								
1-15 july	42	5,6	0	0,0	22	8,1	20	7,4
1-15 august	88	11,8	0	0,0	9	3,3	79	29,3
16-31 august	179	24,0	20	9,8	81	29,9	78	28,9
16-30 september	175	23,5	36	17,6	124	45,8	15	5,6
1-15 october	261	35,0	148	72,5	35	12,9	78	28,9
Total	745		204		271		270	

Exploratory factor analysis is conducted in two steps:

1. EFA of cognitive dimension parceling
2. EFA of 7 cognitive parcels and 4 affective items , 3 conative items

3.1.1. EFA of Cognitive Dimension Parceling

Item parceling is first voiced in 1956 by Cattell and recently this statistical technique is widely used by researchers in communication, education and psychology areas. The statistical technique of parceling is aggregating (taking average of) items and using those parcel scores as indicators of the latent constructs in structural equation modeling. (Matsugana, 2008; Hall et al., 1999; Landis et al., 2000)

The guidelines for parceling has below listed 3 criterion:

- (a) items must be valid individual measures of the construct of interest,
- (b) items must be at the same level of specificity both within and across parcels
- (c) items within a parcel must be unidimensional.

The items in cognitive dimension are known to be valid measures of construct from literature and the level of specificity is same based on literature. Table 3.3 presents confirmation of unidimensionality with statistical software generally used for similar analysis.

Although there are 4 factors for 22 cognitive attributes greater than Eigen value 1, actually all attributes are heavily loaded on factor one only. None of the remaining 3 factors has a strong loading from any of the attributes as presented in Table 3.3. As a secondary confirmation 1 factor extraction is also tested as presented in Table 3.4 and respect to total variance explained.

Table 3.3 Cognitive Dimension Component Matrix (factor extraction method Eigen value >1)

	Component			
	1	2	3	4
Climate	,518			,438
Beaches	,624			,303
Natural reserves (lakes, mountains, waterfalls, caves, etc)	,636	,421		
Infrastructure (Roads, Airports, Telecommunication, Buildings, etc)	,614	,399		
Public and private transportation	,617			
Accommodation	,633	-,349		,310
Ease of access to Antalya (direct flights, flight schedules)	,629			
Local tours and excursions	,632			
Service quality	,716			
Tourist Activities (amusement parks, theme parks)	,677			
Entertainment and sports activities	,673			
Shopping facilities	,576		-,330	
Cultural/ historic attractions	,616	,325		
Local food (cuisine)	,684			
Political stability	,534	,352	,377	
Personal safety	,717			
Prices	,610	-,332		
Hygiene and Cleanliness	,656	-,354	,368	
Crowding	,591		,398	
Hospitable, friendly local people	,720			
Family oriented	,702			
Value for money	,666	-,432		

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

When factor extraction is forced to one dimension, total variance explained is as high as 57,5% and factor loadings is as presented below:

Table 3.4 Cognitive Dimension Component Matrix (factor extraction method 1 factor)

Component Matrix	1
Climate	,625
Beaches	,747
Natural reserves (lakes, mountains, waterfalls, caves, etc)	,784
Infrastructure (Roads, Airports, Telecommunication, Buildings, etc)	,725
Public and private transportation	,720
Accommodation	,716
Ease of access to Antalya (direct flights, flight schedules)	,717
Local tours and excursions	,799
Service quality	,821
Tourist Activities (amusement parks, theme parks)	,848
Entertainment and sports activities	,776
Shopping facilities	,741
Cultural/ historic attractions	,749
Local food (cuisine)	,779
Political stability	,722
Personal safety	,826
Prices	,691
Hygiene and Cleanliness	,750
Crowding	,769
Hospitable, friendly local people	,796
Family oriented	,801
Value for money	,746

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Content based parceling technique, a rational analysis of the item contents under cognitive dimension is conducted and items defining the same primary, 7 smaller subscales out of 22 items are constructed as presented below:

- 1. Natural Resources**
Climate
Beaches
Natural reserves (lakes, mountains, waterfalls, caves, etc)
- 2. General Infrastructure**
Infrastructure (Roads, Airports, Telecommunication, Buildings, etc)
Public and private transportation
- 3. Tourist Infrastructure**
Accommodation
Ease of access to Antalya (direct flights, flight schedules)
Service quality
Hygiene and Cleanliness
- 4. Touristic attractions**
Tourist Activities (amusement parks, theme parks)
Entertainment and sports activities
Shopping facilities
Local tours and excursions
Cultural/ historic attractions
- 5. Economic Factors**
Prices
Value for money
- 6. Political factors**
Political stability
Personal safety
- 7. Social Environment**
Local food (cuisine)
Crowding
Hospitable, friendly local people
Family oriented

3.1.2. EFA of Cognitive Parcels and Affective Items, Conative Items

Combination of sub-set item parceling combined with item based approach is used for this study similar to technique used by Caplan (2005). In his study Caplan (2005) used item-parcel approach in modeling individuals' perceived self-presentational social skills but used item-based approach in specifying the latent construct representing the preference for online social interaction.

Stylidis et al. (2017) created five composite variables based on the cognitive image factors' mean scores (natural environment, amenities, attractions, social environment, and accessibility) and then used these parcels in the subsequent analysis as indicators to measure the latent construct "cognitive image". In the last decade parceling approach is more commonly used to mitigate the potential multicollinearity among items and to reduce model complexity. As second step in their research, Stylidis et al. (2017) have used cognitive parcels and affective items in a combination to test their model.

This research used parceling technique for cognitive dimension and item based approach for affective and conative dimensions. Similar to study of Stylidis et al. (2017), the target of this analysis is to test if cognitive (7 parcels), affective (4 items) and conative (3 items) are represented in 3 factors without mixing with each other.

EFA conducted with 7 cognitive parcels, 3 conative items and 4 affective items indicate that one affective item (Calm/Lively) shall be eliminated due to following statistical indicator:

1. Communality is very low (,274)
2. Correlation with other parcels and items is very low (between ,082 and ,344)

Under the light of above stated indicators, Calm /Lively item is discarded from the scale at this stage. Following elimination of calm/lively item there is no degradation in reliability and or adequacy of sample. As Russel and Pratt (1980) indicates and as Baloglu and Brinberg (1997) demonstrates, although 4 bipolar scales represent the dimensions, only 2 vectors are sufficient to adequately represent the affective image of destination. Therefore remaining 3 vectors is adequate to represent affective perception of destination image.

Using principle component analysis and extraction method Eigen value greater than 1 and using varimax rotation method in a social sciences statistical program exploratory factor analysis is conducted with factor analysis. This exploratory factor analysis explains 68,7% of total variance with 3 factors having Eigen value greater than 1 as presented in Table 3.5.

The exploratory factor analysis for 7 cognitive parcels, 3 conative items and 3 affective items confirms that there are 3 factors (dimensions) of destination image as presented below:

Table 3.5 Exploratory Factor Analysis Statistical Results

Factor	α	factor loading	Eigen value	Variance (%)	Communalities
COGNITIVE (factor 1)	0,890		6,165	47,4	
Natural Resources		0,728			0,634
General Infrastructure		0,767			0,601
Tourism Infrastructure		0,731			0,676
Touristic Attractions		0,776			0,681
Economic Factors		0,633			0,503
Political Factors		0,710			0,565
Social Environment		0,765			0,738
CONATIVE (factor 2)	0,852		1,764	13,6	
Intention to recommend		0,775			0,815
Intention to re-visit		0,844			0,825
Intention to make holiday in Antalya		0,773			0,708
AFFECTIVE (factor 3)	0,806		1,002	7,7	
Unpleasant – Pleasant		0,823			0,745
Boring – Exciting		0,817			0,693
Stressful – Relaxing		0,848			0,747
Total	0,891			68,7	

3.2. Confirmatory Factor Analysis

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

The second half of 1495 questionnaire data set consisting of 250 questionnaires from each nationality total 750 questionnaires is used for this confirmatory factor analysis as demographics of data set is presented in Table 3.6 below.

Data set of 750 questionnaires have Cronbach alpha of ,882; KMO at ,904 and Bartlett's test of Sphericity is significant at 95% level.

Table 3.6 Demographic Profile of Respondents for CFA (N= 750)

Variable N= 750	ALL		UK		DE		RU	
	N	%	N	%	N	%	N	%
Gender								
male	304	42,2	99	41,9	117	48,8	88	36,1
female	416	57,8	137	58,1	123	51,3	156	63,9
Marital status								
single / divorced / widowed	220	31,5	62	26,3	80	33,6	78	34,7
living together / married	479	68,5	174	73,7	158	66,4	147	65,3
Age								
20 and less	49	7,4	12	5,2	21	9,6	16	7,5
21-25 yrs	77	11,6	31	13,4	25	11,5	21	9,9
26-30 yrs	90	13,6	26	11,3	30	13,8	34	16,0
31-35 yrs	79	12,0	20	8,7	18	8,3	41	19,3
36-40 yrs	66	10,0	14	6,1	20	9,2	32	15,1
41-45 yrs	70	10,6	20	8,7	25	11,5	25	11,8
46-50 yrs	76	11,5	30	13,0	26	11,9	20	9,4
51-55 yrs	62	9,4	30	13,0	22	10,1	10	4,7
56-60 yrs	45	6,8	21	9,1	18	8,3	6	2,8
61-65 yrs	23	3,5	11	4,8	8	3,7	4	1,9
66-70 yrs	13	2,0	8	3,5	3	1,4	2	0,9
71 and more yrs	11	1,7	8	3,5	2	0,9	1	0,5
Level of education								
low education (7-8 year)	108	16,0	11	5,6	93	39,7	4	1,6
medium education (11-12 years)	180	26,6	57	28,8	73	31,2	50	20,5
high education (more than 12 years)	388	57,4	130	65,7	68	29,1	190	77,9
Length of stay								
6 or less days	33	4,6	12	5,0	10	4,1	11	4,6
7 days	202	28,2	128	53,8	42	17,4	32	13,5
8 days	45	6,3	3	1,3	16	6,6	26	11,0
9 days	47	6,6	7	2,9	21	8,7	19	8,0
10 days	141	19,7	23	9,7	65	27,0	53	22,4
11 days	43	6,0	8	3,4	9	3,7	26	11,0
12 days	35	4,9	1	0,4	15	6,2	19	8,0
13 days	25	3,5	0	0,0	8	3,3	17	7,2
14 days	111	15,5	49	20,6	40	16,6	22	9,3
15 and more days	34	4,7	7	2,9	15	6,2	12	5,1
Travel party size								
Alone	29	4,1	9	3,8	12	5,1	8	3,4
2 PAX	355	49,9	152	64,1	104	43,9	99	41,6
3 PAX	139	19,5	22	9,3	47	19,8	70	29,4
4 PAX	111	15,6	26	11,0	46	19,4	39	16,4
5 and more PAX	78	11,0	28	11,8	28	11,8	22	9,2
Date of research								
1-15 july	35	4,7	0	0,0	17	6,8	18	7,2
1-15 august	98	13,1	0	0,0	12	4,8	86	34,4
16-31 august	224	29,9	21	8,4	112	44,8	91	36,4
16-30 september	134	17,9	32	12,8	87	34,8	15	6,0
1-15 october	259	34,5	197	78,8	22	8,8	40	16,0
Total	750		250		250		250	

CFA confirms factor structure of 3 dimensions with 7 cognitive parcels, 3 conative items and 3 affective items as presented in below Measurement Scale in figure 3.1 below

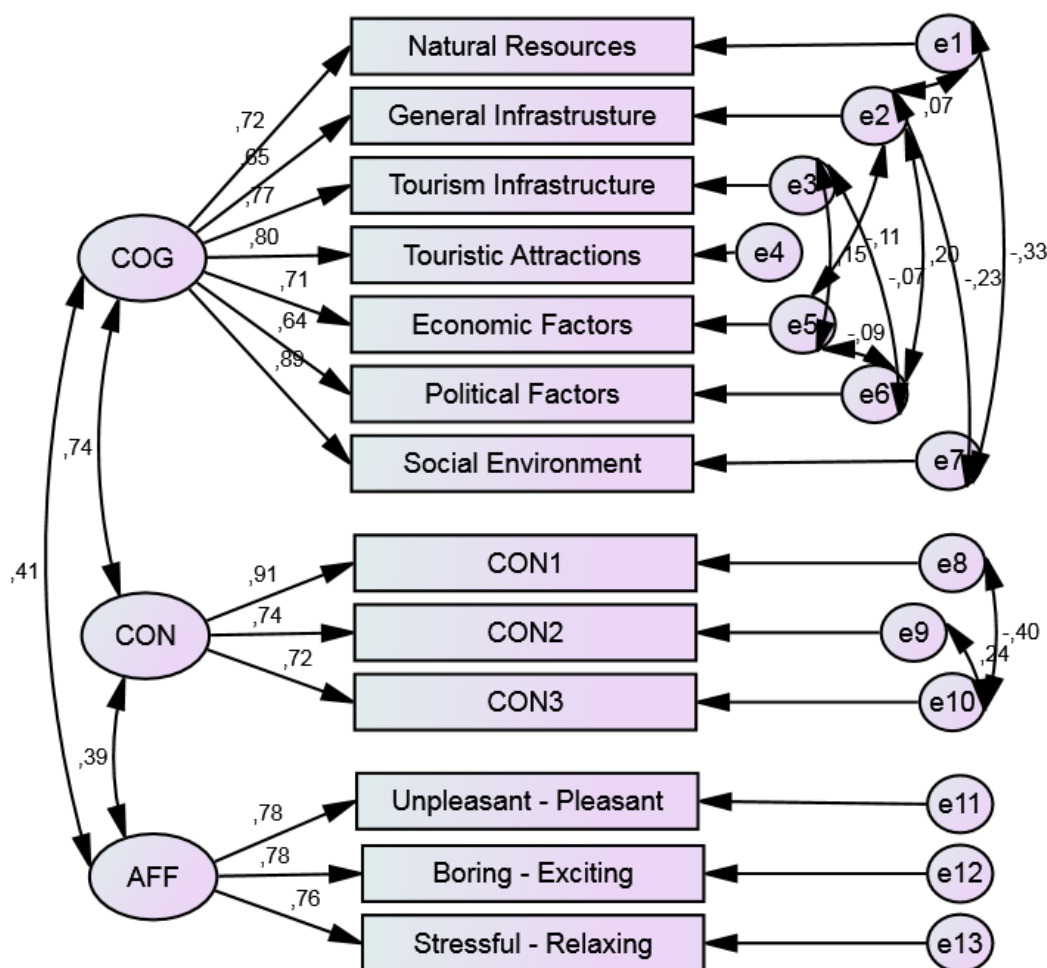


Figure 3.1 Measurement Scale CFA 750 Questionnaires All Nationalities 3 Dimensions

Table 3.7 Goodness of Fit Indices for CFA Measurement Scale

CMIN	DF	CMIN/DF	RMSEA	CFI	GFI	NFI	AGFI
105,95	52	2,037	0,037	0,989	0,979	0,979	0,963

CFA Measurement Scale goodness of fit indices presented in Table 3.7 confirms that the fit between the model and observed data is high as per generally accepted benchmarks of acceptance such as: Chi square / degrees of freedom (CMIN/DF)<5; RMSEA< .08; CFI,GFI,NFI>.90; AGFI>

.85 (Engel et al, 2003, Schumacker & Lomax, 2004, Bollen 1989, Awang 2012, Byrne, 2004, Hair et al., 2014)

Table 3.8 presents average variance explained (AVE) between ,553 and ,628 which in line with acceptable limits of above 0,50; composite reliability of each dimension is between 0,817 and 0,895 together with t values greater than 2,576 which means it is significant at 0,001 level are all indicators of high reliability of model. (Hair et al 2014, Fornell and Larcker 1981)

High composite reliability (CR) figures also support high Cronbach alpha figures. CR and α combined indicate excellent reliability of CFA measurement scale.

Table 3.8 Descriptive Statistics for CFA Measurement Scale

	Mean	SD	SE	t values	λ	α	CR	AVE
COGNITIVE						0,887	0,895	0,553
Natural Resources	5,890	0,920	-	-	0,720			
General Infrastructure	5,460	1,140	0,065	16,960	0,647			
Tourism Infrastructure	5,670	1,050	0,062	19,810	0,774			
Touristic Attractions	5,630	0,990	0,058	20,510	0,798			
Economic Factors	5,410	1,240	0,072	18,120	0,708			
Political Factors	5,440	1,220	0,071	16,330	0,636			
Social Environment	5,670	1,000	0,065	20,590	0,892			
CONATIVE						0,818	0,833	0,628
Intention to recommend	6,010	1,280	-	-	0,905			
Intention to re-visit	5,810	1,590	0,052	19,230	0,736			
Intention to make holiday in Antalya region	5,010	1,790	0,069	16,260	0,723			
AFFECTIVE						0,815	0,817	0,598
Unpleasant - Pleasant	5,650	1,410	-	-	0,779			
Boring - Exciting	5,110	1,480	0,056	18,850	0,779			
Stressful - Relaxing	5,410	1,620	0,061	18,650	0,762			

3.3. Multi-group Confirmatory Factor Analysis

The purpose of this study is developing and testing an integrated measurement scale of destination image for 3 nationalities. MGCFA is considered as the most appropriate method to test for the reliability and validity (convergent, discriminant) of the study's latent constructs (cognitive, conative and affective image components) and to confirm model invariance across individual nationalities. (Byrne, 2004)

In order to assess measurement invariance, multi-group confirmatory factor analyses compares an unconstrained model to observed structure. Nested models are organized in a hierarchical ordering with decreasing numbers of parameters (or increasing degrees of freedom), which entails adding parameter constraints one at a time. These increasingly restrictive models are tested in terms of their fit of the data to the model. As each new constraint is nested in the previous model, measurement invariance models become increasingly more restrictive. MGCFA following this approach is widely accepted to be the most powerful and versatile approach for testing measurement invariance. In our case nationality is our constraint.

The model tested with 750 questionnaires (250 from each nationality) for adequacy includes:

- 7 cognitive components (Natural Resources, General Infrastructure, Tourism Infrastructure, Touristic Attractions, Economic Factors, Political Factors and Social Environment)
- 3 conative components (Intention to recommend, Intention to re-visit and Intention to make holiday in Antalya region)
- 3 affective components (Unpleasant – Pleasant, Boring – Exciting and Stressful – Relaxing)

The MGCFA studies the invariance of measuring instrument developed and the latent constructs by (1) configural invariance, (2) invariance in factor covariance and (3) invariance of factor loading pattern. (Byrne, 2004; Hair et al., 2014).

Configural invariance:

The aim is to test the measurement model fit via MGCFA in order to cross-validate the three-factor model across these three nationalities and test if proposed structure (Figure 3.2 below) would be equal across the three nationalities. The fit indices presented in Table 3.9 confirms that the factorial structure is invariant for all three nationalities. As presented in table 3.9, all parameters

of goodness of fit indices in each model confirms excellent fit values of CMIN/DF<5; RMSEA < .08; .90 <CFI,GFI,NFI; .85 <AGFI (Engel et al, 2003; Schumacker & Lomax, 2004; Bollen, 1989; Awang, 2012; Byrne, 2004; Hair et al., 2014; Hirschfield & von Brachel, 2014; Miyamoto & Iwasaki, 2013)

Table 3.9 MGCFA Goodness of Fit Indices

MGCFA	CMIN	DF	CMIN/DF	RMSEA	CFI	GFI	NFI	AGFI
Unconstrained	236,7	162	1,461	0,025	0,985	0,953	0,955	0,922
Measurement weights	291,0	182	1,599	0,028	0,978	0,944	0,945	0,916
Structural covariances	365,9	194	1,886	0,034	0,966	0,929	0,931	0,900
Measurement residuals	515,0	220	2,341	0,042	0,942	0,903	0,902	0,880

Invariance in factor covariance:

Composite reliability: CR for each construct for each nationality is well above the recommended threshold of 0,60 (Peterson, 1994) as presented in Tables 3. 11-12-13

Convergent validity: standardized coefficients (λ) for each construct for each nationality are above 0,5 and t values for each construct for each nationality are significant at 0,001 level. (Tabacknick and Fidell, 2013) as presented in Tables 3. 11-12-13

Discriminant validity: As per guidelines of Fornell and Larcker (1981), discriminant validity is tested by comparing squared correlation between two constructs and AVEs of each construct. Discriminant validity is confirmed as all AVEs are greater than respective squared correlations.as presented in Tables 3. 11-12-13 and Table 3.10

Goodness of fit indices: The multi-group model goodness of fit result presented in table 3.6 indicates that this model confirms a good fit across British, German and Russian tourists. Thus this model is confirmed to be identical for each individual nationality (Byrne, 2004)

Invariance of factor loading pattern

Factor covariance invariance metric test is the last step of confirmation for MGCFA. Metric invariance is confirmed with equivalence of factor loadings across 3 nationalities as presented in Tables 3. 11-12-13. Please take note that although the pattern of loading is same across all nationalities, each individual nationality has its own loading estimate. (Hair et al, 2014)

Table 3.10 MGCFA Correlation Matrix

MGCFA			Correlation matrix			Square of correlations		
N=750	M	SD	COG	CON	AFF	COG	CON	AFF
COG	5,595	0,839	1,000			1,000		
CON	5,609	1,345	,630	1,000		0,397	1,000	
AFF	5,388	1,287	,344	,320	1,000	0,119	0,103	1,000

Correlation matrix above confirms that each dimension is distinctly different from each other as the squared correlation is less than 0,397 whereas AVE values for all three in tables 3.11-12-13 are greater than ,495 which is evidence for discriminant validity..

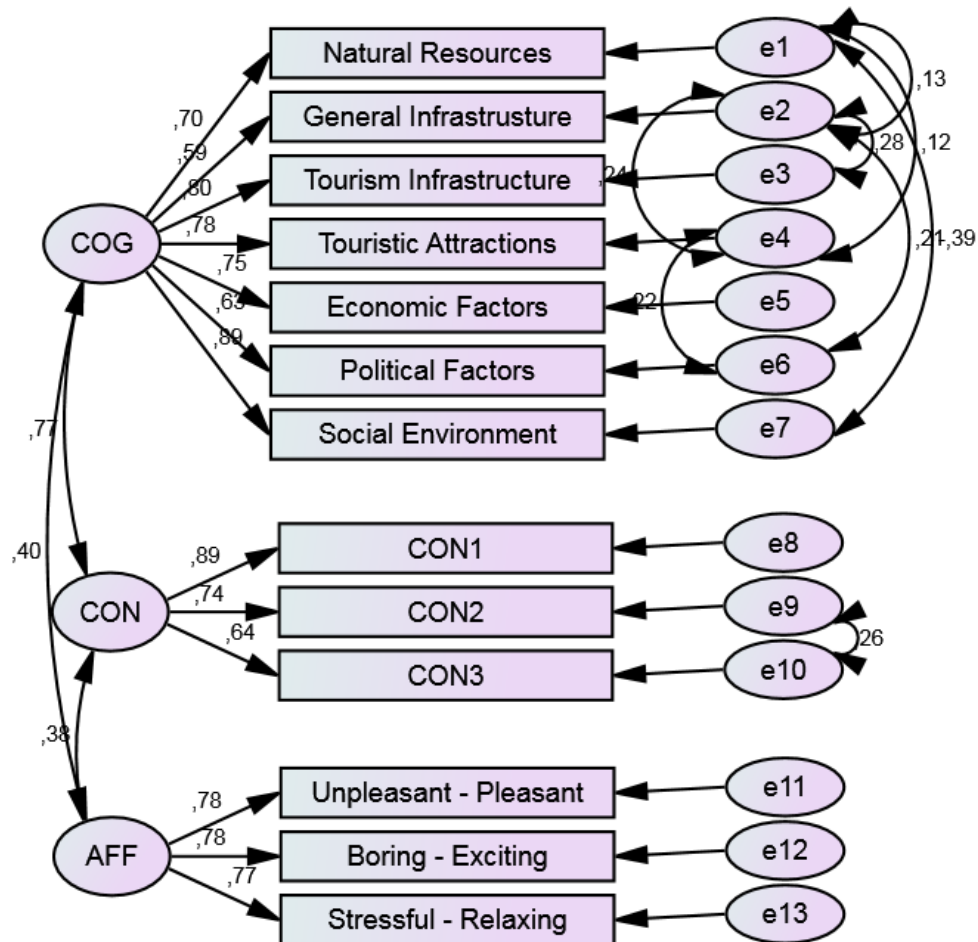


Figure 3.2 Measurement Scale MGCFA 750 Questionnaires All Nationalities 3 Dimensions

Table 3.11 Descriptive Statistics for MGCFA – UK

	UK N=250							
	M	SD	SE	t	λ	α	AVE	CR
COGNITIVE						0,924	0,619	0,918
Natural Resources	5,827	1,058			0,701			
General Infrastructure	5,327	1,181	0,099	10,230	0,639			
Tourism Infrastructure	5,754	1,105	0,103	12,200	0,838			
Touristic Attractions	5,401	1,137	0,093	12,880	0,784			
Economic Factors	5,511	1,315	0,122	11,990	0,822			
Political Factors	5,285	1,309	0,120	11,200	0,762			
Social Environment	5,498	1,199	0,125	12,000	0,928			
CONATIVE						0,845	0,643	0,840
Intention to recommend	5,976	1,419			0,942			
Intention to re-visit	5,592	1,815	0,074	14,930	0,812			
Intention to make holiday in Antalya region	4,740	1,952	0,087	10,320	0,618			
AFFECTIVE						0,827	0,623	0,832
Unpleasant - Pleasant	5,632	1,557			0,765			
Boring - Exciting	4,885	1,669	0,097	11,230	0,779			
Stressful - Relaxing	5,287	1,980	0,120	11,430	0,822			

Table 3.12 Descriptive Statistics for MGCFA – DE

	DE N=250							
	M	SD	SE	t	λ	α	AVE	CR
COGNITIVE						0,869	0,507	0,875
Natural Resources	5,860	0,911			0,681			
General Infrastructure	5,194	1,091	0,119	7,810	0,531			
Tourism Infrastructure	5,680	1,031	0,124	10,690	0,797			
Touristic Attractions	5,714	0,835	0,098	10,740	0,778			
Economic Factors	5,555	1,089	0,126	9,380	0,675			
Political Factors	5,181	1,217	0,138	7,830	0,550			
Social Environment	5,749	0,864	0,115	10,830	0,896			
CONATIVE						0,823	0,531	0,767
Intention to recommend	6,015	1,217			0,891			
Intention to re-visit	5,860	1,586	0,098	9,580	0,638			
Intention to make holiday in Antalya region	5,192	1,680	0,103	9,370	0,625			
AFFECTIVE						0,820	0,604	0,820
Unpleasant - Pleasant	5,485	1,442			0,716			
Boring - Exciting	5,014	1,436	0,109	10,790	0,844			
Stressful - Relaxing	5,486	1,440	0,102	10,510	0,767			

Table 3.13 Descriptive Statistics for MGCFA – RU

	RU N=250							
	M	SD	SE	t	λ	α	AVE	CR
COGNITIVE						0,864	0,495	0,870
Natural Resources	5,997	0,779			0,714			
General Infrastructure	5,846	1,043	0,120	8,780	0,561			
Tourism Infrastructure	5,577	1,007	0,130	10,680	0,764			
Touristic Attractions	5,785	0,936	0,119	11,250	0,795			
Economic Factors	5,155	1,257	0,160	10,060	0,711			
Political Factors	5,842	1,021	0,128	7,020	0,487			
Social Environment	5,768	0,884	0,114	11,470	0,824			
CONATIVE						0,767	0,540	0,777
Intention to recommend	6,034	1,211			0,819			
Intention to re-visit	5,983	1,322	0,096	10,060	0,728			
Intention to make holiday in Antalya region	5,088	1,711	0,125	8,950	0,648			
AFFECTIVE						0,792	0,575	0,801
Unpleasant - Pleasant	5,822	1,175			0,856			
Boring - Exciting	5,441	1,266	0,086	10,470	0,715			
Stressful - Relaxing	5,443	1,380	0,093	10,220	0,693			

CONCLUSIONS

Discussions

The literature agrees on cognitive and affective component having impact on overall image perception of tourists. Conative dimension is either not included at all or when included its either an explanatory factor (Stylos et al., 2016, 2017, Agapito et al., 2013) or latent factor (Bigne et al. 2009, Stylidis et al., 2017). The conative/ behavioral dimension of destination image is an explanatory factor of overall destination image in this study based on the understanding that tourists would not develop an image for destinations they would never consider visiting. For future research considering conative/behavioral component as an explanatory factor together with cognitive and affective dimensions is recommended under the light of empirical evidence provided with CFA and MGCFA in this study.

Studies mentioned in theoretical background section has all contributed to this study in different ways but only 3 recent studies mentioned below were relevant in terms of coverage, depth and multi group analysis for discussions.

Stylos et al., (2016, 2017) have studied Russian tourists visiting Greece in year 2013 and the next year in 2014 they have repeated the research with British and Russian tourists visiting Greece. Similar to this study, the research conducted in 2013 and published in 2016 considers Cognitive parcels, affective items and conative items. Stylos et al, have also utilized content based parceling technique to establish four parcels of cognitive dimension: attractive conditions, essential conditions, appealing activities, natural environment. Regarding affective dimension, Stylos et al, have used 7 pairs of bipolar semantic differentials but for analysis these items are aggregated to affective dimension. Therefore affective dimension studied by Stylos et al., and this study are not sharing the same depth. Conative component is the area where study of Stylos et al., and this study are in disagreement. Stylos et al (2016, 2017) defines conative component as “the idealized and desired future situation the individual wants to develop for himself/herself”. The next year in 2014 when repeating the research with two nationalities (British and Russian), Stylos et al., (2017) preserved the model of cognitive, affective and conative image explaining overall destination image and overall destination image explaining intention construct. Although the combination of cognitive-affective-conative dimensions constructing overall image seems similar to this study, the

definition of conative in this study is intention itself and not an idealized form of the destination as Stylos et al., (2017) suggests.

Stylidis et al., (2017) has focused on cognitive and affective dimensions affecting each other as well as overall destination image and all three are affecting intention to recommend. Cognitive, affective and conative (intention) dimension of study of Stylidis et al., is similar to this study. Another similarity between this study and Stylidis et al., is parceling technique. Stylidis et al., used 17 cognitive attributes and aggregated them under 5 parcels namely: Natural characteristics/Environment, Amenities/Tourist Infrastructure, Attractions, Social/Travel Environment and Accessibility/Supporting Infrastructure. Yet another similarity is Stylidis et al., started with 4 affective components similar to this study. And final similarity between study of Stylidis et al., and this study is, both studies are comparing more than one group's destination image perception and utilizing MGCFA. Although we seem to agree on many aspects with Stylidis et al., we have one disagreement of where the overall image stands. This study considers cognitive, conative and affective dimensions are exploratory factors of destination image where as Stylidis et al., (2017, 2017) considers conative (intention) dimension as the end result. Future research can shed a light on this disagreement.

The study of Agapito et al., (2013) is similar to this study in 3 aspects; (1) covering cognitive, affective and conative dimensions, (2) definition of these dimensions are same, (3) all 3 dimensions are explanatory factors of overall destination image, but different in 2 aspects such as: (a) Agapito et al., did not utilize parceling technique and aggregated all items to their corresponding dimension namely cognitive, affective and conative which caused loss of sub scale depth in analysis, (b) only studied one group and could not utilize MGCFA. Therefore although the perspective is very similar, this study has approached to a further depth with subscales and a wider coverage with multiple groups.

The techniques as well as a holistic approach utilized in this study encourage future researchers to use this scale to analyze and understand the destination image perception for mass Sun-Sand-Sea (3S) tourism destinations similar to Antalya for multiple nationalities from central Europe (Germany), non-continental Europe (UK) and North Eurasian (Russian Federation) source markets. As a further extension of this study this scale can also be tested for other destination types like city destinations with similar subscales.

Conclusions

Literature suggests that researchers have been discussing the dimensions, hierarchy and sequence of destination image components since 1970. The confusion in terminology and number of dimensions is an ongoing discussion.

This study demonstrates that (1) destination image is three dimensional, namely cognitive, conative and affective, (2) integrated measurement scale is confirmed with MGCFA assuring measurement invariance for tourists from three different source markets namely, British, German and Russian. Findings of this research and analysis methods used provides valuable insights to destination image literature and casts light on the path for future researchers.

The originality value of this study lies on:

- Utilization of parceling technique,
- Development of measurement scale covering all 3 dimensions in parcel and item level,
- Implementation of MGCFA assuring applicability of scale for multiple nationalities

The analysis of data, development of scale and confirmation across groups is pursued by following methods:

Procedure for developing measurement scales suggested by Churchill (1979) is applied.

- (1) Cognitive dimension is the most frequent area of focus for destination image research. Exploratory factor analysis is conducted with 745 questionnaires (204 British, 271 German and 270 Russian) and unidimensionality is confirmed. This confirmation enabled utilization of parceling technique. Researcher used content based parceling technique to establish 7 parcels.
- (2) The 745 questionnaires (204 British, 271 German and 270 Russian) is used for second phase of exploratory factor for cognitive parcels (7), conative items (3) and affective items (4) total 14 items. One affective item namely calm/lively is eliminated due to its low communality and low correlation with other parcels/items. The results confirmed that there are 3 dimensions of destination image and cognitive parcels, conative items and affective item as are loading strongly to their respective factors.
- (3) CFA for all nationalities is conducted with 750 questionnaires (250 from each nationality) which is the second half of total 1495 questionnaires.. Measurement scale

confirmed the 3 dimensional structure of destination image and their respective segregation.

- (4) As last stage, the rigid test of MGCFA is applied for individual nationalities confirm that 3 different source markets share the same 3 dimensional structure and the same pattern of factorial segregation. MGCFA assured that the destination image measurement scale developed is invariant for tested 3 nationalities (German, Russian and British) for Mass tourism 3S destinations similar to Antalya..

Although there are similar studies conducted recently using similar techniques and all studies agree that destination image is multidimensional and most studies are covering similar dimensions of destination image, this study contributes to literature with an integrated measurement scale covering all 3 explanatory dimensions of overall destination image with extended depth of sub scales and provides supporting evidence that this scale is valid for 3 nationalities.

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

Further Considerations

Similar to many tourism and hospitality researchers conducted all around the world, this research is conducted at Airport with self-administered questionnaires bearing LK7 type questions in respective languages of the source markets during July-October 2017. British, German and Russian tourists are nominated as respondents and tourists are approached in airport waiting queues for voluntary and anonymous participation. Although participation was voluntary and anonymous, the answer bias shall be tested under the light of (1) flight stress, (2) end of holiday depression, (3) fatigue of last day packing. For further studies, hotels and touristic attractions can also be places for conducting research to eliminate answering biases associated with airport/flight and going back to routine life in home country.

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

Current coverage of research includes British (non-continental European), German (central continental European) and Russia (north Eurasia) source markets. This coverage can be enlarged to eastern, south eastern source markets and also implemented to domestic tourist to further enlarge the scale coverage and test how further the coverage of developed measurement scale can be enlarged.

This study is focused on measurement scale development and multi-group confirmation of this scale. Although participants were asked further questions like familiarity with all-inclusive holiday type, familiarity with destination, information sources, memetics, booking channel and budget for the trip, these questions are not utilized in this research as these are outside the scope of this study. These attributes of the research can be used to develop further understanding of destination image.

The next target of researcher is to implement this integrated scale in Antalya with 3 existing nationalities and as addition domestic tourists and also try to implement this study in similarly seasonal 3 S destinations in competing Mediterranean countries like Spain, Portugal and Greece. My sincere hope is to cooperate with Dora Agapito et al. in Portugal, Nikolaos Stylos et al. in Greece.

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Annex 1- Questionnaire in English

Dear Participant, good day. We are conducting a passenger survey about Antalya Region to understand the image perception of British travellers who spent their holiday in Antalya Region.

All collected data will be evaluated anonymously and not in a personalized manner.

The survey will not take longer than 3 minutes.

Considering your current stay in Antalya Region, how would you evaluate the image of the region based on the following categories. Please ✓ the choice best suiting to you with the scale from 1 = very negative to 7 = very positive.

With the points in between you can grade your evaluation.

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

Below certain statements regarding Antalya Region as a holiday destination are made.

Please evaluate these statements based on your personal experience on a scale from

1 = "I strongly disagree" to 7 = "I strongly agree". With the points in between you can grade your evaluation.

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

Please turn the page →

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

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

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

3. Where did you mainly book this travel?

(please ✓ only one)

- ☐ Travel agency
☐ Online portal
☐ Other:

(please specify) _____

2. Where did you receive information about Antalya Region as holiday destination from?

(You may ✓ more than 1 answer)

- ☐ Internet, social media (Facebook, Instagram etc.)
☐ Classical media (printed, TV, radio, posters etc.)
☐ Professional advice (travel agency)
☐ Recommendations of family, friends or colleagues
☐ I have been to Antalya Region before
☐ Other:

(please specify) _____

4. Number of times you have spent an all-inclusive holiday before:

- ☐ Never, this is my first time
☐ 1-2 times
☐ 3-5 times
☐ 6 or more times
☐ I do not make all-Inclusive holiday

5. How many times have you visited Antalya Region before?

- ☐ Never, this is my first visit
☐ This is my second visit
☐ I have been here several times

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

7. What is your total budget for this trip?

(all costs of accommodation, flight and transfer for all travellers)

_____ GBP

8. Your gender:

(Please ✓)

- ☐ Male
☐ Female

9. What is your nationality?

(You may ✓ more than 1 answer)

- ☐ British
☐ Other:

(please specify) _____

10. Last finished school

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

11. How old are you? _____

12. Your marital status

- ☐ single / divorced / widowed
☐ living together / married

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

A joint study of Akdeniz University and Antalya Bilim University.

Annex 2 - Questionnaire in Russian

Уважаемый участник опроса!

Мы проводим данный опрос с целью определения удовлетворенности туристов из России отдыхом в Анталийском регионе. Результаты данного опроса будут оцениваться анонимно.

Заполнение анкеты займет у Вас не более трех минут

Учитывая ваше нынешнее пребывание в регионе Анталия, не могли бы вы оценить имидж Анталии на основе следующих критериев? Выберите вариант ответа, наиболее соответствующий вашему мнению. (1 очень отрицательный и 7 очень положительный, возможны промежуточные варианты ответов).

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

Ниже приведены некоторые комментарии о регионе Анталия как о месте для отдыха.

Полагаясь на ваш личный опыт оцените следующие высказывания по данной шкале (1 совершенно не согласен и 7 абсолютно согласен, возможны промежуточные варианты ответов).

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

пожалуйста, перейдите на следующую страницу →

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

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

1. Продолжительность Ваш
отдых в регионе Анталия? _____ дня

3. Где вы забронировали данный тур?
(пожалуйста, выберите только один
вариант ответа)

- ☐ туристическое агенство
☐ Интернет-портал
☐ Другое

(Пожалуйста, уточните)

4. Сколько раз вы отдыхали в Анталии
по системе все включено?

- ☐ никогда, впервые
☐ 1-2 раза
☐ 3-5 раз
☐ 6 или более раз
☐ у меня нет опыта отдыха по системе все включено

6. Количество
отдыхающих, включая
вас и детей: _____

8. Укажите Ваш пол

(пожалуйста, выберите один вариант ответа)

- ☐ Мужской
☐ Женский

10. Укажите Ваш уровень образования

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

2. Из каких источников вы узнали об
Анталии как о месте отдыха?

(возможны несколько вариантов ответа)

- ☐ интернет, социальные сети (facebook, instagram и т.д.)
☐ традиционные средства массовой информации
(печатные издания, телевидение, радио, реклама т.д.)
☐ Совет специалиста (Туристическое агенство)
☐ Рекомендации близких и друзей
☐ Предыдущий отдых в том же месте
☐ Другое

(Пожалуйста, уточните)

5. Сколько раз вы отдыхали
в Анталии?

- ☐ Это мой первый визит
☐ Это мой второй визит
☐ Я был/была несколько раз

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

9. Ваша национальность?

(возможны несколько вариантов ответа)

- ☐ русский
☐ Другое:

(Пожалуйста, уточните)

11. Ваш возраст? _____

12. Ваше семейное положение

- ☐ Холост / разведен/ вдовец
☐ Женат / Замужем / гражданский брак

Благодарим за ваше участие в сегодняшнем опросе!

Совместное исследование Университета Акдениз и Билим Университет в Анталии

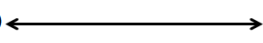
Annex 3 - Questionnaire in German

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

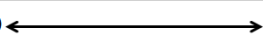
Die Befragung dauert nicht länger als drei Minuten.

Welches Bild haben Sie persönlich von der Antalya-Region? Bitte bewerten Sie die nachfolgenden Kategorien und Aspekte auf einer Skala von 7 = sehr positiv bis 1 = sehr negativ.

Mit den Punkten dazwischen können Sie Ihre Bewertung abstimmen.

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

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

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

Bitte einmal umblättern →

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

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

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

3. Wo haben Sie diese Reise hauptsächlich gebucht?
(Bitte nur eine Nennung)

- ☐ Reisebüro
☐ Online-Portal
☐ Sonstiges:

(bitte eintragen)

2. Woher haben Sie Informationen zur Antalya-Region als Urlaubsziel erhalten?

(Mehrfachnennungen möglich)

- ☐ Internet, Soziale Medien (Facebook, Instagram etc.)
☐ Klassische Medien (Print, TV, Radio, Plakate etc.)
☐ Fachberatung in einem Reisebüro
☐ Empfehlungen von Familie/Freunden/Kollegen
☐ Ich war bereits zuvor in der Antalya-Region
☐ Sonstiges:

(bitte eintragen)

4. Wie oft haben Sie bereits einen All-Inclusive Urlaub gemacht?

- ☐ Noch nie, das ist mein erstes Mal
☐ 1 bis 2 Mal
☐ 3 bis 5 Mal
☐ 6 Mal oder häufiger
☐ Ich mache keinen All-Inclusive Urlaub

5. Wie oft haben Sie bereits die Antalya-Region besucht?

- ☐ Noch nie, das ist mein erster Besuch
☐ Das ist mein zweiter Besuch
☐ Ich war bereits häufiger hier

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

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

8. Ihr Geschlecht:
(bitte ankreuzen)

- ☐ Männlich
☐ Weiblich

9. Was ist Ihre Nationalität?
(Mehrfachnennungen möglich)

- ☐ Deutsch
☐ Sonstiges: _____

(bitte eintragen)

10. Ihr höchster Schulabschluss

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

11. Wie alt sind Sie? _____

12. Ihr Familienstand

- ☐ ledig / geschieden / verwitwet
☐ zusammenlebend / verheiratet

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

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

Annex 4 - Questionnaire in Turkish

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

Antalya'da geçirdiğiniz tatil deneyimini baz alarak, Antalya bölgesini aşağıdaki kategoriler açısından nasıl değerlendirirdiniz?

Lütfen 1= çok kötü, 7= çok iyi ölçeği üzerinden derecelendirir misiniz?

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

Aşağıda Antalya'nın tatil yöreni olarak değerlendirilmesine yönelik bazı ifadeler verilmiştir.

Kişisel deneyiminizi baz alarak aşağıdaki bu ifadeleri 1= kesinlikle katılmıyorum, 7= kesinlikle katılıyorum ölçeği üzerinden derecelendirir misiniz?

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

Lütfen sayfayı çeviriniz →

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

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

1. Antalya Bölgesinde
geçirdiğiniz tatilin süresi _____ gün

3. Rezervasyonunuzu nereden yaptınız?

(lütfen sadece 1 seçeneği işaretleyin)

- ☐ Seyahat acentası
☐ Online internet üzerinden
☐ Diğer

(lütfen belirtiniz)

2. Bir seyahat destinasyonu olarak Antalya bölgesi
hakkında bilgiyi nereden edindiniz?

(Birden fazla seçeneği ✓ işaretleyebilirsiniz)

- ☐ İnternet, sosyal media (facebook, instagram, vb.)
☐ Medya (basın, TV, radyo, poster, vb.)
☐ Profesyonel tavsiye (seyahat acentası)
☐ Aile veya arkadaş tavsiyesi
☐ Daha önce buraya gelmişim
☐ Diğer

(lütfen belirtiniz)

4. Daha önce kaç kez herşey dahil
türü tatil yaptınız?

- ☐ Hiç yapmadım, bu ilk seferim
☐ 1-2 kez
☐ 3-5 kez
☐ 6 veya daha fazla
☐ Herşey dahil tür tatil yapmam

5. Daha önce Antalya bölgesinde
bulundunuz mu?

- ☐ Bu ilk ziyaretim
☐ Bu ikinci ziyaretim
☐ Buraya pek çok kez geldim

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

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

8. Cinsiyetiniz

(Lütfen ✓ işaretleyiniz)

- ☐ Erkek
☐ Kadın

9. Milliyetiniz:

(Birden fazla seçeneği ✓ işaretleyebilirsiniz)

- ☐ Türk
☐ Diğer

(lütfen belirtiniz)

10. Son bitirdiğiniz okul

- ☐ İlkokul (4-5 yıl eğitim)
☐ Ortaokul (8 yıl eğitim)
☐ Lise (11-12 yıl eğitim)
☐ Üniversite veya yüksek lisans

11. Kaç yaşındasınız? _____

12. Medeni haliniz

- ☐ Bekar / Boşanmış / Dul
☐ Evli / Beraber yaşayan çift

Anketin sonuna geldiniz. Katıldığınız için teşekkür ederiz.

Akdeniz Üniversitesi ve Antalya Bilim Üniversitesi ortak çalışmasıdır.

CURRICULUM VITAE

Name SURNAME/ Adı SOYADI	Demet CEYLAN
Place / date of Birth Doğum yeri/tarihi	Ankara, 1971
Education / Eğitim Durumu	
Highschool Mezun Olduğu Lise	Antalya College, / Özel Antalya Lisesi, 1987
Bachelors degree Lisans Diploması	1992, Boğaziçi University, Business Administration, (Boğaziçi Üniversitesi, İİBF, İşletme) 2009, Anadolu University, Banking and Insurance, (Anadolu Üniversitesi, Bankacılık ve Sigortacılık)
Masters / Yüksek Lisans	Akdeniz University, Social Sciences Institute, International Tourism Management Masters Program 2018 Akdeniz Üniversitesi Sosyal Bilimler Enstitüsü, Uluslararası Turizm İşletmeciliği İngilizce Tezli Yüksek Lisans Programı, 2018
Subject / Tez Konusu	Testing destination image scale invariance among British, German and Russian tourists: A multigroup confirmatory factor analysis (Destinasyon imaj ölçeğinin İngiliz, Alman ve Rus turistler arasında farksızlığının test edilmesi: Çoklu Grup Doğrulamalı Faktör Analizi)
Language Skills Yabancı Dil / Diller	Turkish/Türkçe, Native /ana dil English/İngilizce, Advanced /ileri seviye German/ Almanca, Intermediate /orta seviye French/ Fransızca, Intermediate/orta seviye Spanish/ İspanyolca, Beginner/başlangıç seviye Turkish Sign Language/ Türk İşaret Dili, Intermediate/orta seviye
Academic activities / Bilimsel Faaliyetler	
	Conference papers: - Management Shadowing: As a tool for improving managerial and entrepreneurial skills of Tourism Students, submitted at II. International Conference, Tourism Dynamics and Trends, June 2017, Sevilla Spain - Süreç Yönetimi Yaklaşımı ile Tedarik ve Satış Yönetimi, Sosyal Bilimler ve İnovasyon Kongresi, May 2018, Antalya
Work experience / İş Deneyimi	
	2016 + Antalya Bilim University , Lecturer
	2015-2016 Prince Group, Advisor to the Chairman of the Board

	2013-2014	TUI Russia <Borublita Holidgs Ltd.> , Consultant
	2010-2012	TUI Türkiye <Tantur Turizm Seyahat AŞ.>, Finance Director and Member of the Board of Directors,
	2009-2010	OTI Holding A.Ş., Budget and Planning Manager
	2007-2009	Fraport IC İçtaş Antalya Havalimanı Terminal Yatırım ve İşletmeciliği A.Ş. , Budget and Planning Manager
	1999-2007	Antalya Airport International Terminal Management and Investment Inc., Budget and Planning Manager,
	1998-1999	Coca Cola Bottlers of Turkey, Plant purchaser
	1996-1997	SunExpress Airlines, Assistant Managing Director
	1992-1996	Nestlé Türkiye Gıda San. AŞ., Product Manager
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