

**BEING AWAY OR BEING THERE: BRITISH  
HOLIDAYMAKERS' MOTIVATIONS AND  
EXPERIENCES VISITING ALANYA, TURKEY**

A Thesis submitted for the degree of Doctor of Philosophy

By

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## **Abstract**

This thesis investigates British holidaymakers' motivations, behaviours and experiences visiting Alanya, Turkey, based on the analysis of quantitative and qualitative data gathered through structured self-administrated questionnaire and semi-structured interviews. Employing a convenience sample of 505 holidaymakers visiting a coastal holiday resort in the Mediterranean, the thesis provides a destination-based analysis of the tourist experience process in three analytical phases. Utilising qualitative and quantitative techniques, the study investigates and addresses, in particular, two specific issues: Motivators, constraints and facilitators of holiday choice; and evaluation of holiday/destination behaviour and experiences. The underlying characteristic of Alanya holiday was found to be seeking 'fun in the sun'. 'Being away' was more important than 'being there' as long as sunny weather and the 'right price' were guaranteed. Coastal pleasures dominated the holiday activity, and social and cultural contacts were also significant. Motivations, constraints and facilitators were significant determinants of holiday choice and holiday activity patterns. Supporting consumption experiences were the facilitators of peak experiences. Both peak and supporting consumption experiences were crucial in combination for holidaymakers' satisfaction. Preferences and perceptions indicated both similarities and differences between holidaymakers. Differences that are rather more significant were based on repeat visitation patterns. Socio-demographic characteristics were more significant for pre-and on-site experience phases. Trip characteristics were more significant for on-site- and post-experience phases. This study adds substantially to our understanding of tourist motivations, behaviours and experiences and provides additional evidence in terms of their complexity and heterogeneity. Demonstrating the relevance of peak touristic experiences and supporting consumption experiences, the study highlighted the importance of the constraints/facilitators, on the structural, interpersonal and intrapersonal levels. Using mixed methods research design and studying three phases of the tourist experience process simultaneously, the study provides both a theoretical and a methodological base for future research. The study has important implications for the management and marketing of destination experiences. This study calls for cross-national research involving its replication with random sampling in the same resort area, and other tourist resorts in the Mediterranean.

## Acknowledgements

The subject of this thesis and the experience that I had gone through as a Ph.D. researcher has similarities. It was like a ‘journey’ as tourists go through. It started with anticipation; I was positive and enthusiastic about the excitement of professional development, enlightenment and self-actualization, but I also was worried of being away from home and the family ... More pros than cons ... so I decided to come to the UK. Like many holidaymakers, I was physically inactive. However, it still was one the most challenging times that I had ever experienced. At times, it was frustrating and full of angst, demanding constant effort for a long time. The journey was one of personal development; I hope, I am a much more humble person, listening and thinking more before, I act or react. This personal note heralds that this journey is coming to an end, a significant achievement in my life. I will always recall the memorable experiences of this journey.

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## **Author's declaration**

I, Muhammet Kesgin, declare that the work presented in this thesis is original. It has been produced by me, except as acknowledged in the text, as the result of my own research. The material has not been submitted, either in whole or in part, for a degree at this or any other university.

As cited below, it should be noted that the jointly authored article has been published based on some of the findings in chapter five and their relevant literature in chapter two:

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## Abbreviations

3S	Sun, Sea, and Sand
ALTSO	Alanya Chamber of Commerce and Industry (in Turkish)
ANOVA	Analysis of Variance
BC	Before Christ
CIT	Critical Incidents Technique
FTT	First-timers to Turkey
KMO	Kaiser-Meyer-Olkin
LMS	Leisure Motivation Scale
MCT	Ministry of Culture and Tourism (Turkey)
MMR	Mixed Methods Research
NVIVO	Qualitative data analysis software
ONS	Office for National Statistics
PCA	Principal Component Analysis
PTMS	Pleasure Travel Market Surveys
QUAL	Qualitative Research
QUAN	Quantitative Research
RTA	Repeaters to Alanya
RTT	Repeaters to Turkey
SOC	Standard Occupational Classification

SPSS	Statistical Package for the Social Sciences
TCL	Travel Career Ladder
TCP	Travel Career Pattern
TR	Turkey (Turkish Republic)
TRPS	Travel Role Preference Scale
TurkStat	Turkish Statistics
UK	United Kingdom
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
USA	United States of America

## **1. CHAPTER ONE: Overview of the thesis**

### **1.1. Introduction**

This introductory chapter attempts to provide a synopsis of why and how this research is undertaken. The chapter opens with background information on a number of issues surrounding tourism, which are pertinent to the topic of this thesis. The chapter then provides the rationale of the thesis, the aims and objectives of the research, and justification of research methodology. Finally, the chapter ends with an outline of all other chapters in the thesis.

### **1.2. Setting the scene: why British holidaymakers in Turkey?**

The purpose of this research was to investigate British holidaymakers' motivations, behaviours, and holiday experiences in Alanya, Turkey. An understanding of 'being a tourist' in general or 'being a holidaymaker' in particular has important implications for theory and practice (Sharpley and Stone 2012b; Bowen and Clarke 2009; Pearce 2005). Many distinguished writers highlight the importance of tourism as a social, cultural and economic phenomenon (Urry and Larsen 2011; Wearing, Stevenson and Young 2010; Cohen 2008). Cohen states "tourism became recognised as a major domain of contemporary life, a huge international industry, reaching out into ever more remote corners of the world, and preparing to reach into space" (2008:330). By its very nature, the defining characteristic of tourism is the movement of people; especially international movements. In 2010, the year of this study, international tourists' arrivals accounted for 940 million (UNWTO 2011). These figures are significant for United Kingdom (UK) and Turkey, as these countries are among top destinations in the world. UK is a major tourist generating country, whereas Turkey is major tourist receiving country. In the same year, 55 million British tourists travelled internationally and Turkey welcomed 27 million international tourists (ONS 2011; TurkStat 2011). Of greater concern is the visit of more than 2.5 million British holidaymakers to Turkey.

The past fifty years or so have seen increasingly significant contributions to our understanding of tourism from a variety of disciplinary perspectives (Cohen 2008;

Sharpley 2003). As a major human activity, tourism has proven to be a valuable research area with particular reference to studies into tourist behaviours and experiences (Sharpley 2011, Decrop 2006; Smith 1995). Scholars have introduced many explanations as to why holidays are significant periods for people: 'the need to escape' (Dann 1977); 'for well-being and recuperation' (Wickens 2002); 'for having fun' (Bakir and Baxter 2011); 'anticipation' (Parrinello 1993); 'having something to look forward to' (Sharpley 2003); and 'necessary part of life' (Gibson and Yiannakis 2002). Research into tourist behaviour has become field of primary importance to the consumer behaviour analysts (Bowen and Clarke 2009; Swarbrooke and Horner 2007). Rather more significantly, analysts from different social science fields have shown a growing interest in studying contemporary holiday behaviour as a manifestation of 'modern consumer culture' (Wearing *et al.* 2010; Pons, Crang and Trovlu 2009b; Van Egmond 2007; Dann 2002; Wang 2000).

Recognising multidisciplinary nature of tourism, this thesis employs an interdisciplinary perspective. Studying tourists' behaviours and experiences, the thesis attempts to contribute to marketing management of tourism. It has conclusively been shown that this endeavour has significant implications: "The management of tourism depends in part upon the successful management of tourist behaviours and experiences" (Moore, Smallman, Wilson and Simmons 2012:1), and "There is nothing more central to marketing than consumption, and nothing more central to consumption than consumers" (Gabbott 2008:109). Taking individual tourist as the unit of analysis, this study examines tourist's on-site behaviours and experiences by identifying their relationship with their antecedents and consequences (Sharpley and Stone 2012a; Pearce 2005). In so doing, this study attempts to shed some light on the nature of tourist experience, and provide implications for destination management and marketing.

The scholarly debate surrounding the nature of tourism has centred upon its 'complexity' and 'definitional fuzziness' (Reisinger 2001; Dann 1981; Cohen 1974) and it often continues to be misunderstood (Cooper and Hall 2008). It is necessary here to clarify exactly what is meant by 'tourism' (and also the 'tourist') to make the context of the thesis more explicit before moving to the research problem.

### **1.3. Background to the research**

Many scholars argue that the term 'tourism' originated from the Latin/Greek word 'tornus', denoting 'a return journey' (Theobald 2005; Leiper 1979; Boorstin 1992). Tourists' stays in travelled destinations are said to form "tourists' relationships" and the significance of studying tourism (Urry and Larsen 2011:4). Although increasingly regarded as pleasure and leisure activity (Bowen and Clarke 2009; Uysal, Li, and Sirakaya-Turk 2008), there is little agreement on a global tourism definition due to its relevance to wide variety of areas and innumerable manifestations (Netto 2009). Many scholars, therefore, emphasise that 'defining tourism is almost conceptually impossible' (Pike 2008; Leiper 2008; Smith 1998). As such, Mill and Morrison argue: "All tourism involves travel, yet not all travel is tourism. All vacation travel involves recreation, yet not all tourism is recreation. All tourism occurs during leisure time, but not all leisure time is spent on tourism activities" (2002:1).

Recognising this complexity, the literature stresses different purposes for travelling (Holloway 2006). For example, Chadwick (1994) suggests three main categories for different travel purposes: (1) pleasure: leisure, culture, active sports, visiting friends and relatives; (2) professional: meetings, missions, business, etc. (3) other purposes: study, health, transit. Describing general commonalities such categorisation schemes enhance our understanding of different tourism types (Gee and Fayos-Sola 1997). However, contemporary tourism has become more diversified, segmented (Cohen 2008), and even the same tourism activity type has been shown to involve different behavioural and experiential patterns (Wickens 2002). Although continually treated as homogenous categories, tourists and tourists' experiences are not alike (Pearce 2005; Wang 2000). Tourism researchers are, therefore, suggested to clarify the context, tourism or tourist types when presenting the results of their research (McCabe 2005; Wickens 1999).

Dealing with tourists' relationships holidaying at a Mediterranean coastal resort, this thesis regarded tourism as a pleasure travel incorporating leisure and recreation activities in the travelled destination (Page and Connell 2010:15). To this end, the type of tourists in this thesis was 'holidaymakers' (Ryan 2003; Pearce 1982).

In understanding this complex process, scholars have developed generic tourism system models based on tourists' geographical movements to destinations (Leiper 2008; Mill and Morrison 2002; Gunn 1994). In their respective conceptualisations, these models differ little, and they all highlight the fact that tourism depends on destinations (Saraniemi and Kylänen 2011). Relevant to this destination-based study, the push-pull based model has been shown to be useful to contextualise the position occupied by destinations within the overall tourism system (Prideaux 2009). Push represents origin-based factors (e.g. demand, motivation), and pull represents destination-based factors (e.g. tourist activities, attractions and facilities). Travel and marketing constitute other components of system models. This thesis utilised push-pull model to address some of its key research questions.

Tourism as a business subset requires knowledge of how it is produced and consumed so that it can be managed effectively (Sharpley and Stone 2012a, 2011a; Cooper and Hall 2008). The literature reveals that tourism is a complex production and consumption system involving commodities, goods, services, experiences and ideas (Sirakaya and Woodside 2005). Although providing an exact tourism product definition is inherently found to be difficult, it can be suggested that tourists are consumers of various service industries as they purchase and consume a 'global bundle of services and commodities' (Page and Connell 2006; Burns and Holden 2005). However, there also exist complexities in relation to being a service industry (e.g. intangible, inseparable, and perishable) (Williams and Buswell 2003). Service aspects of tourism consumption experience are part of tourism product and they constitute commercial experiences (McIntyre 2007; Quan and Wang 2004). It should, however, be noted that not all tourist experiences are provided by tourism service suppliers (Reisinger 2001). For example, place and people are also seen as essential components of tourism experiences (Ryan 2003:324). These components are not necessarily commercial, and, therefore, it is important to recognise both the commercial and non-commercial aspects of tourism consumption experience (MacCannell 2002).

The following part focuses on the purpose of the research and outlines its methodological design.

#### **1.4. The research problem**

This thesis attempted to provide a picture of tourism consumption process in a coastal holiday resort setting. The literature demonstrates that more information is required on the holiday behaviour and experiences of tourists visiting coastal holiday resorts (Morgan 2010; Pons *et al.* 2009b; Wickens 2002), especially in Turkey (Aktas, Cevirgen and Toker 2010; Duman and Kozak 2010). Tourist motivation and satisfaction were prime concerns of this thesis. Satisfaction has been regarded as a fundamental issue; Kilbourne argues, "The primary issue of economics now is the satisfaction of consumer preferences *as they exists* [italics in original]" (2010:365). The literature suggests that preferences are related to both tourist motivation and satisfaction (Gilbert 1991). It has been shown that tourists' preference analysis provides an appropriated lens in studying the tourism consumption process (Pearce 2005). Studying tourism consumption system has practical implications for tourism business (Sharpley and Stone 2011a).

Consistent with literature, this thesis utilised the phrase 'tourist behaviour' both in the meaning of physical (i.e. human body, tourist behaviour) and mental (i.e. human mind, tourist experience) activities. This perspective suggests that tourist's experiences (thoughts, feelings, and reactions) cannot be separated from tourist's behaviours (actions) (Pearce 2011; Bowen 2008; Pearce 2005). This perspective also allows linking and differentiating common and unique concepts in 'tourist behaviour' and 'consumer behaviour' (Bowen and Clarke 2009; Pearce 2005; Seaton 1996). The term tourism consumption has also been utilised to involve the meaning of tourism experience and vice versa.

Over the last five decades, there have been attempts to map out all related concepts of tourist behaviour (see Bowen and Clarke 2009; Pearce 2005; Cohen 2004; Ryan 2002). These initial attempts have often produced grand models or large systems with consideration of both micro and macro levels of analysis and phases of consumption or experience process (Smallman and Moore 2010; Bowen and Clarke 2009). The literature reveals several contributions to this area: e.g. 'vacation tourist behaviour model' (Moutinho 1987); vacation decision-making (Van Raaij and Francken 1984); 'travel buying behaviour' (Mathieson and Wall 1982). It must be

noted that there have been serious reservations regarding these grand models (Kassarjian and Goodstein 2009; Bowen and Clarke 2009; Gilbert 2001). In part due to these criticism, there exists partial or alternative models in the literature: e.g. ‘an activities-based model of destination choice’ (Moscardo, Morrison, Pearce, Lang and O’Leary 1996), ‘a stimulus-response model of buyer behaviour’ (Middleton 1994); and, ‘a general model of traveller destination choice’ (Woodside and Lysonski 1989). Using grand and partial models, studies often concentrate on decision-making with an emphasis on buying process (information search and selection) and the production of supply. These studies are considered as mainstream or conventional (Kassarjian and Goodstein 2009).

In recent years, the literature has seen critical reviews of these modelling approaches (see Moore *et al.* 2012; Hyde and Decrop 2011; Smallman and Moore 2010; Bowen and Clarke 2009). Criticising grand models, recent studies consider issues related to both decision-making and consumption experience with an emphasis on the consumption and co-creation (Mittal *et al.* 2010; Eka *et al.* 2008; Holbrook and Hirschman 1982). A number of recent illustrations are: ‘vacation decision making’ (Decrop 2006); ‘the concept map for understanding tourist behaviour’ (Pearce 2005); ‘the tourist experience’ (Ryan 2002c); and ‘tourism consumption system’ (Woodside and Dubelaar 2002). Recent evidence suggests that these approaches provide deeper understanding of tourist behaviour and reflects a clear departure from the mainstream literature (Pearce 2011; Decrop 2010; Bowen and Clarke 2009; Jones, Shaw and McLean 2009).

Based on these considerations, the relevant literature recognises three key analytical phases for tourism consumption experience: pre-purchase (pre-experience) or anticipatory, purchase (on-site experience) or experiential, and post-purchase (post-experience) or reflective (Cutler and Carmichael 2010). Each phase has specific characteristics and covers related but distinct concepts (Pearce 2005). Examining these phases simultaneously helps to provide more robust and comprehensive understanding of tourist experience. This comprehensive understanding has theoretical and practical implications (Ryan 2010).

In the light of the literature, this thesis concerns comprehensive analysis of tourist experience in three analytical phases. Experiential phase covers the tourists' visit to

the destination and it forms the core element of this process (Ryan 2002c). This phase involves three levels of contacts with the destination: social, cultural and environmental (Pearce 2005). The literature stresses key influential factors of experiential phase and their significance for subsequent satisfaction and enjoyment (Ryan 2002c). The literature demonstrates that tourists' on-site experiences have antecedents (i.e. anticipation) and consequences (i.e. profit, destination loyalty). It is clear that a destination's ultimate concern is the consequences of tourists' visits of the destination (Crouch 2011). To achieve positive outcomes, destinations compete with one another to provide memorable tourists' experiences (Ritchie and Crouch 2005). This requires an understanding of the antecedents of experiential phase, as well as ensuring to provide appropriate settings for satisfactory tourists experiences during the experiential phase (Tung and Ritchie 2011; Pearce 2005; Ryan 2002c).

The design of this thesis was guided by these recent conceptualisations (Sharpley and Stone 2011a; Pearce 2011; Morgan, Lugosi and Ritchie 2010; Ryan 2010; Bowen and Clarke 2009; Uysal *et al.* 2008; Decrop 2006; Pearce 2005; Quan and Wang 2004; Woodside and Dubelaar 2002; Ryan 2002c; Reisinger 2001; Wickens 1999). Examining tourist experiences in three analytical phases, this thesis aims to provide a richer understanding of the phenomenon rather than to test a grand model of tourist behaviour. This approach is consistent with those of other studies; it is based on the analysis of tourist experiences and/or behaviours in three analytical phases. However, it is necessary here to note that due to the breadth and complexity of process, it is important to recognise that this endeavour is a troublesome effort.

## **1.5. Research aim and objectives**

In an attempt to shed light on the tourist experience, this study aimed at to understand pre-, on-site- and post-experiences of British holidaymakers' visits to Alanya. Consulting a large body of the literature, four specific objectives of this study were:

1. To examine socio-demographic and trip related characteristics of British holidaymakers in Alanya.

2. To examine British holidaymakers' motivation and behaviour choosing a holiday in Alanya.
3. To examine British holidaymakers' on-site behaviour and experience holidaying in Alanya.
4. To examine British holidaymakers' overall evaluation of holidaying in Alanya.

To fulfil the research objectives, the following research questions were developed:

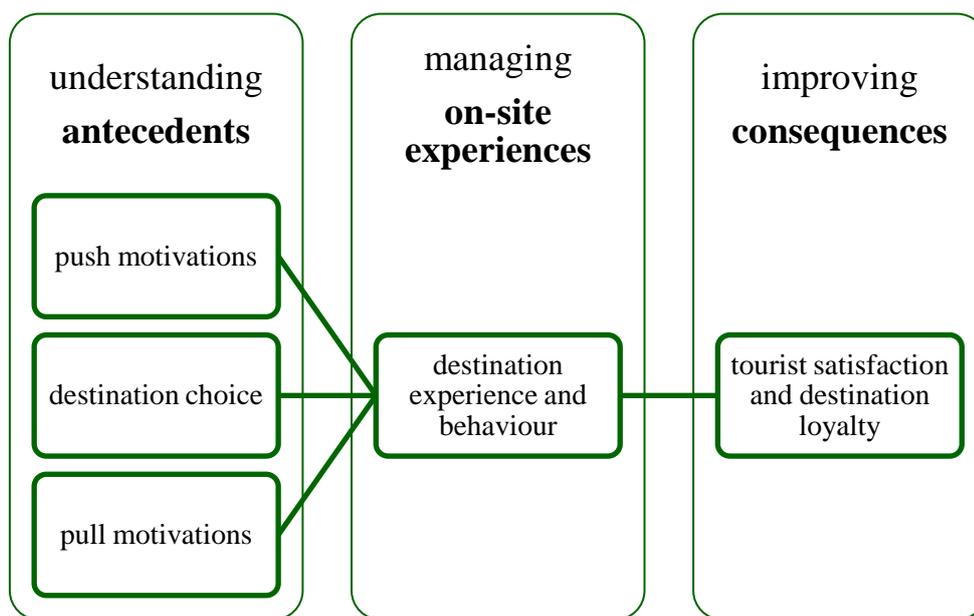
1. What are the socio-demographic and trip characteristics of British holidaymakers in Alanya?
2. What are the push-pull motivations and facilitating/constraining factors that influence British holidaymakers choosing a holiday in Alanya?
3. What are the holiday activities undertaken and which destination areas visited by British holidaymakers in the course of their holiday in Alanya?
4. What are the significant factors that influenced the British holidaymakers' on-site holiday experiences in Alanya?
5. What are the significant factors that influenced British holidaymakers' overall evaluation of their holiday in Alanya?
6. What are the significant factors that influenced British holidaymakers' loyalty to Alanya and Turkey?

## **1.6. Conceptual and methodological framework**

This thesis embraced several constructs in relation to the phases of tourist experience process (see Figure 1-1). Anticipatory phase examined the relevance and influence of tourist motives (push factors), destination attributes (pull factors), constraints and facilitators of holiday choice. Experiential phase covered the analysis of holiday activity participation, destination areas visited, perceptions of hotel/destination attributes, and most/least enjoyed experiences. Reflective phase investigated tourists' evaluative assessments concerning overall satisfaction, destination loyalty and

memorable impression of holiday destination. The study also stressed the relevance and influence of socio-demographic and trip characteristics on tourist motivations, behaviours and experiences.

This thesis contributes to research into tourist motivation, behaviour and experience. A review of the literature reveals that there exists a rich and growing body of empirical research on tourist motivation, tourist satisfaction and destination loyalty (Ryan 2010; Bowen and Clarke 2009; Uysal *et al.* 2008). However, more research is required on constraints and facilitators, holiday activities and perceptions of destination attributes (Bowen and Clarke 2009; Meng *et al.* 2006; Quan and Wang 2004). Developing a holistic approach, this study is different from many other studies, as it simultaneously deals with a variety of constructs in three phases of tourism experience process (Cutler and Carmichael 2010). This approach allows the investigation of relationship among the constructs of these phases (e.g. motivation and actual holiday behaviour) (Lee *et al.* 2002).



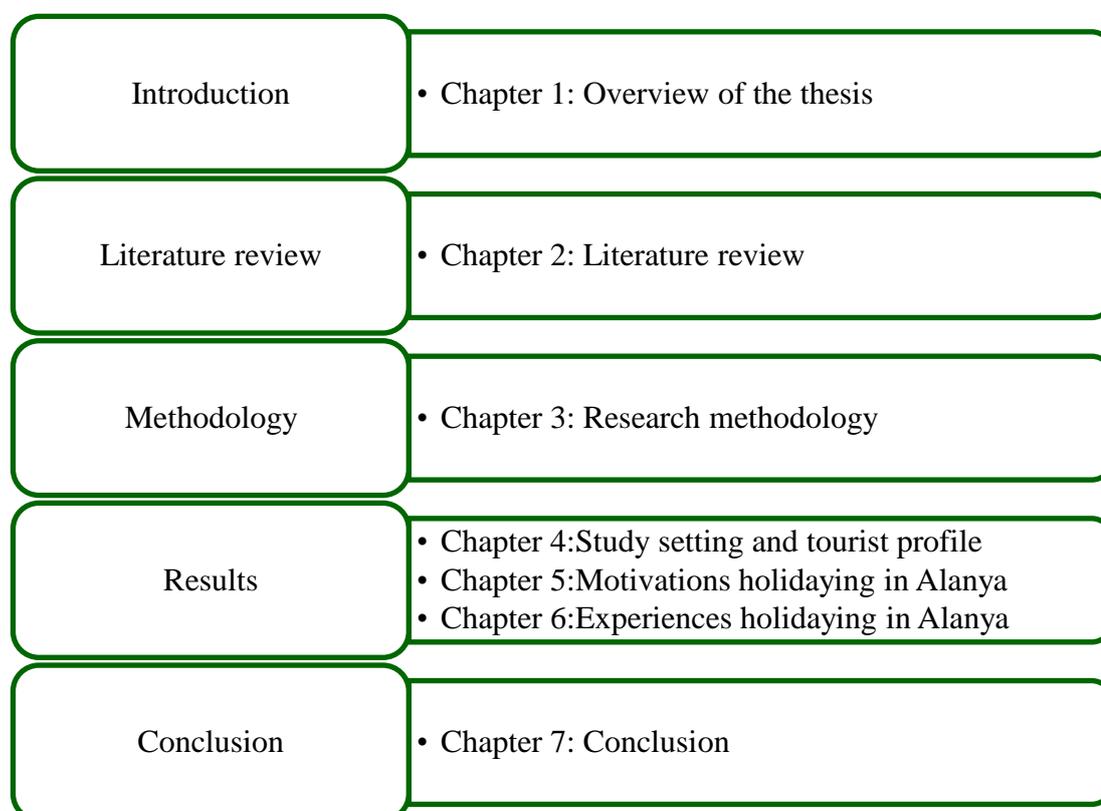
**Figure 1-1 Conceptual framework of the thesis**

Combining both qualitative and quantitative data, this study utilises mixed methods research design. Methodologically, this study is different from many other studies, especially from those studies using quantitative research strategies, which are dominant in the field. The general research design used in this thesis is similar to the approaches used by Kao, Patterson, Scott, and Li (2008), Yoon and Uysal (2005),

Kozak (2000), Wickens (1999), and Ryan (1994). The research design parallels recent empirical studies of tourist motivation (Jacobsen and Dann 2009; Pan and Ryan 2007), holiday activities (Carr 2002; Wickens 1999), perceptions of hotel/destination attributes (Litvin and Ling 2001), experiences (Pritchard and Havitz 2005); satisfaction (Alegre and Garau 2011) and destination loyalty (Yuksel, Yuksel and Bilim 2010).

## 1.7. Thesis outline

The thesis has been divided into seven chapters (Figure 1-2). The first chapter gives a brief overview of the overall thesis. In chapter two a review of literature is given and chapter three lays out the research methodology and framework. Chapter four presents a description of the study setting, and the profile of fieldwork's respondents. Chapter five presents the results for pre-experience phase. Chapter six presents the results of the analysis for on-site and post-experience phases. Finally, chapter seven presents the study's conclusion, outlining major findings, their implications for theory and practice, and suggestions for further research.



**Figure 1-2 Thesis outline**

## **2. CHAPTER TWO: Literature review**

### **2.1. Introduction**

The purpose of this study was to investigate British holidaymakers' motivation, behaviour, and holiday experiences in Alanya. This chapter thus presents a review of studies pertinent to the tourist motivation and behaviour focusing on the holiday experience in coastal destinations.

The relevant literature clearly shows that the topic is well researched and multidisciplinary (Williams 2009; Bowen and Clarke 2009; Pearce 2005; Mak 2004; Harrill and Potts 2002; Ryan 2002b, 2002c; Graburn 2001; Mannell and Iso-Ahola 1987), but it is also fragmented (Bright 2008). It has been studied from a social science perspective (Wearing *et al.* 2010; Graburn and Jafari 1991), as well as marketing and management perspectives (Uysal *et al.* 2008).

The review assesses tourists' motivation and experience and considers issues and debates concerning the various factors identified by academics in the field as motivating people to leave the home environment (Pearce 2011; Uysal *et al.* 2008; Cohen 2004; Harrill and Potts 2002). In this endeavour, it also examines critically, the arguments presented by diverse thinkers, including; sociologists, psychologists, geographers, anthropologists, economists and marketers (Sharpley and Stone 2012, 2011; Morgan *et al.* 2010; Shaw and Williams 2004; Ryan 2003; Dann 2002; Uysal 1998; Johnson and Thomas 1992; Iso-Ahola 1990; MacCannell 1973). It is clear from the literature review that in order to obtain a robust understanding of tourist motivation and holiday activities/experiences, a pluralist theoretical framework needs to be adopted (Robinson *et al.* 2011; Pearce 2011; Jamal and Lee 2003; McCabe 2001; Wickens 1999; Parinello 1993).

In so doing, the study attempts to contribute to the on-going debate concerning the validation of push and pull factors framework in a different setting, that of Alanya. Most of the tourist motivation research utilise push and pull framework to assess tourist behaviour (Uysal *et al.* 2008). The study sought to investigate push-pull factors in relation to both tourist behaviour and experiences. Understanding tourists' on-site behaviour and experiences is also of primary concern for the study. As the

literature reveals, tourists' on-site behaviour and experiences are mediated by tourist motivations and tourist satisfaction (Pearce 2005). Focusing on tourist motivations, the study investigates the interplay between push and pull motivational factors and relevant relationships among destination selection, tourists' on-site experiences, and satisfaction. Linking tourist motivation to other constructs of tourist behaviour and experience, the study develops an integrated approach to understand tourist motivation (Yoon and Uysal 2005). Recognising the heterogeneity in tourist motivations, behaviour and experiences, the study also assesses similarities and differences between subgroups (i.e. repeat visitors vs. first time visitors) (Pearce 2005; Cohen 2004; Wang 2000).

## **2.1. Understanding tourist behaviour and experience**

Tourist motivation is recognised as a primary research area for understanding tourists' destination choice, holiday activities undertaken by tourists and their on-site experiences (Bowen and Clarke 2009; Uysal *et al.* 2008). However, the review shows that motivation is, by its very nature, a multifaceted and complex phenomenon to study (Pearce 1993; Dann 1981). Further complexities are also relevant in terms of very core concepts, 'tourism' and 'tourist experience' (Tung and Ritchie 2011; Smith 2004; Williams *et al.* 2004). There is little consensus on a widely agreed definition of tourism (Holloway 2006). While many researchers suggest a variety of definitions, others argue that defining tourism is conceptually impossible (Pike 2008; Leiper 2008). Nevertheless, Wang (2006:65) suggests an agreeable definition of tourism as "A quest for experiences", a suggestion which others would also acknowledge (Sharpley and stone 2011; Netto 2009). In this respect, tourism research can be considered as quest for uncovering those tourists' experiences.

The literature suggests that the term tourist experience refers to "perceptions, feelings and thoughts" of tourists when they encounter touristic events, touristic attractions, or destinations and engage in leisure and consumption activities or "the memory of such experiences" (Schmitt 2010:60). Otto and Ritchie state, "The experience of leisure and tourism can be described as the subjective mental state felt by participant" (1995:166). Cohen defines experience as "the inner state of the individual, brought about by something, which is personally encountered, undergone,

or lived through" and he further notes, "Tourist experiences are such states engendered in the course of a journey, especially a sightseeing tour or a vacation" (2000:215). Cohen refers to both past- and on-going-related meanings of tourist experience.

The literature reveals that touristic experiences encountered by tourists are rich and diverse (Cutler and Carmichael 2010). To explain this further, it is pertinent to consider the related dimensions of a tourist journey: temporal, spatial, mental, and sensorial (Selänniemi 2001). Tourists physically travel through time and space (Pearce 2011a). The experience, thus, involves a physical journey with identifiable temporal and spatial boundaries (Cohen 2004). It also involves emotional, intellectual and spiritual journey, which deals with self-discovery and transformation (Tung and Ritchie 2011; Ryan 2010). Unlike the former the latter extends its effects beyond the boundaries of the actual journey (Sharpley and Stone 2011; Bowen and Clarke 2009). Using their senses, tourists derive sensual pleasures from their travels. The interpretations of these sensual pleasures are said to be influenced by the tourist's cultural backgrounds (Urry and Larsen 2011; Ryan 2002a). Tourist experiences, therefore, are subjective, multidimensional, and dynamic. There has been an increasing concern with the subjective (Wickens 1999), reflective and memorial aspects of tourists' experiences. O'Dell states, "Experiences are highly personal, subjectively perceived, intangible, ever fleeting and continuously on-going"(2007:38).

From a psychological perspective, Larsen (2007) views tourist experience as a highly complex psychological process. Stressing a three-fold idea of the experience: the expectations, events, and memories, he argues: "A complete study of tourist experiences should follow a model that incorporates as a minimum these three aspects" (2007: 16). These aspects underlie the tourist experience and represent its three phases. The first represents the planning (anticipation) process (the individual's foreseeing of tourist events through expectancies); the second is the actual trip (perception of events and stay at the destination); and the third is the individual's remembering of these tourist events. This view is supported by researchers from various disciplinary backgrounds (Cutler and Carmichael 2010; Pearce 2005; Ryan 2002c). This reveals the importance of related concepts in the multiphase nature of

tourist experience. Recognising this framework, this study was designed to examine three analytical phases of tourist experiences, and covered those related concepts.

A variety of disciplinary perspectives contribute to our understanding of tourist behaviour and experiences (Ryan 2010; Volo 2009; Cohen 2008). A growing body of literature investigates the subjective, multi-phased, multi-dimensional, multi-outcome, dynamic, and complex nature of tourist experiences (Tung and Ritchie 2011; Cutler and Carmichael 2010; Sharpley and Stone 2012, 2010; Wearing *et al.* 2010; Morgan, Lugosi and Ritchie 2010). Experiential phase is regarded as the core component of tourist experience process, but the role of anticipation and recollection phases are also of great concern (Sharpley and Stone 2011; Parrinello 1993).

Although there is a consensus that what tourism sells or what tourists buy is an 'experience' (Ritchie *et al.* 2011; Jackson, Morgan and Hemmington 2009; MacCannell 2002), academic perspectives on tourist experience are fragmented (Ritchie and Hudson 2009; Wickens 1999). These perspectives are categorised in two broad approaches: 'social science' and 'marketing/management' (Sharpley 2011). Quan and Wang (2004) argue that studies using social science approach regards the tourist experience as a 'peak touristic experience', whereas studies using marketing/management approach regards the tourist experience as a 'supporting consumption experience'. Tourist motivations and benefits sought by tourists constitute peak tourism experiences; whereas supporting consumption experiences act as the facilitators of peak tourism experiences and cover services for tourists' needs such as eating and sleeping (Jennings 2010; Volo 2009; Quan and Wang 2000). The literature refers to the concept of peak experience as intangible factors, expressive indicators and psychological benefits, and to the concept of supporting consumption experience as tangible factors, instrumental/utilitarian indicators, and maintenance factors (Chan and Baum 2007; Uysal and Williams 2004; Otto and Ritchie 1996).

Focusing on the meaning and authenticity of tourist experience, social science approaches investigate tourists' motivations, experiences and emotional outcomes (Quan and Wang 2004; Holbrook and Hirschman 1982). There exists a body of literature examining various aspects of tourism experiences, for example typologies (Wickens 2002; Cohen 1979), conceptual framework (Cutler and Carmichael 2010;

Ryan 2010; Jennings *et al.* 2009; Uriely 2005) or specific tourism types such as food consumption (Kim, Eves, and Scarles 2009). Marketing/management approaches regard tourism as an exchange process embracing both the production and consumption of tourism services (Volo 2009). Considering tourism as a service industry, consumption based approaches treat tourists as consumers who want to get utility or satisfaction from the use of tourism products, services and experiences provided by tourism, hospitality and leisure industries (Baker 2010; Bowen and Clarke 2009; McKercher 1993). Developing a consumer behaviour perspective, they explore subjects such as destination choice, touristic activities, satisfaction, and quality perceptions and repeat visitation behaviour (Volo 2009; Quan and Wang 2004).

The relevant literature reveals that the majority of the research is based on marketing/management approach and deals with operational aspects of tourism experiences (Ferdinand and Williams 2010). Although there is a general acknowledgement of the importance of both peak and supporting consumption experiences, little research focuses on both dimensions in the same study. Stressing these one-sidedly focused perspectives, Quan and Wang (2004) propose a structural model incorporating both peak and consumption related dimensions of tourist experiences. These, they argue, are significant components of tourist experiences; they, in combination, are of particular importance for tourists visiting coastal resorts for pleasure, such as Alanya. Seeking fun in the sunshine constitutes peak touristic experience of tourism consumption at coastal holiday resorts of the Mediterranean. It is, however, unclear whether hospitality services such as accommodation, catering and entertainment constitute supporting consumption experiences for this type of tourism consumption (Quan and Wang 2004; Wickens 1999). Understanding the relative importance of these dimensions and the relationships between the two has theoretical and practical implications (Morgan 2010). Examining both tourists' peak experiences (e.g. motivations, most/least enjoyed experiences and supporting consumption experiences (e.g. perceptions of accommodation and food experiences) in combination, this study provides further insights into the relative importance of these supporting consumption experiences (Jennings 2010; Quan and Wang 2004).

In a recent article, Cohen traces the development of tourism in the past several decades. He draws our attention not only to the expansion of tourism, but also to its diversification: "Contemporary tourism is becoming increasingly diversified and segmented, and new specialities are constantly emerging" (2008:333). The emerging tourism types (e.g. dive tourism, gastronomy tourism, or even more specifically wine/coffee or tea) are viewed as unique experiential opportunities in the broad spectrum of tourism. They are experienced by tourists with special interest or as an extension of other tourism types, for example 3S (Ince and Bowen 2011). The literature and the findings of this thesis suggest that contemporary tourist behaviour and experience are more complicated than in the past (Hanefors and Mossberg 1998; Poon 1993). Uncovering these diversities and complexities has become the purpose of much research into tourist behaviour and experience (Gibson and Yiannakis 2002; Wickens 2002).

In this respect, several major theoretical issues that have dominated the field for many years concern the definition, classification, and categorisation of tourism and tourist types. These issues came of age in the early years of tourism studies and their proper understanding have been critical and particularly important for two main reasons: (1) to provide researchers a platform in that the phenomenon can be analysed in significant ways; (2) to delineate specific nature of tourism motivation, behaviour, and experiences (Dann 2000; Wickens 1999). However, as the nature of tourists' experiences vary depending upon the type of tourism, it is also important to understand the major defining characteristics of various tourism and tourist types (Cohen 2004). The chapter, therefore, continues with an overview of tourism typologies, where attempts were made to shed some light on the questions surrounding the nature of tourist experiences, such as, British holidaymakers' experiences in Alanya.

### **2.1.1. Typologies in tourism**

The term typology is defined as the study of types and it is used synonymously with 'taxonomy' or 'classification' (Johnson and Thomas 1992). At the basic level, classification systems are regarded as linguistic shortcuts (Smith 2001). Typologies in tourism are utilised to sub-divide tourism and tourist types into homogenous

groups (Lowyck, Van Langenhove and Bollaert 1992). There exists a body of literature, which demonstrates that typologies offer valuable insights into an understanding of tourist motivation, behaviour, and experience (Heitmann 2011; Wickens 1999; Dimanche and Havitz 1994; Uysal and Hagan 1993; Cohen 1988; Dann 1981). Although they are conceived for scientific purposes, they generate significant implications for tourism practitioners (Getz 1991). The literature reveals that they are widely used in the marketing area and they provide a basis for measuring and forecasting (Wearing *et al.* 2010; Smith 2000).

Smith (2000) provides an inclusive description of typologies in tourism: "Tourist typologies reflect the diversity of individual motivations, styles, interests and values, and the subsequent differences often correlate with specific disciplinary research interests". Williams (2009:13) outlines benefits of typologies under five headings: (1) to differentiate tourism types (e.g. recreational or business tourism); (2) to differentiate tourist types (e.g. mass tourist or independent travellers); (3) to anticipate contrasting motives for travel; (4) to expect variations in impacts within host areas according to motives and forms of travel; (5) to expect differences in structural elements within tourism (e.g. accommodation, travel and entertainment) that different categories of tourists will generate.

In this field, the term typology is often used interchangeably with segmentation. Telfer and Sharpley (2008) argue that tourist typologies can be utilised "as descriptors of distinctive forms of tourist consumer behaviour" (2008:150). This explanation evokes the impression of a close association between typologies and segmentation. Others, however, view typologies and segmentation as two distinct terms, and draw our attention to theoretical and methodological differences between the studies of typology and segmentation (Swarbrooke and Horne 2007; Hose and Wickens 2004). They argue that whilst the purpose of typology is to classify tourists based on tourists' experiences utilising qualitative research by employing small samples, the purpose of segmentation is to classify the market based on tourists' behaviours utilising quantitative research by employing broad samples. The former is often associated with social science approach and the latter is viewed as management/marketing approach. Decrop and Snelders (2005) categorise tourist typologies into two groups: typologies based on (1) segmentation criteria; (2) socio-

psychological or decision-making variables. They also place higher value to typologies in the latter as they regard them as more theoretical than the former.

Nevertheless, the difference between the two is not necessarily clear (Bowen and Clarke 2009), and traditionally typology (e.g. Cohen 1972) and more recently, both typology (e.g. Wickens 2002) and segmentation (Andreu, Kozak, Avcı, and Cifter 2005) studies provide fuller accounts in understanding the complexities of tourist behaviour and experience (Dann 2000). The following section introduces a discussion of major studies published before 1980s. It, then, continues with an overview of more recent studies.

#### **2.1.1.1. Early studies on tourist types and experiences**

Introducing the notion of pseudo-events, Boorstin published the first edition of his provocative book in 1962. He devotes a whole chapter, "From Traveller to Tourist: The Lost Art of Travel" to tourism (Boorstin 1992:77-117). Boorstin interestingly distinguishes 'tourists' from 'travellers'. He regards the traveller as one seeking novelty, and the tourist as one searching for pleasure. While he criticises the former for being passive, he extols the latter as being active. According to Boorstin, travels undertaken at earlier times offered 'transformative experiences' for travellers. This, he claims, has changed dramatically in recent years as "The experience has become diluted, contrived, prefabricated" (1992:79).

He further argues that tourist experiences are 'superficial' and they do not provide anything more than self-deception. He criticises tourists for being too shallow to care, that their experiences are inauthentic. He questions the tourist/environmental bubble by referring to the level of interaction between tourists and locals; he claims that tourists are not affected by their travels because they are "insulated" (1992:97), "encapsulated" (1992:115). To Boorstin, tourists visiting Alanya represent mass tourists rather than travellers. For this, Boorstin criticises not only the consumption of tourism (tourist) but also its production (tourism suppliers).

These sentiments are also echoed by others (Cohen 1972; MacCannell 1973). However, Boorstin's arguments are based on his observations rather than empirical evidence (Cohen 2004). His perceived distinction between tourists and travellers is

considered as "elitist sentiments" (Sharpley 2003:13) and linked to the so-called "anti-tourism" (Seaton 2000:27) or "tourist angst" (Dann 1999; Redfoot 1984; Fussell 1980) behaviour; the latter has often appeared throughout the history of tourism (Cohen 2002; Miller and Auyong 1998; Buzard 1993). Nevertheless, Boorstin's work has given rise to a number of relevant popular debates in the field, for example, pseudo-events (authenticity), homogeneity of motivations and experiences, tourist bubble, and the mundane nature of mass tourist experience. The main weakness of his work is that he fails to acknowledge the heterogeneity of tourist types and experiences.

Responding directly to Boorstin, MacCannell (1999, 1973) regards tourists as alienated moderns and he believes that authenticity is a modern value for people in Western Societies. MacCannell views tourists as "religious pilgrimages" (1973:593) searching for meanings that are not available in the social and physical environment of home. He claims that "All tourists desire (...) deeper involvement with society and culture to some degree; it is a basic component of their motivation to travel" (MacCannell 1999:10). Based on the romantic paradigm, Enzensberger (1958) also views tourism as a self-educating experience through interactions with untouched (authentic) parts of the world during the same period. Others also agree with MacCannell in relation to alienated and anomic conditions in everyday life and view tourism as a way of 'escape attempts' or 'periodic escape' in response to these conditions (Dann 1977; Cohen and Taylor 1976).

As shown later in this section, Cohen (1979) responds to these opposing views in his seminal work, 'phenomenology of tourist experiences'. Since then authenticity has become a central concept to frame an understanding of tourism behaviour and experiences (Cohen 2010; Olsen 2007; Cohen 2007; Pearce 2007; Dann 2000; Wickens 1994). Others also comment on the institutionalisation and lack of authenticity in tourist experiences but unlike Boorstin, they do not necessarily denigrate tourists (Urry and Larsen 2012; Cohen 2002; Culler 1990; Eco 1983; Cohen 1979; MacCannell 1973). MacCannell agrees with Boorstin in that institutionalisation affects how tourist experiences are generated and tourists fail to experience authenticity. Eco (1983) claims tourists prefer staged authenticity or so-called hyper-reality. Culler views tourists as "the agents of semiotics" (1990:116).

The definition and conceptualization of authenticity is viewed as elusive as that of experience (Heitmann 2011). Cohen (2007) views authenticity as a polysemic concept as he summarises its several uses in tourism: 'origin', 'genuineness', 'pristinity', 'sincerity', 'creativity' and 'flow of life'). Scholars also distinguish between types of authenticity. Moscardo and Pearce (1986) differentiate the authenticity of the touristic physical environment and the authenticity of touristic socio-cultural environment. They suggest that tourists may experience authenticity through their interactions with the host community. Others like MacCannell view tourists as collectors of touristic attractions (e.g. places, signs) and qualify the significance of visual experiences in relations to perceived authenticity, whether real or otherwise (Urry and Larsen 2011; Culler 1990; Eco 1983). Brown (1996) stresses two types of authenticity: 'quest for authentic other' and 'quest for authentic self'. The former is often associated with cultural tourism experience and the latter with beach tourism experience, such as in Alanya. Selwyn (1996) uses the terms cool and hot authenticity, in that the first denotes genuine authenticity and the second denotes fake authenticity but tourists' still derive pleasures from this sort of authenticity.

Furthermore authenticity is not necessarily seen an objective state but also a constructive state (Wang 1999); the latter corresponds to the existential perspective which recognises the subjective and socially constructed nature of experiences. Scholars stress the difference between object-related authenticity (objective and constructive), and activity-related authenticity (a tourist's first-person existential experiences) (Heitmann 2011; Cohen 2010). Wang summarises three types of authenticity in tourist experiences (1999:352):

- Objective authenticity refers to the authenticity of originals;
- Constructive authenticity refers to the authenticity projected onto toured objects by tourists or tourism producers in terms of their imagery, expectations, preferences, beliefs, powers, etc.;
- Existential authenticity refers to a potential existential state of "Being" that is to be activated by tourist activities.

The relevant literature clearly indicates that the concept of authenticity should be treated as an aspect of tourism analysis in relation to multidimensional nature of tourist motivations and experiences (Urry and Larsen 2011; Cohen 2010; Selännemi 2001). As such Cohen argues that "Tourists seek authenticity, if at all, different

degrees of intensity", and "They uphold diverse criteria for judgements of the authenticity of sights, sites, objects or events encountered on their trip" (2010:69). Other theoretical and empirical studies indicate that quest for authenticity is only relevant for some tourists some of the time (Pearce 2005). Other studies consider the relationship between authenticity and other constructs of tourist behaviour, such as motivations, on-site experiences, satisfaction, and loyalty (Kolar and Zabkar 2009; Waller and Lea 1999). The findings of these studies are in agreement with Chaney's suggestion that of "authenticity should be understood as a quality of process rather an object" (2002:204). The findings of this study seem to support this orientation and suggest that tourists visiting Alanya do not necessarily travel for objective authenticity. However, they refer to 'sense of authenticity', when they report on their most enjoyed experiences in Alanya.

With regard to the key problem of MacCannell's explanations is that like Boorstin, he fails to recognise and take the heterogeneity of tourist motivations and experiences into account. This study indicates that tourists' desire to visit Alanya revolves around the 'sun'. If travel is an attempt to find an authenticity, do British tourists' seek authenticity in the sun? According to advocates of existential authenticity 'Yes' they do. While enjoying the sun they satisfy their personal needs such as relaxation, have fun, and belonging which are associated to need for 'authentic self' (Wang 1999; Brown 1996). Furthermore, destinations provide a plethora of experiences, so tourists' different motivations can be satisfied through these experiences (Urry and Larsen 2011; Ryan 2002b; Wickens 1999). The multiplicity of tourist motivations and experiences and heterogeneity of tourist types must therefore be taken into account. Having addressed the notion of authenticity, the researcher now turns his attention to major studies of tourist types and experience in the 1970s and early 1980s.

Challenging unitary representations of tourists (e.g. Boorstin, MacCannell), other writers recognise the heterogeneity of tourists' motivational factors and behaviours. From a marketing perspective, Gray (1970) classifies tourism into 'sunlust' and 'wanderlust' types (Table 2-1). Sunlust tourists are motivated to enjoy rest and relaxation staying in tourist resorts, whereas in wanderlust tourism, tourists are motivated to experience places and cultures travelling to different destinations or

resorts. In table the two tourism and tourist types are portrayed with distinct characteristics. Wanderlust tourist type comes close to Boorstin's travellers. In this classification, tourism in coastal resorts, such as Alanya, is considered as "Sunlust" tourism. Gray's attempt is useful to describe the purpose of the trip; however, it does not explain or predict complex tourist behaviour (Sharpley 2003). Nevertheless, this description displays the major characteristics of wanderlust and sunlust tourism.

**Table 2-1 The attributes of wanderlust and sunlust tourism**

<b>Sunlust</b>	<b>Wanderlust</b>
Resort vacation business	Tourist business
One country visited	Probably multi-country
Traveller seek domestic amenities and accommodations	Travellers seek different culture, institutions, and cuisine
Special natural attributes a necessity (especially climate)	Special physical attributes likely to be manmade: climate less important
Travel a minor consideration after arrival at destination	Travel an important ingredient throughout visit
Either relaxing and restful or very active	Neither restful nor sportive: ostensibly educational
Relatively more domestic travel	Relatively more international travel

Source: Gray (1970:14)

From a sociological perspective but not very different from Gray, Cohen (1974) classifies tourists into 'vacationers' and 'sightseers' types. Like Boorstin, Cohen also draws his analysis from observed tourist behaviour. Cohen views vacationers as change seekers, whereas sightseers as novelty seekers. Like Gray, Cohen also states that sightseers travel primarily to visit attractions, whereas the vacationers are more oriented towards facilities and amenities (such as good accommodation and food, pleasant beaches, sun, and entertainment). It is apparent that tourists in Alanya are more close to 'vacationers' in Cohen's classification. However, Cohen also stresses the fuzziness of tourism in relation to tourist and non-tourist roles. He, therefore, warns tourism researchers to consider that there are intermediate tourist categories. In the same work, Cohen also proposes a definition of tourist as: "A voluntary, temporary traveller, travelling in the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent round-trip" (cited in Cohen 2004:23).

Central to Cohen's definition is the introduction of novelty and change motivation to the tourism literature. Since then, these concepts along with the notion of authenticity have become key themes of research on tourist motivations and experiences (Pearce 2011). Cohen (1974) views "the appreciation of the experience of strangeness and novelty" as a new value of modern life (cited in Cohen 2004:38). However, he also accepts the need for familiarity among some people when they travel, as he further states "The experience of tourism combines, then, a degree of novelty with a degree of familiarity, the security of old habits with the excitement of change" (2004:38).

Based on these arguments, Cohen (2004) proposes the first analytically construed typology of tourist roles in 1972. Stressing the varieties of tourist roles, Cohen (1972) classifies tourists into four groups based on their use of tourism services (the level of organisation), relationship with host destination (experience sought and interest in host-culture) and level of desired familiarity (or risk aversion) and novelty. On a continuum of familiarity and strangeness, he characterises 'the organised mass tourist' and 'the individual mass tourist' as familiarity seekers, and 'the explorer' and 'the drifter' as strangeness seekers. Cohen views the former two tourist roles as institutionalised types and the latter two as non-institutionalised types.

Institutionalised tourism type is characterised as standardised and mass-produced offerings, which are sold as a package. Institutionalised tourists are the consumers of service experiences provided and controlled by the tourism industry, whereas the non-institutionalised tourists make little use of services provided by the tourism industry. Unlike Boorstin, Cohen argues that there are also independent tourists travelling for novelty who can encounter local life in their travels. Thus, although he accepts the presence of an environmental bubble, he nevertheless challenges and develops Boorstin's arguments on this notion. In this classification, tourists in Alanya are closest to the 'the organised mass tourist' and 'the individual mass tourist'.

A number of writers have challenged Cohen's typology, as his two forms of tourism are not entirely distinct (Sharpley 2003). Recent studies reveal that even independent tourists use the advantages (or service) of package travels or package travellers behave like independent travellers (Wickens 2002). For instance, Reichel, Fuchs, and Uriely (2007) found that backpacking is becoming more institutionalised and less

distinct from conventional mass tourism. Despite criticism, Cohen's typology has found empirical support in several studies (Lepp and Gibson 2008).

Writing around the same times as Gray, Cohen, and, MacCannell, Plog (1974) also develops a typology based on personality characteristics of travellers. While Cohen and MacCannell contribute to the sociological understanding of tourism, Plog develops a psychological understanding of the phenomenon. Introducing the psychographic concept into field, Plog utilises motivation and attitude in his typology. Unlike the above studies, Plog's typology is an empirical study based on a large nationwide market survey of air travel, conducted in 1967 in the United States to examine travel patterns and preferences of different personality types. The study specifically identifies who and why does one not fly and what could be done to get them fly? Plog identifies three distinct personality types in relation to travel. 'Allocentrics (later relabelled as venture personality)' are flying prone, enthusiastic, and internationally oriented travellers, whereas 'psychocentrics (later relabelled as dependable personality)' are non-flyers, and 'midcentrics' are in between the two.

It is apparent that psychocentrics are similar to sunlust vacationers, and mass tourists, and allocentrics are similar to wanderlust, sightseers, explorers, and drifters. Hence, tourists in Alanya can be considered as psychocentrics in Plog's classification. Interestingly, Plog reports that lower income families tend to be psychocentric, whereas upper income families tend to be allocentric. He also argues that people become more allocentric as they travel more. As he stresses in his more recent article that no person can perfectly represent any personality type, he does not necessarily treat those traveller as archetypal fixed categories (Plog 2001). Unlike other typologies, Plog links his travellers' types with different destinations assuming that certain personality types choose certain types of destinations. He then uses these travellers' types to explain why destination areas rise and fall in popularity. This linkage is found to be useful, as Ryan (2003) argues that typologies are of better value when they are related to visited destinations. However, destination-based typologies are rare in the literature (Wickens 2002).

Others replicated Plog's study, which resulted in mixed findings. The model has been supported by several studies (Chandler and Costello 2002), it is found to be useful for general classifications (McCabe 2000) and its simplicity is seen as a

strength feature (Litvin 2006). Many scholars raise questions about its validity, reliability and lack of measurement details (Litvin 2006; Pearce 1993). Some of his analysis has been subjected to considerable criticism (Prentice 2004; McCabe 2001; Cohen 1979). Highlighting the complexity of human nature Lowyck *et al.* (1993) claim that it may not be possible to place travellers in a single and simple category. As such the model does not allow for more complex categorisations in operational terms (McCabe 2000). Prentice (2004) argues that the model is one-dimensional, reducing all motivations to a single dimension of personality. He also stresses that the model does not consider intrinsic and extrinsic motivations. Others argue that the model fails to account for the fact that tourists travel with different motivations on different occasions (Hudson 1999; Gilbert 1991). Overall, the model is found to be useful and interesting to give further insights into tourism behaviour; however, it is unable to explain and predict a large percentage of all tourism behaviour.

Following Cohen and Plog, Smith (1977, 2001) also contributes to the tourist typologies literature. She identifies seven tourist types (explorer, elite, off beat, unusual, incipient mass, charter) based on demographic characteristics and behaviour of tourists. Being an anthropologist, she also stresses the impacts of tourists' visits on the host culture and local perceptions of tourism. Furthermore, she suggests five destination interests and motivations: ethnic, cultural, historical, environmental, and recreational. In Smiths' classification, tourists in Alanya would fall into the categories of 'incipient mass' and 'charter' types with recreational interests. Smith's classification has also been criticised for the same limitations (Mehmetoglu 2004; Sharpley 2003). For instance, mass versus charter types were not considered as distinct categories.

From a phenomenological perspective, Cohen's (1979) presents a typology and modes of tourist experiences based on the assumption that tourists' desire for authenticity correlates with tourist perceived alienation from society. Cohen proposes a continuum that runs from quest for pleasure to quest for authenticity as five modes of touristic experience: recreational, diversionary, experiential, experimental, and existential. Cohen argues that the tourists' quest for pleasure (recreational) and authenticity (existential) depends on their 'quest for centre' in relation to their perceived alienation from the home society. It is assumed that tourists in the

recreational or diversionary mode are less alienated, and authenticity has little importance for them and they are more likely to be mass tourists. Unlike others, this typology is built upon both experiential and behavioural aspects of the phenomenon and more importantly, it recognises the multidimensional nature of tourist experiences. In this typology, tourists visiting Alanya are more close to recreational and diversionary types. This work is also subjected to criticism; for example, it is not inclusive to the concerns of tourists' different needs and not based on empirical work (Sharpley 2003). Nevertheless, this typology clearly draws attentions to the diversity and plurality of tourist experiences (Uriely 2005; Wickens 2002; Ryan 2002a).

As a psychologist, Pearce (1982) also develops a typology in this period. Reviewing previous works, he stresses the value of the biographical approach. Using multidimensional scaling techniques, he attempts to refine and extend Cohen's (1974) tourists roles. Like Plog, Pearce employs empirical data in his study. He identifies 15 traveller types. Analysing associations between travellers' types and 20 benefit-items such as buys souvenirs and searches for the meaning of life among other, he categorises those 15 traveller types under five major clusters: environmental travel (anthropologists, conservationists and explorers), high contact travel (travellers, overseas students and foreign journalists), spiritual travel (hippies, religious pilgrims and missionaries), pleasure first travel (jet-setters, tourists and holidaymakers), and exploitative travel (businessmen and jet-setters). In Pearce's classification tourists visiting Alanya are pleasure travellers in holidaymakers category. This typology is a typology of traveller types rather than tourist's.

The last work of this period is Redfoot's (1984) four-fold typology of touristic realities: the first-order or "true tourist"; the second-order or "angst-ridden tourist"; the third-order or "anthropological tourist"; and the fourth-order or "spiritual tourist". For the true tourist, the trip is a temporary escape like Boorstin's tourists, Gray's sunlust tourists, Plog's psychocentrics and Cohen's vacationers or institutionalised tourists. The second-order type resembles MacCannell's tourists and come close to Gray's wanderlust types. They seek ways to distinguish real experiences from fake experiences, and they have concerns about being labelled as tourists. The third order tourists are similar to Boorstin's travellers, Cohen's and Smith's explorers, and Plog's allocentrics. They engage in real cultural encounters, and most likely feel



personality type. Their primary motives are associated to pleasure and quest for the authentic self rather than authentic other. They are believed to seek physically passive and familiar experiences with little contact to host. Their holiday attitudes are characterised with as state of mindlessness. The touristic activities that they engage in are said to be broadly organised by tourism suppliers.

A major drawback of tourist typology studies is that they are descriptive and not based on empirical evidence (Sharpley 2003; Dann 2000). The majority of typologies are uni-dimensional and just a few deal (e.g. Pearce 1982; Cohen 1979) with multiple dimensions of tourist behaviour and experience (Mehmetoglu 2004; Sharpley 2003; Lowyck *et al.* 1992). Mehmetoglu (2004) discusses the role of cultural influences as typologies focus on individuals; Pearce (1982) highlights the lack of attentions to the role of tourists' past travel experiences. Currently, however, scholars argue that there is a need for more qualitative and quantitative empirical studies built upon multidimensional approaches (Decrop and Snelders 2005; Sharpley 2003).

Despite their limitations, they provided valuable contributions to the field and guided further research into understanding of tourist behaviour and experiences. Dann states "they responded to the "how?" questions" (2000:369). Agreeing with Dann, this study develops a motivational perspective. However, it is also important to note that during the past 30 years much more empirical studies have become available on tourist typologies and segmentation (Bowen and Clarke 2009). It is apparent that not only tourists have become sophisticated but also the typology (Ryan 1994) and segmentation studies (Van Egmond 2007). For instance, several studies utilised motivational variables in their typologies or segmentations (e.g. Wickens 2002; Yiannakis and Gibson 1992). The forthcoming section therefore attempts to provide an overview of recent empirical evidences as well as theoretical arguments.

#### **2.1.1.2. Later studies on tourist types and experiences**

Early commentators view tourism as a "kind of ritual" (Graburn 2001:42), "periodic escape" (Dann 1977), which is undertaken in leisure time and involving a temporary travel away from home (Nash 1981). They utilise the concepts of 'novelty-change' and 'familiarity-strangeness' to explain tourists' motivations, behaviour, and experiences. They characterise tourist experiences by the notions of inversion and

liminality (e.g. 'ludic behaviour', 'sacred journey', 'peasant for a day or queen/king for a day') (Gottlieb 1982). They view tourists as alienated moderns searching for meaningful experiences (authenticity) in the exotic other (MacCannell 1973). They all treat tourist experiences as extraordinary, which are different from experiences of everyday routine (Cohen 2004). This, indeed, has been the principal socio-psychological problem in the study of tourist experiences (Cohen 2000). In the broadest sense, early commentators regard tourism as an opportunity to escape from one lifestyle to another (Sharpley 2003).

In contrast, recent literature views tourism increasingly as part of life-style rather than an alternative to it (Urry and Larsen 2011; Prentice 2004), where "fun and enjoyment" has growing prominence as tourists' principal motive for travel (Cohen 2008:333). More importantly, authenticity is no longer seen as the ultimate goal of the tourist (Cohen 2010; Selänniemi 2001). Tourist experiences are increasingly treated as an extension of everyday life (Kim and Jamal 2007; McCabe 2002; Ritzer and Liska 1997). This is also reflected in Wang's tourism definition: Tourism is "Quest for experiences that are in contrast to, and sometimes an extension or intensification, of daily experiences" (Wang 2006:65). Ritzer and Liska, therefore, link tourist experiences to the McDonaldisation thesis and argue that people want highly predictable, efficient, calculable, and controlled vacations.

While the share of leisure/pleasure travel continues to grow, tourism is increasingly regarded as a leisure or recreation activity (Urry and Larsen 2011), it should however be noted that early studies did not necessarily associate tourism with leisure (Cohen 2010). Partly related to pleasure oriented dimensions, tourist behaviour is often viewed as a subset of leisure behaviour (Page and Connell 2010; Baranowski and Furlough 2001). For example, Argyle argues, "Holidays and tourism are major leisure pursuit" (1996:258). Although tourist experiences are found to be temporally and spatially different and perhaps richer and more diverse (Cohen 2010; Rojek 2005) than leisure experience, studies have also showed similarities between the two (Bowen and Clarke 2009; Wickens 1999; Ryan 1994a). As such, Bowen and Clarke also view tourist behaviour as an extension of leisure behaviour.

Touristic activities are, therefore, now associated with recreational activities undertaken at leisure time, involving either entertainment (quest for fun and

enjoyment) or learning (quest for authenticity), or both (Urry and Larsen 2011; Ryan 2003). Initial description of tourist or traveller motivations and experiences involved, borrowing from Leiper (2000:590), a “sombre attitudes” based on historically established reasons for travelling, such as, scholarship, exploration, politics, commerce, and religion (Boorstin 1992). Quite the contrary, contemporary tourism types and the reasons for tourism flows are mostly associated with motivations and experiences for ‘pleasure’ (Cohen 2008; McKercher 2008; Uysal *et al.* 2008). Travelling for such reasons other than pleasure have been considered as a mark of status; however, until the last century people from middle classes had no opportunity for travelling (Buzard 1993). The development of mass tourism provided travel to millions of middle class people. Scholars now argue that travelling for pleasure is a mark of status (Urry and Larsen 2011). What is interesting is that tourists are still treated as “second class citizen” (McCabe 2005:85).

The concept of postmodernism also constitutes a major research stream in tourism (Uriely 2005; Ryan 2002; Munt 1994). Although modernist perspective has been dominant until recently, there has been an increasing amount of work from postmodernist perspective (Urry and Larsen 2011; Uriely 2005). Postmodern perspective stresses that tourism places and tourist practices (or tourist types) are not fixed entities but dynamic and ever changing (Crouch 2004; Coleman and Crang 2002). It draws attention to the subjectivity and heterogeneity of tourist experiences (Urry and Larsen 2011). For example, recognising the multiplicity of tourist motivations, behaviours, and experiences, Feifer (1985) coined the term post tourist.

Post tourists are said to travel for fun and enjoyment and they seek their own authentic self (Cohen 2008; Trauer and Ryan 2005; Wang 1999; Brown 1996). It has been argued that the objective authenticity therefore is irrelevant for post tourists. Although post tourists are said to know what they encounter is not real, they playfully enjoy anything whether it is superficial or not. Rojek (1993) argues that post-tourists are content with the commodification of tourism, they view tourism as an end itself rather than a means to a loftier goal and they are also drawn to spectacular signs. The literature reveals that the emerging discourse portrays post tourists as sophisticated, reflective, and experienced travellers enjoying the familiar experiences, which are of a higher quality, more abundant, more varied, and cheaper

than those available at home (Pearce 2011a; Urry and Larsen 2011; Bowen and Clarke 2009). As Cohen (2004) argues, post tourists in many aspects resemble Boorstin's tourists with the exceptions that they are not "naïve or fooled" (2004:5). In response to some postmodernist contentions, Cohen warns that the quest for the familiar and the quest for sameness are not equivalent. He therefore claims that even familiar journeys may reveal significantly different experiences.

Among the postmodern writers, Urry (see Urry and Larsen 2011; Urry 1995, 1992) has become the most influential since 1990s. Conceptualising tourism as a leisure activity, he contributed to our understanding of the phenomenon. For example, he writes about tourist gaze, mobility, mass tourism, consumption and production of tourism, among others. Recognising the value of other senses, he gives places an emphasis on the visual nature of the tourist experience and he develops the concept of the tourist gaze. Viewing tourism as a visual consumption, he stresses the crucial importance of tourist attractions (place) in tourism. Like Culler, he views tourists as semioticians, and argues that visual consumption or experiences provide positive sensation and contribute to tourist experience. However, he also emphasises that tourist gaze is a complex process and there is no single tourist gaze. He therefore distinguishes between various forms of the tourist gaze: romantic, collective, spectatorial, environmental, and anthropological, as shown in Table 2-3.

**Table 2-3 Urry's five forms of tourist gazes**

<b>Romantic</b>	Solitary Sustained immersion Gaze involving vision, awe, aura
<b>Collective</b>	Communal activity Senses of shared encounters Gazing at a familiar
<b>Spectatorial</b>	Communal activity Series of brief encounters Glancing and collecting different signs
<b>Environmental</b>	Collective organization Sustained and didactic Scanning to surveil and inspect
<b>Anthropological</b>	Solitary Sustained immersion Scanning and active interpretation

Source: (Urry 1992:184)

As a postmodern writer, Urry stresses that tourist experiences or gazes are only important to the tourist because they depend on how they are perceived by the tourist's subjective evaluation. In the case of Mediterranean resorts such as Alanya, the tourist experience comes close to the collective gaze. However, it is interesting to note that the majority of tourists go to these resorts in search of sunny weather to relax and to get away from it all (Pons, Crang, and Travlou 2009) which may in a sense come closer to the romantic gaze. As shown later in this thesis, the analysis of tourist experiences in Alanya reveals interesting findings in relation to aspects of solidarity, communality, and conviviality.

Building upon the arguments of postmodern tourism, post-tourists, and the changes in consumer culture and behaviour, Poon (1993) develops a twofold typology: old and new tourism/tourist. She argues that the motivations of old tourists are different from those of the new tourists. She states: "For the old tourists, travel was a novelty; it mattered not where they went, once they got to a warm destination and could show others that they had been there" (1993:10). She claims that the quality of services was relatively important for them. While she supports the general argument that vacations were an escape from work and from home, she claims that vacations are an extension of life for new tourists. Table 2-4 shows the comparison of main characteristics of new and old tourists.

**Table 2-4 Old and new tourists compared**

<b>Old tourists</b>	<b>New tourists</b>
Search for the sun	Experience something different
Follow the masses	Want to be in charge
Here today, gone tomorrow	See and enjoy but do not destroy
Just to show that you had been	Just for the fun of it
Having	Being
Superiority	Understanding
Like attractions	Like sports
Precautious	Adventurous
Eat in hotel dining room	Try out local fare
Homogenous	Hybrid

Source: (Poon 1993:10)

According to her, new tourists travel for new experiences and the quality and value for money are of primary importance. She believes that old tourists tend to be predictable and homogenous, new tourists do not. She argues that new tourists are

hybrid, spontaneous and unpredictable. Old tourism reflects the characteristics of mass tourism and mass tourists. She claims that new tourism and tourists were replacing the old, out-dated mass tourism and tourists. She even asserts that the golden age era of sunny weather management is over. As shown later in the thesis, the comparison of the argument of this typology with the findings of the current study provides interesting results. The major weakness of this typology is that studies on experienced tourists as well as on post-tourists indicates that they travel for the mundane reasons of escape, recreation, and spending time with family and friends (McKercher 2008).

Over the last two-three decades, the literature has seen an increasing number of empirical studies based on previous typologies (e.g. Snepenger 1987). Below is a brief survey of major studies in the past two decades.

Stressing the role of novelty in destination selection process, Lee and Crompton (1992) developed and tested the construct of novelty seeking. The study confirmed a valid and reliable 21 items scale. The scale included four interrelated but distinctive and stable dimensions: 'thrill', 'change from routine', 'boredom alleviation', and 'surprise'. Asking respondents to choose one statement from the statements describing Cohen's fourfold roles, of the 290 respondents Lepp and Gibson (2008) identified: 9 percent as organised mass tourist (16 female and 11 male), 34 percent as individual mass tourist (57 female and 42 male), 47 percent as explorer (69 female and 67 male), and 9 percent of respondents as drifters (12 female and 15 male).

Developing the Travel Role Preference Scale (TRPS), Yiannakis, and Gibson (1992, 2002) also attempted to advance Cohen's (1979) and Pearce (1982) typologies. Based on previous works they further developed tourists preferred roles when visiting destinations in relation to the notions of stimulation - tranquillity, strangeness - familiarity, and structure - independence. Using quantitative research, they proposed a typology to describe the nature and dimensions of leisure-based tourist roles and their major behavioural indicators. They identified 15 roles: the lover, action seeker, anthropologist, archaeologist, organised mass tourist, thrill seeker, explorer, jetsetter, seeker, independent mass tourist, high-class tourist, drifter, escapist, sport tourist and educational tourist (the last two are added later, see Foo, McGuiggan and Yiannakis 2004). In the replicated study, Foo *et al.* (2004)

demonstrated the critical influence and relevance of optimal destination characteristics for tourists to enact their preferred roles.

Unlike other studies, Wickens (2002) has devised a destination-specific typology using qualitative research. Building upon institutionalised and non-institutionalised tourist classification (Cohen 1972), she examined behaviour and experiences of 86 holidaymakers visiting Chalkidiki, Greece. This study on individual mass tourist empirically confirmed Cohen proposed characteristics of this type. The study found that tourists were visiting the resort to enjoy sun, sea and sand, and they all had concerns for familiarity such as cleanliness. Based on the analysis of holiday choice, types of activities and views about the host community, she identified five micro tourist types: the Cultural Heritage (culture seekers), the Raver (pleasure seekers), the Shirley Valentine (romanticism seekers), the Heliolatrous (sun seekers), and the Lord Byron (comfort seekers). A striking finding of the study was that although tourists enact the roles of being an individual mass tourist; in contrast, they also behave differently against their anticipated roles.

The relevant literature reveals that many studies tested, extended or refined Cohen's (1972, 1974, 1979) conceptual frameworks (Lepp and Gibson 2008; Reichel *et al.* 2007; Gibson and Yiannakis 2002; Wickens 2002; Jiang, Havitz and O'Brian 2000; Mo, Howard and Havitz 1993; Yiannakis and Gibson 1992; Lee and Crompton 1992; Snepenger 1987; Pearce 1982). Similarly, Plog's model has also been utilised in several studies (Litvin 2006; Madrigal 1995; Smith 1990). However, it is interesting to note that Cohen's conceptual typologies found more empirical support than Plog's. Responding to these critics, Plog (2001, 2006) stresses that the replicated studies fail to utilise original instruments to test his conceptual model.

Furthermore, there has been a dramatic increase in studies of tourist typologies based on segmentation criteria. Using variety of criterion variables some of those studies under major segmentation bases include: (1) Geographic and demographic: age (Smith and MacKay 2001), gender (Hudson 2000), income, household (Dolnicar *et al.* 2008), occupation (Assaker and Hallak 2012), nationality and culture (Pizam 1999); (2) Psychographic: personal values (Mehmetoglu, Hines, Graumann and Greibrokk 2010), benefits sought (Sarigollu and Huang 2005), motivations (Prebensen and Kleiven 2006; Sirakaya *et al.* 2006; Ryan and Glendon 1998), push

and pull factors (Park and Yoon 2009; Eftichiadou 2001); (3) Behavioural: spending behaviour (Rosenbaum and Spears 2006), repeaters vs. first-timers (Lau and McKercher 2004), activity preferences (Mehmetoglu 2007; Morrison, Hsieh and O'Leary 1994), information search strategies (Fodness and Murray 1998). It is evident in the literature that these criterion variables are relevant predictors of tourist motivations and behaviours. It is also important to note that most of the segmentation studies in the literature are based on quantitative research; so far, few studies used qualitative research (e.g. Decrop and Snelders 2005).

The following part continues with the discussion of motivation in tourism.

### **2.1.2. Motivation in tourism**

Despite the plethora of writings on this subject and the problems inherent in investigating the phenomenon, "motivation" remains a "thorn in the side of tourism research" (McCabe 2001:107). The difficulties in investigating tourist motivations have also been documented in several studies (Tran and Ralston 2006; Uysal and Hagan 1993; Iso-Ahola 1990; Dann 1981). It has been stressed that holidaymakers may not be willing to reveal to the researcher their travel motives, or what the tourists say, may be only reflections of deeper needs of which they are not fully aware (Dann 1981). Thirty years earlier, Dann (1981:198) made a similar observation. In his appraisal of what motivation is, he makes an interesting observation that definitions tend to be "fuzzy" and descriptive. He also raises a number of epistemological questions concerning the study of tourism motivation, which are echoed and remain hotly debated by others (Pearce 2011; Jamal and Lee 2003; Harrill and Potts 2002).

Drawing on previous research, Uysal and Hagan (1993) defines motive as "Internal forces and external goals and incentives that guide, direct, and integrate a person's behaviour, for future, potential satisfaction" (1993:798). Most marketing studies conceptualise tourism motivation as "A dynamic process of internal psychological factors (needs and wants) that generate a state of tension or disequilibrium within individual" (Crompton and McKay 1997:427). Mill and Morrison (2002) agree with Crompton and McKay by stating: "The key to understanding tourist motivation is to

see vacation travel as a satisfier of needs and wants" (1997:281). They believe that "motivation occurs when an individual wants to satisfy a need. A motive implies action; an individual is moved to do something" (1997:283).

From a socio-psychological perspective, Dann defines tourism motivation as "A meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpreted by others as a valid explanation for such decision" (1981:205). Likewise, Giddens (1991:64) argues, "We should regard motivation as an underlying 'feeling state' of the individual". The complexity of tourist motivation is also recognised in Pearce's work (1993). Not very dissimilar to Dann, Pearce defines tourist motivation as "The global integrating network of biological and cultural forces, which give value and direction to travel choice, behaviour and experience" (1993:116). These definitions recognise that motivation is both socially and psychologically determined and are fundamental for understanding tourist holiday experiences in Alanya; they thus inform this study.

In his later work, Pearce (2011:50) makes an interesting observation that "true travel motivation is a push factor, a patterned summary of the social, cultural, and biological forces driving travel behaviours". The question of why people travel, Pearce contends, has been debated for several decades. From his review of the academic studies, he has concluded, like Dann, that scholars should use conceptual schemes, such as push and pull factors, in their understanding of tourism motivation. This is a better approach for exploring motivation and investigating why certain groups of people choose certain holiday experiences (Uysal *et al.* 2008).

In line with this argument, "a more pragmatic approach in keeping with the range of ideas about motivation is to look for insightful conceptual schemes" (Pearce 2011:43). A number of thinkers in other disciplines acknowledge that push factors of tourist motivation are socially, psychologically, economically, or physically determined (Sharpley 2003; Harrill and Potts 2002). For example, Graburn (2001) from an anthropological perspective, and Uysal *et al.* (2008) from marketing perspective, draw a distinction between the push and pull factors in their examination of tourism motivation. Indeed, there are several studies, past and current, that follow Dann's approach to understanding this phenomenon (e.g. Crompton 1979).

### 2.1.3. The push and pull conceptual scheme

The push factors refer to the needs and wants of travellers that are the reasons why people want to get away from the home environment; the pull factors indicate the reasons for visiting a particular destination (Uysal and Hagan 1993; Dann 1977), such as Alanya. Push factors are socio-psychological constructs that predispose the individual tourist to travel and participate in holiday activities in the destination and, therefore, influence their travel decision and demand (Bowen and Clarke 2009; Lee *et al.* 2002). They are, therefore, "origin related" and "refer to the intangible, intrinsic desires" (Uysal and Hagan 1993:414-415). Because the push factors are socio-psychologically determined, they deal with 'motives' itself; that is, why to take a holiday. The pull factors, on the other hand, are found in a destination and are described as the destination's attributes or attractions; these are valued by the tourists and pull them into that particular place. As Pearce emphasise pull factors refer to "features of a destination, which are likely to attract people," (2011:44). Tangible features of a destination include beaches, climate, sunshine, scenic beauties, historical sites, architecture, music, food, and the culture of a place.

Table 2-5 displays a selection of push and pull factors found in the literature.

**Table 2-5 Push and pull classification adapted from literature**

Push factors	Pull factors
Escape	Climate
Rest and relaxation	Sunshine
Self esteem	Scenic beauties
Prestige	Historical sites
Health and fitness	Architecture
Adventure	Food
Social interaction	Cultural events
Benefits	Activities available
Interests	Hospitality
Family/friend togetherness	Travel facilities and infrastructure
Fun and enjoyment	Environmental quality and safety

Source: Adapted from Uysal and Hagan (1993)

The literature demonstrates that tourists are motivated by the internal push factors and the external pull factors (Bowen and Clarke 2009). The push factors are variously described as the individual's socio-psychological motives, such as: 'person's specific motivations', 'internal', 'primary', 'escape from', and 'being

away', amongst others. Pull factors which are external to an individual, are often presented as the destination's specific attributes, 'external', 'secondary', 'escape to', and 'being there' (Wearing *et al.* 2010; Raymore 2002; Goodall 1991). The literature thus acknowledges that push factors are motives and one of the motivational forces for tourists, while pull factors are associated with tourists' expectations (Sharpley 2003; Turnbull and Uysal 1995); one reinforces the other (Dann 1981).

It is apparent that push and pull factors are useful in explaining the questions of whether to go and where to go respectively (Uysal *et al.* 2008; Dann 1981; Crompton 1979). However, it is interesting to note that Van Egmond argues 'The decision-making process does not start anymore with the question: "Are we going on holiday or not?" but rather "Where are we going for the holiday(s)?" or "What kind of holiday do we want?" (2007:46). This view reflects that tourism in general and holidays in particular are considered as part of modern life-style (Cohen 2008; Urry and Larsen 2011), and as shown later in the chapter, Van Egmond bases his argument on empirical evidence. It, therefore, may be suggested that the real battle is on the question of 'where to go?' both from the tourist perspective in their decision-making and from the destination perspective in attracting tourists.

The decision of 'where to go' is also strongly associated with tourists' perceptions of a destination or a resort with regard to its attractiveness for those tourists (Uysal *et al.* 2008; Crompton 1979). Destination attributes have been thought of as key factors for the attractiveness of a destination. Furthermore, tourism by its very nature is 'mediated'; it is argued that mediators are able to influence tourist behaviour through push and pull factors (Ooi 2005, 2002; Dann 1996). For example, Prentice states that "What the individual is seeking is in part what she or he has been led to believe is desirable in personal identity formation: she or he is varyingly versatile within the mediated structure of experience" (2004: 261). Thus, Prentice rejects the structural distinction between push and pull factors and suggests that 'in the practical sense of destination promotion, it is often more useful to start from the product base of the destination, and the motivations this product base can meet' (2004:261).

Agreeing with Prentice, Dann also suggests that the most effective forms of tourism promotion are those, which attempt to match the pull factors of the destination with the push, factors in the tourist. However, for analytical purposes, he suggests that

“Push factors precede pull factors both logically and temporally, since the decision whether or not to travel is prior to a specific choice of destination” (2000:477). He continues, “In practice, however, such decision making may be virtually simultaneous” (2000:477). Most empirical studies support that push factors predispose individuals to travel and more important for initial decision than pull factors (Uysal *et al.* 2008). However, as shown later in the chapter, there is also empirical evidence that pull factors may be more important than push factors (e.g. Lee, O’Leary, Lee and Morrison 2002). Several studies acknowledge, however, that most motivational situations are in reality a combination of push and pull conditions (e.g. Reeve 2005). Other scholars also claim that it is pointless to argue whether push or pull factors are more important (Witt and Wright 1993) because the importance will vary according to tourists’ motives and the type of holiday, as well as tourists’ perceptions (or awareness) of places (Uysal *et al.* 2008).

Based on the conceptual model of push and pull factors, many studies have conducted investigations on travel motives, destination selection, on-site holiday activities, and experiences (Kozak 2002; Lee *et al.* 2002; Baloglu and Uysal 1996; McGehee, Loker-Murphy and Uysal 1996; Pyo, Mihalik, and Uysal 1989; Crompton 1979; Dann 1977).

It is apparent that the push-pull model has been regarded as a simple and inclusive framework in investigating tourist motivation (Mehmetoglu 2011; Uysal *et al.* 2008). To date, the literature clearly shows that it has been the most accepted approach in studying tourist motivation. However, there also exist other approaches, which are in use and subjected to considerable investigation (Pearce 2005; Beard and Ragheb 1983; Iso-Ahola 1990). Furthermore, there are also others, which have remained theoretical with little or no empirical investigation (Jamal and Lee 2003; Goossens 2000; Gnoth 1997; Fodness 1994). A brief discussion of these studies will contribute to our understanding of tourism motivations based on the push-pull model.

#### **2.1.4. Other approaches to the study of tourist motivation**

From an anthropological point of view, Graburn views tourism as a secular ritual (2001) and develops a ritual theory for tourism based on inversions. Inversions are

shifts in behaviour patterns away from usual norms and expressed as a temporary opposite behaviour, grouped in different 'dimensions' (environment, lifestyle, formality, or health). He argues that tourism motivations and compensations of tourism involve push and pull factors; he further states:

Tourists leave home because there is something that they want to get away from, and they chose to visit a particular place because they believe that they will experience something positive there that they cannot easily experience at home. This kind of explanation involves the "ritual reversal" or "ritual inversion" of some aspects of life (Graburn 2001:42-43).

The model explains why tourists travel to certain destinations, undertake certain activities, or choose to behave in certain ways. Graburn points that not all inversions will be evident in one visit and the degree of inversion can also vary. In other words, for different people and different dimensions the departure from normal behaviour may be great or small. This theory supports and further enhances the push-pull framework.

From a socio-psychological perspective, Iso-Ahola (1982, 1990) develops a model based on escaping and seeking dimensions: 'seeking personal and/or interpersonal intrinsic reward', and 'escaping personal and/or interpersonal environment'. This framework suggests that tourists escape from routine and stressful environments in order to seek recreational opportunities for certain psychological rewards. Iso-Ahola (1990) warns that tourist motivation is not a matter of either seeking or escaping, but of both and he regards these two dimensions as motivational forces rather than independent and separate single motives. These escaping and seeking dimensions also correspond to push and pull factors respectively (Uysal *et al.* 2008; Ryan 2002). Iso-Ahola regards these dimensions as 'dialectical forces' that function in interaction to a varying degree within the push and pull framework. He, therefore, believes that it is unnecessary to separate reasons and benefits, as he states that "Because reasons (e.g. exploring new places) can be benefits and benefits (e.g. escaping from routine) can be reasons for tourism behaviour" (Iso-Ahola 1982:206). It is apparent that Iso-Ahola indeed identifies personal and interpersonal dimensions of push-pull factors (Witt and Wright 1992). Based on the trend toward more frequent, but shorter vacation, Mannell and Iso-Ahola (1987) argue that the escape dimension is a more

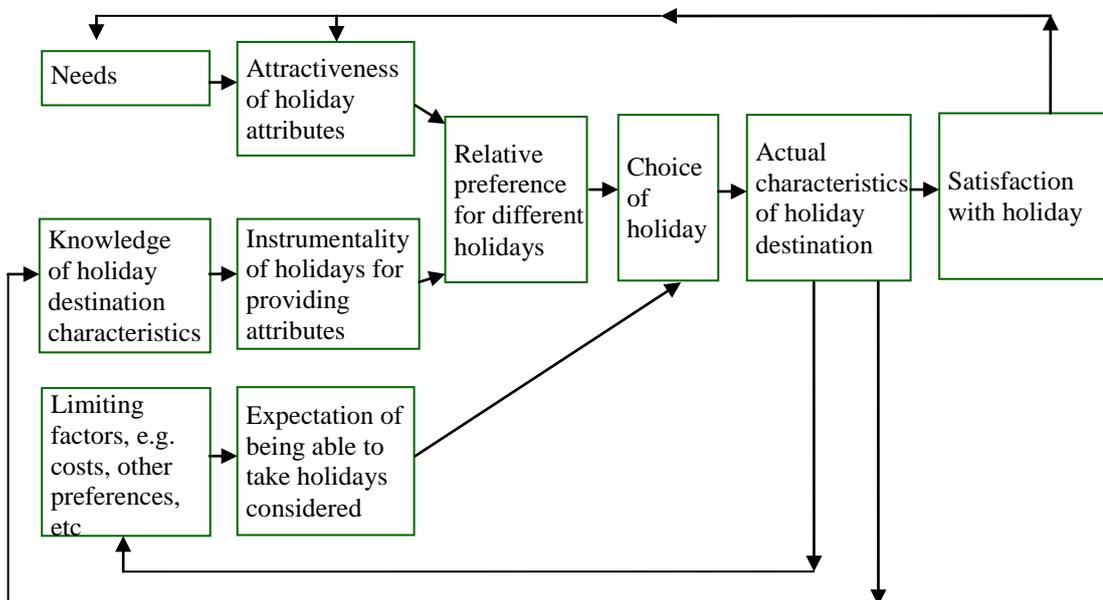
important motivational factor than the seeking dimension for tourism. Empirical investigations of this model are later presented in the forthcoming part of the chapter.

Developing Leisure Motivation Scale (LMS), Beard and Ragheb (1983) identify four push motivational categories: 'intellectual', 'social', 'competence-mastery', and 'stimulus-avoidance'. LMS considers internal motives for engaging in leisure activities and several studies utilised this scale as push motivational factors in tourism studies. They revealed that these four need measures are significant factors for tourist motivation and satisfaction (e.g. Ryan and Glendon 1998). Several attempts have been made to adapt LMS to tourism context (Pan and Ryan 2007; Mohsin and Ryan 2007; Ryan 1994). As shown in the following part, the results of these investigations enhanced our understanding of push motivational factors.

Based on Maslow's hierarchy of needs and career approach, Pearce and his colleagues develop travel career approach (Pearce 1988; Moscardo and Pearce 1986; Pearce and Caltabiano 1983). This approach proposes that tourist motivations are not only based on core human needs. They argue that tourists' needs elevate to higher order needs as their travel/tourism experiences progresses. This ladder approach has been criticised as there was no evidence that tourists' needs ascend to higher order needs as they gain more experience from travelling (Ryan 1998). This criticism was addressed and a newer title was proposed as 'travel career pattern' rather than 'travel career ladder' (Pearce and Lee 2005). However, travel career pattern still proposes that travel motivation pattern may change over time. As elaborated below, there have been several studies investigating travel career approach. This approach can also be employed in push and pull framework.

Based on the limitations of content theories and no common understanding of tourist motivation, Witt and Wright (1992) propose the expectancy model of holiday preference and choice. They believe that the study of needs based on content-based approaches can only provide partial explanation of motivated behaviour. They claim that much of the research ignores recent theoretical developments. They argue that in order to analyse the effects of motivation on behaviour, an understanding of the process is required to investigate whether these needs are transformed into motivated behaviour. They stress that tourists' expectations give motivated behaviour its direction. Figure 2-1 shows the concepts and proposed relationships between these

concepts. The model enables many of the existing concepts in the study of tourist motivation and behaviour to be incorporated in a single theoretical framework. It considers not only needs (push factors) and attractiveness of holiday attributes (pull factors) but also limiting factors, e.g. costs, other preference, and other related factors. The model suggests that the attractiveness of the holiday attributes is determined in part by individual’s needs. The attractiveness of holiday attributes, instrumentality and expectancy will be influenced by a variety of sources, including brochures, guide books, and other people’s experience and also by individual’s own experience of previous holidays of the same or similar type; hence the feedback loops built into the model (Witt and Wright).



**Figure 2-1 The expectancy model of holiday preference and choice**

**Source:** (Witt and Wright 1992:50)

As a cognitive approach, the key assumption of Witt and Wright’s model is that tourists are more likely to prefer a destination that gives them the most 'perceived value'. As the model deals with the needs of individuals, Witt and Wright argue that it also employs emotional aspects of the motivation process. Despite its complexity, the model provides a framework for the analysis of tourist motivation and behaviour rather than suggesting specific reasons for travel. This model can be viewed as an extension of the push-pull framework rather than an alternative.

Similarly, Fodness (1994) stresses that content-based frameworks are not motivations but reasons for benefits sought in travel, and/or strategies for meeting goals and needs. He believes that content-based approaches inhibit the development of valid and reliable measurements methods for tourist motivation. From a functional perspective, he believes tourism serves as a medium to satisfy psychological needs of individuals. He argues that there is a need for an integrated functional approach employing tourists' needs and goals. He believes that functional theory and its application to tourist motivation is a straightforward approach; he further argues that: "The reasons people give for their leisure travel behaviour represent the psychological functions (the needs) the vacation serves (satisfies) for the individual" (p. 559). Based on these considerations, he develops a measurement scale to examine the relationships between tourist motivations and attitudes. However, his work is subjected to considerable criticism (White and Thompson 2009; McCabe 2001). The most important of these criticisms is that his work only repeats many of the same sociological typologies advanced in the 1970s. Fodness' contribution, nevertheless, is crucial as he operationalised and validated a measurement scale based on these arguments. His study, therefore, provides further insights into the push factors of tourist motivation.

Building upon behaviourist and cognitive approaches, Gnoth (1997) proposes a model of tourism motivation and expectation formation. Stressing the issues regarding motivational concepts, he distinguishes motives from motivations. He regards motives as 'lasting dispositions' and motivation as 'object specific preferences'. He explains the confusion or the apparent gap regarding motive and motivation in the literature. He believes that the reason for this is the use of different perspectives (cognitive vs. behavioural) by psychologists. According to Gnoth, motivations are also impacted by values based on cognitive and affective (emotions) domains. Recognising the role of emotions in the motivation formation process, he draws attention to the relationship between motivation and satisfaction:

Once needs and/or values have been activated and applied to a holiday scenario, the generated motivation constitutes a major parameter in expectation formation. Expectations in turn, determine performance perceptions of products and services as well as perceptions of experiences. Motivation thus impacts on satisfaction formation (Gnoth 1997: 283).

He therefore asserts that "a theory of tourism motivation has to help explain behaviour as well as assist in the satisfaction of its underlying cognitive and emotional motives" (1997:286). Like Gnoth, others also support this assertion and view motivation and satisfaction as core constructs of tourist behaviour (Wickens 2006; Yoon and Uysal 2005; Ryan 2002b; Dunn and Iso-Ahola 1991).

Similarly, Goossens also stresses the motivational and emotional aspects of destination choice behaviour. He states: "The push and pull factors of tourist behaviour are two sides of the same motivational coin" (2000:302). According to Goossens, emotion is the psychological factor that connects tourists' pushed (emotional) needs and pulled (emotional) benefits of leisure services and destinations. He states:

Both feelings of pleasure, excitement, relaxation (push factors), and touristic attractions like sunshine, friendly people, and culture (pull factors) are important sources of tourism information. In particular, a combination of push and pull information and hedonic responses will motivate tourists to plan a trip (Goossens 2000:318).

Stressing the role of experiential perspective (hedonic motives) and its influence in the motivation process, he proposes 'a hedonic tourism motivational model'. His conceptual model is an attempt to explain the process of 'pleasure travel choice'. Consistent with push-pull framework (Dann 1981), the interplay between push (needs, motives, drives) and pull factors (advertising, destinations, services) is also at the heart of this model. However, unlike others, this model also considers the influence of involvement (pleasure-travel information-processing), hedonic responses (imagery, emotions), and, motivation (behavioural intentions).

A common concern of the above-mentioned studies is the emphasis on emotional aspects of tourist motivations. A considerable body of literature recognises the interplay between cognition and emotion both in relation to tourist behaviour (Walls, Okumus, and Wang 2011) and push-pull factors framework (Uysal *et al.* 2008). Uysal *et al.* (2008:434), indeed state: "Some push factors are the behavioural results of an inner emotional state and pose opportunities for interaction and participation".

Prentice introduces a motivation model, 'the lifestyle formation paradigm' (2004:275). Based on his review of tourist motivation and typologies, he recognises

two sociological perspectives that explain tourist experiences by means of underlying motivations: the romantic and mass tourism paradigms. The former is essentially associated with pre-mass tourism form of consumption, e.g. Boorstin's travellers, and contemporary tourism types such as Gray's wanderlusts, Cohen's drifters, or Plog's allocentrics. The latter, he states, is "Escape from the everyday tedium of work into a dream world is seen as the principal motivator" (2004:264). The preceding sections introduce a substantial elaboration of the literature concerning these two paradigms. Of particular importance for this study is that almost by definition mass tourism paradigm is associated with tourism in Mediterranean tourist resorts such as Alanya. What is also important is, as Prentice (2004) also emphasises that both paradigms reveal the significance of visual as sensory enjoyment. Prentice believes that the mass tourism paradigm was largely useful in explaining motivations for coastal tourism types such as in Alanya, and other tourism types based on superficial consumption of tourism places' visual appeal. Further, a state of mindlessness and passivity has been thought as a necessary condition for the enjoyment of tourism experiences in this type of tourism (Moscardo 2009; Pearce 2005; Ryan 2002a). However, like many others (Wickens 2002; Cohen 1979), he also challenges the views that all tourists are mindless and passive.

Based on the arguments that tourism is a part of people's life, and people engage in different types of tourism at times and even in the same trip, Prentice believes that current paradigms fail to explain the complexity of tourism motivations, behaviours and experiences. He also challenges the concept of familiarity, and emphasises both the importance of familiarity and the extraordinary. He, therefore, reconceptualises the arguments of these two paradigms and proposes a third paradigm, that of lifestyle formation. In so doing, Prentice seeks to integrate a variety of perspectives, but he also acknowledges the limitations of each; as he states: "No single paradigm or model is likely to explain all tourism behaviour. No single typology is likely to have more than specific relevance" (2004:276). This also clearly shows the need for pluralistic approaches in tourist studies.

As we have seen, it is apparent that approaches of tourist motivations are based on the socio-psychological perspective. The chapter also shows that some theories are conceptual in nature and tied to few or no empirical evidence. Theoretically, all these

above-mentioned approaches offer a number of important insights which may be incorporated in the push and pull model. Several studies question whether the push-pull model is capable of explaining the complex tourist behaviour (e.g. Chen *et al.* 2011; Pearce 2004; Jamal and Lee 2003). Perhaps this is a fair criticism of motivation studies in general, because motivation is only one variable among others (Hudson 1999; Uysal and Hagan 1993). However, it is important to note that tourist behaviour, indeed, is an extension of tourist motivation, and, tourist motivation is a part of tourist behaviour (Ryan 2002b; Shaw *et al.* 2000).

The literature shows that the role of motivation in destination selection and tourist behaviour is complex (Mansfeld 1992). It is pertinent here to reiterate that push and pull motivations are two sets of factors; one focusing on whether to go on holiday, the other on where to go (Klenosky 2002). These are two key questions of tourist behaviour, and scholars have drawn attention to the analysis of reciprocal relationships between these two sets of factors (Uysal *et al.* 2008; Snepenger, King and Uysal 2006). The analysis of push and pull motivational items explains the relative importance of these factors, however, as a wide range of other factors are involved in destination selection; they are unable to fully explain the reasons of motivated behaviour. If motivation is a process of starting, directing, and maintaining behaviour, the question that needs to be asked is what serves as an intermediary step between motives and behaviours (Tran and Ralston 2006).

It is apparent that 'preferences' function as 'filters of choices' influenced by one's motivation (Tran and Ralston 2006; Kaynak *et al.* 1996; Gilbert 1991). It is argued that push-pull factors can explain tourist behaviour partially; yet, tourist decision-making is rarely an individual process (Moutinho 1987). Moreover, there are many other questions concerning tourist preferences. Pearce notes, "Destination decisions have several components and where groups of traveller are involved several different sub-decisions may contribute to final outcome (Pearce 2005: 112). For example, 'when to go?' and 'how much?' also play an important role in this decision-making process, in particular at times of global financial and economic crisis (Papatheodorou *et al.* 2010; Dwyer *et al.* 2006). These questions, among others, represent the enabling/facilitating or constraining factors (Pearce 2011; Uysal 1998).

Within push-pull framework, it has been suggested that the greater the correspondence between the tourists' perceptions of the destination attributes and their motives, the greater the likelihood that the consumer will prefer that destination (Uysal *et al.* 2008; Uysal and Hagan 1993; Mahatoo 1989). As such, the literature suggests that interrelationship between tourist dimensions and destination dimensions are significant and the role of facilitators and constraints should not be overlooked (Bowen and Clarke 2009; Raymore 2002). It is clear that the connection between push and pull factors is mediated by facilitators and constraints such as opportunities, available leisure time, and finance (Pearce 2011; Um and Crompton 1990). For pre-experience phase, tourist related factors are shown to be more significant than destination related factors (Sirakaya and Woodside 2005; Woodside and Dubelaar 2002; Teare 1994).

Constraints have been variously described as inhibitors, barriers, prohibitors, deterrents, and limitations (Cooper and Hall 2008). They have generally been treated as factors that may reduce or inhibit motivation to participate in leisure or tourism activities (Raymore 2002). Constraints are said to prescribe, proscribe, and demarcate the boundaries of certain behaviour (Best 2010). They may give rise to select a substitute destination (Uysal 1998). They regulate destination choices, participation in touristic activities and enjoyment of tourist experiences (McDonald and Murphy 2008; Zillinger 2008; Lee *et al.* 2002). Pearce (2011) emphasises the importance of considering constraints, facilitators, and destination attributes as 'differentiating determinants' of tourists' destination selection. The literature reveals that among other constraints, time and money emerge as of primary importance for tourist behaviour (Nyaupane and Andereck 2008; Ryan 2003). Relevant to this, Holloway stresses a number of further considerations related to facilitators and constraints:

An increase in disposable income, for instance, means that the tourist can enjoy a wider choice of destination. Better accessibility to the destination, or more favourable exchange rates against the local currency, easier entry without political barriers, and friendly locals speaking the language of the tourist, all act as facilitators as well as motivating to the choice of destination (Holloway 2006:83).

A growing body of literature demonstrates that research into constraints is fundamental for a fuller understanding of tourism behaviour (Pearce 2011; Best

2011; Bowen and Clarke 2009). Recent decade has seen several empirical studies on constraints of tourist behaviour (e.g. Kostas *et al.* 2011; Alexandris, Funk, and Pritchard 2011; Alegre, Cladera and Sard 2011; Silva and Correia 2008; Gilbert and Hudson 2000; Pennington-Gray and Kerstetter 2002). For example, Alexandris *et al.* (2011) demonstrated that activity attachment is associated with constraints and motivation. Alegre *et al.* (2011) found that some tourist motivations, as well as socio-demographic and trip characteristics were useful in explaining expenditure. Pennington-Gray and Kerstetter (2002) found that respondents' perceptions of constraints were different with regard to age and family life stages.

All these considerations have been thought to be relevant and influential components of tourist decision to travel to a destination and their behaviour at destination (Pearce 2011; Prentice 2004). The approaches proposed by Goossens (2000), Gnoth (1997), and Witt and Wright (1992) attempt to develop the push and pull framework into a more complex model, which also explains other dimensions of the tourist behaviour process. These attempts are important because they also respond to major criticisms concerning the push-pull framework, and consider the influence of preferences based on perceived constraints and facilitators to select a destination for holiday and to participate in available holiday activities.

It is also important to note that much has been written about the tourist decision-making process in particular and tourist behaviour in general (Kozak 2010; Decrop 2006; Uysal 1998; Moutinho 1987). A variety of factors have been identified as the determinants of these processes, and classified in different ways. For example, Swarbrooke and Horner (2007) use 'motivators' and 'determinants'; Woodside and Sirakaya (2005) use 'internal variables', 'external variables', 'the nature of intended trip' and 'trip experiences'; and Gilbert (1991) uses 'energisers', 'filterers', 'affecters' and 'roles'. The process of decision-making is not the primary aim of this thesis, however, the analysis of the push-pull framework and constraining/facilitating factors reveal insights not only into the destination selection process but also into participation in touristic activities at the destination.

Based on the considerations of relevant literature, this study utilises the push-pull framework, facilitators/constraints, socio-demographic, trips characteristics, and booking behaviour to gain insights into British holidaymakers' choice of Alanya as a

holiday destination. The study also examines their on-site behaviours, experiences and evaluative assessments of destination/experiences and behavioural intentions. Below is a brief summary of the relevant literature on tourist satisfaction and destination loyalty.

Tourist destinations are traditionally regarded as the heart of tourism system and focal points of tourists' activity pursuits (Saraniemi and Kylänen 2011; Cooper and Hall 2008). Consistent with recent literature on 'experience economics' (Pine and Gilmore 1998), destinations are aptly characterised as "experience stages" (Stamboulis 2008:161-174), where "amalgams of tourism products, offering an integrated experience to consumers" (Buhalis 2000:97). Destinations' physical (e.g. attractions, activities, settings, and facilities), social (e.g. services, host, and management) and cultural (e.g. cultural attractions, local tradition) characteristics constitute key experience offerings for tourists (Pearce 2005). Tourists' perceptions and appraisals of place and people based on their social, cultural, and physical contacts with destinations' environment and tourists' consumption experience of tourism products and services have been shown to form the dimensions of destination attributes (Cutler and Carmichael 2010; Pearce 2005; Ryan 2002b, 2002c).

Considerable attention has been paid to the role of destination attributes before, during, and after tourists' visits to destinations (Fallon and Schofield 2006; Pritchard and Havitz 2005; Jackson *et al.* 1996). The literature demonstrates that destination attributes are critical determinants of destination selection, perceptions and appraisals of destination performance, memorable tourism experiences, and subsequent tourist satisfaction with the destination (Tung and Ritchie 2011; Fallon 2008; Yoon and Uysal 2005). A growing body of literature utilises multi-attribute approach to study the influence of destination attributes on tourists' motivations, behaviours and experiences (e.g. Meng *et al.* 2006; Yoon and Uysal 2005; Kozak 2002; Kozak and Rimmington 2001).

As core resources of tourism experience offerings, destinations attributes form the overall attractiveness and competitiveness of destinations (Crouch 2011). Studies clearly reveal that nature and climate are perceived as the most important destination attributes (Crouch 2011). The literature suggests that available tourist attractions and

activities, tourism infrastructure and facilities, hospitality services such as accommodation, catering and entertainment are also among the most critical destination attributes (Alegre and Garau 2011; Aktas *et al.* 2010; Chi and Qu 2009; Neal and Gursoy 2008; Meng *et al.* 2006; Yoon and Uysal 2005). Recent decade has seen a growing emphasis on the encounters between tourists and locals (Noe, Uysal, and Magnini 2010), as well as tourists and other tourists (Guthrie and Anderson 2007). The literature indicates the relevance and influence of the social players of tourist experiences (Pearce 2005b). Furthermore, perceptions of destination attributes reveal information concerning peak and supporting consumption experiences (Quan and Wang 2004).

Visiting tourism destinations, tourists are said to develop a 'sense of place' based on their evaluation of subjective, personal, emotional and interdependent tourist experiences (Cutler and Carmichael 2010; Bowen 2008; Wickens 2002; Ryan 2002b). Tourists' experiences are shaped by their preferences, and the economic or marketing perspective suggests that destinations' primary concern is the satisfaction of tourist preferences (Kilbourne 2010; Ritchie and Crouch 2005; Witt and Wright 1992). As this chapter reveals, motivation is not only an important determinant of holidaymakers' preferences but also subsequent satisfaction derived from the holiday experiences (Bowen and Clarke 2009; Gnoth 1997). The literature demonstrates that motivation and satisfaction are central concepts in understanding tourist behaviour (Ryan 1995; Mannell and Iso-Ahola 1987). As a commonly used outcome measure in tourist behaviour research, the study of tourist satisfaction provides a link to business and management research (Pearce 2005). A major pre-occupation of tourism research is to identify the determinants of tourist satisfaction and return intention (Yoon and Uysal 2005; Cole and Crompton 2003).

The literature on tourist satisfaction is a rich and growing. Studies deal with a variety of considerations such as methodological issues (Bowen 2008; Huang and Sarigöllü 2008; Cole and Crompton 2003; Ryan 1995); appropriateness of measurement models and methods such as expectation/disconfirmation, importance/performance, and performance only approach among others (Fallon 2008; Kozak 2001a); association between tourist satisfaction and motivation/expectations (Meng *et al.* 2006; Ryan 2002c; Dunn-Ross and Iso-Ahola 1991), specific tourist experiences

(Crompton 2007; Chan and Baum 2007; Cole and Scott 2004); tourist satisfaction at destination level (Dmitrovic *et al.* 2009; Tribe and Snaith 1998; Pizam, Neumann and Reichel 1978); destination attributes (Pritchard and Havitz 2006; Litvin and Ling 2001), instrumental/expressive factors, Kano's three or Herzberg's two factor theory (Fallon 2008; Chan and Baum 2007; Uysal and Williams 2004) and measurements using structural modelling approach (Mendes *et al.* 2010; Chi and Qu 2009; Yoon and Uysal 2005).

The literature reveals that tourist satisfaction is understood differently by different researchers based on their overarching assumptions and positions in terms of social science or marketing approaches (Quan and Wang 2004; Bowen and Clarke 2002). Researchers adopting social science approach stress the role of tourist enjoyment as an outcome (Mannell and Iso-Ahola 1987). Tourist enjoyment is often associated with the concepts of tourist motivations, itineraries, holiday activities, peak tourist experiences and emotional outcomes (Bowen 2008; Wang 2008). Developing mainly approaches, they stress the influence of holiday activities and experiences of memorable events such as 'serendipitous moment', 'moments of truths', 'micro-events' or 'critical incidents' (Ritchie *et al.* 2011; Bowen 2008; Cary 2004). Others adopting marketing approach utilise quantitative research and stress the role of services, consumption experiences and negative influence of destination attributes. They investigate tourists overall satisfaction with attributes of destination, attractions, hotels and package holiday (Alegre and Garau 2010; Aktas *et al.* 2010; Neal and Gursoy 2008).

Many authors raise methodological and theoretical questions, particularly in relation concepts such as 'quality', 'value', and 'emotional outcomes' (Cutler and Carmichael 2010; Bowen and Clarke 2009; Pearce 2005). Although quality and value are considered as significant antecedents of overall satisfaction (Bowen and Clarke 2009), debate continues over whether quality or satisfaction comes first (Kim and Severt 2011). Others divide quality into two types: quality of performance and quality of experience (Cole and Crompton 2003). This distinction underpins the role of consumption experience with respect to the quality of performance, and peak tourism experience with respect to the quality of experience. This study considers issues and concepts of satisfaction incorporated within both approaches. In so doing

this study stresses the importance of satisfaction with both peak experiences (motivations, holiday activities, destination attributes) and supporting consumption experiences (Quan and Wang 2004). The literature highlights that the evaluation of both quality of performance and experience are influenced by perceptions of emotional outcomes (Walls *et al.* 2011; Goossens 2000).

The literature regards satisfaction as an outcome of tourist experience process. Although empirical evidence demonstrates that much of the tourist enjoyment or satisfaction is associated to motivational factors in pre-experience phase (Crompton 1979; Dann 1977), the literature also stresses the relevance and influence of on-site experience of actual holiday activities and perceptions of hotel/destination attributes (Bowen 2008; Meng *et al.* 2006; Lehto *et al.* 2004; Woodside and Dubelaar 2002; Dunn Ross and Iso-Ahola 1991). An inherent part of tourist satisfaction, therefore, is the complexity and abundance of elements concerning the context and phases of tourist experience. Furthermore, the concept of tourist satisfaction is found to be rather more elusive than the way it is treated in conventional studies (Pearce 2011a; Ryan 2010; Bowen and Clarke 2009). As such, Bowen and Clarke demonstrate that "The tourist wants more than 'satisfaction'. In their review of literature, they show that satisfaction is a "relative" rather than an "absolute" concept, and they emphasise that satisfaction is often used to refer to "something that is OK" rather than the fulfilment of a dream or fantasy (2009:155). Nevertheless, it is encouraging to note that a growing body of the literature considers the complexities of tourist satisfaction that derives from an experiential and emotional process (Sharpley and Stone 2012b; Cutler and Carmichael 2010).

By recognising this, it is also important to emphasise that the success of tourist experiences are dependent on the performances of both producers and consumers (e.g. Eka *et al.* 2008). The literature stresses that tourist experiences are significantly influenced by tourists' self-performance and their manipulative actions (Ryan 2002c; Bowen 2001). Tourist themselves are motivated to derive satisfactory outcomes from their holidays (Pearce 2009; Ryan 1994). It has been shown that tourists enact different roles in the course of a holiday, and they are able manipulate his or her surroundings to achieve desirable outcomes (Blichfeldt 2007; Wickens 1999). Through the manipulation of surroundings and enactment of different roles, tourists

experience even the same location differently (Urry and Larsen 2011; Cohen 2004; Wickens 2004; Prentice *et al.* 1998). For example, the literature reveals that experienced tourists and repeaters are more likely to derive more satisfactory tourist experiences (Ryan 1998; Teare 1991; Pearce 1988). Furthermore, the evidence suggests that the level of tourist satisfaction vary between tourists even with the same destination, hotel or touristic activity based on tourists' and trip characteristics (e.g. Spinks, Lawley and Richins 2005; Reisinger 2001; Ryan 1995; Wickens 1991).

It is clear that tourist satisfaction with a destination is multifaceted (Neal and Gursoy 2008). The literature stresses the relevance and influence of “halo effect” that satisfactory/unsatisfactory experiences with one destination attribute may in turn cause satisfactory/unsatisfactory experience with total satisfaction with destination (Chan and Baum 2007; Pizam *et al.* 1978). The importance and tolerance levels of each destination attributes have also been investigated in several studies (Alegre and Garau 2011; Chi and Qu 2009; Cole and Scott 2004). The literature, therefore, suggests utilising multi-attributes approach in the assessments of tourist satisfaction with destinations (Mittal *et al.* 1999).

Considering interaction between tourist and destination, others highlight the analysis of satisfaction as process and outcome of both micro-events and global event (Bowen 2001). They also show that tourist global experience involves both satisfactory and unsatisfactory experiences (critical incidents) based on micro evaluations of activities and experiences (Pritchard and Havitz 2005; Bowen 2002). By its very nature, satisfactory/unsatisfactory experience with global event is mainly an outcome measure. It, therefore, should be measured in the post-experience phase. In contrast, mini-events are not necessarily an outcome measure, and they can be measured immediately and during the course of the holiday. The design of this study considers satisfaction both as global event and mini-events.

Tourists' attachments and relationships to destinations have also been thought of as a key consideration in understanding tourist behaviour and experience (Yuksel, Yuksel and Bilim 2010; Cooper and Hall 2008, Gross and Brown 2006; George and George 2004). Repeat visitation behaviour (or so-called destination loyalty) is considered as the manifestation of tourists' attachment to a destination. The literature identifies emotional factors as important determinants of tourism return behaviour (Valle,

Correia, and Rebelo 2008). As such, Cooper and Hall (2008:321) argue that satisfied tourists: are likely to become loyal and visit repeatedly, deepen their relationships with the destination and its individual service provider, recommend the destinations to others, and demonstrate less price sensitivity. Studies show that repeat visit intentions are influenced by factors such as number of past visits to destination, culture, risk aversion, familiarity, prices, emotional attachment to destination, hospitality of locals, to explore the destination further, interrelationships with locals and other tourists, perceived attractiveness, quality perceptions, and overall satisfaction (Croes, Shani, and Walls 2010; Um, Chon, and Ro 2006; Caneen 2004; Wickens 2004; Lehto and O'Leary 2004; Kozak 2001).

From a marketing point of view, customer satisfaction and loyalty are considered as two key indicators of business performance measurement (Noe, Uysal, and Magnini 2010). Keeping customers loyal is seen as the ultimate aim of the companies (Oliver 2010). It has been shown that keeping customers is more effective and less expensive than attracting new ones (Schmitt 2010). Companies therefore are suggested to maintain high levels of customer satisfaction to keep customers loyal (Oliver 2010). In the case of tourism, it is also generally assumed that satisfaction leads to repeat visitation, however, considering tourists' desire for novelty studies have shown that this may not always be the case for tourism (Bowen and Clarke 2009; Crompton 1979). Nevertheless, studies suggest satisfied tourists are likely to recommend destination to others even if they do not intent to return (Yoon and Uysal 2005; Kozak 2001).

The literature demonstrates that there is relationship among perceived performance of destination attributes, overall satisfaction and destination loyalty. It is pertinent here to emphasise that tourists make comparison between destinations they visit (Kozak 2002). This comparison is said to influence tourists' destination choice process and their repeat visitation intentions (Kozak 2004). Relevant to this, Pearce and Kang (2009) emphasise the importance of 'transferred loyalty' concept. Transferred loyalty is associated to continuing interest in visiting places with similar environmental attributes. Based on quantitative structural models, a growing body of empirical studies examine relationships among tourist perceptions of destination attributes, overall satisfaction and subsequent behavioural intentions (Celeste and

Vieira 2011; Zabkar *et al.* 2010; Yoon and Uysal 2005). However, far too little attention has been paid to the influence of ‘comparative performance’ and ‘transferred loyalty’ on revisit intentions between destinations based on destination attributes (Pearce and Kang 2009).

Empirical evidence suggests that motivations, behaviours, experiences, and satisfactions of first-time and repeat visitors may significantly differ (Kozak 2001; Oppermann 2000). It has been shown that compared to first-time tourists, those repeat tourists are likely to travel with different sets of expectations (Galani-Moutafi 2001) and engage in activities which are more diverse, e.g. visits to local friends they met in previous visits (Wickens 2004; Kemperman, Joh, and Timmermans 2004) and demonstrate different expenditure behaviour (Croes *et al.* 2010). A common assumption by conventional marketing scholars is that loyal customers are more profitable as they are said to be less sensitive to price and spend more (Schmitt 2010; Oliver 2010). In the case of tourism, this is supported with little research (Wang 2004), as first-timers are found to be higher spenders than repeaters (Croes *et al.* 2010; Alegre and Juaneda 2006).

The relevant literature indicates that there is need for more research with respect to the influence of comparative performance, transferred loyalty, price sensitivity, on-site behaviour, and tourists' socio-demographic and trip characteristics on loyalty in tourism (e.g. Morgan 2010; Pearce and Kang 2009; Bowen and Clarke 2009; Lehto *et al.* 2004; Kozak 2004). It is also of particular importance for tourist resorts in the Mediterranean as repeat visitation behaviour is a common phenomenon for sun and sand holiday destination, such as Alanya (Alegre and Cladera 2006; Beerli and Martin 2004).

Based on these considerations, the current study investigates tourist motivations, on-site experiences, satisfaction, and loyalty for understanding British holidaymakers' experiences and behaviour in Alanya. It also assesses individual and group differences in relation to holiday experience and behaviour. The forthcoming section provides a comprehensive discussion of empirical evidence in the literature based on the issues addressed above which are pertinent to this study.

## **2.2. Empirical evidence on motivation and holiday experiences**

This section attempts to present an account of relevant research conducted on tourist motivation and holiday experiences. Consistent with thesis' overall framework, studies based on push-pull model are of greater concern. Considering the study's setting and the subject, research focusing on British holidaymakers' motivations and experiences at coastal holiday resorts particularly in the Mediterranean basin are of particular importance. A growing body of research have utilised push-pull framework, however, little research has adopted this framework in Mediterranean resorts. Given these considerations, this section is divided into three sub-sections. The first one provides a review of early studies. The second one is devoted to studies using the push-pull framework. The third one presents studies based on Mediterranean summer holidays and British holidaymakers.

### **2.2.1. Early studies**

In one of the earliest investigations of the push - pull framework, Dann (1977) investigated motivations of 422 tourists visiting Barbados during the peak season months of January and February in 1976. The respondents of the study were from the Caribbean, United States, Europe, Canada, and United Kingdom. The study attempted to develop a sociological understanding of tourist push and pull factors employing interview method and quantitative analysis. 'Anomie' and 'ego-enhancement' were identified as two push motivational dimensions. Employing Durkheim's (1966) concept of anomie, Dann used this term to refer to individuals' feeling of isolation at home environment. Ego-enhancement was used to refer to recognition of individuals' status (Dann 1981). These concepts have been respectively associated with psychological human needs of love and belonging and self-esteem, echoing Maslow's (1970) hierarchy of needs (Pearce 1993).

Dann examined the relationships between the items utilised on both the anomic and ego-enhancement scales. He used reliability analysis and correlations in order to confirm the validity and reliability of the items of these scales. He noted that the anomie scale included items of 'need for a break from work'; 'felt more (or less) relaxed now that they were on holiday'; 'to interact to a much greater degree when in

the holiday'; 'to discuss topics not related to their own home environment'; 'liked mixing with those of variety of backgrounds, and even with those of different race, precisely because they enjoyed meeting people' (1977:189-191). With regards to the ego-enhancement scale, he asked respondents a number of questions, including: "to recall people to whom the holiday was mentioned prior to departure", and "the type of discussion that took place" (1977:190).

Dann argued that these anomic and ego-enhancement factors were also representing a desire for an alternative world of fantasy for tourists. An important finding of his study has shown that, he noted, "(...) much of the holiday enjoyment has been anticipated at the pre-trip stage" (1977:190). Dann reported that the anomic oriented tourists were primarily motivated by relaxation followed by sunshine. Other pull motivation items however were not explicitly shown in the analysis. The study found that anomic tourists were repeaters, with above average knowledge about the destination, and mainly from the Caribbean, United States, and Europe. They also were young and married males living in small towns and rural areas with an above average socio-economic status. On the other hand, tourists from Canada and United Kingdom were more ego-enhancement oriented. Ego-enhancement tourists were also mainly female, relatively older, and first-time visitors of the destination with a lower socio-economic status.

Unlike Dann's sociological approach to push and pull factors, Crompton (1979) adopted a socio-psychological approach to identify states of tension within his respondents, which provoked them to select a particular destination. Using in-depth interviews, he studied pleasure vacation motivations of 39 people in Massachusetts, USA. His research represents first systematic investigation of the push-pull factors. He identified seven push and two pull motivational factors. Whilst he referred to the former as socio-psychological motivators, unlike other contributors of the field (see Uysal and Hagan 1993), he referred to the latter as cultural factors. Push motivational factors were to escape from perceived mundane environment, exploration, and evaluation of self, relaxation, prestige, and regression. Pull motivational factors were cultural motives of novelty and education. It is important to note that, in contrast to socio-psychological motives, Crompton viewed the cultural motives of novelty and education as 'destination specific. As socio-psychological motives are not destination

specific, Crompton stated that “the destination served merely as a medium through which these motives could be satisfied” (1979:415). He reported an interesting finding regarding the relationships between motives, destination attributes, and satisfaction:

(...) while initial concern and effort had been with selecting a vacation, the value, benefits, and satisfactions derived from the vacation were neither related to, nor derived from, a particular destination’s attributes [*sic*]. Rather the satisfaction was related to social or psychological factors unique to the particular individual or group involved (Crompton 1979:415).

This suggests that the internal (push) factors appear to be more important than pull factors; however, Crompton also reported that tourist motivations were interrelated and multidimensional. An important finding of his study was the lack of destination loyalty among respondents in relation to novelty; Crompton noted, “Novelty implied that there was no desire to return to a previously visited destination no matter how successful is the vacation” (1979:422).

Pizam, Neumann, and Reichel (1978) contributed to our understanding of tourist satisfaction dimensions with a destination area. Using factors analysis based on the data obtained from a survey of 685 holidaymakers, they identified eight factors of tourist satisfaction with Cape Cod, Massachusetts, USA: ‘beach opportunities’, ‘cost’, ‘hospitality’, ‘eating and drinking facilities’, ‘accommodation facilities’, ‘campground facilities’, ‘environment’, and ‘extent of commercialisation’. Although the study fails to investigate the impacts of each factor on total tourist satisfaction destination, it is a major contribution as one of the earliest tourist satisfaction study at destination level.

Inferring tourist motivations from social and environmental perceptions of overseas tourists, Pearce and Caltabiano (1983) contributed to socio-psychological understanding of the phenomenon. Using qualitative research, their study employed a sample of 200 tourists who previously visited United States, Europe, Canada, and Australia. Analysing nearly 400 episodes (reported as positive and negative travel experiences), they coded the data into five major categories of Maslow’s hierarchy of needs. The study reported percentages of both negative and positive experiences corresponding to these need categories (Table 2-6). The study found that positive and negative tourist experiences were not the inverse of one another, rather, an analysis

of percentage distributions revealed different need structures. For instance, the importance of psychological and safety needs accounted for 70 percent of all negative experiences. Similarly, the study indicated that 71 percent of positive experiences were associated with self-actualisation, self-esteem, and love needs.

**Table 2-6 Positive and negative experiences by percentage**

	Positive %	Negative %
Self-actualization	35	1
Self-esteem	1	12
Love	33	17
Safety	4	43
Psychological	27	27

From these findings, it is possible to note that satisfaction (positive experience) deals with higher level of needs, whereas dissatisfaction (negative experiences) derives from unmet needs and deals with lower level of needs. In the light of these findings and within Maslow's framework, Pearce and Caltabiano suggested that tourists were travelling to satisfy their self-actualisation, self-esteem, love, and psychological needs. Furthermore, these authors argued that the findings demonstrated that there was a "motivational career in travel", with more experienced travellers reporting experiences containing higher order needs. The study found that female travellers placed slightly higher importance on the self-actualisation needs than male travellers. For future tourist motivation research, they emphasised the importance of using this kind of indirect motivational coding scheme.

Another important but less known contribution to the field is Figler's (1983) Travel Motivation Survey (in Robie, Bateson, Ellison, and Figler 1993). The empirical analysis of the study was later reported by Figler, Weinstein, Sollers and Devan (1992). Employing factor analysis on the responses provided by 325 travellers in Baltimore, USA, and the study extracted five motivational factors. These factors were anomie/authenticity-seeking, escape/regression, wanderlust/exploring the unknown, jet setting/prestige-seeking, and culture/education. The study further developed the reliability of each factor with 84 undergraduates using test-retest method. The authors reported that their data quantitatively indicated a hierarchy of independent motives underlying pleasure travel. A key finding of the study was the importance of "the desire to seek a more meaningful existence and to feel as if one

belongs to a community or group" (Robie *et al.* 1993:774). This finding supports early theoretical arguments of several authors in the field (Pearce and Caltabiano 1983; Cohen 1979; Dann 1977; MacCannell 1973).

Using critical incident technique, Jackson *et al.* (1994, 1996) examined tourists' accounts on most positive and most negative tourism experiences. The data was obtained from 456 respondents (62 percent female and 59 per cent 18-29 years age) in Australia. The study reported that all respondents completed positive responses but only 434 respondents (95.2 per cent) provided a negative experience. Using data reduction techniques, the study generated 69 basic concepts under three major classes.

Table 2-7 shows sample of positive and negative concepts under the categories of person, interpersonal and external factors.

**Table 2-7 Positive and negative experiences by illustrative concepts**

<b>Categories</b>	<b>Positive</b>	<b>Negative</b>
Person factors	Understanding culture and heritage, appreciating food, being with people, being in control, having freedom and relaxation	Failure to understand culture, food, frightening politics and poverty, feeling lost and isolated, feeling fear and boredom, having no sense of freedom, and suffering some physical health problem
Interpersonal factors	Positive host and other relationships, and friendly interpersonal relationships	Negative people relationships with family, friends and hosts, and negative interpersonal relations such as crime, drunkenness and overcrowding
External factors	Natural, scenery and beaches, heritage buildings, well-organized theme parks, packaged tours and sporting activities	Bad weather, poor accommodation and facilities, transports hassles such as lost baggage and delays, and mechanical breakdowns and accidents

Source: (Jackson *et al.* 1994, 1996)

Building upon Iso-Ahola's escape-seeking approach, Dunn Ross and Iso-Ahola (1991) studied motivation and satisfaction dimensions of a sightseeing tour. The respondents of the study were tourists visiting Washington who were participating in a day tour. The study identified six motivational factors: 'general knowledge', 'social

interaction', 'escape', 'impulsive decision', 'specific knowledge' and 'shopping for souvenirs'. For sightseeing tourists, the study hypothesised that the seeking dimension would constitute more importance than escaping destination. The study confirmed that both escaping and seeking were among motivational factors for sightseeing, and the latter was considered as more important than the former. The study also investigated the satisfaction dimensions and found similarities between the motivation and satisfaction dimensions, particularly; knowledge seeking, social interaction and escape factors were important for both motivation and satisfaction. The study argued that this similarity led to a very high overall level of satisfaction with the tour.

Focusing on Iso-Ahola's seeking-escaping dimensions, Snepenger *et al.* (2006) empirically tested the proposed dimensions ('personal escape', 'personal seeking', 'interpersonal escape', and 'interpersonal seeking') of Iso-Ahola's model for similar tourism and recreation experiences. Using three statements for each dimension, the study developed a 12 items measurement scale. Analysing the data obtained from a sample of students studying in a university in USA, the study identified the existence of four dimensions. Moreover, Iso-Ahola's (1982) original proposition that these four dimensions function simultaneously as intrinsic motivation in the case of tourist behaviour was also confirmed. However, comparing the difference between tourism and recreation experience, respondents placed higher importance on personal seeking and personal escape dimensions in the case of tourism experiences. Examining the push motivations for beaches, national parks, amusement parks, and sporting events, the study found significant correlations between natural- and cultural-based activities and motivational factors in tourism experiences.

Based upon Beard and Ragheb's (1983) LMS, Ryan (1994) developed the Holiday Motivation Scale. The study used a shortened version of the LMS and applied it to British holidaymakers. It included 14 push motivational items, and delineated the original four factors structure. This scale has later been replicated in several studies. For instance, a derivative version was applied to visitors' motivations to Pirongia Forest Park, New Zealand (Pan and Ryan 2007). The study found five push motivational factors for visiting Pirongia Forest Park. These factors were labelled as 'relaxation', 'social needs', 'a sense of belonging', 'mastery skills', and 'intellectual

needs'. Mohsin and Ryan (2007) employed the original study to Indian students for holidaying in New Zealand. The study replicated a finding of four push motivational factors — labelled as 'relax', 'challenge', 'discover', 'social' — with a minor modification relating to intellectual and challenge factors.

### **2.2.2. Studies using push and pull framework**

In the last two decades, there has been an increasing amount of literature on the push and pull factors. The majority of these publications emerged during 1990s from studies examining the data obtained from Pleasure Travel Market Surveys (PTMS). These surveys were conducted to analyse overseas (long haul) travellers' motivations and behaviours in various countries (e.g. Germany, Japan, United Kingdom, Netherland, and Australia). The surveys were conducted in similar manners which involve respondents 18 years of age and older and who had taken a pleasure trip outside Europe and the Mediterranean by plane in the past three years and stayed at least four nights. Respondents of the surveys were asked to rate measurement items (e.g. travel motivations, activities, philosophy, and levels of satisfaction) on a four point Likert-type scale.

Using secondary data sets several studies focused on travellers from a single origin country such as Germany (Lee et. al. 2002; Turnbull and Uysal 1995; Uysal and Jurowski 1994), United Kingdom (Jang and Cai 2002), Australia (McGehee, Loker-Murphy and Uysal 1996; Moscardo *et al.* 1995), and Japan (Cha, McCleary, and Uysal 1995). Others examined two or more origin destinations simultaneously to compare variations in push and pull motivations (You, O'Leary, Morrison and Hong 2000; Yuan and McDonald 1990). Two studies (Baloglu and Uysal 1996; Oh, Uysal and Weaver 1995) replicated canonical correlation analysis approach (Pyo *et al.* 1989) to examine relationships between push and pull motivational items. What we know about push and pull factors is largely based upon these empirical studies.

This sub-section commences with a discussion of these empirical studies, which were mainly concerned with motivations for pleasure travel to North America. Until recently, the literature on published studies using the push-pull framework was dominated by these above-mentioned studies. In the past decade, there has been an

increasing interest in utilising the push-pull framework. This sub-section, then, continues with a discussion of pertinent studies in the last decade. It must be noted that to prevent the possibility of repetition the review was focused on studies that are unique in their characteristics (e.g. using different theoretical and methodological approaches).

Focusing on travellers from multiple origins, Japan, France, West Germany, and the United Kingdom, Yuan and McDonald (1990) analysed overseas pleasure travel motivation. This quantitative research used factor analysis to delineate motivational dimensions. Factor analysis of 29 push items resulted in five dimensions. Seven dimensions were identified based on the factor analysis of 53 pull items (see Table 2-8). Analysis of variance (ANOVA) was used to examine whether push and pull motivations differ in each of the four countries. The study indicated that individuals from each of these countries travel for the same push motivational factors. However, travel patterns in relation to pull motivation items showed that motivations differ significantly. Moreover, the study also found that the level of importance that individuals attach to the various factors differ between the four countries.

Testing the relationships between push factors and pull factors, Uysal and Jurowski (1994) analysed motivations for pleasure travel. Using secondary data obtained from the Canadian Tourism Attribute and Motivation Survey, they studied a subsample of respondents (9367 out of total 11500). The study first identified underlying dimensions of push and pull motivation using factor analysis. The factors analysis of 26 push motivational items revealed four dimensions: 're-experiencing family togetherness', 'sports', 'cultural experience', and 'escape'. The analysis of 29 pull motivational items also resulted in four dimensions: 'entertainment/resort', 'outdoor/nature', 'heritage/culture', and 'rural/inexpensive'. Using regression analysis, this study found reciprocal relationship between push and pull factors using regression analysis. Providing quantitative evidence on these relationships this study made significant contribution to the field. The study, thus, have shown that simultaneous examination of push and pull factors is critical to contribute to marketing efforts in designing promotional programs and packages.

Focusing on a single origin, Jamrozy and Uysal (1994) studied overseas motivation patterns of German pleasure travellers to North America. The study used a

subsample of 609 respondents drawn from the entire sample of 1212 personal interviews of the PTAMS in 1989. Employing quantitative research, 30 push motivational items and 53 pull motivational items were factor analysed. Analysis revealed eight push motivational push factors and eleven pull motivational factors (see Table 2-8). Stressing various trip characteristics, the study identified five clusters of travellers: travelling alone, with wife/husband/girlfriend/boyfriend, with family, with friend, and in organised tour group. It also showed that there were significant differences in push motivational items between these clusters.

Using a subsample of 322 German travellers from the same data set as that of Jamrozny and Uysal (1994), Turnbull and Uysal (1995) examined the push and pull motivation differences to three destinations: North America, Latin America, and the Caribbean. Employing quantitative research, the study utilised the same measurement scale of 30 push and 53 pull motivation items. However, unlike the results of the replicated study, factor analysis of push and pull items revealed fewer dimensions. The study delineated five push factors and six pull factors (see Table 2-8). It found variations in motivational factors associated with travellers' destination preferences. For instance, factors such as: re-experiencing family (push), heritage-culture, beach-resort, and comfort-relaxation (pull) were significantly different among destinations. Moreover, the study also examined types of travellers' information sources and suggested strategies for regional tourism marketing.

In a more recent publication on German pleasure travellers, Lee *et al.* (2002) not only identified underlying push and pull factors but also investigated relationships between push-pull factors and destination choice. They also investigated subsequent association of push and pull factors with holiday activities pursuit in a visited destination. The original data set included a sample of 1201 respondents obtained from German PTAMS in 1996. The study focused on the data of a subsample of 708 respondents who took a trip for pleasure to one of three destinations, including United States, Canada, and Asian countries. The study employed factor and regression analysis to investigate the relationship between motivation and holiday destination activities. Factor analysis of 17 push and 22 motivational items resulted in six push and seven pull dimensions respectively (see Table 2-8). The study also found significantly strong relationship between destination attributes and destination

selection. In contrast to much of the literature (e.g. Crompton 1979), a key finding of this study was that the pull factors were more influential than the push factors in the selection of destination. It appeared that different push and pull motivational factors were more influential for different destinations. Moreover, the study also found that motivational factors were more significant determinants than demographic variables and budgets with respect to destination selection. Another key contribution of the study was that unlike others (Yuan and McDonald 1990; Crompton 1979; Dann 1977) it also examined and confirmed relationships between motivations and activity pursuits at the destination.

Moscardo *et al.* (1995) also studied Australian pleasure travellers' patterns focusing on the association between travel motivation and activities. The study employed a sample of 1503 respondents (PTMS in Australia in 1988). Unlike other studies, the authors of the study viewed 30 motivational statements as 'benefits sought' factors rather than push factors. Similar to other studies (McGehee *et al.* 1996; Uysal and Jurowski 1994), factor analysis was utilised to delineate underlying dimensions of travel benefit statements. The analysis revealed eight factors: escape/excitement, self-esteem/self-development, family relations, physical activity, safety/security, self-esteem/social status, escape, and relaxation. Using cluster analysis, the respondents were segmented into three clusters. The first cluster was described as externally oriented, self-esteem or social status groups with a specific interest in physical activity, the second is an internally oriented self-esteem or self-development group, and the final cluster was labelled as escape/relaxation. The study found consistent relationships between travel motivation and activities and between activities and features of preferred destinations. It also found that respondents in different activity segments differed in socio-demographic characteristics and travel philosophies.

Overseas pleasure travels from UK have also been studied as a single origin country (Jang and Cai 2002; Hsieh, O'Leary and Morrison 1994). Unlike many other studies, Hsieh *et al.* (1994) did not apply factors analysis to delineate push and pull motivational factors. They provided a comparative profile of package and non-package travellers. The data was collected from PTMS for UK in 1989. The study reported that two thirds of travellers were non-package travellers (reminiscent of

Cohen's independent travellers), and that package travellers rely on travel agents or travel companions for travel arrangements (Cohen's institutionalised tourists). The majority of package travellers reported that they travel to learn new things and increase knowledge. They were found to be more interested in comfort, well-developed resorts, and entertainment. On the other hand, the study reported that "non-package travellers make their own travel arrangements, take vacations for social reasons and to be with family and friends, and prefer destinations where they feel safe and secure. They normally like to take outdoors/native as well as culture and nature trips" (Hsieh, *et al.* 1994:93).

As with other studies adopting factor analysis, Jang and Cai (2002) investigated push and pull motivational factors and destination choice of British tourists for seven outbound destinations (USA, Canada, Central/South America, The West Indies/Caribbean, Africa, Oceania, and Asia). The data was based on the Pleasure Travel Market Survey for United Kingdom in 1996. The factor analysis of 22 items resulted in six push factors, whereas factor analysis of 19 pull items resulted in five pull factors (see Table 2-8). 'Knowledge seeking' and 'cleanliness and safety' appeared as the most important push and pull factors respectively. They were followed by 'escape' and 'family and togetherness' (push) and 'easy to access and economic deal' and 'sunny and exotic atmosphere' (pull). Comparison of push and pull factors indicated that each international destination has different appealing factors for respondents. Regression analysis also revealed that respondents were attracted to U.S. by 'fun and excitement', and 'outdoor activities'. 'Family and friend togetherness' was an underlying motivational factor for trips to Oceania, whereas seeking 'novel experience' was particularly important for trips to Asia. The study clearly indicated that there were differences in the push and pull motivational factors of British travellers across seven destinations. The most dominant pull factors in selecting destinations were cleanliness and safety, easy access, economical deal, and a sunny and exotic atmosphere.

Focusing on the two origin countries, United Kingdom and Japan, You *et al.* (2000) provided a cross-cultural comparison of push and pull factors for overseas pleasure travels to North America. The study employed the data obtained from a sample of 1200 Japanese travellers (PTMS for Japan in 1995) and 1208 British travellers

(PTMS for UK in 1996). It utilised 17 push and 53 pull motivational items. An interesting finding of the study was that British travellers placed higher importance on the push items with an exception of 'just relaxing' item than Japanese travellers. The study indicated that the defining characteristics of Japanese travellers were to learn and relax, whereas for UK travellers, they were to learn and socialise. Factor analysis identified 10 pull motivation factors (see Table 2-8). Both groups of respondents placed high importance on good infrastructure and facilities pull factors. ANOVA tests found that UK and Japanese overseas travellers differ significantly both in their push and pull motivational factors.

Table 2-8 below displays a list of push and pull factors identified in the above studies. As can be seen from the table, there exist a plethora of different push-pull factors. A closer examination of these factors reveals that they overlap largely and similar push and pull factors were labelled by various descriptions. For instance, a number of overlapping factors are: 'enhancement of kinship relationship' (Yuan and McDonald 1990), 'family and kinship' (McGehee *et al.* 1996), 'family' (Cha *et al.* 1995) and 'family and friend togetherness' (Jang and Cai 2002). It is clear that although different adjectives were used for labelling, the emerging themes appear to be recurring (Ryan 2002b). One problem that emerges from the inconsistency of using different labels for extracted factors across studies is that attempts at comparative research are inhibited. Absence of replication studies is a large problem in tourism research (Hsu and Huang 2008; Ryan 2002b; Pearce 1993).

What is surprising is that the number of distinct motivational dimensions based solely on the factor analysis results is not same across studies. Although it is acknowledged that the results of factors analysis may vary across studies depending on the nature of instruments used, context of the study and heterogeneity of the respondents (Snepenger *et al.* 2006). It is also interesting to note that even similar studies using same research instruments, tourism type, and origin, for example Germany (see Turnbull and Uysal; Jamrozny and Uysal), indicated different factor structures. This failure creates instability and shows lack of established scales (Bright 2008; Uysal *et al.* 2008); this, therefore, constitutes a problem for aforementioned studies, and a major weakness for research using push-pull model in particular and

for tourist motivation research in general. The literature, therefore, calls for more attempts to replicate those studies (Hsu and Huang 2008; Uysal, *et al.* 2008).

**Table 2-8 Push-pull motivations based on pleasure travel market surveys**

Authors	Origin	Push factors	Pull factors
Yuan and McDonald (1990)	Japan, France, West Germany, United Kingdom	Based on 29 items 5 factors: escape, novelty, prestige, enhancement of kinship relationship and relaxation/hobbies	Based on 53 items 7 factors: budget, culture and history, wilderness, ease of travel, cosmopolitan environment, facilities, and hunting
Jamrozny and Uysal (1994)	Germany	Based on 30 items 8 factors: escape, novelty and experience, family and friends togetherness, sport activities, adventure and excitement, familiar environment, luxury and doing nothing, and prestige	Based on 53 items 11 factors: Active sports environment, unique natural environment, clean safe environment, sunshine environment, inexpensive environment, cultural activities, entertainment, sightseeing, local culture, different culture and cuisine, and small towns, villages and mountains
Turnbull and Uysal (1995)	Germany	Based on 30 items 5 factors: Culture experiences, escape, re-experiencing, family, sports, prestige	Based on 53 items 6 factors: Heritage and culture, city enclave, comfort, relaxation, beach resort, outdoor resources, rural and inexpensive
Cha <i>et al.</i> (1995)	Japanese	Based on 30 items 6 factors: relax, knowledge, adventure, travel bragging, family, and sports	No pull items.
McGehee <i>et al.</i> (1996)	Australia	Based on 30 items: sports and adventure, cultural experience, family and kinship, prestige, escape	Based on 50 items: heritage & culture, recreational activities, comfort and relaxation, outdoor resources, resort enclave, and budgetary environs
You <i>et al.</i> (2000)	United Kingdom and Japan	Based on 17 items	Based on 53 items 10 factors: nature-based activities, outdoor sport activities, culture and heritage activities, city sightseeing and shopping, safety and hygiene, people-interactive activities, prices of restaurants and hotels, guided tours, exotic atmosphere and weather, and camping
Lee <i>et al.</i> (2002)	Germany	Based on 17 items: escape and get away, novelty and seeking, relaxing, bragging about trip, hedonism and family togetherness	Based on 22 items: environment and safety, natural/ecological sites, ease and value, art/culture and shopping, climate, unique people and outdoor activity for family
Jang and Cai (2002)	United Kingdom	Based on 22 items: knowledge seeking, escape, family and friend togetherness, novel experience, fun and excitement, rest and relaxation	Based on 19 items: cleanliness and safety, easy to access and economical deal, sunny and exotic atmosphere, natural and historic environment, outdoor activities

Furthermore, a major drawback of these studies is that they are based on secondary data sources. It is apparent that there are concerns over the nature and design of the instruments, for example missing some relevant motivational items (Baloglu and Uysal 1996). Most of these studies and instruments utilised for push and pull items were not specific to a destination. Of particular importance is that the pull factors have to be destination specific, otherwise, they would represent preferences rather than motivated behaviour. Relevant to this study, facilitators and constraints of destination selection process were not considered by majority of those studies, Baloglu and Uysal, therefore, stress the role of facilitators and constraints for future studies.

Nevertheless, during the last decade a large and growing body of literature has applied the push-pull framework using primary data (see Prayag and Ryan 2011; Uysal *et al.* 2008). The majority of those studies continued to pursue a variant of the above-mentioned tradition using quantitative research. Of those studies, some only reported findings on push and pull factors (e.g. Sangpikul 2008; Holden and Sparrowhawk 2002), they did not examine relationship between push and pull factors nor compared the differences among various subgroups with respect to demographic and trip characteristics. Several studies targeted specific group of travellers, e.g. university women students (Kim and Beck 2009), Taiwanese seniors (Jang and Wu 2006), US senior travellers (Norman *et al.* 2001), Japanese senior travellers to Thailand (Sangpikul 2008), and US senior travellers to Thailand (Sangpikul 2008a). Others further utilised push and pull factors for segmentation (Park and Yoon 2009; Eftichiadou 2001). Some studies indicated significant differences in the push and pull factors domains between the subgroups, for example, income (Zhang *et al.* 2004; Kim *et al.* 2003), occupation (Kim *et al.* 2003), marital status (Zhang *et al.* 2004), education (Sangpikul 2008), age (Kim *et al.* 2003; Norman *et al.* 2001), gender (Sangpikul 2008; Kim *et al.* 2003) domestic and international tourists (Awaritefe 2004), destinations (Pesonen *et al.* 2011), and travel frequency (Zhang and Lam 1999).

Several studies examined reciprocal interrelationships between push and pull factors. Recently, Mehmetoglu (2011) studied motivations for pleasure travel in Norway and confirmed the relationships between push and pull factors through partial least

squares path modelling. The study indicated that push factors influenced the tourism demand variable via pull factors and vice versa. Further, the total effects of push and pull factors on the tourism demand variable of the study were nearly equal. This significant finding reveals the importance of pull factors in the destination selection process. Further studies examined and identified significant relationships between push and pull factors in other contexts. For example, domestic tourists' visits to Korean National Parks in Korea using correlation analysis (Kim *et al.* 2003); domestic tourism motivations in the Kingdom of Saudi Arabia using correlation and regression analysis (Bogari *et al.* 2004); rural tourism motivations in Finland and Austria using correlation analysis (Pesonen *et al.* 2011).

There is also a growing interest in studying push and pull factors in relation to other constructs of tourist behaviour and experience (Uysal *et al.* 2008; Yoon and Uysal 2005). Kao *et al.* (2008) studied Taiwanese tourists' motivations and satisfactions to Australia. Correia *et al.* (2007) explored Portuguese tourist decision process to exotic destinations. Awaritefe (2004) explored tourist destination choice for visiting different types of destinations (e.g. landform/adventure, cultural/historic, parks/ecotourism) in Nigeria; the study identified significant differences in push and pull factors between destinations. However, it fails to analyse some pull factors (e.g. scenery) as push factors, and a choices factor, e.g. recommendation from friends/acquaintances as pull factor. Using structural equation modelling, Kim (2008) tested the relationships between push-pull motivations, cognitive involvement, affective involvement, satisfaction, and loyalty variables based on data obtained from students for pleasure travel. The study indicated that push motivations are good predictors of pull factors, and there is a significant relationship between satisfaction and loyalty.

Employing grounded theory approach, Bakir and Baxter (2011) studied motivations for visiting Legoland Windsor Theme Park. They identified fun as the main motivating factor for families. The study indicated that children had chosen to visit this attraction and they stated that their motivations were influenced by the recommendations of friend and families.

There also exist a considerable number of studies investigating tourists' motivations holidaying in Mediterranean countries (Kozak 2002; Wickens 2002). However, the

push-pull model was utilised by few researchers (Yoon and Uysal 2005). The following section focuses on studies concerning tourist motivations, behaviours, and experiences in Mediterranean destinations.

### **2.2.3. Studies based on Mediterranean summer holidays**

Based on a sociological approach, Wickens (1999) studied motivations and experiences of tourist visiting Chalkidiki, Greece. The majority of the respondents were British, Austrian, and German. The study reported that the majority of its respondents (83 percent) placed high importance on 'sun' as a significant pull factor. The significant push factors of the study were 'getting away from it all' (70.5 percent), 'to do as one pleases', 'to be free' and 'to have fun'. The price was found to be as an important factor for destination selection. The price sensitivity was higher for young visitors among others. The study revealed that tourist motivations and destination selection process are influenced by multiple factors. For example, the dominance of 'sun' and 'getting away from it' factors were influential motivational factors visiting the study area. The study reported significant variations in motivations of Austrians and British tourists. Compared to British tourists, Austrian tourists were found to be more interested in cultural experiences and nature of destination. Interestingly, 'having fun' was found to be an important factor for British tourists, whereas it was of little importance for Austrian tourists.

Conducting a comparative study, Vaughan and Edwards (1999) examined 218 tourists visiting Algarve, Portugal and Cyprus in 1998. The study stressed two different dimensions of the destination choice process. Most important differentiators that people use between destinations were local culture, weather, things to do and the level of development/commercialisation and the overall atmosphere. However, it appeared that weather was the most significant factor in the selection of both destinations. The rank of most important selection factors for Algarve was weather, beach/sea, quiet restful place, been before and price. For Cyprus, it was weather, price, quiet/restful place, never been before, and been before. The study reported significant differences in perceptions of destinations held by respondents.

Studying tourists from Finland, Selännemi (2001) examined tourists' behaviour, experiences and motivations to Playa del Ingles on the islands of Gran Canaria. In relation to travel arrangements and destination choice, he identified four significant factors: 'sun and climate', 'familiarity of the place', 'suitability of the flight' and 'date of departure'. It is interesting to note that these factors are not related culturally and geographically to any specific location. Consistent with other studies, his findings indicated that the importance of location is little for 'sunlust' tourists as long as it provides above-mentioned qualities, which he describes "liminoid south" (2001:88). He also showed that tourists holidaying in Playa del Ingles find their experiences significant and meaningful.

Exploring Norwegian tourist motivations holidaying in Mallorca, Jacobsen (2002) extracted five principal components: 'experience of place', 'nightlife, new acquaintances, and freedom', 'recreation away from everyday life', 'romance and pleasures', 'health, sports, and social visits'. The study identified sun, warm climate, and the possibilities for bathing as primarily important factors for destination choice. Push motivational items regarding relaxation and rest from a hectic work life was also fundamental. The study also found a great interest in escape related factors such as getting away from everyday life and set routines. The study reported that opportunities such as spending time with family/travel party and eating/drinking well were crucially important for the majority of the respondents. Furthermore, factors such as the need for peace and rest, an interest in absorbing new impulses/impressions, a desire for a romantic experience with spouse/partner, and meeting new people were also among important aspects of motivation.

Comparing British and German tourist motivations, Kozak (2002) conducted a study in Mallorca and Turkey. Data were collected from 1872 tourists during summer months in 1998. The study surveyed 511 British tourists in Turkey. The study found that, Compared with British tourists in Turkey, those in Mallorca had higher levels of repeat visitation. They were more likely staying in half-board and self-catering accommodations on a shorter holiday and their bookings were made more in advance. They spent more money in package tours in Mallorca than in Turkey. Their annual income levels were higher. Comparison of British tourist with German tourists in Turkey showed that the latter was more likely to choose all-inclusive

package holidays in hotels with half-board, and boarding for 8 and 13 days or 15 and 20 days. They booked their holidays earlier, they had a higher proportion of repeat visitation, and they were more accompanied by children. Utilising 14 push motivational items, the study identified four push motivational factors: 'Culture', 'pleasure-seeking/fantasy', 'relaxation', and 'physical activities'. The analysis indicated that push motivational factors for visiting Turkey and Mallorca were significantly different. There were also significant differences on push motivational factors for visiting these two destinations from the same country. On the other hand, the push motivational factors of tourists from different countries have shown differences at the same destination. It was found that the primary motives for German tourist were rest and physical relaxation, whereas primary motives for British tourists were fun, fantasy, and culture. In addition, it is interesting to note that British tourists' motivation for culture or knowledge in Turkey were more important than in Mallorca.

Employing an integrated approach, Yoon and Uysal (2005) conducted a study in Northern Cyprus to identify tourist motivations, investigate relationship between push and pull motivations, satisfaction and destination loyalty. The study delineated 8 push factors and 10 pull factors. The push factors of study were 'exciting', 'knowledge/education', 'relaxation', 'achievement', 'family togetherness', 'escape', 'safety/fun' and 'away from home and seeing'. The pull factors of the study were 'modern atmosphere and activities', 'wide space and activities', 'small size and reliable weather', 'natural scenery', 'inexpensive restaurants and tennis', 'different culture', 'cleanliness and shopping', 'nightlife and cuisine', 'interesting town and village' and 'water activities'. Further, the study indicated significant relationship between satisfaction and destination loyalty, however, the analysis of the relationship between motivation and satisfaction revealed interesting results. Whilst pull factors negatively affected tourist satisfaction, the relationship between push factors and satisfaction was not supported. However, push motivations had direct positive relationship with destination loyalty and satisfaction was confirmed as a mediating construct between motivation and loyalty. Overall, the study reported that the proposed model of push and pull factors, tourist satisfaction and destination loyalty was acceptable.

Focusing on summer holidaymakers, Jacobsen and Dann (2009) studied variations in tourist motivations to Spain and Greece. The study employed a survey of outbound international charter flights from Norway. The study found differences in motivations between these two countries and differences in relation to gender, level of education, and previous experience of these destinations. The study identified four interest structures, namely 'place experience and contemplation', 'family togetherness, romance and relaxation', 'beach life and pleasant climate' and 'nightlife and new acquaintances'. The study found that the place experience dimension was the most important for the respondents. The study also reported that pull motivational factors to Greece were more highly rated than Spain. Family togetherness and sun and sand related factors were more important reasons for visiting Spain. The study reveals the importance of family togetherness and beach life and relaxation in relation to tourist motivation. It also reported that repeaters were less interested in sightseeing than first-time visitors.

Using European tourists (German, British, Spanish), Alegre and Garau (2011) examined factors structure of tourist satisfaction at sun and sand destinations. Tourist satisfaction factors regarding tourism services were classified into three types: basic, excitement and performance factors. The essential dimensions of sun and sand product were defined as basic factors (accommodation, easy access to information or an easy holiday to arrange, cleanliness and hygiene, safety, tranquillity, scenery, prices in line budgets). It is said that perceived fulfilment of these factors do not increase satisfaction. The excitement factors were interesting towns/cities, doing sports, historic sites, familiar destination, and getting to know other tourists. These factors are said to increase or decrease satisfaction regarding how they are perceived. The performance factors were beaches, climate, nightlife, cultural activities, local lifestyles, and local cuisine. These factors increase satisfaction if they are favourable, but do not generate dissatisfaction if they are not.

Studying tourist behaviour in Alanya, Aktas *et al.* (2010) investigated relationships among destination attributes, tourist satisfaction and destination loyalty (behavioural intention). The study utilised 23 items scale regarding perceptions of destination attributes and services. Factor analysis of the scale resulted in three factors: destination facilities, accommodation services, and incoming travel agency services.

The results indicated that tourists were generally satisfied with Alanya. Tourist satisfaction with incoming services dimension was the highest, followed by accommodation services. Using regression analysis, the study revealed significant relationships between overall satisfaction and destination attributes, whereas accommodation services had the highest influence. The study also found significant relationships between overall satisfaction and behavioural intentions. Compared to first-time visitors, repeat visitors of the resort were found to be more likely to return to the resort and recommend it to others. The findings of this study are consistent with the other studies in the literature (e.g. Yoon and Uysal 2005).

Examining destination oriented factors, Gavcar and Gursoy (2002) focused on the tourist drawing power of pull factors. Using a structured questionnaire, they interviewed 586 tourists from six countries visiting six tourist resorts in Turkey during August in 2000. The majority of the respondents (n= 205) were from United Kingdom. The average age of respondents were 35 ranging from 18 to 78 years of age. Unlike other studies in Turkey, male respondents were a small majority (56.6 percent). Almost half of those respondents were married (46 percent). The proportion of first-time visitors (35.7 percent) was lower than the proportion of repeat visitors. While Turkey is visited by 25.1 percent of those respondents once before, 15.7 percent of those respondents visited Turkey twice, and 23.5 percent of them visited Turkey three or more times. The vast majority of respondents (95.4 percent) revealed that they intend to visit Turkey again. The proportions of boarding types were: bed and breakfast (32.6 percent), half-board (32.4) all-inclusive and full board (24.7 percent). The study utilised 14 pull motivational items for the analysis. Of those 14 pull items, six items were more significant for those respondents in choosing their current holiday resort. These significant items were: 'the perception of the cost of accommodations', 'cost of others such as souvenirs', 'type of accommodations offered', 'quality of food', 'environmental concerns at the lodging facilities', and 'historical and cultural attractions'. The study also revealed that five of the pull factors had positive impact on travellers' decision to choose Turkey as a vacation destination while the cost of others such as souvenirs had a negative impact. Other less influential factors were 'natural beauty', 'hospitality of Turkish people', 'cleanliness of lodging facilities', 'cost of animation and recreation', 'quality of

service', 'cost of food', 'cost of transportation at the destination', and 'cost of beverages'.

Andreu *et al.* (2005) studied British tourist motivations for holidaying in Turkey. Using self-administrated questionnaires, the data was collected at Dalaman Airport in Muğla during summer months in 2001. A convenient sample of 260 tourists visiting Fethiye and Marmaris was employed in the study. Over half of those respondents (52.5 percent) were first-time visitors of the main destination. The majority of respondents (84.4 percent) were on a two-week holiday with 55.8 percent staying at a self-catered accommodation. One of every two respondents reported that booking was made seven months in advance. Using 17 motivational items, factor analysis resulted in five motivational factors. The factors were labelled as 'enjoy Turkish tourist attractions', 'diversity of entertainment in a value for money destination', 'different socio-cultural environment', 'ease of access, communication', and 'getting away from routine'. The study indicated that those tourists were motivated mainly by relaxation and pleasure. The most important motivational statements were: 'enjoy good weather', 'get away from routine life' and 'have fun'. Tourists visiting these resorts were characterised as psychocentric and mainly on package holiday. The study reported that tourists placed little importance on motivational items regarding cultural experiences.

Recently, Duman and Tanrisevdi (2011) profiled English tourists in Kuşadası, Turkey. Examining tourists' attitudes towards internet usage in vacation decision-making. The study reported that 57.3 percent of respondents were repeat visitors to the main destination. One in every two respondents was female and nearly half (43 percent) were aged between 18 and 36 years. The majority of respondents (81 percent) were on a sea, sun, and sand holiday. Over half of the respondents were on a two-weeks or longer holiday and staying in a five star accommodation. The study revealed that the vast majority of respondents were occasional or experienced internet users, had online vacation reservation and purchase experience, had visited the web-site of the hotel before their arrival to destination and used the internet primarily to search for a good deal. Finally, the study reported that 72 percent of its respondents indicated a high likelihood to take another holiday in Turkey, whereas 50 percent of its respondents showed less interest in visiting the same resort area.

Van Egmond, (2007) conducted an interesting study where he found that holiday destinations are chosen 'arbitrarily', and that 'being pulled' to a specific destination was exceptional among the respondents of the study. The study reported that these findings were also consistent for organised tourists who were visiting West and South of Turkey. The study found that these tourists were 'extremely accidental'. The majority of these tourists had 'no plan' to go to Turkey or had 'not special interest' in Turkey. The study reported that tourists were seduced by extremely cheap offers that they found in the advertisements and articles, or the trip for some other tourists were organised by their organisation. They were travelling outside of Europe for the first-time. Interestingly however the study indicated that these tourists were still enthusiastic about the trip. The study found that the average education level of tourists visiting Turkey was relatively low compared to other destinations, and that going to Turkey did not appear to be a beginning of long-haul travel.

Aktas *et al.* (2007) conducted a tourist profile survey in Alanya. Perhaps this research was the first systematic discussion and analysis of tourist behaviour at the destination level. The study employed a convenient sample of 2125 tourists. Of the study sample, 1859 were international tourists and 1196 were female (58 percent). Over half of the respondents (52.5 percent) were in 18-34 year age group, whereas a small percentage of respondents (5.3 percent) were in over 55-year age group. 45.3 percent of the respondents reported that they had university level qualifications. The percentages of married and single tourist were 46.3 and 44.7 respectively. The majority of respondents were on a package holiday (88.3 percent) and nearly two third were (41.6 percent) staying two weeks. A small percentage of international tourists (4.6 percent) reported that they were travelling alone. 87.4 percent of those were visiting Alanya for holiday purposes. 68.4 percent of those international tourists were staying in four and five star hotels with an all-inclusive package (71 percent). Nearly one-third (28.2 percent) of tourists were German and only 64 (3 percent) were British tourists. The majority of those tourists were first time visitors (65.8 percent). The most important motivating factors for those respondents were climate, natural beauties, cheapness, hospitality, historical heritages, and active nightlife. Finally, the study reported that the respondents have shown a high overall satisfaction ( $M = 4.06$  on a 5 point Likert scale) and intention to return to the resort area ( $M = 3.90$ , on a 5 point Likert scale).

Employing a sample of 10333 tourists, Ozdemir *et al.* (2012) conducted a large-scale survey to profile tourists in Antalya, Turkey. Using self-administrated questionnaires, the data was collected from July to November in 2008 before the departure of tourists at Antalya Internal Airport. The study revealed that 61 percent of respondents were female, the majority of those respondents aged between 15 and 44. Russian tourists (43 percent) were the majority in the sample, followed German, Dutch, Swedish, French, and English tourists. The study surveyed the profile and destination perceptions of 345 English tourists. A small majority of respondents were females (61.2 percent) and one third (34.3 percent) of those respondents were in the 15-34 years age group; one in every two (49.7) were in the 35-54 years age group, and nearly one in every five (16 percent) respondents were in the over 55 years age group. The majority of those were single (57.7 percent) and 35 percent had a college degree. More than half were on a 6-10 days holiday. The majority of those (74.6 percent) were on a package holiday staying in five star hotels (66.4 percent), with an all-inclusive boarding type (68.8 percent). Nearly two-thirds (63.1 percent) reported that they travel more than once a year, and half made their booking 5 months in advance. Finally, 55.7 percent of these respondents indicated their intention to revisit Antalya, and 81.8 percent reported that they would recommend Antalya to other people.

Studying tourist profile in the low season, Aksu and Silva (2009) also conducted a research in the Antalya region of Turkey. The majority of the respondents were German (74.2 percent) and it is interesting to note that there was no British tourist in the sample. Over half the respondents were female (53 percent); 50.8 percent were under the 34 years age group, 30 percent in 35-54 years age group and 20 percent in the over 55 years age group. The study reported that 52.6 percent of tourists were on holiday for relaxation. Consistent with other studies the majority of respondents were on a package holiday (69.2 percent), however, unlike other studies the majority of the respondents were on a week holiday (62.6 percent). The percentage of first-time visitors was 46 percent. In terms of holiday activities, sightseeing tours (34 percent) and shopping (25.6 percent) were the most important. The study also reported that 53 percent of its respondents have shown an interest in returning to Antalya.

Focusing on the determinants of holidaying interest in Mediterranean summer resorts, Mehmetoglu (2012) studied extrinsic and intrinsic motivations. The study utilised vertical and horizontal cultural transmission variables as extrinsic motivational factors and perceptual and epistemic curiosity variables as intrinsic motivational factors. Analysing the survey interview data obtained from a sample of 1001 Norwegian residents, the study found that extrinsic factors were more significant than intrinsic factors. It suggested that socio-cultural factors have a stronger direct effect on people's interest for holidaying than psychological factors. The analysis further showed that both extrinsic and intrinsic motivations together explain a considerable share of the variation in interest for holidaying and that horizontal cultural transmission has the strongest influence on holidaying interest.

### **2.3. Conclusion**

This chapter sought to discuss relevant literature pertinent to the research questions. Interestingly, the literature often treats tourists and tourist behaviour as homogenous (e.g. Wang 2000). Others however argue that what distinguish tourists are their motives (Culler 1990; Fussell 1980; Cohen 1979; Crompton 1979; Dann 1977) and tourist behaviours and experiences differ significantly at destinations (Wickens 2002; Ryan 2002b, 2002c). The literature also reveals the relevance and influence of socio-demographic and trip characteristics for tourists' motivations, behaviours and experiences (e.g. Özdemir *et al.* 2012; Spinks *et al.* 2000 Oh, Parks, and DeMicco 2002; McGehee *et al.* 1996).

The literature reveals that early contributions revolve around the conceptualisation of tourist experiences. Studies on tourist typologies and motivation are one of the earliest subject areas in tourism research (Pearce 1982; Smith 1977; Cohen 1974, 1972; Gray 1970), they are still popular (Wickens 2002; Gibson and Yiannakis 1992), and in periodic frequency (Xiao and Smith 2006). The past two decades have witnessed the rise of research investigating tourist satisfaction (Ryan and Cessford 2003; Bowen 2002) and destination loyalty (Alegre and Garau 2011; Aktas *et al.* 2010; Yoon and Uysal 2005; Oppermann 2000). The review indicates that researchers adopt both qualitative and quantitative research strategies. While most researchers continued to employ quantitative research in classifying tourist into

typologies or segments, several researchers employed qualitative research (Van Egmond 2007; Mehmetoglu 2004; Wickens 2002). There exist only few segmentation studies using qualitative research. Over the past thirty years, numerous studies provided empirical evidence based on tourist motivation in general and the push-pull model in particular (Uysal *et al.* 2008). While numerous scholars have provided theoretical and methodological reviews (Pearce 2011; Heitmann 2011; Bowen and Clarke 2009; Uysal *et al.* 2008; Bright 2008; Hsu and Huang 2008; Uysal and Hagan 1993; Dann 1981), others specifically focused on the methodological issues (Huang 2010; Pearce 1993).

Studies on tourist motivation mainly remain in the quantitative research tradition. They utilise numerous statements to identify underlying push factors for engaging in touristic activities and underlying pull factors for selecting destinations (Mansfeld 1992; Goodall 1991). Push factors are measured through respondents' ratings of reasons for travel and pull factors are measured through respondents' ratings of destinations attributes. The majority of quantitative studies employ exploratory factor analysis to delineate underlying dimensions in the data set. Because of their researcher generated contents, quantitative studies are often criticised (Bright 2008, Wickens 2002; McCabe 2000a). Several studies had limitations with regard to small sample sizes, reliability, validity, and stability (see Pearce 2011; Jönsson and Devonish 2008; Ryan 2002b). Qualitative studies on the other hand utilise respondents' expressions as narratives. For instance, Pearce (1982) employed an indirect approach to infer tourist motivations from tourists' positive and negative experiences (Pearce and Caltabiano 1983), and Klenosky 2002 used means-end-approach or laddering technique.

One main aim of this study was to examine the relevance and influence of tourist motivation in relation to tourist experience and satisfaction. As shown in the chapter, tourist motivation has mainly been associated with the pre-experience phase with respect to destination selection. Tourist-related factors have been thought to be more influential than destination-related factors in reaching a destination selection (Woodside and Dubelaar 2002; Teare 1994). The literature reveals that the themes of escape, relaxation, isolation, social status, nature, self-actualisation, self-enhancement, self-development and novelty are core tourist/travel motives (for

example, Pearce and Lee 2005; Ryan and Glendon 1998). These motives are considered as push factors. Push factors are often equated to the 'escape' dimensions in that a desire for change has been considered as a key consideration for holidaying, particularly, to coastal resorts such as Alanya. Escape, relaxation, and nature have been thought as key push factors of this type of holiday. On the other hand, the most important pull factors of this type of holiday, the literature suggests, are related to beaches, climate, sunshine, scenic beauties, accommodation, and destination facilities. As far as destination choice for holidaying at coastal resorts is concerned the literature emphasises the influence of price, time and social dimensions.

The literature also stresses the relevance and influence of tourist motivation in relation to on-site and post experiences phases. It shows that the most popular on-site holiday activities at coastal resorts are recreation activities such as relaxation, swimming, sunbathing and entertainment. The importance of eating and drinking is also highlighted for this type of holiday. These holiday activities and experiences are often considered as passive activities. The literature suggests that more information is required about tourists' holiday activities to enhance our understanding of tourist behaviour at the destinations (Blichfeldt 2008; Carr 2002).

In addition, satisfaction, along with motivation, is also considered as key construct in studying tourist experience and behaviour (e.g. Ryan 2010; Bowen and Clarke 2009; Yoon and Uysal 2005; Dunn Ross and Iso-Ahola 1991). Particularly, tourist satisfaction with a destination has been thought as a key consideration for competitiveness of tourism destinations (e.g. Buhalis 2000). The literature also provides empirical evidence to show that tourists' on-site experience is a central phase in the overall experience, and in the formation of satisfaction (e.g. Bowen and Clarke 2009; Pearce 2005; Ryan 2002c). The literature further shows the importance of consumption experiences and the role of accommodation, destination facilities, cleanliness, hygiene and safety for tourist satisfaction in holidaying at coastal resorts (e.g. Quan and Wang 2004).

During the on-site experience phase, tourists are found to evaluate both micro and global aspects of the tourists' experiences with a destination. In this phase, destination-related factors have been thought to be more influential than tourist-related factors in determining destination satisfaction (e.g. Foo *et al.* 2004; Teare

1994). The literature stresses the importance of mini-events (micro evaluations or critical incidents) with respect to this central phase as the multiplicity of these events forms the global tourist satisfaction view of the destination. It is apparent that the use of qualitative research has particular importance with respect to robust analysis of mini events or critical incidents in the experiential phase (Bowen 2002).

In the post-experience phase, tourist-related factors have been thought to be more influential than destination-related factors in determining overall satisfaction (e.g. Teare 1994). It is apparent that quantitative research approaches are dominant in studying both tourists' overall satisfaction in the post experience phase and satisfaction with destination attributes in the on-site experience phase. On the other hand, the use of qualitative research is more common in studying tourists' on-site experiences compared to tourist overall satisfaction in the post-experience phase (Jackson *et al.* 1996, 1994; Pritchard and Havits 2005).

There is a large and growing body of literature on the antecedents and consequences of tourist satisfaction (e.g. Cole and Crompton 2003; Ryan 2002c). It is apparent that quality and value are widely considered as key antecedents of satisfaction whereas loyalty is considered as consequence of satisfaction (e.g. Bowen and Clarke 2009). Intention to revisit and recommendation have been thought as key factors of destinations loyalty. The studies also stress the role of emotions in the assessment of tourist satisfaction and loyalty behaviour. A considerable number of quantitative studies investigate the relationships between destination attributes and overall satisfaction. There is also a growing body of literature examining the relationships between overall satisfaction and destination loyalty. Recent studies reveal also the influence and relevance of tourist attachment.

Empirical studies suggest that destination loyalty at coastal resorts depends on factors such as transferred loyalty, risk aversion, prices, emotional attachment, and destination attributes such as hospitality, and the need to further explore the destination. A plethora of literature found that overall satisfaction has a positive influence on loyalty. However, the likelihood of tourists' recommendation intention is considered as a better indicator of destination loyalty than the likelihood of tourists' 'revisit intention', as novelty seeking may lead tourist not to revisit the same destination.

Despite a large and growing body of literature investigating tourist motivation, behaviour and experience; in recent years studies at coastal resorts, such as Alanya, have been particularly neglected, as the focus shifted from mass tourism to alternative forms of tourism. The association of seaside with mass tourism (Knowles and Curtis 1999), and the polarised view of mass tourism as ‘an evil’ and mass tourists as gullible and passive consumers of places, shifted scholars’ attention to other research areas (Marson 2011; Aramberri 2010) such as backpacking (Paris and Teye 2010). Moreover, several studies demonstrated that even mass tourism has the ability for meaningful experiences (Pons *et al.* 2009; Jacobsen and Dann 2009; Therkelsen and Gram 2008; Wickens 1999). From a slightly different point of view but relevant to our study is Sharpley’s (2003:5) emphasis that ‘the study of tourist motivation is of most relevance to the category of what may be described as holiday tourism; that is tourism that is generally non-essential and for pleasure’.

Although a considerable number of studies have produced empirical evidence on tourist behaviour at the seaside, many questions remain unanswered for lack of sufficient data. For example, more research is needed to investigate tourists’ on-site behaviour and experiences with particular attention to relationship between motivation and actual behaviour (Lehto *et al.* 2004; Lee *et al.* 2002). Furthermore, studies on tourists’ behaviour and experiences visiting Turkey are very rare to our knowledge. Although recent decade has seen few studies conducted in other resorts areas of Turkey, no studies have been conducted on British tourists’ motivation, behaviour and experience in Alanya. The literature clearly reveals that there is a need for additional research on tourist experience in general (Ritchie *et al.* 2011; Ryan 2010; Uysal *et al.* 2008) and holidaymakers’ experiences of Alanya in particular (Aktas *et al.* 2010).

### **3. CHAPTER THREE: Research Methodology**

#### **3.1. Introduction**

The purpose of this study was to investigate British holidaymakers' motivations, behaviours and experiences visiting Alanya, Turkey. First, using a theoretical model of the push and pull motivations and constraining/facilitating factors the study sought to identify significant factors for choosing a holiday in Alanya. Second, the study sought to examine tourists' on-site experiences by analysing undertaken holiday activities and destination areas visited. Third, using the post-hoc satisfaction approach, the study sought to assess tourists' evaluation of experiences in the post-experience phase. These theoretical underpinnings guided the methodological design of this study and qualitative research and quantitative research instruments were brought together for this purpose.

This chapter describes the research design used in this study. Research design refers to "A design or strategy that justifies the logic, structure and the principles of the research methodology and methods and how these relate to the research question, hypothesis or proposition" (Davles 2006a: 265). Research designs have been thought as crucial in providing road maps for how to rigorously conduct studies to best meet certain objectives (Creswell and Clark 2011). For this purpose, the first part of the chapter seeks to address philosophical and methodological considerations related to this research area. It discusses ontological, epistemological and methodological positions and requirements for rigour in research. The second part, deals with the selection of research design. It justifies the mixed methods research adopted for this thesis and continues with a discussion of issues concerning the research process. The chapter then presents the conclusion to this chapter.

#### **3.2. Philosophical and methodological considerations**

The methodological design is critical for the research process; it represents an essential path through which scientific progress is brought about (Boudon 2003:392-394). It is necessary here to clarify the distinction between research methodology and research method. Research method refers to strategies, techniques and procedures for

conducting research (Teddlie and Tashakkori 2009; Neuman 2007). It deals with more practical issues of choosing an appropriate research design to answer a research question, and then designing instruments to generate data (Creswell 2009). Research methodology refers to philosophical stances or worldview that forms the basis for a general approach to scientific inquiry (Teddlie and Tashakkori 2009; Sapsford 2006a). Presenting preferences for broad components of the research process, the research methodology explains issues concerning how we investigate the social world and how we demonstrate that the knowledge generated is valid (Creswell 2009). Research methodology deals with considerations such as general preferences for designs, sampling logic, data collection and analytical strategies, guidelines for making inferences, and the criteria for assessing and improving quality.

It is also necessary here to note that the term paradigm is originally used to refer to universally recognised scientific achievements that for a time provide model problems and solutions to a community of practitioners (Kuhn 1962). Within science studies, it represents consensual set of beliefs and practices that guides a field (Morgan 2007:49). Paradigm is a central concept in social science research methodology but often with various meanings (Denscombe 2008; Morgan 2007; Bhaskar 2003a). Morgan (2007:48-76) summarises the four most common versions of this term as it is found within the social sciences: Paradigms as worldviews, paradigms as epistemological stances, paradigms as shared beliefs in a research field, and paradigms as model examples. Morgan shows that social researchers have focused almost exclusively on just one of those versions: the version of paradigms as epistemological stances.

### **3.2.1. The nature of the research process**

Research is undertaken for many reasons such as search for new or better knowledge (Sumner 2006a). It deals with social, personal and methodological considerations (Pizam 1994). It is apparent that 'systematisation' is the most important methodological attribute of this endeavour (Altinay and Paraskevas 2008; Saunders, Lewis, and Thornhill 2007). The literature shows that there are many ways of knowing and therefore many ways of approaching research (Aarsleff 2001). Thus, there is more than one true knowledge depending on what sort of knowledge search

is being promoted and how is new knowledge developed in different fields of science (Psillos 2007; Ladyman 2007). Consequently, there is a debate over what is meant by 'science' or the 'scientific method' (Robson 2002), and thus the term 'scientific knowledge' remains unclear.

Knowledge has traditionally been defined as "justified true belief" (Bhaskar 2003), and in general, "science" is widely regarded as our "most reliable source of true beliefs about the world" (Ladyman 2007:307). Production of systematic and justified new knowledge by research is considered as "the ethos of science" (Niiniluoto 2007: 175), and scientific disciplines in particular (Blaikie 2010). The term science is generally understood to mean "A systematically cumulative body of knowledge" (Pizam 1994:92). Many writers, such as Pizam, highlight the role of past theoretical and empirical studies in contributing to knowledge. He argues:

Investigators that build their studies upon work that has already been done have a better chance of contributing to knowledge than those who start anew. The more links that can be established between a given study and other studies or a body of theory, the greater the scientific contribution (Pizam 1994:93)

It is clear that science is an institution where search for knowledge is promoted and passed on to others. It is widely accepted that "scientific progress" towards an improved or more advanced condition is the ultimate aim of any type of scholarly research (Henn *et al.* 2006). As such, from a social science perspective this thesis is a humble attempt to contribute to the scientific progress in the tourism field.

The literature reveals that scientific knowledge is predicated on two components: research and theory (Blaikie 2003; Sommer and Sommer 2002). At the basic level, research is characterised by three components "the question", "the research process" and "the answer" (Matthews and Ross 2010:9), whereas theory is most commonly defined as logical construction that explains natural phenomena (Bryman and Bell 2011; Sommer and Sommer 2002). Using specialised techniques, knowledge is advanced through the analysis of data gathered from research. Data can be defined as "observations about the social world" (Garwood 2006:57). With the use of data, theories are supported or rejected (Neuman 2007). Broadly speaking, these specialised techniques refer to as "research methods", and they are regarded as "the tools to juxtapose theories with data" (Kalof, Dan and Dietz 2008:1). However, it is

necessary here to note that many experts argue that the relationship between research and theory is complex (Bryman and Bell 2011).

The nature of theory and research has been a controversial and much disputed subject within the field of social science philosophy (Della Porta and Keating 2008). A primary concern is the special characteristics of social enquiry. Unlike that of natural sciences, the research questions, research processes and the answers of studies in the social sciences deal with different sets of considerations (Henn *et al.* 2006). As such, questions have been raised about the adequacy of the positivist tradition based on the natural science model (Bhaskar 2003). The relevant literature shows that the emphasis is now on the understanding social and psychological worlds of people rather than reaching universal truth and knowledge through logic and science (Teddlie and Burke 2009). It has clearly been shown that research in the social sciences should be treated differently from the research in the natural sciences (Blaikie 2010).

When undertaking scholarly research, it is clear that consideration must be given to the core principles of the process (Neumann 2007). Independently from the reasons or the subject of the research, 'scientific attitude' with an intention to seek the 'truth' is found to be an essential element for valuable scientific progress (Robson 2002). To this end, it is suggested that a scientific attitude should reflect "structured and purposeful (both in gathering and interpreting data)"; "rigorous", "robust and defensible"; and "systematic" characteristics (Matthews and Ross 2010:9). Furthermore, the literature stresses the role of quality concepts to ensure the standards of research quality. It is suggested that four key quality concepts are critical for "research quality checks" (Matthews and Ross 2010:11): (1) reliability or dependability (replicability); (2) validity and credibility; (3) generalisability and transferability; (4) ethical practice.

In later parts of this chapter these concepts are revisited in relation to this study. The chapter now continues with a brief discussion of philosophical considerations, using where possible literature from the tourism field.

### 3.2.2. Philosophical considerations

One of the most significant discussions in the social science research methodology is the importance of philosophical foundations for research projects (Saunders *et al.* 2007). O'Shaughnessy draws our attention to the critical role of philosophical considerations:

Philosophy of social science makes us conscious of the philosophical background to all forms of argument and inquiry and highlights considerations that shake up our mental habits to think more clearly about what we are doing, where we are going and where we have come from (...). All inquiry in social science is directed to tracking truth, and this search can be mishandled by neglecting relevant philosophical considerations (2009:189).

The literature clearly shows that philosophical foundations are part of all research projects, whether they are made explicit or at least implicit in the writings of research projects (Hunt and Hansen 2010; Teddlie and Tashakkori 2009; Blaikie 2010). Hunt and Hansen stated:

When scholars engage in a research project, there are always underlying assumptions as to what entities exist (i.e. ontological assumptions), what research designs are appropriate for generating new knowledge (i.e. methodological assumptions), and what criteria are appropriate for evaluating knowledge-claims (i.e. epistemological assumptions) (2010:111).

Our most elemental impression is that debates on philosophy of social science are unavoidable and so they should not be regarded as an esoteric area by researchers (Tadajewski 2004). There is an increasing concern that researchers should explain various dimensions of the components of research methodology. In this regard, there are four major areas of concern: methodological question, ontological question, epistemological question, and axiological values (Blaikie 2010; Creswell 2009; Saunders *et al.* 2007; Guba and Lincoln 2005; Denzin and Lincoln 2005).

The methodological question concerns whether appropriate approach is undertaken for a systematic inquiry. A primary concern is the nature of relationship between theory and research. It is apparent that researchers confront a classic: chicken-and-egg dilemma with respect to this relation between the two; Bryman and Bell in particular question whether theory guides research (known as deductive approach) or whether theory is an outcome of research (known as inductive approach). Whilst the

ontological question stresses the nature of reality, the epistemological question concerns the nature of knowledge and the relationship between the knower (observer) and that known (what is observed). It is suggested that values play a major role in all phases of research. As a branch of philosophy, axiology studies the role of ethical values. Each of these four questions deals with various dimensions of research methodology which will prompt distinct research methods. By answering these four questions, a researcher is said to reveal his/her belief system and paradigmatic viewpoint (Bryman and Bell 2011; Denzin and Lincoln 2005).

All of these considerations are of critical importance in undertaking research. It is, therefore, important to recognise various positions or stances related to research methodology, methods and process; each based on certain assumptions and concepts. The literature reveals that there are three paradigms concerning the ontological question: Objectivism, subjectivism (also called constructivism) and pragmatism. As far as epistemological positions are concerned, there are traditionally two broadly divergent paradigms: positivist and interpretivist. Positivism, post-positivism and interpretivism are considered as key research paradigms (Grix 2004).

Contributors to this field increasingly refer to a greater number of paradigms and the classification of paradigms varies among the contributors. For example, Burrell and Morgan (1979) recognise four possible paradigmatic positions: functionalist, interpretative, radical humanist, and radical structuralist. In their initial formulation, Lincoln and Guba present two paradigms: constructivism (labelled naturalism) and positivism. They add post positivism, participatory and critical theory (Guba and Lincoln 2005). Tashakkori and Teddlie (2009) add a fifth paradigm, transformative perspective to their initial four paradigms: positivism, post positivism, pragmatism and constructivism. Creswell (2009) considers four worldviews: post positivism; constructivism; advocacy/participatory; pragmatism. Blaikie (2009:33) extends the list to ten paradigms: positivism, critical rationalism, classical hermeneutics, interpretivism, critical theory, social science realism, contemporary hermeneutics, ethnomethodology, structuration theory, and feminism. As far as the tourism field is concerned, the literature refers to positivism, interpretivism and critical theory as three major paradigms. However, writers such as Jennings (2009) highlight further paradigms (post positivism, critical realism, pragmatism, chaos and complexity

theory, postmodernism, and participatory paradigms) as applicable to tourism studies.

Despite the plethora of paradigms and definitional distinctions noted above, there remains a continuing dominance of key research paradigms. Furthermore, a number of academics question whether some of the above mentioned paradigms are paradigms in their own right (Jennings 2009). It is suggested that some of these are innovations or perspectives of existing paradigms, and they can be subsumed under the major paradigms.

Kuhn's argument is that researchers who share a commitment to a particular paradigm are committed to the same rules and standards for scientific practice (Barron 2006:212). The evidence of this can be clearly seen in the practices of positivist and interpretivist communities (Denscombe 2008). They are often described as competing and conflicting paradigms or paradigms at war. The strong held view is that there are ideological divide underpinned by distinctive epistemological and ontological nature between the two approaches, and that these particular paradigms should never meet (Robson 2002). The contrasts between these communities are outlined under five dimensions (Teddlie and Tashakkori 2009; Guba and Lincoln 2005):

1. Epistemologically, 'positivists' believe that the knower and the known are independent, whereas 'interpretivist' believe that they are inseparable;
2. Axiologically, 'positivists' believe that inquiry is value free, whereas 'interpretivists' believe that there are multiple, constructed realities;
3. Ontologically, 'positivist' believe that there is a single reality, whereas 'interpretivists' believe in multiple, constructed realities;
4. With respect to causality, 'positivists' believe that there are real causes that are temporally precedent to or simultaneous with effects, while 'interpretivists' believe that it is impossible to distinguish causes from effects; and

5. For generalisability, 'positivists' believe that nomothetic statements (time and context-free generalisations) are possible; in contrast 'interpretivists' believe that only ideographic statements (time-and context-bound working hypotheses) are possible.

So far, it is suggested that the paradigmatic orientation of the researcher dictates the position and assumptions made in the research. In turn, this shapes the research methods in collecting, analysing and interpreting the data. From this point of view the research process is driven by the researcher's committed paradigm. One way of approaching research is to adopt and follow the principles of one of the two research approaches: quantitative research and qualitative research. Positivist researchers are often associated with the use of quantitative research, whereas interpretivist researchers associated with use of qualitative research (Bryman 2010).

Until recently researchers are said to follow one of these two paradigms and research approaches. However, over the past two decades, 'Mixed Methods Research' based on pragmatism has come to be seen as a distinctive research approach in its own right that warrants comparison with each of the quantitative research and qualitative research (Greene 2008). The advocates of this paradigm claim that mixed methods research is an alternative to the dichotomy of the qualitative and quantitative research (Teddlie and Tashakkori 2009). It is apparent that there is a paradigm shift towards pragmatic approaches (Denzin 2010) which now give rise to categorising researchers in the social and behavioural sciences into three groups or communities (Teddlie and Tashakkori 2009):

- 1) Quantitatively oriented researchers, primarily working within the post positivist/positivist paradigm and principally interested in numerical data and analysis;
- 2) Qualitatively oriented researchers, primarily working within the interpretive paradigm and principally interested in narrative data and analysis; and
- 3) Mixed methodologists working primarily within the pragmatist paradigm and interested in both narrative and numeric data and their analyses.

Based on pragmatism, mixed methods research is “increasingly articulated, attached to the research practice, and recognised as the third major research approach or research paradigm” (Johnson, Onwuegbuzie and Turner 2007; Denscombe 2008). Tashakkori and Teddlie (2008:7) describe pragmatism as “a deconstructive paradigm that debunks concepts such as ‘truth’ and ‘reality’ and focuses instead on ‘what works’ as truth regarding the research questions under investigation”. Unlike the positivist and interpretivist communities, the pragmatic community believes that researchers can utilise different methods and paradigms from one research to another. For mixed methods researchers, research methods are determined by research questions and practical considerations rather than paradigmatic orientation (Tashakkori and Teddlie 2009; Henn *et al.* 2006). Denzin (2010) observes that mixed methods research discourse introduced complex discussions involving design typologies, logistics, validity, data, standards, inferences, and findings that can be generalised.

Although, it is widely acknowledged that qualitative and quantitative research can be meaningfully integrated (Tashakkori and Teddlie 2009; Denscombe 2008), and paradigm war is said over (Bryman 2006), many writers who might regard themselves as either positivist or interpretivist believe that qualitative and quantitative research strategies are incompatible (Mason, Augustyn and King 2010). Of particular importance is the epistemological reservation, which is mainly advocated by prominent qualitatively oriented researchers (Denzin 2010; Lincoln 2010). Their argument is based on the incommensurability and incompatibility theses that post positivism and the other “isms,” cannot be combined due to the differences between their underlying paradigm assumptions. These arguments were challenged by those who invoked triangulation as a way of combining multiple methods to study the same phenomenon (Creswell and Clark 2011; Teddlie and Tashakkori 2009; Bryman 2007; Morgan 2007). However, there still exists criticism at the philosophical and methodological levels (Denzin 2010; Lincoln 2010). Lincoln (2010:7) reiterates:

My argument with the mixed-methods theorists is not that they mix methods, since Egon Guba and I advised that that be done 30 years ago. The problem, as I see it, is that the pragmatism claimed for some mixed-methods theorists rests at the enacted level only. The mixed methods pragmatists tell us nothing about their ontology or epistemology or axiological position (Lincoln 2010:7)

A critical examination of the literature reveals that this seems to be resolved at the technical level and some scholars remain purist using only qualitative and quantitative strategies (Bryman 2006; Teddlie and Tashakkori 2009; Denzin 2010; Lincoln 2010).

### **3.2.3. Research strategies**

Distinguishing between qualitative and quantitative research is widely found useful when disclosing the nature of different research methods and designs, (Bryman and Bell 2011). It is worth noting that the terms quantitative and qualitative are used to refer to: types of methodology; types of methods of data collection; types of data analysis; and types of data output. The primary distinction between qualitative and quantitative research is often framed using numbers for statistical measurement and using words for exploring patterns respectively (Creswell 2009). Quantitative research is considered as a means for testing objective theories by examining the relationship among variables, whereas qualitative research is considered as a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem (Creswell 2009; Claire 2006). Qualitative research is said to investigate aspects of social life, which are not amenable to quantitative measurement (Sumner 2006b).

Fundamental differences between quantitative and qualitative strategies are often drawn in three areas: Principal orientation to the role of theory in relation to research, epistemological orientation, and ontological orientation. With respect to logical reasoning between theory and research the former is more associated with deduction (testing theory), whereas the latter is more associated with induction (generation of theory). In parallel, it is assumed that the findings of the former are generalisable, whereas the findings of the latter are not generalisable. While quantitative research is said to be driven by positivist epistemology and objectivist ontology, qualitative research is said to be driven by interpretivist epistemology and constructionist ontology (Teddlie and Tashakkori 2009; Grix 2004).

The literature also discusses the role of broad debates in the history of philosophy of science (Teddlie and Johnson 2009a). Johnson (2008) summarises various

philosophical concept-pairs, which are said to be useful for characterising differences between the communities of qualitative and quantitative strategies: Naturalism versus humanism; materialism versus idealism; empiricism versus rationalism; absolutism versus relativism; nomothetic versus ideographic. As can be seen from these discussions, there is an enormous variety of issues dealing with research strategies and an extensive body of literature discusses these issues (Blaikie 2010; Ladyman 2007). It is apparent that when undertaking research different sets of factors are influential in the multi-phase process. In presenting all these factors, Teddlie and Tashakkori (2009) utilise a multidimensional continuum and argue that every component of a research project (e.g. purpose/questions, data, analysis, inference) may be placed along this continuum (see Table 3-1).

**Table 3-1 Multidimensional continuum of research projects**

<i>Sphere of Concepts: Purposes, Questions, Objectives</i>		
Deductive questions	↔	Inductive questions
Objective purpose	↔	Subjective purpose
Value neutral	↔	Value involved
Confirmation	↔	Understanding
Explanatory	↔	Exploratory
<i>Sphere of Concrete Processes (Experiential Sphere)</i>		
Numeric data	↔	Narrative data
Structured/close-ended	↔	Open-ended
Preplanned design	↔	Emergent design
Statistical analysis	↔	Thematic analysis
Probability sample	↔	Purposive sample
<i>Sphere of Inferences and Explanations</i>		
Deductive inference	↔	Inductive inference
“Objective” inferences	↔	“Subjective” inferences
Value neutral	↔	Value rich
Politically noncommittal	↔	Transformative
Etic representation	↔	Emic representation
Nomothetic	↔	Ideographic

**Source:** (Teddlie and Tashakkori 2009: 95)

Whilst quantitative researchers prefer positions of materialism, empiricism, rationalism (in the form of logic/mathematics), absolutism, nomothetic methods, and the doctrine of naturalism, qualitative researchers prefer the position of idealism, empiricism, rationalism (in the form of construction of knowledge), relativism, ideographic methods, and the doctrine of humanism (Teddlie and Tashakkori 2009). Etic (outsider) and emic (insider) perspectives explain the role of researcher, whilst

the former is associated to quantitative research; the latter is associated to qualitative research (Teddlie and Johnson 2009a). Emic perspective refers to observer's objective analysis of raw data (outsider), whereas etic perspective refers to individual participant's interpretation of studied phenomenon (insider). Mixed methods researchers suggest that combining etic and emic perspectives researchers can conduct both exploratory and confirmatory research (Creswell and Clark 2011).

It is said that most quantitative research is closer to the left side of this table, whereas most qualitative research is closer to the right side. However, this continuum has its problems, Teddlie and Tashakkori stress that it is difficult to place all components of a research project on one absolute end of the continuum. As they note: "It is possible to have quantitative projects that are exploratory, collect data via unstructured and open-ended procedures" (2009: 94), and, "Alternatively, it is possible to have qualitative projects that are explanatory or confirmatory, use probability sampling procedures or include structured design" (2009: 94). As far as mixed methods research design is concerned, it resides in the middle of this continuum (Teddlie and Tashakkori 2009). A considerable number of scholars, therefore, reject the view that qualitative research and quantitative strategies are polar opposites (Leech and Onwuegbuzie 2009; Johnson *et al.* 2007). Instead, they believe that they can be placed at different ends on the continuum.

It is important to note that interpretive or qualitative research is developed as a critique of positivism or quantitative research in the social sciences (Bryman 2006; Sumner 2006b). However, the literature also shows that there is no single ideal method of research in the social science (Sommer and Sommer 2002). A large volume of literature stresses describing the advantages and disadvantages of quantitative and qualitative strategies (Bryman 2010; Saunders *et al.* 2007). Similarly, pragmatism or mixed methods research is developed to overcome the limitations of a single research strategy. Overcoming the disadvantages of a single research approach, the results of a combined research approach is said to be more robust and credible than the results of single research strategy (Davis, Goligic, and Boerstler 2011). However, combining qualitative and quantitative research strategies also involve certain drawbacks. Table 3-2 displays the benefits and limitations of quantitative, qualitative and mixed methods research strategies.

**Table 3-2 Benefits and challenges of research strategies**

<b>Research strategies</b>	<b>Benefits</b>	<b>Challenges</b>
<b>Quantitative Research</b> (Altinay and Paraskevas 2008:70-71) (Bryman and Bell 2011: 167-168)	-Provides wide coverage of range of situations -Greater opportunity for researcher to retain control of research process -Clarity about what is to be investigated, therefore data collection can be fast and economical -Helps to generalize previous research findings and test previously developed hypotheses	-quantitative researchers fail to distinguish people and social institutions from 'the world of nature' -the measurement process possesses an artificial and spurious sense of precision and accuracy -the reliance on instruments and procedures hinders the connection between research and everyday life -the analysis of relationships between variables creates a static view of social life that is independent of people's lives.
<b>Qualitative research</b> (Altinay and Paraskevas 2008:70-71) (Bryman and Bell 2011: 408-409)	-Ability to look change process over time -Greater understanding of people's meaning -Adjustment to new issues ideas and as they emerge -Contributes to the evolution of new theories -Provides a way of gathering data which is natural rather than artificial	-is too subjective -difficult to replicate -problems of generalization -lack of transparency
<b>Mixed Methods Research</b> (Davis <i>et al.</i> 2011:473)	-Provides stronger results through triangulation of findings -Can answer broader research questions -Compensates for various weaknesses of single research methods -Tells a more comprehensive, complete and convincing story -Provides a holistic understanding of phenomena	-Takes more resources (time, money, expertise) to conduct -Requires understanding and training in multiple methods -May require coordinating the work of a research team -Can encounter difficulties in the research process -Can have difficulty reporting results within journal page constraints

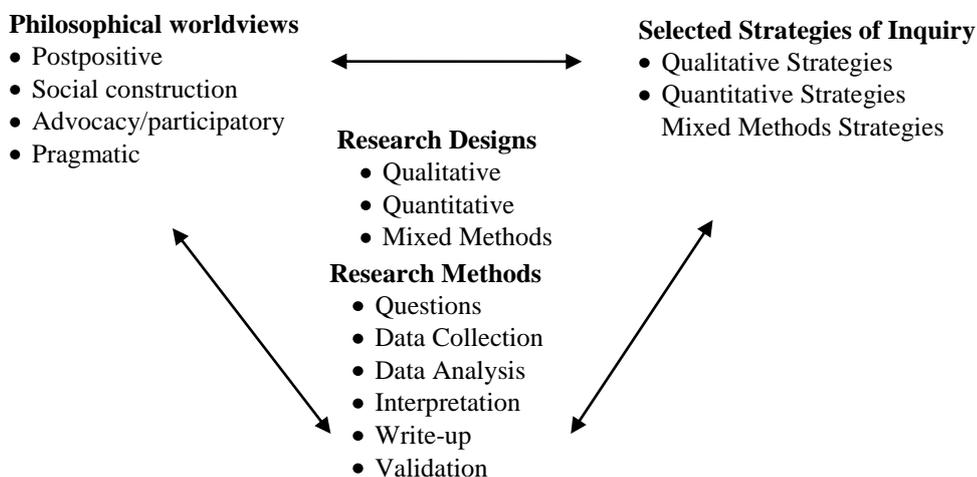
When undertaking a mixed methods research, it is said that a researcher collects and analyses data, integrates the findings, and draws inferences using both qualitative research and quantitative research strategies in a single study or a program of study (Tashakkori and Teddlie 2009). A number of mixed methods research design typologies were proposed by various writers (Creswell and Clarke 2011; Leech and Onwuegbuzie 2009; Greene 2008). Typologies are said to present helpful information to select and adapt an appropriate design for the research projects. For each proposed typology there are various factors to be considered in research designs. For instance, Creswell (2009) suggested four factors (timing, weight, mixing, and theorising) help to shape the procedures of a mixed method study: (1)

The timing of qualitative and quantitative data collection whether it will be in phases (sequentially) or gathered at the same time (concurrently); (2) Weighting or priority given to qualitative and quantitative data collection: equal, one or the other; (3) Mixing: merged, connected or embedded fashion (4) Theorising: Whether a theory or a philosophical perspective as an overall lens will be used?

The chapter so far discussed some of the basic philosophical assumptions of the two paradigms, and presented the current state of play of mixed methods research. It has been shown that debate continues on different aspects of research process. One of the most important concerns of the relevant literature is that the success of a research project is clearly attributed to the 'quality of explanation'. The remainder of the chapter, therefore, explains more practical issues concerning the research design and methodology. It explains the chosen type of mixed methods research, factors that shape the procedures of employed methods and principles that need to be taken into consideration with respect to the fieldwork for this study.

### 3.3. Research design

Creswell (2009:3) defines research designs as "plans and procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis". There are several frameworks that can help designing and presenting a research (e.g. Bryman and Bell 2011; Creswell 2009; Blaike 2010). They all consider the influences of theory, epistemology, ontology, values and practical considerations on the conduct of research. This study utilised the framework proposed by Creswell (2009) (see Figure 3-1).



**Figure 3-1 A framework for design**

This design deals with three considerations: a worldview or assumptions about research, the specific strategies of inquiry, and research methods. The section presents the considerations of this research process utilising this framework.

This study employed mixed methods research based on the pragmatic worldview. Pragmatism encourages focusing on the research problem and using all approaches available to understand the problem. To understand the research problem more completely both qualitative and quantitative research strategies were adopted in collecting, analysing and interpreting information. The core rationale for mixing methods is that neither qualitative research nor quantitative research is sufficient by itself to capture the complex issues surrounding the research question of the study (Ryan 2010; Dellinger and Leech 2008). When used in combination, qualitative and quantitative research are said to complement each other and allow for a more complete analysis (Denscombe 2008; Morgan 2007).

Employing a mixed methods research strategy, this research preferred the compatibility thesis (Howe 1988) to the 'either-or' choices from the interpretivism-positivism debate. Ontologically, the study recognised the existence of subjective, intersubjective and objective realities depending on the context (Morgan 2007). Thus, based on diverse viewpoints regarding social realities, the study assumed that best explanations could be gained within personal values systems. Epistemologically speaking, depending on the stage of the research cycle and research questions both subjective and objective points of view were acceptable. Both inductive and hypothetic reasoning could be the logic for interpreting the data. The study acknowledged the role of the researcher's personal values in deciding what to study. The choice of topic was congruent with the researcher's beliefs that it is most likely to produce interesting responses for the field of inquiry.

In selecting a research design, Creswell (2009) considers three factors: the research problem, personal experience, and audience. Combining qualitative and quantitative research strategies was suitable to the research problem of the current study. This is consistent with an increasing number of studies using mixed methods research in the tourism field (Mason *et al.* 2010; Pansiri 2006; Leberman and Holland 2005). The researcher of this study had adequate training and personal experience conducting a

quantitative study. Qualitative research skills were gained during this research process. Several training courses were attended before and after collecting data.

With respect to the audience, tourism researchers place high importance on the use of interpretivist qualitative research in studying tourist experiences (Wickens 1999; Ryan 1995), where positivistic quantitative research dominates the field (Blichfeldt and Kessler 2009; Riley and Love 2000). Of particular importance is that positivist research paradigm due its ontological and epistemological assumptions is found to be insufficient to study tourist experiences (Bowen 2001; Ryan 2000). The past two decades have shown that post positivist oriented tourism scholars recognised the value of unstructured qualitative methods in the preliminary phase of the research process (Pearce 2011). Others have shown the critical importance of qualitative research in detail (Sharpley 2011; Phillimore and Goodson 2004; Cohen 1988), and in particular the role of postmodernist perspective (Urry and Larsen 2011). The emphasis is now on the qualitative research more than ever and tourism researchers widely acknowledge the merits of combining qualitative and quantitative research (Jennings 2009; Goodson and Phillimore 2004; Walle 1997).

It is also important to note that this study followed dialectical pragmatism (Johnson 2008) rather than classical pragmatism as the former takes both qualitative and quantitative research seriously and develops a synthesis for each research strategy. The literature suggests that etic/emic perspective has specific importance in dialectical research (Teddlie and Tashakkori 2009). As mentioned above, mainstream tourism research can be associated to quantitative research strategies and etic perspective. However, over 30 years ago Cohen (1979) advised tourism researchers to utilise emic perspective in understanding processual, contextual and time based dimensions of tourist experiences. It is encouraging to observe that a growing body of tourism scholars acknowledge the importance of emic perspective (insider knowledge) in gaining insights into the complexities of tourist experience process (Thomas 2004; Walle 1997; Pearce 1993).

Studies suggest that good tourist research requires both etic and emic perspectives (Martin 2011; Jennings 2010a; Pearce 2005). The major instrument of this study was questionnaire survey, and it was mainly etic. Conducting qualitative interviews and being an insider of the study's settings this study was also emic. Moreover, spending

time in the field (e.g. participation in excursions, watching entertainment in the evening, travelling with them to airport) and collaborating with participants (e.g. providing information about the area), the researcher of this study gained insider knowledge from the participant's perspective during the fieldwork. In concert with the methodological design, this study benefited greatly from the contributions of etic and emic perspectives. In other words, whilst emic perspective provided an understanding the complexities of British holidaymakers' motivations and experiences in Alanya from the perspectives the respondents involved, etic perspective provided measurement of complex relationships between the concepts and categories of this study.

### **3.3.1. Data collection procedures**

The fieldwork of this study unfolded in two phases: (1) instrument development and (2) cross-sectional survey. The main instrument of the study was a structured questionnaire comprising both closed and open-ended questions (see Appendix 1). The questionnaire survey comprised the second phase of data collection process. In addition, qualitative interviews preceded and accompanied the questionnaire survey (see Appendix 2). Questionnaire survey is regarded as an excellent technique for collecting large-scale quantitative data (McLean 2006). However, it is found to be limited in gaining a full understanding of a given issue when compared to rich data obtained through semi-structured interviews (Blichfeldt and Kessler 2009; Sumner 2006b; McLean 2006). Considering these points, the study utilised a questionnaire and semi-structured interviews.

The questionnaire strategy involved participants completing a self-report instrument that measures their attitudes, opinions and behavioural intentions. Using closed-ended and open-ended questions both quantitative and qualitative data was generated. The purpose of the quantitative research was to generate a statistical analysis to examine, patterns of responses on questionnaires among respondents, relationship among variables, and differences among subsamples. Semi-structured interviews included a mixture of open-ended interview questions (with probes) that generated rich narrative data and closed-ended items that have predetermined response categories (e.g. demographic questions).

Traditionally, qualitative research is used to explore research questions where the field is new or underdeveloped (Ritchie and Lewis 2003). The overall purpose of qualitative research was to generate rich qualitative data to gain further insights into the complex nature of tourist motivations, behaviours and experiences (Pearce 2011; Bright 2008; Huang and Hsu 2008). The first phase of the qualitative research informed this study by identifying vital factors of a holiday choice and experience in Alanya. The findings of this initial phase were used to develop and refine the questionnaire instrument for subsequent collection of quantitative data (Blichfeldt and Kessler 2009). This method has widely been applied in the tourism field (Mason *et al.* 2010; Fodness 1994). In the second phase, interviews were employed with volunteer participants of the survey to complement and expand the findings of quantitative data. So far, this method has not been widely used in tourism research (Mason *et al.* 2010).

Consisting of two distinct phases, the mixed methods design of this study can be considered as both 'exploratory sequential' and 'explanatory concurrent' (Creswell and Clark 2011; Teddlie and Tashakkori 2009). As the second phase, cross-sectional survey, was preceded by a qualitative instrument development phase, the study resembled the exploratory sequential mixed methods design. On the other hand, obtaining both quantitative and qualitative data in the second phase, the study resembled an explanatory concurrent mixed methods design. The data collection process therefore dealt with both sequential and concurrent elements of a mixed methods design.

### **3.3.1.1. Population and sample**

Whilst a population is defined as "the universe of units" from which a statistical sample can be drawn, sample is defined as a subset of a population (Bryman and Bell 2011:176). The unit of analysis in this study was the individual British holidaymaker in Alanya. As a mixed methods research, the purpose of sampling was to generate a sample that would address the research questions (Tashakkori and Teddlie 2009). In generating a representative sample, there were several important considerations concerning the design of the sampling procedure. Firstly, respondents were targeted at the hotels. Secondly, the study required collecting data at the end of holiday

experience. Thirdly, a widely acknowledged restriction concerning tourist research is that many of tourists may not be willing to sacrifice their valuable time by participating in the study (Pearce 2005; Ryan 1995). Fourthly, the literature also stresses other restrictions such as difficulties in gaining entry to hotels and permission to access tourists (Okumus, Altinay and Roper 2007; Coffey 2006). Therefore, a major restriction was the difficulty in reaching an adequate sample of British holidaymakers at appropriate times, and who were willing to participate in the study.

Before the fieldwork, local representatives of three tour operators that organise trips to Alanya from the UK were contacted for a brief meeting. Based on their suggestions, a list of popular hotels for British holidaymakers was compiled; however, it was found that British holidaymakers were not available at the vast majority of hotels in Alanya. Further support was requested from these three organisations. Two organisations provided full support in accessing tourists staying in hotels, whereas one organisation allowed contacting tourists but their support was limited. Furthermore, Alanya Hotelier's Association was contacted for supporting the study in gaining entry to hotels and access to tourists. Twenty hotels were approached using the hoteliers' association and the above mentioned tour operators, and access was granted for fifteen hotels. Therefore, it can be noted that several hotels with high proportions of British holidaymakers were not accessible to the researcher.

In the given circumstances, a convenience sample strategy was chosen for data collection process (Davidson 2006). Convenience samples are very common in the field of tourism research (Wickens 1999). It is regarded as an acceptable strategy due to constraints related to accessibility, time and finance (Ryan 1995). Selection of respondents in this study was based on their relative ease of access. Sampling methods are categorised under two types: random (or probability) or other, non-probability, methods (Davidson 2006). A sample is considered as random if every member of the population has an equal chance of being included in the sample (Warner 2008). Convenience sampling involves participants who are readily available to the researcher therefore it is not drawn randomly (Bryman and Bell 2011; Warner 2008). Therefore, it is necessary here to note that the potential

generalisability of the results of this study is limited with the possibility of a sample bias related to convenience sampling (Hammersley 2006).

The sampling strategy dealt with these considerations and respondents were approached in several ways. With respect to timing of data collection in the course of a holiday, both the questionnaire and the interviews were conducted within two days prior to the tourists' departure (Cutler and Carmichael 2010; Mannell and Iso-Ahola 1987). In the first phase of the fieldwork, British holidaymakers were approached at the reception area of the hotels, asking for their support with the research project. Appointments for the interviews were then scheduled with volunteer participants for an appropriate time within two days before their departure. In the second phase of the fieldwork, information concerning transfer bus departures for every three to four days was obtained from tour operators. A list was compiled including the details of pick-up locations (hotels), time and number of departing guests. The departures were busier on Tuesday, Friday and Sunday than the rest of the week. The majority of the respondents were approached at the reception areas of hotels on these departure days while they were waiting for the transfer bus to the airport. On other weekdays, British holidaymakers departing within two days were approached and asked to participate in the study. Of all the British holidaymakers who were approached only few refused to participate in the study.

Table 3-3 displays a summary of fieldwork with respect to time schedule of phases, data collection methods and sample size.

**Table 3-3 A summary of data collection phases**

<b>Phases/Time</b>	<b>Method</b>	<b>Sample size</b>
(1) 15-29 June 2010	Semi-structured interviews	33
	Group discussions	19
(2) 12 July-31 August 2010	Self-completion questionnaire	549
	Semi-structured interviews	42

The study's data collection period was the summer of 2010, approaching a convenience sample of British holidaymakers in twelve hotels in Alanya. In the initial phase of the fieldwork, 52 respondents were interviewed. Of the 52 respondents, 19 respondents were interviewed in-group discussions (one interview with three, and, four interviews with four respondents). The semi-structured

interviews of the first phase were conducted with 33 respondents. They were interviewed individually or in pairs. In the second phase of fieldwork, a sample of 549 British holidaymakers was reached. In addition, using the same interview guide 42 volunteer respondents from this sample was interviewed individually.

In qualitative research, the sample size is often justified by interviewing participants until reaching 'data saturation' (Hammersley 2006a). It is necessary here to note that although information was saturated for the majority of the questions at an earlier stage, interviews continued with a variety of respondents who were different with respect to socio-demographic and trip related characteristics. The aim for this was to explore if variations would exist among respondents. It should be noted that during the interviews significant differences were observed in the responses given by respondents from different socio-demographic and trip related characteristics. Therefore, more attention has been given to these characteristics in the design of the questionnaire.

As mentioned above, the unit of analysis in this study was the individual tourist and for the second phase, data collection was based on individual participation. In the case of tourist groups, one respondent from a family or a group of friends was asked to participate in the study. The sample size for this phase was driven by considerations concerning quantitative analysis (Byrne 2006; Harding 2006). It is suggested that a sufficiently large sample size is imperative to investigate the range of possible data for both full sample and subsamples of the research. Large samples are said to be useful in reducing the limitations of errors, more accurate for population estimates, and more powerful for the generalisability of the results (Hair *et al.* 2006). Based on precision level, it is indicated that a sample size of 384 would be sufficient for the estimation of populations of more than 1 million (Field 2009). Another consideration is the case-to-variable ratio for multivariate analysis. The literature suggests at least 10 cases per variable as a rule of thumb (Mazzocchi 2008). Considering cases-to-variable ratio this study targeted to achieve at a minimum 400-500 cases.

Despite using a convenience sampling, the choice of respondents was based on a strategy to maximise the representation in each of the subsamples of socio-demographic and trip related characteristics. The literature suggests a minimum of 30

cases in each subsample for statistical analysis (Tabachnick and Fidell 2007; Hair *et al.* 2006). For example, as the study attempted to investigate the effects of hotel location on tourist motivation, behaviour and experience, the location of the hotels was a major criterion in choosing respondents to participate in the study. Of the twelve hotels throughout Alanya, five were located in the East of Alanya city centre along Keykubat Beach, five were located in the West of Alanya city centre along Cleopatra Beach and two were in Alanya's neighbourhood located around 20 km away from city centre. It is assumed that the physical characteristics of the natural environment (beach, sea and scenery) vary significantly among these locations (Rickly-Boyd and Metro-Roland 2010; Shoval *et al.* 2011).

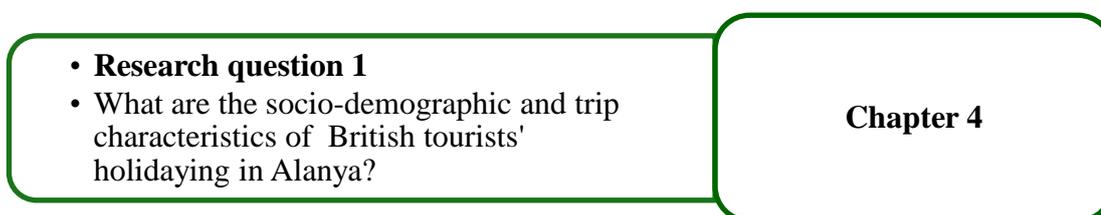
### **3.3.1.2. Instruments, variables and materials**

Based on extensive literature review, draft versions of the interview guide and the questionnaire were developed prior to conducting fieldwork. The main structure of the interview guide remained unchanged (see Appendix 2); however, additional probe questions were utilized in the course of qualitative interviews. The first draft of the questionnaire was revised and pretested during the first phase of the study. The wordings of several questions in the initial draft were amended and several questions were added based on the results of interviews and pilot tests in the first phase of the study. Once the questionnaire has been finalised, the final version (see Appendix 1) was utilised during the second phase of the fieldwork.

The questionnaire was an eight-page (A5-size) self-completed instrument (see Appendix 1). It was divided into four parts. Questions of each part were concerned with (1) pre-experience phase; (2) on-site experience phase; (3) post-experience phase; and (4) socio-demographic and trip related characteristics.

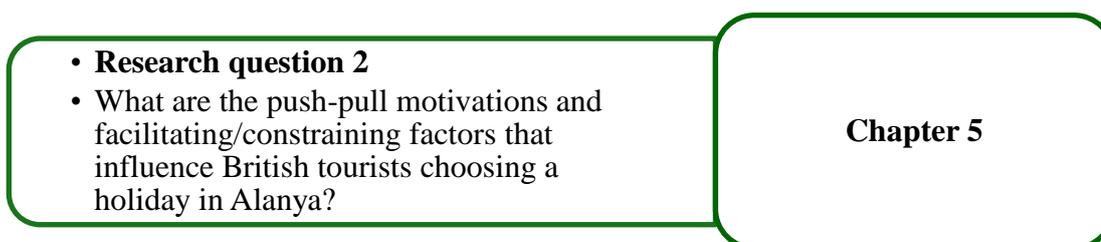
The information on respondents' socio-demographic profile (see pg. 355: Q12. About you), characteristics of the current trip (see pg. 354: Q10. About your holiday) and holiday life-styles (see pg. 353: Q8b. About your holidays) was collected through the last part of the questionnaire. As part of the holiday life-styles, the study sought to identify respondents' past holiday experiences. This part of the questionnaire elicited a profile of respondent and the trip. Respondents' holiday experience levels were identified the examination of the frequency of holidays undertaken and destinations

visited. This was consistent with the approaches used in Travel Career Pattern studies (Filep and Greenacre 2007; Pearce and Lee 2005). This part revealed information for research question one and it was addressed in chapter four (see Figure 3-2).



**Figure 3-2 Research question one and chapter four**

First part of the questionnaire asked respondents to rate the importance of push and pull motivations and facilitating/constraining factors in choosing a holiday in Alanya. This part of the questionnaire revealed information related to pre-experience phase and research question two, which was analysed in chapter five (see Figure 3-3).

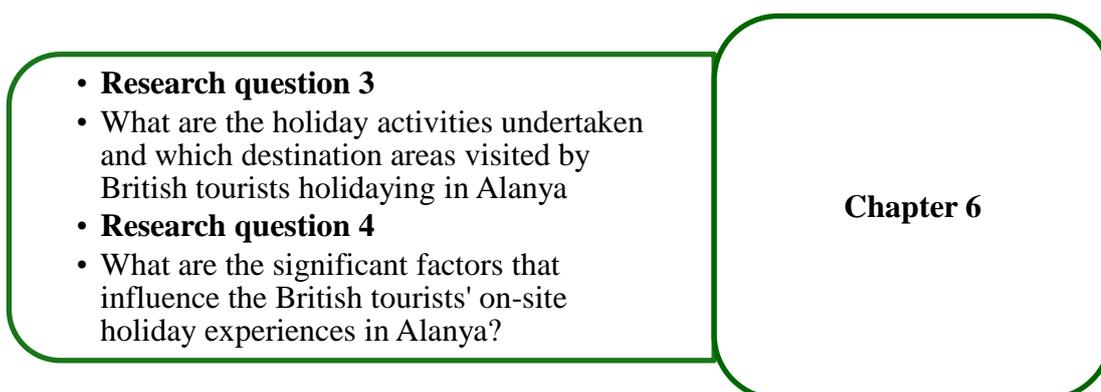


**Figure 3-3 Research question two and chapter five**

Using a five-point Likert-type scale, respondents were asked to evaluate 58 motivational items, 18 push (pg. 348: Q1. Reasons for visiting Alanya), 30 pull (pg. 349: Q2. Visitors' Attractions), and ten constraining/facilitating (pg. Q3. Selecting Alanya as a holiday destination) derived from the literature. The push motivation scale of this instrument is a derivative of the leisure motivation scales. This scale has acceptable properties for the current study, and the findings of the scale have been replicated in various studies (e.g. Pan and Ryan 2007; Mohsin and Ryan 2007; Ryan and Glendon 1998). It should be noted that 'fun and enjoyment' was not previously distinctly identified in these scales. This is in part due to added items both from the relevant literature (e.g. Jacobsen and Dann 2009; Snepenger *et al.* 2006; Kozak 2002), and, from the results of the qualitative interviews. They have been thought as important motivational factors for choosing a holiday in coastal resorts, such as Alanya. It is also important to note that although the pull items were destination specific, in this case Alanya, they were also in part derived from other similar studies

(e.g. Yoon and Uysal 2005; Jang and Cai 2002). The constraining/facilitating items were also in part based on similar past research (e.g. Ryan 1994).

The second part was designed to elicit three types of information about British holidaymakers' on-site behaviour and experiences holidaying in Alanya: holiday activities and destination areas visited (see pg. 350 Q4. Holiday Activities); most and least enjoyed experiences (see pg. 351 Q6. Experience in Alanya); and perceptions of hotel (see pg.351 Q5. Accommodation in Alanya) and destination attributes (see pg. 352 Q7. Your opinion of Alanya). The former two questions were open-ended, whereas the latter was closed-ended. The data obtained from this part of the questionnaire provided information about tourists' actual behaviour and their perceptions of these experiences. These analyses addressed the third and fourth research questions and presented in chapter six (see Figure 3-4).

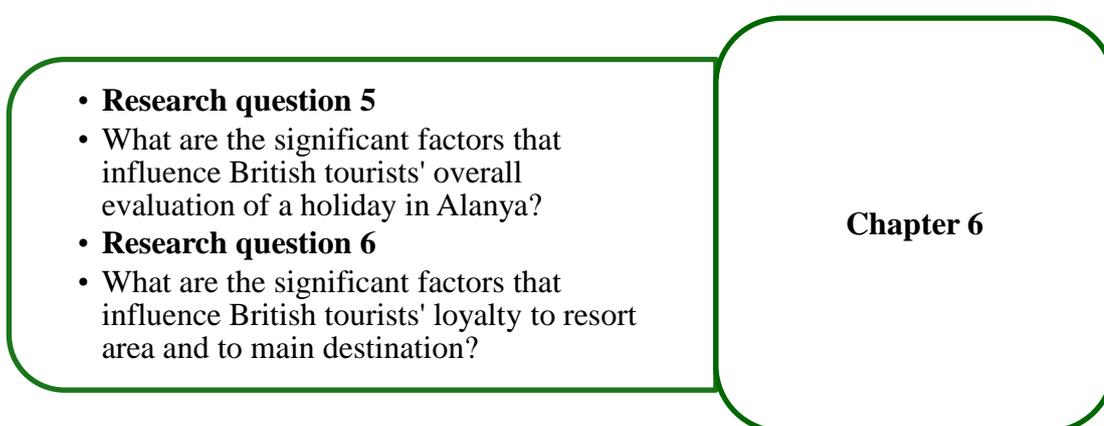


**Figure 3-4 Research questions three and four and chapter six**

The design of open-ended question on holiday activities was consistent with past research (e.g. Wickens 1999). Based on past research, respondents were asked to report most and least enjoyed experiences (Pritchard and Havitz 2005; Jackson *et al.* 1996; Ryan 1994). Using a five-point Likert scale, closed-ended questions asked respondents to rate scales of 11-items hotel attributes and 33-items destination attributes. The items for hotel attributes were derived from the past literature (Ekinci and Riley 1999). The measurement of destination/hotel attributes was based on performance-only approach (Fallon and Schofield 2003). The selection of items for destination attributes was based on a review of extant literature on: studies of destination attributes at coastal summer resorts (Alegre and Garau 2010; Yoon and Uysal 2005; Kozak and Rimmington 2000); conceptual model of destination product (Murphy *et al.* 2000); destination attribute management model (Litvin and Ling

2001); the HOLSAT (tourist satisfaction with a holiday destination) model (Tribe and Snaith 1998; Truong and Foster 2006); other studies (Chi and Qu 2009; Meng *et al.* 2008; Fallon and Schofield 2006). Several items were derived from the results of the initial qualitative research (e.g. staff at shopping places is courteous).

Part three in the questionnaire dealt with considerations of post-experience phase. This part also comprised both closed and open-ended questions concerning the research questions five and six, which were addressed in chapter six (see Figure 3-5). Examining the consequences of tourists' on-site experiences, whilst the former provided information on tourist satisfaction, the latter did the same on destination loyalty.



**Figure 3-5 Research questions five and six and chapter six**

Using a five-point scale respondents were asked to rate close-ended items on 'overall satisfaction', 'comparison of resort area', 'place attachment' and 'loyalty to the resort area/main destination'. Four items based on the literature were used to measure overall satisfaction (Aktas *et al.* 2010; Ekinçi and Riley 1999) (pg. 354 Q9a. Overall Satisfaction). Indicators for 'comparison of resort area' (five items), 'place attachment' (four items) were adapted from Kozak (2002), Gross and Brown's (2006) and Yuksel *et al.*'s (2010) studies (pg. 353 Q8a. Alanya compared to other holiday places). It is necessary here to note that unlike other studies destination loyalty in this study was measured at two levels: loyalty to the resort area and loyalty to the main destination. Interviews in the first phase revealed that this distinction was important. As shown later in chapter six, loyalty to the resort area and loyalty to the main destination vary significantly among respondents. Three indicators measured loyalty to the resort area and two indicators measured loyalty to the main destination

(pg.354 Q9b. Revisiting or recommending Alanya and Turkey). The items for loyalty were also adapted from relevant research (Chi and Qu 2008; Yoon and Uysal 2005; Kozak *et al.* 2004; Kozak 2001).

### **3.3.2. Data analysis and validation procedures**

A major preoccupation in collecting data is the type of data that should be designed in consideration with the type of data analysis to be performed (Garwood 2006a; Robson 2002). Data collection procedure of this study was presented in the previous part; this part discusses considerations on data analysis. Mixed methods data analysis involves the processes whereby quantitative and qualitative data analysis strategies are combined, connected, or integrated in research studies (Teddlie and Tashakkori 2009). There were various pre-analysis considerations to contemplate (see Onwuegbuzie and Teddlie 2003). This study follows the principles of convergent design, analysing the information separately and then merging the two types of data. It is important to reiterate that the main purpose for a mixed methods research is the complementarity of methods.

In performing quantitative data analysis, the study followed three phases of quantitative research strategies: (1) identification of variables for concepts; (2) operationalisation of variables in the study; (3) measurement of variables (Grix 2004). For the qualitative research, the questions of semi-structured interviews were developed with reference to the literature in conjunction with the questionnaire. An important pre-analysis consideration dealt with the focus of the study: variable or case oriented. The former is more characteristic of quantitative research and the latter is more typical of qualitative research (Harding 2006). As can be seen from Table 3-4 variables were important for the study to generate statistical data. However, the study emphasises case oriented design because it compares the role of differences and similarities based on socio-demographic and trip related characteristics.

Table 3-4 displays the contents of the questionnaire and interview guide by the type of analysis.

**Table 3-4 Contents of the questionnaire and interview guide by type of analysis**

Phases of tourist experience	Semi-structured interviews	Questionnaire	
	(Interview guide)	(Close-ended questions)	(Open-ended questions)
(1) Antecedents of tourists' on-site experiences	-Why holiday in Alanya? -What made you choose a hotel in Alanya? -Why not somewhere else?	-push motivations -pull motivations -constraints /facilitators	
(2) Tourists' on-site experiences	-What did you do in Alanya? -Where did you go? -Tell about your accommodation. -Tell me about your holiday. -Tell me about your opinions of Alanya.	-hotel attributes -destination attributes	-holiday activities -destination areas visited -most/least enjoyed experiences
(3) Consequences of tourists' on-site experiences	-How do you find Alanya compared to other holiday places? -Have you enjoyed your holiday? -Will you revisit/recommend Alanya/Turkey?	-overall satisfaction -place attachment -overall evaluation -loyalty to the resort area -loyalty to the main destination	-describe Alanya with three words
Type of analysis	Qualitative	Quantitative	Qualitative

Another pre-analysis consideration is the awareness of assumptions that underlie both quantitative and qualitative data analysis techniques. An advantage of mixed methods research project is that it can be both exploratory and confirmatory (Teddlie and Tashakkori 2009). It is also important to note that many scholars suggest no one-to-one correspondence between induction and qualitative data analysis or between deduction and quantitative analysis (Creswell 2009). On the other hand, 'generalisation' is often understood to concern the sample representativeness (e.g. Grix 2004). However, the literature shows that there are three types of generalisation: representational, inferential and theoretical (Lewis and Ritchie 2003). Inferential and theoretical generalisations are also key considerations. While the former refers to the possibility of generalisation of findings in other settings, the latter refers to the possibility of generalisation of the propositions from the findings of a study for wider application (Lewis and Ritchie 2003). This study considered the importance of

inferential and theoretical generalisation. However, the study aimed at 'analytical generalisation' rather than 'statistical generalisation' (Bowen 2008).

It should be noted that this study recognises sample bias concerning convenience sampling and case study (Hammersley 2006). The aim of quantitative analysis was the measurement of concepts rather than representational generalisation of the findings. Three main reasons for measurement outlined by Bryman and Bell (2011) were of particular importance to this study. As these authors noted measurement was important to delineate "fine differences" between people; to provide a consistent device, to provide the basis for more precise estimates of the degree of relationships between concepts. In order to fulfil the requirements of inferential and theoretical generalisation the study sought to develop an adequate measurement strategy.

It is necessary here to consider issues concerned with research quality checks. In a real world datasets and measured variables are expected to contain errors. The literature suggests three main sources of errors: measurement instrument, measurement process and respondents characteristics. In his book, *Statistical Persuasion*, Pearson refers to 'reliability' and 'validity' as "the bedrock of quality measures" (2010:46). Reliability and validity are used to assess the extent of measurement error. They are found to be critical in providing trustworthy, valid and reliable outcomes.

Reliability deals with consistency of measures, whereas validity deals with correctness of the measures (Field 2009). Dependability refers to something similar to reliability in qualitative research. With reliability or dependability, researchers attempt to ensure that measures indicate the same meaning to respondents. For the potential problems, researchers are recommended to use multiple indicator (or item) measures. This approach, as a common approach in quantitative tourism research, is used in this study. Closely related to this, correlation coefficients are the most preferred way to measure reliability (Norušis 2009) as it deals with the internal consistency of a measurement scale. Consistent with the literature Cronbach's alpha is used to measure the reliability of measurement in this study (Hair *et al.* 2006). Other types of reliability include test-re-test, parallel forms and inter-rater.

It is apparent that while reliability depends much on how respondents interpret measurement indicators, validity depends much on the process of measurement. The literature suggest five types of measurement validity: face, concurrent, predictive, construct and convergent. Measurement of validity is used to assess the content of measures, how well they complement each other and how well they reflect what they purport to measure (Bryman and Bell 2011). The literature shows that factor analysis is the technique used to assess the validity of multiple indicator measures. Consistent with literature this study employed factor analysis to ensure the validity of constructs. Other measures of validity in the social science includes (Bryman and Bell 2011): internal - the confidence in the extent of relationship between cause and effect; external - the confidence in the extent of generalisability; ecological - the extent of how well measures reflect everyday or real life.

Qualitative research is said to be lacking the rigour of quantitative research (Sumner 2006). It is said that credibility and transferability are qualitative research analogues for the quantitative research concepts of internal and external validity respectively (Bryman and Bell 2011). The literature reveals that while qualitative researchers attempt eliminating bias by using these statistical techniques, they, nevertheless, acknowledge possible bias. All these considerations and concerns are to be addressed in this study. The following part discusses the details of data analyses using qualitative and quantitative research techniques.

### **3.3.2.1. Analysis of quantitative data**

Data management and analysis of quantitative data was performed using SPSS 19. Data preparation involved two distinct phases: coding data and data entry. Data coding involves assigning certain numbers to variable attributes. The level of measurement was considered when classifying data into nominal, interval, ordinal and ratio categories in the data-coding phase. Once data entry was completed accuracy of data file was checked through proof reading against the original data and assigned data codes.

In a real world it is acknowledged that no dataset is free of problems (errors). Therefore, identification and remedy of potential problems with data is considered as an important pre-analysis consideration (Warner 2008). After examining errors in

data coding and data entry, further data screening involves detecting inconsistent responses, missing values, and extreme outliers. Furthermore, in order to fulfil the requirements of multivariate statistics, it is also important to consider other potential problems such as non-normal distribution shapes, within group sample sizes that are too small for intended analysis and nonlinear relations between quantitative relationships.

The treatment of missing data and detection of outliers followed the rule of thumb procedures suggested by (Hair *et al.* 2006). These authors suggest that missing data under 10 percent for an individual case or observation can generally be ignored. Based on this consideration, 44 questionnaires were eliminated from the initial sample size of 549 due to high missing ratio or inconsistencies. The final data set included 505 cases. It should, however, be noted that the final dataset also included some missing data. The missing data analysis showed that the responses were missing at random. The percentages of missing data in the final dataset with respect to variables were within the recommended range (< 15 percent). For the remaining missing values it was decided that mean substitution was an appropriate method when performing multivariate statistics (Tabachnick and Fidell 2007).

Many experts draw our attention that assumptions in statistical procedures can easily be violated (Norusis 2009). At large sample size, it is suggested that tests are often robust to violations of assumptions. As such, the sample size (N=505) of this study was at the recommended level. Further details of the procedure and outcome with respect to the assumptions of multicollinearity, homoscedasticity, linearity, normality and outliers are addressed as appropriate.

The literature shows that quantitative data analyses can be classified variously: univariate, bivariate and multivariate (e.g. Hair *et al.* 2006); or descriptive and inferential (e.g. Bryman and Bell 2011); univariate descriptive, bivariate descriptive, explanatory and inferential (Blaikie 2003). The first two, as their name imply, deal with descriptive characteristics in data. The preoccupation of third is the influence between variables, whereas the preoccupation of fourth is generalizing from sample to population. Explanatory analysis is considered as the ultimate objective of social research (Blaikie 2003). Descriptive statistics are used to describe and summarise the characteristics of the data in this study. They include frequency counts and

percentages, mean score as a central tendency measure and standard deviation as a measure of variation. Other statistical analysis used in this study are cross-tabulations, chi-square, t-test, principal component analysis (PCA), cronbach's alpha, the Pearson correlation coefficient, analysis of variance, multiple linear regression and cluster analysis.

### ***Cross-tabulation and chi-square***

Chi-square is a test of significance that is used to compare observed frequencies with expected frequencies (Foster 2006b). Cross-tabulation, also called as contingency, is a table that displays joint frequency distribution of two or more variables. It is often used with chi-square calculations. This study used cross-tabulations and chi-square in the analysis of socio-demographic and trip characteristics.

### ***Pearson correlation coefficient***

Linear relationship between two variables was measured using the Pearson correlation coefficient (Norušis 2009). The coefficient indicates the strength of the relationship, with values ranging from 0 to 1 in absolute value (Crow 2006). Value of Pearson r indicates strength of relationship. As a rule of thumb: strong (-1.0 to -0.5 or 1.0 to 0.5), moderate (-0.5 to -0.3 or 0.3 to 0.5), weak (-0.3 to -0.1 or 0.1 to 0.3). It is necessary here to note that 'p value' refers to 'probability value' or 'significance value' that provides a cut-off to examine statistical significance of a test. Results yielding smaller values are found to be better, whereas p value of  $< 0.05$  is considered as the borderline for statistical significance (Norušis 2009). SPSS reports p values when undertaking related statistics, such as correlation and regression. Throughout the thesis '\*' and '\*\*' refer to results are significant at  $p \leq 0.01$  and  $p \leq 0.05$  respectively.

### ***Analysis of Variance (ANOVA)***

ANOVA is defined as "A set of procedures that estimate and attribute variance in a data set to different sources and determine the probability, under the null hypothesis, of obtaining the differences between the variance estimates by chance" (Rutherford 2006:3). This analysis was used to test the significant differences in the mean respondents of several independent subsamples. Homogeneity of variance for each group of the independent variable was tested with Levene's test. In the case of

violation, both Brown-Forsythe and Welch tests were used to assess the equality of means when groups are unequal in size. ANOVA only provides an overall assessment (F statistic) with respect to variance and it does not provide information about the direction of those differences. Post hoc tests in ANOVA identified the sources of differences between means.

### ***Post-hoc tests***

There are many types of post hoc tests all based on different assumptions and for different purposes (Norušis 2009). A common classification is twofold: (1) post hoc tests that assume equal variances (e.g. Bonferroni, Scheffé, Tukey, Hochberg's GT2), and (2) Post hoc tests that adjust for unequal variances (e.g. Games-Howell, Tamhane's T2, Dunnett's T3) and sample sizes in the groups (Field 2009; Hair *et al.* 2006). It is apparent that the most widely used post hoc tests in tourism field are Bonferroni (e.g. Mehmetoglu *et al.* 2010; Rittichainuwat *et al.* 2008; Kim *et al.* 2003), Scheffé (e.g. McKercher and Guillet 2011; Park and Yoon 2009; Snepenger 1987) and Tukey's (e.g. Petrick 2004; Fodness and Murray 1998). This study used Bonferroni and Hochberg's GT2 simultaneously unless assumptions are violated, and when assumptions are violated the study used Games-Howell and Tamhane's simultaneously.

### ***Principal component analysis***

Principal component analysis (PCA) is related to factor analysis, these sorts of analyses, as Bryman and Bell state, are conducted in relation to multiple-indicator measures to verify "whether groups of indicators tend to bunch together to form distinct clusters, referred to as factors" (2011:170). In so doing, PCA was used for data reduction and to determine the dimensionality of measures. Varimax orthogonal rotation was chosen as suggested by Hair *et al.* (2006). The Kaiser–Meyer–Olkin (KMO) measure verified the sampling adequacy for the analysis. Initial analysis was performed to obtain eigenvalues for each component in the data. Factor loadings over 0.40 appear in bold. For the social sciences, communality and factor with a value of 0.3 is acceptable (Foster 2006a). Yin (2004) considers larger sample size to retain factors with low loadings. For example, at least 350 cases for items with 0.3 and 200 cases for items with 0.4. The rationale used in naming the extracted factors was

guided in part by the recommendations of Meyers *et al.* (2006) and Comrey and Lee (1992) in which sorted factor weights in excess of 0.65 were used to "drive" the process of labelling and interpreting each factor. For representing identified factors, the composite mean scores of subscales and reference variables were used in further analysis (Hair *et al.* 2006).

### ***Cronbach's alpha analysis***

The reliability of measures was determined using Cronbach's alpha. The higher the coefficients the more reliable the measuring instrument. Values of 0.7 and above are considered good. In case of exploratory researches, Hair *et al.* (2006) consider values of 0.6 as acceptable. Others are more lenient and suggest cut-off value as low as 0.50 for the same case (Tabachnick and Fidell 2007). The literature generally suggest values of 0.3 with respect to minimum item-to-total correlation, other found values as low as 0.2 acceptable (Viswanathan 2005).

### ***Cluster analysis***

Cluster analysis is defined as "A group of statistical algorithms used to classify objects on the basis of their similarity with respect to a set of attributes" (Renner 2006:28). This study used two-step, and k-means clustering procedures to subdivide respondents into homogenous groups. In k-means clustering, the researcher decides the number of clusters. Two-step procedure is suggested if the desired number of clusters is unknown. This method is said to find the proper number of clusters automatically.

### ***Multiple Linear Regressions***

Multiple linear regression analysis was conducted to investigate the relationships between a single dependent and a set of independent variables. Norusis (2009) outlines that regression analysis can be used to answer questions in the following three ways: (1) "Can the values of dependent variable be predicted from the values of the independent variables?" (2) "Which variables are linearly related to the dependent variable?" (3) "Can a subset of independent variables be identified that are useful for predicting the dependent variable" (Norusis 2009:237).

R-squared ( $R^2$ ), also called the coefficient of determination is used to assess the goodness of fit of a regression. It refers to the proportion of variation explained by the regression. The overall significance of the regression model is evaluated by the "F value" statistics test. By rule of thumb, an F-value of greater than 4.0 is usually statistically significant. It is said that a researcher can increase  $R^2$  just by adding variables to a model, even if those variables do not really explain the predicted variable or have any real relationship at all. It is, therefore, suggested to examine the adjusted  $R^2$  in the case of multiple variables in the model. "Adjusted  $R^2$ " is said to refer to a number that increases with the correlation, but decreases with the number of variables. In addition, for valid relationship between predictor and criterion variables beta coefficients ( $\beta$ ) are expected to be different from zero. T-test is used to determine if beta is significant. It is also important to note that when performing regression analysis, attention has been paid to violation of assumption on regression estimates.

### **3.3.2.2. Analysis of qualitative data**

There were two sources of qualitative data for this thesis: interviews and open-ended questions in the questionnaire. The analysis of the latter was more straightforward as compared to the former. The data from the questionnaire was directly entered into data management software (SPSS 19 and NNIVO 9). As shown in the chapter, the analysis of the questionnaire's qualitative data was quantified using content analysis.

As far as the interviews are concerned, they were recorded and transcribed with the consent of respondents (Davles 2006b). Their length varied from 20 minutes to one hour. The qualitative data from interviews was organised using NVIVO 9. One of the advantages of this package is that the researcher can simultaneously listen to the transcribed material and utilise devices such as text synchronisation with the audio. This was particularly useful when re-reading and re-listening data. The analysis of interview data proceeded manually examining for similarities and differences in participants' responses. Selecting significant statements, which were then coded in terms of theoretical concepts and themes, found in the literature (for example, escape, novelty, and price).

This type of qualitative data treatment seems to resample "thematic analysis" (Matthews and Ross 2010). Other qualitative data analysis technique used in the study can be associated with the critical incidents technique.

In this study, first indexes and initial codes were developed and identified in the data (Berg 2009). Initial codes then transformed into categorical themes. The coding process then mainly followed a structured approach based on the conceptualisation and operationalisation of themes/concepts in the literature. Further analysis continued with content analysis. It is necessary here to note that qualitative data from interviews was not content analysed.

### ***Thematic analysis***

Matthews and Ross define thematic analysis as "A process of working with qualitative raw data to identify and interpret key ideas or themes" (2010:480). They argue that thematic analysis is the most common, at least as a starting point, technique in qualitative data analysis. Howitt and Cramer (2011) describe the role of the researcher in thematic analysis: "In thematic analysis the task of the researcher is to identify a limited number of themes which adequately reflect their textual data" (2011:328). The approach used in this thesis comes close to what Howitt and Cramer suggest. In keeping with the theoretical framework, direct quotations from respondents were used to illustrate themes used in the study. Producing themes from interviews, direct quotations were particularly used as qualitative evidence to support the factorial dimensions of quantitative data. It should be noted that emerging themes from the data are shown in square brackets []. For example, to demonstrate complexities concerning tourist behaviour (e.g. holiday choice) and experience (e.g. perceptions of hotel attributes) quotations were interspersed throughout analysis in the discussion of results in chapters four, five and six.

### ***Critical incidents technique (CIT)***

As part of the questionnaire, respondent were asked to indicate what experiences they had most and least enjoyed in Alanya. Identifying favourable and unfavourable experiences, this method is considered as critical incidents technique (CIT) (Bitner *et al.* 1990) and is widely used in service research (Gremler 2004). A considerable amount of literature has been published on positive and negative tourism experiences

(e.g. Wickens 1999; Ryan 1994; Pearce 1982). Although these studies have not necessarily been linked to CIT, there has been an increasing amount of tourism literature utilising CIT (e.g. Swanson and Hsu 2009; Pritchard and Havitz 2006 Jackson *et al.* 1996). Using thematic and content analysis, the responses on most and least enjoyed experiences were prepared according to the procedure utilised by Pritchard and Havitz (2005, 2006) based on Murphy *et al.*' (2000) destination model. This model is one of the more practical ways of investigating tourists' experiences in relation to destination attributes. This model was also chosen to allow comparison of the findings of this investigation with the findings of Pritchard and Havitz (2005).

### ***Content analysis***

A review of literature reveals different interpretations of content analysis. Matthews and Ross defines it as: "A technique for examining the categories that the data comprise and condensing them into fewer numbers so that they are easier to understand". The definition of Bryman and Bell is rather different "(...) Analysis of documents and texts that seeks to quantify content in terms of predetermined categories and in a systematic and replicable manner" (2011:289). Others highlight that analysis of both content and context are then associated with outside "variables" (Spencer, Ritchie and O'Connor 2003). It is interesting to note that in view of these definitions and the literature it is not clear whether this technique is qualitative or quantitative (see Berg 2009). Nevertheless, it is considered as "a coding operation and data interpreting process" (Berg 2009:339).

Three approaches to qualitative content analysis are said to exist (Hsiu-Fang and Shannon 2005): conventional, directed, and summative. They note

In conventional content analysis, coding categories are derived directly from the text data. With a directed approach, analysis starts with a theory or relevant research findings as guidance for initial codes. A summative content analysis involves counting and comparisons, usually of keywords or content, followed by the interpretation of the underlying context (Hsiu-Fang and Shannon 2005:1277).

The approach used for this study can be associated with the directed content analysis, utilising frameworks of previous studies found in the literature. They included directed content analysis of holiday activities (Wickens 1999), most/least enjoyed experiences (Pritchard and Havitz 2006; Ryan 1994) and description of Alanya

(Pritchard and Havitz 2006). The literature also stresses that qualitative analysis can be undertaken to investigate manifest and latent content. This study was limited with the former, in that only physically available and countable elements of the text were analysed.

As mentioned above significant statements were selected and coded in terms of theoretical concepts and themes found in the relevant literature. The study associated significant statements to dimensions of push, pull, constraining/facilitating factors, hotel/destination attributes and overall evaluation factors found in the literature and extracted in this study (see 5.6 discussion of results and 6.4. analysis of holiday/destination evaluation). Similarly, directed content analysis was also based on theoretical and empirical concepts found in the relevant literature. However, scholars argue that the boundary between the two techniques is not necessarily distinct. To this end, it is important to add further detail on how these techniques were utilised in this study. For example, in terms of thematic analysis of motivations and holiday activities the study used theme of relaxation. With respect to motivation, two illustrative quotes associated to relaxation were “go on holidays to relax” and “to relax, just to do nothing, just to read our books, so just lie by the pool”. For the same theme holiday activities concerning relaxing, sunbathing and swimming at the beach and hotel’s pool were considered under this dimension. Furthermore, the coding of holiday activities, most/least enjoyed experiences in Alanya and memorable impression of Alanya direct content analysed based on the themes found in the literature (Pritchard and Havitz 2006; Wickens 1999; Ryan 1994). For example, the theme of weather included words such as ‘hot’, ‘sunny’, ‘warm’, ‘weather’, and ‘sunshine’ among others. Please see Appendix 4 for further detail on the coding of process of thematic and directed content analysis.

### **3.3.3. Ethical considerations**

It is necessary here to note that particular attention has been paid to the interviewing techniques. Wearing a name badge at all times of fieldwork, all respondents were approached with a friendly and respectful manner by the researcher. In the first place, the researcher introduced himself to respondents and emphasised that the research was undertaken for a Ph.D. in the United Kingdom. To establish rapport with

respondents, respondents were assured that data collection was only for research purposes and all information would be treated with anonymity and confidentiality. To engage respondents, they were informed that if they completed the questionnaire survey and provided their contact details; they would be entered in a prize draw for one-week holiday in Alanya. Considering the sensitivity on privacy, they were told that provision of e-mail address would be sufficient to enter in the prize draw. Two thirds of respondents provided their contact details. In response, the contact information of the researcher was provided to all respondents.

### **3.4. Conclusion**

This chapter discussed the methodology and methods used in this study. It is clear that there are a variety of paradigms, research strategies and methods in collecting and analysing data. The limitations of positivist paradigm and mono methods research (quantitative or qualitative) into tourism research were addressed. In overcoming these limitations, the chapter sought to justify mixed methods research based on the pragmatist paradigm as an appropriate strategy in investigating the research questions of this study. Using quantitative and qualitative methods, the study gathered quantitative data from the questionnaire survey and qualitative data from both semi-structured interviews and questionnaire survey. A convenience sample of 505 British holidaymakers was used for the purpose of the study. Data collection and analysis procedures were presented in detail for both quantitative and qualitative research strategies. Finally, the problems and limitations of research process, potential bias of data analysis and ethical considerations were also addressed.

## **4. CHAPTER FOUR: Study setting and tourist profile**

### **4.1. Introduction**

Turkey is approximately 2013 miles (or 3240 kilometres) away from the UK and two hours ahead of the UK. The flight time from UK to Turkey is approximately 4 hours, making Turkey a mid-haul destination. Turkey as a main destination and Alanya as a tourist resort attract millions of tourists each year. Alanya welcomed more than 1.5 million tourists yearly in the last five years, mostly from Germany, Scandinavia, the Netherlands, and Russia. It, like many other resorts in Turkey, offers low-price package holidays; however, Alanya is not among the popular British holiday list of resorts.

This chapter discusses the study setting and respondents' profile in four parts. The first part begins with overview of Turkey and provides background information on tourism in Turkey, Antalya, and Alanya. It also provides a summary of key trends in UK outbound tourism with special emphasis on Mediterranean countries, in particular on Alanya. The second part presents respondents' profile and trip characteristics. It discusses respondents' demographic profiles first, and continues with respondents' past holiday experiences, trip characteristics and booking behaviour. The chapter then concludes with a discussion of findings in the current chapter.

### **4.2. Study setting**

#### **4.2.1. The tourist destination: Turkey, Antalya, Alanya**

Turkey, officially, Republic of Turkey (Türkiye Cumhuriyeti), is situated on Balkan (Thrace) and Anatolian peninsulas in Southeast Europe. It is surrounded by the Mediterranean Sea in the south, the Aegean Sea in the west, and the Black Sea in the north (Figure 4-1). Turkey is separated into seven geographical regions. The division is based on the nature of the topography, the climate, the vegetation, the agriculture and also socio-cultural factors such as food habits, housing, and clothing in the regions. The climate is mild and temperate; however, it varies considerably from

region to region: a temperate climate in the Black Sea Region, a Mediterranean climate on the southern coast and the Aegean, a continental and arid climate on the central plateau and a harsh mountain climate in eastern Turkey. Turkey greatly benefits from climate variations by having rich flora and fauna.

While geographically straddling East (Asia) and West (Europe), Anatolia has always been at the junction of historical, cultural, religious, political and economical cross-roads. It stands on the cultural heritage of many civilizations (Hittites, Urartu, Phrygians Lycia', Ionians, Greek, Romans, Seljuk and Ottomans). It is considered as a melting pot of cultures throughout history and it is quite likely that these features have given rise to its unique hybrid characteristics. The historical areas of Istanbul, city of Safranbolu, Hattusha (Bogazkoy): the Hittite capital, Nemrut Mountain, Xanthos-Letoon, Great mosque and hospital of Divrigi, archaeological site of Troy, Hierapolis-Pamukkale, Goreme national park and the rock sites of Cappadocia are only a number of the most important heritage attractions found on UNESCO's World Heritage List.

These features are said to create potentials for natural and cultural attractiveness of a destination (Alvarez 2010). It, therefore, is often argued that Turkey possesses every potential quality needed for a destination (Akal 2010). However, "Turkey is relatively a newcomer to international tourism" (Var 2000:607). Tourism growth was gradual until the 1980s. Tourist arrivals were lower than a million and tourism receipts were lower than million US\$ per year until 1980s. Nevertheless, implementation of two pieces of legislation: the Foreign Investments Encouragement Law and the Tourism Encouragement Law in 1982 is seen as the landmark of tourism development in Turkey. Encouraging also foreign investments, these legislations provided incentives for investors (Var 2000). It has been shown that they increased tourism investments and accelerated the growth of tourism development in Turkey (Göymen 2000). As such, Turkey has become one of the fastest growing destinations over the last three decades, (Perry and Ashton 1994; Cooper and Ozdil 1992).

Reflecting the growth of tourist arrivals, Table 4-1 shows tourism statistics in the last five decades. Tourist arrivals and receipts have exponentially increased, and they recently reached level of 20 million and 20 billion US\$ respectively.

**Table 4-1 Tourist arrivals and receipts in Turkey (1963-2010)**

Years	Arrivals	Receipts (US\$)
1963	134.823	7.700.000
1970	434.315	51.597.000
1980	1.288.060	326.654.000
1985	2.614.924	1.482.000.000
1990	5.389.308	3.225.000.000
1995	7.726.886	4.957.000.000
2000	10.428.153	7.636.000.000
2005	20.522.621	18.153.504.000
2006	19.275.948	16.850.947.000
2007	23.017.081	18.487.008.000
2008	26.431.124	21.950.807.000
2009	27.347.977	21.249.334.000
2010	28.510.852	20.806.708.000

**Source:** (TurkStat 2011)

These developments provided Turkey to become one of the leading tourism destinations (Table 4-2).

**Table 4-2 Leading tourism-receiving countries by arrivals and receipts**

Rank	Country by arrivals	Million	Country by receipts	US\$ billion
1	France	76.8	United States	103.5
2	United States	59.7	Spain	52.5
3	China	55.7	France	46.3
4	Spain	52.7	China	45.8
5	Italy	43.6	Italy	38.8
6	United Kingdom	28.1	Germany	34.6
7	Turkey	27.0	United Kingdom	30.4
8	Germany	26.9	Australia	30.1
9	Malaysia	24.6	Hong Kong (China)	22.9
10	Mexico	22.7	Turkey	20.8
<b>Total</b>	<b>World</b>	<b>940.0</b>	<b>World</b>	<b>919.0</b>

**Source:** (UNWTO 2011)

Current tourism infrastructure, superstructure and attractions in Turkey, TR Ministry of Culture and Tourism (MCT) reports that today Turkey has 48 airports, 8 locally invested airlines and approximately 1 million bed capacities (MCT 2011). Of the 48 airports with a total 50 million-passenger capacity, 16 airports are international. Approximately 5600 travel agencies and 5925 hotels have operations in tourism. The number of licensed tourist guides is over 9000. There are 28 Marinas with 8800 yacht capacity. The number of blue flagged beaches is 258 and 13 marinas have blue flags since 2008. Touristic attractions in Turkey include: 34 Thermal Tourism

Centres in 17 Provinces; 20 Winter Sports Tourism Centres; 22 Highland Tourism Centres in 10 provinces; 33 official National Parks, 16 official Natural Parks, 58 official Nature Monuments, 35 official Natural Protection Areas, 14 golf fields (some are adjacent to clubs and hotels) across the country. These given features do not only provide a wide variety of attractions for a destination but also necessary supply chain structure to meet the demands of tourism market. It is pertinent here to note that an analysis of tourism demand and supply in Turkey shows that tourism development in Turkey may be better understood in the Mediterranean context and through its association to coastal mass tourism development.

First tourism flows in Turkey show similar characteristics with regard to demand, e.g. welcoming sun, sea, and sand seeking holidaymakers from northern European countries. Holloway (2006) regards Turkey as a Mediterranean destination. He argues: "As prices rose in the traditional resorts, tourists moved on to cheaper, and less developed destinations still close at hand; Turkey, seen as cheap, uncontested and mildly exotic, boomed in the 1980s, proving an attractive alternative to Greece" (Holloway 2006:61). Holloway agrees that above-mentioned legislations paid off as a development tool in the 1980s (Var 2000). In the 1990s, Cooper and Ozdil (1992) argues that Turkey was at the forefront of mass market as 'pleasure periphery' and labelling Turkey as a mass tourism destination had already begun.

Since then like other places in the Mediterranean, many traditional fish and/or agricultural towns and villages in Turkey turned into tourists' factories (Wickens 1999): Antalya, Muğla, Aydın, and İzmir are the provinces of popular tourist resorts, e.g., from west to east, Kuşadası, Didim, Bodrum, Marmaris, Kaş, Kemer, Side and Alanya. Figure 4-1 shows location of major tourist resorts in Turkey. It has been argued that they all have become 'fashionable' in the past decades amongst European countries (Holloway 2006; Cooper and Ozdil 1992). It is pertinent here to note that it is not an exaggeration to describe all these resorts as 'cosmopolitan' and 'commercialised' pleasure peripheries.

Recent tourism statistics shows that tourism resorts in the Aegean and the Mediterranean coastline house at least 60 percent of total bed capacity in Turkey (MCT 2011). These figures confirm that the share of coastal mass tourism (or 3S) constitutes the majority of tourism demand and supply in Turkey. It should be noted

that not all tourism in the Mediterranean shore is necessarily ‘mass tourism’ (Aramberri 2010). However, Turkey may still be considered as a mass tourism destination due to two main reasons: (1) until recently tourism planning was mainly concentrated on coastal areas of the Mediterranean and the Aegean based on raising bed capacity; (2) coastal mass tourism remains the major driver in the further development of tourism in Turkey.



**Figure 4-1 Tourist Resorts in Turkey**

Despite the phenomenal, it is interesting to note that Williams (2001) argues that Turkey as a destination is ‘immature’, which has considerable potential for further development. As above figures reveal and some writers emphasise tourism development in Turkey is intensified rather than diversified (Tosun *et al.* 2003). It, therefore, can be said that Turkey has not yet achieved its full potential (Alvarez 2010; Tosun *et al.* 2008) in terms of seasonality extension but also product (Duman and Kozak 2010), market (Alvarez 2010; Seckelmann 2002) diversification and regional development (Duman and Kozak 2010; Alvarez 2010; Tosun *et al.* 2003).

In terms of tourism in Turkey, Antalya and Alanya expose distinct characteristics or at least a number of qualities pertinent for the purpose of this thesis. Alanya, as the study area, is a tourist resort and an administrative district within the province of Antalya. The vast majority of tourist arrivals and departures to and from Alanya are through Antalya Airport.

Antalya, situated by the Mediterranean coastline in southwestern Anatolia, is the name of the metropolitan city and the administrative province. Antalya, often called ‘Turkish Riviera’, has long been accepted as the tourism capital of Turkey. During the past decades, Antalya has become a popular homeland for permanent and temporary settlements. Like many Mediterranean destinations, resorts in the Antalya province possess all the potential for the host’s and the guests’ quality of life: such as guaranteed sunshine, nice climate, natural and cultural attractions, food and others. A recent study showed that Antalya is the most competitive destination in Turkey based on dimensions such as touristic supply structure and climatic conditions (Kozak *et al.* 2008). In short, Antalya holds many unique features besides its mild and 300 days sunny climate. Antalya can be considered an established tourism destination with several tourist resorts (Figure 4-2) mainly offering efficient and cost-effective summer holiday opportunities (Cooper and Ozdil 1992).



**Figure 4-2 Tourist Resorts in Antalya**

Alanya is situated approximately 135 kilometres east of Antalya’s metropolitan city centre. Alanya has 70 km coastline of Mediterranean and a total area of about 1756 km<sup>2</sup>. The area comprises the main city centre and a number of smaller towns and villages nestled between the coastline and the mountains, with a population of 250,000. Alanya, like Antalya, enjoys an almost sub-tropical climate suited to an all-year destination, and possesses typical characteristics of a Mediterranean summer

holiday resorts. It is also often described as a naturally beautiful destination with much to offer tourists (Pike 2008; Facaros and Pauls 1986).

Alanya, (also called Coracesium, Calonoros and Alaiye in the past) is said to be positioned just on the border between Pamphylia and Cilicia in antiquity (Anon. 2007). Whilst many consider Alanya as a city of Pamphylia, others view Alanya as a Cilician settlement (Facaros and Pauls 1986). Alanya had seen the ruler ship of various civilisations: Ptolemaics, Seleucids, Romans, Byzantines, Seljuks and Ottomans and the hegemony of pirates at times. The marks of these civilisations can be seen through historical artefacts dated as far back as the sixth and seventh centuries BC. However, probably the most important period in the history of Alanya was lived under Seljuk rule. The period under Seljuk rule is seen as golden era, where Alanya became a key political, commercial, and cultural centre. Until the 1950s, Alanya was often described as a small fishing town with an agricultural economy based on citrus fruit and banana plantations. In the present time, tourism and agriculture constitute the core of economic activity in Alanya whereas tourism is the leading activity (ALTSO 2011).

Alanya's most popular attraction is Alanya fortress, overlooking the city, which features in the UNESCO World Heritage List of nominees. Some other major attractions in the city centre include: the old town around the castle area, Ickale (the inner castle), the bastion tower in Tophane district, a Byzantine church, Darphane (the mint), the pirate's cave, Tersane (the naval dockyard), the Kizilkule (Red Tower), several historical mosques (Suleymaniye, Emir Bedruddin, and Aksebe), an ethnographic museum, and Damlatas (asthma-curing) cave. Other important attractions in the neighbourhood of Alanya include: Sarapsa caravanserai, Alara Inn, Dim cave and Dimcayi (brook valley) and several ancient sites (Hamaxia, Leartes, Syedra and Iotape)<sup>1</sup>.

The beginning of tourism in Alanya is dated back to the appearance of Damlatas Cave in newspapers as a cave that heals people with asthma upon its discovery in the 1950s. It is said that this news immediately caught domestic and foreign people's attention and triggered their interest in visiting Alanya. Since then the need for

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<sup>1</sup> For more information on Alanya's attributes please visit <http://www.tourfilmriga.lv/en/alanya1/>

accommodation increased year by year, and soon gave rise to the transformation of houses into pensions in the 1970s. These early attempts were small-scaled and resulted in the establishment of a number of hotels providing approximately 1000 bed-spaces. In line with overall tourism policy of Turkey in the 1980s, Alanya also shifted her attention from small-scale approach to 3S based mass tourism development. The number of bed spaces increased to 2550 in 1985, and numbered 30000 in the early 1990s. The number of bed spaces reached 80000 in the second half of the 1990s and today Alanya is a huge tourist resort with bed spaces for approximately 150 000 tourists. In 2010, tourism statistics reveals that there were 150 accommodation properties located along the coastline of Alanya (ALTSO 2011).

Table 4-3 shows the share of Antalya's and Alanya's international tourist arrivals. Alanya receives 20 percent of tourist arrivals to Antalya. The share of Alanya's tourist arrivals is seven percent of all tourism arrivals to Turkey.

**Table 4-3 International Tourist arrivals in Antalya and Alanya (2002-2010)**

Years	Arrivals to Antalya	Share of Antalya in Turkey %	Arrivals to Alanya	Share of Alanya in Turkey	Share of Alanya in Antalya
2002	4.747328	36.73	1.026.350	7.96	21.68
2003	4.681.951	34.17	988.785	7.21	21.11
2004	6.047.168	35.15	1.133.616	6.58	18.74
2005	6.884.024	33.54	1.464.686	7.13	21.27
2006	6.011.183	31.18	1.357.554	7.04	22.58
2007	7.291.356	31.67	1.510.000	6.56	20.70
2008	8.564.513	32.46	1.715.000	6.50	20.02
2009	8.350.869	30.50	1.654.975	6.11	20.03
2010	9.334.171	32.60	1.848.607	6.45	19.80

**Source:** (TurkStat 2011; ALTSO 2011)

Based on these figures and above discussion it is apparent that Alanya is a major tourist destination, which perfectly possesses touristic features such as pleasant climate, beautiful coastline, rich history and diverse culture all of which are common trademarks of many tourist resorts in the Mediterranean basin.

As such, it is important to note that Alanya uses the slogan of 'fun in the sun' in her logo. This slogan resembles Alanya as an "identikit destination" in the Mediterranean (Holloway 2006:54). An examination of Alanya's marketing and branding strategy

shows that this slogan is mainly used to define resorts' identity (branding), but also as a theme in the promotion materials (see Figure 4-3).



**Figure 4-3 Alanya's logo and slogan**

It should however be noted that Alanya has some distinct characteristics depending on the location (Çevirgen and Kesgin 2007). The city centre is more cosmopolitan and tourists staying in city centre have the pleasure of castle view. They can easily interact with locals and experience their everyday life as hotels are surrounded with the properties where locals live. In contrast, there also are hotels located in remote and isolated areas of Alanya with no castle view and less interesting surroundings. Studies have shown that location may be an important contributor of positive tourist experiences (Rickly-Boyd and Metro-Roland 2010; Pizam *et al.* 1978); in turn tourist behaviours and experiences may vary depending on the location of hotels (Shoval *et al.* 2011). The relevance and influence of hotel location was assessed in the study.

#### **4.2.2. British tourists**

British tourists are at the forefront of international tourist flows with their 6 percent contribution. In 2010, UK constituted the third position in the number of international arrivals worldwide in general and to Turkey in particular (UNWTO 2011; TurkStat 2011). Over the past 50 years, travel from the UK has substantially grown from 3.3 million in 1961 to 55.6 million in 2010, a 16-fold increase. Throughout the entire period, holiday has always been the primary purpose of UK residents to travel abroad. A notable decline in the continuous growth for the past few years is due to global economic crisis (Li 2010). The consequences of global economic crisis and unfavourable exchange rates for UK residents are said to play a huge role in the decline of travelling abroad (MINTEL 2011). In 2009, visits abroad had decreased by 10.4 million (15 percent) from 69 million in 2008. The decline with

the holiday purpose was 15 percent from 2008 to 2009. In 2010, the decline continued, particularly, driven by 10 percent drop of visits to each of Euro-zone countries such as Spain, France, Italy, Greece and Cyprus. While visits to these traditional holiday destinations tend to decline, it is interesting to note that visits to Turkey have increased two-fold since 2005. Turkey attracted 1.8 million UK residents in 2010, the year of this study, and this figure was 12 percent up from 2009. In short, while Turkey is attracting more tourists from UK, the significance of UK market in Turkey is increasing as opposed to its rivals in the Mediterranean basin (ONS 2011; Mintel 2011).

The Mediterranean welcomes the majority of British outbound trips (Middleton and Lickorish 2007). An analysis of UK residents' top ten overseas visited countries reveals that the Mediterranean is represented by six countries since 1990s as opposed to 3 countries in 1970s. Spain and France are at the forefront of British arrivals, Italy, Portugal, Greece and Cyprus are following these two giant receivers. By 2009, Turkey has appeared in the list at the tenth place and moved up to top eighth in 2010. The statistics indicates that short-haul destinations Spain, France, Italy and Portugal which are less than 3 hours flight distance have bigger share, than mid-haul destinations Greece, Turkey and Cyprus which are around 3-4 hours flight distance. Whilst the distance is considered as an important element of tourism demand, tourist flows to southern Mediterranean countries are primarily taken for holiday purposes for 3S (Williams 2001).

UK residents' visits to Turkey have grown rapidly in the last five years. Over the last three decades, UK market has grown 27 fold in Turkey (MCT 2011). In the early 1980s, less than 200,000 British tourists were visiting Turkey. In the late 1990s the numbers have reached a million and grew two-fold in the last decade. Table 4-4 shows the distribution of UK residents' visits to Turkey and to three provincial cities. The province of Muğla, which is the province of a number of popular tourist resorts for British tourists. Tourist resorts such as Fethiye, Marmaris, Bodrum, has been inarguable leader of Turkey in the British market. However, last decade has shown a significant increase in the numbers of British tourists travelling to Antalya, especially to Alanya and Side. Based on the number of tourist visits to Muğla and Antalya (85-90 percent), it can be noted that the majority of British tourists' visits to Turkey are

concerned with holiday purposes for 3S based holiday purposes. In that British tourist numbers for Alanya is estimated 5 percent of all international tourists visiting the resort area.

**Table 4-4 UK residents' visits to Turkey**

<b>Years</b>	<b>Turkey</b>	<b>Muğla</b>	<b>Antalya</b>	<b>Istanbul</b>
2006	1.7 m (9%)	1.1 m (62%)	.18 m (11%)	.26 m (15%)
2007	1.9 m (8%)	1.2 m (61%)	.22 m (11%)	.29 m (15%)
2008	2.2 m (8%)	1.3 m (59%)	.28 m (12%)	.31 m (14%)
2009	2.5 m (9%)	1.4 m (59%)	.32 m (13%)	.37 m (15%)
2010	2.7 m (9%)	1.7 m (60%)	.44 m (16%)	.30 m (11%)

Source: (MCT 2011)

The questionnaire, as described in chapter three, included questions to identify respondents' reasons for choosing a holiday in Alanya. In the UK, Turkey is considered as a short or mid-haul European destination, where Turkey's tourist resorts such as Alanya are sold for 3S. This study was conducted during the summer months (July and August) when the weather was hottest and international tourist arrivals were at its peak time. It is interesting to note that a considerable number of respondents found Alanya unbearably hot. One question that needs to be asked is then, why the majority of British tourists prefer to visit Alanya and Turkey in the summer months. Later in this work, evidence from the analysis of the empirical data will be provided to show that this period coincides with holidays in the origin market. The importance of 'time & children' constraints was significant in the current and future holiday choice in Alanya.

Investigating significant factors in choosing a holiday in Alanya, this study sought to examine the influence of price and other potential constraints/facilitators. It is apparent that Turkey is promoted as a 'value for money' and 'cheap summer holiday' destination. The study, therefore, is timely in understanding the possible reasons of the rise of tourist numbers in Turkey while the number of tourists falls elsewhere. The results concerning these reasons are later discussed in chapter five. This chapter now continues with respondents' demographic profile and trip characteristics.

### 4.3. Tourist profile

This part of the chapter presents the respondents' socio-demographic profile, past holiday experiences and trip related characteristics derived from the results of the questionnaire survey.

#### 4.3.1. Socio-demographic profile

Of the 505 respondents, the majority (70 percent) were from England (n=378). Table 4-5 shows the country distribution by gender. Studies investigating British tourist behaviour and experience at the sub-country level are rare to our knowledge, for that reason the results of this study were not comparable at the time of investigation.

**Table 4-5 Respondents by country and gender**

Country	No. of males	% males	No. of females	% females	Total	% total
England	151	70.6%	207	71.1%	358	70.9%
Scotland	26	12.1%	21	7.2%	47	9.3%
Wales	13	6.1%	13	4.5%	26	5.1%
Northern Ireland	7	3.3%	17	5.8%	24	4.8%
No response	17	7.9%	33	11.3%	50	9.9%
<b>Total</b>	<b>214</b>	<b>42.4</b>	<b>291</b>	<b>57.6</b>	<b>505</b>	<b>100%</b>

Table 4-6 shows the profile of respondents by age group and gender.

**Table 4-6 Respondents by age group and gender**

Age Groups	No. of males	% males	No. of females	% females	Total	% total
11-17 yrs	20	9.3%	34	11.7%	54	10.7%
18-24 yrs	51	23.8%	73	25.1%	124	24.6%
25-34 yrs	27	12.6%	42	14.4%	69	13.7%
35-44 yrs	40	18.7%	59	20.3%	99	19.6%
45-54 yrs	42	19.6%	52	17.9%	94	18.6%
55+ yrs	34	15.9%	31	10.7%	65	12.9%
<b>Total</b>	<b>214</b>	<b>42.4%</b>	<b>291</b>	<b>57.6%</b>	<b>505</b>	<b>100%</b>

A small majority of respondents were females (57.8 percent). This finding is consistent with those of other studies in the same context (Aktas *et al.* 2007; Andreu *et al.* 2005; Jang and Cai 2002; Wickens 1999). The age of respondents ranged from

11 to 75 with a mean score of 35.51 (SD = 15.51). A quarter (24.6 percent) of the respondents were between the ages of 18 and 24, whereas one-third (33.3 percent) between the ages of 24 and 44, and one-third between the ages of 45 and 77. This shows a fair distribution of age amongst the study's respondents. The age distribution of males and females reflected the original ratio in each age group, apart from the over 55-years age group, which is 52.3 percent men and 47.7 women.

In terms of age characteristics, most studies deal with adults or seniors, and although some literature exists on young tourists little research has been conducted in a real setting (Carr 2002), and studies on teenagers tourist experiences are limited (Pearce 2005). This study employed 54 teenagers (11-17 yrs) and 124 young (18-24 yrs) tourists, which is 35.3 percent of respondents. Carr studied the behaviour of young and single British tourists in two different destinations. He defined young tourists as anyone between 16 and 35 years old. According to Carr's terms, 44.6 percent of respondents in this study were in the young age group. By calculating the percentages in terms of each age group, we can see that the percentages of respondents under and above 35 years old age groups are nearly equal, 48.9 percent and 51.1 percent respectively.

This allows an opportunity to examine variations in findings between age groups and other studies in the same context (Aktas *et al.* 2007; Carr 2002; Kozak 2000; Wickens 1999; Ryan 1994). It can be noted that the gender distribution in this study exactly matched with the first and single systematic study conducted in Alanya (58 percent female and 42 percent male) with tourists from any origin destination (Aktas *et al.* 2007). However, the age distribution is 10 percent higher in the 44 yrs age group which results in a higher mean age score among the British holidaymakers' of the current study compared to above-mentioned study. Compared to past studies in the same context, the above figures indicated both similar (Duman and Tanrisevdi 2011; Aksu and Silva 2009; Andriotis *et al.* 2007; Andreu *et al.* 2005; Kozak 2000; Wickens 1999) and comparable (Özdemir *et al.* 2012; Aksu *et al.* 2008; Ryan 1994) results with those of other studies.

To identify the family status, respondents were asked to report their marital status, presence of dependant and grown up children. Table 4-7 presents those findings on family status by gender. Married respondents were 39.6 percent of the total. A closer

examination of the table reveals that 20 percent of all men and women in the sample were married. While a quarter of the respondents were single, another quarter reported that they are in a relation. This result is consistent with those of two recent studies conducted in Alanya (Aktas *et al.* (2007) and Antalya Region (Aksu and Silva 2009). A slim majority of respondents (54.1 percent) reported that they have children, and 39.2% of respondents reported that their children were dependant. Past studies found that the influence of children on holiday behaviour is significant (Thornton *et al.* 1997; Ryan 1994; Ryan 1992). This study also considers the presence and influence of children on holiday behaviour and experience.

**Table 4-7 Respondents by family status and gender**

<b>Family Status</b>	<b>No. of males</b>	<b>% males</b>	<b>No. of females</b>	<b>% females</b>	<b>Total</b>	<b>% total</b>
<b>Marital status</b>						
Married	98	45.8%	102	35.1%	200	39.6%
Single	48	22.4%	76	26.1%	124	24.6%
Partner	53	10.5%	82	16.2%	135	26.2%
Separated/divorced	9	4.2%	26	8.9%	35	6.9%
Widow/widower	3	1.4%	5	1.7%	8	1.6%
No response	3	1.4%	n/a	n/a	3	.06%
<b>Children in family</b>						
Yes	118	55.1%	155	53.3%	273	54.1%
No	93	43.5%	136	46.7%	229	45.3%
No response	3	1.4%	n/a	n/a	3	0.6%
<b>Children at home</b>						
Yes	84	39.3%	114	39.2%	198	39.2%
No	127	59.3%	176	60.5%	303	60.0%
No response	3	1.4%	1	0.3%	4	0.8%
<b>Total</b>	<b>214</b>	<b>42.4%</b>	<b>291</b>	<b>57.6%</b>	<b>505</b>	<b>100%</b>

While 20 percent of respondents held post/undergraduate qualifications, the majority of the respondents had qualifications up to post-secondary/vocational (18.2 percent) and primary/secondary (54.1 percent) (Table 4-8). These percentages are consistent with the findings of Van Egmond (2007) studying tourists in Turkey and Aktas *et al.* (2007) studying tourists in Alanya. However, the education profile of this study differs significantly from those of other studies. For instance, 57.8 percent of English tourists in Kuşadası (Duman and Tanrisevdi 2011) and 62.4 percent of tourists visiting Antalya (Özdemir *et al.* 2012) were in college and graduate education group.

**Table 4-8 Respondents by education and gender**

Education status	No. of males	% males	No. of females	% females	Total	% total
Primary/Secondary	116	54.2%	157	54.0%	273	54.1%
Postsecondary/Vocational	44	20.6%	48	16.5%	92	18.2%
Undergraduate	36	16.8%	63	21.6%	99	19.6%
Postgraduate	3	1.4%	5	1.7%	8	1.6%
No response	15	7.0%	18	6.2%	33	6.5%
<b>Total</b>	214	42.4	291	57.6	505	100%

Almost two-thirds (64 percent) of the respondents were employed, and only one in five was a student (Table 4-9). It is interesting to note that there were only four (0.8 percent) self-employed respondents in Alanya study in contrast to 55 (16.7 percent) in Kuşadası study (Duman and Tanrisevdi 2011).

**Table 4-9 Respondents by employment status and gender**

Employment status	No. of male	% male	No. of female	% female	Total	% total
Employed	147	68.7%	176	60.5%	323	64.0%
Student	28	13.1%	64	22.0%	92	18.2%
Retired	9	4.2%	9	3.1%	18	3.6%
Housewife	n/a	n/a	12	4.1%	12	2.4%
Unemployed	4	1.9%	2	0.7%	6	1.2%
Self-employed	3	1.4%	1	0.32%	4	0.8%
No response	23	10.7%	27	9.3%	50	9.9%
<b>Total</b>	214	42.4	291	57.6	505	100%

The respondents' reported occupations were coded according to UK Standard Occupational Classification (SOC) by the Office for National Statistics (ONS) (ONS 2010). The occupations were spread evenly across the majority of the groups (between 5.1 percent to 6.7 percent), the group sizes were slightly higher for the groups of caring, leisure and other service operations (8.3 percent), associate professional and technical occupations (9.3 percent) and professional occupations (9.5 percent) (Table 4-10). In short, respondents' profiles reveal that they were from a wide range of occupations and this supports the findings of other studies (Aktas *et al.* 2007; Andreu *et al.* 2005).

**Table 4-10 Respondents by occupation status and gender**

<b>Employment status</b>	<b>No. of males</b>	<b>% males</b>	<b>No. of females</b>	<b>% females</b>	<b>Total</b>	<b>% total</b>
Managers, directors and senior officers	19	12.9%	15	8.5%	34	10.5%
Professional occupations	7	4.8%	41	23.3%	48	14.9%
Associate professional and technical occupations	32	21.8%	15	8.5%	47	14.6%
Administrative and secretarial occupations	7	4.8%	26	14.8%	33	10.2%
Skilled trade occupations	25	17.0%	7	4.0%	32	9.9%
Caring, leisure, and other service occupations	4	2.7%	38	21.6%	42	13.0%
Sales, and customer service operations	12	8.2%	19	10.8%	31	9.6%
Process, plant, and machine operators	23	15.6%	3	1.7%	26	8.0%
Elementary occupations	18	12.2%	12	6.8%	30	5.9%
<b>Total</b>	<b>147</b>	<b>45.5</b>	<b>176</b>	<b>54.5%</b>	<b>323</b>	<b>100%</b>

Overall, the study revealed that the profile of British holidaymakers in Alanya was composed of respondents from a range of socio-economic backgrounds. This finding is consistent with those of other academic studies (Duman and Tanrisevdi 2011; Aksu *et al.* 2008; Aktas *et al.* 2007), which is also supported by MINTEL's Short-haul Holidays-UK-July 2011 report (MINTEL 2011). Mintel's report illustrated that UK residents visiting Turkey had a wide age range and socio-economic/household income distribution. The finding is in agreement with Wickens' (1999) finding, which shows that tourism in the Mediterranean is accessible to the masses in the sense of 'democratisation'. One question that needs to be asked, however, is that as argued by MacCannell (1976) and Boorstin (1964), among others, whether mass tourism is a phenomenon for middle-classes and working-class populations. Based on the result to emerge from the data, it seems that this view is questionable. The evidence, therefore, suggests that tourist stereotyping can be misleading.

### 4.3.2. Past holiday experiences

Studies have shown that motivations, behaviours, and experiences of holidaymakers are strongly influenced by their past holiday experiences (Lehto, *et al.* 2004; Kozak 2001). The consideration of previous holiday experience is of particular importance in studying British holidaymakers. Holidaymaking has become an important recurrent activity for British people (Ryan 2002a). Studies have shown that not only the proportion of British holidaymakers but also the number of holidays taken increases (Urry and Larsen 2011; Middleton and Lickorish 2007). It has been suggested that the increase in the proportion of British holidaymakers seems to come from those who are taking more than one holiday abroad each year (Williams 2009; Ford and Wright 2001). It is also interesting to note that fewer of them take their holiday in the UK and they are more inclined to travel abroad for holidaying (Li 2010; Hay and Rogers 2001).

The study, therefore, sought to identify and analyse respondents' holiday life-styles. The vast majority of the respondents (78 percent) reported that they take a holiday at least once a year by going abroad (Table 4-11). Of these respondents, a significant proportion (35.5 percent) travel twice or more per annum. The group 'other' consisted of a considerable number of first-time abroad holidaymakers and those who do not travel once a year.

**Table 4-11 Holiday life-styles of respondents by gender**

Holidays	No. of males	% males	No. of females	% females	Total	% total
<b>abroad</b>						
Once a year	102	47.7%	165	56.7%	267	52.9%
Twice a year	36	16.8%	43	14.8%	79	15.6%
Three or more	24	11.2%	24	8.2%	48	9.5%
Others	41	19.2%	42	14.4%	83	16.4%
No response	11	5.1%	17	5.8%	28	5.5%
<b>in the UK</b>						
Yes	151	70.6%	189	64.9%	340	67.3%
No	60	28.0%	97	33.3%	157	31.1%
No response	3	1.4%	5	1.7%	8	1.6%
<b>Total</b>	214	42.4%	291	57.6%	505	100%

These findings are consistent with those of recorded in other studies (Ryan 1994). Moreover, the results indicated that the tendency toward taking a holiday in the UK is less common among respondents (n = 340) than holiday abroad (n = 394), which also supports the trends found in previous surveys studies (Li 2010; Williams 2009; Ford and Wright 2001; Hay and Rogers 2001). Table 4-12 shows holiday life-styles of respondents by age. The results demonstrated that male respondents are more likely to take fewer holidays abroad and remain in the UK for a holiday than female respondents of the study. However, a closer examination of this cross-tabulation reveals that the aggregate percentages of gender are broadly similar and there is no significant difference (sig = .271) between two groups in the classifications of abroad holiday frequency.

In contrast, the results showed that there were statistically significant (sig. = .000) differences between age groups in the case of holiday abroad frequency. As can be seen from the Table 4-12, while nearly two thirds of respondents in 11-34 years age group travel once a year, this is only valid for one third of those over 55 years age group and half of those in 34-54 years age group. Similarly, respondents over 55 years age group have shown less interest in holidaying in UK. Therefore, it can be noted that compared with respondents in younger age groups, those respondents in older age groups tend to take more holidays and travel abroad for their holidays.

**Table 4-12 Holiday life-styles of respondents by age**

Holidays	11-17		18-24		25-34		35-44		45-54		55+		Total	
	No	%	No	%	No	%								
<b>Abroad pa.</b>														
Once	33	61%	78	63%	43	62%	47	48%	47	51%	19	29%	267	53%
Twice	3	6%	13	10%	9	13%	18	18%	15	16%	21	32%	79	16%
Three+	2	4%	5	4%	5	7%	8	8%	17	18%	11	17%	48	9%
Others	9	18%	22	18%	10	15%	21	21%	13	14%	8	12%	83	16%
No response	7	12%	6	5%	2	3%	5	5%	2	1%	6	1%	28	5.5%
<b>in the UK</b>														
Yes	37	68%	90	73%	43	62%	67	68%	65	69%	38	58%	34	67%
No	13	25%	32	25%	26	38%	32	32%	29	31%	25	39%	157	31%
No response	4	7%	2	2%	n/a		n/a		n/a		2	3%	8	2%
Total	54	11%	124	25%	69	14%	99	20%	94	19%	65	13%	505	100%

To assess the adequacy of these findings, they were compared to similar surveys, which are regularly being conducted by MINTEL. In this regard, the report on

Holiday Review-UK-January 2011 based on 1509 internet users aged 16+ provides relevant data (MINTEL 2011). The report indicated that approximately three in four respondents took a holiday in the 12 months ended November 2010. The majority of the participants (68 percent) said that they take holiday in the UK. This percentage coincides with the findings of this study (67.3 percent). Furthermore, the report showed that nearly 50 percent of UK residents go short-haul (European) destinations. Over one third of those reported that they had gone to Europe once, whereas 14 percent of those had gone for twice and 6 percent had gone three or more times in last twelve months. In the case of abroad holiday outside of Europe, 20 percent of those had taken one holiday, whereas five percent had taken two and two percent had taken three or more holiday in the past 12 months. Taken together, 56 percent of those UK residents who were surveyed reported that they had taken an abroad holiday at least once, whereas 19 percent had taken two abroad holidays and 8 percent had taken three or more times. In short, these results are consistent with those of MINTEL's report and other studies (Ryan 1994).

Having considered respondents' holiday styles in relation to domestic and abroad travelling patterns, respondents were also asked to report about their past holiday experiences in Alanya and elsewhere in Turkey. As can be seen in Table 4-13, a big majority of respondents were first-time visitors to Alanya (87.5 percent). However, it is interesting to see that 42.4 percent of respondents had previous experience of Turkey (twice to 28 times). This study provided significant results on repeaters' behaviour. It is necessary here to note that most studies consider the similarities and differences between repeaters and non-repeaters (Kozak *et al.* 2004), however, they fail to distinguish tourists who are repeaters to a resort area from those tourists who are repeaters to the same main destination but non-repeaters of resort area. This study identified three types of British holidaymakers in Alanya: First-timers to Turkey (and Alanya); repeaters to Turkey but first-timers to Alanya; and repeaters to Alanya. With this distinction, the study found that 31 percent of those respondents were first-timers to Alanya with previous holiday experiences elsewhere in Turkey.

In addition, respondents also provided information on their holiday experiences in the last five years. The majority of them (79.2 percent) reported previous holiday experiences in other Mediterranean countries. Using the information on previous

holidays, two indicators were created: the number of holidays and number of destinations. These indicators were then utilised to classify respondents into clusters (Filep and Greenacre 2007; Pearce and Lee 2005). Three clusters were emerged: high, moderate, and low experience. The majority of the respondents (60 percent) were in the high experience groups, whereas the remainder were equally divided up between the two groups of respondents (Table 4-13). Table 4-13 also displays the comparisons of holiday experience distributions by gender, in which the distributions are equally portioned between males and females.

**Table 4-13 Past holiday experiences by age**

<b>Past holiday experiences in Turkey</b>	<b>No. of male</b>	<b>% male</b>	<b>No. of female</b>	<b>% female</b>	<b>Total</b>	<b>% total</b>
First-timers to Turkey	124	57.9%	162	55.7%	286	56.6%
Repeaters to Turkey	65	30.4%	91	31.3%	156	30.9%
Repeaters to Alanya	25	11.7%	38	13.1%	63	12.5%
<b>in general</b>						
Low experience	38	17.8%	67	23.0%	105	20.8%
Moderate experience	43	20.1%	54	18.6%	97	19.2%
High experience	133	62.1%	170	58.4%	303	60.0%
Total	214	42.4%	291	57.6%	505	100%

The findings on repeat visitation patterns are consistent with those of other studies in the same context (Duman and Tanrisevdi 2011; Andreu *et al.* 2005; Wickens 1999). Of those studies conducted in Turkey, the percentages of first-time British holidaymakers were reported as 57.5 percent (Kozak), 52.5 percent (Andreu *et al.*), and 46.3 percent (Duman and Tanrisevdi). Similarly, Wickens reported that 33.9 percent of British holidaymakers were first time visitors to Greece. Most studies report only revisits patterns to main destination. For a better understanding of tourist behaviour, it is important to distinguish revisiting patterns between the main destination and the resort area (Kozak 2000; Wickens 1999). In this regard, first time visitors in Alanya survey were accounted for 65.8 percent (Aktas *et al.* 2007). This indicates a higher score compared to the finding of this study (87.5 percent). A possible explanation for this is that Alanya survey was not focused on British holidaymaker and it is important to note that Alanya is not among the popular British holiday list of resorts but it is a recently emerging one. Nevertheless, studies on British tourist in relation to repeat visitation patterns to a resort area supported the

findings of this study. For example, it was found 87.5 percent in Kalimeria (Wickens) and 76.7 percent in various resorts in Turkey (Kozak). Taken together, studies show a tendency that nearly half of British tourist return to main destination whereas only quarter return to the same resort.

For a better understanding of the respondents' profile, holiday experience comparisons in Turkey and overall holiday experience levels were analysed using cross tabulation (Table 4-14). The results indicated that more than 95 percent of repeaters to Turkey and repeaters to Alanya were in moderate and high experience groups, whereas the majority of respondents in the low experience group were first timers to Turkey. This is consistent with the findings of this study and with those other studies (e.g. Aktas *et al.* 2007), which indicate that Alanya welcomes a considerable number of first time abroad holidaymakers. It is interesting to note that high experienced holidaymakers had a high intensity in the group repeaters to Turkey and repeaters to Alanya. This shows that high experienced holidaymakers may remain loyal to destinations. What is more interesting in these findings is the presence of both high and low experienced holidaymakers at the same destination.

**Table 4-14 Past holiday experiences by Turkey revisiting patterns**

Past holiday experiences	First-timers to Turkey		Repeaters to Turkey		Repeaters to Alanya		Total	
	no	%	no	%	no	%	no	%
Low experience	96	33.6%	7	4.5%	2	3.2%	105	20.8%
Moderate experience	34	11.9%	43	27.6%	20	31.7%	97	19.2%
High experience	156	54.5%	106	67.9%	41	65.1%	303	60.0%
<b>Total</b>	<b>286</b>	<b>56.6%</b>	<b>156</b>	<b>30.9%</b>	<b>63</b>	<b>12.5%</b>	<b>505</b>	<b>100%</b>

These findings were further supported by mean group score of respondents in these categories. Respondents in low experience group had a mean age score of 28.02, whereas moderate and high experience groups had a mean age score of 37.79 and 37.37 respectively. Similarly, first time visitors in Turkey were the youngest with a mean score of 32.59, whereas repeaters to Turkey were older with a mean score of 38.21 and repeaters to Alanya were the oldest with a mean score of 42.05. Fuller details are given on Table 4-15. As can be seen from the table, almost one third of First-timers to Turkey were in 18-24 yrs age group. A slight majority of repeaters to Alanya were in over 45 yrs age group (52.4 percent). One fourth of repeaters to Turkey were in 35-44 yrs age group. This finding supports previous research and

suggests that repeaters are more likely to be from older age groups compared to non-repeaters (Pritchard and Howard 1997; Gitelson and Crompton 1984).

**Table 4-15 Turkey revisiting patterns by age**

Past experience	First-timers to Turkey		Repeaters to Turkey		Repeaters to Alanya		Total	
	no	%	no	%	no	%	no	%
11-17 yrs	33	11.5%	17	10.9%	4	6.3%	54	10.7%
18-24 yrs	88	30.8%	25	16.0%	11	17.5%	124	24.6%
25-34 yrs	46	16.1%	20	12.8%	3	4.8%	69	13.7%
35-44 yrs	49	17.1%	38	24.4%	12	19.0%	99	19.6%
45-54 yrs	46	16.1%	32	20.5%	16	25.4%	94	18.6%
55+ yrs	24	8.4%	24	15.4%	17	27.0%	65	12.9%
<b>Total</b>	<b>286</b>	<b>56.6%</b>	<b>156</b>	<b>30.9%</b>	<b>63</b>	<b>12.5%</b>	<b>505</b>	<b>100%</b>

### 4.3.3. Trip characteristics

Almost all respondents were travelling either with family or friends. More than half (60.8 percent) were on a two-week holiday; the vast majority of them (93.7 percent) were on a package holiday; with 37.4 percent on an all-inclusive package and 32.3 percent half-board. Respondents were staying mainly in the three to five star hotels (88 percent). One in every two respondents was staying at hotels located along the Keykubat Beach.

Alanya is promoted as a two-week holiday destinations by travel agents. This finding is supported by the fieldwork (see Table 4-16). Furthermore, the mode of transport was air for all respondents, landing at Antalya Airport and being transferred from and to Alanya by road. Trip characteristics showed that British holidaymaker in Alanya are institutionalised tourists (Cohen 2004; Hsieh *et al.* 1994).

For comparative purposes, the influence of revisiting patterns was examined with respect to socio-demographic and trip related characteristics (Table 4-16). Based on the results of chi-square contingency tests, it was found that there were significant differences between three groups of revisiting patterns in the case of age, marital status, package holiday, experience levels, boarding type, length of stay and location. These results show that variations in the subgroups with respect to socio-demographic and trip characteristics were significant.

**Table 4-16 Socio-demographic and trip characteristics by revisiting patterns**

Socio-demographic/ Trip characteristics	First-timers to Turkey		Repeaters to Turkey		Repeaters to Alanya		Total		p value
	no	%	no	%	%	no	%	no	
<b>Gender</b>									.847
Male	124	43.4	65	41.7	25	39.7	214	42.4	
Female	162	56.6	91	58.3	38	60.3	291	57.6	
<b>Age</b>									.000*
11-17	33	11.5	17	10.9	4	6.3	54	10.7	
18-24	88	30.8	25	16.0	11	17.5	124	24.6	
25-34	46	16.1	20	12.8	3	4.8	69	13.7	
35-44	49	17.1	38	24.4	12	19.0	99	19.6	
45-54	46	16.1	32	20.5	16	25.4	94	18.6	
55+	24	8.4	24	15.4	17	27.6	65	12.9	
<b>Marital status</b>									.001*
Married	96	33.8	68	43.6	36	58.1	200	39.8	
Not married	167	58.8	72	46.2	20	32.3	259	51.6	
Divorced/Widowed	21	7.4	16	10.3	6	9.7	43	8.6	
<b>Education</b>									.629
Primary/secondary	157	57.5	79	55.2	37	66.1	273	57.8	
Post-secondary	51	18.7	31	21.7	10	17.9	92	19.5	
Higher education	65	23.8	33	23.1	9	16.1	107	22.7	
<b>Country</b>									.182
England	200	69.9	110	70.5	48	76.2	358	70.9	
Scotland	31	10.8	14	9.0	2	3.2	47	9.3	
Wales	17	5.9	6	3.8	3	4.8	26	5.1	
Northern Ireland	15	5.2	9	5.8	0	0	24	4.8	
<b>Package holiday</b>									.004*
Yes	271	94.8	149	95.5	53	84.1%	473	93.7	
No	15	5.2	7	4.5	10	15.9	32	6.3	
<b>Experience levels</b>									.000*
Low experience	96	33.6	7	4.5	2	3.2	105	20.8	
Moderate experience	34	11.9	43	27.6	20	31.7	97	19.2	
High experience	156	54.5	106	67.9	41	65.1	303	60.0	
<b>Accommodation type</b>									.224
5 star	97	33.9	51	32.7	14	22.2	162	32.1	
4 star	75	26.2	45	28.8	23	36.5	143	28.1	
3 star	73	25.5	47	30.1	19	30.2	139	27.5	
2 star	41	14.3	13	8.3	7	11.1	61	12.1	
<b>Boarding type</b>									.035**
Self-catering	25	8.7	10	6.4	12	19.0	47	9.3	
Bed and breakfast	66	23.1	25	16.0	15	23.8	106	21.0	
Half-board	91	31.8	56	35.9	16	25.4	163	32.3	
All-inclusive	104	36.4	65	41.7	20	31.7	189	37.4	
<b>Length of stay</b>									.008*
7 days	107	38.6	40	26.7	13	20.6	160	32.7	
10 days	14	5.1	8	5.3	1	1.6	23	4.7	
14 days	156	56.3	102	68.0	49	77.8	307	62.7	
<b>Location</b>									.002*
Keykubat beach	160	55.9	66	42.3	22	34.9	248	49.1	
Cleopatra beach	93	32.5	60	38.5	33	52.4	186	36.8	
Neighbourhood	33	11.5	30	19.2	8	12.7	71	14.1	

#### 4.3.4. Booking behaviour

The length of time elapsing between bookings the holiday and departing ranged from one week to nine months (Table 4-17). One third of respondents booked between six (15.4 percent in January 2010) to nine months (18 percent in 2009) in advance. One third (35 percent) booked between 2 to 5 months (between April and February in 2010) in advance. There was also a significant minority (15 percent) who booked just prior to departure. The results suggest that repeaters to Alanya tended to book their holidays earlier than first timers to Alanya did.

**Table 4-17 Timing of holiday booking**

When did you book?	First-timers to Turkey		Repeaters to Turkey		Repeaters to Alanya		Total	
	No.	%	No.	%	No.	%	No.	%
Last minute	49	17.1%	19	12.2%	7	11.1%	75	14.9%
May 10	20	7.0%	18	11.5%	1	1.6%	39	7.7%
April 10	23	8.0%	17	10.9%	6	9.5%	46	9.1%
March 10	28	9.8%	13	8.3%	3	4.8%	44	8.7%
February 10	41	14.3%	18	11.5%	9	14.3%	68	13.5%
January 10	50	17.5%	19	12.2%	9	14.3%	78	15.4%
in 2009	44	15.4%	30	19.2%	17	27.3%	91	18.0%
No response	31	10.8%	22	14.1%	11	17.5%	64	12.7%
<b>Total</b>	<b>286</b>	<b>56.6%</b>	<b>156</b>	<b>30.9%</b>	<b>63</b>	<b>12.5%</b>	<b>505</b>	<b>100%</b>

A study showed that 64 percent of holidays were booked by Easter (Shaw and Williams 1994). The literature reveals that prime-booking months for summer holidays are traditionally January and February; the majority of holidays are booked by Easter (Shaw *et al.* 2000). This result is consistent with the findings of MINTEL's (2011) UK holiday review and past research.

More than a half of the respondents (52.6 percent), shown in the Table 4-18, felt that they have taken their decisions well in advance. Nearly two thirds of respondents (65.1 percent) disagreed that their decisions were taken at the very last minute. The results suggest that respondents were less likely to feel that an advance booking time is required between booking the holiday and departing. Table 4-18 also shows the responses on decision-making items. It is apparent that in choosing a holiday in Alanya, the decision was rarely made individually. One fourth of respondents (25.4 percent) agreed on the item: '... the decision was primarily my own'. The results indicated that most highly ranked item regarding decision-making was 'jointly taken

by spouse/partner' with a mean score 3.15. This finding is consistent with the existing literature suggesting that holiday decisions are taken jointly (Kozak 2010).

In order to identify the influence and the role of others in decision-making, several statistical tests were performed. For comparative purposes, the means of decision-making items with respect to socio-demographic and trip characteristics.

**Table 4-18 Summary of decision making items**

<i>In choosing a holiday in Alanya the decision was</i>	<b>n</b>	<b>M</b>	<b>SD</b>	<b>1</b>	<b>2</b>	<b>3</b>
primarily my own	429	2.46	1.47	54.1%	20.5%	25.4%
taken by spouse/partner	414	2.42	1.55	55.8%	16.7%	27.5%
jointly taken by spouse/partner	431	3.15	1.66	56.8%	16.7%	27.5%
jointly taken by friends	404	2.41	1.64	58.7%	10.9%	30.4%
taken at very last minute	430	2.17	1.46	65.1%	14.0%	20.9%
taken well in advance	369	3.40	1.52	28.2%	19.2%	52.6%

Males (M = 2.73) rated 'taken by spouse/partner' significantly,  $t(503) = 4.25$ ,  $p > .000$ , higher than females (M = 2.19). This finding reveals that the role of females in choosing a holiday in Alanya was more dominant (Table 4-19).

**Table 4-19 Decision making by gender**

<i>In choosing a holiday in Alanya the decision was</i>	<b>Male (n=214)</b>	<b>Female (n=291)</b>	<b>t-value</b>	<b>p-value</b>
primarily my own	2.38	2.52	-1.150	.251
taken by spouse/partner	2.73	2.19	4.251	.000*
jointly taken by spouse/partner	3.27	3.05	1.610	.108
jointly taken by friends	2.35	2.44	-.663	.508
taken at very last minute	2.05	2.26	-1.726	.085
taken well in advance	3.46	3.36	.858	.391

The results indicated several significant differences in the mean scores for age groups (Table 4-20) and marital status (Table 4-21).

**Table 4-20 Decision making by age groups**

<i>In choosing a holiday in Alanya the decision was</i>	<b>11-17</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55+</b>	<b>F-value</b>	<b>p-value</b>
primarily my own	1.92a	2.22b	2.54	2.57a	2.66a	2.83a b	4.77	.000*
taken by spouse/partner	1.96a	2.24	2.35	2.50	2.62	2.79a	2.99	.011**
jointly by spouse/partner	2.27a	2.83b	3.43a	3.34a	3.43a	3.47ab	7.29	.000*
jointly taken by friends	1.89a	2.58a	2.20	2.32	2.49	2.71a	3.11	.010**

It is apparent that in choosing a holiday in Alanya the decision was significantly a joint decision for married and older respondents. The influence of friends was stronger for 18-24 and over 55 years old respondents in making a joint decision.

**Table 4-21 Decision making by marital status**

<i>In choosing a holiday in Alanya the decision was</i>	<b>Married (n=200)</b>	<b>Single (n=259)</b>	<b>Other (n=43)</b>	<b>F-value</b>	<b>p-value</b>
primarily my own	2,589a	2,285a	2,924	4,812	.010*
taken by spouse/partner	2,771a	2,253a	1,783a	13,075	.000*
jointly by spouse/partner	3,632a	2,852a	2,669a	18,855	.000*
jointly taken by friends	2,545	2,305	2,397	1.500	.000*

As part of the questionnaire survey, respondents were asked to comment on other reasons for selecting a holiday in Alanya. Table 4-22 displays the themes, dimensions, and illustrative comments concerning decision-making.

**Table 4-22 Themes and comments based decision-making**

<b>Themes</b>	<b>Dimensions</b>	<b>Illustrative examples and comments</b>
Selecting Alanya as holiday destination	Joint decision	<ul style="list-style-type: none"> <li>– Choose this with family and grandchildren-due to my partner and I getting married when we return to U.K. The honeymoon is in Tunisia.</li> <li>– chosen with all of family,</li> <li>– family decision</li> </ul>
	Others' decision	<ul style="list-style-type: none"> <li>– My parents :) selected this holiday in Alanya</li> <li>– taken by a family member</li> <li>– taken by dad and friends</li> <li>– taken by mother</li> <li>– decision of (niece family)</li> <li>– family paid</li> <li>– I came because my family invited me</li> </ul>
	Past experience	<ul style="list-style-type: none"> <li>– I have visited Alanya before and knew this was where I wanted to come</li> <li>– like Alanya, been before</li> <li>– I visited Alanya before</li> <li>– This is my fourth visit to Alanya</li> <li>– been 3 times before</li> <li>– been here before</li> </ul>

The majority of the comments revolved around the nature of decision-making process, indicating that decisions were taken jointly. This finding corroborates with the nature of trip characteristics as there were only four respondents out of 505 stated s/he was travelling alone. These comments triangulate

with the results of quantitative analysis presented above. For example, one respondent explained how she negotiated with her boyfriend in choosing a holiday in Alanya: "We searched a lot of different places in Turkey. We could not agree on anything. Anything I found he did not agree with and anything he found I did not agree with" (R-9, 27 yrs female, Devon, England).

The analysis also indicated that not all holidaymakers were involved in decision-making process. As can be seen from the table, useable comments illuminated the complexity of the relationship between visiting a destination and decision-making process. A considerable number of respondents stated that other travel companions made decision. For example, "My parents selected this holiday in Alanya" (R-25, 16 yrs female, Huddersfield, England). Consistent with past research, decisions for those respondents were made by others on their behalf (Decrop 2008; Moutinho, 1987).

Furthermore, respondents who were the repeaters to Alanya made reference to their past experience choosing a holiday in Alanya, for example "I have visited Alanya before and knew this was where I wanted to come" (R-300, 35 yrs female, Dundee, Scotland). This and other statements find support in past research (Lehto *et al.* 2004; Carey and Gountas 2000).

#### **4.4. Conclusion**

This chapter first presented a brief overview of the study setting. It then outlined and discussed respondents' socio-demographics and trip characteristics. Similarities and differences in the characteristics were examined. Clearly, it can be seen from the above discussion that:

- Turkey as a main country is among major tourist destinations for both international and British holidaymakers. Alanya compared with Bodrum and Marmaris appears as a less known resort area in the UK market, however, a rise in the number of British holidaymaker visiting Alanya is also visible.
- Consistent with the defining characteristics of Mediterranean package holidays, the mode of transport was air and road for all respondents. After

their landing at the airport, respondents were welcomed by employees of tour operators to be transferred to resort are using road transportation.

- The results, taken collectively, demonstrate that both male and female British holidaymakers holidayed in Alanya; their overall average age was 36 ranging from 11 to 75. They were employed in various types of occupations, more likely not married, education level ranged from higher to secondary and primary schools. They were from England, on a package holiday for two-weeks either with family or friends. The majority of them were on half-board and all-inclusive boarding at four and five star hotels. One in every two respondents was staying at hotels located along the Keykubat Beach.
- Unlike most studies in the literature, this study identified three types of respondents holidaying in Alanya: First-timers to Turkey (and Alanya); repeaters to Turkey but first timers to Alanya; and repeaters to Alanya. The study also identified three types of respondents with respect to their past holiday experience levels: high experience, moderate experience and low experience.
- Despite two fifths of respondents had previous holiday experiences within the main destination; a typical British holidaymaker in Alanya had no previous experience in the resort area. However, as far as their overall holiday experiences are considered, four fifths of respondents were moderate and high experienced holidaymakers.
- This study clearly showed that there were statistically significant differences between three groups of respondents (revisiting patterns) in the case of age, marital status, experience levels, boarding type, length of stay and hotel location.
- One of the strength of the respondents' characteristics of this study is the representation of teenagers and young adults in the sample. British holidaymakers in Alanya were composed of respondents from a range of socio-demographic backgrounds.

- Overall characteristics of trip and booking behaviour seem to represent institutionalised mass tourism type. The most evident feature of this type was that the vast majority of respondents were on a package holiday. Only one fifth of holidays were booked within two months before the actual holiday. Repeaters of Alanya seem to book their holidays earlier than first timers to the resort area.
- The sample was both sufficiently large and valid to permit appropriate statistical testing of the total and its sub-samples. The sub-sample sizes were appropriate for multivariate statistical analysis (>30). This enabled examining the differences and subsamples of tourists' behaviour among various subsamples with respect to socio-demographic (gender, age, marital status, education, country) profile and trip related characteristics (revisiting patterns, experience levels, length of stay, type of accommodation, type of boarding, location of accommodation).
- Regarding holiday decision, it is clear that decisions were made jointly either with friends and family members, in that the role of females were a little more dominant. Others indicated that decisions are not necessarily made 'en masse' with all travelling companions. For a considerable number of respondents, the holiday decisions were made by others on their behalf. The influence of age groups and marital status were significant in relation to how decision was made.

The following chapter discusses the study's respondents' motivations for holidaying in Alanya.

## **5. CHAPTER FIVE: Motivations holidaying in Alanya**

### **5.1. Introduction**

This chapter presents the analysis and discussion of the study's findings from the questionnaire and interview data on motivators, constraints and facilitators. The three parts of the chapter provide analysis of push, pull, and constraining/facilitating factors. The chapter follows with part four providing further analysis of those factors in relation to destination choice, and it concludes with the discussion of the results.

It should be noted that respondents were asked to evaluate items on push-pull motivational and constraining/facilitating factors that were important to them when visiting Alanya. Each item was evaluated on a 1-5 Likert-type scale, where '1' indicated 'strongly disagree' and '5' indicated 'strongly agree'. The rankings (M = mean scores) of the items for each of three scales (18-item push, 30-item pull and 10-item constraining/facilitating) are summarised in a descending order, where the most crucial items are listed on the top of the lists (see Table 5-1 for push, Table 5-5 for pull, and Table 5-9 for constraining/facilitating factors). Tables also present the number of responses (n), standard deviations (SD), percentages frequency distributions and the rankings (<sup>a</sup>) of each individual item within the total of 58 push and pull motivational and constraining/facilitating items. It is important to note that frequencies are transformed: 1 = 1-2 (disagree); 2 = 3 (neutral); 3 = 4-5 (agree).

### **5.2. Analysis of push factors**

Table 5-1 presents summary of push motivational items. With at least 90 percent of respondents' agreement, the six most highly ranked items were 'enjoy myself/ourselves', 'have fun', 'enjoy good weather (sunshine)', 'have good time with family/friends', 'relax physically' and 'relax mentally'. Although the majority of respondents (80 percent) agreed that they are visiting Alanya to 'get away from it all' — the reference item of escape dimension, it was ranked in seventh place. Respondents also placed high importance on the items of 'experience different places' (78 percent) and 'experience different cultures' (65 percent). However, few respondents (14.6 percent) agreed that they came to Alanya to 'increase their

knowledge'. What is noteworthy about this orientation is that the respondents were motivated by exploring (perceptual curiosity) rather than learning (epistemic curiosity) (Mehmetoglu 2012). The least important five items were 'do things I find personally meaningful', 'make new friends', 'challenge my abilities', 'increase my knowledge' and 'experience holiday romance' and they had mean scores below 3.00. The lowest ranked item was 'experience holiday romance' with a mean score of 2.03, this item had also the lowest response rate (n=444).

**Table 5-1 Summary of push motivational items**

Measures <i>I came to Alanya to</i>	n	M	SD	1 (%)	2 (%)	3 (%)	( <sup>a</sup> )
enjoy myself/ourselves	491	4.73	0.6	1.0	3.5	95.5	1
have fun	495	4.71	0.6	1.0	4.0	95.0	2
enjoy good weather (sunshine)	501	4.69	0.7	1.8	4.2	94.0	3
have good time with family/friends	485	4.65	0.8	3.5	3.9	92.6	4
relax physically	501	4.57	0.8	2.8	6.2	91.1	5
relax mentally	495	4.56	0.8	3.4	6.3	90.3	6
get away from it all	486	4.26	1.0	5.8	13.6	80.7	7
experience different places	493	4.19	1.0	5.9	16.4	77.7	8
experience different cultures	487	3.84	1.1	10.3	24.8	64.9	12
have thrills and excitement	469	3.62	1.1	13.8	33.0	53.1	19
have a chance of time for reflection	466	3.41	1.2	21.2	32.0	46.8	24
build relationships with family/friends	464	3.38	1.3	25.2	23.3	51.5	28
do nothing	468	3.37	1.4	26.7	24.6	48.7	29
do things I find personally meaningful	458	2.96	1.2	33.6	37.1	29.3	43
make new friends	460	2.83	1.2	37.0	38.0	25.0	44
challenge my abilities	457	2.44	1.1	53.9	30.9	15.4	52
increase my knowledge	455	2.42	1.1	49.4	36.0	14.6	53
experience holiday romance	444	2.03	1.4	68.0	15.5	16.5	57

PCA was employed for data reduction purposes and to determine the dimensionality of the 18-item scale of push motivational items (Table 5-2). The KMO measure of sampling adequacy was 0.77 ('good') and all KMO values for individual items were >0.68, which is well above the acceptable limit of 0.5 (Field 2009). Bartlett's test of sphericity  $\chi^2(153) = 2308.387$ ,  $p < 0.001$ , indicated that correlations between items were sufficiently large for PCA. Six components had eigenvalues over Kaiser's criterion of 1 and in combination explained 61.98 percent of the variance. Communalities were fairly high for each of the 18 items, with a range of 0.412 to 0.870. Factor loadings over 0.40 appear in bold and the reliability of measures were determined using Cronbach's alpha. The grand scale had high reliability of 0.796. Corrected item-total correlation ranged from 0.256 to 0.770 and Cronbach's alpha ranged from 0.448 to 0.870 among the six factors.

Factor 1: 'learning and exploring' (eigenvalue=2.31) accounted for 12.85 percent of variance and had three items. Factor 2: 'fun and enjoyment' (eigenvalue=2.02), accounted for 11.22 percent of the variance and had three items. Factor 3: 'excitement and relationship' (eigenvalue=1.94) accounted for 10.80 percent of the variance and had five items. Factor 4: 'relaxation' (eigenvalue=1.90) accounted for 10.60 percent of variance and had two items. Factor 5: 'escape' (eigenvalue=1.50) accounted for 8.35 percent of the variance and had three items. Factor 6: 'family/friend togetherness' (eigenvalue=1.46), accounted for 8.15 percent of the variance and had two items.

**Table 5-2 Summary of push factors from PCA**

Measures <i>I came to Alanya to</i>	Component loading						Com
	1	2	3	4	5	6	
<b>Factor 1 learning &amp; exploring</b>							
experience different cultures	<b>.728</b>	.034	-.038	.106	.202	.192	.622
experience different places	<b>.708</b>	.261	.026	.214	-.063	.058	.623
increase my knowledge	<b>.662</b>	-.099	.215	-.044	-.009	.112	.509
<b>Factor 2 fun &amp; enjoyment</b>							
enjoy good weather (sunshine)	.043	<b>.765</b>	-.033	.097	.142	-.063	.621
enjoy myself/ourselves	.117	<b>.748</b>	-.062	.081	.219	.218	.679
have fun	-.098	<b>.661</b>	.236	.255	-.019	.105	.579
<b>Factor 3 excitement &amp; relationship</b>							
have thrills and excitement	.086	.343	<b>.664</b>	.119	-.125	.201	.637
experience holiday romance	-.112	-.077	<b>.660</b>	.103	.108	.070	.481
challenge my abilities	<b>.539</b>	-.025	<b>.580</b>	.039	.002	-.040	.631
do things I find personally meaningful	<b>.461</b>	.031	<b>.479</b>	.091	.301	.006	.541
make new friends	.270	.021	<b>.469</b>	-.019	.230	.255	.412
<b>Factor 4 relaxation</b>							
relax mentally	.106	.092	.069	<b>.903</b>	.158	.064	.870
relax physically	.016	.167	.057	<b>.900</b>	.159	.066	.870
<b>Factor 5 escape</b>							
do nothing	-.248	.043	.024	.131	<b>.728</b>	-.026	.611
get away from it all	.165	.228	-.023	.147	<b>.622</b>	.176	.519
have a chance of time for reflection	.329	.045	.322	.213	<b>.493</b>	-.030	.503
<b>Factor 6 family/friend togetherness</b>							
build relationships with family/friends	.118	-.150	.229	-.015	.095	<b>.813</b>	.759
have good time with family/friends	-.016	.345	-.081	.155	-.032	<b>.734</b>	.690
						Total	
<b>Eigenvalues</b>	2.31	2.02	1.94	1.90	1.50	1.46	11.13
<b>% of variance</b>	12.85	11.22	10.80	10.60	8.35	8.15	61.98
<b><math>\alpha</math> (cronbach's alpha)</b>	.645	.673	.679	.869	.448	.491	.796
<b>M = (composite mean scores)</b>	3.48	4.71	2.77	4.56	3.68	4.01	3.70
<b>Number of items</b>	3	3	5	2	3	2	18

The present six-factor model was deemed the best solution because of its conceptual clarity and ease of interpretability. The label utilised for these present factors are consonant with past research (Uysal *et al.* 2008; Cohen 2008). There were minor issues regarding cross-loadings and reliability (Table 5-2). Low inter-item correlations (e.g. 'do nothing') decreased the reliability of a number of factors; however, elimination of these items did not improve the reliability of the grand scale and subscales. All items were retained and no further steps were taken to further improve the validity and reliability of the measures.

Qualitative research produced themes, which fitted into the push factor framework. Examples of such extracts include:

I go on holidays to relax [relaxation] . . . but I also travel to see the world [novelty], to explore or learn about different cultures' [learning & exploring] (R-29, 25 yrs male, Edinburgh, Scotland).

We just want to see the world really [novelty] and for holidays [relaxation, fun, enjoyment] (R-6, 52 yrs male, Surrey, England).

Just to have a holiday, to get away from work [escape], to see something different [novelty, exploring], to relax, just to do nothing, just to read our books, so just lie by the pool [relaxation] (R-9, 27 yrs female, Devon, England).

My holiday is the only thing that keeps me going [escape] [laughing] . . . Because the work is difficult and I like to have a break from the greyness of England [escape, sun] and go and see other places [novelty] . . . so it is important . . . very much so (R-24, 44 yrs female, Manchester, England).

For the full sample 'fun & enjoyment' with a mean score of 4.71, 'relaxation' with a mean score of 4.56 and 'family/friend togetherness' with a mean score of 4.01 were the most important push factors. Further analysis indicated significant differences between various groups of respondents with regard to the level of importance attached to the push motivational items.

For comparative purposes, the means of push factors with respect to respondents' different socio-demographic and trip characteristics are presented in Table 5-3 and Table 5-4.

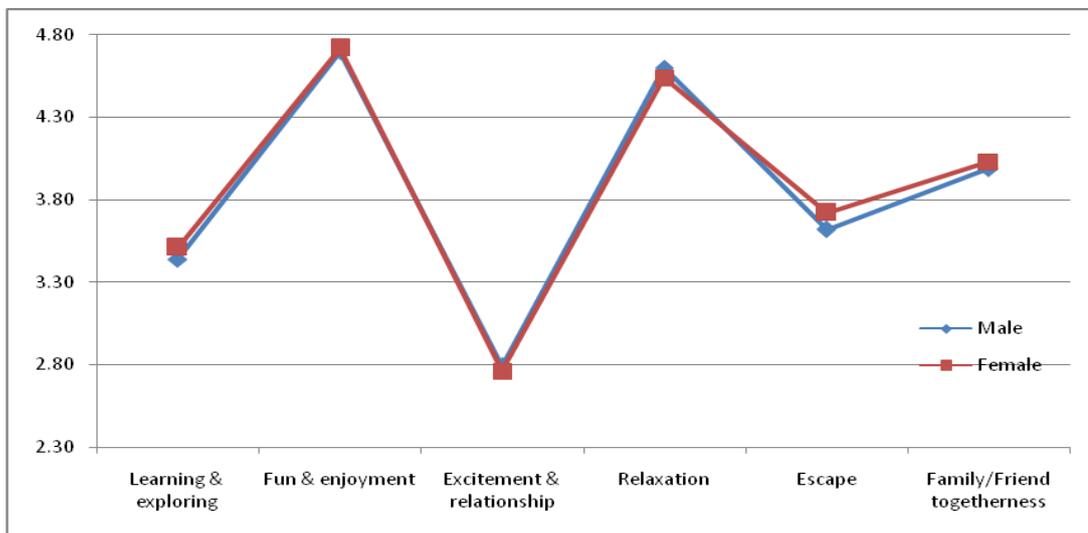
**Table 5-3 Push factors by socio-demographic characteristics**

<b>Subgroups</b>	<b>Learning &amp; exploring</b>	<b>Fun &amp; enjoyment</b>	<b>Excitement &amp; relationship</b>	<b>Relaxation</b>	<b>Escape</b>	<b>Family/Friend togetherness</b>
<b>Gender</b>	p > .322	p > .712	p > .732	p > .373	p > .143	p > .602
Male	3.44 (8)	4.70 (1)	2.79 (15)	4.60 (2)	3.62 (5)	3.99 (3)
Female	3.51 (8)	4.72 (1)	2.76 (15)	4.54 (2)	3.73 (5)	4.03 (3)
<b>Age</b>	<b>p &lt; .000*</b>	p > .127	<b>p &lt; .003*</b>	<b>p &lt; .002*</b>	<b>p &lt; .000*</b>	p > .212
11-17	2.96 (11)a	4.64 (1)	2.62 (15)a	4.05 (2)a	3.26 (8)a	3.78 (3)
18-24	3.31 (8)b	4.77 (1)	2.79 (14)	4.64 (2)a	3.57 (6)b	4.05 (3)
25-34	3.42 (8)ac	4.75 (1)	2.58 (15)a	4.52 (2)a	3.63 (5)	3.96 (3)
35-44	3.57 (8)a	4.76 (1)	2.75 (15)	4.66 (2)a	3.88 (4)ab	3.95 (3)
45-54	3.68 (6)ab	4.64 (2)	2.80 (15)	4.68 (1)a	3.88 (4)a	4.13 (3)
55 +	3.87 (6)abc	4.62 (1)	3.07 (15)a	4.58 (2)a	3.68 (8)	4.07 (3)
<b>Marital status</b>	<b>p &lt; .000*</b>	p > .372	p > .198	<b>p &lt; .016**</b>	<b>p &lt; .000*</b>	p > .178
Married	3.64 (8)a	4.70 (1)	2.84 (15)	4.65 (2)a	3.85 (4)a	4.07 (3)
Single	3.33 (8)a	4.73 (1)	2.71 (14)	4.48 (2)a	3.52 (7)a	3.94 (3)
Other	3.65 (7)a	4.62 (2)	2.81 (15)	4.71 (1)	3.86 (4)a	4.09 (3)
<b>Education</b>	p > .348	p > .740	p > .067	p > .923	p > .631	p > .427
Primary/secondary	3.43 (9)	4.71 (2)	2.80 (15)	4.56 (1)	3.69 (4)	3.95 (3)
Post-secondary	3.55 (7)	4.70 (1)	2.81 (15)	4.58 (2)	3.70 (5)	4.08 (3)
Higher education	3.53 (7)	4.67 (1)	2.61 (15)	4.54 (2)	3.61 (5)	4.01 (3)
<b>Country</b>	p > .909	p > .253	p > .114	<b>p &lt; .034 **</b>	p > .567	p > .479
England	3.46 (8)	4.68 (1)	2.73 (15)	4.52 (2)	3.65 (5)	3.98 (3)
Scotland	3.47 (9)	4.80 (1)	2.83 (15)	4.76 (2)	3.71 (6)	4.09 (3)
Wales	3.47 (9)	4.63 (2)	2.60 (14)	4.68 (1)	3.63 (4)	4.08 (3)
Northern Ireland	3.60 (9)	4.73 (1)	3.01 (15)	4.36 (2)	3.82 (6)	3.91 (3)

**Table 5-4 Push factors by trip characteristics**

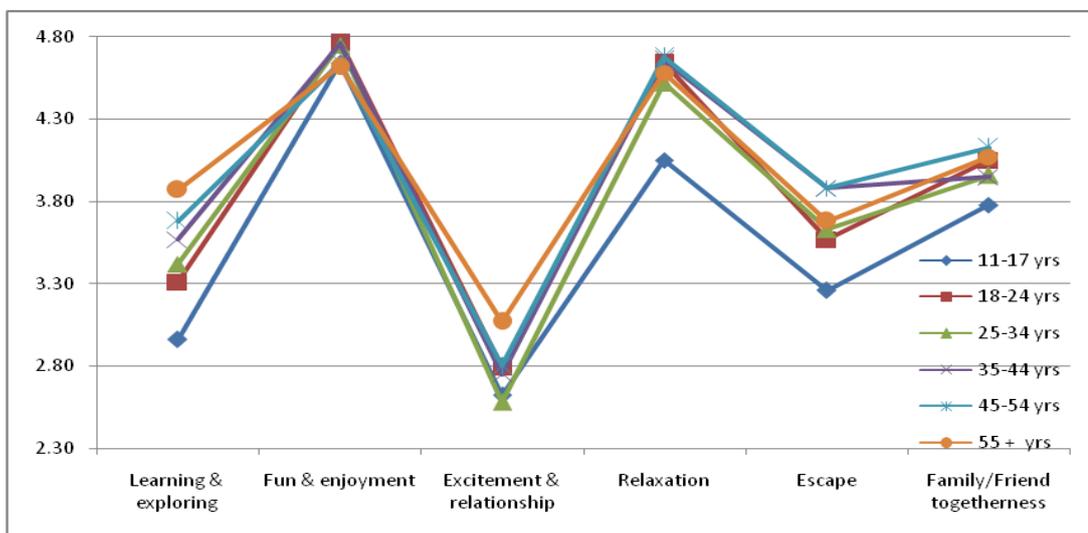
<b>Subgroups</b>	<b>Learning &amp; exploring</b>	<b>Fun &amp; enjoyment</b>	<b>Excitement &amp; relationship</b>	<b>Relaxation</b>	<b>Escape</b>	<b>Family/Friend togetherness</b>
<b>Revisiting patterns</b>	p > .188	p > .459	<b>p &lt; .003*</b>	p > .088	<b>p &lt; .000*</b>	p > .740
First-timers to Turkey	3.46 (8)	4.70 (1)	2.68 (15) <sub>a</sub>	4.50 (2)	3.55 (7) <sub>a</sub>	3.98 (3)
Repeaters to Turkey	3.46 (8)	4.70 (1)	2.85 (15)	4.64 (2)	3.85 (5) <sub>a</sub>	4.04 (3)
Repeaters to Alanya	3.65 (7)	4.78 (1)	3.00 (14) <sub>a</sub>	4.65 (2)	3.83 (6) <sub>a</sub>	4.03 (4)
<b>Experience levels</b>	p > .138	p > .308	p > .477	<b>p &lt; .001*</b>	<b>p &lt; .000*</b>	p > .397
Low experience	3.36 (8)	4.64 (2)	2.80 (14)	4.30 (2) <sub>a</sub>	3.35 (8) <sub>a</sub>	3.91 (3)
Moderate experience	3.58 (8)	4.69 (1)	2.83 (15)	4.72 (1) <sub>a</sub>	3.90 (4) <sub>a</sub>	4.01 (3)
High experience	3.48 (8)	4.73 (2)	2.74 (15)	4.60 (2) <sub>a</sub>	3.72 (5) <sub>a</sub>	4.04 (3)
<b>Length of stay</b>	p > .397	p > .160	p > .853	p > .094	p > .078	p > .417
7 days	3.46 (8)	4.65 (1)	2.75 (15)	4.47 (2)	3.59 (6)	4.00 (3)
10 days	3.70 (8)	4.71 (1)	2.82 (15)	4.65 (2)	3.97 (4)	3.79 (6)
14 days	3.48 (8)	4.74 (1)	2.79 (15)	4.61 (2)	3.70 (4)	4.03 (3)
<b>Accommodation</b>	<b>p &lt; .018**</b>	p > .454	p > .120	p > .308	p > .915	p > .511
5 star	3.37 (9) <sub>a</sub>	4.71 (1)	2.67 (15)	4.55 (2)	3.65 (5)	4.04 (3)
4 star	3.43 (9)	4.70 (1)	2.80 (14)	4.51 (2)	3.68 (5)	3.95 (3)
3 star	3.64 (7) <sub>a</sub>	4.75 (1)	2.80 (14)	4.66 (2)	3.72 (6)	4.08 (3)
2 star	3.55 (8)	4.64 (1)	2.93 (14)	4.54 (2)	3.66 (7)	3.94 (3)
<b>Boarding type</b>	<b>p &lt; .007*</b>	p > .160	p > .742	p > .502	<b>p &lt; .038**</b>	p > .280
Bed & breakfast	3.48 (8)	4.65 (1)	2.75 (14)	4.48 (2)	3.49 (7) <sub>a</sub>	4.00 (3)
Half board	3.63 (7) <sub>a</sub>	4.67 (1)	2.79 (15)	4.56 (2)	3.69 (6)	3.92 (3)
All inclusive	3.34 (9) <sub>a</sub>	4.76 (1)	2.75 (15)	4.66 (2)	3.75 (4) <sub>a</sub>	4.09 (3)
Self catering	3.52 (9)	4.74 (1)	2.87 (15)	4.56 (2)	3.80 (6)	4.05 (3)
<b>Location</b>	p > .095	p > .528	p > .238	p > .361	p > .546	p > .158
Keykubat Beach	3.53 (8)	4.69 (1)	2.80 (15)	4.60 (2)	3.68 (5)	3.98 (3)
Cleopatra Beach	3.48 (8)	4.71 (1)	2.79 (14)	4.50 (2)	3.64 (5)	3.98 (4)
Neighbourhood	3.30 (9)	4.76 (1)	2.64 (15)	4.60 (2)	3.77 (4)	4.18 (3)

Results indicated no significant differences on push factors between males and females. The graph below clearly shows that push factors have similar responses from the two gender groups (Figure 5-1).



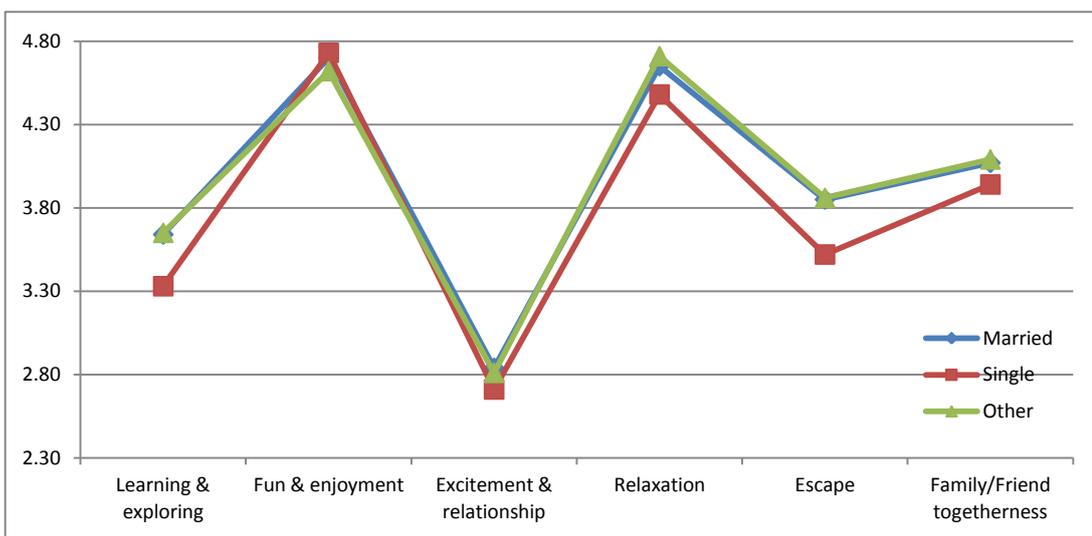
**Figure 5-1 Push factors by gender**

Figure 5-2 illustrates how mean scores of six push factors vary among age groups. Results indicated significant differences in the scores of four push factors: ‘learning & exploring’  $F(5,499) = 11.62, p < 0.000$ ; ‘excitement & relationship’  $F(5,499) = 3.58, p < 0.003$ ; ‘relaxation’  $F(5,200) = 3.89, p < 0.002$ ; and ‘escape’  $F(5,499) = 6.16, p < 0.000$ , for age groups among the six subsamples. The results showed that older British holidaymakers were more inclined to learn, explore and excite than their younger counterparts were. Escape was more important for respondents in 35-54 yrs age groups than those in any other age group. Relaxation was less important for respondents in 11-17 age groups than those in any other age group.



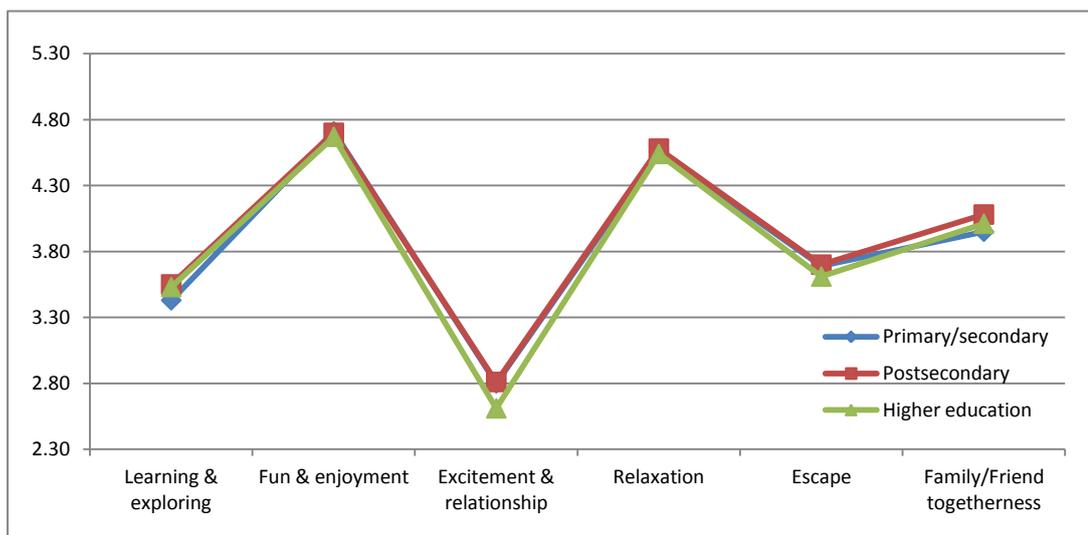
**Figure 5-2 Push factors by age groups**

In terms of marital status, push factors have similar responses from married and divorced/widowed respondents (Figure 5-3). The results indicated significant differences in the scores of three factors: ‘learning & exploring’  $F(2,499) = 10.67, p < 0.000$ ; ‘relaxation’  $F(2,129) = 4.26, p < 0.016$ ; and ‘escape’  $F(2,499) = 10.91, p < 0.000$ . Single respondents rated these three factors less important than married and divorced/widowed respondents did.



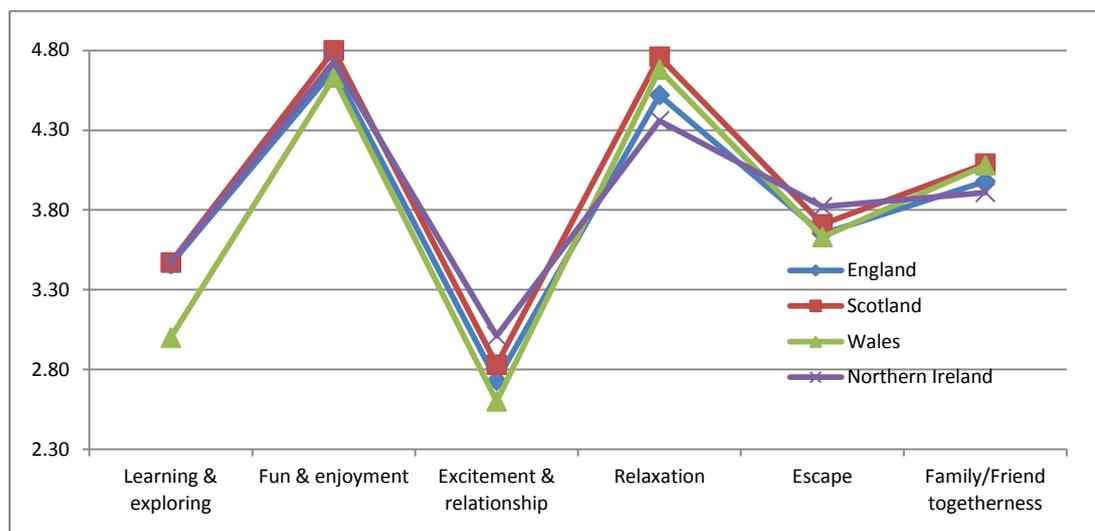
**Figure 5-3 Push factors by marital status**

The given lines graphs illustrate mean scores on six push factors by education level (Figure 5-4) and country (Figure 5-5).



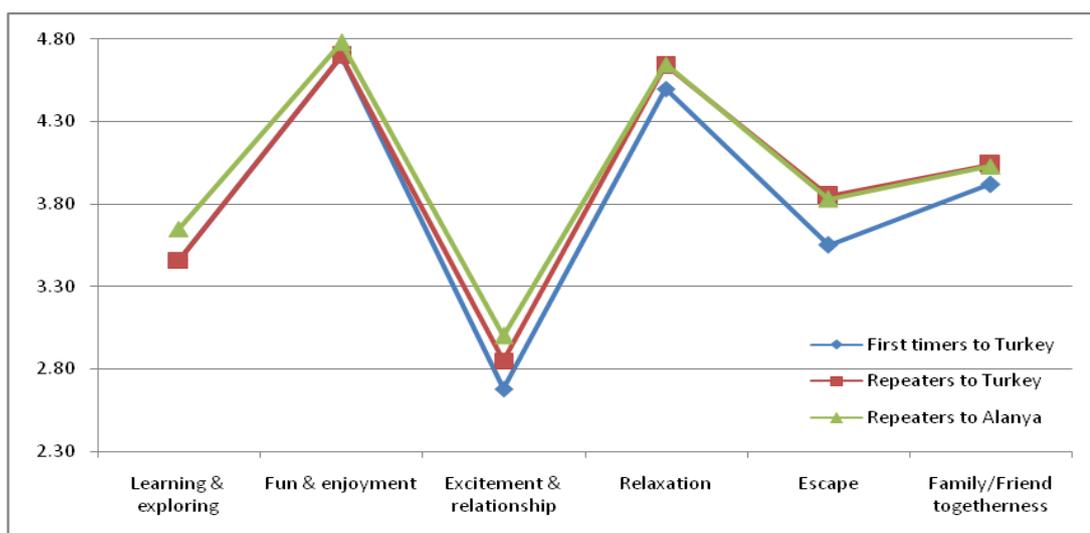
**Figure 5-4 Push factors by education**

Overall push factors have virtually no different responses from the three education and four country groups. The ANOVA did not show any significant differences among respondents of those education and country groups.



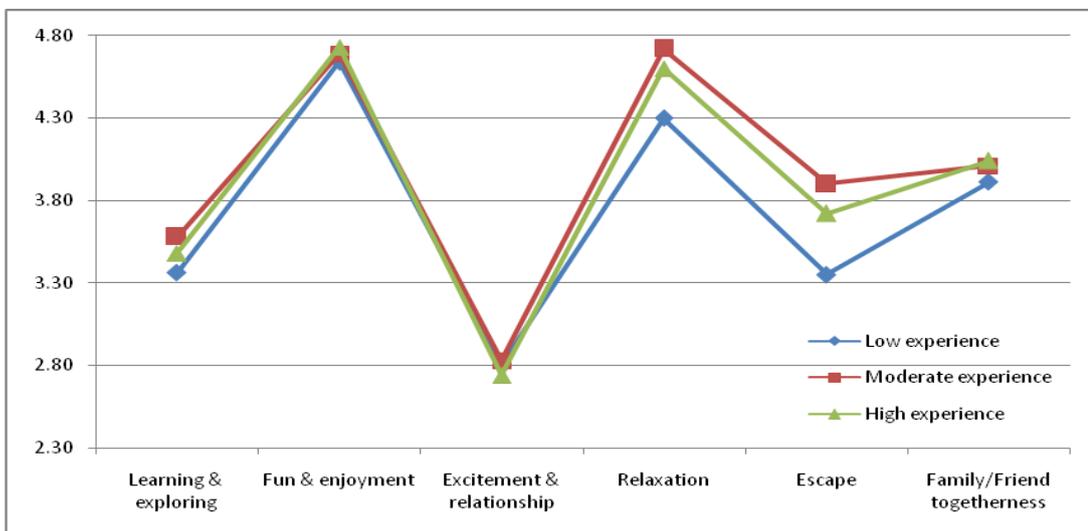
**Figure 5-5 Push factors by country**

Figure 5-6 shows, while four push factors have similar responses from the three revisiting pattern groups; two push factors have dissimilar responses from first-timers to Turkey. Results revealed that there were significant differences in the scores of factors: ‘excitement & relationship’  $F(2,502) = 5.78, p < 0.003$ ; and ‘escape’  $F(2,502) = 8.34, p < 0.000$ . First-timers to Turkey rated these two factors less important than repeaters to Turkey and repeaters to Alanya.



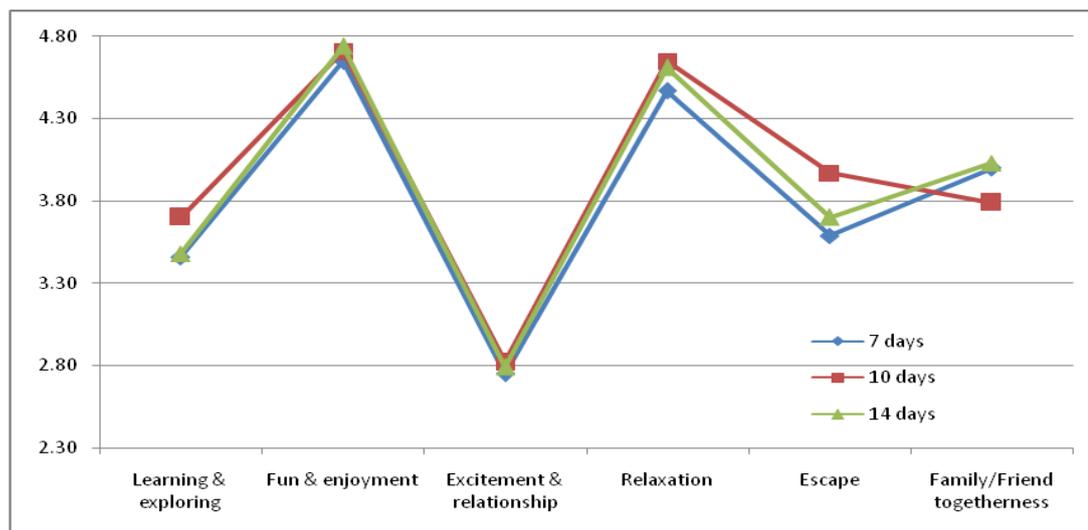
**Figure 5-6 Push factors by revisiting patterns**

Push factors have similar responses from moderate and high experience groups (Figure 5-7). The results indicated significant differences in the scores of factors: ‘relaxation’  $F(194.2) = 7.16, p < 0.001$ ; and ‘escape’  $F(2,502) = 13.30, p < 0.000$ . Respondents in low experience group placed less importance on these two factors than those in other two experience levels groups.



**Figure 5-7 Push factors by experience levels**

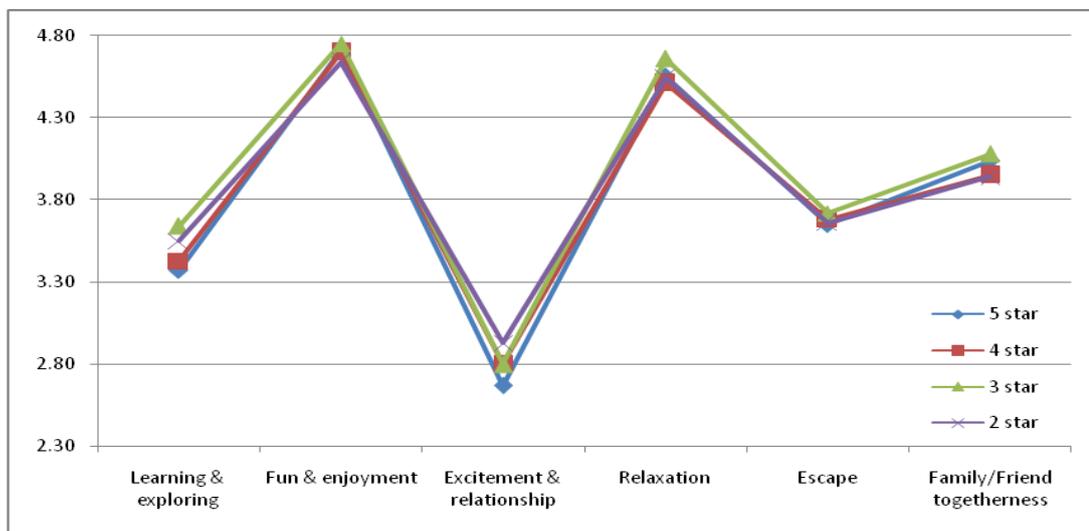
Figure 5-8 compares mean responses of push factors by length of stay. There were no significant differences between any of those respondents in length of stay groups on the six push factors.



**Figure 5-8 Push factors by length of stay**

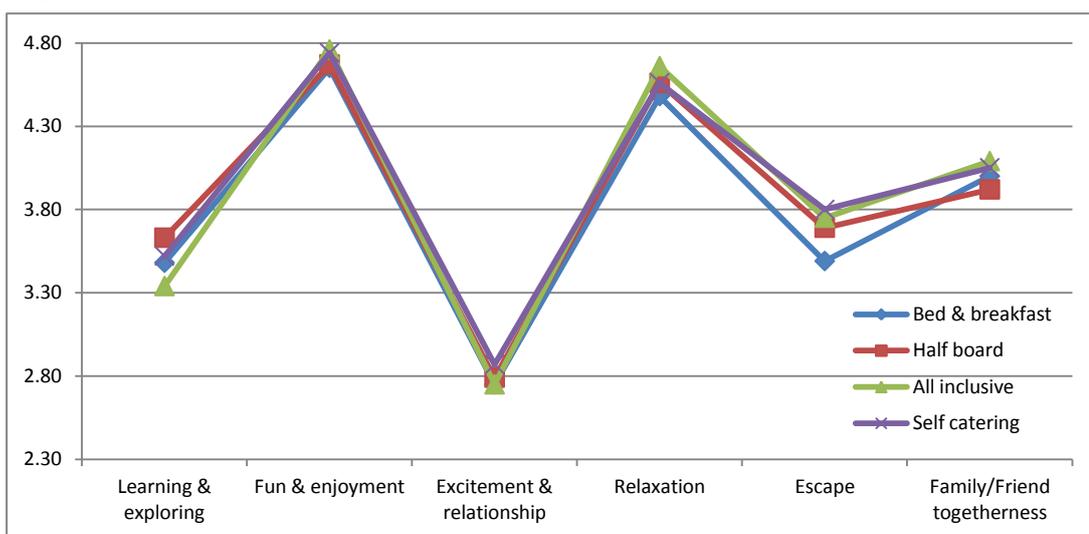
Similarly, push factors have similar responses from four accommodation group respondents (Figure 5-9). Results revealed that there was only one significant

difference in the scores of factor: ‘learning & explore’  $F(3,501) = 3.40, p < 0.018$ . This factor was significantly more important for the respondents in three star accommodations than those respondents in five star accommodations.



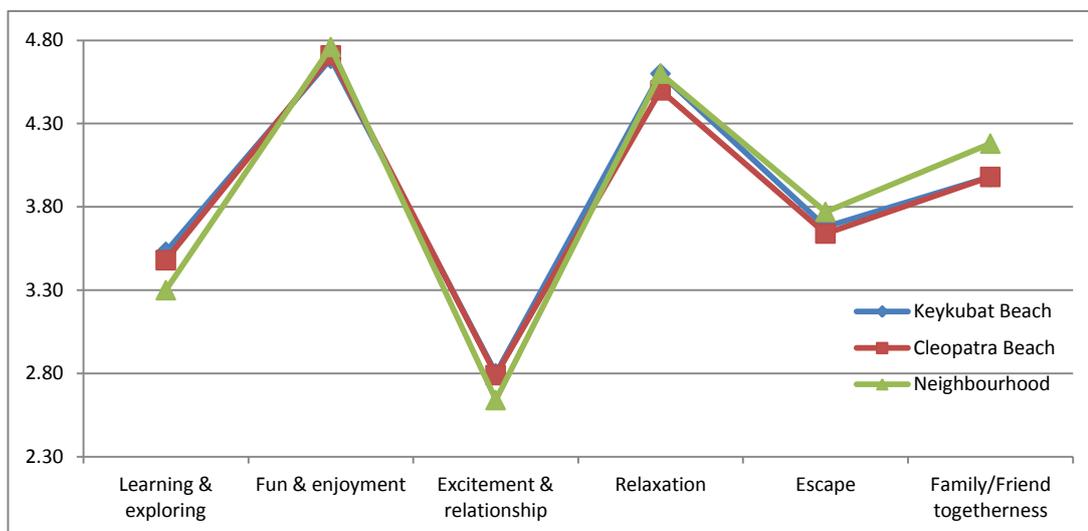
**Figure 5-9 Push factors by accommodation**

The line graphs show push factors by boarding type (Figure 5-10). Four push factors were virtually no different for four boarding type groups. The results indicated significant differences in the scores of two factors: ‘learning & exploring’  $F(3,501) = 4.06, p < 0.007$ ; and ‘escape’  $F(3,501) = 2.83, p < 0.038$ . Respondents in all-inclusive group placed less importance on the former than those in half-board group. Escape factor was significantly more important for all-inclusive group than those respondents in bed & breakfast group.



**Figure 5-10 Push factors by boarding type**

As far as location is concerned (Figure 5-11), there were no significant differences between three location groups.



**Figure 5-11 Push factors by location**

To summarise, the results indicated that ‘fun & enjoyment’, ‘relaxation’ and ‘family/friend togetherness’ were the most salient push factors for holidaying in Alanya. Whilst perceptual curiosity was more important than epistemic curiosity for the majority of the respondents, the importance of epistemic curiosity was higher among older respondents. The influence and relevance of age and marital status was significant on push factors. Revisiting patterns, experience levels and boarding types had also shown variations on two push factors.

### 5.3. Analysis of pull factors

Table 5-5 presents summary of pull motivational items. Respondents indicated that most influential destination attributes for them was ‘it has a pleasant climate’ (80.3 percent), ‘it is a new place for me’ (76.4 percent) and ‘it is place that I can tell others about it’ (69.6 percent). The mean scores of these items were above 3.99. The remainder of the items had means scores between 2.41 and 3.79. ‘It has nice beaches’, ‘it has beautiful scenery’, ‘of its hospitality’, ‘of its good accommodation’ and ‘of its friendly locals’ were also perceived to be influential destination attributes for visiting Alanya. Less influential attributes were perceived to be ‘it offers good facilities for children’, ‘of sports activities’, ‘it’s a familiar destination’, ‘it is not popular in my own country’, and ‘it offers good facilities for elderly’. Generally, pull

motivational items had lower mean scores and only one third of items were agreed by at least half of the respondents. It is pertinent here to note that ANOVA and post hoc tests indicated significant differences in the mean responses of the vast majority of pull items (26 out of 30) among first-timers to Turkey, repeaters to Turkey and repeaters to Alanya.. As can be anticipated, 'it is a new place for me' had significantly lower rating from repeaters to Alanya (M=2.71) compared repeaters to Turkey (M=3.88) and first-timers to Turkey (M=4.51). In contrast, 'it is familiar place for me' had significantly higher rating from repeaters to Alanya (M=3.63) compared repeaters to Turkey (M=2.90) and first-timers to Turkey (M=2.35). (See Appendix 3 Table 9).

**Table 5-5 Summary of pull motivational items**

Measures <i>I am visiting Alanya because</i>	n	M	SD	1 (%)	2 (%)	3 (%)	( <sup>a</sup> )
it has a pleasant climate	482	4.18	0.9	5.6	14.1	80.3	9
it is a new place for me	474	4.10	1.3	14.3	9.3	76.4	10
it is a place that I can tell others about	474	3.99	1.1	10.3	20.0	69.6	11
it has nice beaches	480	3.79	1.1	12.8	24.4	62.9	13
it has beautiful scenery	480	3.76	1.0	16.6	37.1	45.2	15
of its hospitality	479	3.71	1.1	12.8	24.4	62.9	16
of its good accommodation	478	3.68	1.1	13.6	27.4	59.0	18
of its friendly locals	481	3.48	1.2	19.5	31.4	49.0	20
of its cleanliness	476	3.47	1.1	17.4	33.4	49.1	21
none of my friends been here before	452	3.43	1.5	27.2	23.5	49.4	23
it has an exotic atmosphere	469	3.40	1.0	17.7	37.1	45.2	25
of shopping	474	3.39	1.2	22.8	29.7	47.4	27
of sightseeing	470	3.39	1.2	21.0	30.6	48.3	26
of its calm atmosphere	471	3.36	1.1	20.6	32.7	46.7	30
of its safety and security	471	3.36	1.1	20.6	32.7	46.7	31
of Turkish culture	465	3.35	1.1	20.0	34.8	45.2	32
of its reasonable prices	481	3.30	1.2	24.6	29.7	45.7	33
of entertainment	471	3.24	1.1	24.2	35.2	40.6	34
of its local life	467	3.22	1.1	21.2	43.7	35.1	35
it has many attractions	470	3.21	1.0	21.3	44.0	34.7	36
of its history	467	3.17	1.2	27.2	32.8	40.1	37
of its Turkish cuisine	471	3.17	1.2	26.7	34.8	38.4	38
it has an active night life	464	3.13	1.3	28.8	31.5	39.6	39
of its heritage	460	3.05	1.2	29.1	37.2	33.7	41
of cultural activities	461	2.97	1.1	30.3	39.9	29.7	42
it offers good facilities for children	437	2.72	1.3	44.6	24.0	31.4	45
of sports activities	460	2.69	1.2	42.9	34.6	22.6	46
it's a familiar destination	449	2.69	1.3	47.2	27.2	25.6	47
it is not popular in my own country	450	2.67	1.3	45.5	28.9	25.6	48
it offers good facilities for elderly	421	2.41	1.2	53.0	29.9	17.1	54

PCA was employed for data reduction and to determine the dimensionality of 30 pull motivational measures (Table 5-6).

**Table 5-6 Summary of pull factor loadings from PCA**

Measures <i>I am visiting Alanya because</i>	Component loadings							Com
	1	2	3	4	5	6	7	
<b>Factor 1 culture &amp; sightseeing</b>								
of its heritage	<b>.826</b>	.136	.182	.123	.008	-.035	.084	.757
of its history	<b>.824</b>	.239	.097	.107	.102	.029	-.009	.768
of sightseeing	<b>.757</b>	.169	.079	.268	.208	.091	.012	.732
of cultural activities	<b>.750</b>	.092	.239	.254	.013	-.028	.122	.708
of Turkish culture	<b>.656</b>	.391	.213	-.047	.080	.092	.063	.650
<b>Factor 2 hospitality &amp; accommodation</b>								
of its friendly locals	.265	<b>.737</b>	.173	.141	.137	-.021	.027	.682
of its calm atmosphere	.077	<b>.654</b>	.152	.225	.119	-.084	.131	.545
of its local life	.306	<b>.598</b>	.032	.399	.147	-.058	.086	.643
of its hospitability	.268	<b>.590</b>	.302	.085	.196	.111	-.100	.579
of its Turkish cuisine	<b>.459</b>	<b>.557</b>	.121	.127	.093	.027	.040	.562
of its good accommodation	.088	<b>.553</b>	<b>.472</b>	.069	.169	.149	.035	.594
<b>Factor 3 convenience &amp; facilities</b>								
of its cleanliness	.200	.219	<b>.720</b>	.046	.213	.115	.182	.701
of its safety and security	.252	.266	<b>.695</b>	.011	.174	.003	.206	.690
it offers good facilities for children	.208	.181	<b>.689</b>	.308	-.030	-.009	-.140	.666
it offers good facilities for elderly	.164	.114	<b>.600</b>	<b>.509</b>	.030	-.064	.014	.664
of its reasonable prices	.313	.286	<b>.362</b>	-.277	.201	.049	.209	.474
<b>Factor 4 activities &amp; shopping</b>								
it has an active night life	.017	.202	-.031	<b>.655</b>	.273	.042	.126	.563
of entertainment	.215	.291	.140	<b>.576</b>	.189	.075	.090	.531
of sports activities	.312	.079	.335	<b>.533</b>	-.100	-.066	.175	.545
of shopping	.283	.147	.108	<b>.526</b>	.090	.135	.127	.433
<b>Factor 5 nature &amp; weather</b>								
it has nice beaches	.056	.137	-.070	.112	<b>.721</b>	-.047	.152	.584
it has a pleasant climate	-.021	.201	.247	-.028	<b>.591</b>	.093	-.091	.469
it has beautiful scenery	<b>.503</b>	.054	.156	.259	<b>.572</b>	.015	.046	.677
it has an exotic atmosphere	.234	.158	.159	<b>.414</b>	<b>.544</b>	.116	.010	.586
it has many attractions	<b>.441</b>	.155	.209	.377	<b>.454</b>	-.106	.021	.622
<b>Factor 6 novelty/familiarity &amp; prestige</b>								
it is a new place for me	.037	-.037	.058	.060	-.002	<b>.830</b>	.043	.701
it is a place that I can tell others	.104	.420	.170	.203	.157	<b>.534</b>	.042	.568
it is a familiar destination	.090	.392	.270	.280	.022	<b>-.462</b>	.044	.529
<b>Factor 7 popularity</b>								
it is not popular in my own country	.124	.030	.122	.105	.076	-.121	<b>.783</b>	.675
my friends have not been here before	.023	.096	.036	.236	.003	.331	<b>.606</b>	.544
								<b>Total</b>
<b>Eigenvalues</b>	4.42	3.40	2.92	2.76	2.16	1.46	1.29	18.4
<b>% of variance</b>	14.7	11.3	9.75	9.20	7.21	4.87	4.31	61.5
<b><math>\alpha</math> (cronbach's alpha)</b>	.893	.841	.788	.720	.814	.470	.364	.924
<b>M (composite mean scores)</b>	3.19	3.44	3.05	3.11	3.67	3.59	3.05	3.31
<b>Number of items</b>	5	6	5	4	5	3	2	30

The KMO measure of sampling adequacy was 0.91, 'superb' (Field 2009), and all KMO values for individual items were  $> 0.85$ , with the exception of 'it is a new place for me' ( $=0.522$ ). Bartlett's test of sphericity  $\chi^2(435) = 6,851.844$ ,  $p < 0.001$ , indicated that correlations between items were sufficiently large for PCA. Seven components had eigenvalues over Kaiser's criterion of 1 and in combination explained 61.47 percent of the variance. Communalities were high for each of the 30 items, with a range of 0.433 to 0.768. Factor loadings over 0.40 appear in bold and the reliability of measures were determined using Cronbach's alpha. The grand scale had high reliability of .924. Corrected item-total correlation ranged from 0.261 to 0.801 and Cronbach's alpha ranged from 0.364 to 0.893 among the seven factors.

Factor 1: 'culture and sightseeing' (eigenvalue=4.42) accounted for 14.74 percent of variance and had five items. Factor 2: 'hospitality and accommodation' (eigenvalue=3.40), accounted for 11.36 percent of the variance and had six items. Factor 3: 'convenience and facilities' (eigenvalue=2.92) accounted for 9.75 percent of the variance and had five items. Factor 4: 'activities and shopping' (eigenvalue=2.76), accounted for 9.20 percent of variance and had four items. Factor 5: 'nature and weather' (eigenvalue=2.16) accounted for 7.21 percent of the variance and had five items. Factor 6: 'novelty/familiarity and prestige' (eigenvalue=1.46), accounted for 4.87 percent of the variance and had three items. Factor 7: 'popularity' (eigenvalue=1.29), accounted for 4.31 percent of the variance and had two items.

The present seven-factor model was deemed the best solution because of its conceptual clarity and ease of interpretability. The label utilised for these factors are consonant with past research (see Uysal *et al.* 2008; Compton 1979). There were minor issues regarding cross-loadings and reliability Table 5-6. Low inter-item correlations (i.e. 'it is new place for me', 'none of my friends have been here before') decreased the reliability of a number of factors; however, elimination of these items did not improve the reliability of the grand scale and subscales. All items were retained and no further steps were taken to further improve the validity and reliability of the measures.

Analysing data from the qualitative research produced themes fitting into the pull factor framework. The following extracts from interviews demonstrate the importance of holidaying in Alanya:

Because I like to see blue skies, blue seas [sun, sea] (R-24, 44 yrs female, Manchester, England)

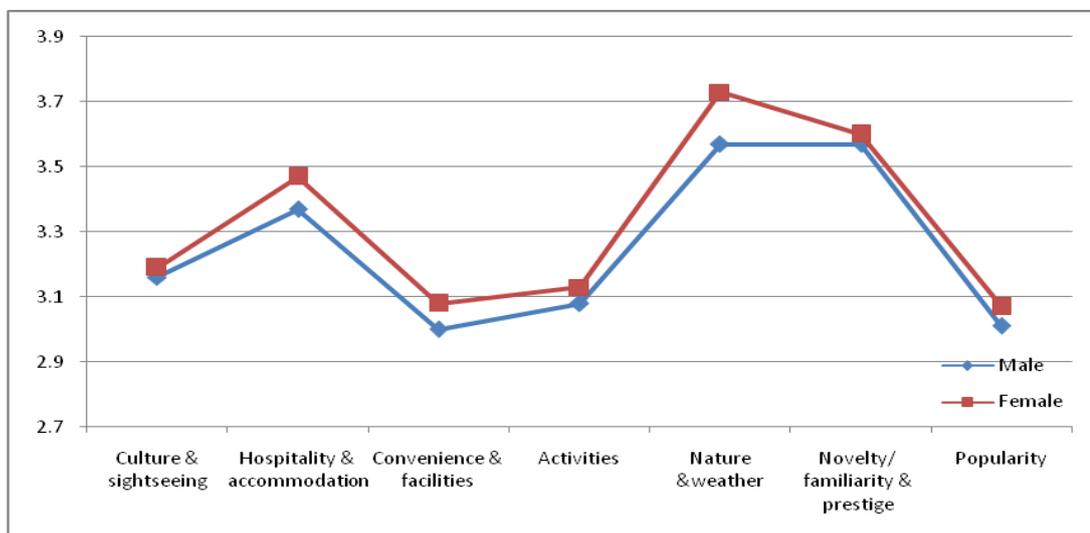
Because I wanted to go to Turkey for the hot weather [sun and sea] and we found a nice hotel in Alanya [accommodation]. (R-136, 20 yrs female, Glasgow, Scotland)

For the sun [sun] . . . we are retired, we do not work no more so we go away every month ... (R-512, 61 yrs female, London, England)

To experience different culture [novelty], the weather . . . what I particularly like about Turkey is lovely climate [weather]. Every single time we have been it has always been perfect. (R-98, 47 yrs female, Surrey, England)

For the full sample, ‘nature & weather (M=3.67) and ‘novelty/familiarity & prestige’ (M=3.59) were the most important pull factors. Motivational variation of pull factors was then analysed by socio-demographic (Table 5-7) and trip characteristics (Table 5-8).

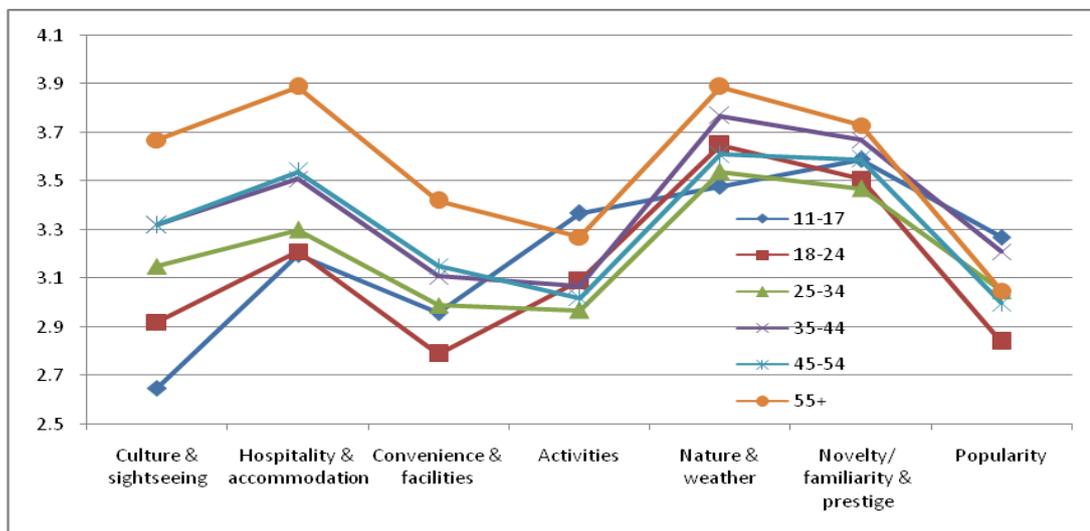
Figure 5-12 shows mean responses on pull factors by gender. Although the ratings of females were higher than the ratings of males on all seven factors, no significant differences were found between the mean scores of the two gender groups with the exception of the 'nature and weather' factor  $t(1.50) = -2.44, p < 0.015$ .



**Figure 5-12 Pull factors by gender**

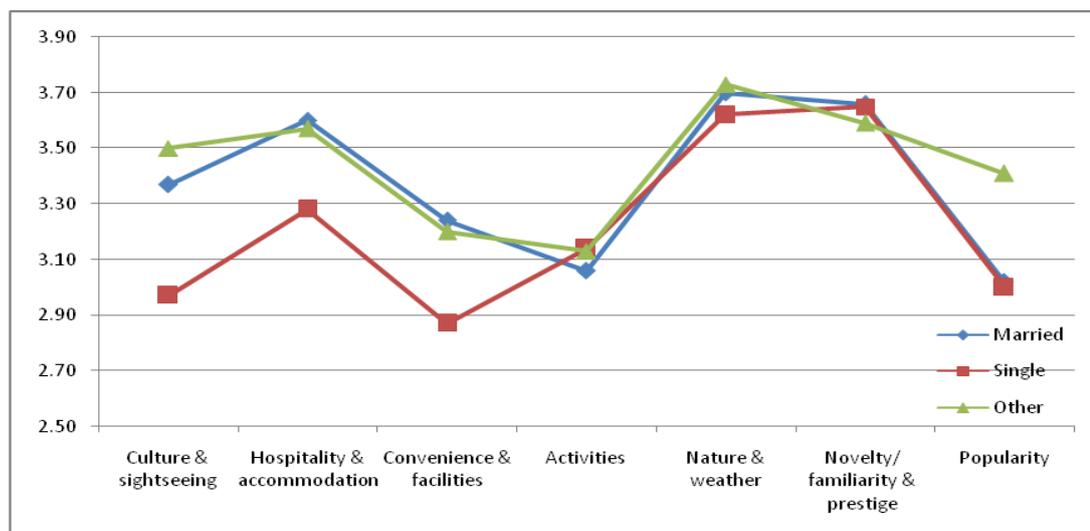
Figure 5-13 shows the mean responses on pull factors for the six age groups. Significant differences were found among the age groups in terms of four pull factors: ‘culture and sightseeing’  $F(5,499) = 11.35, p < 0.000$ ; ‘hospitality & accommodation’  $F(5,499) = 8.27, p < 0.000$ , ‘convenience & facilities’  $F(5,499) =$

5.77,  $p < 0.000$ ; and 'nature & weather'  $F(5,499) = 3.22$ ,  $p < 0.007$ . Respondents over 55 yrs age group considered these four factors more important than younger respondents. Respondents in 11-17 years age group considered these four factors less important than those respondents in other age groups.



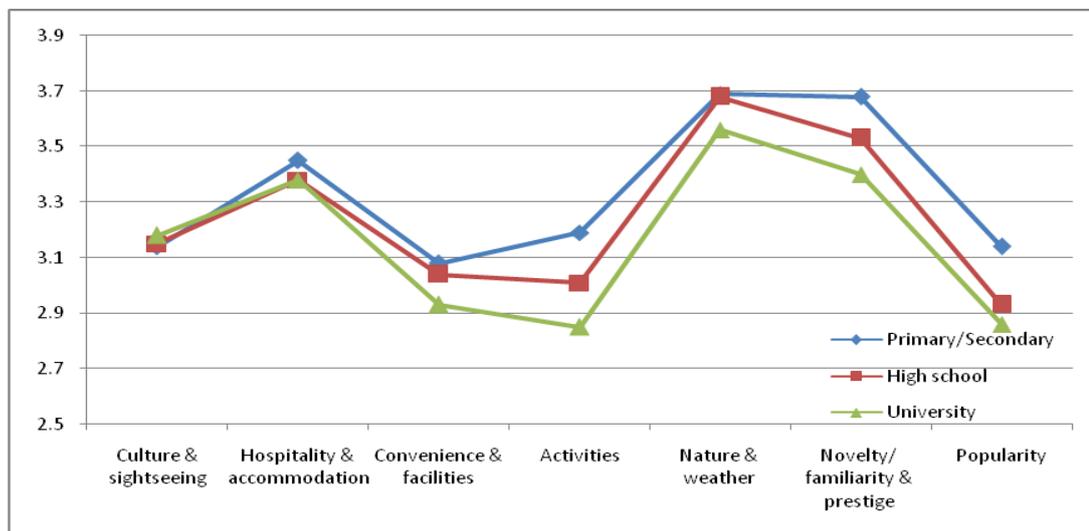
**Figure 5-13 Pull factors by age**

Figure 5-14 presents responses with respect to marital status. There were statistically significant differences among the groups in terms three pull factors: 'culture and sightseeing'  $F(2,499) = 14.01$ ,  $p < 0.000$ ; 'hospitality & accommodation'  $F(2,499) = 10.43$ ,  $p < 0.000$ ; and 'convenience & facilities'  $F(2,499) = 11.99$ ,  $p < 0.000$ . Interestingly, respondents who were single considered these three factors less important than those who were married and divorced/widowed.



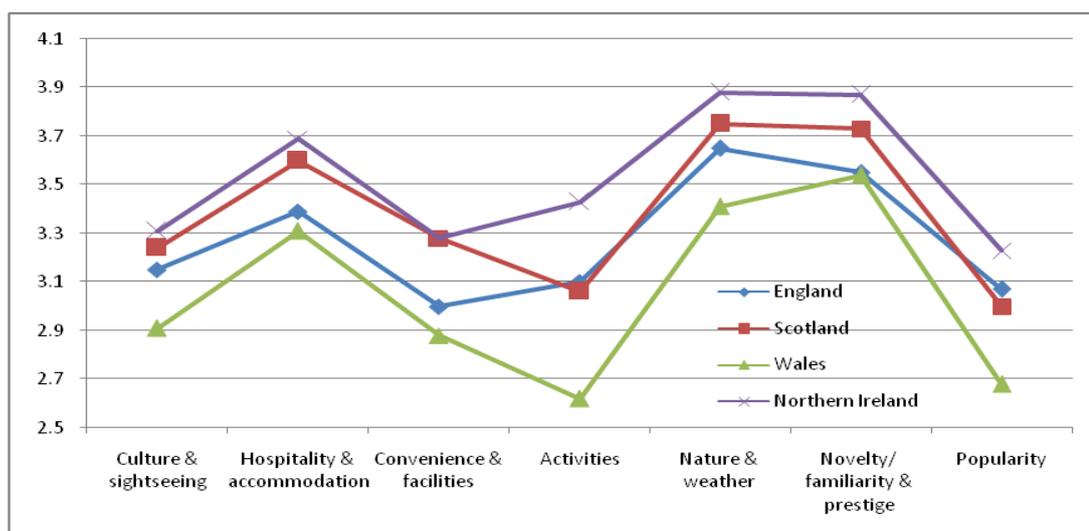
**Figure 5-14 Pull factors by marital status**

The graph illustrates means responses on pull factors by three education groups (Figure 5-15). It is interesting to note that respondents in primary/secondary education group placed significantly higher importance on two factors, ‘activities & shopping’  $F(4,500) = 6.68, p < 0.001$  and ‘novelty/familiarity & prestige’  $F(4,500) = 6.12, p < 0.002$ , than those respondents in higher education group.



**Figure 5-15 Pull factors by education**

Figure 5-16 indicates means responses on pull factors regarding the country of origin in the UK. No significant differences were found between four country groups in the responses of pull factors with the exception of ‘activities & shopping’ factor  $F(4,500) = 3.90, p < 0.004$ . Respondents from Northern Ireland rated this factor significantly higher than respondents from Wales did.



**Figure 5-16 Pull factors by country**

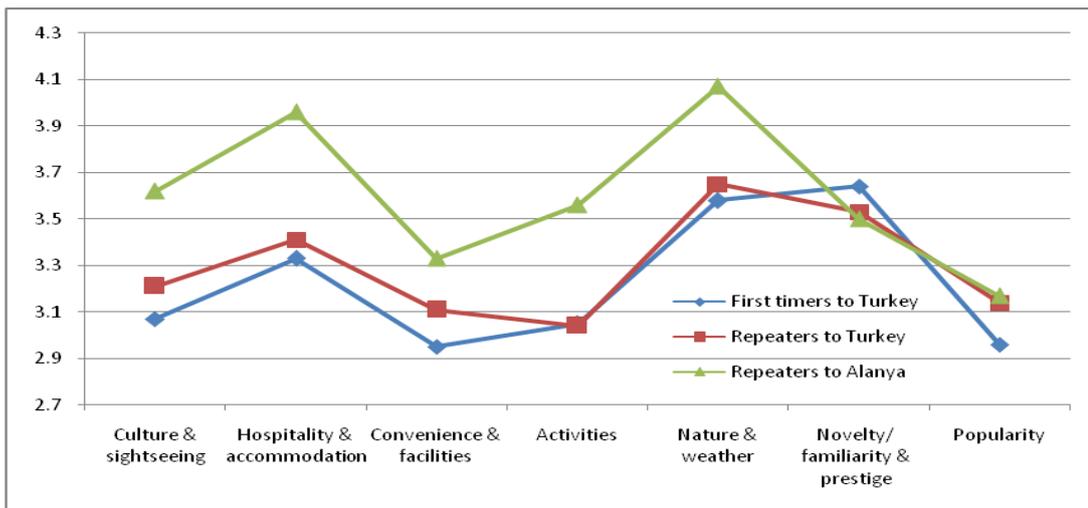
**Table 5-7 Pull factors by socio-demographic characteristics**

<b>Subgroups</b>	<b>Culture &amp; sightseeing</b>	<b>Hospitality &amp; accommodation</b>	<b>Convenience &amp; facilities</b>	<b>Activities</b>	<b>Nature and weather</b>	<b>Novelty/familiarity &amp; prestige</b>	<b>Popularity</b>
<b>Gender</b>	p > .710	p > .178	p > .305	p > .531	<b>p &lt; .015**</b>	p > .571	p > .559
Male	3.16 (10)	3.37 (9)	3.00 (13)	3.08 (11)	3.57 (6)	3.57 (7)	3.01 (12)
Female	3.19 (10)	3.47 (9)	3.08 (12)	3.13 (11)	3.73 (5)	3.60 (7)	3.07 (13)
<b>Age</b>	<b>p &lt; .000*</b>	<b>p &lt; .000*</b>	<b>p &lt; .000*</b>	p > .060	<b>p &lt; .007*</b>	p > .251	p > .061
11-17	2.65 (14)a	3.20 (9)a	2.96 (12)a	3.37 (6)	3.48 (5)a	3.59 (4)	3.27 (7)
18-24	2.92 (11)b	3.21 (9)ab	2.79 (13)ab	3.09 (10)	3.65 (5)	3.51 (7)	2.84 (12)
25-34	3.15 (10)ac	3.30 (9)a	2.99 (12)a	2.97 (13)	3.54 (6)	3.47 (7)	3.05 (11)
35-44	3.32 (10) ab	3.51 (9)a	3.11 (12)	3.07 (13)	3.77 (6)	3.67 (7)	3.21 (11)
45-54	3.32 (10) ab	3.54 (9)b	3.15 (11)b	3.02 (12)	3.61 (7)	3.59 (8)	3.00 (13)
55+	3.67 (9) abc	3.89 (5)a	3.42 (11)a	3.27 (12)	3.89 (4)a	3.73 (7)	3.05 (14)
<b>Marital status</b>	<b>p &lt; .000*</b>	<b>p &lt; .000*</b>	<b>p &lt; .000*</b>	p > .636	p > .394	p > .220	p > .056
Married	3.37 (10)a	3.60 (9)a	3.24 (11)a	3.06 (13)	3.70 (6)	3.66 (7)	3.02 (14)
Single	2.97 (12)a	3.28 (9)a	2.87 (13)a	3.14 (10)	3.62 (6)	3.65 (5)	3.00 (11)a
Other	3.50 (10)a	3.57 (9)	3.20 (12)a	3.13 (13)	3.73 (5)	3.59 (8)	3.41 (11)a
<b>Education</b>	p > .936	p > .653	p > .289	<b>p &lt; .001*</b>	p > .202	<b>p &lt; .002*</b>	<b>p &lt; .034**</b>
Primary/Secondary	3.14 (11)	3.45 (8)	3.08 (13)	3.19 (10)a	3.69 (5)	3.68 (6)a	3.14 (12)
Post-secondary	3.15 (10)	3.38 (9)	3.04 (12)	3.01 (11)	3.68 (6)	3.53 (8)	2.93 (14)
Higher education	3.18 (10)	3.38 (9)	2.93 (11)	2.85 (13)a	3.56 (6)	3.40 (8)a	2.86 (12)
<b>Country</b>	p > .186	p > .144	p > .086	<b>p &lt; .004*</b>	p > .162	p > .174	p > .385
England	3.15 (10)	3.39 (9)	3.00 (13)	3.10 (11)	3.65 (6)	3.55 (7)	3.07 (12)
Scotland	3.24 (11)	3.60 (8)	3.28 (10)	3.06 (12)	3.75 (4)	3.73 (5)	3.00 (13)
Wales	2.91 (10)	3.31 (8)	2.88 (11)	2.62 (13)a	3.41 (7)	3.54 (6)	2.68 (12)
Northern Ireland	3.31 (11)	3.69 (7)	3.28 (12)	3.43 (10)a	3.88 (4)	3.87 (5)	3.23 (13)

**Table 5-8 Pull factors by trip characteristics**

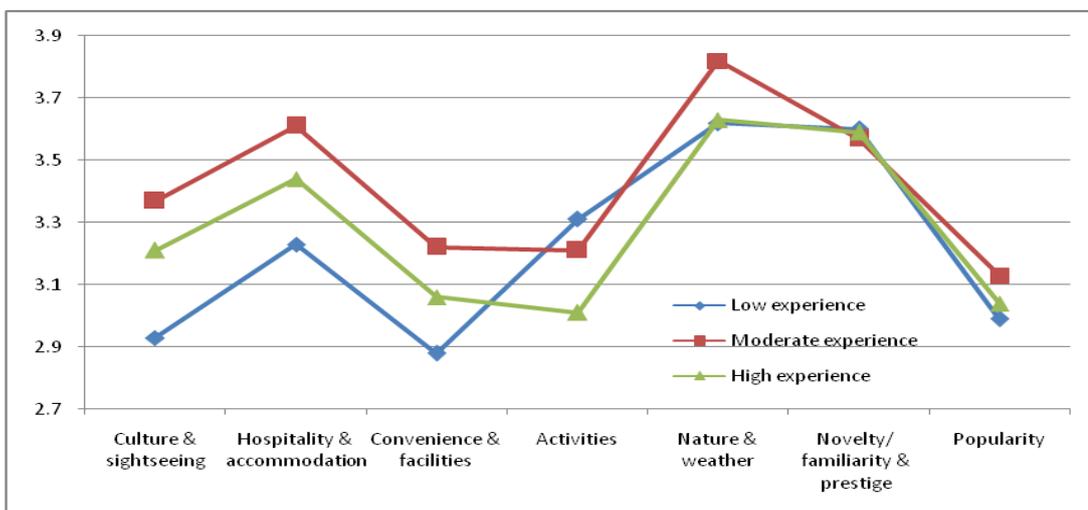
<b>Subgroups</b>	<b>Culture &amp; sightseeing</b>	<b>Hospitality &amp; accommodation</b>	<b>Convenience &amp; facilities</b>	<b>Activities</b>	<b>Nature &amp; weather</b>	<b>Novelty/familiarity &amp; prestige</b>	<b>Popularity</b>
<b>Revisiting patterns</b>	<b>p &lt; .000*</b>	<b>p &lt; .000*</b>	<b>p &lt; .003*</b>	<b>p &lt; .000*</b>	<b>p &lt; .000*</b>	p > .200	p > .127
First-timers to Turkey	3.07 (10)a	3.33 (9)a	2.95 (13)a	3.05 (11)a	3.58 (6)a	3.64 (5)	2.96 (12)
Repeaters to Turkey	3.21 (10)a	3.41 (9)a	3.11 (12)	3.04 (14)a	3.65 (6)a	3.53 (7)	3.14 (11)
Repeaters to Alanya	3.62 (8)a	3.96 (5)a	3.33 (12)a	3.56 (10)a	4.07 (3)a	3.50 (11)	3.17 (13)
<b>Experience levels</b>	<b>p &lt; .003*</b>	<b>p &lt; .003*</b>	<b>p &lt; .008*</b>	<b>p &lt; .003*</b>	p > .055	p > .950	p > .604
Low experience	2.93 (12)a	3.23 (10)a	2.88 (13)a	3.31 (9)a	3.62 (4)	3.60 (5)	2.99 (11)
Moderate experience	3.37 (10)a	3.61 (7)a	3.22 (11)a	3.21 (12)	3.82 (6)	3.57 (9)	3.13 (13)
High experience	3.21 (10)a	3.44 (9)	3.06 (11)	3.01 (13)a	3.63 (6)	3.59 (7)	3.04 (12)
<b>Length of stay</b>	p > .966	p > .443	p > .247	p > .325	p > .240	p > .720	p > .552
7 days	3.17 (10)	3.38 (9)	3.00 (12)	3.11 (11)	3.60 (5)	3.59 (7)	2.96 (13)
10 days	3.22 (12)	3.52 (9)	3.30 (11)	3.37 (10)	3.82 (5)	3.72 (7)	3.07 (13)
14 days	3.19 (10)	3.47 (9)	3.07 (12)	3.09 (11)	3.69 (6)	3.59 (7)	3.07 (13)
<b>Accommodation</b>	p > .262	p > .341	p > .582	<b>p &lt; .000*</b>	<b>p &lt; .000*</b>	p > .633	p > .226
5 star	3.07 (11)	3.43 (8)	3.07 (10)	2.94 (13)a	3.43 (7)a	3.59 (6)	2.93 (14)
4 star	3.17 (10)	3.46 (8)	3.08 (13)	3.13 (11)	3.82 (4)a	3.55 (7)	3.13 (12)
3 star	3.27 (10)	3.34 (9)	3.04 (12)	3.15 (11)	3.74 (5)a	3.57 (8)	3.02 (13)
2 star	3.29 (11)	3.55 (9)	2.93 (13)	3.41 (10)a	3.72 (5)a	3.70 (6)	3.20 (12)
<b>Boarding type</b>	p > .332	p > .240	p > .156	<b>p &lt; .001*</b>	<b>p &lt; .000*</b>	p > .055	p > .394
Bed & breakfast	3.18 (11)	3.44 (9)	2.99 (13)	3.27 (10)a	3.79 (4)a	3.64 (5)	3.06 (12)
Half board	3.26 (11)	3.35 (9)	2.96 (14)	3.08 (12)	3.72 (5)a	3.48 (8)	3.07 (13)
All inclusive	3.09 (11)	3.44 (8)	3.11 (10)	2.98 (12)ab	3.47 (7)a	3.60 (6)	2.97 (14)
Self catering	3.27 (11)	3.62 (8)	3.21 (13)	3.43 (10)b	3.95 (4)a	3.79 (7)	3.25 (12)
<b>Location</b>	p > .884	p > .645	p > .272	p > .059	<b>p &lt; .000*</b>	p > .814	p > .715
Keykubat Beach	3.18 (10)	3.44 (9)	3.99 (13)	3.15 (11)	3.62 (6)abc	3.61 (7)	3.04 (12)
Cleopatra Beach	3.20 (10)	3.45 (9)	3.10 (12)	3.15 (11)	3.85 (4)ab	3.57 (7)	3.08 (13)
Neighbourhood	3.13 (10)	3.35 (7)	3.12 (11)	2.88 (14)	3.32 (8)abc	3.55 (5)	2.97 (13)

Figure 5-17 illustrates means on pull factors for the three revisiting patterns groups. Significant differences were found among these groups in terms of five pull factors: ‘culture & sightseeing’  $F(2,502) = 9.49, p < 0.000$ ; ‘hospitality & accommodation’,  $F(2,502) = 16.77, p < 0.000$ , ‘convenience & facilities’  $F(2,502) = 5.93, p < 0.003$ ; ‘activities’  $F(2,502) = 10.15, p < 0.000$  and ‘nature & weather’  $F(2,502) = 13.26, p < 0.000$ . Repeaters to Alanya considered these five factors more important than first-timers to Turkey and repeaters to Turkey did.



**Figure 5-17 Pull factors by revisiting patterns**

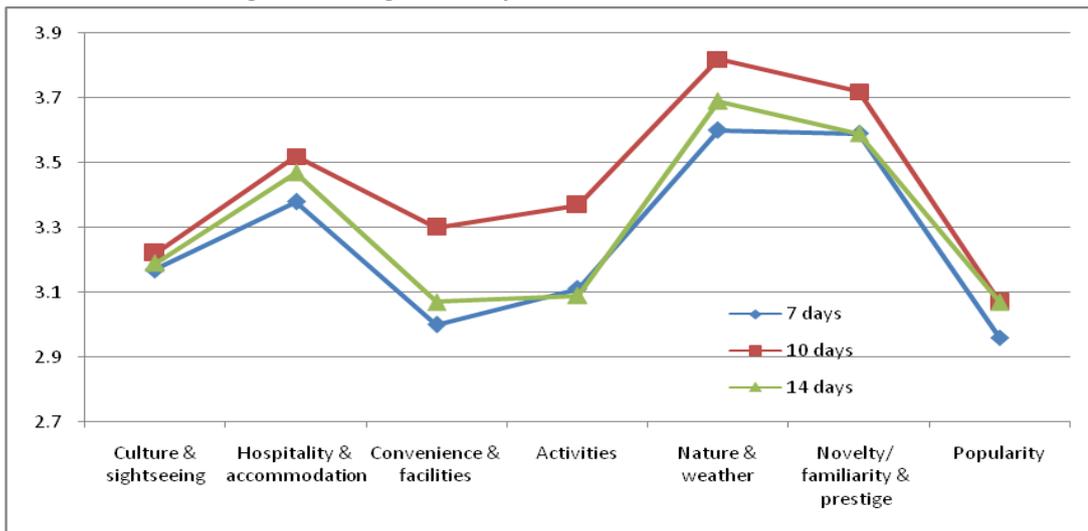
Figure 5-18 shows how experience level influences pull factors. There were significant differences in responses of four factors with respect to experience levels: ‘culture and sightseeing’  $F(2,502) = 5.85, p < 0.003$ ; ‘hospitality & accommodation’  $F(2,502) = 5.90, p < 0.003$ , ‘convenience & facilities’  $F(2,502) = 4.89, p < 0.008$ ; and ‘activities’  $F(2,502) = 5.83, p < 0.003$ .



**Figure 5-18 Pull factors by experience levels**

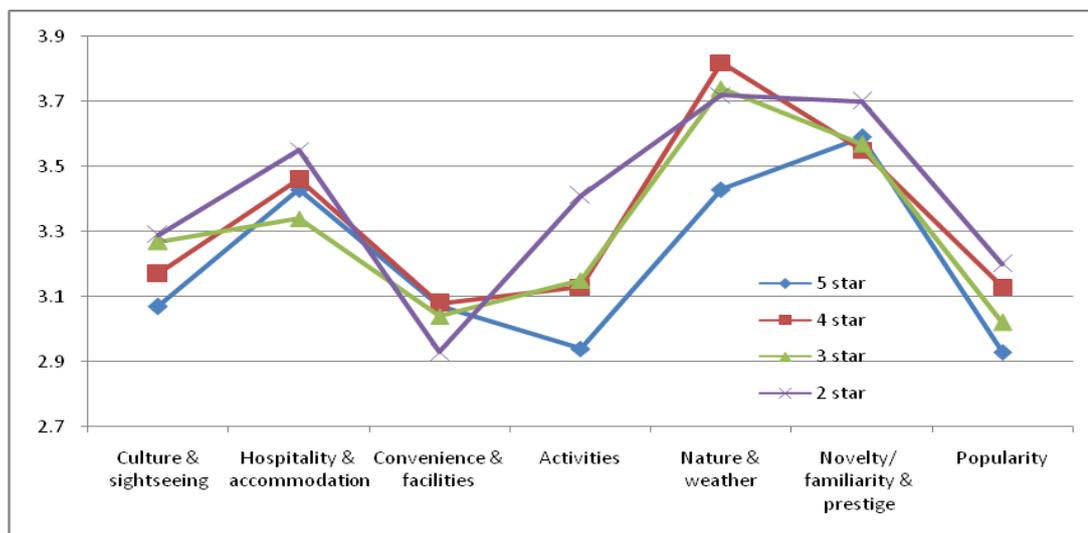
Low experience respondents considered ‘culture and sightseeing’, ‘hospitality & accommodation’, and ‘convenience & facilities’ factors significantly less important than moderate and high experience respondents; and considered 'activities' factor significantly more important than high experience respondents did.

Respondents in 10 days group considered pull factors more important than those in 7 and 14 days groups (Figure 5-19). The results, however, did not show significant differences with regard to length of stay.



**Figure 5-19 Pull factors by length of stay**

Figure 5-20 illustrates means of pull factors for the four accommodation groups.

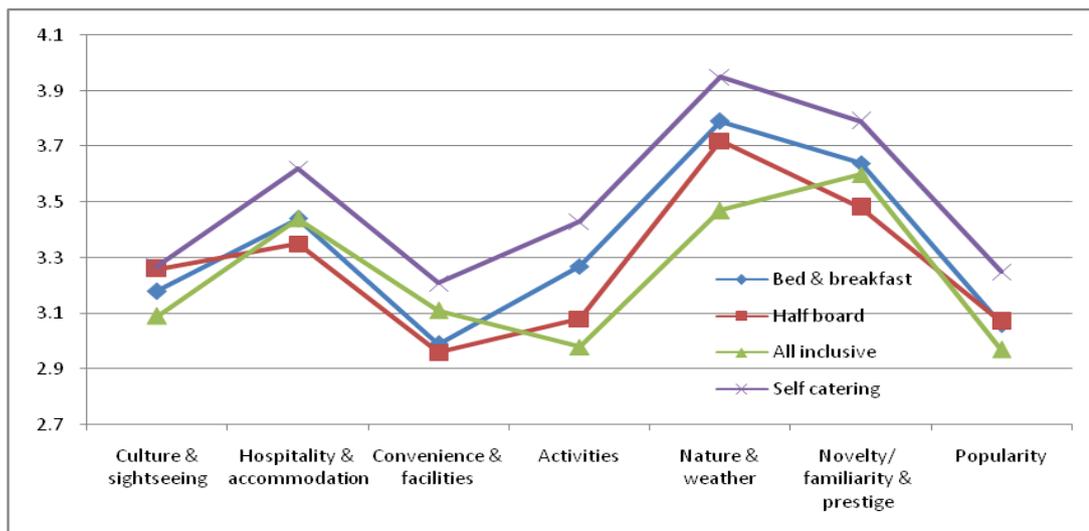


**Figure 5-20 Pull factors by accommodation type**

Significant differences were found among these groups in terms of two pull factors: ‘activities’  $F(3,226) = 6.29, p < 0.000$  and 'nature & weather'  $F(3,501) = 9.48, p < 0.000$ . Respondents in five star accommodations rated 'activities' factor

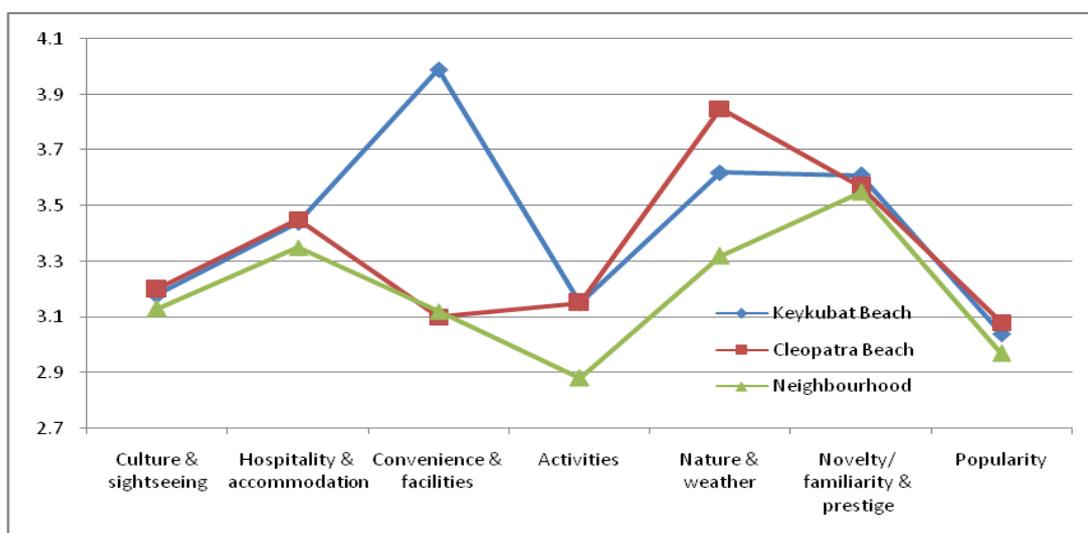
significantly lower than those respondents in two star accommodations. They also placed significantly less importance on 'nature & weather' factor' than those in any other accommodation groups.

Similarly, respondents in all-inclusive boarding group considered these two factors significantly less important than those in other boarding type groups: 'activities'  $F(3,174) = 5.54, p < 0.001$ , and 'nature & weather'  $F(3,501) = 9.41, p < 0.000$ . Figure 5-21 illustrates the variations in responses with respect to boarding types.



**Figure 5-21 Pull factors by boarding type**

As far as location is concerned (Figure 5-22), respondents who were in neighbourhood group considered 'nature & weather'  $F(2,194) = 17.81, p < 0.000$ . The graph illustrates that respondents in neighbourhood placed less importance on all pull factors than those respondents in Keykubat and Cleopatra Beach groups.



**Figure 5-22 Pull factors by location**

To summarise, the analysis of pull factors revealed that ‘nature & weather’ and ‘novelty/familiarity & prestige’ were the most important in choosing a holiday in Alanya. The importance of ‘hospitality & accommodation’ was also important. The relevance and influence age groups, revisiting patterns and experience levels were significant on push factors. Responses on pull factors also significantly differed with respect to marital status, education, accommodation types and boarding types. Repeaters to Alanya and over 55 years old respondents placed higher importance on the ‘culture & sightseeing’.

#### 5.4. Analysis of constraining/facilitating factors

Table 5-9 presents summary of constraining/facilitating items. Two thirds of respondents indicated that their holiday choice was influenced by ‘price’ with a mean score of 3.78 and ‘good deal’ with a mean score of 3.70. Respondents also attached higher importance to the items concerning time constraints: ‘influenced by the time of the year’ (M=3.46) and ‘available time for holiday’ (M=3.07). The remainder of the items were less influential in choosing a holiday in Alanya with mean scores between 2.00 and 2.64.

**Table 5-9 Summary of constraining/facilitating items**

<b>Measures</b>	<b>n</b>	<b>M</b>	<b>SD</b>	<b>1 (%)</b>	<b>2 (%)</b>	<b>3 (%)</b>	<b>(<sup>a</sup>)</b>
<i>In choosing a holiday in Alanya the decision was</i>							
influenced by price	465	3.78	1.2	14.0	22.2	63.9	14
taken because it was a good deal	446	3.70	1.3	18.6	19.3	62.1	17
influenced by the time of year	436	3.46	1.3	21.8	22.0	56.2	22
influenced by available time for holiday	430	3.07	1.5	35.3	20.7	44.0	40
influenced by recommendation of travel agent	423	2.64	1.4	46.6	22.5	31.0	49
influenced by reviews on travel blogs/internet	413	2.64	1.4	47.7	20.1	32.2	50
influenced by recommendation of family/relatives	413	2.46	1.5	53.0	19.6	27.4	51
influenced by recommendation of friends	414	2.24	1.4	60.1	16.4	23.4	55
influenced by media (e.g. brochure, TV etc.)	400	2.13	1.2	64.3	19.0	16.8	56
influenced by children	395	2.00	1.3	68.6	11.9	19.5	58

The findings indicated that almost one third of respondents agreed that their decision was influenced by travel agents (31 percent) and online reviews (32.2 percent). One fourth of respondents indicated that their decisions were influenced by the recommendations of family/relatives (27.4 percent) and friends (23.4 percent) items. The influence of media (publications and TV) remained very minor (16.8) of those

who responded to this item. In contrast, two thirds of respondents indicated that their decision was 'influenced by price' (63.9 percent), and 'taken because it was a good deal' (62.1 percent). Similarly, 'the time of year' was important for over half of those respondents (56.2), whereas 'available time for holiday' was important for almost half of those respondents (44 percent). Information and recommendation sources had little importance compared to price and time constraints.

PCA was employed for data reduction purposes and to determine the dimensionality of 10-item scale constraints/facilitators (Table 5-10). The KMO measure of sampling adequacy was .73, 'good', and all KMO values for individual items were  $> 0.63$ . Bartlett's test of sphericity  $\chi^2(45) = 1,311.106$ ,  $p < 0.001$ , indicating that correlations between items were sufficiently large for PCA. Three components had eigenvalues over Kaiser's criterion of 1 and in combination explained 60.33 percent of the variance. Communalities were fairly high for most of the 10 items, with a range of 0.384 to 0.760. Factor loadings over 0.40 appear in bold and the reliability of measures were determined using Cronbach's alpha. The grand scale had high reliability of 0.761. Corrected item-total correlation ranged from 0.310 to 0.605 and Cronbach's alpha ranged from 0.668 to 0.754 among the three factors.

**Table 5-10 Summary of constraining/facilitating factor loadings from PCA**

Measures <i>In choosing a holiday in Alanya the decision was</i>	Component loading			
	1	2	3	Com
<b>Factor 1 recommendation &amp; information</b>				
influenced by recommendation of friends	<b>.778</b>	.150	-.003	.629
influenced by recommendation of family/relatives	<b>.744</b>	.216	-.166	.627
influenced by media (e.g. brochure, TV etc.)	<b>.680</b>	.052	.092	.473
influenced by recommendation of travel agent	<b>.588</b>	.098	.169	.384
influenced by reviews on travel blogs/internet	<b>.582</b>	.019	<b>.401</b>	.500
<b>Factor 2 time &amp; children constrains</b>				
influenced by available time for holiday	.089	<b>.835</b>	.236	.760
influenced by the time of year	.075	<b>.779</b>	.331	.722
influenced by children	.236	<b>.611</b>	-.138	.448
<b>Factor 3 price &amp; deal</b>				
taken because it was a good deal	.078	.046	<b>.858</b>	.745
influenced by price	.079	.273	<b>.814</b>	.744
				<b>Total</b>
<b>Eigenvalues</b>	2.38	1.83	1.81	6.03
<b>% of variance</b>	23.87	18.36	18.09	60.33
<b><math>\alpha</math> (cronbach's alpha)</b>	.729	.668	.754	.761
<b>M (composite mean scores)</b>	2.42	2.84	3.74	2.81
<b>Number of items</b>	5	3	2	10

The first component, 'Factor 1: recommendation and information' (eigenvalue = 2.38), accounted for 23.87 percent of variance and had five items. Factor 2: 'time & children constraints' (eigenvalue = 1.83), accounted for 18.36 percent of the variance and had three items. Factor 3: 'price and deal' (eigenvalue = 1.81), accounted for 18.09 percent of the variance and had two items.

The present three-factor model was deemed the best solution because of its conceptual clarity and ease of interpretability. The label utilised for these present factors are consonant with past research (see Ryan 2003, 1994). There were minor issues regarding cross-loadings (Table 5-10). All items were retained and no further steps were taken to further improve the validity and reliability of the measures.

Qualitative research produced themes fitted into the constraining and facilitating factors framework. The following extracts demonstrate the importance of constraining/facilitating factors for holidaying in Alanya:

This year I think the euro was a big influence because . . . because holiday in Alanya was cheaper than holiday in Tenerife [price]. (R-68, 46 yrs female, Channel Island, England)

There are many places that I have not been in the UK, because . . . it is actually cheaper for me to come abroad to Alanya for holidays than to go maybe to Scotland for the same length of time . . . it would cost me twice as much money to go to Scotland for two weeks than to come to Alanya. . . . I cannot afford a holiday in England [price]. (R-13, 46 yrs female, Suffolk, England)

Just because my mum suggested it, she said it was nice; the price was quite good as well. The price was really good for the location and hotel. Yeah it looked nice, good reviews. (R-166, 26 yrs male, London, England)

Time of the year [time constraint] and the price [price] again . . . I think ... also because it's sunny. (R-163, 18 yrs female, Leicestershire, England)

The travel agent, Thomas Cook . . . recommended it. . . . We told them our budget and they came up with a list of hotels in Alanya [recommendation, information, and price]. (R-530, 21 yrs female, Hampshire, England)

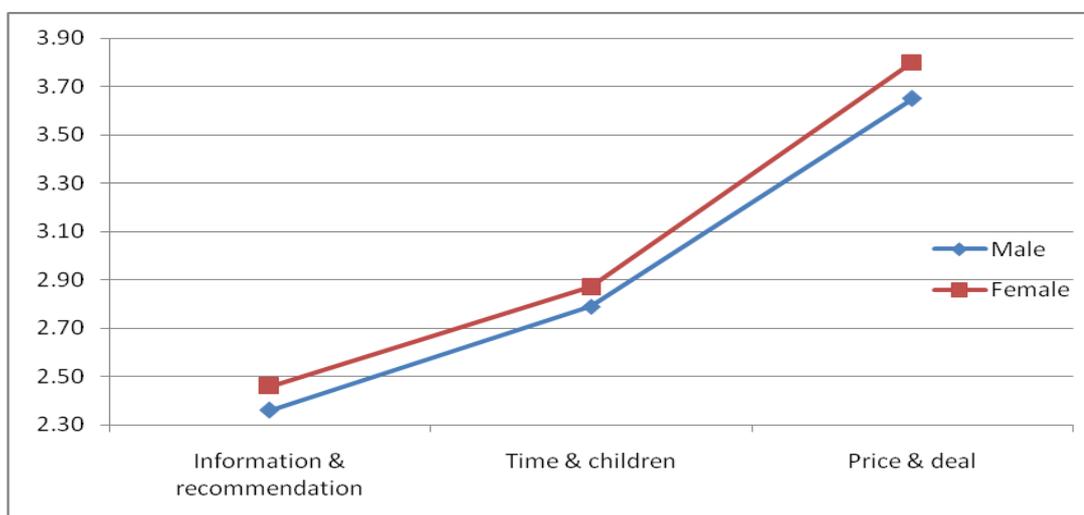
'Price & deal' with a mean score of 3.74 was the most important constraining/facilitating factor for the full sample. Mean scores of 'recommendation & information' and 'time & children constraints' were below three, 2.42 and 2.84 respectively.

For comparative purposes, constraining/facilitating factors were then analysed with respect to socio-demographic (Table 5-11) and trip characteristics (Table 5-12).

**Table 5-11 Constraining/facilitating factors by socio-demographic characteristics**

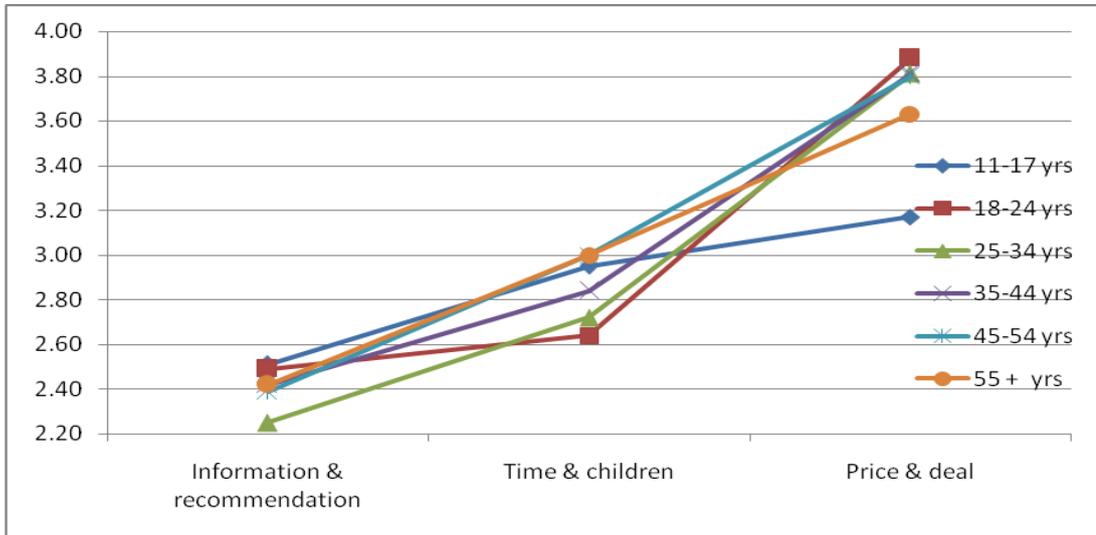
Subgroups	Information & Recommendation	Time & children constraints	Price & deal
<b>Gender</b>	$p > .220$	$p > .651$	$p > .134$
Male	2.36 (16)	2.79 (14)	3.65 (4)
Female	2.46 (16)	2.87 (14)	3.80 (4)
<b>Age</b>	$p > .540$	$p > .062$	$p < .003^*$
11-17	2.51 (16)	2.95 (13)	3.17 (10)a
18-24	2.49 (16)	2.64 (15)	3.88 (4)a
25-34	2.25 (16)	2.72 (14)	3.81 (4)a
35-44	2.42 (16)	2.84 (14)	3.81 (5)a
45-54	2.39 (16)	3.00 (14)	3.80 (5)a
55+	2.42 (16)	3.00 (15)	3.63 (10)
<b>Marital status</b>	$p > .490$	$p < .007^*$	$p > .223$
Married	2.45 (16)	3.08 (12)a	3.84 (5)
Single	2.41 (16)	2.70 (15)a	3.66 (4)
Other	2.28 (16)	2.84 (14)	3.68 (6)
<b>Education</b>	$p > .609$	$p > .499$	$p < .002^*$
Primary/Secondary	2.44 (16)	2.84 (14)	3.61 (7)a
Post-secondary	2.34 (16)	2.94 (13)	3.99 (4)a
Higher education	2.41 (16)	2.77 (14)	3.98 (4)a
<b>Country</b>	$p < .001^*$	$p > .141$	$p > .357$
England	2.34 (16)a	2.81 (14)	3.79 (4)
Scotland	2.72 (16)a	2.98 (14)	3.70 (7)
Wales	2.23 (16)	2.48 (15)	3.56 (5)
Northern Ireland	2.87 (16)a	3.14 (14)	3.51 (8)

Figure 5-23 shows responses of males and females on three constraining/facilitating factors. Although females placed higher importance on these factors than males did, they were not significantly different from the responses of males.



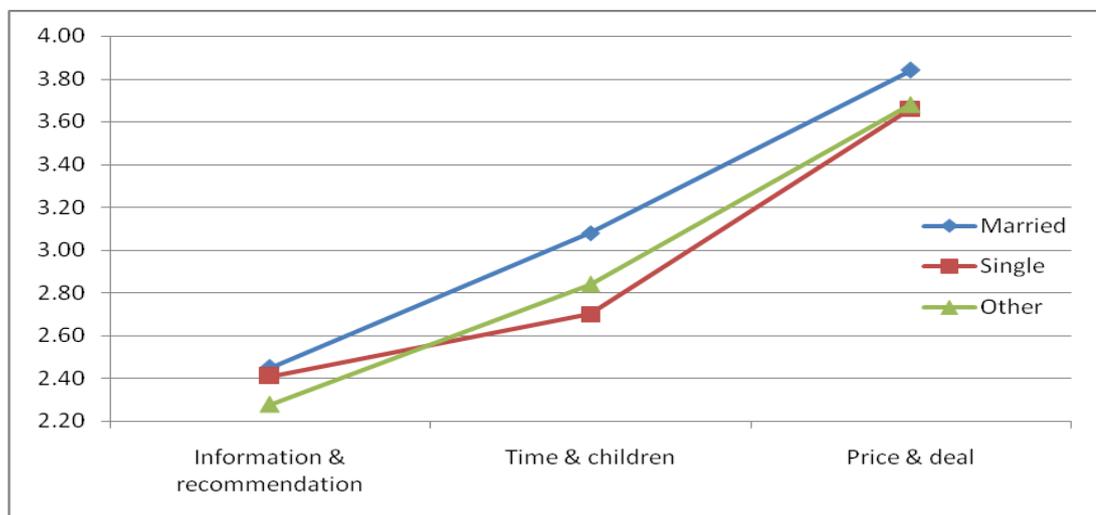
**Figure 5-23 Constraining/facilitating factors by gender**

Figure 5-24 displays responses of three constraining/facilitating factors by six age groups. 11-17 years old respondents considered ‘price & deal’ factor significantly  $F(5,499) = 3.64, p < 0.003$  less influential than those in any other age groups.



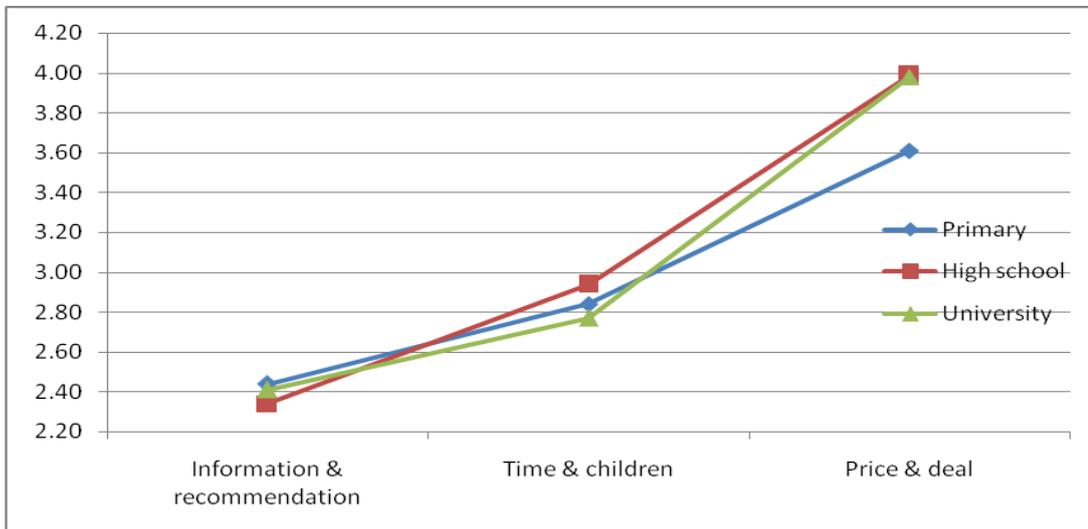
**Figure 5-24 Constraining/facilitating factors by age**

Figure 5-25 shows mean responses of three constraining/facilitating factors by marital status. Married respondents were significantly  $F(4,500) = 5.05, p < 0.007$  more constrained about 'time & children' factor than single respondents were.



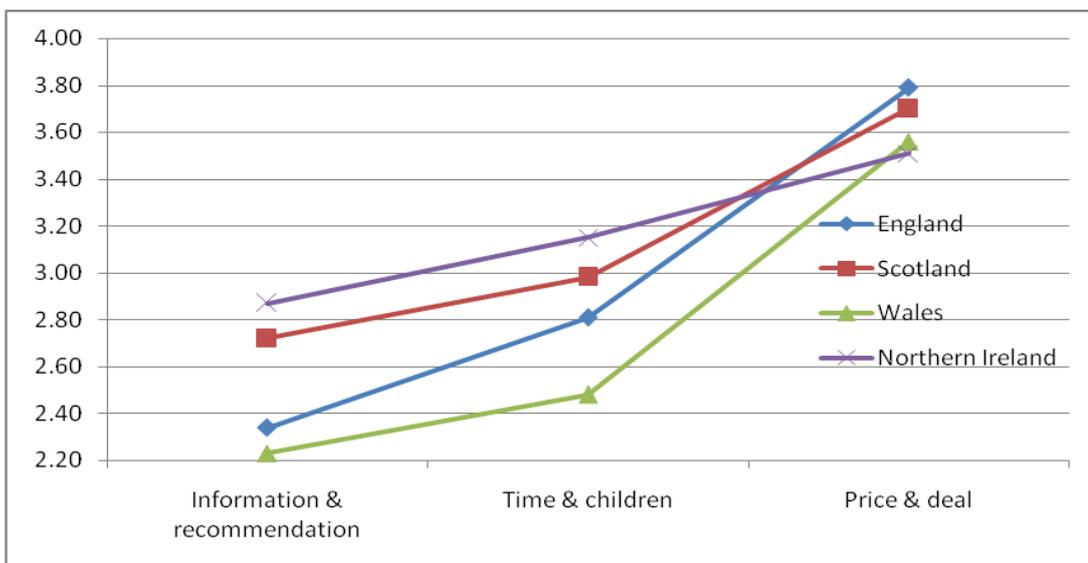
**Figure 5-25 Constraining/facilitating factors by marital status**

Figure 5-26 illustrates mean responses of three constraining/facilitating factors by three education groups. Respondents in primary/secondary education group considered ‘price & deal’ factor significantly  $F(4,500) = 6.39, p < 0.002$ , less influential than those in other education groups.



**Figure 5-26 Constraining/facilitating factors by education**

As far as country is concerned, respondents from England considered ‘information & recommendation’ factor significantly  $F(4,500) = 4.66, p < 0.001$ , less influential than those respondents from Scotland and Northern Ireland (Figure 5-27).

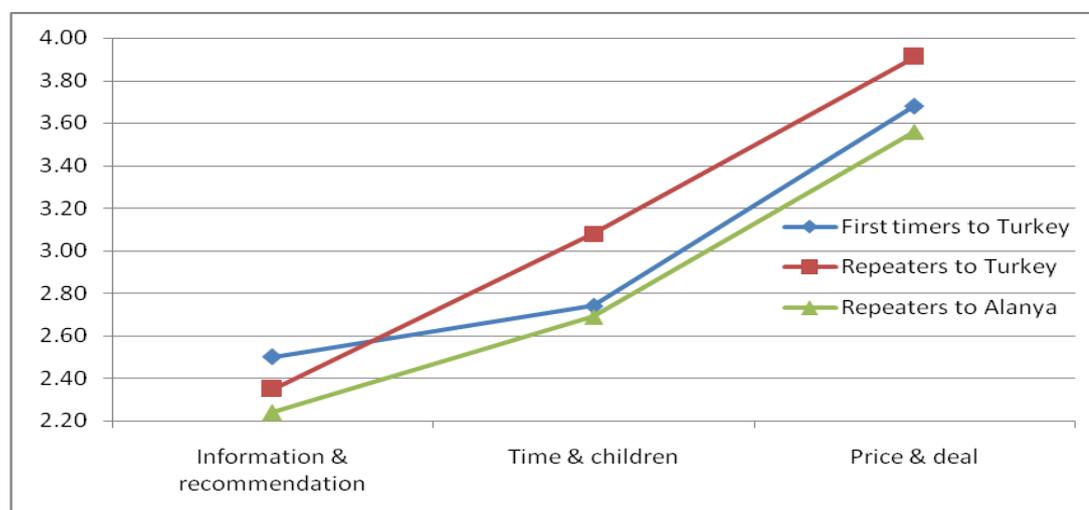


**Figure 5-27 Constraining/facilitating factors by country**

**Table 5-12 Constraining/facilitating factors by trip characteristics**

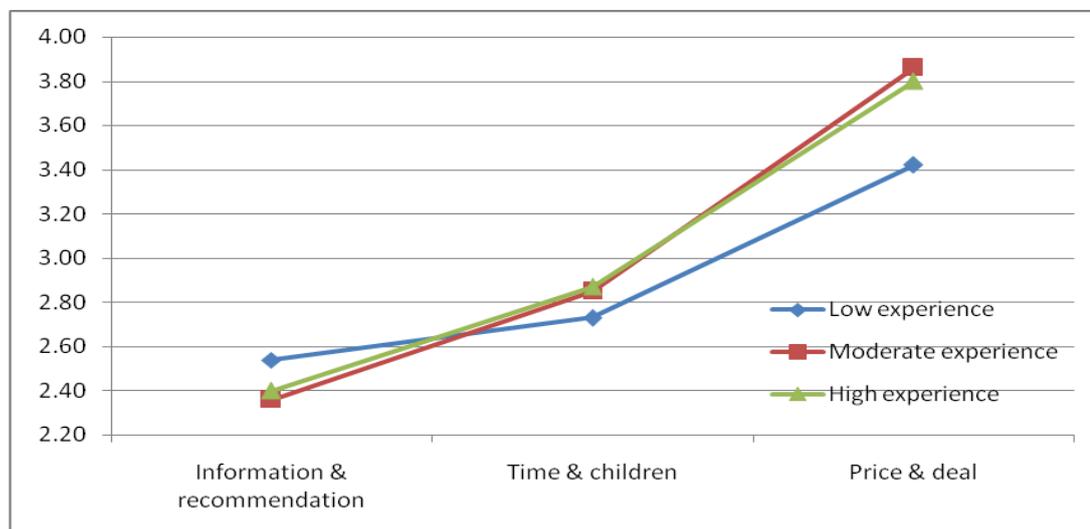
Subgroups	Information & Recommendation	Time & children constraints	Price & deal
<b>Revisiting patterns</b>	p > .058	<b>p &lt; .002*</b>	p > .043
First-timers to Turkey	2.50 (16)	2.74 (14)a	3.68 (4)
Repeaters to Turkey	2.35 (16)	3.08 (13)a	3.91 (4)
Repeaters to Alanya	2.24 (16)	2.69 (15)a	3.56 (9)
<b>Experience levels</b>	p > .286	p > .508	<b>p &lt; .004*</b>
Low experience	2.54 (16)	2.73 (15)	3.42 (6)a
Moderate experience	2.36 (16)	2.85 (14)	3.86 (5)a
High experience	2.40 (16)	2.87 (14)	3.80 (4)a
<b>Length of stay</b>	p > .114	p > .832	p > .331
7 days	2.43 (16)	2.85 (14)	3.75 (4)
10 days	2.78 (16)	2.89 (14)	4.04 (3)
14 days	2.38 (16)	2.81 (14)	3.69 (5)
<b>Accommodation</b>	<b>p &lt; .004*</b>	p > .335	<b>p &lt; .012**</b>
5 star	2.40 (16)	2.96 (12)	3.66 (4)
4 star	2.53 (16)a	2.77 (15)	3.58 (6)a
3 star	2.22 (16)ab	2.78 (15)	3.98 (4)a
2 star	2.64 (16)b	2.79 (15)	3.72 (4)
<b>Boarding type</b>	p > .303	<b>p &lt; .028**</b>	p > .144
Bed & breakfast	2.51 (16)	2.72 (15)	3.58 (6)
Half board	2.35 (16)	2.70 (15)	3.85 (4)
All inclusive	2.39 (16)	2.98 (13)	3.68 (5)
Self catering	2.56 (16)	3.00 (14)	3.88 (5)
<b>Location</b>	p > .134	p > .305	<b>p &lt; .014**</b>
Keykubat Beach	2.38 (16)	2.84 (14)	3.87 (4)a
Cleopatra beach	2.51 (16)	2.77 (15)	3.63 (6)
Neighbourhood	2.29 (16)	2.99 (12)	3.51 (6)a

Figure 5-28 illustrates mean scores of constraining/facilitating factors by revisiting patterns. The results indicated that ‘time & children’ constraints were significantly F (2,502) = 6.40, p<0.002 more influential for repeaters to Turkey than first-timers to Turkey and repeaters to Alanya.



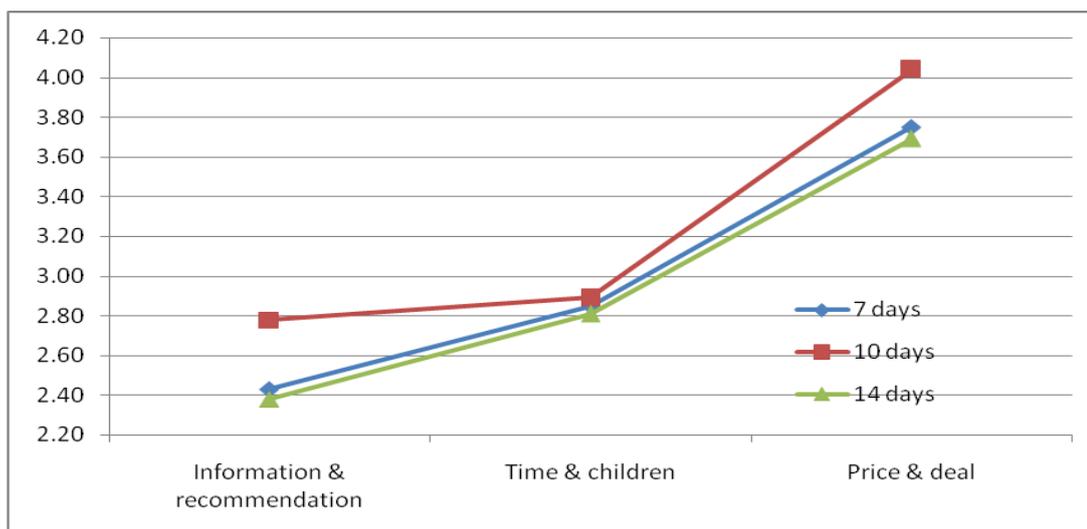
**Figure 5-28 Constraining/facilitating factors by revisiting patterns**

Figure 5-29 presents mean responses of constraining/facilitating factors by experience levels. The results interestingly indicated that the influence of ‘price & deal’ factor was significantly lower for low experienced respondents than moderate and high experienced respondents.



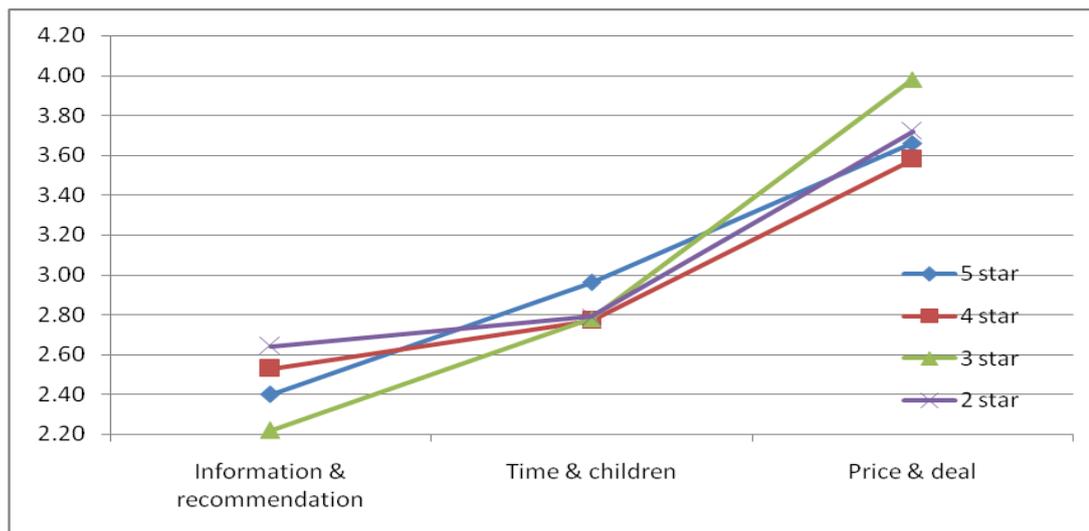
**Figure 5-29 Constraining/facilitating factors by experience level**

Figure 5-30 shows mean scores of constraining/facilitating factors regarding length of stay. The results did not show any significant differences in these mean scores with respect to length of stay.



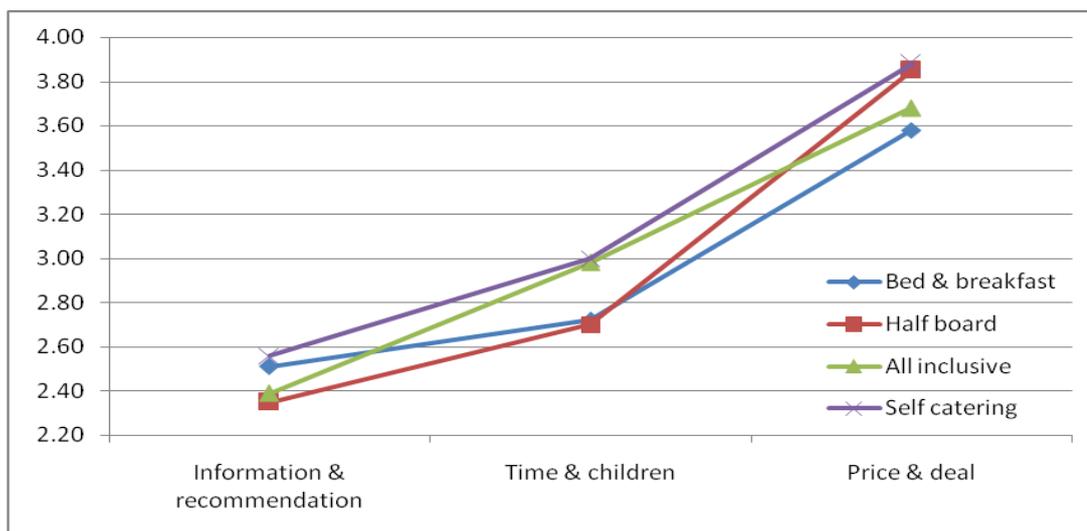
**Figure 5-30 Constraining/facilitating factors by length of stay**

Figure 5-31 illustrates mean scores of constraining/facilitating factors by accommodation. The results indicated that ‘information & recommendation’ factors was significantly  $F(3,501) = 4.41, p < 0.004$ , less influential for respondents in three star accommodation group than those respondents in two and four star accommodation groups. In contrast, the influence of ‘price & deal’ factor was significantly  $F(3,501) = 3.71, p < 0.012$ , higher for respondents in three star accommodation groups than those in four star accommodation group.



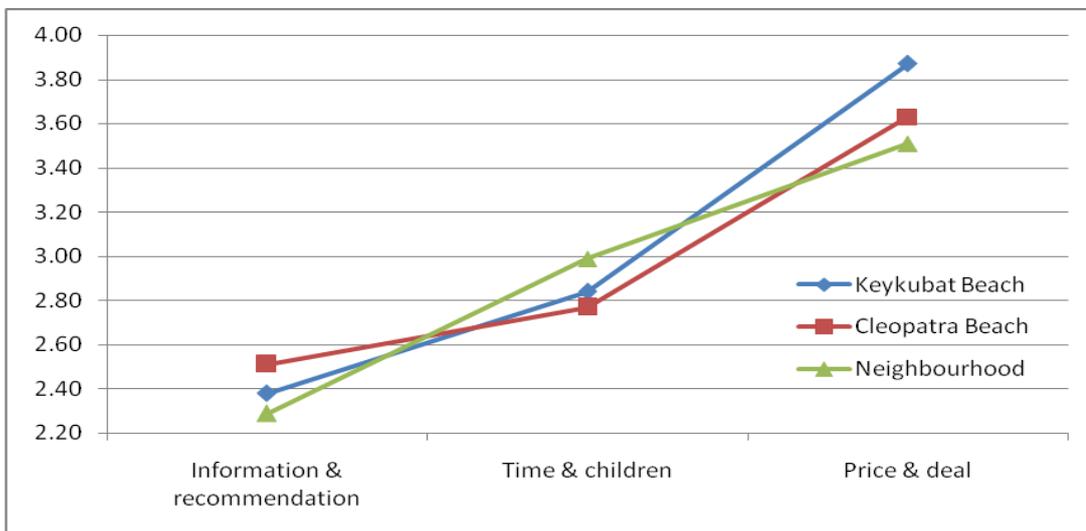
**Figure 5-31 Constraining/facilitating factors by accommodation**

Figure 5-32 shows mean scores of constraining/facilitating factors by boarding type. Although ANOVA test indicated significant differences in the mean scores of ‘time & children’, this was not confirmed by the results of post hoc tests.



**Figure 5-32 Constraining/facilitating factors by boarding type**

As far as location is concerned (Figure 5-33), the results indicated that the influence of ‘price & deal’ factor was significantly  $F(2,502) = 4.30, p < 0.014$ , higher for respondents in Keykubat Beach group than those in Neighbourhood group.



**Figure 5-33 Constraining/facilitating factors by location**

To summarise, the results of constraining/facilitating factors analysis showed that ‘price & deal’ was one of the most significant factors in choosing a holiday in Alanya. The mean responses on ‘price & deal’ factors did not indicate significant variations between tourists with respect to revisiting patterns. ‘Time & children’ constraints were highest for respondents in married and repeaters to Turkey groups. The importance of ‘information & recommendation’ factor was little for the majority of the respondents. Interestingly, respondents in 10 days group placed higher importance on ‘information & recommendation’ factor.

The following part further discusses the relative importance of push-pull motivations and constraining/facilitating factors, and the influence of socio-demographic and trip characteristics with respect to respondents' holiday choice in Alanya. It also presents the results of analysis, which sought to examine the relationships among push and pull motivations and constraining/facilitating factors.

## 5.5. Choosing a holiday in Alanya

The analysis (as shown previously in Table 5-1, Table 5-5, and Table 5-9) of the overall ranking of all 58 items indicated that respondents, in general, were highly motivated by push items, with the top eight shown below:

1. 'enjoy myself'
2. 'have fun'
3. 'enjoy good weather'
4. 'have good time with family/friends'
5. 'relax physically'
6. 'relax mentally'
7. 'get away from it all'
8. 'experience different places'.

Two pull motivational items followed:

9. 'it has a pleasant climate'
10. 'it is a new place for me'.

The mean scores of all these ten items were above 4.10. An examination of the top 20 items revealed that the mean score of each was above 3.48; half of those were push items, and the other half included eight pull items and two price-related constraining/facilitating items, namely: holiday in Alanya is 'influenced by price' (ranked 14, M=3.78), and 'taken because it was a good deal' (ranked 17, M=3.70). The rankings of the next 38 items can be seen in Table 5-1, Table 5-5, and Table 5-9.

The analysis based on extracted factors also indicated that, overall, three push factors, 'fun and enjoyment' (M=4.71), 'relaxation' (M=4.56) and 'family/friend togetherness' (M=4.01) were the most important. The mean scores of the top three factors were also consistent with the rankings of the individual motivation items. 'Fun & enjoyment', as the most important factor consisted of top three individual push items with respect to ranking. 'Price & deal' (M=3.74) was a crucial factor in choosing a holiday in Alanya. The top two pull factors 'nature & weather' (M=3.67) and 'novelty/familiarity & prestige' (M=3.59) encompassed the first and second most important items of pull motivations, 'it has a pleasant climate' (M=4.18) and 'it is a

new place for me' (M=4.10) respectively. 'Hospitality and accommodation' (M=3.44) factor was equally important as the two most important pull factors. The remainder of the pull motivational factors were least important, as their mean scores were much lower.

Based on the composite mean scores, 'family/friend togetherness' and 'price & deal' factors were ranked third and fourth respectively. Interestingly, 'escape' factor was ranked in the fifth place. However, it is important to note that the 'escape' factor (M=3.68) consisted of three items; the reference item, 'get away from it all' (M=4.26) placed escape as the third most important push factor. Similarly, 'nature and weather' has a mean score of 3.67; its reference item, 'weather' (M=4.18) by itself placed this factor as the fourth most important factor. Similarly, 'novelty/familiarity & prestige' factor (M=3.67) was made up of three items: 'familiarity' (M=2.69), 'novelty' (M=4.10) and 'prestige' (M=3.99). It should also be noted that the ratings on familiarity and novelty had differed significantly among first-timers to Turkey, repeaters to Turkey, and repeaters to Alanya. Closely linked to novelty, the learning/exploration factor consisted of three items: 'experience different places' (M=4.17), 'experience different cultures' (M=3.77), and 'increase my knowledge' (M=2.43). However, only 15 percent of respondents agreed with the last item. The analysis indicated that the majority of respondents were motivated by the variety of experiencing different cultures and places rather than by deep engagement in learning about Alanya. Discarding the third item, the mean score of 4.03 of the first two items followed the 'novelty and prestige' items.

Of the full 16 factors, two constraining factors: 'time and children' (M=2.84), and 'information and recommendation' (M=2.42), and one push factor, 'excitement/relationship' (M=2.77) were the least important. However, the results with respect to these three factors must be interpreted with caution because a possible explanation for the lower ratings of the 'time & children' and 'information & recommendation' factors are related to destination choice and as our analysis revealed that not all respondents were involved in the decision making process in choosing a holiday in Alanya. The 'excitement & relationship' factor included an item regarding 'experience holiday romance'; hence, it could conceivably be the case

that respondents did not reveal their real motivations in relation to this item (Pearce 1993; Dann 1981).

Table 5-13 shows the mean scores of the 16 extracted factors for the full sample, and their summary statistics regarding minimum, maximum, and range. The importance rankings of 16 factors varied significantly among 38 subgroups with respect to socio-demographic and trip characteristics. The rankings are displayed in Table 5-1, Table 5-5, and Table 5-9 with respect individual push, pull and constraining/facilitating items. Table 5-3, Table 5-4, Table 5-7, Table 5-8, Table 5-12, and Table 5-13 display importance rankings based on the composite mean scores of identified factors with respect to socio-demographic and trip characteristics (see also Appendix 3 Table 23 and Figure 1).

**Table 5-13 Summary statistics of 16 motivational and constraints factors**

Factors	Mean	Range	Minimum	Maximum
Fun & enjoyment	4.71	0.80	4.00 Primary	4.80 Scotland
Relaxation	4.56	0.71	4.05 11-17 yrs	4.76 Scotland
Family/friend togetherness	4.01	0.40	3.78 11-17 yrs	4.18 Neighbourhood
Price & deal	3.74	0.87	3.17 11-17 yrs	4.04 10 days
Escape	3.68	0.71	3.26 11-17 yrs	3.97 10 days
Nature & weather	3.67	0.75	3.32 Neighbourhood	4.07 Repeaters to Alanya
Novelty/familiarity & prestige	3.59	0.47	3.40 Higher education	3.87 Northern Ireland
Learning & exploring	3.48	0.91	2.96 11-17 yrs	3.87 55 + yrs
Hospitality & accommodation	3.44	0.76	3.20 11-17 yrs	3.96 Repeaters to Alanya
Culture & sightseeing	3.19	1.02	2.65 11-17 yrs	3.67 55 + yrs
Activities	3.11	0.94	2.62 Wales	3.56 Repeaters to Alanya
Convenience & facilities	3.05	1.20	2.79 18-24 yrs	3.99 Keykubat Beach
Popularity	3.05	0.73	2.68 Wales	3.41 Other
Time & children constraints	2.84	0.67	2.48 Wales	3.15 Northern Ireland
Excitement & relationship	2.77	0.49	2.58 25-34 yrs	3.07 55 + yrs
Information & recommendation	2.42	0.65	2.22 3 star	2.87 Northern Ireland

For the majority of the subgroups (33 out of 38), 'fun & enjoyment' had the highest mean score. However, 'relaxation' was also considered as the most important factor by the respondents of five subgroups ('45-54 years age', widowed/divorced, primary/secondary education, Wales and moderate experience). With the exception of two groups, 'family/friend togetherness' had the third highest mean score for the majority of the subgroups. For repeaters to Alanya 'nature & weather' was more important than 'family/friend togetherness'. For those respondents in 10 days group,

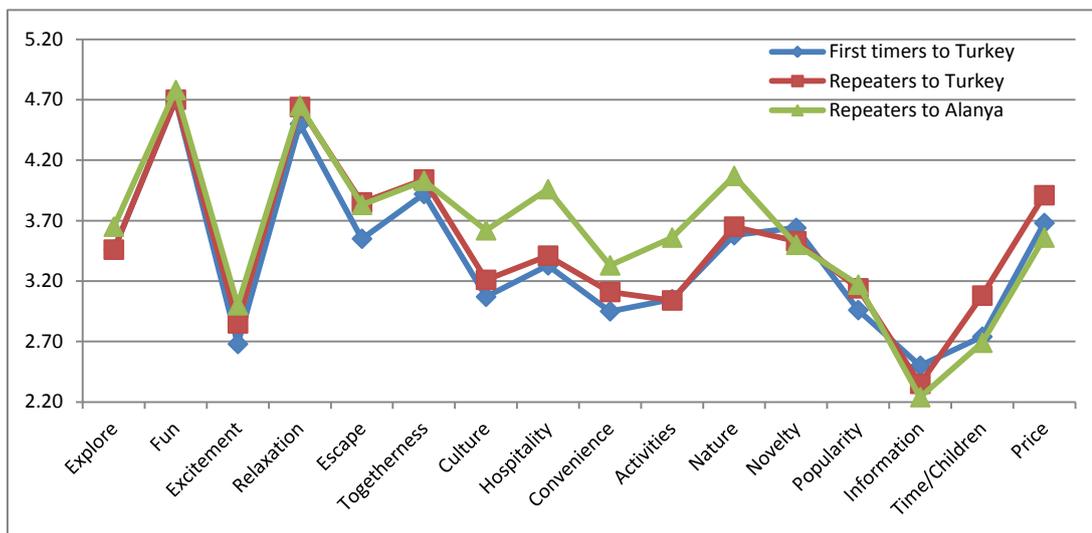
'price & deal', 'escape', and 'nature & weather' were more important than 'family/friend togetherness'. 'Price & deal' was an important facilitating/constraining factor for the full sample. The majority of the subgroups rated this factor in the fourth (17 out of 38) and fifth place (8 out of 38).

Whilst respondents in 10 days group considered this factor in the third place, respondents in 11-17, and over 55 yrs and repeaters to Alanya ranked this factor in lower order. 'Escape' was ranked in the fifth place for the full sample. Several (11 out of 38) subgroups, however, considered this factor more important. It was considered in the fourth place by those respondents in 35-54 yrs age, married, widowed/divorced, all-inclusive groups. Similarly, 'nature & weather' factor was ranked in the sixth place for the full sample. This factor was also ranked higher by several subgroups. For example, third place by repeaters to Alanya, and fourth place by several subgroups (e.g. over 55 years old, Scotland, Wales, Cleopatra Beach).

Whilst the importance ranking of 'novelty/familiarity & prestige' factor was in the seventh place for the full sample and the majority of subgroups, several subgroups ranked this item in the fifth (e.g. first-timers to Turkey and bed & breakfast) and sixth places (e.g. all-inclusive). 'Explore & learning' factor was ranked in the eighth place by the majority of respondents. Respondents in the 45-54 and over 55 yrs age groups ranked this item in the sixth place. In contrast, the importance of this factor was lower for 11-17 years old respondents. The importance ranking of 'hospitality & accommodation' factor was in the ninth place for the full sample and the majority of subgroups. However, as far as repeaters to Alanya and over 55 years old respondents are concerned, this factor was in the fifth place.

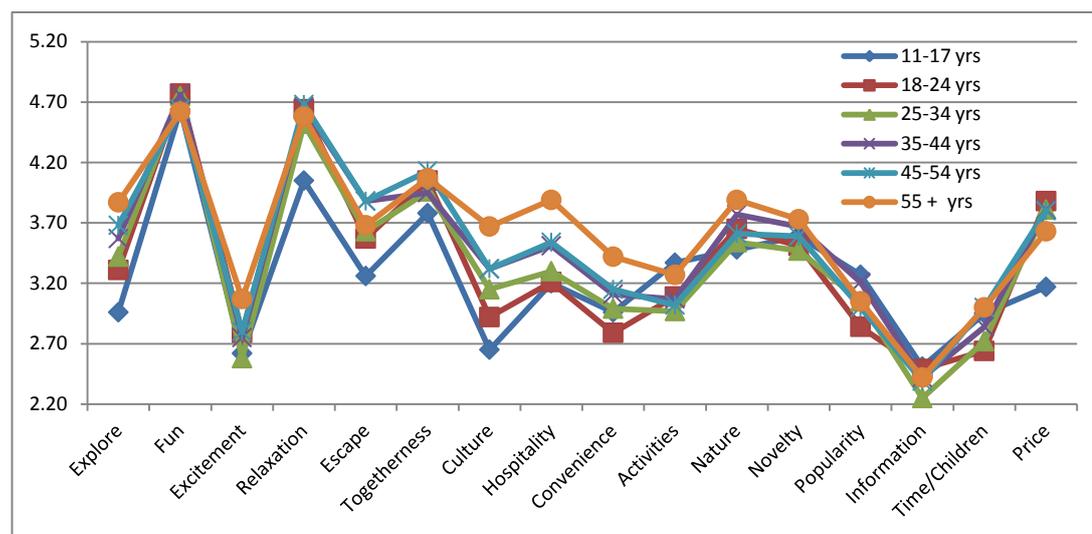
The ranking of six factors ('culture & sightseeing', 'convenience & facilities', 'time/children', 'popularity' and 'activities & shopping') varied between the tenth and fifteenth places. For the majority of the respondents 'excitement & relationship' factor was ranked in the fifteenth place. Results indicated that 'information & recommendation' factor had the lowest mean score and there was no difference in the ranking of this between subgroups.

Figure 5-34 clearly illustrates that the importance attached to pull factors were higher for repeaters to Alanya. It is interesting to note that although the responses given by First-timers to Turkey and repeaters to Turkey had similarities, the responses given by repeaters to Alanya were dissimilar from responses of first-timers to Turkey and repeaters to Turkey.



**Figure 5-34 Rankings of 16 factors by revisiting patterns**

Figure 5-35 clearly illustrates that drawing power of pull factors were more important for over 55 yrs age respondents than those respondents in any other age groups. The importance rankings of 16 factors were also different for 11-17 and over 55 yrs age respondents compared to 18-54 yrs age respondents.



**Figure 5-35 Rankings of 16 factors by revisiting patterns**

Two-step cluster analysis was performed to identify group membership patterns on 'price & deal' factor. The analysis indicated two clusters. Cluster one included seventy percent of respondents (n=353) with a mean score of 4.33, and cluster two included thirty percent of respondents (n=152) with a mean score of 2.35. It is clear that the majority of respondents were price sensitive. Table 5-14 shows the clusters by socio-demographic and trip characteristics. Based on the results of chi-square contingency tests, the results indicated significant differences between two clusters of price sensitivity in the case of respondents' age, education, experience levels and accommodation type. The results showed that price sensitivity was significantly lower for respondents in 11-17 yrs group than those in any other age groups. Similarly, low experience respondents also showed less price sensitivity than moderate and high experience respondents did. The price sensitivity was significantly higher for respondents in high school and university education groups and three star accommodation groups than those respondents in other education and accommodation groups respectively. As far as revisiting patterns are concerned, repeaters to Turkey were more price sensitive than first-timers to Turkey and repeaters to Alanya.

**Table 5-14 Price sensitivity by socio-demographic and trip characteristics**

<b>Subsamples</b>	<b>Cluster 1 (M=4.33)</b>		<b>Cluster 2 (M=2.35)</b>		<b>p-value</b>
<b>Full sample</b>	<b>N=353</b>	<b>69.9%</b>	<b>N=152</b>	<b>30.1%</b>	
<b>Gender</b>					<b>p &gt; .196</b>
Male	143	66.8	71	33.2	$\chi^2 (1,505) =$
Female	210	72.2	81	27.8	1.67
<b>Age</b>					<b>p &lt; .030**</b>
11-17	27	50.0	27	50.0	
18-24	90	72.6	34	27.4	
25-34	51	73.9	18	26.1	$\chi^2 (5,505) =$
35-44	71	71.7	28	28.3	12.35
45-54	70	74.5	24	25.5	
55+	44	67.7	21	32.3	
<b>Marital status</b>					<b>p &gt; .074</b>
Married	151	75.5	49	24.5	$\chi^2 (2,505) =$
Single	173	66.8	86	33.2	5.20
Other (see Table 4-7)	27	66.8	16	37.2	
<b>Education</b>					<b>p &lt; .002*</b>
Primary/Secondary	175	64.1	98	35.9	$\chi^2 (2,505) =$
Post-secondary	72	78.3	20	21.7	12.10
Higher education	85	79.4	22	20.6	
<b>Country</b>					<b>p &gt; .592</b>
England	256	71.5	102	28.5	
Scotland	33	70.2	14	29.8	$\chi^2 (4,505) =$
Wales	18	69.2	8	30.8	2.80
Northern Ireland	14	58.3	10	41.7	
<b>Revisiting patterns</b>					<b>p &gt; .110</b>
First-timers to Turkey	191	66.8	95	33.2	$\chi^2 (2,505) =$
Repeaters to Turkey	119	76.3	37	23.7	4.42
Repeaters to Alanya	43	68.3	20	31.7	
<b>Experience levels</b>					<b>p &lt; .009*</b>
Low experience	61	58.1	44	41.9	$\chi^2 (2,505) =$
Moderate experience	74	76.3	23	23.7	9.44
High experience	218	71.9	85	28.1	
<b>Length of stay</b>					<b>p &gt; .175</b>
7 days	111	69.4	49	30.6	$\chi^2 (2,505) =$
10 days	20	87.0	3	13.0	3.48
14 days	210	68.4	97	31.6	
<b>Accommodation</b>					<b>p &lt; .015**</b>
5 star	106	65.4	56	34.6	
4 star	95	66.4	48	33.6	$\chi^2 (3,505) =$
3 star	112	80.6	27	19.4	10.42
2 star	40	65.6	21	34.4	
<b>Boarding type</b>					<b>p &gt; .129</b>
Bed & breakfast	69	65.1	37	34.9	
Half board	125	76.7	38	23.3	$\chi^2 (3,505) =$
All inclusive	126	66.7	63	33.3	5.67
Self catering	33	70.2	14	29.8	
<b>Location</b>					<b>p &gt; .151</b>
Keykubat Beach	182	73.4	66	26.6	$\chi^2 (2,505) =$
Cleopatra beach	127	68.3	59	31.7	3.78
Neighbourhood	44	62.0	27	38.0	

A series of correlation and regression analysis were conducted to examine the relationships between push and pull motivations and constraining/facilitating factors. Table 5-15 shows the results of the Pearson bivariate correlation analysis conducted to examine the relationship among the push and pull factor domains identified in this research. The results indicated that all seven of pull factors had significant positive correlations with all six of push factors with an exception of the relationship between popularity and togetherness. The correlation values ranged from 0.112 to 0.585. It is important to note that the majority of these correlations were significant at medium (from  $r = 0.348$  to  $r = 0.464$ ) and low (from  $r = 0.112$  to  $r = 0.289$ ) levels.

**Table 5-15 Correlations between push and pull factors**

Pull factors	Push factors					
	Learning & exploring	Fun & enjoyment	Excitement & relationship	Relaxation	Escape	Family/friend & togetherness
Culture & sightseeing	.585**	.134**	.414**	.175**	.272**	.152**
Hospitality & accommodation	.434**	.257**	.426**	.228**	.352**	.227**
Convenience & facilities	.401**	.156**	.398**	.223**	.277**	.169**
Activities & shopping	.288**	.209**	.464**	.112*	.202**	.122**
Nature & weather	.436**	.289**	.436**	.230**	.240**	.160**
Novelty/familiarity & prestige	.348**	.245**	.256**	.106*	.188**	.152**
Popularity	.144**	.114*	.232**	.108*	.198**	.084

The highest relationship between push and pull motivations was concerned with ‘explore & learning’ and ‘culture & sightseeing’ factors ( $r=0.585$ ). Other highly correlated push-pull factor pairs among others were ‘fun & enjoyment’ and ‘nature & weather’ ( $r=0.289$ ), ‘excitement & relationship’ and ‘activities and shopping’ ( $r=0.464$ ), ‘relaxation’ and ‘nature & weather’ ( $r=.230$ ), ‘escape’ and ‘hospitality& accommodation’ ( $r=0.352$ ), and ‘family/friend togetherness’ and ‘hospitality & accommodation’ ( $r=0.227$ ). The results clearly showed that there exists significant relationships between the push and pull factors of this study.

The relationships between constraining/facilitating and push-pull motivational factors were also examined (Table 5-16). Significant correlations were found between constraining/facilitating and push-pull factors. For example, the most significant correlations were between ‘price & deal’ and ‘escape’ ( $r=0.264$ ), ‘time &

children' and convenience & facilities' ( $r=0.271$ ) and 'information and recommendation' and 'convenience & facilities' ( $r=0.345$ ).

**Table 5-16 Correlations between push-pull and constraining/facilitating factors**

Push-pull factors	Constraining/facilitating factors		
	Price & deal	Time & children constraints	Information & recommendation
Learning & exploring	.147**	.140**	.212**
Fun & enjoyment	.236**	.113*	.094*
Excitement & relationship	.063	.203**	.326**
Relaxation	.188**	.088*	.040
Escape	.264**	.190**	.182**
Family/friend togetherness	.101*	.170**	.173**
Culture & sightseeing	.103*	.125**	.215**
Hospitality & accommodation	.123**	.224**	.274**
Convenience & facilities	.181**	.271**	.345**
Activities & shopping	.013	.171**	.247**
Nature & weather	.126**	.158**	.315**
Novelty/familiarity & prestige	.126**	.212**	.302**
Popularity	.037	.116**	.125**

Table 5-17 displays the results of the regression analysis. Regression models were tested both for each of the push factors and seven pull factors and for each of the pull factors and six push factors. The results of F-tests showed enough evidence to support a reciprocal relationship between push and pull factors. Results indicated that more than 23 percent ( $\text{Adj. } R^2=0.236$ ) of the variance for five pull factors ('culture & sightseeing', 'hospitality & accommodation', 'convenience & facilities', 'activities & shopping' and 'nature & weather') could be explained by push factors. In contrast, more than 29 percent ( $\text{Adj. } R^2=0.295$ ) of the variance for two push factors ('explore & learning' and 'excitement & relationship') could be explained by pull factors.

The regression model of 'explore & learning' on seven pull factors explained 38 percent of the variance and four pull factors ('culture & sightseeing', 'nature & weather', 'novelty/familiarity & prestige' 'activities & shopping') were found to be significant contributors of this push factor. When 'excitement & relationship' is regressed on seven pull factors 29 percent of the variance was explained significantly by three pull factors on 'activities & shopping', 'nature & weather' and 'culture & sightseeing'. On the regression models of the remaining four push factors less than 14 percent of the variances were explained by pull factors. 'Relaxation' and 'family/friend togetherness' had weakest relationships with seven of the pull factors.

**Table 5-17 Regression analysis of push and pull factors**

Pull factors	Push factors											
	Exploring & learning		Fun & enjoyment		Excitement & relationship		Relaxation		Escape		Family/ friend togetherness	
	F (7,497) = 45.20, p < .000* (Adj. R <sup>2</sup> = .380)		F (7,497) = 30.23, p < .000 (Adj. R <sup>2</sup> = .109)		F (7,497) = 30.23, p < .000 (Adj. R <sup>2</sup> = .289)		F (7,497) = 6.14, p < .000 (Adj. R <sup>2</sup> = .067)		F (7,497) = 11.92, p < .000 (Adj. R <sup>2</sup> = .132)		F (7,497) = 4.22, p < .000 (Adj. R <sup>2</sup> = .043)	
<b>Culture &amp; sightseeing</b> F (6,498) = 51.84, p < .000 (Adj. R <sup>2</sup> = .377)	.493**	.472**	.001	-.106	.165**	.109*	-.002	.005	.119**	.070	-.027	.007
<b>Hospitality &amp; accommodation</b> F (6,498) = 38.02, p < .000* (Adj. R <sup>2</sup> = .306)	.270**	.034	.113**	.149**	.210**	.087	.006	.116	.185**	.260**	.053	.174**
<b>Convenience &amp; facilities</b> F (6,498) = 26.91, p < .000* (Adj. R <sup>2</sup> = .236)	.258**	.039	.017	-.074	.223**	.087	.067	.118*	.118**	.053	.015	.025
<b>Activities &amp; shopping</b> F (6,498) = 26.68, p < .000* (Adj. R <sup>2</sup> = .234)	.097*	-.126**	.140**	.038	.410**	.227**	-.064	-.093	.042	-.051	-.041	-.036
<b>Nature &amp; Weather</b> F (6,498) = 36.18, p < .000* (Adj. R <sup>2</sup> = .295)	.282**	.167**	.180**	.218**	.266**	.161**	.040	.151**	.033	.027	-.027	.039
<b>Novelty/familiarity &amp; prestige</b> F (6,498) = 17.32, p < .000* (Adj. R <sup>2</sup> = .163)	.271**	.141**	.185**	.144**	.088	-.026	-.064	-.031	.070	.000	.026	.051
<b>Popularity</b> F (6,498) = 6.61, p < .000* (Adj. R <sup>2</sup> = .063)	.036	-.020	.044	.019	.169**	.054	-.004	.046	.126**	.113*	.001	.022

As can be seen from the Table 5-17, more variances were explained when each of the pull factors were regressed on six push factors. The regression model of ‘culture & sightseeing’ on six factors explained 38 percent of the variance and three push factors (‘explore & learning’, ‘excitement & relationship’ and ‘escape’) were found to be significantly related to this pull factor. When ‘hospitality & accommodation’ is regressed on the six push factors less (30 percent) variance was explained and significant relationships were found with four push factors (‘explore & learning’, ‘excitement & relationship’, ‘escape’ and ‘fun & enjoyment’). The regression equation to predict ‘nature & weather’ motivation indicated a 30 percent of variance explanation and the significance of three push factors (‘exploring & leaning’, ‘excitement & relationship’ and ‘fun & enjoyment’). The results of the other three-regression model can be seen in Table 5-17.

A further analysis was conducted to examine the significance of push-pull motivations and constraining/facilitating factors simultaneously using linear regression analysis. A regression model in which the perceived expectation item, ‘Alanya is my ideal type of holiday’, was regressed on the 16 push-pull motivations and constraining/facilitating factors. Table 5-18 shows the results of regression model.

**Table 5-18 Regression analysis of 16 factors for prediction of expectations**

Variables	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.885	.442		2.00	.046		
Learning & exploring	-.078	.067	-.057	-1.15	.249	.558	1.79
Fun & enjoyment	-.218	.096	-.097	-2.27	<b>.023</b>	.747	1.33
Excitement & relationship	-.075	.069	-.052	-1.08	.280	.583	1.71
Relaxation	.050	.063	.034	.801	.424	.746	1.34
Escape	-.038	.059	-.029	-.649	.517	.707	1.41
Family/friend togetherness	.045	.051	.035	.881	.379	.863	1.15
Culture & sightseeing	-.215	.065	-.186	-3.33	<b>.001</b>	.438	2.28
Hospitality & accommodation	.551	.077	.413	7.13	<b>.000</b>	.408	2.45
Convenience & facilities	.084	.068	.066	1.23	.217	.480	2.08
Activities & shopping	.120	.064	.096	1.86	.063	.519	1.92
Nature & weather	.294	.079	.191	3.72	<b>.000</b>	.519	1.92
Novelty/familiarity & prestige	.234	.065	.162	3.58	<b>.000</b>	.666	1.50
Popularity	-.038	.042	-.036	-.905	.366	.853	1.17
Price & deal	.015	.041	.016	.374	.708	.774	1.29
Time & children constraints	-.031	.045	-.030	-.705	.481	.768	1.30
Information & recommendation	.037	.053	.030	.701	.483	.731	1.36

$R = .578$ ,  $R^2 = .334$ ,  $Adj. R^2 = .312$ ,  $F = 15.29$   $p < .000$

The results revealed an adjusted  $R^2$  of .31, indicating that the model explained 31 percent of the total variance. The corresponding F value was significant ( $F = 15.29$ ,  $p < 0.000$ ). Four pull factors 'culture & sightseeing', 'hospitality & accommodation', 'nature & weather' and 'novelty/familiarity & prestige' and one push factor 'fun & enjoyment' were important contributors in predicting expectations from Alanya.

The results indicated that the 'hospitality & accommodation' factor with the highest beta value was the most important factor for prediction of expectations from a holiday in Alanya. The second most influential factor was 'nature & weather'. Third most important factors was 'culture & sightseeing' with a negative beta value. 'Novelty/familiarity & prestige' and 'fun & enjoyment' were the last two significant factors.

In addition, qualitative data also produced further evidence with respect to the significant factors in choosing a holiday in Alanya. Providing quotes from respondents, the discussion in the next section uses qualitative data to support the results of the quantitative analysis presented above, with reference to relevant literature.

## **5.6. Discussion of results**

Quantitative research identified six push factors: 'learning & exploring', 'fun & enjoyment', 'excitement & relationship', 'relaxation', 'escape' and 'family/friend togetherness'. These factors are consistent with tourism motivation theory (Pearce 2011; Cohen 2008; Dann 1981) and empirical results disclosed in previous research (Jang and Cai 2002; Ryan and Glendon 1998; Yuan and McDonald 1990; Crompton 1979; Dann 1977).

Respondents were primarily motivated by 'fun & enjoyment' and 'relaxation' with the former being a little more important. The results supported previous studies demonstrating that a desire to have 'fun' and 'enjoy self' are primary reasons for British holidaymakers visiting Mediterranean summer resorts (Kozak 2002; Wickens 1999). The study empirically confirms the theoretical argument that fun (pleasure) or enjoyment is a major human need (Mittal *et al.* 2010; Holbrook and Hirschman 1982) and a prominent reason for 'being a tourist' (Urry and Larsen 2011; Cohen

2008). This finding is consistent with recent empirical studies conducted by Bakir and Baxter (2011) and Ryan *et al.* (2010).

What more noteworthy about tourists' orientation into 'fun & enjoyment' is their motivations for 'exploring & learning'. This factor consisted of three items: 'experience different places', 'experience different cultures', and 'increase my knowledge'. The analysis indicated that only 15 percent of respondents considered 'increase my knowledge' as an important reason. The results show that the majority of respondents were motivated by the variety of experiencing different cultures and places rather than by deep engagement in learning about Alanya. The results lend support for the idea those tourists' motivations and experiences deal with the state of mindlessness (Ryan 2010; Moscardo 2009; Prentice 2004). With respect to the existing literature, it was striking that the respondents were motivated by perceptual curiosity (represented by first two items on exploring) rather than epistemic curiosity (represented by the third item on learning). Consistent with Wickens' (1999) findings, this study identified that epistemic curiosity is less influential for British holidaymakers visiting Mediterranean resorts compared to Norwegian (Mehmetoglu 2012) and German holidaymakers (Kozak 2002). This finding contradicts with the findings of other research (Ryan and Glendon 1998; Dunn Ross and Iso-Ahola 1991; Crompton 1979) which suggest epistemic curiosity as an important motivator.

Another important factor was 'family/friend togetherness'. This finding supports the literature and shows the importance of this factor for pleasure travel (Uysal *et al.* 2008). It is important to note that 'escape' was an important but not the most important factor for British holidaymakers in Alanya. This finding is not consistent with the existing literature, where 'escape' is seen as the primary reason for pleasure travel in general (Jang and Cai 2002; Uysal and Hagan 1993), and for British tourists' visits to coastal summer resorts, such as Alanya, in particular (Jang and Cai 2002; Dann 1977). It is also necessary to highlight that this finding challenges past literature which describes push factors almost exclusively as an escape from home, for example Krippendorf (1987) (see Cutler and Carmichael 2010). This study's finding shows that escape has been considered as one dimension of push motivation among others (Uysal *et al.* 2008).

Quantitative research identified seven pull factors: 'culture & sightseeing', 'hospitality & accommodation', 'convenience & facilities', 'activities & shopping', 'nature & weather', novelty/familiarity & prestige', and popularity'. Pull factors that emerged from this study are similar to other studies (Prebensen *et al.* 2010; Kozak 2002; Jacobsen 2002; Jang and Cai 2002; Yuan and McDonald 1990; Crompton 1979).

As far as the individual pull items are concerned, two items were most important: 'it has a pleasant climate', and 'it is a new place for me'. The former shows the importance of weather or sun (Cohen 2008), whereas the latter refers to importance of the need for novelty seeking through experiencing new places (Crompton 1979). The findings on pull items and extracted factors identified weather, novelty, nature, hospitality and accommodation as the most important destination attributes for holidaying in Alanya, which are also consistent with those of other studies in the same context (Jacobsen and Dann 2009; Prebensen 2005; Kozak 2002; Wickens 1999). For instance, Kozak (2002) studied British and German tourists' motivations visiting Mallorca and Turkey and found that relaxation, culture and pleasure-seeking/fantasy were most important factors. Prebensen (2005) examined Norwegian tourists' motivations in visiting Turkey among other countries and found that 'stress reduction', 'sun/bathing' and 'culture' were identified as the most important factors.

One aim of the study was to examine the effects of several constraints and facilitators (e. g. price, time and children constraints and information sources) in choosing a holiday in Alanya. Quantitative research identified three constraining/facilitating factors: 'price & deal', 'time & children', and 'information & recommendation'. The results indicated that 'price & deal' was a significant factor, whereas 'time & children' constraints were less influential and 'information & recommendation' factor was almost insignificant.

Overall, quantitative research identified 16 factors from the analysis of 58 push-pull motivational and constraining/facilitating items. The importance of push factors was higher than pull and constraining/facilitating factors. Correlation and regression analysis provided evidence of relationships between these 16 factors in choosing a holiday in Alanya. The findings of this study confirm the results of the studies by Uysal and Jurowski (1994), Kim and Lee (2002) and Bogari *et al.* (2004) who

reported relationship between push and pull factors. It should, however, be noted that the current study found stronger relationships (higher correlation coefficients and coefficients of determination) between push and pull factors than those reported in the literature. Furthermore, the regression model assessing the relationship between expectations from Alanya revealed interesting findings. The only significant push factor was 'fun & enjoyment' in determining the expectations from Alanya along with four pull factors, namely 'culture & sightseeing', 'hospitality & accommodation', 'nature & weather' and 'novelty/familiarity & prestige'. This finding seems to support the growing importance of hedonic dimensions such as need for fun, convenience and familiarity with particular relevance to Mediterranean holidays (Anderson *et al.* 2009; Cohen 2008). These results also confirm that simultaneous examination of push and pull factors is critical in understanding tourist motivation and behaviour (Uysal and Jurowski 1994).

Qualitative research produced themes which fitted into this given factor framework. Both quantitative and qualitative analyses showed that the main characteristic of the holiday choice was underpinned by primary motives (push factors). It should, however, be noted that a frequent observation in the qualitative research was the relevance and influence of multitude of factors which intervene or mediate tourist behaviour. This observation is consistent with the literature (Bowen and Clarke 2009; Pearce 2005; Ryan 2003). For example, the 'price & deal' factor was a major theme both in the interviews and in the questionnaire surveys. Quantitative research showed that 70 percent of respondents were price sensitive. This is consistent with findings reported in the studies of similar context (Van Egmond 2007; Ryan 2002b; Carey and Gountas 2000). A 19 years old female respondent stated that a holiday decision in Alanya was 'taken because it seemed like a good deal'. This was also supported by other respondents:

We looked at European countries and they were more expensive ... to come here was the cheapest...Alanya was not what we were looking for ... We looked at where it would be suitable ... (R-9, 27 yrs female, Devon, England)

We booked last minute ... 10 days before we came here. ... Alanya had what we thought it ... a reasonably good price...did not want to spend a fortune and it sounded a good place... (R-77, 56 yrs male, Berkshire, England).

Quantitative and qualitative research indicated important findings with respect to destination attributes. When respondents were asked to comment on what made them choose a holiday in Alanya and what were their expectations from a holiday in Alanya when they booked for their holiday. It was interesting to observe that tourists' knowledge or awareness of the majority of destination attributes were little. For example, a considerable number of tourists did not even know about Alanya fortress and castle before their arrival, which really is the landmark of this tourist resort. Consistent with the literature the importance of destination attributes regarding cultural experiences was little (Van Egmond 2007; Andreu *et al.* 2005). The findings clearly indicated that expectations from Alanya revolved around common destination attributes, which can be found in any summer tourist resorts in the Mediterranean. It was evident both in qualitative and quantitative research that most of the pull factors that emerged in this study, such as, sun, sea and weather, or attributes concerning accommodation and facilities are found in most of the Mediterranean countries, and are not unique to Alanya. Examples of such extracts include:

When I was booking this holiday, it was either Turkey or Benidorm ... Carol [travel agent] said this hotel in Alanya is beautiful and she had been to Alanya. There are really good reviews. So we just thought we should try (R-18, 61 yrs female, Edinburgh, Scotland).

Nice relaxing week, nice weather, nice hotel, nice place, just to relax and have a nice time really (R4- 24 yrs female, London, England).

What aspects have I checked out? The hotel, checked to see what it is like, read up on the area on the internet as well, what restaurants there will be to eat out in. Mainly looked at a lot of hotels before we came out here to see what they are like...picked a good one I think. (R-7, 42 yrs female, Berkshire, England).

A third time visitor of Turkey provided a quote which showed the complexity of the decision-making process with respect to the role of past experience, influence of children, price and deal, and main expectations for a holiday in Alanya:

We booked it quite late. It was not something we gave a lot of thought to ... Basically, we wanted all inclusive. We wanted somewhere where it was hot, where we knew it would be hot, good weather and, basically somewhere he [pointing his child, the role of children] wanted to go. He was the one that was asking for the holiday really. And we said right OK, we've been to Turkey [past experience], we know it's going to be a good holiday, and that's it really. (...) Alanya, because it came up on the web site, it looked a

reasonable deal [price & deal] as I say we booked it quite late. It looked the best deal that we had (R-302, 54 yrs male, Preston, England).

These results are consistent with previous research and show that the most significant factors of in the selection of destinations in the Mediterranean are weather, convenient accommodation and price (Aktas *et al.* 2007; Andreu *et al.* 2005; Vaughan and Edwards 1999). Furthermore, the study also provided further evidence and showed that the drawing power of a destination depends on a variety of factors including tourists' past holiday experiences elsewhere, formal and/or informal information and recommendation sources (Lehto *et al.* 2004; Selänniemi 2001; Vaughan and Edwards 1999). Example of such quote includes:

Well ... I (we) was looking at Turkey in general and went to the travel agent, she said this is a really nice resort [formal information/recommendation] and the beaches [pull factor] ... I like it when it looks nice-beaches and stuff ... And Joe's mum had been here, she said it was very nice [informal information/recommendation] ... we found a nice hotel [pull factor]. I've been to quite a lot of other places already [variety seeking] I've been to Greece and Spain a lot, you suggested [pointing her boyfriend] didn't you and we thought why not – let's go somewhere different [novelty, push-pull factor] (R-163, 18 yrs female, Leicestershire, England).

Qualitative research showed how structural constraints (e.g. visa for entry) influence holidaymakers' behaviour:

Originally booked for Tunisia but my girlfriend is from New Zealand ...New Zealanders are not allowed into Tunisia without a visa... they are allowed to Turkey without a visa or you can buy one at the Airport' (R-29, 25 yrs male, Edinburgh, Scotland)

The findings clearly show that push and pull factors interact with holidaymakers' perceived constraints/facilitators. This is consistent with the literature (Tran and Ralston 2006; Witt and Wright 1992; Gilbert 1991). Qualitative research revealed further facilitators/constraints and situational factors in choosing a holiday in Alanya. Recognising the complexity of the decision-making process, it was apparent that holidaymakers attempted to maximise their comfort with their travel arrangements (Ritzer and Liska1997). They tend to choose the most convenient option as long as the main characteristics of the destination appeal to their needs (e.g. good weather, flight option, and distance to destination). It was interesting to observe how destinations were easily replaceable. For example, making a last minute decision, one respondent indicated that weather forecast had influenced their destination

selection. The responses given to questions of why Alanya and why not somewhere else revealed examples in relation these considerations:

We were going to go to one of the Spanish Island but we checked the weather forecast and it was not going to be so good ... (R-137, 20 yrs female, Hampshire, England).

The right flight not very far distance to travel ... not very late ..." (R-512, 61 yrs female, Nottinghamshire, England);

We were looking for a flight from Bournemouth Airport ... preferably around the weekend (R-68, 43 yrs female, Southampton, England).

I did not want to go somewhere too far (R-24, 26 yrs male, London, England)

A closer examination of above quotes reveals that many respondents first considered visiting the main destination (Turkey) rather than a specific resort (Alanya) in Turkey. For example, one respondent stated:

We wanted to come to Turkey and Tina [his girlfriend], my mum and dad went to the travel agents ... Alanya was available. We did not want all inclusive because we wanted to taste different foods and (...) out of the hotel. So we took the-half board option, we've never been to Alanya but Mum and Dad have been to Turkey before. So we decided to come ... try Alanya together. (R-536, 29 yrs male, Doncaster, England)

Quantitative and qualitative research evidence suggests that the choice of holiday in Turkey based on 3S was intentional; however, for a considerable number of respondents the choice of a holiday in Alanya was rather accidental. This finding supports previous research into tourist behaviour in Turkey (Van Egmond 2007; Andreu *et al.* 2005; Gavcar and Gursoy 2002). It can also be noted that these findings further support earlier research which showed that for the majority of the tourists little planning is involved in the pre-experience phase of tourist experience/behaviour with the exception of key elements such as choice of main destination and accommodation (Decrop 2010; Bowen and Clarke 2009). For example, a respondent visiting Turkey for the first time stated:

It is different ... with each family. My family likes to spend time relaxing on the beach, sit on the balcony, just taking in the sun. Not to walk around a lot ... around the shops. They just like to chill and relax and unwind, whereas when we go with Martin's family, they like to walk and see the scenery which is what we like (R-537, 24 yrs female, Doncaster, England).

This quote also provides evidence that supports the quantitative findings of this and forthcoming chapters. Consistent with the literature that the results suggest tourist motivations, behaviours and experiences may differ significantly even in the same destination (Wickens 2002; Prentice 1998). This observation is particularly consistent with past literature, which regards tourism as dynamic and interactive process that varies according to where, when and how it is experienced (Ryan 2010; Pons *et al.* 2009; Edensor 2009).

Overall, the findings from qualitative data triangulate with the quantitative findings of the current study. The analysis showed the complex nature of the relationships between push and pull factors and effects of constraints and facilitators in choosing a holiday in Alanya. The study provided qualitative and quantitative evidence that accord with past research, which showed that fun and enjoyment, relaxation, escape, novelty and prestige, exploration and family/friend togetherness are core motivational factors (Jacobsen and Dann 2009; Uysal *et al.* 2008; Pearce and Lee 2005; Jang and Cai 2002; Ryan and Glendon 1998). The study also accords with earlier observations, which showed that tourist motivation is multidimensional (Ryan 2002b; Crompton 1979).

Based on these findings, the defining characteristics of tourist motivation and behaviour in Alanya comes close to Cohen's institutionalised mass tourist or vacationer type in recreational mode taking a holiday for fun (pleasure) and enjoyment, rest and relaxation rather than activities for learning and excitement. It is apparent that Alanya is perceived as a sunlust type of tourism resort where British holidaymakers quest, for authentic self rather than authentic other, physically passive and familiar experiences with little contact to host. These findings seem to be consistent with the early literature (e.g. Boorstin, Gray, Cohen, Dann and Crompton) and contradict MacCannell's assertion that all tourists travel for authenticity of toured object. It is evident that a state of mindlessness was part of motivation for visiting Alanya. The results thus support other studies and suggest that existential authenticity and mindlessness are relevant concepts for tourism experiences in Alanya (Ryan 2010; Moscardo 2009; Prentice 2004; Wang 1999). Furthermore, the findings also support post-modern perspective in the literature that for example 'seeking fun in the sun' appears as the underlying characteristics of holiday in

Alanya. Interestingly, the findings on the one hand resembles Poon's 'old tourist', as they seek the sun and follow the masses. The findings, on the other hand, reflect the characteristics of Poon's 'new tourist' as they seek fun and value for money. Furthermore, the findings are consistent with the arguments of postmodern perspective with respect to prominent desire for fun and enjoyment (Urry and Larsen 2011; Cohen 2008) and importance attached to features of McDonaldisation such as 'familiarity' and 'easiness' (Ritzer and Liska 1997).

The results indicated that destination attributes play an important role in choosing a holiday. However, the analysis suggested that the drawing power of Alanya was not based on its unique attributes. It was the pricing, the perceived value for money, which was the facilitating factor in the respondents' selection of the resort. The present findings seem to be consistent with the literature, which suggests that destination choice behaviour is constraint driven (Um and Crompton 1999). The analysis of motivational factors lends support to the theoretical argument of the dominance of push factors over pull factors, and support past studies (Pearce 2011b; Bogari *et al.* 2003; Lee *et al.* 2002).

The results illustrated in this chapter have also shown that while there are similarities in the underlying holiday motivations and perceived importance of destinations' attributes and constraining/facilitating factors of different subgroups, there are also a number of differences. This was also evident in the qualitative data from the interviews. Comparison of differences and similarities in motivation and behaviour with respect to socio-demographic and trip related characteristics revealed both uniformity and diversity in British holidaymakers' motivation and behaviour. It, therefore, can be noted that the importance of the rankings of 16 factors showed variations between subgroups.

This study found that gender had no influence with respect to perceived importance of push and pull motivations and constraining/facilitating factors (with the exception of 'nature & weather'). Whilst this finding is consistent with those of other studies (Jönsson and Devonish 2008; Carr 1999; Lounsbury and Polik 1992), it differs from other studies (Kim *et al.* 2003; Oh *et al.* 2002; McGehee *et al.* 1996; Kaynak *et al.* 1996; Ryan 1994) which report significant differences between genders.

Consistent with literature, British holidaymakers in older age groups placed higher importance to learn, explore and experience local life than their younger counterparts (Jönsson and Devonish 2008; Wickens 2004; Ryan 1995a). Similarly, they also considered pull factors more important than younger respondents did. This finding however contradicts Kaynak *et al.*' (1996) findings which found younger tourists more activity oriented. There were significant differences between age groups with respect to four push ('learning & exploring', 'excitement & relationship', 'relaxation' and 'escape' and four pull ('culture & sightseeing', 'hospitality & accommodation', 'convenience & facilities' and 'nature & weather') motivational factors and one constraining/facilitating ('price & deal') factor. These results are consistent with those of other studies (Carr 2005; Kim *et al.* 2003; Oh *et al.* 2002; Pennington-Gray and Kerstetter 2002; Ryan 1995a, 1992). These results clearly confirm the relevance and influence of age on tourist motivation and behaviour (Pearce and Lee 2005; Ryan 1994; Jamrozy and Uysal 1994; Gitelson and Crompton 1984).

Marital status showed differences in the mean scores of three push ('learning & exploring', 'relaxation' and 'escape') and three pull ('culture & sightseeing', 'hospitality & accommodation' and 'convenience & facilities') motivational factors and one constraining/facilitating ('time & children') factor. These results differ from the findings of McGehee *et al.* (1996), but they are consistent with some other studies (Zhang *et al.* 2004; Pennington-Gray and Kerstetter 2002; Kaynak *et al.* 1996; Jamrozy and Uysal 1994). Respondents in the married group had shown higher price-sensitivity than those in other marital status groups.

Unlike other studies education was not found to be significant for push factors (Kaynak *et al.* 1996). In contrast, there were significant differences with respect to two pull ('activities & shopping' and 'novelty/familiarity & prestige') factors and one constraining/facilitating ('price & deal') factor. These results are consistent with those of other studies (Sangpikul 2008; McGehee *et al.* 1996). Interestingly price sensitivity was higher for respondents in post-secondary and higher education groups than those in primary/secondary education group. This finding also finds support in the literature (Dellaert and Lindberg 2003).

There was little difference in the responses of holidaymakers from different countries of the United Kingdom. One pull motivational ('activities & shopping') and one constraining/facilitating ('information & recommendation') factor had significant differences. In contrast to earlier studies of cross-cultural comparisons of UK tourist against other nationalities (e.g. Kozak 2001; You *et al.* 2000), this study has been unable to demonstrate significant differences for push factors.

Revisiting patterns showed significant differences in the responses of two push ('excitement & relationship' and 'escape') and five pull ('culture & sightseeing', 'hospitality & accommodation', 'convenience & facilities', 'activities & shopping' and 'nature & weather') motivational factors and one constraining/facilitating (time & children) factor. These results are consistent with those of other studies (Kozak 2001; Oppermann 2000). The analysis showed that repeaters to Turkey were more price sensitive than repeaters to Alanya, and first-timers to Turkey. Contrary to expectations, the observed difference on price sensitiveness among first-timers to Turkey, repeaters to Turkey and repeaters to Alanya was not significant (Croes *et al.* 2010; Wang 2004). The results show that repeaters to Alanya considered unique destination attributes such as 'local life', 'Turkish cuisine' and 'friendly locals' more important than their counterparts. Furthermore, the importance of relaxation, escape and family/friend togetherness factors were more important for repeaters to Turkey and repeaters to Alanya than first-timers to Turkey. These results are also consistent with past research (McKercher 2008; Lehto 2004; Wickens 2004; Galani-Moutafi 2001).

Holiday experience levels was also found significant for two push ('relaxation' and 'escape') and four pull ('culture & sightseeing', 'hospitality & accommodation', 'convenience & facilities', and 'activities & shopping') motivational factors and one constraining /facilitating ('price & deal') factor. These findings further support the idea of travel career pattern (Pearce 2005) and past empirical studies (Pearce and Lee 2005). The study interestingly revealed that the price sensitivity was higher for moderate and high experienced respondents than low experienced respondents. Similarly, moderate and high experienced respondents placed higher importance to factors such as escape, relaxation and family/friend togetherness than low experienced respondents did. These findings support past research, which suggests

that experienced tourists travel for so-called mundane reasons, and are more price-sensitive (McKercher 2008).

Length of stay did not show significant variations in the mean scores of these 16 factors. This finding does not support the previous research (e.g. Lee *et al.* 2002; Sung *et al.* 2001). Interestingly, respondents in 10 days group were more price sensitive than those respondents in 7 and 14 days groups.

Type of accommodation was found to be significant for one push ('learning & explore') factor and two pull ('activities & shopping' and 'nature & weather') factors and two constraining/facilitating ('information & recommendation' and 'price & deal') factors. This is consistent with Ryan's (1994) findings and data from MINTEL's (2011) UK holiday review. The price sensitivity was higher for respondents in three star accommodations than those respondents in other accommodations.

Boarding type showed differences in the responses of two push ('learning & explore' and 'escape'), and two pull ('activities & shopping' and 'nature & weather') motivational factors and one constraining/facilitating ('time & children') factor. Very little was found on the question of the role of boarding type (e. g. Javalgi, Thomas and Rao 1999), however, this finding is consistent with the literature (Cohen 2004). Price sensitivity for respondents in half board accommodation group was higher than those in other boarding type groups.

Location did not show significant variations in the mean scores of push factors, however, there were significant differences for one pull ('nature & weather') motivational factor and one constraining/facilitating ('price & deal') factor. Although these results differ from some published studies (e.g. Shoval *et al.* 2011), as shown later in this thesis location appeared as more influential moderator of tourists' on-site and post experiences.

It is also important to note that the mean scores of two push factors 'fun & enjoyment' and 'family/friend togetherness' did not show any significant differences with respect to socio-demographic and trip characteristics. Similarly, the responses for two pull factors, 'novelty/familiarity & prestige' and 'popularity', were found to be not significant with respect to trip characteristics. Consistent with past research

pull factors have shown more variations between tourists (Yuan and McDonald 1990).

Based on these observed differences, it is apparent that both socio-demographic and trip characteristics are influential on push and pull motivational factors and constraining/facilitating factors. Trip characteristics had shown a little more variations with respect to pull motivational factors and constraining/facilitating factors. This finding seems to be consistent with other research, which found more variation with respect to trip characteristics (Hsieh, Lang, and O'Leary 1997). Taken together, among socio-demographic variables, the role of age and marital status and among trip related variables, the role of revisiting patterns, experience levels, accommodation type and boarding type were significant with respect to perceived importance of push and pull factors and constraining/facilitating factors. These findings clearly reveal both homogenous and heterogeneous aspects of holiday choice in Alanya.

Consistent with literature, this chapter provided a considerable amount of evidence that tourist motivation is a complex but important area of tourism behaviour research (e.g. Uysal and Hagan 1993; Pearce 1993; Dann 1981). As the above analysis showed, the findings of this study were linked to previous research in the same context (e.g. Kozak 2000; Wickens 1999; Ryan 1994). This study, therefore, contributes to past research suggesting that the push and pull framework is a useful approach in understanding tourist behaviour (Uysal *et al.* 2008). Unlike most studies, the influence of constraining/facilitating factors in choosing a holiday destination was also considered in this study. The study clearly showed that some of the constraining/facilitating factors are equally important as destination attributes when tourists evaluate destinations (Pearce 2011; Best 2010; Raymore 2002). These findings add to a growing body of literature on the role of constraints/facilitators with respect to tourist behaviour (Alegre *et al.* 2011; McDonald and Murphy 2008; Baloglu and Uysal 1996). The findings of this study, hence, reveal the importance of considering facilitators and constraints in conjunction with push and pull framework when investigating tourists' destination selection process.

Taken together, this chapter has given an account of British holidaymakers' motivations, constraints and facilitators derived from quantitative and qualitative

data from the questionnaire survey and interviews. In so doing, it has investigated the central importance of push, pull motivations and constraining/facilitating factors in choosing a holiday in Alanya. The results presented in this chapter both confirms and contrasts findings of previous research and offers additional evidence that suggests tourist motivation and behaviour are complex, multidimensional and heterogeneous.

## **6. CHAPTER SIX: Experiences holidaying in Alanya**

### **6.1. Introduction**

This chapter addresses the analysis with respect to on-site and post experience phases. The first part presents the analysis of destination/holiday activities undertaken, and destination areas visited by respondents during their stay in Alanya. To complement the analysis of tourist motivation and behaviour, this part sought to understand how holiday activities reflected tourists' motivations and holiday choice and whether they affected overall satisfaction and destination loyalty. The second and third parts provide valuable information on the performance level of the resort area. Providing a critical understanding of destination features from the tourists' perspective, they reveal salient aspects of a holiday destination. Part four provides information concerning whether and how destinations' features or perceptions affect subsequent satisfaction and destination loyalty. Part five presents respondents' descriptions of Alanya based on their feelings and thoughts. The chapter then concludes with a discussion of the results.

### **6.2. Analysis of holiday activities**

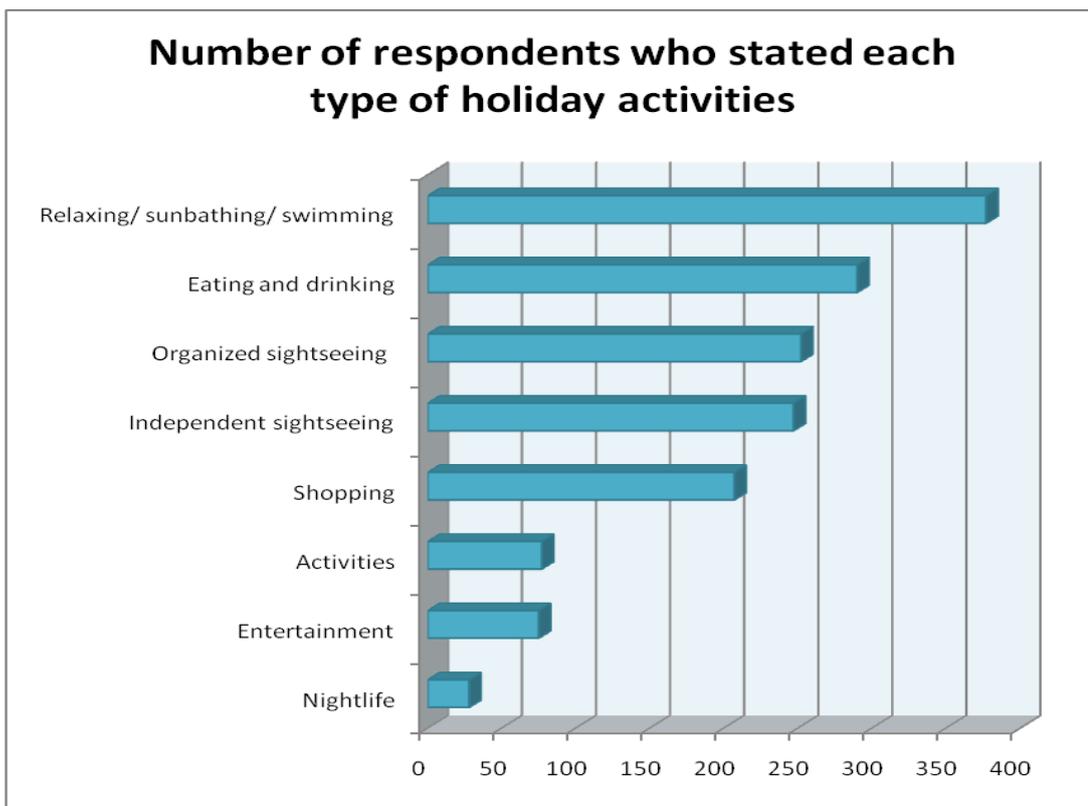
Respondents were asked to report the holiday activities they undertook during daytime and in the evening and whether they participated in any excursions in the course of their holiday. This part mainly deals with these reported qualitative data from the questionnaire survey, however, a range of selected quotations from the interviews are also used. Of the 505 respondents, 91 percent (n=459) reported a wide variety of holiday activities. The relevant literature reveals that tourists' holiday activities can be classified in different ways (Pearce 2005). In the current study, reported holiday activities were coded and quantified using a multiple classification procedure (daytime or evening; organised or independent; active or passive, at the accommodation or away from the accommodation).

Table 6-1 provides a summary of the reported holiday activities. Figure 6-1 illustrates the number of tourists who stated they undertook each of these holiday activities.

**Table 6-1 Illustrative quotes for holiday activities**

<b>Themes</b>	<b>Dimensions</b>	<b>Illustrative examples and comments</b>
<b>Holiday activities</b>	<b>Relaxing/sunbathing/swimming n= 377</b>	<ul style="list-style-type: none"> <li>– Daytime (n=374): Beach (231) pool (196) sunbathing (70) relaxing (40) swimming (29) hotel and facilities (16) sea (6) lazing (2) chilling out (2) reading (2) rest (1).</li> <li>– Evening (n=38): relaxing (27), chill/unwind (3) swimming (3).</li> </ul>
	<b>Eating and drinking (n=290)</b>	<ul style="list-style-type: none"> <li>– Day time (n=32): Bar (9) food (2) restaurant (5) lunch (4) eat (6) drink (s) (ing) (4) meal (3)</li> <li>– Evening (n=278): Bar (110) Restaurant (90) eat (46) drink (48) meal (30) dinner (25) pub (12) food (5) café (5) dining (out) (4) get drunk (3).</li> </ul>
	<b>Organised sightseeing &amp; excursions (n=252)</b>	<ul style="list-style-type: none"> <li>– Boat trips (n=206): Pirate Boat Tour (4) Alanya by Night (29) Lazy Day Cruise (13) VIP Blue Cruise (7)</li> <li>– Excursions to tourist attraction outside of Alanya (n=91): Cappadocia (1) Pamukkale (5) Antalya (10) Antalya Shoppers Delight (9) Kursunlu-Duden Waterfalls (10) Perge (14) Aspendos (17) Troy/Fire of Anatolia (9) Side (11) Manavgat River/Market Waterfall (45) Rafting (12).</li> </ul>
	<b>Independent sightseeing (n=247)</b>	<ul style="list-style-type: none"> <li>– Day time (n=141): walk(s) (ing) (ed) (23) visit (29) sightseeing (17) local (8) exploring (2).</li> <li>– Evening (n=107): walk(s) (ing) (ed) (70) local (32) visit (16) sightseeing (7) socialising (6) watching sunset (1) sunset photos (3) taking pictures (2).</li> <li>– Visited tourist attractions in Alanya (n=118): Castle (78) Alanya town/centre/main street (68) Harbour (39) Dim Cayi/River (39) Damlatas/Dim/Other Caves (16) Cleopatra Beach (8) Red Tower (7) Forts (7) local parks (5) Museum (2) culture (2) Historical sites (1) Taking photos.</li> </ul>
	<b>Activities (n=77)</b>	<ul style="list-style-type: none"> <li>– Sport and water based activities (n=77): Water/Aqua Park (56) Dolphin/sea Park (12) Parasailing (5) Paragliding (2) sport (2) mini golf (3) Jet ski, rubber rings banana.</li> <li>– Other activities (n=76) : Turkish Bath &amp; Massage (39) Turkish Night (7) Quad Bike Safari (11) Jeep Safari (12) Scuba diving (7).</li> </ul>
	<b>Shopping (n=207)</b>	<ul style="list-style-type: none"> <li>– Day time (n=100): Shop(s)/(ing) (90) Market (15) Bazaar (7)</li> <li>– In the evening (n= 85): Shop(s)/(ping) (83) Market (6) Bazaar (7)</li> <li>– Excursions: Market (26) Shop(s) Shopping (13) Bazaar (3).</li> </ul>
	<b>Entertainment (n=75)</b>	<ul style="list-style-type: none"> <li>– Beach party (4) (hotel)(local) entertainment (28) dance/dancing (10) Karaoke bars out of hotel (6) Turkish night (7) disco (3) music (3) playing card games (3) played with children in the pool (3).</li> <li>– Nightlife (n=28)</li> </ul>

Consistent with the nature of holiday type, sunbathing, swimming, rest and relaxation were the most popular activities of the holiday/destination experience in Alanya. Of 459 respondents who commented on their holiday activities, 377 (82 percent) mentioned this type of activities. Respondents used wording such as "Chilled out in the sun" (R-207, 64-yrs-male, Manchester, England); "Relaxed by the pool" (R-157, 22-yrs-female, Sussex, England); "Relaxed on the beach" (R-270, 57-yrs-female, Somerset, England); "Mostly relaxed by the pool/beach" (R-239, 22-yrs-female, Bedfordshire, England).



**Figure 6-1 Number of mentioned holiday activities**

The percentage of those respondents who mentioned eating and drinking activities were also high (63 percent). The percentages for eating out (34 percent) and drinking out (24 percent) activities were considerably high. Drinking out was also considered as a distinct activity because of tourists' all-inclusive accommodation type. Many of those respondents stayed in all-inclusive accommodations mentioned drinking out activities rather than eating out. Nearly one fourth of respondents (24 percent) mentioned that they had visited local cafes, bars, and pubs for drinking out. Over half of the respondents for all accommodation types reported at least one eat or drink out

occasion: Bed and breakfast (85 percent), self-catering (75 percent), half-board (67 percent) and all-inclusive (51 percent).

A small majority (55 percent) reported that they participated in sightseeing via organised excursions. Of those organised tours, boat trips (n=206) were the most popular. Nearly half (n=207, 45.5 percent) of those respondents stated that they had taken at least one boat trip while some respondents had taken more than one. It is also apparent that organised tours were not confined to the resort area. One-fifth (20 percent) of those respondents indicated that they visited tourist attractions in other resorts in the Province of Antalya (Side, Manavgat, Serik, Aksu) and in other Provinces Denizli (Cappadocia) and Nevşehir (Pamukkale).

Sightseeing visits to local attractions is not necessarily an organised or commercial activity. Alanya as a tourist resort in general provides a very favourable proximity of hotel locations and tourist attractions for independent sightseeing. Studies suggest that tourists prefer convenient hotel locations to major attractions (Shoval *et al.* 2011; Arbel and Pizam 1977). This allows tourist to be more independent but also enjoying and exploring local surroundings by walking. Walking to and around town were mentioned by 93 respondents. The activities concerning independent sightseeing such as visits to local attractions (castle, harbour, Dim Cay and town centre) was also frequently mentioned. These activities can be considered as independent sightseeing and over half of those respondents (54 percent) stated that they had engaged in this sort of activities.

Shopping, whether as a primary activity or as one of many other activities undertaken by tourist during holiday, is an important touristic activity (Ryan 2003). Almost half of those respondents (45 percent) reported that they had engaged in shopping related activities during their stay in Alanya. Shopping activities included specific shopping excursions; shopping visits to shops; recreational shopping or walking around the local bazaar and shops in the town. Shopping related activities were mentioned both as a day time (n=112) and evening (n=96) which were taken independently. Shopping activities as a part of organised excursions during day time were also mentioned (n=42). Shopping not necessarily buying appeared to be as an important activity undertaken by a considerable number of tourists during their stay in Alanya.

Traditional activities such as Turkish bath and massage (n=39) and Turkish Night (n=7), and adventures activities including visits to local villages, such as, Jeep Safari (n=11) and Quad Bike Safari (n=11) were also of interest of tourists. The engagement with sport/water based activities, which may be taken both directly and through organised excursions, were mentioned by 17 percent of those respondents. Visits to water parks were most popular water based activity (n=68) while others were very low in terms of its frequency such as rafting (n=12).

As an important element of this type of holiday entertainment both at the accommodation and away from accommodation was mentioned by 16 percent of those respondents. Although the majority of the mentioned entertainment activities were at the accommodation, entertainment oriented excursions, for example Troy (n=9) was also mentioned. As a part of the entertainment, the number of tourist (5 percent) who had mentioned nightlife/clubbing activities were low.

For comparative purposes, Table 6-2 displays the percentage of tourists who stated that they had engaged in organised sightseeing in and outside of Alanya, independent sightseeing in Alanya, shopping, eating and drinking out with respect to socio-demographic and trip characteristics.

Overall, the results indicated that trip characteristics were stronger determinants to participate in holiday activities than socio-demographic characteristics. While respondents who stayed for 10 days showed the highest participation (76 percent) in organised excursions, repeaters to Alanya showed the lowest participation (36 percent). Compared to first-timers to Turkey and repeaters to Turkey, Repeaters to Alanya had shown less interest in organised excursions outside of Alanya, however, their interest in eating and drinking out were higher. The qualitative data from interviews showed that repeaters to Alanya reported activities dealt with more intense host-guest interaction. One respondent "Walking-socialising with tourists and local people; visiting and eating in different restaurants; visiting people we already know in Alanya" (R-13, 28-yrs-female, West Midlands, England). One of the first-timers to Turkey also referred to experiences with locals: "I also enjoyed meeting the locals" (R-109, 20-yrs-male, Cheshire, England).

**Table 6-2 Holiday activities by socio-demographic and trip characteristics**

<b>Subgroups</b>	Organized sightseeing in Alanya	Organized sightseeing outside of Alanya	Independent sightseeing in Alanya	Shopping	Eating out	Drinking out
<b>Full sample</b>	54,9	19,8	53,8	45,1	34,0	22,0
<b>Gender</b>	(.562)	(.694)	(.189)	(.188)	(.147)	(.799)
Male	53,3	19,0	50,3	41,5	30,3	23,6
Female	56,1	20,5	56,4	47,7	36,7	24,6
<b>Age</b>	(.129)	(.394)	<b>(.032)**</b>	(.315)	(.096)	<b>(.015)**</b>
11-17	46,2	13,5	38,5	53,8	26,9	13,5
18-24	53,4	17,2	47,4	47,4	37,1	31,9
25-34	58,1	21,0	61,3	40,3	46,8	33,9
35-44	51,7	18,0	52,8	44,9	36,0	16,9
45-54	67,0	22,7	62,5	47,7	26,1	19,3
55+	48,1	28,8	61,5	32,7	28,8	26,9
<b>Marital status</b>	(.102)	(.124)	<b>(.049)**</b>	(.123)	(.205)	<b>(.006)*</b>
Married	50,6	21,7	60,6	40,0	31,1	16,1
Not married	56,0	17,0	48,5	49,8	37,3	29,5
Divorced/Widowed	69,4	30,6	55,6	41,7	25,0	27,8
<b>Education</b>	<b>(.000)*</b>	<b>(.001)*</b>	<b>(.000)*</b>	(.066)	(.238)	<b>(.028)**</b>
Primary	45,9	14,2	44,3	43,5	30,9	19,5
High school	64,7	27,1	60,0	40,0	40,0	29,4
University	68,6	29,5	71,4	55,2	37,1	31,4
<b>Country</b>	(.725)	<b>(.009)*</b>	(.067)	(.976)	(.455)	(.110)
England	57,9	20,6	56,4	45,1	34,0	24,8
Scotland	55,2	14,3	40,5	42,9	42,9	28,6
Wales	45,2	41,7	66,7	41,7	25,0	37,5
Northern Ireland	58,3	0	50,0	50,0	40,0	10,0
<b>Revisiting patterns</b>	<b>(.012)**</b>	<b>(.024)*</b>	(.819)	(.844)	(.111)	(.162)
First-timers to Turkey	57,5	24,1	53,4	45,9	34,2	21,8
Repeaters to Turkey	57,1	15,0	55,7	45,0	29,3	25,0
Repeaters to Alanya	35,8	11,3	50,9	41,5	45,3	34,0
<b>Experience levels</b>	(.277)	(.194)	(.282)	(.931)	(.999)	(.091)
Low experience	48,4	15,4	47,3	46,2	34,1	15,4
Moderate experience	60,2	15,7	51,8	43,4	33,7	26,5
High experience	55,4	22,5	56,5	45,3	34,0	26,3
<b>Accommodation type</b>	<b>(.004)*</b>	<b>(.004)*</b>	(.243)	(.759)	<b>(.000)*</b>	<b>(.000)*</b>
5 star	51,0	29,0	50,3	48,3	6,2	9,7
4 star	45,6	14,0	58,1	41,9	33,1	23,5
3 star	66,4	19,5	57,0	45,3	50,0	37,5
2 star	62,0	10,0	44,0	44,0	76,0	34,0
<b>Boarding type</b>	<b>(.036)**</b>	<b>(.001)*</b>	<b>(.000)*</b>	(.503)	<b>(.000)*</b>	<b>(.000)*</b>
Self-catering	55,8	11,6	48,8	51,2	62,8	14,0
Bed and breakfast	54,9	12,1	51,6	41,8	76,9	29,7
Half-board	63,2	29,7	67,7	41,9	29,0	41,3
All-inclusive	47,1	17,1	43,5	48,2	8,2	8,2
<b>Length of stay</b>	(.087)	(.993)	(.603)	(.683)	<b>(.003)*</b>	(.781)
7 days	57,7	19,7	50,7	48,6	28,9	21,8
10 days	76,2	19,0	52,4	47,6	66,7	23,8
14 days	52,6	20,0	55,8	44,2	34,4	24,9
<b>Location</b>	(.239)	(.188)	<b>(.020)*</b>	(.496)	<b>(.000)*</b>	<b>(.000)*</b>
Keykubat beach	58,5	22,1	56,2	47,9	33,6	32,7
Cleopatra beach	50,0	15,5	56,9	43,1	43,1	23,0
Alanya's neighbourhood	55,9	23,5	38,2	41,2	11,8	0

Participation in shopping related activities varied little among different subgroups of trip and socio-demographic characteristics. It is apparent that the role of accommodation and boarding types were the most significant. Respondents who stayed in three and two star accommodations showed higher participation in organised excursions, eating and drinking out activities. In contrast, the participation in the organised excursions outside of Alanya was higher for those respondents who stayed in 5 star accommodations. This shows that the use of local services was higher for those respondents who stayed in three and two star accommodations. Similar tendency was also observed for those tourists who were on self-catering and bed and breakfast boarding types.

The influence and importance of hotel location was visible in participating in holiday activities. Respondents who stayed at the hotels located outside of Alanya reported lower participation rates on independent sightseeing, eating out and drinking out activities. It is important to note that the hotels outside of Alanya are five stars with all inclusive boarding, therefore, their characteristics can also play a significant role with respect to undertaken holiday activities. However, other factors must also be considered. For example, several respondents stressed the surroundings around the hotel comments in response to question on anything least enjoyed in Alanya. Examples of such quotes included: "Location of the hotel, too far from centre of Alanya" (R-496, 38-yrs-male, Glamorgan, Wales); "Did not like where the hotel is situated" (R-476, 42-yrs-female, Gloucestershire, England); "Location of the hotel, limited shops and restaurant nearby" (R-184, 39-yrs-female, Glasgow, Scotland).

One aim of the study was to examine how motivations influence tourist on-site behaviour and experiences. To study the relationship between motivation and behaviour, respondents were categorised into groups based on their culture and shopping seeking motivations. Two-step cluster analysis was performed to identify group membership patterns on culture seeking using 'learning & explore' and 'culture & sightseeing' factors. The analysis indicated two clusters. Cluster one included 55 percent of respondents (n=277) with mean scores of 3.76 (culture & sightseeing) and 4.00 (learning & exploring), cluster two included 45 percent of respondents (n=228) with mean scores of 2.47 (culture & sightseeing) and 2.84 (learning & exploring). It is apparent that respondents in the first cluster can be considered as 'culture seekers'.

Two-step cluster analysis was also performed on 'of its shopping' pull item to identify shopping seekers. Two clusters were identified. Cluster one included 55 percent of respondents (n=280) with a mean score of 2.50, whereas cluster two included 'shopping seekers' (n=225) with a mean score of 4.50. In addition, respondents were categorised into two groups based on their price sensitivity for choosing a holiday in Alanya. Table 6-3 displays patterns of holiday activity participations based on price sensitivity, culture and shopping seeking motivations.

**Table 6-3 Holiday activities by culture & shopping seeking and price sensitivity**

<b>Subgroups</b>	Organised sightseeing in Alanya	Organised sightseeing out of Alanya	Independent sightseeing in Alanya	Shopping	Eating out	Drinking out
<b>Full sample</b>	54.9	19.8	53.8	45.1	34.0	22.0
<b>Price sensitivity</b>	(.132)	(.604)	(.432)	(.081)	(.987)	(.056)
Yes-cluster 1	57.2	19.2	55.0	47.8	34.0	26.7
No-cluster 2	49.6	21.3	51.1	39.0	34.0	18.4
<b>Culture seekers</b>	<b>(.002)*</b>	<b>(.000)*</b>	<b>(.003)*</b>	(.485)	(.786)	(.790)
Yes-cluster 1	61.4	27.7	60.2	46.6	34.5	23.7
No -cluster 2	47.1	10.5	46.2	43.3	33.3	24.8
<b>Shopping seekers</b>	(.947)	(.059)	(.409)	<b>(.002)*</b>	(.007)	(.279)
Yes-cluster 2	55.1	15.9	51.7	53.1	40.6	26.6
No-cluster 1	54.8	23.0	55.6	38.5	28.6	22.2

It is clear that price sensitivity in pre-experience phase did not influence respondents to participate in touristic activities in the on-site experience phase. Interestingly, respondents in price sensitive group indicated higher levels of activity participation than those respondents in non-price sensitive group. The results on the indicators of cultural and shopping motivations revealed significant relationships with respect to motivations and activity participations. Respondents in culture seeking groups had shown significantly higher participation in sightseeing activities. Shopping seekers had also shown significantly higher participation in shopping activities. In addition to previous findings in the chapter, there was enough evidence to suggest that tourist motivations in the pre-experience phase have strong influence to participate in touristic activities in the on-site experience phase.

Further analysis of data revealed, respondents perceived a number of constraints in participating in organised excursions. Consistent with the findings in chapter five, price sensitivity was also evident as a constraining factor: "Would have done a Safari if we had more money" (R-49, 21-yrs-female, Berkshire, England); "No, cost too much" (R-77, 38-yrs-female, Essex, England). The importance of value for

money and the role of intermediaries were also stressed: "Hamam is an enjoyable experience but expensive if booked via tour guide. Boat trip is complete waste of money. Wanted to do Manavgat trip – Tour rep. said, it is waste of money"(R-228, 36-yrs-female).

The influence of past holiday experiences was visible: "Not this time, but have been to plenty" (R-118, 53-yrs-female, West Midlands, England). In contrast, first timers to Turkey frequently indicated that they could be more active in the course of holiday. Interestingly, several respondents felt negative about touristic attractions and activities in Alanya: "Nothing, as there was not much to do" (R-17, 35-yrs-male, Fife, Scotland). This negative feeling might be concerned with many different reasons such as the characteristics of tourist resort, access to information, the quality of information and access to touristic attractions. This was also echoed by other respondents: for example, "We visited Side twice and Antalya once as well. But about Alanya, I did not think, honestly I thought there would be more here. Alanya's web-site read, there was a lot to see and could not have done in a day" (R-24, 40-yrs-female, Manchester, England). The presence of additional constraining/facilitating factors such as formal and informal information and price sensitivity were also evident in her further statements:

What I read about Alanya I thought we could go up into the mountains [Formal information] but we could not... there was no way of asking anybody, anything. Nobody could speak English and I could not get any information [access to information]. I did not want to rent a car. I wanted to take local transport, not a taxi that jumps on me outside the door. I wanted to take local transport [transportation] and I wanted to see real Turkey [authenticity]. We went to the cave and castle, we got ripped off ... I asked to the man: 7 Euros to the castle? If he could speak a word of English ... Just said yes [communication] ... then we got to the top. He wanted 40 lira ... He did not bothered to tell us that you could not actually walk around the castle. Just the walls and we had to pay another 20 liras to get in to nothing really [attractiveness of the castle]. It was waste of money. We walked down then we got lost. So we had to catch ... taxi ... Was that 18 lira? I thought it was a lot for the short distance... then I was a bit retarded, I was getting sick of being ripped off ... I work all year to come here, I am not rich [price sensitivity] (R-24, 40 yrs female, Manchester, England).

It was also apparent that she was an experienced tourist in search of authentic experiences. Therefore, her expectations seemed to be higher than other tourists, for example tourists with low experience levels. In general, she was pleased with the

safety and cleanliness of Alanya. Compared to other respondents who commented on Dim Çay, for example one respondent stated: "Dim Çay was very relaxing and an enjoyable place which took you away from the hotel and beach for the day" (R-194, 19-yrs-female, West Midlands, England), her comments were extremely critical:

The only place that people told us was real, to me was unreal like Dim Çay. Because I thought it was horrible... awful ... dirty, dangerous. It was not beautiful ... we have much better waterfalls in our country. I did not like it. I think that is my least favourite part of the holiday (R-24).

Constraints such as availability of time, presence of children and weather conditions were also mentioned by respondents: "N/A, only stayed for one week. We ran out of time to do any excursions" (R-163, 18-yrs-female, Cambridgeshire, England); "Due to the extreme heat and travelling with young children, holiday was mainly hotel-pool oriented" (R-198, 52-yrs-female, Belfast, Northern Ireland); "Too hot ☺" (R-88, 46-yrs-female, Berkshire, England).

The following part presents the analysis of the perceptions of hotel/destination attributes. The chapter later discusses the results on holiday activities in comparison to related literature.

### 6.3. Analysis of hotel/destination attributes

Respondents were asked to evaluate items on hotel attributes and characteristics. Their ranking is summarised in Table 6-4 in a descending order, where the most satisfied attributes are listed on the top of the list.

**Table 6-4 Summary of hotel attributes**

Measures	n	M	SD	1 (%)	2 (%)	3 (%)
<i>My place of stay in Alanya</i>						
is clean	502	4.33	0.9	5.2	11.2	83.7
is safe	496	4.23	1.0	6.4	12.7	80.8
has friendly and hospitable staff	502	4.18	1.1	8.8	13.7	77.5
has courteous staff	497	4.09	1.2	9.6	15.7	74.6
has a good location	500	4.05	1.1	9.6	18.0	72.4
provides good services	499	4.00	1.1	10.2	17.6	72.2
has good facilities	497	3.90	1.1	11.4	22.3	66.2
provides good variety of food and beverage	489	3.56	1.3	21.5	24.7	53.7
provides good Turkish food	477	3.41	1.2	21.1	32.3	46.5
is crowded®	437	3.09	1.3	31.1	31.8	37.1
offers good entertainment	486	2.94	1.3	36.2	31.1	32.7

It should be noted that the data was collected from 12 different hotels. Cleanliness, safety, friendly and hospitable staff, courteous staff, location, and services were perceived to be most favourable attributes when evaluating the place of stay in Alanya. Less satisfied attributes were perceived to be entertainment and crowdedness. Only half of the respondents were satisfied with the variety of food and beverage offer (53.7 percent) and the provision of Turkish food (46.5 percent).

In addition, respondents were asked to add their comments or suggestions, as they felt appropriate. Of those respondents, one quarter (n=140) provided comments, complaints and suggestions of their accommodation experiences. These comments were coded based on the functional areas of hotel organisation (e.g. room division and food and beverage). The total number of coded comments was 154. Table 6-5 displays the dimensions, and illustrative comments on perceptions of accommodation experience. These written comments provided more insights into the needs of holidaymakers and nature of accommodation experience for this type of tourism. Whilst the majority of those comments were concerned with suggestions and complaints, there were only eight compliments (e.g. 'keep the good folklore dance evening', 'excellent staff' and 'Super Obama [Male animator from Nigeria] for boss').

Of those comments, 30 were in the category of management of marketing regarding services (n=7), sales (n=5), people (n=18). Some respondents felt that Alanya was not a good choice: "[Alanya] should not be included in English holiday brochures" (R-459, 44-yrs-male, Hull, England), another respondent echoed "do not let English come" (R-247, 18-yrs-male, London, England). 38 comments dealt with room division department concerning their services such as the standard of room (equipment and furniture), check-in and check-out process and housekeeping. Examples of such comments included: "To have fridges in the room so you don't have to spend a fortune at the bar for your drinks. Also, air conditioning should be included in the price you pay for your holiday" (R-46, 19-yrs-female, Nottingham, England); "I was given cot bed for my son, which was in a very bad condition. They said they don't have any more" (R-129, 26-yrs-female, Kent, England); "Several times the maid and mini-bar staff entered our room while still in bed (before 9 am) ... Clean the beach" (R-364, 23-yrs-male, Newport, Wales); "A shower room for guests

who have checked out and also a room to get ready before the transfer" (R-507, 22-yrs-female, Worcester, England).

There were 42 comments on pool and beach area (n=22), sun-beds and sun-loungers (n=13), and maintenance (n=7), which were classified under hotel facilities, communal areas, and maintenance. Other comments included concerns with entertainment (n=28), food and beverage (n=16). Examples of such comments included: "Only tiny gripe-people saving beds by pool very annoying, but difficult to avoid. Hotel is wonderful" (R-59, 44-yrs-female, Ayr, Scotland); "Provide better poolside facilities with special regard to sun beds. Only 64 to cover 150 rooms. Not enough" (R-302, 54-yrs-male, Preston, England); "Ban people putting towels on sun beds at pool at 3 am for the next day" (R-536, 30-yrs-female, Sheffield, England); "More sun loungers, by pool, more evening entertainment, better variety of food as caters for German, Scandinavians"(R-540, 21-yrs-female, Bristol, England).

Many respondents felt that the entertainment at their accommodation needs improvement, which displays the importance of the entertainment (fun & enjoyment) dimension for holidaymakers at seaside resorts. Many comments revolved around 'fun' and 'sun' dimensions of tourist experiences as many complaints were made about pool and beach area. The majority of those were concerning the availability of sun beds and sun loungers. These findings are consistent with the earlier discussion on the nature of tourist experience at seaside resorts (Pons 2009; Ryan 2002c; Wickens 2002).

Several comments were concerned with the crowdedness, cleanliness, health, safety issues, and lack of consideration for English holidaymakers which further support the importance of 'ontological security' (Wickens 2002), 'familiarity' (Cohen 2004) 'the extension of everyday life' or 'Britishness' (Andrews 2009), for example: "English TV", "more English choice of breakfast", and "do not let English come". Further examples of such comments included: "Add a fence between the pool and eating area. Glasses should not be allowed around the pool area" (R-431, 59-yrs-male, Knaresborough, England); "More English TV channels and variety of food ... Nearer town ... More shaded seating areas" (R-407, 17-yrs-female, Southampton, England).

**Table 6-5 Comments on hotel experience**

<b>Themes</b>	<b>Dimensions</b>	<b>Illustrative examples and comments</b>
<b>Hotel services</b>	<b>Services in general and marketing</b>	<ul style="list-style-type: none"> <li>– "Excellent staff and great location"; "non, it is excellent"; "N/A very good"</li> <li>– "Safe cost too much"; "Book exchange service"; "not to advertise as inclusive"; "English TV"</li> <li>– "should not be included in a English holiday brochure"; "do not let "English come"</li> <li>– "to get what we was told"; "Do not get what I asked for accommodation wise"; "the gym actually being the one in picture"</li> </ul>
	<b>People and communication</b>	<ul style="list-style-type: none"> <li>– "Super Obama for boss"; "Obama made boss"</li> <li>– "More attention towards English guest"; "More English people"</li> <li>– "Ensure reception staff speaks enough English"; "make it clear and easier for every guests of where snacks are available from"; "Staff to be more pleasant with guests and polite-including manager"; "Some bar staff grumpy and get upset if ordering 6 plus drinks at once !!!"</li> <li>– "You need to listen to what guests tell them and act upon it and cook food properly"</li> </ul>
	<b>Room division</b>	<ul style="list-style-type: none"> <li>– "needs major overhaul and rooms updated"; "Single beds";</li> <li>– "provide better facilities for guests departing and waiting for transfers"; "checking out time could be more flexible"</li> <li>– "Make sure they are not overbooked!!!"</li> <li>– "bins in room"; "take chairs out of room"; "coffee making facility and refrigerator"</li> </ul>
	<b>Entertainment</b>	<ul style="list-style-type: none"> <li>– "Keep the good folklore dance evening"; "traditional dancing was great"; "more cultural entertainment e.g. Turkish dancing"</li> <li>– "More entertainment in both pools and better night entertainment"; "more evening entertainment would have been nice, only one event (Turkish Night) in two weeks" "More Karaoke"; "Evening entertainment, all languages!"; "Entertainment needs modernising. Kids club also needs modernising"; "(...) something to do for teenagers 13-17"; "More activities for children"</li> </ul>
<b>Food and beverage</b>		<ul style="list-style-type: none"> <li>– "Free water/free water and orange juice with evening meal"</li> <li>– "More Turkish cuisine"; "Better coffee with milk"</li> <li>– "Food in hotel not very good feel I have been living on bread and fruit for nearly two weeks" "Make vegetarian variety food"; "more English choice of breakfast"; "Provide a better variety in food. Very much the same day-to-day, real coffee!!! Get an espresso machine!"</li> <li>– " Longer breakfast period"; " Bar closes too early, 24 hour bar" "Better place to eat"</li> <li>– "2 theme nights (Turkish) as the food was great and a Fri-Fri 2 week stay we only got to have it once"</li> </ul>
		<b>Hotel facilities, communal areas and maintenance</b>

There were comments about the location and surroundings of the hotels. Examples of such comments were presented above, and two quotes below illustrate negative and positive perceptions of hotel location: "I expected that I could walk in villages. There is nothing around this complex that I can walk around. I have spoken to few but not like what I expected. Just nothing here for me this time" (R-445, 62-yrs-male, Sunderland, England); "I enjoyed the location and the weather. Sitting by pool is what I liked best" (R-184, 39-yrs-female, Worcestershire, England).

The ranking of destination attributes are summarised in Table 6-6 in a descending order, where the most satisfied attributes are listed on the top of the list.

**Table 6-6 Summary of destination attribute items**

Measures <i>In Alanya</i>	n	M	SD	1 (%)	2 (%)	3 (%)
the weather is enjoyable	502	4.33	0.9	5.2	11.2	83.7
the scenery is beautiful	504	4.16	0.9	3.2	19.2	77.6
excursions are available	493	4.08	1.0	5.2	21.7	73.0
the atmosphere is pleasing	497	3.99	0.9	3.4	24.7	71.8
overall cleanliness is poor ®	482	3.97	1.1	11.7	17.6	70.7
locals are friendly and hospitable	491	3.96	1.0	7.7	23.8	68.5
the overall quality of services is good	496	3.96	0.9	5.0	26.2	68.8
staff at restaurants and bars are courteous	494	3.95	1.0	9.1	22.3	68.7
there are adequate facilities at the beach	496	3.91	1.1	10.1	21.4	68.6
security and safety is poor ®	482	3.85	1.2	14.5	19.5	66.0
the service providers are professional	486	3.84	1.0	10.1	25.9	64.0
the beach is clean	499	3.82	1.2	14.2	22.4	63.4
shopping opportunities are good	489	3.77	1.0	8.6	29.2	62.2
there are a lot of things to do	491	3.74	1.1	11.8	27.5	60.7
the variety of food and beverages is good	494	3.64	1.2	16.6	23.9	59.5
tourist attractions/activities are varied	492	3.64	1.0	10.9	33.5	55.5
the history is interesting	478	3.58	1.1	15.9	25.7	58.4
souvenirs are locally produced	476	3.57	1.0	11.4	38.0	50.6
interaction with other tourists is enjoyable	490	3.53	1.2	16.0	30.4	53.7
Turkish food is good	491	3.52	1.2	18.1	28.5	53.3
access to information is easy	489	3.48	1.1	13.7	38.7	47.6
entertainment/nightlife is good	489	3.48	1.1	13.7	38.7	47.6
it is densely urbanized (overdeveloped) ®	473	3.35	1.1	19.4	36.8	43.8
it is too crowded ®	481	3.33	1.1	20.2	35.6	44.3
the prices are good value for money	494	3.33	1.2	22.6	31.6	45.8
it is too commercialized ®	477	3.29	1.1	19.0	41.1	39.8
staff at shopping places are courteous	488	3.29	1.3	44.2	27.5	25.0
it is very noisy ®	481	3.22	1.1	23.5	38.0	38.5
the road/transport conditions are poor ®	481	3.14	1.3	27.5	34.1	38.5
the beach is crowded ®	483	3.05	1.1	28.5	40.4	31.0
there is too much traffic ®	489	3.00	1.3	34.2	31.3	34.6
souvenirs are genuine	476	2.87	1.3	34.1	37.4	28.6

® reversed items

The weather is enjoyable', 'the scenery is beautiful', 'excursions are available', 'the atmosphere is pleasing', 'overall cleanliness is poor', 'locals are friendly and hospitable', 'the overall quality of services is good', 'staff at restaurants and bars are courteous', 'there are adequate facilities at the beach', and 'security and safety is poor®' were perceived to be most favourable attributes when respondents were evaluating their holiday/destination experiences in Alanya. Attributes generating less satisfaction were perceived to be 'souvenirs are genuine', 'there is too much traffic ®', 'the beach is crowded ®', 'the road/transport conditions are poor ®', 'it is very noisy ®' and 'staff at shopping places are courteous'. The majority of the destination attributes (20 of 32 items) were perceived to be favourable with a mean score above 3.52. There was only one item with a mean score below 3.00 ('souvenirs are genuine').

Table 6-7 displays the summary of PCA of hotel/destination attributes. The KMO measure of sampling adequacy was 0.91, 'superb' (Field 2009), and all KMO values for individual items were  $>0.806$ . Bartlett's test of sphericity  $\chi^2(741) = 9,817.551$ ,  $p < 0.001$ , indicated that correlations between items were sufficiently large for PCA. Six components had eigenvalues over Kaiser's criterion of 1 and in combination explained 55.62 percent of the variance. Communalities were high for each of the 39 items, with a range of 0.262 to 0.771. Factor loadings over 0.40 appear in bold and the reliability of measures were determined using Cronbach's alpha. The grand scale had high reliability of .928. Corrected item-total correlation ranged from 0.279 to 0.808 and Cronbach's alpha ranged from 0.724 to 0.898 among the six factors. There were minor issues regarding cross-loadings.

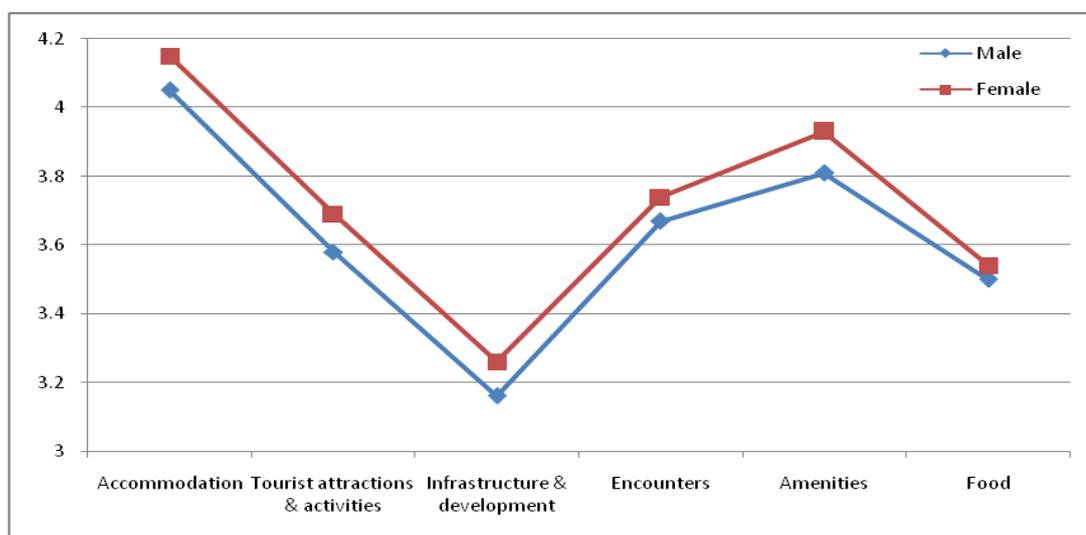
Factor 1: 'accommodation' (eigenvalue=5.12) accounted for 13.12 percent of variance and had seven items. Factor 2: 'tourist attractions & activities' (eigenvalue=5.04), accounted for 12.91 percent of the variance and had thirteen items. Factor 3: 'infrastructure & development' (eigenvalue=3.48) accounted for 8.92 percent of the variance and had six items. Factor 4: 'encounters' (eigenvalue=3.00) accounted for 7.69 percent of the variance and had five items. Factor 5: 'amenities' (eigenvalue=2.55) accounted for 6.54 percent of the variance and had four items. Factor 6: 'food' (eigenvalue=2.51) accounted for 6.44 percent of the variance and had four items.

**Table 6-7 Summary of hotel and destination attributes from PCA**

Measures <i>In Alanya/My place of stay in Alanya*</i>	Component loading						com.
	1	2	3	4	5	6	
<b>Factor 1 Accommodation</b>							
has friendly and hospitable staff*	<b>.826</b>	.118	.049	.246	.017	.103	.771
has courteous staff*	<b>.820</b>	.113	.064	.233	-.021	.069	.748
provides good services*	<b>.814</b>	.203	.070	.084	.086	.171	.753
is safe*	<b>.696</b>	.111	.140	.130	.235	.102	.599
is clean*	<b>.692</b>	.158	.135	.167	.204	.099	.601
has good facilities*	<b>.686</b>	.282	.092	-.003	.096	.343	.685
has a good location*	<b>.428</b>	.394	-.114	-.098	.347	.278	.559
<b>Factor 2 Tourist attractions &amp; activities</b>							
there are a lot of things to do	.233	<b>.657</b>	.071	.083	.159	.174	.554
tourist attractions/activities are varied	.095	<b>.631</b>	.152	.225	.088	.183	.523
souvenirs are locally produced	.045	<b>.616</b>	.047	.155	-.047	-.027	.411
shopping opportunities are good	.034	<b>.602</b>	.086	.286	.027	.117	.468
excursions are available	.250	<b>.602</b>	.119	.089	.117	-.029	.462
the prices are good value for money	.136	<b>.547</b>	.071	.143	.119	.191	.394
entertainment/nightlife is good	.137	<b>.546</b>	-.071	.105	.060	.193	.374
the scenery is beautiful	.204	<b>.516</b>	-.040	.197	.358	-.017	.477
the atmosphere is pleasing	.339	<b>.487</b>	.055	.322	.366	.086	.600
souvenirs are genuine	.047	<b>.473</b>	.039	.278	-.105	.220	.364
access to information is easy	.155	<b>.459</b>	.071	<b>.403</b>	.137	.214	.467
offers good entertainment*	.263	<b>.400</b>	.038	-.006	.097	.363	.372
the weather is enjoyable	.081	<b>.388</b>	-.043	.032	.253	-.196	.262
<b>Factor 3 Infrastructure &amp; development</b>							
it is densely urbanized (overdeveloped)®	.110	.146	<b>.756</b>	.012	-.067	-.134	.628
it is very noisy®	.139	.076	<b>.752</b>	.062	-.066	.105	.610
it is too crowded®	.214	.160	<b>.732</b>	-.016	.046	-.065	.614
it is too commercialized®	.017	.104	<b>.679</b>	.029	-.022	-.038	.475
there is too much traffic®	-.054	-.165	<b>.668</b>	.060	.243	.191	.575
the road/transport conditions are poor®	-.068	-.065	<b>.590</b>	.104	.239	.305	.518
<b>Factor 4 Encounters</b>							
staff at shopping places are courteous	.082	.184	.091	<b>.702</b>	.045	.137	.562
staff at restaurants and bars are courteous	.234	.294	-.004	<b>.690</b>	.080	.042	.625
locals are friendly and hospitable	.339	.296	.118	<b>.638</b>	.101	.129	.650
the service providers are professional	<b>.455</b>	.249	.093	<b>.581</b>	.103	.038	.627
interaction with other tourists is enjoyable	.051	.320	-.055	<b>.471</b>	.053	.274	.408
<b>Factor 5 Amenities</b>							
the beach is clean	.055	.315	-.070	.083	<b>.733</b>	.072	.657
overall cleanliness is poor®	.153	-.051	.371	.075	<b>.656</b>	.075	.606
there are adequate facilities at the beach	.141	.371	-.070	.132	<b>.634</b>	.103	.593
security and safety is poor®	.179	-.028	<b>.452</b>	.005	<b>.568</b>	.059	.563
<b>Factor 6 Food</b>							
Turkish food is good	.177	.129	.039	.308	.134	<b>.697</b>	.649
provides good Turkish food*	.341	.243	.115	.108	.033	<b>.697</b>	.687
provides good variety of food & beverage*	<b>.502</b>	.214	.057	.165	.016	<b>.545</b>	.626
the variety of food and beverages is good	.331	.288	.038	.345	.114	<b>.506</b>	.582
							<b>Total</b>
<b>Eigenvalues</b>	5.12	5.04	3.48	3.00	2.55	2.51	21.69
<b>% of variance</b>	13.12	12.91	8.92	7.69	6.54	6.44	55.62
<b><math>\alpha</math> (cronbach's alpha)</b>	.898	.865	.812	.809	.724	.834	.930
<b>M (composite mean scores)</b>	4.11	3.65	3.22	3.71	3.88	3.52	3.69
<b>Number of items</b>	7	13	6	5	4	4	39

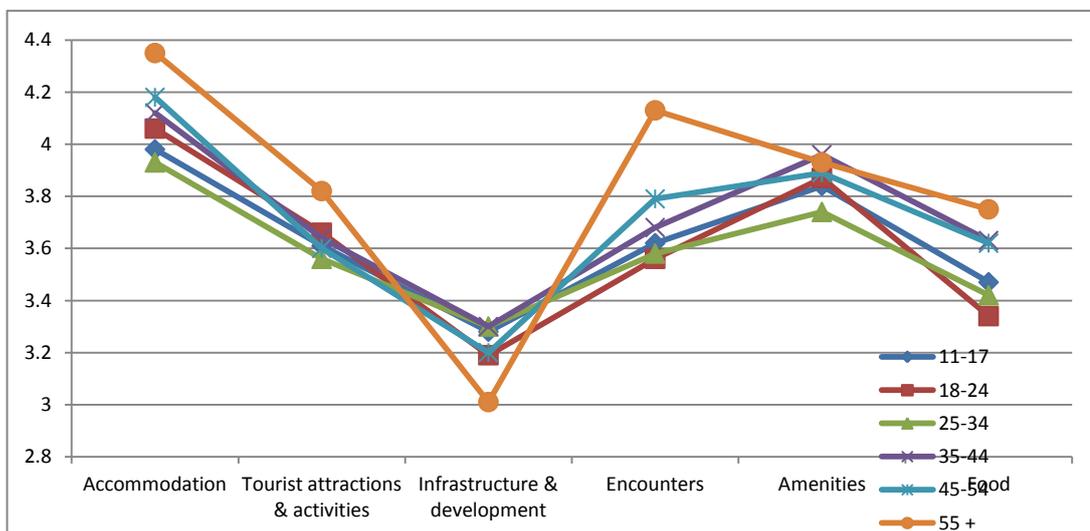
The present six factor model was deemed the best solution because of its conceptual clarity and ease of interpretability. The label utilised for these present factors are consonant with past research (Pizam *et al.* 1978). Means scores of these six factors were ranged from 3.22 (‘Infrastructure & development’) to 4.11 (‘accommodation’) for the full sample. Further analysis compared perceived variations in responses of these six factors with respect to socio-demographic (Table 6-8) and trip (Table 6-9) characteristics.

Figure 6-2 illustrates that females were more satisfied with all six factors than males were. However, no significant differences were found between males and females.



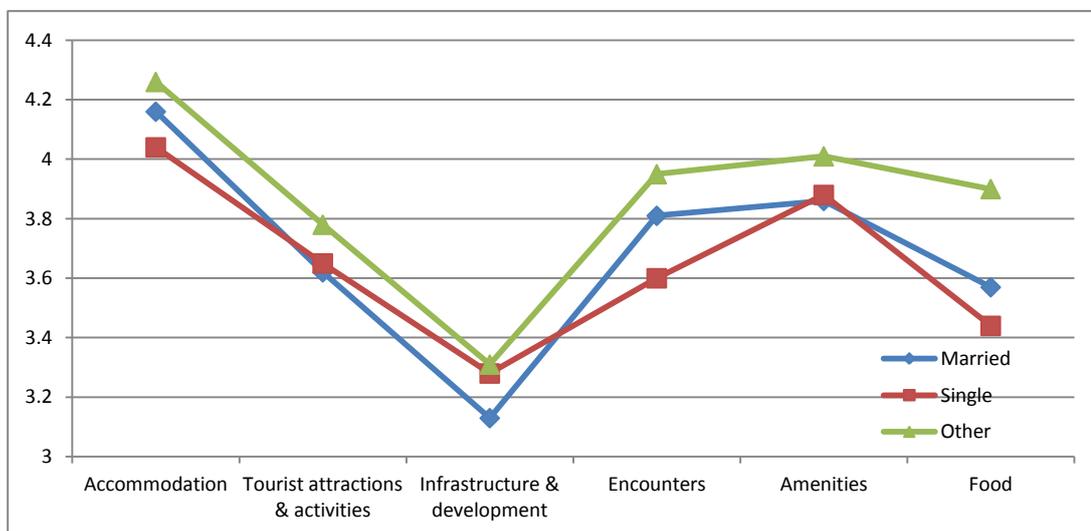
**Figure 6-2 Hotel/destination attributes by gender**

Figure 6-3 displays perceptions of hotel/destination attributes by age groups. The results indicated that respondents in over 55 years age group perceived ‘encounters’ factor significantly,  $F(5, 499) = 5.07, p < 0.000$ , more favourable than those respondents in other age groups.



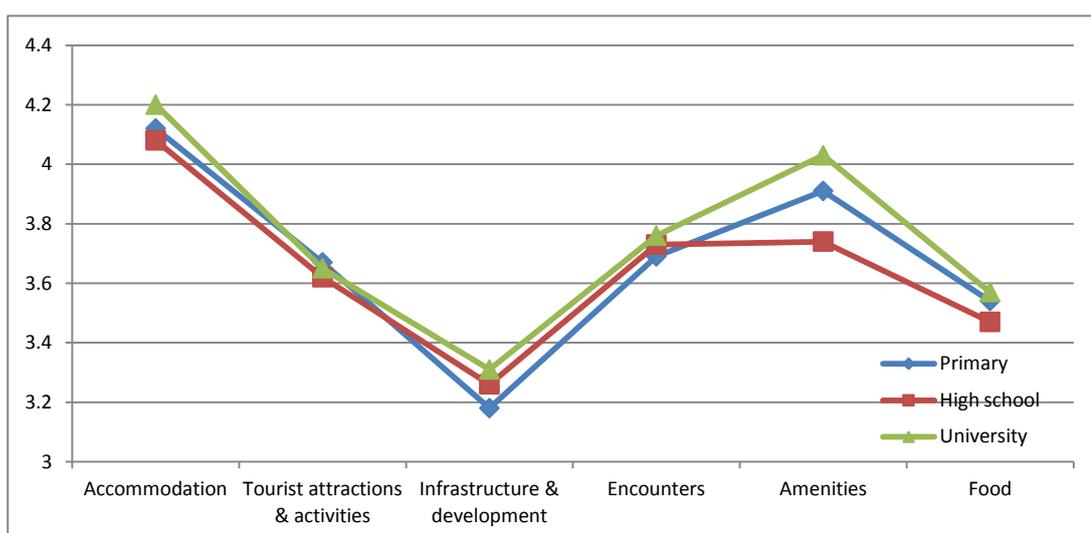
**Figure 6-3 Hotel/destination attributes by age**

Figure 6-4 displays responses on hotel/destination attributes by marital status. Divorced/widowed respondents rated these factors higher than married and single respondents. Two factors had significant differences: 'encounters',  $F(2,499) = 5.86, p < 0.003$ , and 'food',  $F(2,499) = 4.45, p < 0.012$ .



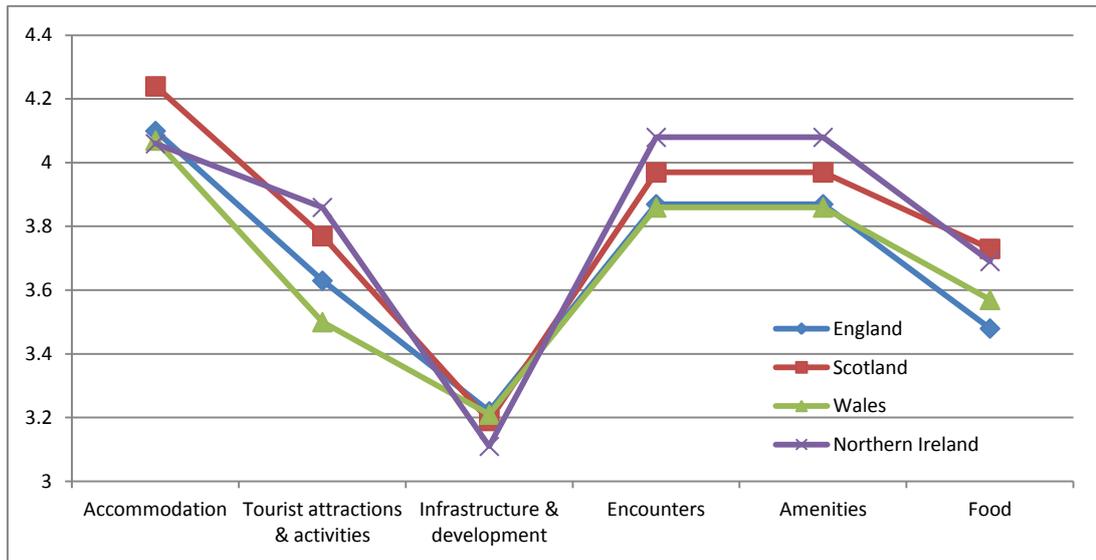
**Figure 6-4 Hotel/destination attributes by marital status**

Figure 6-5 displays responses on hotel/destination attributes by education. Overall respondents with higher education had higher ratings. The results indicated significant difference on 'amenities' factor,  $F(2, 499) = 3.09, p < 0.046$ , between respondents in university and high school education groups.



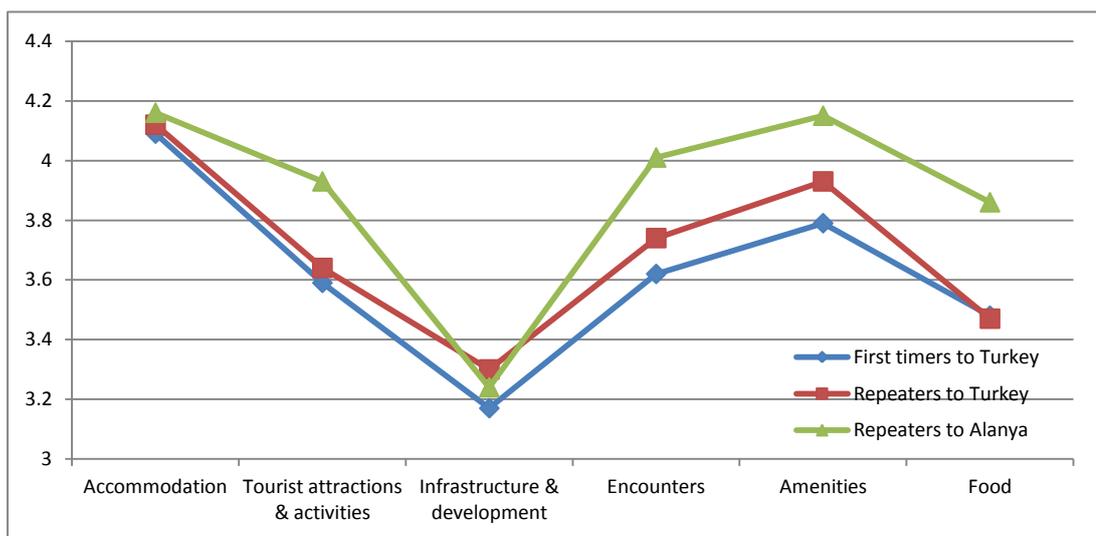
**Figure 6-5 Hotel/destination attributes by education**

Figure 6-6 displays responses on hotel/destination attributes by country. No significant differences in mean responses of these six factors were found among those respondents in four country groups.



**Figure 6-6 Hotel/destination attributes by country**

Figure 6-7 illustrates means on six hotel/destination attribute for the three revisiting patterns groups. Significant differences were found for four pull factors: ‘tourist attractions & activities’,  $F(2,502) = 7.78, p < 0.000$ ; ‘encounters’,  $F(2,502) = 9.09, p < 0.000$ , ‘amenities’,  $F(2,502) = 5.40, p < 0.005$ ; and ‘food’  $F(2,502) = 4.16, p < 0.016$ . Repeater to Alanya perceived these factors more favourable than repeaters to Turkey and first-timers to Turkey.



**Figure 6-7 Hotel/destination attributes by revisiting patterns**

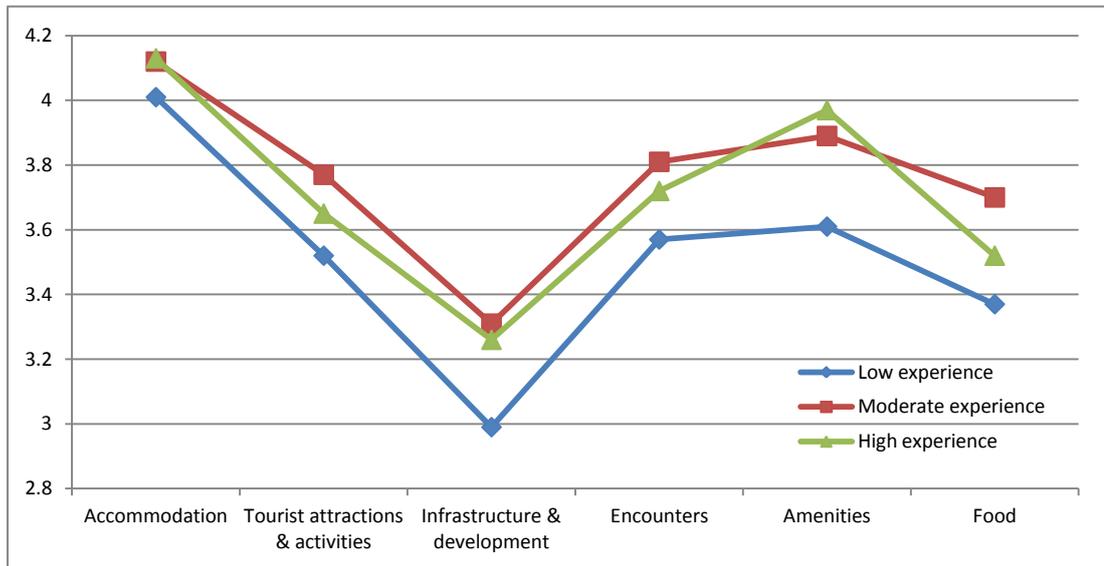
**Table 6-8 Hotel/destination attributes by socio-demographic characteristics**

<b>Subgroups</b>	<b>Accommodation</b>	<b>Tourist attractions &amp; activities</b>	<b>Infrastructure &amp; development</b>	<b>Encounters</b>	<b>Amenities</b>	<b>Food</b>
<b>Gender</b>	p > .190	<b>p &lt; .048**</b>	p > .176	p > .374	p > .095	p > .651
Male	4.05	3.58	3.16	3.67	3.81	3.50
Female	4.15	3.69	3.26	3.74	3.93	3.54
<b>Age</b>	p > .061	p > .222	p > .250	<b>p &lt; .000*</b>	p > .695	p > .053
11-17	3.98	3.61	3.28	3.62a	3.84	3.47
18-24	4.06	3.66	3.19	3.56a	3.87	3.34
25-34	3.93	3.56	3.30	3.58a	3.74	3.42
35-44	4.12	3.64	3.30	3.68a	3.96	3.63
45-54	4.18	3.60	3.20	3.79	3.89	3.62
55 +	4.35	3.82	3.01	4.13a	3.93	3.75
<b>Marital status</b>	p > .150	p > .323	p > .128	<b>p &lt; .003*</b>	p > .554	<b>p &lt; .012**</b>
Married	4.16	3.62	3.13	3.81a	3.86	3.57
Single	4.04	3.65	3.28	3.60a	3.88	3.44a
Other	4.26	3.78	3.31	3.95a	4.01	3.90a
<b>Education</b>	p > .510	p > .789	p > .346	p > .731	<b>p &lt; .046*</b>	p > .760
Primary	4.12	3.67	3.18	3.69	3.91	3.54
High school	4.08	3.62	3.26	3.73	3.74a	3.47
University	4.20	3.65	3.31	3.76	4.03a	3.57
<b>Country</b>	p > .860	p > .175	p > .961	p > .075	p > .549	p > .475
England	4.10	3.63	3.22	3.87	3.87	3.48
Scotland	4.24	3.77	3.19	3.97	3.97	3.73
Wales	4.07	3.50	3.21	3.86	3.86	3.57
Northern Ireland	4.06	3.86	3.11	4.08	4.08	3.69

**Table 6-9 Hotel/destination attributes by trip characteristics**

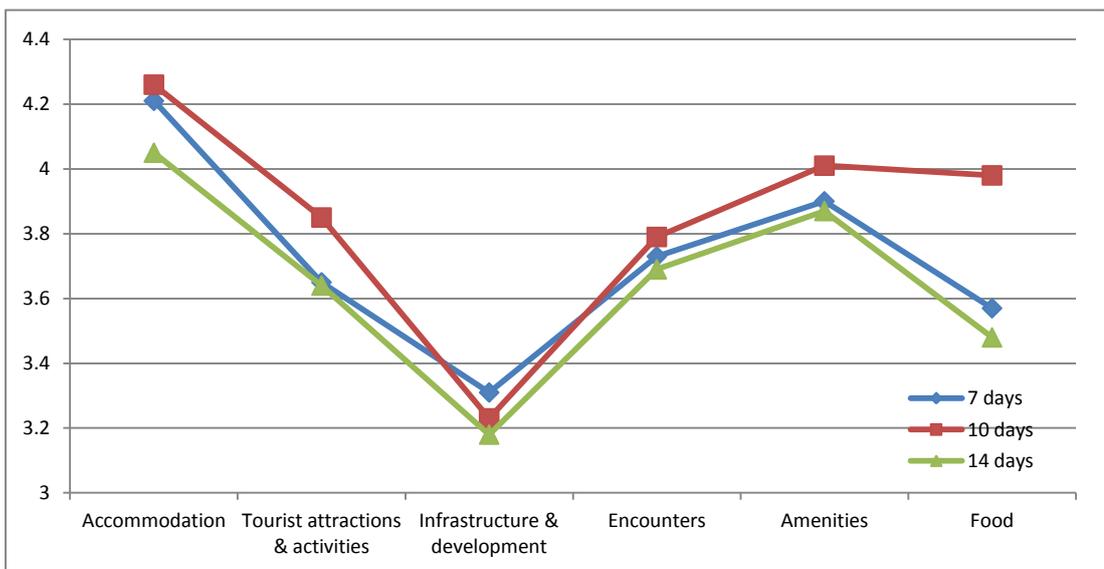
<b>Subgroups</b>	<b>Accommodation</b>	<b>Tourist attractions &amp; activities</b>	<b>Infrastructure &amp; development</b>	<b>Encounters</b>	<b>Amenities</b>	<b>Food</b>
<b>Revisiting patterns</b>	p > .802	<b>p &lt; .000*</b>	p > .317	<b>p &lt; .000*</b>	<b>p &lt; .005*</b>	<b>p &lt; .016**</b>
First-timers to Turkey	4.09	3.59a	3.17	3.62a	3.79a	3.48a
Repeaters to Turkey	4.12	3.64a	3.30	3.74a	3.93	3.47a
Repeaters to Alanya	4.16	3.93a	3.24	4.01a	4.15a	3.86a
<b>Experience levels</b>	p > .392	<b>p &lt; .032**</b>	<b>p &lt; .006*</b>	p > .082	<b>p &lt; .001*</b>	p > .060
Low experience	4.01	3.52a	2.99a	3.57	3.61a	3.37
Moderate experience	4.12	3.77a	3.31a	3.81	3.89a	3.70
High experience	4.13	3.65	3.26a	3.72	3.97a	3.52
<b>Length of stay</b>	p > .099	p > .328	p > .315	p > .778	p > .714	<b>p &lt; .006*</b>
7 days	4.21	3.65	3.31	3.73	3.90	3.57a
10 days	4.26	3.85	3.23	3.79	4.01	3.98a
14 days	4.05	3.64	3.18	3.69	3.87	3.48a
<b>Accommodation</b>	p > .364	<b>p &gt; .004*</b>	<b>p &lt; .000*</b>	p > .919	<b>p &lt; .000*</b>	p > .312
5 star	4.06	3.51a	3.50a	3.72	3.73a	3.51
4 star	4.13	3.73a	3.08a	3.68	4.17a	3.46
3 star	4.07	3.74a	3.18a	3.70	3.87a	3.52
2 star	4.27	3.60	2.89a	3.76	3.62a	3.74
<b>Boarding type</b>	p > .084	<b>p &lt; .007*</b>	<b>p &lt; .000*</b>	p > .567	p > .081	p > .051
Bed & breakfast	4.22	3.61a	3.04a	3.64	3.88	3.63
Half board	4.18	3.69	3.14a	3.71	3.90	3.62
All inclusive	4.01	3.57a	3.44a	3.71	3.80	3.36
Self-catering	3.99	3.91a	2.98a	3.84	4.10	3.61
<b>Location</b>	p > .105	<b>p &lt; .019**</b>	<b>p &lt; .000*</b>	p > .419	<b>p &gt; .000*</b>	<b>p &lt; .018**</b>
Keykubat Beach	4.14	3.63	3.17a	3.76	3.74a	3.60a
Cleopatra Beach	4.14	3.73a	3.10a	3.66	4.16a	3.54
Neighbourhood	3.91	3.49a	3.67a	3.66	3.64a	3.23a

The ratings of low experienced respondents on the six factors were lower than the ratings of respondents in the moderate and high experience group with significant differences for three factors (Figure 6-8): 'tourist attractions & activities',  $F(2,502) = 3.50, p < 0.032$ ; 'infrastructure & development',  $F(2,502) = 5.11, p < 0.006$ , and 'amenities',  $F(2,502) = 7.43, p < 0.001$ .



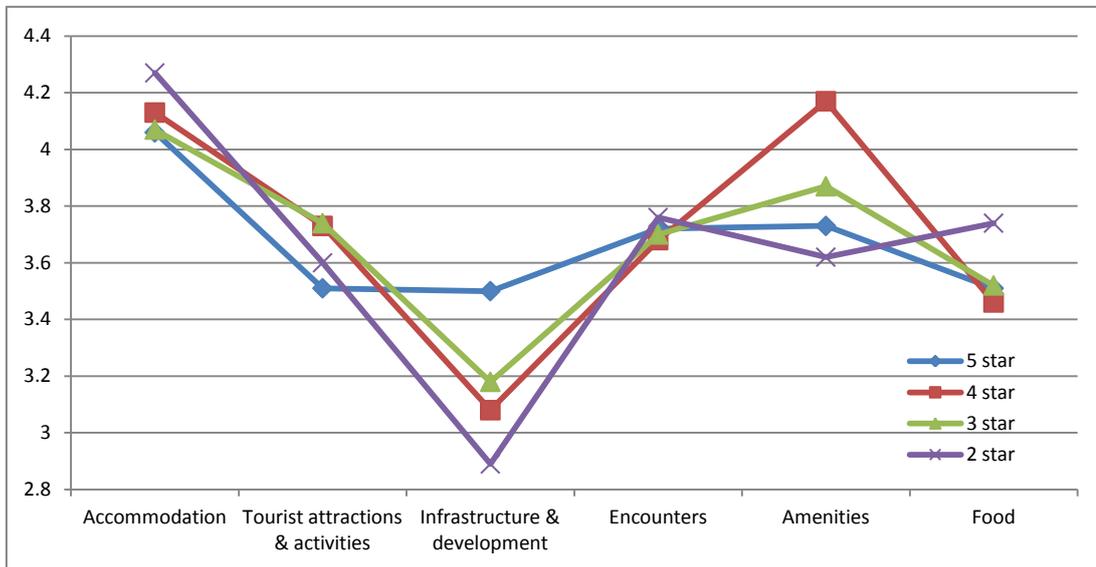
**Figure 6-8 Hotel/destination attributes by experience levels**

Figure 6-9 illustrates means on six factors with respect to length of stay. Respondents in 10 days group considered 'food' factor significantly,  $F(2,487) = 5.49, p < 0.006$ , more favourable than those respondents in 7 and 14 days groups.



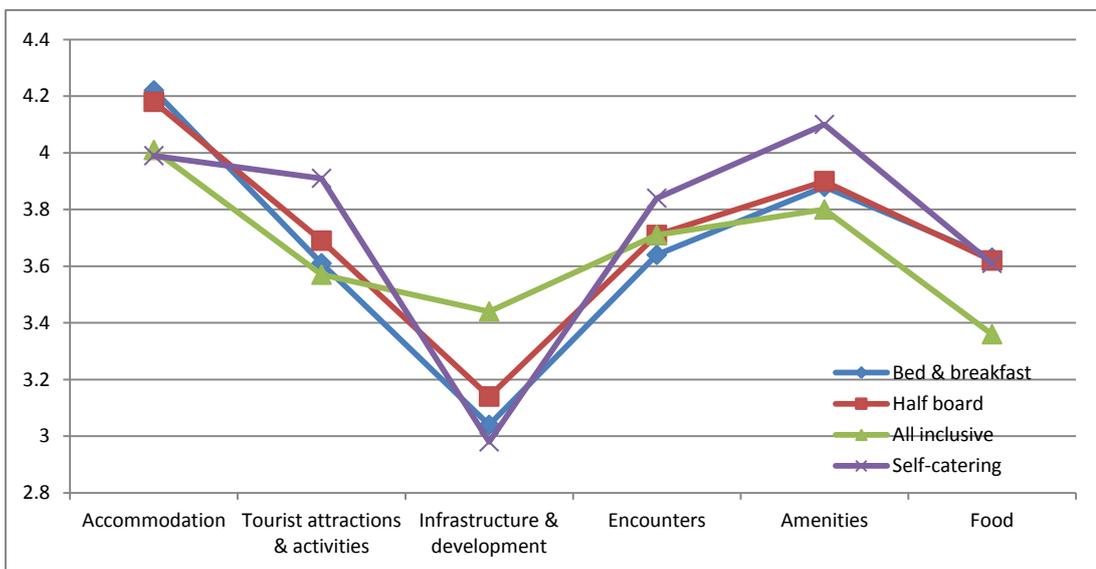
**Figure 6-9 Hotel/destination attributes by length of stay**

Figure 6-10 shows means responses by accommodation type. The study found that there were significant differences in three factors: ‘tourist attractions & activities’,  $F(3,501) = 4.56, p < 0.004$ ; ‘infrastructure & development’,  $F(3,501) = 11.92, p < 0.000$ , and ‘amenities’,  $F(3,501) = 12.70, p < 0.000$ .



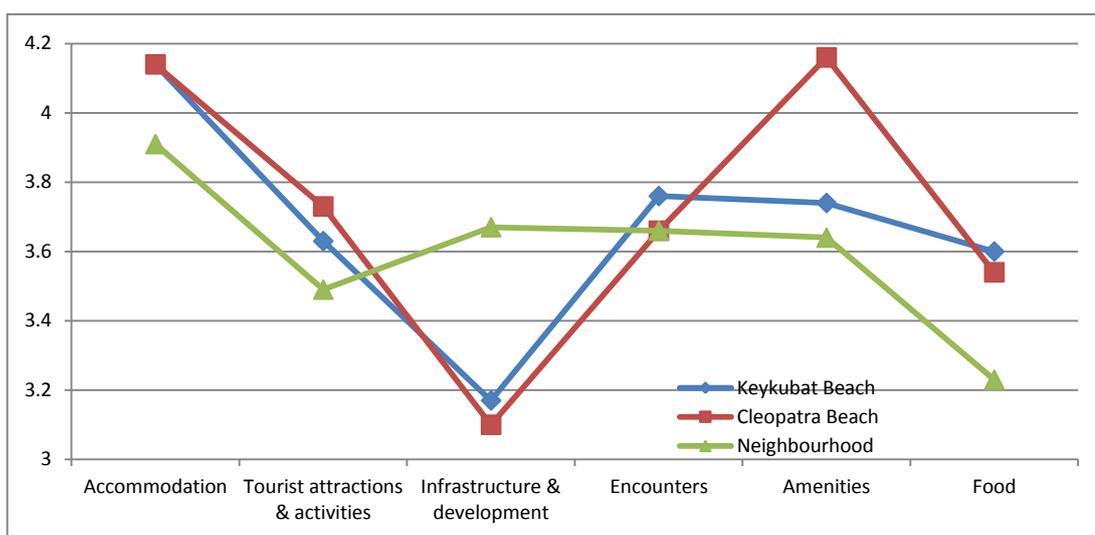
**Figure 6-10 Hotel/destination attributes by accommodation type**

Figure 6-11 displays means by boarding type. There were significant differences in two factors: ‘tourist attractions & activities’,  $F(3,501) = 4.09, p < 0.007$ ; ‘infrastructure & development’,  $F(3,501) = 8.34, p < 0.000$ . Respondents in 5 star hotels considered the former less favourable than those respondents in other accommodation groups, whereas respondents in two star hotels considered the latter less favourable than those respondents in other accommodation groups.



**Figure 6-11 Hotel/destination attributes by boarding type**

As far as the location is concerned (Figure 6-12) there were significant differences for four factors: 'tourist attractions & activities',  $F(2,502) = 4.00, p < 0.019$ ; 'infrastructure & development',  $F(2,502) = 13.85, p < 0.000$ ; 'amenities',  $F(2,502) = 20.24, p < 0.000$ ; 'food',  $F(2,502) = 4.06, p < 0.018$ . With the exception of one factors, respondents in neighbourhood group considered all these factors less favourable than those respondents in Keykubat and Cleopatra Beach groups. In contrast, they considered 'infrastructure & development' more favourable than those respondents in Keykubat and Cleopatra Beaches groups.



**Figure 6-12 Hotel/destination attributes by location**

Whilst the results showed few significant differences with respect socio-demographic characteristics, there were many significant differences with respect to trip characteristics. The chapter continues with the discussion of most/least enjoyed experiences in the following part.

#### **6.4. Perceptions of most/least enjoyed experiences in Alanya**

Of 505 respondents, 80 respondents (16 percent) had given no response at all, no response rates for the most enjoyed and least enjoyed experiences were 97 (19 percent) and 169 (33 percent) respectively. While 338 respondents (67 percent) reported on both positive and negative sides of the experiences, 99 respondents (20 percent) commented only on most enjoyed aspects of the holiday, and 17 respondents (3 percent) commented only on least enjoyed aspects of the holiday. A total of 1300 comments were recorded. Responses were first arranged as positive and negative.

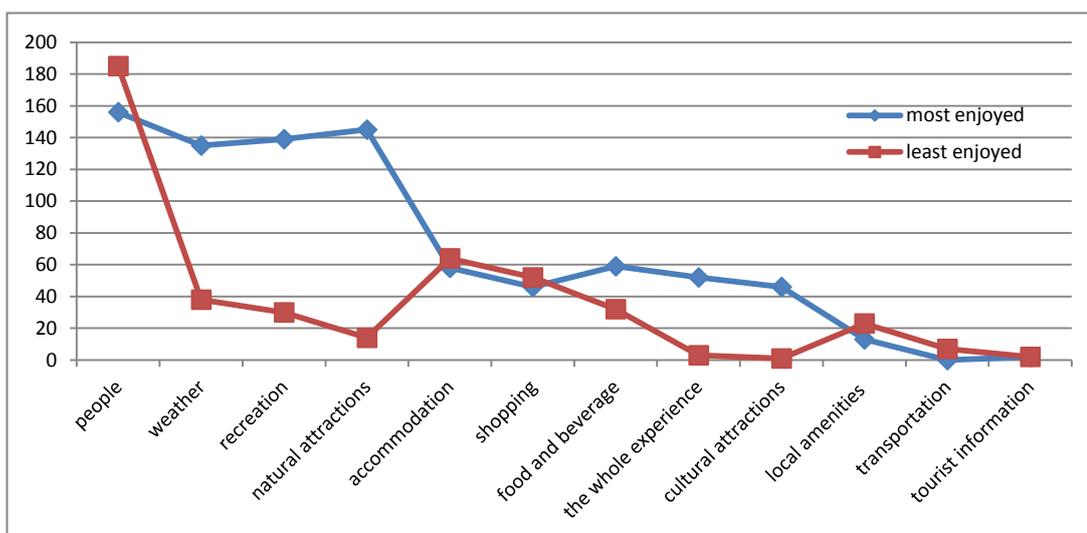
Whilst two thirds (n=849) were positive, one-third (n=451) were negative. The analysis of most/least enjoyed experiences generated concepts under 12 dimensions in comparison with Pritchard and Havitz's (2005, 2006) study.

Table 6-10 provides a summary of the frequencies and percentages of these 12 dimensions. Appendix 3 presents illustrative examples of concepts and comments of these 12 dimensions for a fuller list of comments see Appendix 5.

**Table 6-10 Summary of most and least enjoyed experiences by categories**

Categories	Most enjoyed		Least enjoyed		Total	
	n	%	n	%	n	%
People	156	18.33	185	41.02	341	26.23
Weather	135	15.86	38	8.43	173	13.31
Recreation	139	16.33	30	6.65	169	13.00
Natural attractions	145	16.04	14	3.10	144	12.23
Accommodation	58	6.82	64	14.19	122	9.38
Shopping	46	5.41	52	11.53	98	7.54
Food and beverage	59	6.93	32	7.10	91	7.00
The whole experience	52	6.11	3	0.67	55	4.23
Cultural attractions	46	5.41	1	0.22	47	3.62
Local amenities	13	1.53	23	5.10	36	2.77
Transportation	0	0.00	7	1.55	7	0.54
Tourist information	2	0.24	2	0.44	4	0.31
<b>Total</b>	<b>851</b>	<b>65.46</b>	<b>451</b>	<b>34.69</b>	<b>1302</b>	<b>100</b>

Figure 6-13 illustrates the number of most/least enjoyed experiences by twelve categories.



**Figure 6-13 Number of most/least enjoyed experiences by categories**

Two thirds of the positive comments made referred to four dimensions of response: people (n=156), natural environment (n=145) recreation (n=139), and weather (n=135). A significant proportion of positive experiences (13.75 percent) were concerned with service dimensions of food and beverage (n=59), and accommodation (n=58). More than one third (41 percent) of the negative experiences were concerned with people dimension. Other major dimensions were services: accommodation (14 percent) and shopping (11.53 percent).

One fourth of all responses (26.63 percent) were concerned with people dimension. In terms this dimension, negative experiences (n=185) outnumbered positive experiences (n=156). This dimension included responses under tourists' interactions with self and other social players. Friendliness of local people and service personnel was referred as the second most positive experience in Alanya. Several respondents referred to positive social interactions with local people: "Seeing Turkish friend in the evening" (R-142, 14-yrs-female, Devon, England), "Meeting locals" (R-148, 48-yrs-female, West Glamorgan, England). Interestingly, the majority of the negative experiences were also attributed to interaction with locals: "Some people were helpful, some other people quite rude" (R-341, 50-yrs-female, Berkshire, England); "Most Turkish don't know how to interact with English" (R-125, 42-yrs-female, Leicestershire, England).

Particularly, there were many complaints from shopkeepers: "Got to hate walking along pavements, just wanted to be left alone to choose without arguments over where we were going" (R-234, 59-yrs-female, Manchester, England); "People asking you to go on trip all the time in the street" (R-27, 21-yrs-female, Yorkshire, England); "Shopkeepers ... I would prefer to browse in a shop without somebody pushing me to buy ... I do not like barter" (R-75, 59-yrs-female, Essex, England). There were also comments about sexual harassment: "Very forward Turkish men on females, not feeling safe on my own (I am female)" (R-112, 26-yrs-female, Worcestershire, England); "The Turkish men tried to put themselves on women and the reception staff ... tried to get into our room at 12.20 pm to party with us (R-151, 43-yrs-female, London, England).

As the literature suggests (Pearce 2005; Ryan 2002c), it is also pertinent here to note that tourists also enjoyed self-company and interaction with other tourists in the

course of holiday: Examples of the former included: "I enjoyed the chance to relax and get away from my busy work life" (R-109, 20-yrs-male, Cheshire, England); "Just being able to relax" (R-470, 47-yrs-male, North Yorkshire, England).

The importance of other tourists was also evident in the given responses. The positive role of travel companions was mentioned by several respondents: "The company" (R-51, 21-yrs-female, Buckinghamshire, England); "Spending time with my aunt" (R-150, 19-yrs-female, London, England); "Getting to know my niece" (R-151, 43-yrs-female, Hertfordshire, England); "I enjoyed spending time with my family and friends" (R-434, 15-yrs-female, Belfast, Northern Ireland). The responses about other stranger tourists were mainly negative: "Having my room door knocked on by other guests, at 5.25 am and 4.15 am on two nights running. They then ran away laughing" (R-349, 41-yrs-female, South Yorkshire, England); "Very noisy neighbours" (R-197, 28-yrs-female, Belfast, Northern Ireland); "Too many Scandinavians-not the happiest bunch" (R-229, 43-yrs-male, Falkirk, Scotland); "Germans - they are very rude ..." (R-455, 40-yrs-male, Buckinghamshire, England). Several respondents stressed that there was a need for more English/British tourists: "lack of English people" (R-458, 23-yrs-male, Hull, England); "Not very many English people at the hotel and other nationalities ... here were not willing to make the effort to speak to you" (R-540, 21-yrs-female, Bristol, England).

Although collectivism constituted the defining characteristic of tourist experiences in Alanya, some respondents referred to sense of isolation as part of most enjoyed experiences: "Finding a secluded empty beach, swimming an empty beach in the early hours of the morning" (R-55, 21-yrs-female, Hampshire, England); "Listening to the sound of the sea" (R-43, 28-yrs-female, Berkshire, England). These findings reveal the need for a balance between collectivism and individuality in tourist interactions in the course of a holiday. These results clearly show the importance of all players of the social environment (Pearce 2005a).

The number of responses on weather dimension was 173 and account for 13.31 percent of all comments. The majority were positive, for example "Weather was good, allowed relaxing in resort" (R-404, 22-yrs-male, West Midlands, England). There were also concerns about the temperature of the weather: "Maybe a little too hot in the day time for shopping, especially in July" (R-14, 24-yrs-male, Suffolk,

England); "Walking in the day because it was too hot" (R149, 19-yrs-female, West Glamorgan, Wales); "The hot weather (I fainted numerous times)" (R-53, 23-yrs-male, Surrey, England). These findings reveal the paradox between hot, sunny weather and extreme heat. Although weather conditions in Alanya facilitates drawing tourists for guaranteed sunshine, at times of extreme heat, weather conditions impede tourists, to participate in touristic activities, and to enjoy their holiday in Alanya.

Recreation dimension included 13 percent (n=169) of comments concerning organised excursions/activities, entertainment at accommodation and nightlife. Recreation experiences greatly contributed to positive perceptions of a holiday in Alanya: "The boat trip showed how beautiful it was and the castle etc." (R-110, 18-yrs-female, Cheshire, England); "I enjoyed the liveliness of Alanya, especially at night" (R-263, 15-yrs-male, Leicestershire, England); "I really enjoyed the boat trip we went on because it was really fun and we got to do a lot of things: such as swim in the sea, relax in sun and to be entertained" (R-485, 16-yrs-male, London, England). A major complaint about organised excursions concerned the commercialised aspects of excursion program: "Trip which included jewellery centre, very pressured by staff (R-64, 49 yrs female, Lancashire, England). These results clearly show the relevance and importance of visiting tourist attractions to enrich tourists' experiences in a tourist resorts.

A major contributor to positive holiday experiences was natural attractions (16 percent). Responses concerning natural attractions, scenery and atmosphere were coded under this dimension. Along with the weather, these dimensions define the characteristics of tourist experiences in Alanya. From responses under the weather and nature dimensions, it can be argued that tourists' primary motivations, seeking fun in the sun with respect to both push and pull factors, were satisfied. Positive responses, which referred to atmosphere, revealed the nature of expectations from a holiday in Alanya. Examples of comments included: "I really loved the beach because the waves were awesome, Alanya is gorgeous" (R-348, 13-yrs-female, South Yorkshire, England); "Everything was very easy going" (R-284, 47-yrs-male, Gwent, Wales) "Relaxing pace of life" (R-492, 42-yrs-male, Aberdeen, Scotland; "Slow pace of life" (R-215, 38-yrs-male, Oxfordshire, England) "Relaxed environment" (R-291, 47-yrs-female, Kent, England).

The responses regarding shopping experiences indicated interesting results. Respondents had mixed feelings of shopping experiences in Alanya. Several responses referred to lack of uniqueness of the shops: "Too many shops selling similar things" (R-277, 47-yrs-male, Wiltshire, England). There were also concerns about the authenticity of the products they sell: "No genuine Turkish crafts to buy in market, only mass-produced things for tourist crowd" (R-336, 23-yrs-male, Gwent, Wales). There were comments on the prices: "Expensive alcohol" (R-54, 21 yrs female, Buckinghamshire, England); "Extraordinary prices for water and cola at the hotel" (R-390, 31 yrs male, Gwent, Wales). Repeat visitors indicated their concerns about how prices and other things changed since their past visits: "Shops are very much the same and found this to be very expensive much more than England, as I have been to Turkey before and found Turkey to be inexpensive, things have changed very much" (R-212, 47-yrs-female, Yorkshire, England); "Found a big increase in prices over last two years" (R-234, 59-yrs-female, Manchester, England). In contrast, there were also respondents who found prices in Alanya favourable: "Good value for money"(R-345, 41-yrs-female, Warwickshire, England); "Cheap prices" (R-134, 20-yrs-female, London, England).

It should be noted that along with the complaints about shopkeepers mentioned under people dimension, the majority of negative perceptions in Alanya were related to shopping experiences. The study revealed that harassment by shopkeepers was a major distraction. There were two major sources of harassment: harassing tourists, to visit the shops, and whilst shopping. Some illustrative quotes were presented with respect to the former. What makes the situation worse was concerned with the latter, how respondents were treated in the shops. Examples of such concerns included:

The thing I least enjoyed was being hassled so much by the shopkeepers ... I felt too hassled and stressed with people following us ... I did not seriously look at anything to buy (R-530, 21-yrs-female, Hampshire, England).

The way shop owners do their trade, there were only two seconds and they were pushing to buy. Why don't they let us, ask ... look all around the shop. Once hassled, we had to leave ... we had not seen all they had to offer. Shame (R-43, 44-yrs-female, Devon, England).

The comments given in response to most/least enjoyed experiences provided further evidence for the importance of hospitality services in at coastal holiday resorts. One respondent stated "Hotel. We enjoyed our days in Alanya but we have had a bad

experience with the hotel which put a damper on our holiday" (R-456, 32-yrs-female, Buckinghamshire, England). Examples of other negative experiences included: "Getting ready to come home ... and checked out from the room no courtesy from the hotel to get change ... When we were changing our clothes in the swimming pool shower room children were running in/out" (R-414, 55-yrs-female, Leicestershire, England); "The lack of outside space and sun beds in the hotel, otherwise good" (R-273, 12-yrs-female, Conwy, Wales). There were comments concerning the entertainment at the hotels, for example; "The lack of entertainment for English kids" (R-460, 31-yrs-female, Hull, England); "The entertainment in the accommodation (X hotel) was good for young children but I am 16 and hated it" (R-276, 16-yrs-male, Somerset, England). They were also concerned with the attention paid to British tourists: "Customer service. We felt that the English holidaymakers were disadvantaged than others such as Dutch visitors" (R-163, 18-yrs-female, Cambridgeshire, England); "The other guest's/staff, very rude and unwelcoming, especially to the English" (R-122, 17-yrs-female, Leicestershire, England).

Negative responses outnumbered the positive responses in relation to the accommodation dimension. However, there were also responses referring to hotel experiences as the most enjoyed part of the holiday in Alanya: "Our hotel, because it has nice food/drinks. It is nice. All staff is nice." (R-209, 13-yrs-female, Manchester, England); "Relaxing by the pool, being entertained by the locals, dancing with Turkish people" (R-149, 19-yrs-female, Gwent, Wales).

As far as the food and beverage dimension is concerned, positive comments (n=59) outnumbered negative comments (n=32). Responses regarding the extension of Britishness and everyday life was evident in the responses of negative food experiences: "Hotel food, not catered to British taste, could be more Turkish food"(R-540, 21-yrs-female, Bristol, England); "No English breakfast (bacon, sausages, eggs)" (R-280, 56-yrs-male, West Midlands, England); "The food ... catered for Germans" (R-303, 17-yrs-male, Manchester, England).

As shown later in the chapter, the analysis indicated that respondents in all-inclusive boarding type were less satisfied than those respondents in other boarding types. All-inclusive services were a major source of unsatisfactory experiences with

accommodation and food services. Examples of such complaints referred to all-inclusive included:

First experience of all inclusive had a tummy bug for two days, not sure if heat or food but would be little dubious to look all inclusive again" (R-275, 43-yrs-female, Wiltshire, England);

I don't eat meat or cheese or cakes. Just potatoes pizza and most things were fish meat and cheese in pasta" (R-490, 31-yrs-female, Manchester, England);

Only being able to get ice-creams at hotel at certain times (R-476, 42-yrs-female, Gloucestershire, England);

All inclusive facilities were not always what were expected, variety of local spirits not sufficient. All-inclusive should mean all-inclusive (R-302, 54-yrs-male, Manchester, England);

Ten percent (n=52) of respondents indicated that the 'whole experience' was pleasing. Similarly, considerable number of respondents (n=46) referred to 'cultural attractions' as the source of satisfactory experiences. For example: "Exploring the area, particularly the old town and castle-the locations that capture the history and culture of Alanya and Turkey in general" (R-253, 18-yrs-female, Kent, England); "Climbing the Red Tower" (R-55, 21-yrs-female, Hampshire, England). It should, however, be noted that this dimension was not among the major contributing dimensions of most satisfactory experiences in Alanya.

Responses regarding 'local amenities' dimension revealed critical observations concerning the macro environment, infrastructure and tourism development. Despite the overall contentment with cleanliness and safety, there were also examples of concerns: "Litter! Why do Turkish people dump rubbish everywhere? Please! Please! Please, get the beaches and countryside cleared up" (R-523, 48-yrs-male, Bristol, England). Some respondents were surprised that there were no mosquitoes in Alanya, others, however, reported that there were: "Getting bitten by mosquitoes" (R333, 26-yrs-female, Leicestershire, England). This contradiction can be explained by the location of the hotel, as the municipality in the city centre provides an effective protection against mosquitoes, other municipalities do not.

The possibility of the differences between locations was also emphasised by one respondent: "Dirty beaches on harbour side (Cleopatra was fine)" (R-364, 23-yrs-female, Gwent, Wales). She further provided some additional evidence regarding

critical issues of tourism development and tourist experiences. Her comment with recommendations is below:

Far too many tourists tours [commercialisation], would be much better with more Turkish experience [authenticity], e.g. too much of the same food at restaurants [variety], no genuine Turkish crafts to buy in market, only mass-produced things for tourist crowd [fake, inauthentic]. Architecture: I realise there is little that can be done about this point but there are far too many concrete, identical buildings in Alanya [urbanisation, development]. There is some Turkish architecture but this is rare. Alanya is a place with great natural beauty and a lot of potential [tourist attraction and activities] but I feel it has been spoiled [infrastructure and development] somewhat and turned into a tourist factory [mass tourism] (R-364).

There were also other respondents referred to commercialisation: "A little bit over commercialised but overall a nice beach holiday" (R-199, 24 yrs female, London, England). In general perceived levels of cleanliness, safety, commercialisation and urbanisation were favourable for most British holidaymakers in Alanya. There were also few comments concerning transportation (n=7) and tourist information (n=4).

It can be noted that these given responses are consistent with previously mentioned quantitative findings of this chapter. The qualitative data in this part provided further evidence with respect to the significant attributes of a holiday in Alanya. What is interesting in these quotes is that some of them provided striking observations on the critical elements of touristic experiences, even though respondent had only stayed in Alanya for a limited period. It is pertinent here to emphasise that the data also produced evidence to support the relevance and influence sensorial dimensions.

As can be expected scenery was frequently mentioned as 'seeing': "You always have a vision of a place the part of things you like most in the place ... the location down by the harbour was special [seeing]" (R-77, 56-yrs-male, Berkshire, England). Perceptions of weather was also frequently mentioned as 'feeling' and 'seeing': "When we went to the mountains as well we could sense that it was cooler, the air was clearer [seeing], and then when come back down you could feel the heat as you come back down....You could feel the change ... Change in pressure [feeling]" (R-536, 29-yrs-male, Doncaster, England). These quotes further support the significance of visual consumption/experience.

Along with visual consumption, the relevance and importance of other sensorial experiences was also evident in the data. Taste and smell of foods, and smell of flowers produced examples for 'smelling' and 'tasting': "Like the smells. Ohh charcoal, the cooking [smelling]" (R-539, 56-yrs-male, Doncaster, England); "Was not as spicy as I expected. I like species, I like hot food curries and food with lots of tastes [tasting]" (R-24, 40-yrs-female, Manchester, England); "It is jasmine when I come to Turkey that is Turkey to me yeah, when you go to bar or for a walk wherever you go... smell of the flowers, love it [smelling]" (R-7, 47-yrs-female, Surrey, England). The sound of sea or waves was also mentioned as 'hearing': "The sound at the beach is lovely. We like sitting down near the beach and in the evening just having drink and just hearing sea is lovely [hearing]" (R-6, 52-yrs-male, Surrey, England).

One respondent not only revealed how positive sensation contributes to tourist experience, but also how sensational pleasures are perceived as authentic experiences:

Ramadan as well, as soon as there's that cannon, BANG! That's it, it seems to bustle. It's nice to hear the siren from the mosque, I like that, I like to listen to the sounds from the mosque, it's very nice [hearing] It does feel like you're in the Mediterranean when you hear the mosque and the call to prayer ... Something that you don't find at home [authenticity] (R-537, 24-yrs-female, Doncaster, England).

An examination of those quotes shows that tourists may regard these sensorial pleasures as unique experiences. It is evident that very basic destinations' features such as the smell of flowers on the streets or 'the Azan' (call to prayer) can be regarded as memorable experiences by tourists. The chapter continues with the analysis of the overall satisfaction and destination loyalty next.

## **6.5. Analysis of holiday/destination evaluation**

Overall satisfaction of holiday/destination experience in Alanya was measured with five items. Table 6-11 displays summary statistics of these items. The mean score (3.52) of the item on perceptions of actual performance ('How would you rate Alanya after this visit?') was higher than the mean score (3.35) of the item on expectation (Alanya is my ideal type of holiday). This was evident in the mean score

(3.85) of the item on disconfirmation (To what extent does this visit meet your expectations?) which resulted in positive disconfirmation. The mean scores of items on overall service quality (The overall quality of services is good) and on overall satisfaction (How satisfied or dissatisfied are you with Alanya?) reflected the positive outcome (3.96 and 3.98 respectively) of this disconfirmation (expectations-performance) equation. The results indicated that nearly half of the respondents perceived Alanya as an ideal type of holiday. A small majority felt that performance of Alanya was favourable after this holiday. The ratings of other measures were perceived favourable by at least two thirds of all respondents.

**Table 6-11 Summary of measures on overall satisfaction**

Measures	n	M	SD	1 (%)	2 (%)	3 (%)
Alanya is my ideal type of holiday	498	3.35	1.1	20.5	31.5	48.0
How would you rate Alanya after this visit?	501	3.52	1.1	17.8	28.9	53.3
To what extent does this visit meet your expectations?	489	3.85	1.0	12.9	14.7	72.4
The overall quality of services is good	496	3.96	0.9	5.0	26.2	68.8
How satisfied or dissatisfied are you with Alanya?	494	3.98	0.9	7.1	13.4	79.5

The validity and reliability of the five items were measured using PCA and Cronbach's alpha (Table 6-12). The KMO measure of sampling adequacy was 0.87, 'superb' (Field 2009), and all KMO values for individual items were >0.842. Bartlett's test of sphericity  $\chi^2(10) = 1.58$ ,  $p < 0.001$ , indicated that correlations between items were sufficiently large for PCA. One component had eigenvalue over Kaiser's criterion of 1 and explained 70.37 percent of the variance. Communalities were high for each of the 5 items, with a range of 0.404 to 0.826. Factor loadings ranged from 0.636 to 0.909. The reliability of the scale was 0.891. Corrected item-total correlation ranged from 0.507 to 0.840.

**Table 6-12 Summary of overall satisfaction measures from PCA**

Measures/ Factor 1 Overall satisfaction	Component loading	com
The overall quality of services is good	<b>.636</b>	.404
How would you rate Alanya after this visit?	<b>.909</b>	.826
How satisfied or dissatisfied are you with Alanya?	<b>.873</b>	.763
To what extent does this visit meet your expectations?	<b>.862</b>	.744
Alanya is my ideal type of holiday	<b>.885</b>	.782
Eigenvalue	3.52	
% of variance	70.37	
$\alpha$ (cronbach's alpha)	.891	
M (composite mean scores)	3.73	
Number of items	5	

Qualitative research also provided further evidence that many tourists were pleased because their expectations were met or exceeded. Examples of such quotes include:

The rafting ... because when we were doing it I did not actually feel like I was in Turkey, the scenery was amazing. I felt like I was in America or Australia, sort of mind blowing ... (R-45, 20 yrs female, Glasgow, Scotland).

I've had a lovely time. The place has been really nice. The hotel is better than what I expected. It's really nice, it's been refurbished. It is good, I didn't realise how close we were going to be the beach... it is literally just next to it (R-95, 25 yrs female, Leicester, England)

My experience has been okay, this hotel was better than expected. So, it was a lot cleaner and tidier than I thought so I've no complaints at that. It was overall good value... (R-381, 44 yrs male, Yorkshire, England)

I did not think Turkey would be so nice and green (R-18, 61 yrs female, Edinburgh, Scotland).

In terms of what we were expecting for a week ... A clean hotel [hospitality & accommodation] ... The food was nice [food], the pool was clean, the staff were nice [accommodation] ... People outside were nice [hospitality, encounters]. You can walk [Independent sightseeing]... A lot of positive than negative (R-19, 67 yrs male, Edinburgh, Scotland)

However, data revealed that tourists want more than satisfaction. One respondent said: "Yeah, 95 percent ... I don't know, if we had more money, we could stay in a really glamorous hotel, really expensive but that's all" (R-95, 25 yrs female, Leicester, England). Being a group process, it was evident that satisfaction of individual tourist is also determined by satisfaction of other holiday companions in the group. For example, one respondent said "If they are [pointing children] happy and satisfied, I am satisfied (R-424, 62 yrs male, Sunderland, England). Respondents had shown concerns with some aspects of the holiday/destination experience, even though they indicated an overall contentment with their holiday/destination experience. Another respondent had also indicated that Alanya provides 95 percent an ideal holiday; however he was concerned with vendor harassment: "Yeah, it has been close to the ideal. Ninety percent probably the only thing, the people that own the shops in town ... that is the only thing is negative (R-29, 25 yrs male, Edinburgh, Scotland). One respondent was concerned with other tourists: "First time in Turkey, apart from Germans ... everything else is ticked boxes for me" (R-19, 67 yrs male, Edinburgh, Scotland). Consistent with literature, the evidence suggests that being satisfied with a destination or its individual attributes constitute a level of pleasurable

or positive state but it does not necessarily refer to states of delight, flow, dream or fantasy. Echoing with above quotes, below is another example of such feeling state:

Not an ideal holiday. I would say it as a holiday based on the money we had [price & deal] and the time we had to book it [last minute booking] ... I paid about £500 pound each all-inclusive to come to Turkey to have glorious weather [nature & weather] and basically chill by the pool [fun & enjoyment, relaxation]. Now the hotels clean, the rooms were small; the all-inclusive package in terms of drinks was maybe not as good as I thought it should be [accommodation, food]. But other than that it was fine. I would say the ideal holiday for me would ... cost a heck of a lot more [price sensitivity] than what this holiday has [price & deal] (R-302, 54 yrs male, Manchester, England).

Although these quotes show that expectations and perceptions of destination attributes are critical for tourist satisfaction, they also reveal that tourist expectations are not necessarily related to actual experiences. This shows that tourist satisfaction is complex construct. Qualitative data indicated further evidence to support the relevance and influence other factors. For example, the length of stay was considered as significant determinant of satisfactory tourist experiences. Examples of such quotes included: " Best holiday I have been on ... the company, the weather, the length: 10 days. Usually I go for five or seven ... I had more time to what I want to do. I did not feel much pressured ... (R-45, 20 yrs female, Glasgow, Scotland); "Maybe ten days is enough unless you want to do a lot of tours. Because some of the tours are for two to three days to go ... We did not ... We did not think of tours before we came away (R-9, 27 yrs female, Devon, England).

Table 6-13 shows the summary of measures on overall evaluation and behavioural intentions. A small majority (57.1 percent) of the respondents agreed (M=3.62) that Alanya is different from other holiday places that they visited (see Table 6-13). Qualitative research also sought to examine if respondents perceive Alanya different from other holiday resorts. There were respondents who found Alanya "Very similar to other package holiday destinations" (R-274, 51 yrs male, Clwyd, Wales). Providing further insights other respondents also echoed that there are similarities among tourist resorts in the Mediterranean countries:

To be honest with you ...other than Malta anywhere on the continent, if you will be dropped by a plane, and you did not know where ... you would not realize ... because it looks exactly the same ... square and concrete ... Really I

do not like concrete [urbanization, development] ... I think it is very similar to Spain in lots of places (R-24, 40 yrs female, Manchester, England).

It's not dissimilar to Greece. It's very similar, the way it looks [atmosphere]. It's probably a bit nicer, a bit more developed. It's quite busy down in the centre, [infrastructure & development] ... but yeah, everyone's been friendly [encounters, services] and it's a nice environment [atmosphere] and it's not as overdeveloped as Spain though because that's all like big really massive hotels. It's not as built up as that. But I think it's nice ... (R-95, 25 yrs female, Leicester, England).

**Table 6-13 Summary of measures on overall evaluation and loyalty**

Measures	n	M	SD	1 (%)	2 (%)	3 (%)
Alanya offers better service than other holiday places I visited	494	2.88	1.1	33.0	41.3	25.7
Alanya offers better holiday facilities than other holiday places I visited	490	2.85	1.1	33.4	43.5	23.0
Alanya offers better atmosphere than other holiday places I visited	491	2.96	1.1	31.6	39.7	28.7
Alanya provides more value for money than other holiday places I visited	491	2.97	1.2	23.4	34.8	31.7
Alanya is different from other holiday places I have visited	484	3.62	1.1	14.8	28.1	57.1
I love staying in Alanya	492	3.51	1.1	15.5	36.0	48.6
I feel better when I stay in Alanya	470	3.11	1.1	26.4	40.9	32.8
I like Alanya more than any other holiday places	480	2.60	1.2	46.6	33.3	20.0
Even if other holiday places offers lower rates I will choose Alanya	471	2.49	1.3	50.9	31.0	18.1
If I can I will holiday in Alanya again	501	3.35	1.3	25.6	26.5	47.9
I will recommend Alanya to others	502	3.63	1.3	19.4	20.5	60.2
I'd like to come back to Alanya within 3 years	500	3.18	1.4	32.6	25.2	42.2
I'd like to come to Turkey to see other places	500	3.98	1.1	9.4	19.6	71.0
I will recommend Turkey to others	502	4.09	1.1	9.2	17.7	73.1

Other items on the comparison of Alanya with respect to four key destination offerings: 'service', 'facilities', 'atmosphere' and 'value for money' were rated low with mean scores ranged from 2.85 to 2.97. Mean scores of 'value for money' and 'atmosphere' were higher than the mean scores of 'service' and 'facilities'. Not all tourists responded to these questions as this was their first holiday: "This is my first holiday abroad" (R-3, 18 yrs female, Lanarkshire, Scotland). Qualitative research provided further evidence how respondents compared Alanya against other resorts based on these four key destination offerings. Examples of such quotes included:

Marmaris was much better value for money [value for money] (R-353, 18 yrs female, South Yorkshire, England).

A bit cheaper here maybe. Cyprus is a bit more expensive, and Spain is as well. Greece and here are about the same really [value for money] (R-95, 25 yrs female, Leicester, England).

Food was really nice yeah....I think I prefer it here I like the Turkish dishes, in Spain it's quite commercialised and they don't really have any like local dishes. Its good what's here, got local food [food, authenticity]. R-195, 19 yrs male, Leicester, England)

Everything is better quality. Service, the food, and service people [service] are friendlier, the weather, intangible qualities [atmosphere] (R-45, 20 yrs female, Glasgow, Scotland).

Everybody in Britain goes to Spain and I just think it is different [comparison of Alanya] ... different culture, more interesting but it offers all of the same things as Spain [pull factors] (R-29, 25 yrs male, Edinburgh, Scotland).

The results on most/least enjoyed experiences revealed the critical importance of social interactions with local people. Comparing the similarities and differences of local people across Mediterranean destinations one respondent indicated how local people contribute to memorable tourist experiences:

I do not think people are rude here as they are in Spain. Portugal is lovely. People are lovely...Very friendly. They do anything for you ... Malta is the same people do anything for you. I just like place where I can relax. Two places I relax the most have been Malta and Portugal. Simply because I think it is about the people. People make the holiday. Lots of places people are the one you really remember the most aggravating shopkeepers that is what stands in your mind. When you look back at the photographs, you think it is beautiful places. What you remember most from holiday is the people, are not they? And I think to me Malta and Portugal are definitely the most favourite holidays (R-24, 40 yrs female, Manchester, England).

Respondents indicated relatively high agreement with the two items of place attachment 'I love staying in Alanya' (M=3.51) and 'I feel better when I stay in Alanya' (M=3.11). They indicated little agreement with the other two items: 'I like Alanya more than any other holiday places' (M=2.60); 'Even if other holiday places offer lower rates I will choose Alanya' (M=2.49). Qualitative research also asked respondents to indicate if they were attached to Alanya? Below are some responses to this question:

How attached, ermm... I do not know if I am attached, it does not feel like home, it is definitely a holiday (R-29, 25 yrs male, Edinburgh, Scotland).

I don't know, I like it. Definitely like this, I'd stand up for Turkey. If people said they didn't want to go to Turkey, I'd definitely say for people to go [recommend] (R-95, 25 yrs female, Leicester, England).

No I wouldn't say that. There are many other places to go. I wouldn't say I'm attached to anywhere, but I'm glad I've been to Turkey because now I can say I've been, and (R-381, 44 yrs male, Yorkshire, England).

Fairly, I mean we are sad to go ... We are also ready to go home after two weeks, but not in a bad way. Because you know you only come for a week or two weeks you prepare yourself. I do not think we would appreciate it as much if we stayed here longer (R-19, 32 yrs male, London, England).

Based on the findings of both qualitative and quantitative data on comparison of, and attachment to, resort area, it is clear that respondents were generally content to take a holiday in Alanya. A close examination of data, however, revealed that respondents had shown an attachment to the idea of having a holiday rather than an attachment to this specific resort. This also accord with our other findings on overall satisfaction, loyalty to the resort area and main destination.

The majority of the respondents indicated that they would strongly revisit (M=3.98) and recommend (M=4.09) main destination. Mean scores of measures on resorts area were lower than the mean scores of measures on main destination: to recommend (M=3.63), to revisit when possible (M=3.35), and to revisit in the next 3 years (M=3.18). The number of respondents who said they would return back to main destination rather than to the same resort area was considerable.

Qualitative research provided specific reasons why respondents would or would not return to the resort area and main destination. Examples of such quotes included:

Good place to visit once but I don't think I would come back again [novelty] (R-529, 21 yrs female, Hampshire, England).

I will not come back to Alanya because the prices are very high, that includes alcohol [value for money, dissatisfaction] (R-212, 47 yrs female, West Yorkshire, England).

Probably not ... But not for a bad reason ... Only because we like to go to different places ... We probably come here when we retired, we are old. Just because we know [past experience] we can have a nice weather and

atmosphere [nature & weather]. We would like to see other places when we are young [variety seeking] (R-55, 32 yrs male, London, England).

Just because everything we have been exposed to no bad experiences I can see myself coming back here...I probably come back next year same time again, not in prime heat time, probably in June again (R-145, 21 yrs male, Glasgow, Scotland).

Further analysis was employed for data reduction purposes, and to determine the validity, reliability and dimensionality of the measures of overall evaluation and behavioural intention (Table 6-14).

**Table 6-14 Summary of overall evaluation and behavioural intention from PCA**

Measures	Component loading				
	1	2	3	4	com
<b>-Alanya compared to other holiday places</b>					
<b>-Revisiting or recommending Alanya, Turkey</b>					
<b>Factor 1 Attachment to the resort area</b>					
I like Alanya more than any other holiday places	<b>.783</b>	.260	.333	.129	.809
I feel better when I stay in Alanya	<b>.776</b>	.233	.274	.212	.776
Even if other holiday places offers lower rates I will choose Alanya	<b>.689</b>	.374	.338	.027	.730
I love staying in Alanya	<b>.663</b>	.385	.287	.271	.663
<b>Factor 1 Loyalty to the resort area</b>					
I'd like to come back to Alanya within 3 years	.302	<b>.848</b>	.178	.217	.888
If I can I will holiday in Alanya again	.323	<b>.843</b>	.256	.217	.929
I will recommend Alanya to others	.332	<b>.763</b>	.319	.290	.879
<b>Factor 3 Comparison of resort area</b>					
Alanya provides more value for money than other holiday places I visited	.145	.158	<b>.822</b>	.110	.734
Alanya offers better holiday facilities than other holiday places I visited	<b>.458</b>	.193	<b>.721</b>	.140	.787
Alanya offers better service than other holiday places I visited	<b>.440</b>	.265	<b>.721</b>	.094	.793
Alanya offers better atmosphere than other holiday places I visited	<b>.474</b>	.329	<b>.653</b>	.138	.779
<b>Factor 4 Loyalty to the main destination</b>					
I'd like to come to Turkey to see other places	.123	.146	.058	<b>.930</b>	.904
I will recommend Turkey to others	.202	.393	.230	<b>.773</b>	.846
					<b>Total</b>
Eigenvalues	3.14	2.84	2.78	1.83	10.60
% of variance	24.16	21.85	21.39	14.12	81.51
$\alpha$ (cronbach's alpha)	.893	.941	.887	.829	.941
M (composite mean scores)	2.92	3.38	2.91	4.03	3.31
Number of items	4	3	4	2	13

The KMO measure of sampling adequacy was 0.92, 'superb' (Field 2009), and all KMO values for individual items were  $> 0.782$ . Bartlett's test of sphericity  $\chi^2(91) = 5,574.189$ ,  $p < 0.000$ , indicated that correlations between items were sufficiently large for PCA. Four components had eigenvalues over Kaiser's criterion of 1 and in combination explained 81.515 percent of the variance. Communalities were fairly high for each of the 18 items, with a range of 0.730 to 0.929. Factor loadings over 0.40 appear in bold and the reliability of measures were determined using Cronbach's alpha. The grand scale had high reliability of 0.941. Corrected item-total correlation ranged from 0.431 to 0.833 and Cronbach's alpha ranged from 0.829 to 0.941 among the four factors.

Factor 1: 'attachment to the resort area' (eigenvalue=3.14) accounted for 24.16 percent of variance and had four items. Factor 2: 'loyalty to the resort area' (eigenvalue=2.84) accounted for 21.85 percent of variance and had three items. Factor 3: 'comparison of resort area' (eigenvalue=2.78) accounted for 21.39 percent of variance and had four items. Factor 4: 'loyalty to the main destination' (eigenvalue=1.83) accounted for 14.12 percent of variance and had three items.

The rationale used in naming these four factors was guided in part by the recommendations of Meyers *et al.* (2006) and Comrey and Lee (1992) where sorted factor weighting in excess of .65 were used to "drive" the process of labelling and interpreting each factor. The present four-factor model was deemed the best solution because of its conceptual clarity and ease of interpretability. There were issues regarding cross-loadings (Table 6-14). For the purpose of this chapter all items were retained and no further steps were taken to further improve the validity and reliability of the measures. For representing the factors, the composite mean scores of factors and reference variables were used in further analysis (Hair *et al.* 2006).

The most favourable factor was 'loyalty to the main destination' (M=4.03). The mean score for 'loyalty to the resort area' was M=3.38. The two other factors had low mean scores: 'attachment to the resort area' (M=2.92) and 'comparison of resort area' (M=2.91). Further analysis compared the variation in the mean responses for five factors with respect to socio-demographic (Table 6-15) and trip related characteristics (Table 6-16).

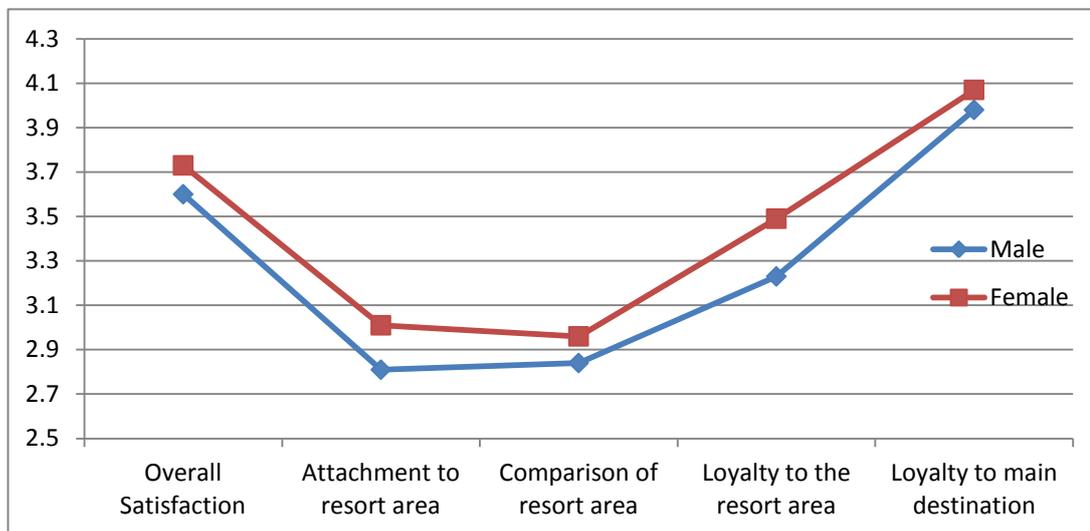
**Table 6-15 Overall evaluation and behavioural intention by socio-demographic characteristics**

<b>Subgroups</b>	<b>Overall Satisfaction</b>	<b>Attachment to the resort area</b>	<b>Comparison of resort area</b>	<b>Loyalty to the resort area</b>	<b>Loyalty to the main destination</b>
<b>Gender</b>	p < .105	<b>p &lt; .032**</b>	p > .149	p < .023**	p > .305
Male	3.60	2.81	2.84	3.23	3.98
Female	3.73	3.01	2.96	3.49	4.07
<b>Age</b>	p > .294	p > .059	<b>p &lt; .028**</b>	p > .180	p > .839
11-17	3.66	3.03	2.95	3.55	3.93
18-24	3.68	2.89	3.03	3.37	4.03
25-34	3.54	2.81	2.79	3.12	4.01
35-44	3.57	2.80	2.66a	3.36	4.04
45-54	3.76	2.90	2.95	3.31	4.14
55 +	3.85	3.26	3.09a	3.67	3.97
<b>Marital status</b>	p > .874	p > .917	p > .582	p > .681	p > .507
Married	3.65	2.95	2.89	3.34	4.09
Single	3.68	2.91	2.95	3.44	4.02
Other	3.72	2.90	2.80	3.34	3.91
<b>Education</b>	p > .990	p > .307	p > .492	p > .384	<b>p &lt; .027**</b>
Primary	3.66	2.97	2.92	3.42	3.94a
High school	3.65	2.81	2.83	3.43	4.17
University	3.71	2.85	2.97	3.24	4.20a
<b>Country</b>	p > .799	p > .268	p > .978	p > .593	p > .392
England	3.68	2.89	2.90	3.42	4.06
Scotland	3.57	2.83	2.90	3.19	4.17
Wales	3.53	2.89	2.88	3.12	3.82
Northern Ireland	3.75	3.15	3.00	3.31	4.04

**Table 6-16 Overall evaluation and behavioural intention by trip characteristics**

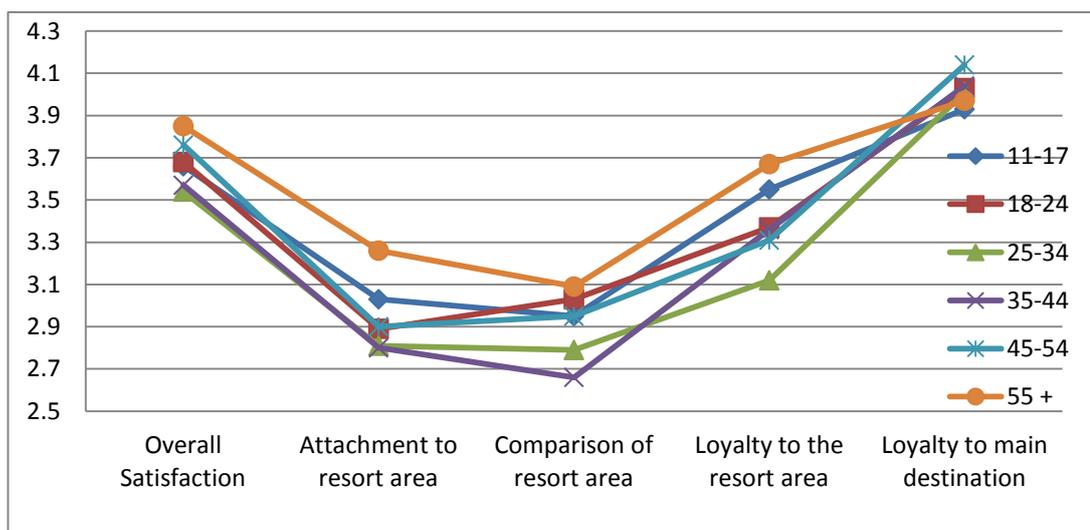
<b>Subgroups</b>	<b>Overall Satisfaction</b>	<b>Attachment to the resort area</b>	<b>Overall Comparison</b>	<b>Loyalty to the resort area</b>	<b>Loyalty to the main Turkey</b>
<b>Revisiting patterns</b>	<b>p &lt; .000*</b>	<b>p &lt; .000*</b>	<b>p &lt; .000*</b>	<b>p &lt; .000*</b>	<b>p &lt; .000*</b>
First-timers to Turkey	3.64a	2.83a	2.84a	3.34a	3.95a
Repeaters to Turkey	3.56a	2.82a	2.81a	3.17a	4.01a
Repeaters to Alanya	4.07a	3.61a	3.50a	4.11a	4.49a
<b>Experience levels</b>	<b>p &gt; .472</b>	<b>p &gt; .252</b>	<b>p &gt; .351</b>	<b>p &gt; .593</b>	<b>p &lt; .016*</b>
Low experience	3.58	2.94	2.85	3.38	3.79a
Moderate experience	3.72	3.07	3.03	3.50	4.06
High experience	3.69	2.87	2.89	3.34	4.11a
<b>Length of stay</b>	<b>p &gt; .350</b>	<b>p &gt; .700</b>	<b>p &lt; .045**</b>	<b>p &gt; .360</b>	<b>p &gt; .056</b>
7 days	3.76	2.92	2.97	3.42	4.09
10 days	3.81	3.10	3.35	3.75	4.47
14 days	3.65	2.93	2.86	3.37	3.98
<b>Accommodation</b>	<b>p &gt; .788</b>	<b>p &gt; .621</b>	<b>p &gt; .713</b>	<b>p &lt; .036**</b>	<b>p &gt; .729</b>
5 star	3.63	2.85	2.87	3.17	3.97
4 star	3.71	2.95	2.98	3.51	4.05
3 star	3.65	2.95	2.92	3.39	4.05
2 star	3.74	3.01	2.84	3.63	4.13
<b>Boarding type</b>	<b>p &gt; .060</b>	<b>p &lt; .016**</b>	<b>p &gt; .450</b>	<b>p &gt; .011**</b>	<b>p &gt; .104</b>
Bed & breakfast	3.77	3.00	2.93	3.61a	4.08
Half board	3.69	3.01	2.93	3.46	4.01
All inclusive	3.55	2.75	2.84	3.15a	3.94
Self-catering	3.88	3.17	3.08	3.55	4.34
<b>Location</b>	<b>p &lt; .045**</b>	<b>p &lt; .002*</b>	<b>p &lt; .036**</b>	<b>p &lt; .000*</b>	<b>p &gt; .295</b>
Keykubat Beach	3.70	2.97a	2.92	3.44a	3.97
Cleopatra Beach	3.73a	2.99a	3.00a	3.50a	4.12
Neighbourhood	3.43a	2.60a	2.66a	2.84a	4.04

Females indicated higher ratings for all factors than males did (Figure 6-14). These results clearly show that females' overall evaluation of Alanya was more favourable than males. Their attachment to the resort area was significantly,  $F(1,503) = 4.60$ ,  $p > 0.032$ , stronger than males.



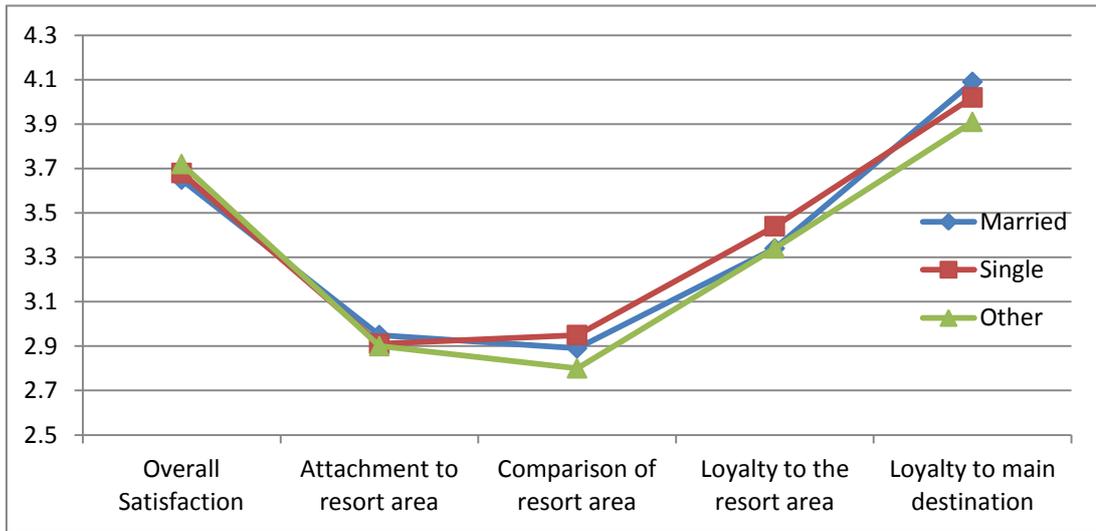
**Figure 6-14 Overall evaluation by gender**

Figure 6-15 shows means on five factors by age groups. Respondents over 55 year age groups showed higher overall satisfaction, attachment and loyalty to the resort area than those respondents in other groups. However, their rating on loyalty to the main destination was not the highest. The comparison of resort area was significantly,  $F(5,499) = 2.54$ ,  $p > 0.028$ , more favourable for respondents in over 55 age group than those respondents in 35-44 age group.



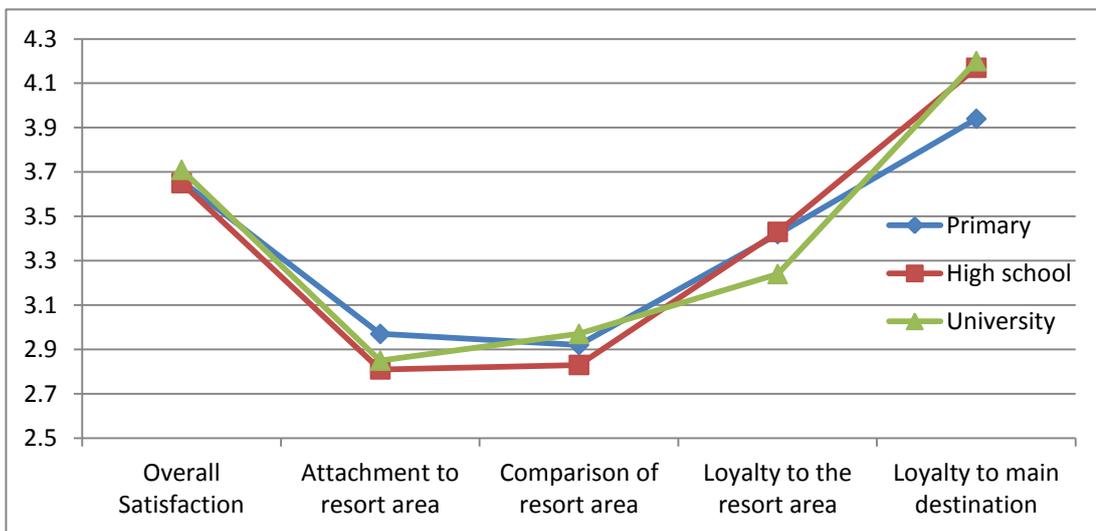
**Figure 6-15 Overall evaluation by age**

Figure 6-16 illustrates means on five overall evaluation factors by marital status. Marital status did not show any significant differences for these factors.



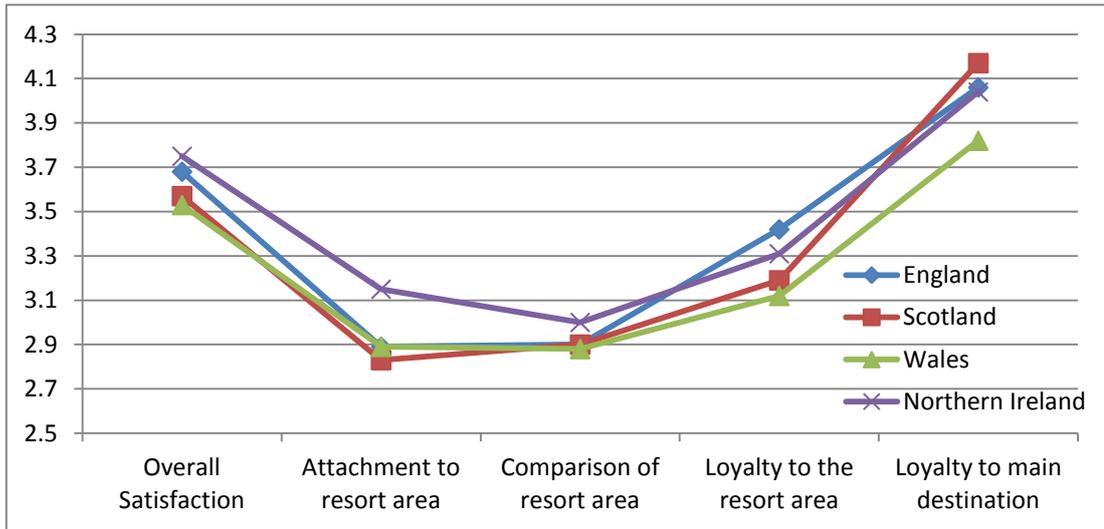
**Figure 6-16 Overall evaluation by marital status**

Figure 6-17 displays means on five factors by education groups. Respondents with university education showed significantly,  $F(2,469) = 3.66, p < 0.027$ , higher level of loyalty to the main destination than primary education group.



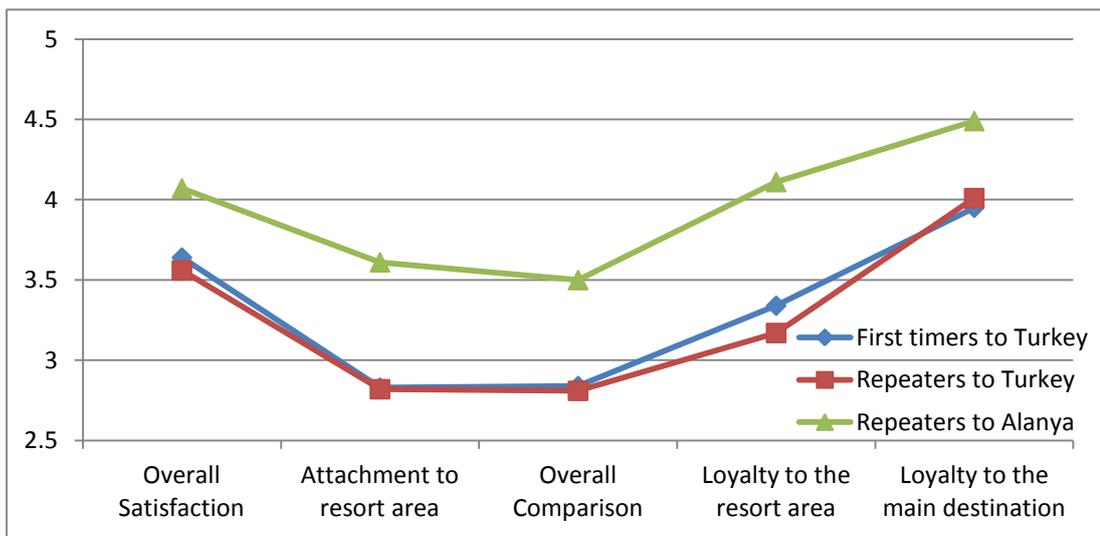
**Figure 6-17 Overall evaluation by education**

Figure 6-18 shows mean responses on five overall evaluation factors by origin country. No significant differences were found among three education groups.



**Figure 6-18 Overall evaluation by country**

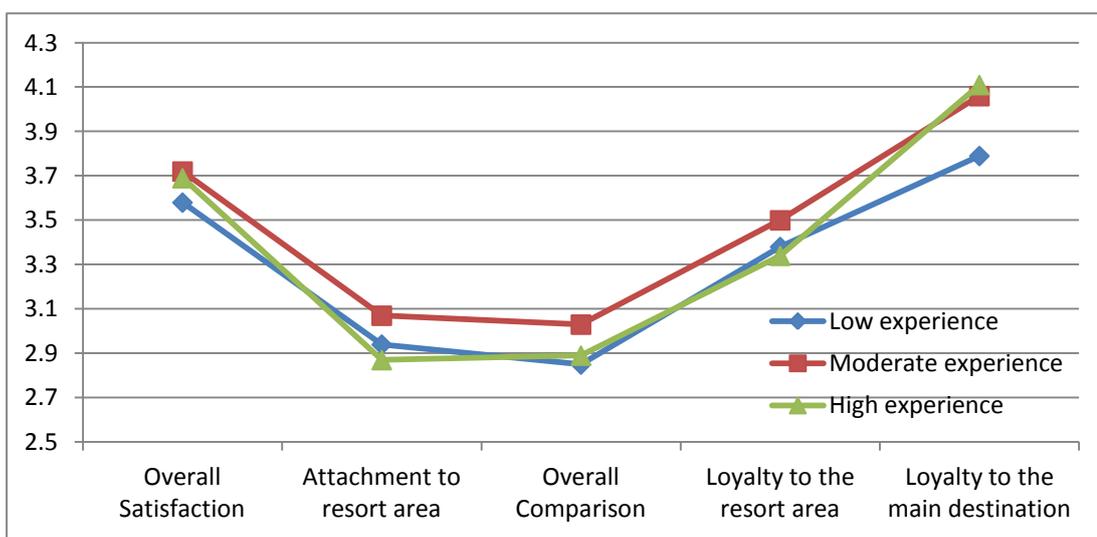
Figure 6-19 illustrates mean responses on five overall evaluation factors by revisiting patterns. Repeaters to Alanya considered each of these factors significantly more favourable their counterparts: 'overall satisfaction',  $F(2,502) = 7.60, p < 0.000$ ; 'attachment to the resort area',  $F(2,502) = 16.72, p < 0.000$ ; 'overall comparison'  $F(2,502) = 14.36, p < 0.000$ ; 'loyalty to the resort area',  $F(2,502) = 13.34, p < 0.000$ ; and 'loyalty to the main destination',  $F(2,502) = 11.95, p < 0.000$ . For first-timers to Turkey and repeaters to Turkey, the mean scores of overall satisfaction factor were higher than the mean scores of loyalty to Alanya factor. In contrast, only repeaters to Alanya had higher mean score on the loyalty to the resort area factor than on overall satisfaction factor.



**Figure 6-19 Overall evaluation by revisiting patterns**

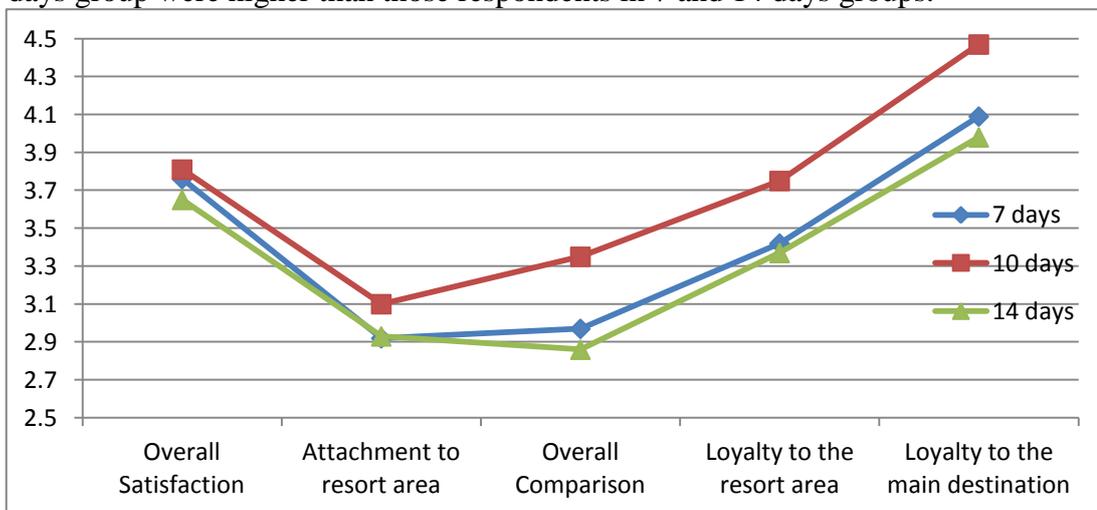
These findings clearly show that overall satisfaction with resort area does not necessarily lead to loyalty. However, the findings also showed that the mean scores on loyalty to the main destination were higher than the mean scores on overall satisfaction with resort area for each of the subgroups. Interestingly, repeaters to Turkey and repeaters to Alanya indicated higher mean scores on the loyalty to the main destination than first-timers to Turkey did.

High experienced respondents rated loyalty to the main destination factor significantly,  $F(2,502) = 4.15, p < 0.016$ , higher than low experienced respondents (Figure 6-20).



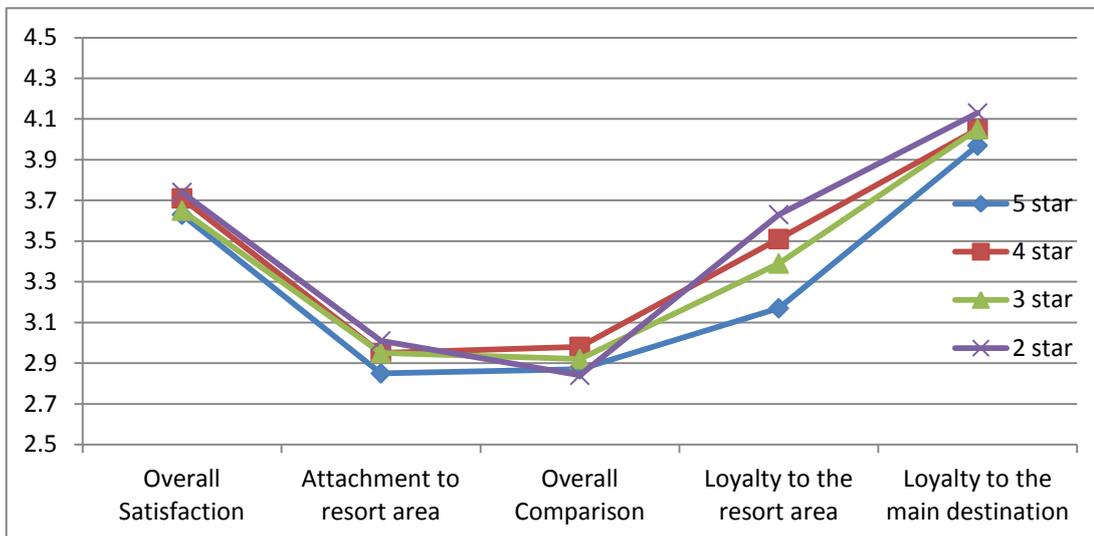
**Figure 6-20 Overall evaluation by experience levels**

Figure 6-21 displays mean scores by length of stay. The ratings of respondents in 10 days group were higher than those respondents in 7 and 14 days groups.



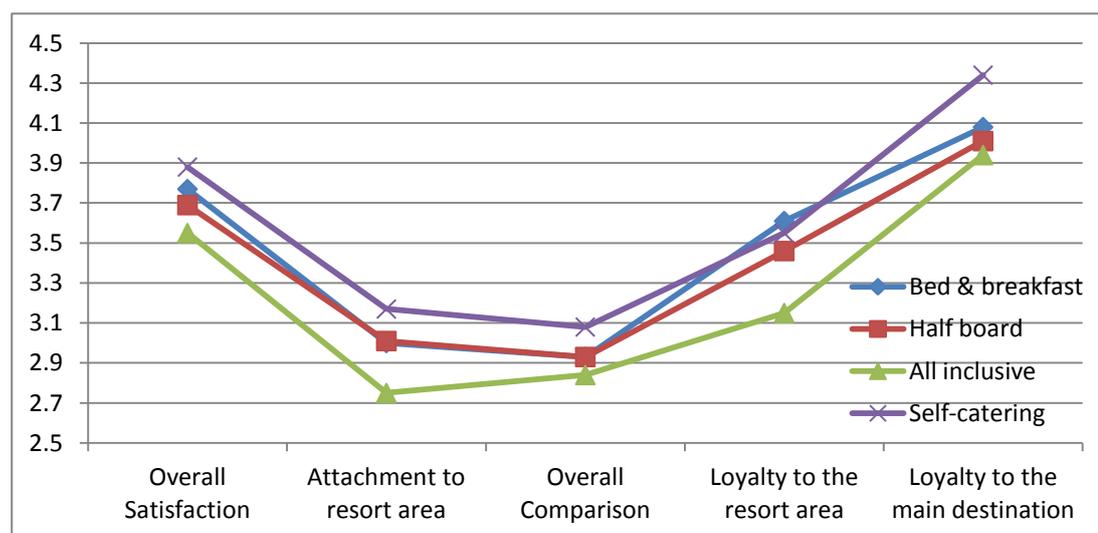
**Figure 6-21 Overall evaluation by length of stay**

Figure 6-22 shows mean responses of these factors by accommodation type. There were variations in the mean responses among the four groups of accommodation types. Post hoc tests, however, did not confirm the differences for sub-groups of accommodation type and length of stay.



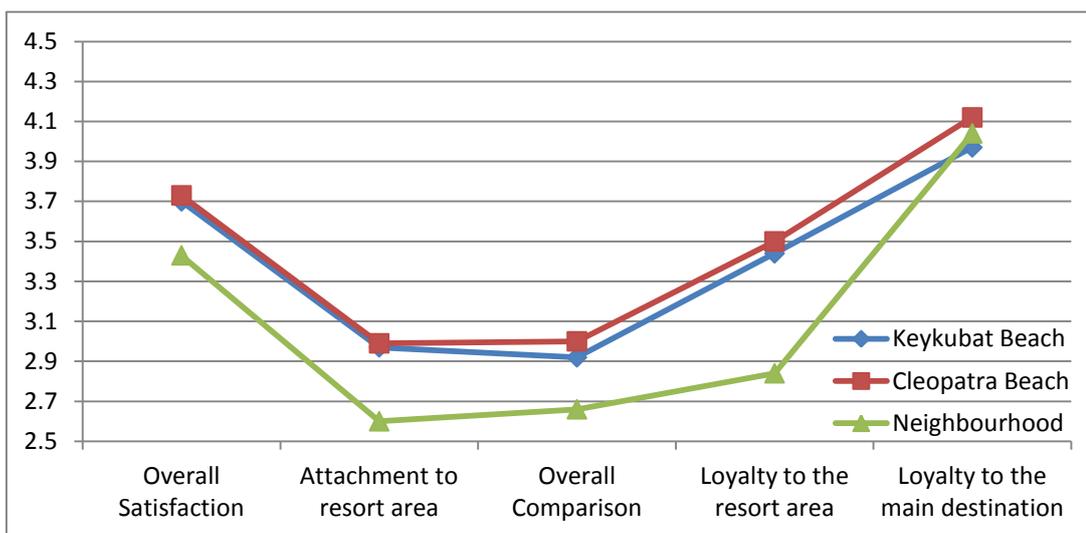
**Figure 6-22 Overall evaluation by accommodation type**

Figure 6-23 shows mean responses of five factors by boarding type. Respondents in all-inclusive boarding group had lower mean scores on these five factors than those respondents in other groups of boarding types. The difference in the mean response for 'loyalty to the resort area',  $F(3, 501) = 3.78, p < .011$ , was significant, between bed & breakfast ( $M=3.61$ ) and all-inclusive ( $M=3.15$ ) groups. The variation in the score of 'attachment to the resort area' was not confirmed by post hoc tests.



**Figure 6-23 Overall evaluation by boarding type**

Figure 6-24 shows mean responses on five factors by location. With the exception of 'loyalty to the main destination' factor, responses in the location-based subgroups were significantly different for four of these factors: 'overall satisfaction',  $F(2,502) = 3.11, p < 0.045$ ; 'attachment to the resort area',  $F(2, 502) = 6.46, p < 0.002$ ; 'overall comparison'  $F(2,502) = 3.34, p < 0.036$ ; and 'loyalty to the resort area',  $F(2,502) = 7.84, p < 0.000$ . The ratings of respondents who stayed in the neighbourhood hotels were significantly lower than those respondents who stayed in the hotels of Keykubat and Cleopatra Beaches. Results showed that respondents in Cleopatra Beach were most satisfied and loyal to Alanya.



**Figure 6-24 Overall evaluation by location**

Table 6-17 shows the summary statistics regarding minimum, maximum, and range on hotel/destination attributes and overall evaluation factors for the full sample, and with respect to 38 subgroups based on socio-demographic and trip characteristics.

**Table 6-17 Summary statistics of destination evaluation factors**

Factors	Mean	Range	Minimum	Maximum
Accommodation	4.11	0.44	3.91	Neighbourhood 4.35
Tourist attractions & activities	3.65	0.43	3.50	Wales 3.93
Infrastructure & development	3.22	0.61	2.89	2 star 3.50
Encounters	3.71	0.57	3.56	18-24 yrs age 4.13
Amenities	3.88	0.56	3.61	Low experience 4.17
Food	3.52	0.75	3.23	Neighbourhood 3.98
Overall satisfaction	3.73	0.64	3.43	Neighbourhood 4.07
Comparison of resort area	2.91	0.84	2.66	Neighbourhood 3.50
Attachment to the resort area	2.92	1.01	2.60	Neighbourhood 3.61
Loyalty to the resort area	3.38	1.37	2.84	Neighbourhood 4.11
Loyalty to the main destination	4.03	0.70	3.79	Low experience 4.49

Cluster analysis was performed to identify group membership patterns on 'overall satisfaction', 'attachment to the resort area', 'comparison of resort area', 'loyalty to the resort area' and 'loyalty to the main destination' factors (Table 6-18). Three-fourths were satisfied with their holiday in Alanya (73 percent) and willing to return to Turkey (78 percent). Three-fifths had shown high likelihood to return to Alanya (58.8 percent). A small majority were in the group of high attachment to the resort area (52.5 percent). Almost two-thirds disagreed that Alanya is better than other similar places (63.6 percent). Chi-square contingency tests indicated that there were significant differences between three groups of revisiting patterns clusters on all five factors. Whilst respondents in neighbourhood group were the least satisfied, repeaters of Alanya were the most satisfied (Table 6-17, Table 6-18). Overall evaluation factors had higher mean ranges (from 0.64 to 1.37) than hotel/destination attributes had (from 0.44 to 0.75).

**Table 6-18 Summary of clusters on overall evaluation factors**

Past holiday experiences	First-timers to Turkey		Repeaters to Turkey		Repeaters to Alanya		Total	
	no	%	no	%	no	%	no	%
<b>Overall satisfaction</b> (K means cluster) $\chi^2(2)=7.81, p<.020$								
Cluster 1 (M=4.13)	206	72.0	108	69.2	55	87.3	369	73.1
Cluster 2 (M=2.65)	80	28.0	48	30.8	8	12.7	136	26.9
<b>Attachment to the resort area</b> (K means cluster) $\chi^2(2)=24.62, p<.000$								
Cluster 1 (M=4.69)	144	50.3	70	44.9	51	81.0	265	52.5
Cluster 2 (M=2.09)	142	49.7	86	55.1	12	19.0	240	47.5
<b>Comparison of resort area</b> (K means cluster) $\chi^2(2)=15.80, p<.000$								
Cluster 1 (M=2.37)	188	65.7	107	68.6	26	41.3	321	63.6
Cluster 2 (M=3.87)	98	34.3	49	31.4	37	58.7	184	36.4
<b>Loyalty to the resort area</b> (Two Step cluster) $\chi^2(2)=16.78, p<.000$								
Cluster 1 (M=4.27)	170	59.4	77	49.4	50	79.4	297	58.8
Cluster 2 (M=2.11)	116	40.6	79	50.6	13	20.6	208	41.2
<b>Loyalty to the main destination</b> (K means cluster) $\chi^2(2)=9.49, p<.009$								
Cluster 1 (M=4.47)	222	77.6	114	73.1	58	92.1	394	78.0
Cluster 2 (M=2.49)	64	22.4	42	26.9	5	7.9	111	22.0

Table 6-19 displays the results of the regression analysis for prediction of overall satisfaction. A regression model in which overall satisfaction factor was regressed on the six push, seven pull, three constraining/facilitating, and six factors of hotel/destination attributes. The corresponding F value showed that the model was significant (F = 46.183, p<0.000). The results revealed an adjusted R<sup>2</sup> of .664, indicating that the model explained 66 percent of the total variance. Three push

factors: 'learning & explore' 'fun & enjoyment', and 'escape'; two pull factors: 'hospitality & accommodation', and 'novelty/familiarity & prestige'; and five hotel/destination attributes factors; 'accommodation', tourist attractions & activities', 'infrastructure & development', 'encounters', and 'food' were important contributors in predicting overall satisfaction. Interestingly, overall satisfaction was found to be negatively influenced by three significant push factors.

**Table 6-19 Regression analysis for prediction of overall satisfaction**

	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>	<b>Tolerance</b>	<b>VIF</b>
(Constant)	.068	.257		.265	.791		
<b>Push factors</b>							
Learning & exploring	-.085	.037	-.081	-2.294	<b>.022</b>	.542	1.845
Fun & enjoyment	-.111	.052	-.064	-2.126	<b>.034</b>	.734	1.363
Excitement & relationship	.017	.038	.016	.452	.652	.551	1.815
Relaxation	.022	.034	.019	.645	.519	.736	1.359
Escape	-.064	.032	-.062	-1.998	<b>.046</b>	.701	1.427
Family/friend togetherness	.023	.028	.023	.829	.407	.857	1.167
<b>Pull factors</b>							
Culture & sightseeing	-.060	.035	-.067	-1.700	.090	.427	2.341
Hospitality & accommodation	.167	.046	.162	3.583	<b>.000</b>	.328	3.052
Convenience & facilities	-.038	.038	-.039	-1.024	.306	.456	2.194
Activities & shopping	-.012	.036	-.013	-.342	.733	.489	2.044
Nature & weather	.064	.046	.054	1.404	.161	.449	2.229
Novelty/Familiarity & prestige	.077	.036	.069	2.161	<b>.031</b>	.653	1.532
Popularity	-.004	.023	-.005	-.183	.855	.831	1.204
<b>Constraining/facilitating factors</b>							
Price & deal	-.021	.022	-.028	-.927	.354	.758	1.319
Time & children constraints	-.034	.024	-.041	-1.390	.165	.750	1.333
Information & recommendation	.045	.029	.048	1.545	.123	.694	1.441
<b>Hotel/Destination attributes</b>							
Accommodation	.224	.037	.228	6.085	<b>.000</b>	.476	2.101
Tourist attractions & activities	.412	.057	.316	7.230	<b>.000</b>	.350	2.856
Infrastructure & development	.083	.030	.081	2.776	<b>.006</b>	.776	1.289
Encounters	.201	.039	.199	5.187	<b>.000</b>	.455	2.199
Amenities	.013	.032	.012	.395	.693	.675	1.483
Food	.093	.032	.111	2.869	<b>.004</b>	.450	2.224

R = .824, R<sup>2</sup> = .678, Adj. R<sup>2</sup> = .664, F = 46.183 p < .000

Qualitative research provided evidence which accord with the findings of the regressions model of overall satisfaction. Confirming the relevance and influence of both motivations and on-site experience on overall satisfaction, examples of such quotes include:

Absolutely [Overall satisfaction]. Nice hotel [accommodation], good food [food], brilliant weather [nature & weather], nice beach, super sea, and also few things to see [Tourist attractions & activities], I like culture. I like to see

things [learning & explore]. There is just more than beach and the sea [culture & sightseeing] (R-512, 61 yrs female, Nottinghamshire, England).

I have certainly enjoyed the holiday and everything ticks the right boxes. It has been a good break. It's achieved its purpose (R-77, 56 yrs male, Berkshire, England).

Overall, I felt it was a decent place [Overall satisfaction]. It's a very beautiful place and its nice weather [Tourist attractions & activities], that's why I came for the nice weather [Fun & enjoyment], and just to chill out and relax [escape] (R-381, 44 yrs male, Yorkshire, England).

Glad we came. We had a good time [Fun & enjoyment]. That has been excellent. The hotel was really nice, lovely [Accommodation]... food has been great [Food]. Yeah, we enjoyed it [Overall satisfaction]. Very friendly ... [Encounters] (R-55, 32 yrs male, London, England).

Table 6-20 displays the results of the regression analysis for prediction of loyalty to the resort area.

**Table 6-20 Regression analysis for prediction of loyalty to the resort area**

	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>	<b>Tolerance</b>	<b>VIF</b>
(Constant)	-.979	.484		-2.022	.044		
<b>Push factors</b>							
Learning & exploring	-.050	.069	-.031	-.724	.470	.542	1.845
Fun & enjoyment	-.171	.098	-.065	-1.741	.082	.734	1.363
Excitement & relationship	.071	.072	.042	.984	.325	.551	1.815
Relaxation	-.062	.065	-.036	-.967	.334	.736	1.359
Escape	-.061	.060	-.039	-1.017	.310	.701	1.427
Family/friend togetherness	.057	.052	.038	1.092	.275	.857	1.167
<b>Pull factors</b>							
Culture & sightseeing	-.242	.066	-.178	-3.642	<b>.000</b>	.427	2.341
Hospitality & accommodation	.279	.088	.178	3.183	<b>.002</b>	.328	3.052
Convenience & facilities	-.108	.071	-.072	-1.524	.128	.456	2.194
Activities & shopping	.137	.067	.093	2.030	<b>.043</b>	.489	2.044
Nature & weather	.301	.086	.167	3.490	<b>.001</b>	.449	2.229
Novelty/Familiarity & prestige	.148	.067	.087	2.208	<b>.028</b>	.653	1.532
Popularity	-.074	.043	-.061	-1.735	.083	.831	1.204
<b>Constraining/facilitating factors</b>							
Price & deal	-.040	.042	-.034	-.934	.351	.758	1.319
Time & children constraints	-.120	.046	-.096	-2.616	<b>.009</b>	.750	1.333
Information & recommendation	.076	.055	.053	1.389	.166	.694	1.441
<b>Hotel/Destination attributes</b>							
Accommodation	.281	.069	.188	4.052	<b>.000</b>	.476	2.101
Tourist attractions & activities	.496	.107	.250	4.620	<b>.000</b>	.350	2.856
Infrastructure & development	.059	.056	.038	1.060	.290	.776	1.289
Encounters	.122	.073	.079	1.671	.095	.455	2.199
Amenities	-.017	.060	-.011	-.290	.772	.675	1.483
Food	.141	.061	.110	2.315	<b>.021</b>	.450	2.224

R = .713, R<sup>2</sup> = .508, Adj. R<sup>2</sup> = .485, F = 22.608 p < .000

A regression model in which loyalty to the resort area factor was regressed on the six push, seven pull, three constraining/facilitating and six hotel/destination attributes factors. The corresponding F value showed that the model was significant ( $F = 22.608, p < .000$ ). The results revealed an adjusted  $R^2$  of .485, indicating that the model explained 48 percent of the total variance. Five pull factors: 'culture & sightseeing', 'hospitality & accommodation', 'activities & shopping', 'nature & weather' and 'novelty/familiarity & prestige'; one constraining/facilitating factor: 'time & children constraints'; and three hotel/destination attributes factors: 'accommodation', 'tourist attractions & activities', and 'food' were important contributors in predicting loyalty to the resort area.

Qualitative research provided evidence which accord with the findings of the regressions models of loyalty to the resort area and to main destination. Confirming the relevance and influence of both motivations and on-site experience on loyalty to the resort area and to main destination examples of such quotes include:

It is the first place that I would come back to. And I feel like, every holiday I have done I feel was not like here. So much more to do [tourist attractions & activities]... (R-45, 20 yrs female, Glasgow, Scotland).

Yeah I would. Now I know how it is. It is quite value for money [value for money]. It is nice, The weather is nice...Yeah definitely...Next year if we've got any money (R-195, 19 years male, Leicestershire, England).

The experience as a whole all of the above and previous Q's stated all contributed to a beautiful holiday and would consider coming back (R-22, 18 yrs female, West Midlands, England).

Just because everything we have been exposed to no bad experiences I can see myself coming back here...I probably come back next year same time again, not in prime heat time, probably in June again (R-145, 21 years old male from Glasgow, Scotland).

Will come again [revisit intention] but like to try new places [learning & exploring], Alanya is definitely the best so far [overall satisfaction] (R-549, 45 yrs female, Midlands, England).

Table 6-21 displays the results of the regression analysis for prediction of loyalty to the main destination. A regression model in which loyalty to the main destination factor was regressed on the six push, seven pull, three constraining/facilitating and six hotel/destination attributes factors. The corresponding F value showed that the

model was significant ( $F = 11.222$ ,  $p < .000$ ). The results revealed an adjusted  $R^2$  of .309, indicating that the model explained 31 percent of the total variance. One push factor: 'learning & explore', one pull factor: 'hospitality & accommodation', and one hotel/destination attributes factor: 'tourist attractions & activities' were important contributors in predicting loyalty to the main destination.

**Table 6-21 Regression analysis for prediction of loyalty to the main destination**

	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>	<b>Tolerance</b>	<b>VIF</b>
(Constant)	.846	.442		1.912	.057		
<b>Push factors</b>							
Learning & exploring	.135	.063	.107	2.135	<b>.033</b>	.542	1.845
Fun & enjoyment	-.056	.090	-.027	-.627	.531	.734	1.363
Excitement & relationship	-.010	.066	-.008	-.155	.877	.551	1.815
Relaxation	-.054	.059	-.039	-.913	.362	.736	1.359
Escape	-.079	.055	-.064	-1.448	.148	.701	1.427
Family/friend togetherness	.030	.048	.025	.626	.532	.857	1.167
<b>Pull factors</b>							
Culture & sightseeing	-.001	.061	-.001	-.018	.986	.427	2.341
Hospitality & accommodation	.176	.080	.143	2.204	<b>.028</b>	.328	3.052
Convenience & facilities	-.038	.065	-.033	-.594	.553	.456	2.194
Activities	.031	.061	.027	.508	.612	.489	2.044
Nature & weather	.053	.079	.037	.670	.503	.449	2.229
Novelty/Familiarity & prestige	.041	.061	.031	.666	.506	.653	1.532
Popularity	-.003	.039	-.003	-.077	.939	.831	1.204
<b>Constraining/facilitating factors</b>							
Price & deal	-.008	.039	-.009	-.214	.831	.758	1.319
Time & children constraints	-.029	.042	-.030	-.691	.490	.750	1.333
Information & recommendation	.011	.050	.010	.215	.830	.694	1.441
<b>Hotel/Destination attributes</b>							
Accommodation	.038	.063	.032	.598	.550	.476	2.101
Tourist attractions & activities	.424	.098	.271	4.328	<b>.000</b>	.350	2.856
Infrastructure & development	.097	.051	.080	1.899	.058	.776	1.289
Encounters	.067	.067	.055	1.003	.316	.455	2.199
Amenities	-.005	.054	-.004	-.099	.921	.675	1.483
Food	.102	.056	.101	1.835	.067	.450	2.224
$R = .508$ , $R^2 = .339$ , $Adj. R^2 = .309$ , $F = 11.222$ $p < .000$							

Qualitative research provided evidence which accord with the findings of the regressions models of loyalty to the resort area and to main destination. Confirming the relevance and influence of both motivations and on-site experience on loyalty to the resort area and to main destination examples of such quotes include:

We spent years going one place in Vietnam than we started going to other places just around Turkey... experiencing new places... Obviously after about 16 visits we know we love Turkey, it is nice to experience the new ones each

time. We would not come back many times if we did not like Turkey so much (R-539, 56 yrs male, Doncaster, England).

I can see myself coming back to Turkey but not necessarily here because there is other places to go [learning & exploring], but I don't think I'd have any problem recommending people coming to Turkey as a country now[Tourist attractions & activities]. I mean my opinion of Turkey has changed slightly. It is friendlier than I thought [hospitality & accommodation] (R-381, 44 yrs male, Yorkshire, England).

No. This is not what I want from a holiday [overall satisfaction]. I will come back to Turkey [loyalty to the main destination]. Culture, culture is missing in Alanya [culture & sightseeing], too plastic. I do not like sitting by a pool or lying at the beach, I want to go out [learning & exploring ] and visit different places [tourist attractions & activities] (R-24, 40 yrs female, Manchester, England).

Next part presents the results of analysis concerning responses on describing Alanya.

## 6.6. Memorable impressions of holidaymaking in Alanya

In the final part of the questionnaire, respondents were asked: ‘How would you best describe Alanya with three words’. This question sought to gain an understanding of respondents’ thoughts and feelings about the resort area. It was assumed that responses for this question would reveal respondents’ memorable impression of holiday/destination experiences of Alanya. Respondents used 1305 words in total to describe their perceptions of a holiday in Alanya. Table 6-22 displays top 10 words to describe Alanya.

**Table 6-22 Top ten words to describe Alanya**

Term	Frequency	Percentage within total
hot	299	22.91
friendly	153	11.72
clean	65	4.98
relaxing	62	4.75
beautiful	57	4.37
fun	41	3.14
busy	32	2.45
good	25	1.91
expensive	25	1.91
lively	23	1.76
<b>Total</b>	<b>782</b>	<b>59.92</b>

The word ‘hot’ clearly dominated the responses (23 percent). The feelings and thoughts were generally positive, demonstrated through words such as friendly,

relaxing, beautiful, fun, and lively. Alanya is found to be clean and good, but also busy and expensive. The number of these top ten descriptions accounted for 60 percent of all responses.

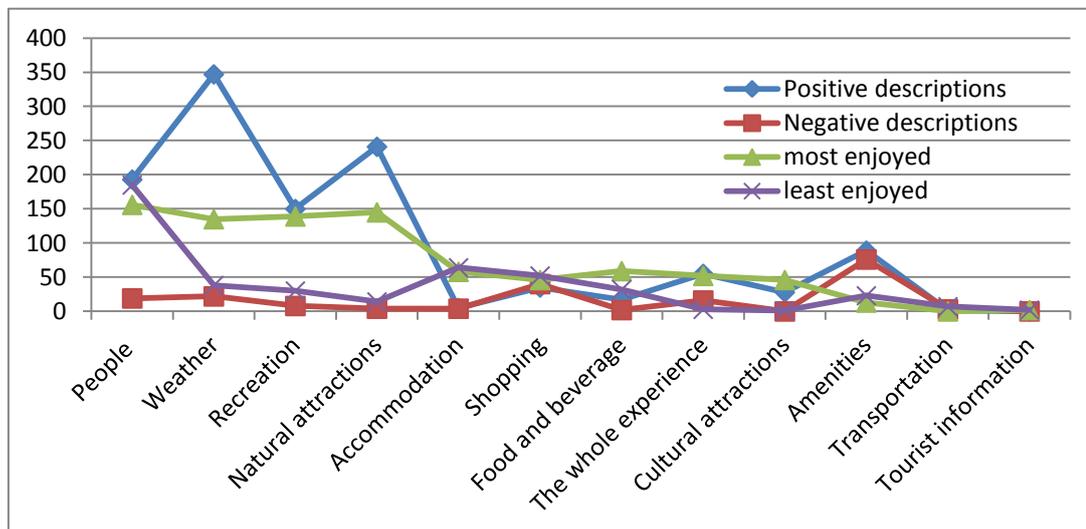
For classification purposes, responses were first arranged into positive and negative domains and then they were coded into 12 different categories. For comparative purposes, the coding process was based on the same procedure that was used in the analysis of most/least-enjoyed experiences in Alanya. Table 6-23 summarises the frequency and percentage of descriptions used under 12 major categories. Nearly one third of the descriptions concerned the ‘weather’ (27.23 percent). Four other major categories accounted for more than half of the responses: ‘natural attractions’ (18.08 percent), ‘people’ (15.65 percent), ‘amenities’ (12.18 percent) and ‘recreation’ (11.66 percent). The proportion of respondents referred to whole experience was 5.24 percent.

**Table 6-23 Summary of positive and negative descriptions by categories**

Categories	Positive descriptions		Negative descriptions		Total	
	n	%	n	%	n	%
Weather	347	29.89	22	11.89	369	27.23
Natural attractions	241	20.76	4	2.16	245	18.08
People	193	16.62	19	10.27	212	15.65
Amenities	89	7.67	76	41.08	165	12.18
Recreation	150	12.92	8	4.32	158	11.66
Shopping	35	3.01	40	16.76	75	5.54
The whole experience	55	4.74	16	8.65	71	5.24
Cultural attractions	28	2.41	0	0.00	28	2.07
Food and beverage	17	1.46	2	1.08	19	1.40
Accommodation	5	0.43	4	2.16	9	0.66
Transportation	1	0.09	3	1.62	4	0.30
Tourist information	0	0.00	0	0.00	0	0.00
<b>Total</b>	<b>1161</b>	<b>85.68</b>	<b>194</b>	<b>14.32</b>	<b>1355</b>	<b>100.00</b>

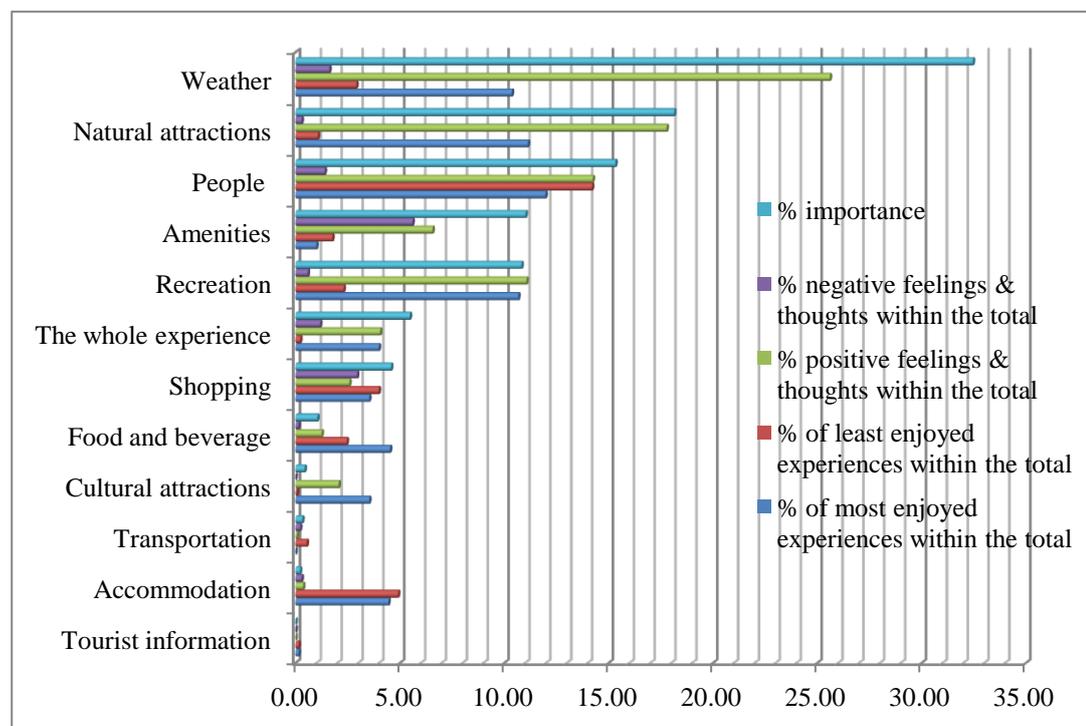
A vast majority of the descriptions were positive (85.68 percent). Weather, natural attractions, people and recreation were the major sources of positive responses. Over half of the negative descriptions were concerned with the amenities (41.08 percent) and shopping (16.76 percent). Other major categories of negative descriptions were weather (n=22) and people (n=19). Most frequent negative words were busy (35), expensive (25), and very hot (13). Appendix 4 provides a complete listing of words that were mentioned at least one time.

The proportions of the most/least enjoyed experiences and positive/negative descriptions revealed significant results. The line graph shows the frequencies of both most/least enjoyed experiences and positive and negative descriptions (see Figure 6-25).



**Figure 6-25 Most/least enjoyed experiences and positive/negative descriptions**

Similarly, Figure 6-26 compares the results of positive and negative feelings and thoughts with the results of most and least enjoyed experiences in Alanya with respect to relative importance of each category.



**Figure 6-26 Ratios of tourist experiences and perceptions of Alanya**

As respondents used three words to describe Alanya, responses given in the first place were awarded a score of 0.5, whereas responses in the second and third places were awarded scores of 0.3 and 0.2. The importance ratio of weather and natural attractions were the highest and accounted for 50 percent of all perceptions. Weather recorded 32 percent of importance ratio, 10 percent of most enjoyed experiences, and 25 percent of positive perceptions.

Overall proportion of most and least enjoyed experiences was 65.46 and 34.69 respectively, whereas on the final assessment the proportion of positive and negative feelings and thoughts were 85.68 and 14.38 percent. The factors on weather, natural attractions, people, and recreation recorded higher ratios on the final assessment (positive feelings and thoughts) compared to most enjoyed experiences.

This shows that as far as the final assessment is concerned tourists tend to reveal their positive feelings and thoughts rather than their negative feelings and thoughts. This was also evident in the ratios of negative perceptions and least enjoyed experiences. For the same factors, the latter was lower than the former. Finally as the figure shows, factors on 'the whole experience', 'shopping', 'food and beverage', 'cultural attractions' showed lower ratios on positive perceptions (positive feelings and thoughts) than positive experiences (most enjoyed experiences).

Next part discusses the results of this chapter.

## **6.7. Discussion of results**

Tourists are said be drawn to holiday resorts such as Alanya for traditional 3S activities which are regarded as hedonistic, passive and familiar experiences involving limited or no contact with the host community (e.g. Cohen 1974; Gray 1970). They are often criticised for having such activities as their experiences are viewed mundane, banal, superficial, and even meaningless experiences (Boorstin 1992; Krippendorf 1987). A key question of tourism research is to investigate the significance of such tourist experiences at coastal holiday resorts, whether they provide anything more than self-deception or hedonistic gratification (Pons *et al.* 2009; Edensor 2007). To understand this, it is important to consider the activities, experiences, perceptions of tourists and whether they engage in activities different

from 3S (Wearing *et al.* 2010; Jacobsen and Dann 2009; Andriotis *et al.* 2007; Sharpley 2003).

To shed some light on this question, both motivations and behaviours of British holidaymakers in Alanya were examined. Whilst 'fun & enjoyment' and 'relaxation' were of primary importance for the full sample, 'learning & exploring' and 'excitement & relationship' were equally important for respondents in over 55 yrs and repeaters to Alanya groups.

Contrary to expectations and price sensitivity in choosing Alanya holiday, the results showed that majority of the respondents undertook activities away from their place of accommodations that required extra expenditure. Consistent with multiple motivational patterns and the nature of holiday type, their most popular holiday activities included 'relaxation', 'eating & drinking', 'organised sightseeing', 'independent sightseeing', and 'shopping'. These findings are consistent with other research (Aksu and Silva 2009; Selänniemi 2001; Kozak 2000; Thornton *et al.* 1997b). Activities of relaxation (sunbathing and swimming) are relevant and matched our findings with reference to 'fun & enjoyment' and 'relaxation' motivations (Carr 2002; Thornton *et al.* 1997). The relevance of destination attributes such as climate, sea, beach and facilities was evident in data. Corroborating past research and our findings in the previous chapter, these findings confirm the reciprocal relationship between push and pull factors (Mehmetoglu 2011; Uysal and Jurowski 1994).

Thornton *et al.* (1997) also found that the amount of time the respondents spent on activities relating to eating and relaxing were the highest. Similarly, Kozak reported that British tourists' visiting Turkey had spent 55 percent of their total expenditure (excluding flight and accommodation expenses) on food and beverage consumption. It is evident that eating is a major supporting consumption experience for this type of holiday (Quan and Wang 2004) in relation to tourists' physiological needs of everyday life (McCabe 2002; Wickens 1999). The results also confirm that eating functions as a social gathering to meet family members and friends during meal times (Jacobsen 2002). Eating out and sampling local food was also of interest to tourists. The findings seem to support the importance of food and eating in response to social and cultural needs (Jacobsen 2002; Thornton *et al.* 1997b). This confirms

the importance of foodservices in a destination (Sheldon 1988; Pizam *et al.* 1978), particularly for British tourists (Andrews 2006; Carr 2002; Kozak 2000).

Organised and independent visits to tourist attractions in and around Alanya were also popular. Visiting attractions outside of Alanya, they engaged in culture based tourism experiences (Prentice 2004). It was evident that they had considerable level of interaction with local people. Consistent with literature repeaters to Alanya encountered higher levels of host-guest interaction (Wickens 2004). These findings are in agreement with Jacobsen and Dann's (2009) and Wickens' (2004) and suggest that even "sunlust tourists" have regard for culture.

It was evident that Alanya was experienced through both institutionalised and non-institutionalised tourist activities (Cohen 2004). As organised mass tourists, most of the respondents showed no sign of discontentment to participate in organised tours sold by their tour operators. However, avoiding the arrangements of organised tours there were also tourists who wanted to be in charge, and act like 'independent mass tourists' or 'new tourists' (Gibson and Yiannakis 2002; Poon 1993). Being organised mass tourists and benefitting from the advantages of institutionalised services they were behaving differently at the destination (Reichel *et al.* 2007; Wickens 2002).

The association between motivation and behaviour was evident (Lee *et al.* 2002). Dealing with motivations mainly for fun, relaxation, and togetherness, tourists' activities resembled sunshine oriented holidays (Bowen and Clarke 2009). Considering their critical importance in meetings tourists' needs and wants such as love and belonging, it can be argued that they were not purely hedonic (Pearce and Caltabiano 1983). These findings therefore confirm past research and highlight the significance of tourist experiences at coastal holiday resorts (Pearce 2009; Pons *et al.* 2009; Therkelsen and Gram 2008; Blichfeldt 2007; Ryan 2002d).

Respondents' primary motivations and dominant characteristics of activity pursuits represented tourist roles of 'vacationers', 'sunlust', 'heliolatrous' or 'old tourists' and 'raver' types. As far as secondary motivations and activities are concerned, the number of respondents representing tourist roles of 'sightseers', 'wanderlust' or 'new tourists' and 'the cultural heritage' or 'anthropologist' was also significant (Wickens 2002; Gibson and Yiannakis 2002; Poon 1993; Cohen 1974; Gray 1970).

Consistent with the relevant literature, the influence of destination characteristics, constraining/facilitating factors, socio-demographic and trip characteristics was evident to participate in touristic activities (Zillinger 2008; Wang 2006; Foo *et al.* 2004). Whilst easiness and convenience of hotel location facilitated participation in touristic activities, factors such as heat, lack of quality information about attractions, public transportation opportunities and prices impeded tourists to be more active (Foo *et al.* 2004; Ryan 2003). These findings demonstrate the importance and influence of various factors to participate in touristic activities during the course of holiday (Blichfeldt 2008; Zillinger 2008).

The study indicated the significant influence of trip rather than socio-demographic characteristics on holiday activity patterns (Andriotis *et al.* 2007). Education, accommodation types, boarding types and location were the most significant determinants of holiday activity participation. Age, marital status, revisiting patterns and length of stay were also significant determinants of the type holiday activities undertaken and destination areas visited. The influence of gender, country and experience levels was not significant. It is evident that destination related factors are more important than tourist related factors for on-site experience phase (Teare 1994; Woodside and Dubelaar 2002). These findings clearly suggest that tourist spending at the destination is a function both tourist and destination related factors (Masiero and Nicolau 2012; Croes *et al.* 2010; Blichfeldt 2008; Foo *et al.* 2004). These findings add substantially to literature and confirms that tourists' actual holiday behaviour is complex, heterogeneous and even the same resort area is experienced in different ways by different tourists (Pearce 2005; Cohen 2004; Wickens 2002; Wang 2000; Prentice, Witt and Hammer 1998).

Quantitative research showed that respondents were satisfied with the majority of destination attributes, such as weather, scenery, excursions, atmosphere, cleanliness and friendliness of the locals. Over half of the respondents were critical of attributes such as access to information, entertainment, prices, staff at shopping places and quality of the souvenirs. There were also concerns about infrastructure, development, crowdedness, commercialisation, noise, traffic, roads, and transport conditions. Respondents indicated high satisfaction with the majority of hotel attributes (i.e. cleanliness, safety, quality of hotel services). Whilst half were concerned with food

and beverage, the majority were dissatisfied with the entertainment offering. There are similarities between the findings in this study and the findings of previous studies conducted in Alanya by Aktas *et al.* (2010), in Antalya by Ozdemir *et al.* (2012) in Muğla and Mallorca by Kozak (2002) and in Mallorca by Kozak and Rimmington (2000).

Consistent with past empirical research, the study identified six dimensions of Alanya's tourism offering (Alegre and Garau 2011; Chi and Qu 2009; Pizam *et al.* 1978). They in order of most favourable included 'accommodation', 'amenities', 'tourist attractions & activities', 'encounters' 'food' and 'infrastructure & development'. These findings seem to be consistent with other research conducted in Alanya (Aktas *et al.* 2010) and Antalya (Ozdemir *et al.* 2012). The results showed that socio-demographic factors such as gender, age and marital status had a certain degree of influence on the assessment of hotel/destination attributes; trip related factors such as revisiting patterns, holiday experience levels, boarding type, type and location of the accommodation had more significant influence. This finding also supports that destination or trip related factors are more influential than tourist related factors during the course of holiday (Foo *et al.* 2004; Teare 1994).

Perceptions of most/least-enjoyed experiences (qualitative research) provided further insights on on-site tourists' experiences and supported the results of quantitative research. Consistent with past research and our results from quantitative research on hotel/destination attributes, most enjoyed experiences outnumbered least enjoyed experiences (Havitz and Pritchard 2006). The themes emerged from qualitative research fitted into identified dimensions of hotel/destination attributes. Whilst perceptions of 'people', 'recreation activities/services', 'weather', and 'natural attractions' dimensions were the major contributors of most enjoyed experiences, perceptions of 'people', 'accommodation' and 'shopping' dimensions appeared as the major sources of least enjoyed experiences.

Visits to local attractions were crucial in the formation satisfactory experiences and subsequent holiday enjoyment (Wang 2006). This result supports past research and suggest that active involvement in touristic activities during on-site experience influence holiday/destination evaluation (Crouch 2004; Woodside and Dubelaar 2002).

A closer examination of activity pursuits and most enjoyed experiences confirm the relevance and influence of motivations for social interactions, and the enjoyment of tourist activities/experiences in collaboration and conviviality (Urry and Larsen 2011; Pearce 2005a; Iso-Ahola 1990).

The critical importance of sensorial perceptions (Urry and Larsen 2011; Gretzel and Fesenmaier 2010) in terms of both visual other sensorial experiences (Pons 2009a; Andrews 2006; Dann and Jacobsen 2002) and the relevance and influence of destinations' physical settings such cleanliness, safety, noise, traffic, extent of commercialisation, and urbanisation (Crouch 2000; Jackson *et al.* 1996, 1994 Pizam *et al.* 1978) was evident in the results.

Interestingly, perception of 'people' was the one of main contributor of both satisfactory and unsatisfactory experiences. They constituted two fifths of least enjoyed experiences based on respondents' encounters with people in, particularly concerned with interactions in shopping places. Both quantitative and qualitative research evidence shows that respondents were annoyed of being harassed to buy and whilst shopping. This finding is in agreement with Kozak's (2007) research as he also found that tourist harassment by vendors was a major issue in Marmaris. The results also confirm the importance of interactions with each of social players of tourist experience underpinned by Pearce (2005a) and other empirical research in terms of tourists-other tourists (Guthrie and Anderson 2007), and tourist-co-tourist interactions (Harvey and Lorenzen 2006). These findings clearly show how social interactions critically influence conviviality of tourist experiences at coastal holiday resorts (Urry and Larsen 2011; Ryan 2010; Pearce 2005a).

Tourists' concerns about the availability of sun beds, other tourists, food, entertainment, and location of the hotel confirmed the critical importance of hospitality offerings for holidaymakers (Prentice 2004; Quan and Wang 2004). Consistent with the literature, the study provided further evidence regarding the importance of communal spaces (e.g. pool, bar, and restaurant), tourists' disputes over sun beds (Pons 2009) and the quality of service provision at all-inclusive accommodations (Aguilo and Rossello 2012). Unsatisfactory hotel experiences were often related to tourists' everyday needs such as "bodily functions" (e.g. eating habits), and "Britishness" (e.g. communication in English) (Andrews 2005: 247-266;

McCabe 2002). These findings confirmed the importance of supporting consumption experiences and how expectations are driven by the extension of everyday life's needs (Quan and Wang 2004; Cohen 2004; Wickens 2002).

In short, perceptions of most satisfactory experiences were mainly related to contacts with physical (weather, scenery, recreational activities) and social environment (friendliness, family/friend togetherness), whereas perceptions of unsatisfactory experiences were related to contacts with infrastructure (services) and social interactions (host and other tourists). There are similarities between these findings and those reported by Pons (2009), Havitz and Pritchard (2006), Kozak (2004), Wickens (1999) Jackson *et al.* (1996, 1994) and Ryan (1994).

Having identified respondents' perceptions of holiday activities and experiences in Alanya, it was also important to link them to the overall evaluation of holiday experience (Ryan 2010; Pearce 2005; Mannell and Iso-Ahola 1987).

Of 19 indicators to examine overall evaluation and behavioural intentions, five were used to assess 'overall satisfaction' (Cole and Crompton 2003). Factors analysis of the remainder 14 items resulted in four dimensions: 'attachment to the resort area', 'loyalty to the resort area', 'comparison of resort area' and 'loyalty to the main destination'. These results are partly consistent with those of other studies (Yüksel *et al.* 2010; Yoon and Uysal 2005). It is important to emphasise that 'loyalty to the resort area' and 'loyalty to the main destination' factors were not distinctly identified in previous studies.

Although composite mean score of 'overall satisfaction' was 3.73 for the full sample, the results indicated significant differences on overall satisfaction between tourists based on their socio-demographic and trip characteristics. Three-fourths were satisfied (M=4.13). In terms of high satisfaction level, the finding accords with other research conducted in similar settings such as in Alanya by Aktas *et al.* (2010), in Antalya by Özdemir *et al.* (2012), in Muğla by Kozak *et al.* (2004) and in Mallorca and Turkey by Kozak (2002). The results clearly showed that tourists' overall evaluation of their experiences were more favourable than their expectations. This finding is also consistent with other research (e.g. Kozak and Rimmington 2000). Another important finding was that this study provided both quantitative and

qualitative research evidence which seems to support Oliver's (2010) expectation disconfirmation model and Ryan's (2002c) tourist experience model.

The results indicated the relevance and influence of both push-pull motivations and perceptions of hotel/destination attributes as predictors of overall satisfaction, with higher significance of the latter. This finding seems to be consistent with other research and confirms the importance of perceived destination attribute performance (Aktas *et al.* 2010, Chi and Qu 2009; Meng *et al.* 2006; Yoon and Uysal 2005; Fallon and Schofield 2003). Qualitative research also provided evidence which accord with the findings of the regressions model of overall satisfaction. What these findings suggest is tourist satisfaction is a complex notion that interacts with tourists' socio-psychological motivations and experiences of destination. This finding also confirms the relevance and influence of both peak and supporting consumption experiences (Quan and Wang 2004; Wickens 2002). Another important finding demonstrates that as being a group process, satisfaction of other group members also determines satisfaction of individual tourist (Snepenger *et al.* 2006; Iso-Ahola 1990).

The findings on behavioural intentions are consistent with those of other studies and suggest that high level of return intention is a common phenomenon for 3S destinations (e.g. Alegre and Cladera 2009; Beerli and Martin 2004). The results indicated higher mean scores on 'loyalty to the main destination' (M=4.03) than 'loyalty to the resort area' (M=3.38). These findings seem to be consistent with other research in Turkey (Duman and Tanrisevdi 2011). This finding is incomparable to other research as loyalty to the main destination and its resorts are often not examined separately. Consistent with other research, the ratings were higher on 'recommendation intention' than 'revisit intention' both with respect to resort area and main destination (Yoon and Uysal 2004; Kozak 2001). This finding confirms the presence of overall satisfaction and detrimental effect of novelty on tourists' revisit intentions (Crompton 1979). It is important to emphasise that unlike most studies this study shows that tourists do not necessarily intend to travel new destinations (or countries) but other resorts areas in the same main destination (country).

The results indicated that whilst five pull factors, one constraining/facilitating factor and three hotel/destination attributes factors were significant predictors of loyalty to the resort area, only three factors from each of push, pull and hotel/destination

attributes factors were significant predictors of loyalty to the main destination. These findings seem to support past research and suggest that both motivations and perceptions of on-site experiences are relevant and important determinants of destination loyalty (Aktas *et al.* 2010; Meng *et al.* 2006; Yoon and Uysal 2005).

Although most studies assume a linear relationship between satisfaction and loyalty, the results clearly indicated that both satisfied and dissatisfied tourists display different patterns in their behavioural intentions (Kozak 2001; Crompton 1979). The results on 'comparison of resort area' and 'attachment to the resort area' provided further evidence to support this claim. Although Alanya was not necessarily considered as a better holiday resorts (M=2.91) or a place to be attached (M= 2.92), the results indicated higher levels of overall satisfaction (M=3.73) and loyalty (M=3.38). This finding seems to confirm that tourists' evaluation of overall satisfaction with a destination a function of tourists' expectations and perceptions of destination attributes (Meng *et al.* 2006).

As mentioned above, there has been little discussion about the comparisons between destinations. Consistent with other research, these findings reveal the relevance and importance of tourists' comparisons between destinations (Kozak 2002), and marginal effect of place attachment with the exception of repeaters (Gross and Brown 2006). A closer examination of the results seems to suggest that respondents are attached to having a holiday rather than a specific resort. This finding lends support to the theoretical argument that claim the dominance of going/being away rather than going/being there unless they provide something exceptional (Prentice 2004). This also accord with our other findings on destination choice, which shows that compared to other Mediterranean destinations Alanya (and/or Turkey) is chosen as holiday destination because it is perceived as a little more unique destination at a lower price by respondents of this study. These findings support that repeat visitation can be based on the perceived utilitarian value of a holiday in a tourist resort against other resorts (e.g. Petrick 2004; Cole and Crompton 2003). This was evident in the data as respondents who were sensitive to prices and those respondents who were insensitive to prices had shown no significant differences on their intentions to visit resort area and main destination in the future. This finding contradicts findings from other research (Moniz 2012).

Having said that, the results also confirmed the relevance and influence of socio-demographic and trip related characteristics on the evaluation of holiday/destination experiences and behavioural intentions. Contrary to expectations, with few exceptions (see Tables in Appendix) this study did not confirm the significant influence of gender, age, marital status and education, country, experience levels, length of stay, accommodation and boarding type groups on overall evaluation and behavioural intentions (Özdemir *et al.* 2012; Spinks *et al.* 2005; Oh *et al.* 2002).

Consistent with past research the ratings of females and over 55 yrs age group were higher than their counterparts (Moniz 2012). Respondents in higher education and high experienced groups were more loyal to main destination than their counterparts. This finding contradicts the claims of Pearce's travel career ladder (2005) and other past research (Filep and Greenacre 2007). Respondents in 10 days had higher ratings on overall satisfaction and destination loyalty than their counterparts. Although this finding confirms the relevance and influence of length of stay (Neal 2003), this study is unable to demonstrate that differences were significant due to low number of respondents in this group was only 23 (<30).

Trip characteristics such as revisiting patterns and the location of the accommodation were the more significant than socio-demographic characteristics. Consistent with other research, repeaters to Alanya indicated higher probably to return to Alanya than their counterparts (Alegre and Cladera 006). One of the most striking finding was that repeaters to Turkey indicated the lowest possibility to return to Alanya. This result finds support in Duman and Tanrisevdi's (2001) research. In addition, respondents at hotels located outside of the city centre indicated lowest ratings on overall satisfaction, comparison of, attachment to, and loyalty to, the resort area. This finding also seems to support other relevant research (Pizam *et al.* 1978) and suggest the relevance and influence of hotel location.

To summarise, the findings of this chapter both support and contradict previous research on-site and post experience phases of tourist experiences (Cutler and Carmichael 2010; Pearce 2005).

The study revealed that the underlying characteristics of tourists' experiences in Alanya resembled the recreational tourist mode (Ryan 2003; Cohen 1979). In terms

of on-site experiences, coastal pleasures were the core of the holiday activity in Alanya for the sample as a whole. Although coastal pleasures can be considered as hedonic and passive, the social dimensions of tourists' experiences were also significant, as almost all holiday experiences involved interactions with others (travel companions, stranger tourists, and host). Travelling in groups either with friends or family members, the findings showed that their holiday choice and activity pursuits resembled collaborative group behaviour (Pearce 2005; Iso-Ahola 1990). As such, the theme of togetherness was also a major influence in the motivations, expectation and behaviours of tourists. These findings are in agreement with previous work in this field. For example, Dann's (1981) 'socio-psychological perspective', Iso-Ahola's (1990) 'interpersonal escape/reward'. The results are also in consistent with Urry's (1992) 'collective gaze' suggesting tourism as a communal activity, gazing at familiar with senses of shared encounters.

Most researchers concur that tourists' destination satisfaction must be understood both at transaction and cumulative levels (Campo-Martinez and Garau-Vadell 2010; Woodside and Dubelaar 2002). In so doing, they claim that the relevance and influence of relationships between attribute satisfaction and overall satisfaction can be better understood (Fallon 2008; Cole and Scott 2004). Lending support to the work of previous scholars on holidaymakers overall satisfaction at coastal resorts (Yoon and Uysal 2005; Wickens 1999; Ryan 1994), the present findings are in agreement with this claim, and add to the post-hoc satisfaction approach (Cole and Crompton 2003; Mannell and Iso-Ahola 1987).

It is evident that the key factors that British holidaymakers use to evaluate their overall satisfaction for holidaying in Alanya supports the notion that coastal holiday resorts offer a variety of experiences for fun, enjoyment, entertainment and social interactions (e.g. Urry and Larsen 2011; Cohen 2008). Conflicting with some of the past arguments (Poon 1993; Boorstin 1964), the findings confirm that even so called mundane experiences are important (McKercher 2008; Andrews 2006), meaningful (Pons 2009a; Blichfeldt 2007) for holidaymakers, and they are significant in determining holidaymakers' destination satisfaction (Quan and Wang 2004). Confirming the critical importance and complexity of on-site experiences of place, people, and services/products (Noe *et al.* 2010; Pearce 2005a; Crouch 2000; Campo-

Martinez and Garau-Vadell 2010; Ryan 2003; Wickens 1999; Uysal and Hagan, 1993), the results produced further evidence supporting particular importance of tourists' everyday experiences (Crouch 2000) and multi-sensorial perceptions (Urry and Larsen 2011; Pons 2009; Andrews 2006).

The results confirm past research and suggest that even though tourists indicate overall satisfaction with destination, there might be minor sources of dissatisfaction (Ryan 2002c; Teare 1991). Consistent with past research, the results confirm the relevance and influence of hotel/destination attributes on overall satisfaction (Eusebio and Vieira 2013; Meng *et al.* 2006) and repeat visitation (Yoon and Uysal 2005; Murphy *et al.* 2000). The qualitative findings on tourist perceptions of holiday, hotel and destination experience are consistent with other research and support the relevance of Herzberg's two factors and Kano's three factor theories (Alegre and Garau 2011 Fallon 2008; Chan and Baum 2007). Whilst peak experiences (activities) were the major contributor of satisfactory experiences, the source of unsatisfactory experiences was supporting consumption experiences (services). It is evident that the success of tourism consumption experience depends on the performances and activities of both tourists and providers (Bowen 2001). These study, thus, clearly demonstrates that tourism planners has a central role in providing appropriated settings that facilitate and enhance tourists to engage in memorable experiences (Tung and Ritchie 20011; Bowen and Clarke 2009).

Consistent with the literature, the results confirm that satisfaction is an antecedent of loyalty (Yoon and Uysal 2005), however, it does not guarantee that tourists will return (Crompton 2009). Both qualitative and quantitative research confirms that perceived performance of hotel/destination attributes are more significant predictors of revisit/recommendation intention than perceived satisfaction (Baker and Crompton 2000). This suggests that evaluation of overall satisfaction is a more complex than the evaluation of hotel/destination attributes (Baker and Crompton 2000). The findings suggest that loyalty in tourism must be understood in different levels: hotel, resort area, main destination and attraction-based (Hanefors and Mossberg 1999). The results suggest that repeat visitation should not be equated with destination quality (Baker and Crompton 2000). It is also evident that repeat visitation patterns to holiday resorts such as Alanya are driven by psychological (e.g.

place attachment) (Lounsbury and Polik 1992) and instrumental (e.g. prices) (Ryan 2003; Uysal 1998) factors.

One of the most significant evidence to emerge from the data is that tourists' satisfaction, dissatisfaction and loyalty are influenced by a plethora of factors, and tourists can easily attribute their overall satisfaction/dissatisfaction and destination loyalty to many factors (Bowen and Clarke 2009; Pearce 2005; Ryan 2002c). Within those broad spectrum of experiences, the findings indicated that tourist overall experiences with destinations would involve both positive and negative experiences simultaneously. This finding is also consistent with other research and suggests that tourist overall satisfaction is complex and multidimensional (Bowen and Clarke 2002) and influenced by the tourists' motivations, perceptions of on-site experiences and hotel/destination attributes (Uysal and Yoon 2005; Cole and Scott 2004). Qualitative research findings on most/least enjoyed experiences and positive/negative descriptions produced another significant evidence to support the argument that tourists are more prone to remember positive experiences about the holiday/destination (Ryan 2002c).

Taken together, this chapter clearly showed the influence and relevance of push, pull and constraining/facilitating factors on tourists' actual behaviour and experience in the on-site experience phase. They were also found to be significant determinants of overall satisfaction and destination loyalty. The chapter also showed the influence and relevance of tourists' on-site experiences on overall tourist satisfaction and destination loyalty. It is evident that the influence and relevance of trip characteristics are significant on tourists' actual holiday behaviour and their perceptions of holiday experiences. The results clearly showed that tourist actual and future repeat visitation behaviour and experience differed significantly among respondents in the three groups of revisiting patterns. In short, the findings of this chapter clearly add to literature and suggest that tourist' behaviours and experiences are complex, multidimensional, and heterogeneous.

## **7. CHAPTER SEVEN: Conclusion**

### **7.1. Introduction: British holidaymakers in Alanya**

This chapter provides a comprehensive summary of the study's findings. It discusses the contributions and implications of the study for theory, methodology and destination management practice. The chapter then concludes with a discussion of study's limitations and recommendations for future research.

This thesis is concerned with how tourists' motivations and constraining/facilitating factors influence holiday choice and how tourists evaluate their holiday/destination experience. Employing a convenient sample of British holidaymakers in Alanya, the study examined the dimensions of tourist behaviour and experience in three analytical phases. The study provided a destination based analysis of tourist behaviour and experience process holidaying at a coastal resort in the Mediterranean. Focusing on motivators, constraints and facilitators, the study investigated significant determinants of holiday choice. Identifying the tourists' holiday activity patterns, the influence of motivators, constraints and facilitators were investigated. Analysing the tourists' perceptions of the destination attributes and most/least-enjoyed experiences, the study investigated the influence of tourists' on-site experiences. Linking the findings of on-site experiences to the post-experience phase, the study identified significant factors leading to tourist satisfaction and destination loyalty.

The following part provides a summary of the major findings and the extent to which they address the research questions.

### **7.2. Summary of the major findings**

British tourists' overall profile holidaying in Alanya has consisted of both female and male respondents with an overall average age of 36 years, ranging from 11 to 75. They were predominantly from England, more likely not married, and employed in various occupations. The majority of them had primary/secondary school education. The majority were on two-week package holiday with half-board and all-inclusive boarding at four and five star hotels. They were holidaying either with family or with friends. One in every two respondents was staying at hotels located along the

Keykubat Beach. A typical British tourist had no previous experience in Alanya, although two fifths had previous experience elsewhere in Turkey. As far as overall holiday experience level is concerned, four fifths were moderate and high experienced holidaymakers. Whilst the vast majority take at least one holiday abroad a year, the majority of the respondents in the over 55 yrs age group take at least two holidays abroad a year.

The socio-demographic characteristics based on gender, age, marital status, education and the origin county in the United Kingdom showed that they were from a wide range of socio-demographic backgrounds. Trip characteristics based on revisiting patterns, experience levels, accommodation type, boarding type, length of stay and hotel location showed that trip related characteristics differed significantly between tourists. The study indicated the importance of distinguishing tourists into three types: first timers of both resort area and main destination; repeaters of main destination but first timers of resort area; and repeaters of both resort area and main destination. This study showed significant differences between the three groups of revisiting patterns in the case of age, marital status, experience levels, boarding type, length of stay, and hotel location.

Almost two thirds of holidays were booked by Easter. Only one fifths were booked more than six months in advance. Advance booking was more common among the repeaters of the resort area. Holiday decision was made jointly either with friends and family members, and the role of females were a little more dominant. Among older and married respondents, decision-making was more collaborative. For a considerable number of respondents, the decisions were made by others on their behalf.

These findings addressed research question one regarding the socio-demographic and trip characteristic of British tourists in Alanya. Whilst majority of the findings are supported by existing research (e.g. Li 2010; Aktas *et al.* 2010; Show *et al.* 2000; Ryan 1994), some of the findings are contrasted with findings from other research (e.g. Duman and Tanrisevdi 2011; Boorstin 1992).

The study identified six push, seven pull and three constraining/facilitating factors. In order of importance, push factors included: 'fun & enjoyment', relaxation', 'family &

friend togetherness', 'escape', 'learning & exploring' and 'excitement & relationship'; pull factors included: 'nature & weather', 'novelty/familiarity & prestige', 'hospitality & accommodation', 'culture & sightseeing', 'activities & shopping'; 'convenience & facilities' and 'popularity'; and constraining/facilitating factors included 'price & deal', 'time & children constraints', and 'information & recommendation.

It was evident that the defining characteristic of British holidaymakers' choice of Alanya was concerned with seeking fun (push) in the sun (pull) at an affordable price (constraining/facilitating). In addition, 'relaxation', 'family & friend togetherness', 'escape', 'learning & exploring', 'novelty/familiarity & prestige', 'hospitality & accommodation' factors were also important.

Correlation and regression analysis confirmed the reciprocal relationship between push and pull factors. Qualitative and quantitative research evidence showed that the influence and relevance of push, pull, and constraining/facilitating factors on Alanya holiday choice was significant. Based on quantitative research, the predictors of expectations from Alanya, in order of importance, were 'hospitality & accommodation', 'nature & weather', 'culture & sightseeing' (with a negative correlation), 'novelty/familiarity & prestige', and 'fun & enjoyment'. Qualitative research also showed that the expectations revolved around peak experiences such as enjoying sunshine, relaxation and family/friend togetherness and supporting consumption experiences such as hotel, food, and related facilities (pool, beach and bar).

Comparison of push-pull motivations and constraining/facilitating factors across socio-demographic and trip related subgroups indicated both similarities and differences. The study identified high degree of unanimity on the importance of 'fun & enjoyment' and 'family/friend & togetherness' factors rather than significant variations between tourists. Pull factors provided the largest set of significant differences with respect to both socio-demographic and trip related subgroups. Socio-demographic subgroups of age and marital status, and trip related subgroups of revisiting patterns, holiday experience levels, accommodation and boarding type were found to be more influential than other subgroups. Length of stay, location, education, and country had a certain degree of influence on these factors. No significant differences were found between males and females on these factors.

Most distinct differences on these factors dealt with age, revisiting patterns and experience levels. Respondents in over 55 yrs age group placed higher importance on 'learning & exploring', 'excitement & relationship', 'culture & sightseeing', 'hospitality & accommodation' and 'convenience & facilities' factors. Respondents in the 11-17 yrs age group placed lower importance on 'learning & exploring', 'relaxation', 'escape', 'culture & sightseeing', 'nature & weather', and 'price & deal' factors. Moderate and high experienced respondents placed higher importance on 'relaxation', 'escape', 'culture & sightseeing', 'hospitality & accommodation', 'convenience & facilities', and 'price & deal' factors than low experienced respondents. Repeaters to Turkey and repeaters to Alanya placed higher importance on 'excitement & relationship' and 'escape' factors. Repeaters to Alanya considered 'culture & sightseeing', 'hospitality & accommodation', 'convenience & facilities', activities, and 'nature & weather' more important than their counterparts. 'Time & children constraints' were significantly higher for repeaters to Turkey compared to repeaters to Alanya and first timers to Turkey.

Based on these variations, the importance rankings of these factors differed among these subgroups. One of the most obvious finding to emerge from this study is that majority of the respondents (seventy percent) were price sensitive. Whilst price sensitivity was significantly higher for those respondents in higher education, 3 star accommodation, and 10 days groups, it was significantly lower for those respondents in the low experience and 11-17 yrs age groups.

These findings addressed the second research question relating to what push-pull motivations and facilitating/constraining factors influence British holidaymakers choosing a holiday in Alanya. Whilst most findings are supported by the existing literature (Mehmetoglu 2011; Bakir and Baxter 2011; Cohen 2008; Uysal *et al.* 2008; Ryan 2003; Jang and Cai 2002; Galani-Moutafi 2001 Kozak 2000; Um and Crompton 1999; Wickens 1999; Ritzer and Liska 1993), some findings are contrasted with findings from other research (e.g. Mehmetoglu 2012; Croes *et al.* 2010; Cooper and Hall 2008; Wang 2004; You *et al.* 2000; McGehee 1996; Ryan 1994; MacCannell 1973).

Destination are said to be visited for their touristic activities (Moscardo *et al.* 1996). Although the relevant literature recognises the importance of available touristic

activities at destinations, very few studies investigated the relationship between tourist motivation and holiday activities performed at the destination (see Bowen and Clarke 2009). It has been shown that the types of holiday activities undertaken and destination areas visited in the course of holiday are likely to result in differences in the perceptions of overall experience and satisfaction of tourists (Woodside and Dubelaar 2002). An understanding of holiday/destination activities is therefore concerned with tourists' motivations, experiences and satisfactions (Lehto *et al.* 2004; Lee *et al.* 2002).

The results clearly showed that, like many other Mediterranean holiday resorts, tourists are drawn to Alanya for traditional coastal pleasures. The most popular holiday activities were 'relaxation', 'eating & drinking', 'organised sightseeing', 'independent sightseeing', and 'shopping'. 'Seeking fun in the sun' was the major theme in the analysis of most important motivations and the most popular holiday activities. Rest, relaxation and spending time with friends/families were also among most favourite activities. Revealing the association between push-pull motivations and performed holiday activities, motivations and holiday activity patterns in Alanya seem to resemble the homogenous nature of tourist experience in the Mediterranean. In this regard, whilst coastal pleasures and recreational activities formed the peak experiences, hospitality services formed the major supporting consumption experiences.

It should however be noted that social interaction between the holiday companions was also an important element of tourist experiences in Alanya. Furthermore, an examination of secondary motivations and activity patterns indicated that they also undertook holiday activities such as independent and organised sightseeing to natural and cultural attractions, shopping, eating and drinking out, and walking. Although they had shown high price sensitivity in choosing Alanya holiday, they engaged in activities that required extra expenditure. These activities were undertaken away from hotel and they included visits to tourist attractions both in and outside of Alanya. They involved active participation and culture related experiences. These findings confirm past research and suggest that tourists' behaviours in coastal resorts may incorporate a wider variety of holiday activities and regard on culture. In short, holiday activity patterns reflected the multidimensional nature of tourist motivations.

It should, however, be noted that the findings demonstrated both similarities and differences in respondents' holiday behaviours. Interestingly, motivations for non-traditional activities were less influential for choosing a holiday in Alanya for the majority of those respondents. They, however, were much more popular in the course of holidaying in Alanya. The findings demonstrated the importance of destination characteristics and influence of constraining/facilitating factors such as proximity of hotel location to attractions in triggering tourists to participate in holiday activities. Furthermore, holiday activity patterns differed significantly between tourists with respect to socio-demographic and trip characteristics based on age, marital status, education, country, revisiting patterns, accommodation type, length of stay, and location. The study found that gender and experience level had no significant effect to participate in touristic activities. The influence of trip characteristics was more influential than socio-demographic characteristics.

These results clearly confirmed the heterogeneity and complexity of tourists' on-site holiday behaviour. It was evident that the large part of the behavioural variations can be attributed to tourists' preferences based on motivations and trip characteristics. For example, the majority of repeaters to Alanya preferred not to participate in organised tours as they did in their previous visits. They visited local friends and restaurants. In contrast, the majority of first timers to Turkey not only participated in organised excursions but frequently emphasised that they could be more active. It was evident that British tourists in Alanya were not confined to vacationers, sunlust or old tourist and institutionalised types with respect to the characteristics of the holiday activities and level of organization.

These findings addressed the third research question relating to holiday activities undertaken and destination areas visited by British holidaymakers in the course of their holiday in Alanya. They also generally supported past research (e.g. Urry and Larsen 2011; Zillinger 2008; Andriotis *et al.* 2007; Wickens 2004; Foo *et al.* 2004 Poon 1993; Cohen 1974). Some findings, however, contradicted the findings from other research (e.g. Poon 1993; Boorstin 1992; Krippendorf 1987).

The study found that respondents were generally satisfied with the majority of hotel and destination attributes. Perceptions of weather, scenery, activities/attractions cleanliness, and friendliness were favourable. The study identified six

hotel/destination attributes factors. In order of most favourable, they were 'accommodation', 'amenities', 'encounters', 'tourist attractions & activities', 'food', and 'infrastructure & development'. The results indicated significant differences on destination/hotel attributes between tourists with respect to socio-demographic and trip characteristics based on gender, age, marital status, revisiting patterns, experience levels, boarding type, and location groups. Trip related subgroups had more significant variations than socio-demographic sub-groups. This finding confirms that destination or trip related factors are more influential than tourist related factors during the course of holiday.

Perceptions of most/least enjoyed experiences provided further insights into tourists' on-site experiences and satisfaction. Overall, positive experiences outnumbered the negative experiences. The themes emerged from qualitative research supported the factor structure of quantitative research. The major sources of most enjoyed experiences were people, recreation activities/services, weather, scenery and natural attractions. The influence of holiday activity participation was evident on most enjoyed experiences. Visits to natural attractions and scenery were the major sources of sensual pleasures. Although quantitative research indicated satisfactory accommodation experiences, they were considered among most enjoyed experiences.

Interestingly, perceptions of people also constituted one of the major dimensions for negative experiences along with accommodation and shopping dimensions. Negative experiences on these three dimensions outnumbered the positive experiences. With respect to people and shopping dimensions, harassment to buy and harassment whilst shopping were the main reasons for unsatisfactory experiences. Tourists' concerns about hospitality services of sun beds, food and entertainment indicated the critical importance of hotel experiences as supporting consumption experience. The importance of critical concepts such as familiarity, extension of everyday life, Britishness, and sensorial dimensions was evident in the data. In short, peak experiences were the major contributor of positive experiences, whereas supporting consumption experiences were major sources of negative experiences.

These findings addressed the fourth research question regarding the significant factors that influence British holidaymakers' on-site holiday experiences in Alanya. These findings are also supported by the existing literature (Özdemir *et al.* 2012;

Aktas *et al.* 2010; Alegre and Garau 2010; Guthrie and Anderson 2007; Harvey and Lorenzen 2006; Wang 2006; Pritchard and Havitz 2005; Yoon and Uysal 2005; Pearce 2005a; Foo *et al.* 2004; Quan and Wang 2004; Kozak 2004; Litvin and Ling 2001).

Three-fourth of survey respondents said they were satisfied with Alanya holiday. The study provided both quantitative and qualitative evidence, which seems to support Oliver's (2010) expectation disconfirmation model and also Ryan's (2002c) tourist experience model. The results clearly showed that tourists' overall evaluation of their experiences were more favourable than their expectations. Multiple regression analysis confirmed that push-pull motivations and perceptions of hotel/destination attributes were significant in predicting overall satisfaction. Three most significant determinants were 'tourist attractions & activities', 'accommodation', and 'encounters'. Other significant predictors in order of importance were 'hospitality & accommodation', 'food', 'infrastructure & development', 'learning & explore', 'novelty/familiarity & prestige', 'fun & enjoyment' and 'escape'. Qualitative research also supported the findings of quantitative research in predicting the influential factors of overall satisfaction.

The study indicated that the most satisfactory experiences were related to peak experiences. Supporting consumption experiences were critical and facilitated the enjoyment of peak experiences. In contrast, unfavourable consumption experiences hindered the enjoyment of peak experiences and resulted in unsatisfactory experiences. Comparing the proportions from the perceptions of most/least enjoyed experiences (65/35 percent respectively) and the impressions of positive/negative Alanya experiences (85/15 percent respectively) revealed interesting findings. Negative experiences were not reflected in the final assessment of a holiday in Alanya. These findings support past research and demonstrate the relevance of the claims on tourist intentions for satisfactory outcomes and propensity to remember positive experiences.

It is however interesting to note that only one third of those respondents felt that holiday offering in Alanya was superior to other holiday places. Similarly, a small majority had shown moderate level of place attachment. It was evident that respondents were attached to positive feelings of being on holiday rather than being

specifically in Alanya. The study demonstrated the importance of functional utility (e.g. value for money) of holiday offering with respect to both actual and future holiday choice in Alanya choice. However, the study also indicated significant variations between tourists.

Repeaters to Alanya were significantly more satisfied than their counterparts. The location of hotels had significant influence on overall satisfaction. Respondents in neighbourhood hotels were significantly less satisfied than those respondents in Keykubat and Cleopatra Beach groups. In terms of 'comparison of resort area', compared to their counterparts, the over 55 years age respondents and repeaters to Alanya considered Alanya significantly more superior than other holiday places. In contrast, respondents in the neighbourhood group considered this factor significantly less favourable than their counterparts. Attachment to the resort area was significantly higher for females than males. This factor also had significantly lower agreement from those respondents in neighbourhood than their counterparts. Overall this study did not indicate significant difference in the responses of 'overall satisfaction', 'comparison of resort area' and 'attachment to the resort area' factors between tourists with respect to subgroups of gender, age, marital status and education, country, experience levels, length of stay, accommodation and boarding types.

These findings addressed the fifth research question relating to the significant factors that influenced British holidaymakers' overall evaluation of a holiday in Alanya. They are also supported by findings from existing literature (e.g. Oliver 2010; Pons 2009a; Pearce 2009; Fallon 2008; Chan and Baum 2007; Gross and Brown 2006; Ryan 2002c). However, they are also contrasted with findings from other research (Özdemir *et al.* 2012; Pearce and Lee 2005; Spinks *et al.* 2005; Neal 2003; Oh *et al.* 2002).

The results confirmed that although tourist satisfaction is important for destination loyalty, the relationship between the two is not linear. As a manifestation of overall satisfaction, the result confirmed that willingness to recommend a visited destination to others is higher than willingness to revisit the same destination. The results demonstrated that behavioural intentions differed significantly for both satisfied and dissatisfied tourists. The relevance of novelty/variety seeking for future visits to

destination was evident. The mean score on loyalty to the resort area was lower than the mean score of overall satisfaction. Tourists have shown more likelihood to return to other resort areas in the main destination. The mean score on loyalty to the main destination was higher than the mean score on overall satisfaction with Alanya holiday.

Loyalty to the resort area was significantly higher for females and repeaters to Alanya than their counterparts. In contrast, it was significantly lower for respondents in all-inclusive and neighbourhood groups than their counterparts. Interestingly, loyalty to the main destination was higher for respondents in higher education than their counterparts. This factor also had significantly higher ratings from repeaters to Alanya and experienced respondents than their counterparts did.

Multiple regression analysis revealed significant predictors of 'loyalty to the resort area' and 'loyalty to the main destination'. Significant predictors of loyalty to the resort area in order of importance were 'tourist attractions & activities', 'accommodation', 'culture & sightseeing' (negatively correlated), 'nature & weather' 'hospitality & accommodation', 'time & children constraints' (negatively correlated), 'food' 'novelty/familiarity & prestige' and 'activities & shopping'. Significant predictors of loyalty to the main destination in order of importance were 'tourist attractions & activities', 'hospitality & accommodation', and 'learning & explore'. Interestingly, one push factor was significant for loyalty to the main destination, while they were not for loyalty to the resort area. Much of the evidence produced by Qualitative research supported the findings of quantitative research in predicting the influential factors of loyalty to the resort area and main destination.

These findings, in general, addressed the sixth research question relating to the significant factors that influenced British tourists' loyalty to the resort area and main destination. These findings are also supported by the literature (Özdemir *et al.* 2012; Yüksel *et al.* 2010; Mendes *et al.* 2010; Chi and Qu 2009; Alegre and Cladera 2006; Meng *et al.* 2006; Yoon and Uysal 2005; Beerli and Martin 2004; Lehto and O'Leary 2004; Kozak 2001), and some of the findings contrast with the literature (Özdemir *et al.* 2012; Croes *et al.* 2010; Cooper and Hall 2008; Wang 2004; Kaynak *et al.* 1996; Teare 1994; Poon 1993). Figure 7-1 presents summary of overall findings.

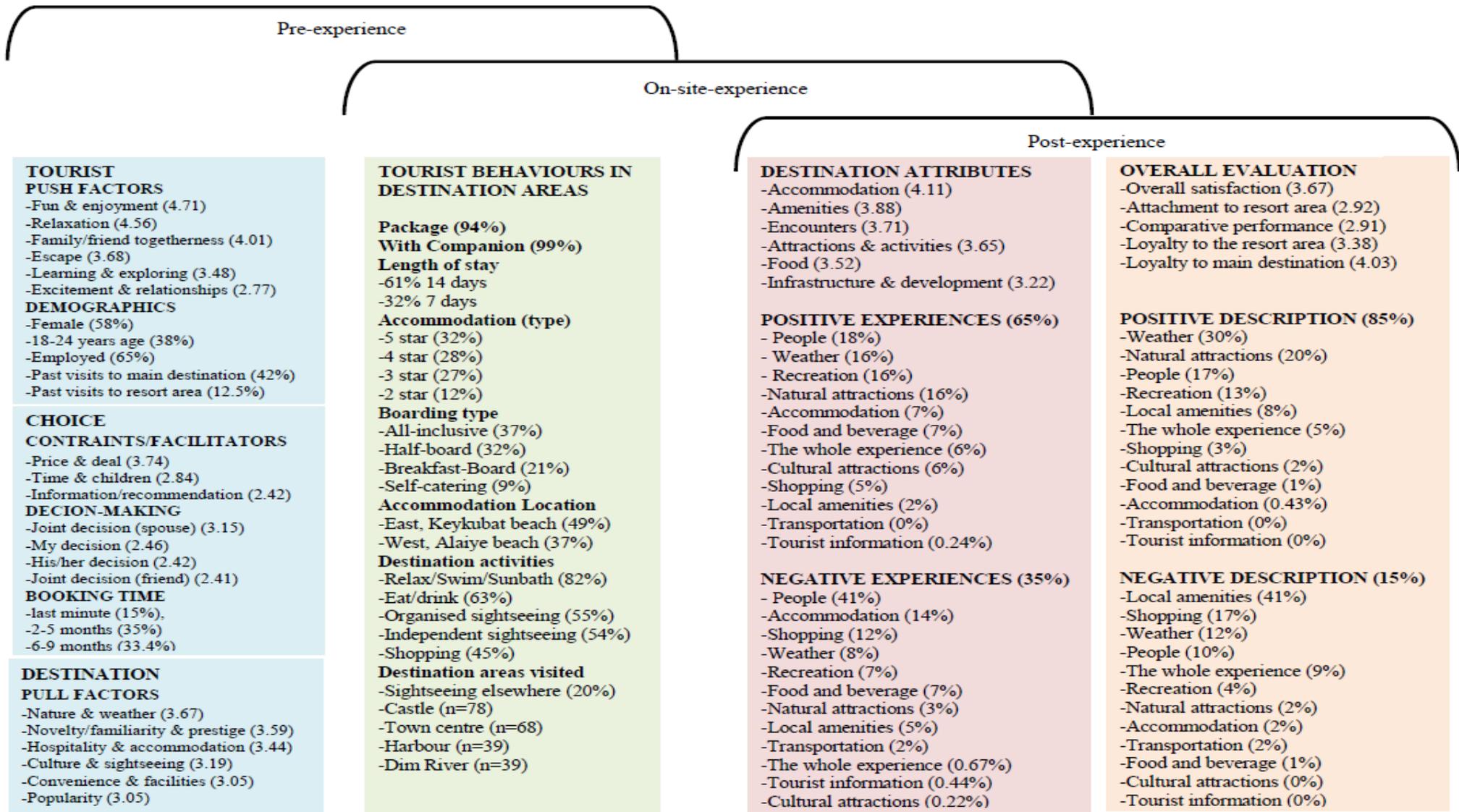


Figure 7-1 Summary of study's overall findings

The following conclusions can also be drawn from the findings of the study:

- ‘Being away’ was more important than ‘being there’ for the study’s respondents as long as the destination, in this case Alanya, guarantees sunny weather and the ‘price is right’.
- The underlying motivation for choosing a holiday in Alanya was 'seeking fun in the sun'. Although coastal pleasures of the physical environment dominated the holiday activity in Alanya, the importance of social and cultural contacts were as significant as physical contacts.
- Both peak and supporting consumption experiences were significantly related to both tourist motivation and satisfaction. Despite the critical importance of supporting consumption experiences, peak experiences were the major determinants of evaluations for current and future choice of a holiday in Alanya.
- The study demonstrated that tourist satisfaction with a destination/holiday depends on their perceptions of multiple factors concerning expectations and perceptions of destination attributes, including motivations and experiences of holiday activities.
- Satisfaction was an important antecedent of destination loyalty, however it was not the sole or guarantor determinant of destination loyalty. The influence of motivations and constraining/facilitating factors were significant in the future choice of the same destination.
- There were both similarities and differences between the tourists in terms of motivations, behaviours, experiences, satisfaction and loyalty. Whilst the influence of socio-demographic characteristics was more significant in the analysis of pre-experience phase, the influence of trip characteristics were more significant in the analysis of post-experience and on-site experience phases. Whilst the influence of gender, country within the UK, and length of stay was little, the influence of marital status, education, accommodation and boarding types was moderate and the influence of age, revisiting patterns and experience levels was significant.

- Unlike other research, this study found no significant variations on price sensitivity in choosing Alanya holiday between tourists with respect to repeat visitation behaviour. Repeaters to Alanya demonstrated distinct differences on motivations, behaviours, satisfaction and loyalty patterns. Whilst repeaters to Turkey indicated return intentions to elsewhere in Turkey, repeaters to Alanya and first timers to Turkey indicated return intentions to both Alanya and elsewhere in Turkey.
- Motivations, behaviours, satisfaction and loyalty patterns of respondents in over 55 years age, low experienced, all-inclusive boarding and neighbourhood groups had also distinct patterns compared to their counterparts.
- The study suggests that not all tourist behaviour in Alanya can be explained by tourists' roles of vacationers, sunlust or old tourists. Tourist behaviour in Alanya did show variations. Although they were organised tourists, they also behaved like independent tourists. Both modern mass tourist and post tourist qualification was evident in the motivation, behaviours and experiences of tourists.

### **7.3. Implications, recommendations and contribution of the study**

This study provided considerable amount of information base for effective decision making by tourism destination managers. By using adequate knowledge, managers can develop strategies for managing and marketing their destinations. Several courses of practical actions are suggested for managers of resorts areas and main destinations.

British tourist profile based on socio-demographic and trip characteristics in Alanya showed variations. Tourist profile statistics and knowledge about preferences and perception structures of tourist groups are important for tourism businesses (Masiero and Nicolau 2012). For example, respondents' holiday life-styles showed that they are experienced holidaymakers and they take holiday abroad at least once a year. Buying package holidays in groups they most probably travel to one of the Mediterranean destinations each year. Considering the profile of different tourist

groups, managers can develop specific strategies not only to attract these experienced tourists to their destinations but also to meet their needs and wants while they are holidaying at the destination (Bowen and Clarke 2009; Pearce 2005). Since Alanya is promoted and sold mainly for two-week all-inclusive package holiday market, the majority of those surveyed were on 14 days package holiday with all-inclusive boarding. It should however be noted that showing different motivational and behavioural patterns, those respondents on 7 and 10 days package with non-all-inclusive indicated higher levels of overall satisfaction and destination loyalty. Managers may need to monitor the consequences of different trip arrangements and develop strategies for more sustainable and profitable markets.

The analysis of interaction between push and pull motivations revealed anticipated experiences, expectations and benefits sought from a holiday in Alanya. This suggests that an understanding of these factors may have significant implications for the proper management of tourists' on-site holiday activities. Another important implication area of motivations and expectations is concerned with destination selection process. The results showed that holiday decisions were not only made by individuals but also by groups. It may help managers to develop strategies to address both individual and groups of tourists.

By focusing on the association of motivators, constraints and facilitators, managers can also monitor influential factors for choosing a holiday in Alanya and gain insights into the awareness of destination attributes. British holidaymakers' Alanya holiday can be characterised by motivations of seeking fun (push) in the sun (pull) at an affordable price (constraining/facilitating). It is encouraging to compare this finding with Alanya's slogan of 'fun in the sun'. It, therefore, can be said that this theme hits the target with respect to most important push and pull motivations. However, 'relaxation', 'family & friend togetherness', 'escape', 'learning & exploring', 'novelty/familiarity & prestige', 'hospitality & accommodation' were also important for holidaying in Alanya. Confirming the multiplicity of motivations, these findings demonstrates that although Alanya's slogan is successful in considering the peak experience of primary importance, it seems limited in reflecting other significant experiences such as togetherness and exploring. This suggests that marketers may

consider using themes associated with other significant motivations holidaying in Alanya.

It is clear from the above analysis and discussion that push factors were more dominant motivational factors for choosing a holiday in Alanya than the resort's pull factors. The study indicated that Alanya's unique attributes were not influential in the motivations and behaviours of British holidaymakers. It was evident that a considerable number of tourists were not aware of Alanya's main attractions before their arrivals, for example fortress and castle. More interestingly, they were not aware of some of Alanya's unique attractions such as Museum, Dim Cave, and Dim River even at the end of their holidays. This can be associated with poor performance of Alanya's particular marketing and communication strategy (Uysal *et al.* 2008). Thus, there may be a need for Alanya to develop a better marketing communication strategy that promotes its unique attributes more effectively before and during the on-site experience phase.

The study found that whilst 'fun & enjoyment' and 'family/friend togetherness' were common push factors for all respondents, there were significant variations on other push and pull factors among the subgroups of socio-demographic and trip characteristics. This finding suggests that both convergence and divergence of the market should be considered for particular marketing strategy. Based on the slogan of 'fun in the sun', it can be said that Alanya's marketing is convergent. Covering the core motivation, the appeal for this slogan may please all travellers. However, recognising the multiplicity and divergence of motivations and expectations marketers may consider various market segments of socio-demographic and trip characteristics.

A significant finding to emerge from this study is the high importance of price in the selection of Alanya. It is pertinent to note that far too little attention has been paid to the influence of price in the tourist motivation research (Ryan 2003). This study, thus, makes a potential contribution to the field and has important implications for destination marketing and planning of tourism experiences and products. For this resort, 'price' functions as a facilitating factor rather than as a constraining factor as has been suggested elsewhere (Raymore 2002). In this price sensitive market, price

in Alanya appears as a "powerful competitive element" (Masiero and Nicolau 2012:675).

It should, however, be noted that these findings portray Alanya as a 'cheap fun in the sun' resort. Marketers of Alanya, therefore, may want to consider the long term consequences of this situation. Nevertheless, if 'low pricing' is used in Alanya as part of market penetration strategy, the findings show that it works successfully in attracting new tourists to the resort area and main destination (87.5 percent were first time visitors to Alanya). This strategy particularly pays off with respects to tourists' future holiday choices, as the vast majority remain loyal to resort area (58 percent) or main destination (78 percent). This finding suggests that low pricing strategy can be used strategically at main destination level. One or more resort area can be chosen to offer low price in attracting first time travellers to main destination.

This study confirms the importance of treating tourist behaviour from two different perspectives: motivation and activity (Ryan 2002b). The results showed that tourist motivations in the pre-experience phase have strong influence for participating in touristic activities during on-site experience phase. However, the findings also confirmed that motivations and expectations may not be static across the phases of tourist experience, and not all motivations necessarily lead to actual tourist behaviour (Zillinger 2008). For example, due to extreme heat and sickness some tourists indicated that even though they were motivated they could not participate in most of the available touristic activities. It is thus helpful for managers to monitor both motivations and tourists' activity pursuits and the association between the two.

The study also suggests that situational and external factors are important for participating in holiday activities. The influence of destination characteristics and facilitating/constraining factors was evident. There were factors that prevented tourist willingness to participate in touristic activities: e.g. heat, availability and quality of information tourist activities, availability of public transport opportunities to attractions; complaints about high excursion prices and private transportation fares. It might be useful for local authorities and tourism service providers to work together to improve external factors that facilitates tourists to participate in touristic activities. It was evident that the proximity of local life and tourist environment provided tourists opportunities to encounter with local community. Alanya

fortress/castle was visited by tourists who did not know of its presence before their arrival. Convenient hotel locations drew tourist to local attractions. These findings suggest that destination managers, in promoting available holiday activities more effectively, may benefit from consideration of the destination characteristics and hotel settings.

It is important to note that even the same tourist type, in this case recreational mass tourists, show different behaviours in a visited destination, and experience the destination differently (Lehto *et al.* 2004). For example, travelling with multiple motivations even they have regard for cultural experiences (Wickens 2004). Exhibiting collaborative group behaviour, the importance of social exchanges between the companions of holiday was evident (Pearce 2005). Being organised tourists, the majority have shown no sign of discontentment with the institutionalised touristic activities and services (Reichel *et al.* 2007). However, there were tourists willing to behave independently at the destination, they wanted to reduce the costs of tourist activities and were concerned with the authenticity and commercialisation of tourism activities; these issues managers need to be aware of (Foo *et al.* 2004).

Holiday activity patterns reflected the influence of not only motivations, expectations, constraining/facilitating factors, but also respondents socio-demographic and trips characteristics. The study showed the significant influence of education, accommodation types, boarding types and hotel locations on holiday activity patterns. It can also be noted that whilst age, marital status, revisiting patterns and length of stay were also significant, the influence of gender, origin country in the UK and experience levels were not significant determinants of the type of holiday activities undertaken and destination areas visited for this study. Considering tourists' needs based on group behaviour, tourists' concerns for flexibility or independence and the significant influence of socio-demographic and trip characteristics, destination managers may benefit from the results of this study. For example, they may develop special programs tailored for different market segments: for example first timers, over 55 years of age group, families with children, and 7, 10 or 14 days groups among others.

This study conceptualised tourist experience as a combination of peak and supporting consumption experiences, and that peak experiences were the major contributor of

satisfactory experiences, overall satisfaction and destination loyalty. The role of supporting consumption experiences was crucial for the enjoyment of peak experiences, subsequent overall satisfaction and loyalty. Consistent with the two-factor theory of motivation (Fallon 2008; Chan and Baum 2007), when perceptions of supporting consumption experiences were negative they contributed to unsatisfactory experiences, however when they were positive their contribution to satisfactory experiences was little. These findings suggest that destination service providers may need to comprehend the relevance and influence of peak and supporting consumption experiences on cumulative tourist experience.

In providing satisfactory peak and supporting consumption experiences, the results demonstrated the critical importance of destinations' physical and social aspects and tourist products/services (Cutler and Carmichael 2010; Pearce 2005). The perceptions of physical aspects with respect to cleanliness, safety, noise, traffic, extent of commercialisation, and urbanisation were generally positive. The core elements of the physical environment (beach, sea, scenery and climate) were the most important determinants of satisfactory experiences. The perceptions of social aspects with respect to host-guest, staff-guest, and tourist-tourist interactions were both positive and negative. Friendliness of locals (both host and staff) was satisfactory. Whilst interactions between holiday companions were perceived satisfactory, tourists' interactions with other tourists (strangers) were perceived both satisfactory and unsatisfactory. It is useful for managers to know that harassment whilst shopping were one of the major sources of unsatisfactory experiences. The results suggest that there is an urgent need to prevent tourists from vendor harassment. The results suggested that the majority of unsatisfactory experiences of products and services were related to perceptions of hospitality offerings (accommodation, food, entertainment) and disputes over sun beds.

It is also important to note that the relationship between satisfaction and loyalty was not linear. Satisfaction was a critical but not a guarantor antecedent of destination loyalty. With respect to future holiday choice, for those tourists who visited Alanya, novelty seeking was a major detrimental factor, which will prevent them from returning to the resort area. It, however, will not prevent them from returning to the main destination. The influence and relevance of tourists' past holiday experiences

was also evident when they were evaluating their experiences with the destination, actual and future holiday choice (e.g. Pearce and Lee 2005; Yoon and Uysal 2005). Knowledge of the variations in tourists' satisfaction and destination loyalty among repeaters to resort area, repeaters to main destination, and first timers to main destination, may help managers marketing efforts.

Discussing further issues about tourism experiences in Alanya, it is necessary here to return to the Alanya's slogan. The study clearly showed that 'fun in the sun' is pertinent with respect to the nature of tourist activity in Alanya and tourist motivation and satisfaction. It is, however, not promising for differentiating Alanya from her competitors. It, indeed, promotes Alanya as an identikit resort area in the Mediterranean. As stressed above it is perceived as a cheap fun in the sun resort area. The word cheap here implies 'supporting consumption experiences', whereas the words 'fun in the sun' implies 'peak experiences'. Since the study confirms that both peak and supporting consumption experiences are important components of tourism experiences in Alanya, the use these words or themes related to both peak and consumptions experiences in combination can be useful for managers. For example, a reasonable slogan to tackle these issues could be 'best fun in the sun'. Since using the word best may also help differentiate Alanya from her competitors.

It is clear that this study has gone some way towards enhancing our understanding of similarities and differences on motivations, behaviours, experiences, satisfaction and loyalty of tourists with respect to socio-demographic and trip characteristics. Destination managers may consider the critical findings summarised below. This study found that the influence of revisiting patterns, age groups, experience levels, location of hotels, marital status and boarding types were significant. Socio-demographic factors were more significant for pre-experience and on-site experience phases than post-experience phase; trip characteristics were more important for post-experience and on-site experience phases than pre-experience phase. The results of this study confirm that tourist related factors were more influential than destination and trip related factors in the pre-experience phase. The study also confirms that destination and trip related factors were more influential than tourist related factors in the on-site experience phase. Unlike other studies this study found that destination and trip related factors were also more influential than tourist related factors in

tourists' perceptions of overall experiences, satisfaction and destination loyalty. This finding seems to contradict the findings from past research in relation to influence of tourist and destination related factors in the post-experience phase (e.g. Teare 2004). As far as destination loyalty is concerned, the study confirms the influence of motivations and satisfaction and demonstrates the significance of trip and destination related factors (e.g. Yoon and Uysal 2005).

Figure 7-2 displays a summary of constructs (push factors, pull factors, constraints/facilitators, destination attributes, and overall evaluation), concepts (holiday activities, most/least enjoyed experiences, and memorable impressions) and their related dimensions extracted in the study in concert with the pre-, on-site and post experience phases of tourist experience process. As shown on the figure, the study investigated relevance and importance of socio-demographic and trip characteristics as modifying factors throughout the analysis of data.

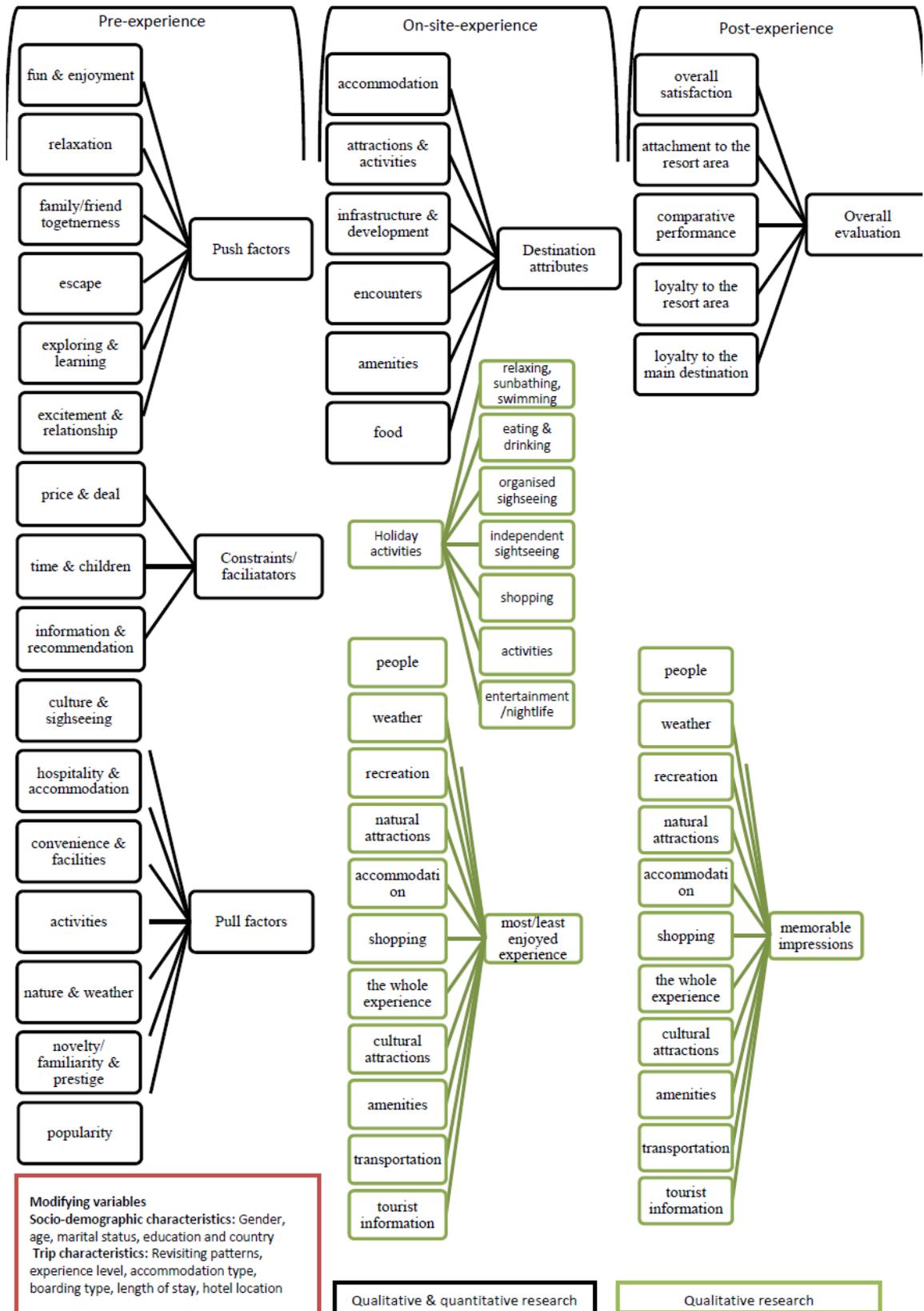


Figure 7-2 Summary of constructs

This study makes some significant potential contributions to knowledge, in particular:

- Studying pre-, on-site- and post-experience phases simultaneously, this study is one of the few studies investigating push factors, pull factors, constraints/facilitators, holiday activities, most/least enjoyed experiences, destination attributes, overall evaluation and memorable impressions in the same research project.
- This study demonstrated the importance and relevance of constraints and facilitators in conjunction with push and pull factors for actual holiday choice. The significance of constraints/facilitators was also evident during on-site experience phase and holidaymakers' future holiday choice.
- This study also demonstrated the relevance and importance of comparative performance in relation to overall evaluation and destination loyalty. The study clearly identified three distinct tourist types based on their revisiting patterns (repeaters to the resort area, repeaters to the main destination but first-timers to the resort area and first-timers to the main destination and resort area). Most studies, unlike this study, fail to consider the distinction between destination loyalty to the main destination and loyalty to the resort area.
- This study systematically demonstrated varying degree of relevance and influence of socio-demographic and trip characteristics on three phases of tourist experience process.
- Previous research was based mainly either on the positivist or interpretivist traditions. This research has straddled the divide between two paradigms and provided better insights. It clearly confirmed that mixed methods research is useful in understanding and uncovering the complexities of tourist experiences and behaviours.
- The findings from both qualitative and quantitative research supported each other in demonstrating the relevance of peak touristic experiences and supporting consumption experiences. They also show that they are related to the constraints/facilitators, on the structural, interpersonal and intrapersonal levels.

Finally, as discussed below theoretical and methodological implications and suggestions for future research are also of particular importance.

#### **7.4. Other contributions of the study, limitations, and future research**

The current findings add substantially to our understanding of tourist motivations, behaviours and experiences and provide additional evidence with respect to the complexity and heterogeneity of this phenomenon. The relevance of both modern and postmodern perspectives was evident on tourist behaviours and experiences in Alanya. The findings clearly showed the relevance and influence of traditional reasons (e.g. need for a change, sunshine hours) for travel from the modernist perspective (e.g. McKercher 2008; Gray 1970). With regard to the dominance of the recreational mode as a major holiday activity, tourists' experiences seemed to be homogenous among the participants of the study. However, analysis of tourists' behaviours and experiences in Alanya confirmed the diversity and complexity of the phenomenon and provided evidence for postmodern perspective (Wang 2000; Poon 1993). This study benefited a great deal from adopting a pluralistic perspective in theory and methodology, and, it thus enhances our understanding of the phenomenon.

As shown in the literature review chapter, past studies have measured the relationships between push and pull factors using mainly quantitative research instruments and some have explored these relationships using qualitative techniques. It should be noted that the Alanya study is one of few studies that uses mixed methods research and the influence of constraining/facilitating factors in the analysis of tourist motivation and behaviour. Using mixed methods research, this study is also unique with respect to the analysis of holiday experiences, satisfaction and destination. More importantly, this thesis focuses on three phases of tourist experiences and it is destination-based; it thus responds to the call for this sort of investigations (e.g. Ryan 2010).

The study demonstrated that mixed methods approach is useful in understanding this complex phenomenon. Questionnaire survey allowed the collection of large amount of quantitative and qualitative data about the motivations, behaviour and experiences in three phases of the tourist experience. The data from the questionnaire survey provided statistical evidence concerning the heterogeneous nature of this sample. The

use of qualitative data both from the questionnaire survey and semi-structured interviews provided information to delve into the complexities of tourist motivations, behaviours, and experiences.

Using mixed methods research design and studying tourists' motivations, on-site experiences, and satisfaction in the same study, provides both a theoretical and methodological base for future studies. The results of this thesis clearly show the value of the pluralistic perspective and call for its use in future studies. It should, however, be noted that using mixed methods research and pluralistic approach was not an easy task and many theoretical and methodological challenges were encountered in the course of the research. For example, the amount of data and technical and paradigmatic conflicts as mentioned in the methodology chapter.

Nevertheless, focusing almost on the full picture of tourist behaviour/experience process, the results of the research reported in this thesis provide useful insights into tourist motivations, behaviours, and experiences in Alanya, Turkey and into the coastal summer resorts in general. The methods used for this Alanya study may be applied to other tourist resorts in Turkey and elsewhere. It is clear that there is a need to replicate this study not only to validate its findings, but also to overcome its limitations. Finally, a number of important limitations need to be considered.

First the fieldwork has taken place in only one resort in Turkey. More research is required to improve our knowledge on tourist motivation, behaviour and experiences at other tourist resorts in Turkey and elsewhere. The sample was nationally representative of people from England, but would tend to miss people who were from Wales, Scotland and Northern Ireland. The most important limitation lies in the fact that the study used a convenience sample of British tourists. Other nationalities visiting Alanya was not represented in this sample. It should be noted that generalisation of findings was not necessarily a purpose of this study. It is pertinent to note that the current research was specifically designed to focus on tourists from one origin to minimise the influence of cultural differences. Further works needs to be done to establish whether the findings on British tourists in Alanya are replicable to other nationalities. What is now needed is cross-national study involving replication of this study with random sampling in the same resort area, and, other similar resorts elsewhere in the Mediterranean.

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## APPENDICES

### Appendix 1: Questionnaire



Dear Guest,  
 My name is Muhammet Kesgin and I am a PhD Researcher at Buckinghamshire New University in High Wycombe, UK. As a part of my study, I am conducting a research on British tourists' holiday experiences in Alanya. Data collection is only for research purposes and will not be shared by any third parties. All information will be treated with anonymity and confidentiality. I greatly appreciate your cooperation.

**Tick a box for each statement. If any of the following statement is not relevant to you leave it blank. Please see below.**

#### Q1. Reasons for visiting Alanya

<u>I came to Alanya to</u>	1-strongly disagree		5-strongly agree		
	1	2	3	4	5
increase my knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
get away from it all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
make new friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
build relationships with family/friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
have good time with family/friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
relax physically	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
relax mentally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
experience different places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
challenge my abilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
experience different cultures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
have fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
do nothing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
experience holiday romance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
enjoy good weather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
have thrills and excitement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
enjoy myself/ourselves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
have a chance of time for reflection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
do things I find personally meaningful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
other, please state.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q2. Visitors' Attractions**

**I am visiting Alanya because**

	1-strongly disagree		5-strongly agree		
	1	2	3	4	5
it has many attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it has beautiful scenery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it has an exotic atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it has a pleasant climate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it has nice beaches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it has an active nightlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of its calm atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of its local life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of its Turkish cuisine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of its friendly locals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of its good accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of its hospitability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of its history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of sightseeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of sports activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of cultural activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of its heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it offers good facilities for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it offers good facilities for elderly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of its cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of its safety and security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of its reasonable prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
of Turkish culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it's not popular with people from my own country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it's a familiar destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it's a new place for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it's a place that I can tell others about it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
none of my friends been here before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
other, please state.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q3. Selecting Alanya as a holiday destination**

<u>In choosing a holiday in Alanya the decision was</u>	1-strongly disagree		5-strongly agree		
	1	2	3	4	5
primarily my own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
taken by spouse/partner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
jointly taken by spouse/partner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
jointly taken by friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
influenced by children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
influenced by available time for holiday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
influenced by the time of year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
influenced by price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
influenced by recommendation of family/relatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
influenced by recommendation of friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
influenced by recommendation of travel agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
influenced by reviews on travel blogs/internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
influenced by media (e.g. brochure, TV etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
taken because it was a good deal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
taken at very last minute	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
taken well in advance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
other, please state	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q4.Holiday Activities**

**Please state what you did and where you went in Alanya:**

During the day:

In the evening:

Any excursion:

**Q5. Accommodation in Alanya**

<u>My place of stay in Alanya</u>	1-strongly disagree		5-strongly agree		
	1	2	3	4	5
provides good services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
has a good location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
has good facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
provides good Turkish food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
provides good variety of food and beverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
is clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
is safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
has friendly and hospitable staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
has courteous staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
offers good entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
is crowded	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
other, please state	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Any suggestion for your accommodation**

**Q6.Experience in Alanya**

Please briefly describe anything that you most enjoyed in Alanya?

Please briefly describe anything that you least enjoyed in Alanya?

**Q7. Your Opinion of Alanya**

<u>In Alanya</u>	1-strongly disagree		5-strongly agree		
	1	2	3	4	5
the atmosphere is pleasing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the scenery is beautiful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the weather is enjoyable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the beach is clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
there are adequate facilities at the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the beach is crowded	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
overall cleanliness is poor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
security and safety is poor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
there is too much traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the road/transport conditions are poor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it is too commercialized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it is densely urbanized (overdeveloped)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it is very noisy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
it is too crowded	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the history is interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turkish food is good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the variety of food and beverages is good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
interaction with other tourists is enjoyable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
locals are friendly and hospitable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
locals are hospitable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the service providers are professional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
staff at shopping places are courteous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
staff at restaurants and bars are courteous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the overall quality of services is good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
access to information is easy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
tourist attractions/activities are varied	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
shopping opportunities are good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
souvenirs are locally produced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
souvenirs are genuine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
entertainment/nightlife is good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
excursions are available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
there are a lot of things to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the prices are good value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
other, please state.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q8a. Alanya compared to other holiday places	1-strongly disagree		5-strongly agree		
	1	2	3	4	5
Alanya offers better service than other holiday places I visited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alanya offers better holiday facilities than other holiday places I visited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alanya offers better atmosphere than other holiday places I visited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alanya provides more value for money than other holiday places I visited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alanya is different than other holiday places I have visited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I love staying in Alanya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel better when I stay in Alanya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like Alanya more than any other holiday places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Even if other holiday places offers lower rates I will choose Alanya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Other opinions:**

**Q8b. About your holidays**

Do you go on holidays in UK?  Yes  No

How often do you travel abroad? .....

Could you please tell about your other holidays? Please list places you have visited before ( e.g. I have been to Alanya in 2010):



**Q11. About Alanya**

How would you best describe Alanya with three words?

- 1.
- 2.
- 3.

**Q12. About You**

Your age .....?

Your gender .....?

Marital status       Married       Never married    Divorced  
                          Widowed       other

Do you have any children?       Yes               No

Are your children living with you?       Yes               No

Occupation .....?

Education .....?

Hometown .....?

**THANK YOU VERY MUCH.**

To show my appreciation of your time I wish you would want to enter the draw. The prize is a one week holiday in Alanya. If you write your name and address it will be entered into the draw.

## Appendix 2: Interview Guide

### Interview Guide

Date:

Time:

Venue:

Forename:

Gender:		Male		Female	
Your Age:	18-24	25-34	35-44	45-54	55-64 65+

Marital Status:

Do you have any children?

Are your children living with you?

Occupation:

Education:

Hometown:

Is this an all inclusive package holiday?

Is this first visit to Turkey?      Yes      No      ....

Is this first visit to Alanya?      Yes      No      ....

How long do you intend to stay?      .....

Who are you travelling with?      ....

1. Why holiday in Alanya?
2. What made you choose a hotel in Alanya?
3. Why not somewhere else?
4. What did you do in Alanya? Where did you go?
5. How do you feel about your holiday in Alanya? Tell me about your accommodation. Tell me about your holiday. Tell me about your opinions of Alanya.
6. How do you find Alanya compared to other holiday places?
7. Have you enjoyed your holiday?
8. How attached are you to Alanya as a holiday place?
9. Will you revisit/recommend Alanya/Turkey?

### Appendix 3: Quantitative findings

**Appendix 3 Table 1 Skewness and kurtosis of push items**

Measures <i>I came to Alanya to</i>	N	Mean	SD	Skewness		Kurtosis	
				Statis.	St. Err.	Statis.	St.Err.
increase my knowledge	455	2.42	1.14	0.333	0.114	-0.602	0.228
get away from it all	486	4.26	0.97	-1.336	0.111	1.382	0.221
make new friends	460	2.83	1.15	0.130	0.114	-0.606	0.227
build relationships with family/friends	464	3.37	1.32	-0.421	0.113	-0.919	0.226
have good time with family/friends	485	4.65	0.78	-2.709	0.111	7.786	0.221
relax physically	501	4.57	0.76	-2.025	0.109	4.275	0.218
relax mentally	495	4.56	0.81	-2.172	0.110	4.927	0.219
experience different places	493	4.19	0.97	-1.128	0.110	0.787	0.220
challenge my abilities	457	2.44	1.14	0.507	0.114	-0.358	0.228
experience different cultures	487	3.84	1.08	-0.748	0.111	-0.006	0.221
have fun	495	4.71	0.61	-2.499	0.110	7.675	0.219
do nothing	468	3.37	1.41	-0.354	0.113	-1.123	0.225
experience holiday romance	444	2.03	1.40	1.068	0.116	-0.253	0.231
enjoy good weather (sunshine)	501	4.69	0.67	-2.740	0.109	8.811	0.218
have thrills and excitement	469	3.62	1.13	-0.435	0.113	-0.479	0.225
enjoy myself/ourselves	491	4.73	0.58	-2.563	0.110	7.708	0.220
have a chance of time for reflection	466	3.41	1.23	-0.315	0.113	-0.769	0.226
do things I find personally meaningful	458	2.96	1.20	0.088	0.114	-0.731	0.228
<b>Valid N (listwise)</b>	<b>385</b>						

**Appendix 3 Table 2 Skewness and kurtosis of pull items**

Measures <i>I am visiting Alanya because</i>	N	Mean	SD	Skewness		Kurtosis	
				Statis.	St. Err.	Statis.	St.Err.
it has many attractions	470	3.21	1.03	0.005	0.113	-0.330	0.225
it has beautiful scenery	480	3.76	1.01	-0.529	0.111	-0.158	0.222
it has an exotic atmosphere	469	3.40	1.03	-0.187	0.113	-0.444	0.225
it has a pleasant climate	482	4.18	0.90	-1.019	0.111	0.628	0.222
it has nice beaches	480	3.79	1.10	-0.645	0.111	-0.306	0.222
it has an active night life	464	3.13	1.27	-0.176	0.113	-0.908	0.226
of its calm atmosphere	467	3.36	1.06	-0.156	0.113	-0.404	0.225
of its local life	467	3.22	1.08	-0.064	0.113	-0.379	0.225
of its Turkish cuisine	471	3.17	1.18	-0.143	0.113	-0.723	0.225
of its friendly locals	481	3.48	1.18	-0.317	0.111	-0.725	0.222
of its good accommodation	478	3.68	1.10	-0.569	0.112	-0.301	0.223
of its hospitability	479	3.71	1.08	-0.578	0.112	-0.228	0.223
of its history	467	3.17	1.19	-0.181	0.113	-0.752	0.225
of sightseeing	470	3.39	1.19	-0.373	0.113	-0.628	0.225
of shopping	474	3.39	1.24	-0.320	0.112	-0.818	0.224
of entertainment	471	3.24	1.13	-0.169	0.113	-0.612	0.225
of sports activities	460	2.69	1.22	0.256	0.114	-0.729	0.227
of cultural activities	461	2.97	1.12	-0.032	0.114	-0.541	0.227
of its heritage	460	3.05	1.18	-0.081	0.114	-0.693	0.227
it offers good facilities for children	437	2.72	1.35	0.159	0.117	-1.176	0.233
it offers good facilities for elderly	421	2.41	1.23	0.484	0.119	-0.662	0.237
of its cleanliness	476	3.47	1.15	-0.384	0.112	-0.496	0.223
of its safety and security	471	3.36	1.13	-0.324	0.113	-0.542	0.225
of its reasonable prices	481	3.30	1.22	-0.296	0.111	-0.769	0.222
of Turkish culture	465	3.35	1.12	-0.302	0.113	-0.481	0.226
it is not popular in my country	450	2.67	1.34	0.296	0.115	-1.004	0.230
it is a familiar destination	449	2.69	1.33	0.337	0.115	-0.954	0.230
it is a new place for me	474	4.10	1.32	-1.347	0.112	0.529	0.224
I can tell others about it	474	3.99	1.14	-0.981	0.112	0.173	0.224
my friends have not been here before	452	3.43	1.46	-0.369	0.115	-1.217	0.229
<b>Valid N (listwise)</b>	<b>346</b>						

**Appendix 3 Table 3 Skewness and kurtosis of constraining/facilitating items**

<i>In choosing a holiday in Alanya the decision was influenced by / taken</i>	N	Mean	SD	Skewness		Kurtosis	
				Statis.	St. Err.	Statis.	St.Err.
children	395	2.00	1.39	1.025	0.123	-0.442	0.245
available time for holiday	430	3.07	1.52	-0.146	0.118	-1.417	0.235
the time of year	436	3.46	1.38	-0.599	0.117	-0.824	0.233
price	465	3.78	1.24	-0.847	0.113	-0.180	0.226
recommendation of family/relatives	413	2.46	1.49	0.459	0.120	-1.245	0.240
recommendation of friends	414	2.24	1.40	0.648	0.120	-1.005	0.239
recommendation of travel agent	423	2.64	1.45	0.239	0.119	-1.306	0.237
reviews on travel blogs/internet media (e.g. brochure, TV etc.)	413	2.64	1.45	0.239	0.120	-1.337	0.240
because it was a good deal	400	2.13	1.27	0.792	0.122	-0.552	0.243
	446	3.70	1.34	-0.760	0.116	-0.573	0.231
<b>Valid N (listwise)</b>	<b>359</b>						

**Appendix 3 Table 4 Skewness and kurtosis of accommodation items**

Measures <i>My place of stay in Alanya</i>	N	MeanSD		Skewness		Kurtosis	
				Statis.	St. Err.	Statis.	St. Err.
provides good services	499	4.00	1.14	-1.083	0.109	0.481	0.218
has a good location	500	4.05	1.08	-0.992	0.109	0.227	0.218
has good facilities	497	3.90	1.14	-0.819	0.110	-0.120	0.219
provides good Turkish food	477	3.41	1.24	-0.325	0.112	-0.771	0.223
provides good variety of food & beverage	489	3.56	1.32	-0.485	0.110	-0.889	0.220
is clean	502	4.33	0.92	-1.439	0.109	1.722	0.218
is safe	496	4.23	0.99	-1.386	0.110	1.580	0.219
has friendly and hospitable staff	502	4.18	1.11	-1.358	0.109	1.124	0.218
has courteous staff	497	4.09	1.17	-1.274	0.110	0.824	0.219
offers good entertainment	486	2.94	1.31	0.044	0.111	-1.016	0.221
is crowded	437	3.09	1.26	-0.078	0.117	-0.913	0.233
<b>Valid N (listwise)</b>	<b>412</b>						

**Appendix 3 Table 5 Skewness and kurtosis of destination items**

Measures <i>My place of stay in Alanya</i>	N	Mean	SD	Skewness		Kurtosis	
				Statis.	St. Err.	Statis.	St. Err.
the atmosphere is pleasing	497	3.99	0.87	-0.617	0.110	0.249	0.219
the scenery is beautiful	504	4.16	0.87	-0.818	0.109	0.277	0.217
the weather is enjoyable	499	4.43	0.76	-1.293	0.109	1.465	0.218
the beach is clean	499	3.82	1.16	-0.681	0.109	-0.443	0.218
there are adequate facilities at the beach	496	3.91	1.06	-0.810	0.110	0.072	0.219
the beach is crowded	483	3.05	1.12	0.004	0.111	-0.521	0.222
overall cleanliness is poor	482	3.97	1.13	-0.966	0.111	0.136	0.222
security and safety is poor	482	3.85	1.19	-0.807	0.111	-0.273	0.222
there is too much traffic	489	3.00	1.29	-0.010	0.110	-0.977	0.220
the road/transport conditions are poor	481	3.14	1.26	-0.179	0.111	-0.854	0.222
it is too commercialized	477	3.29	1.10	-0.214	0.112	-0.383	0.223
it is densely urbanized (overdeveloped)	473	3.35	1.15	-0.288	0.112	-0.511	0.224
it is very noisy	481	3.22	1.13	-0.157	0.111	-0.561	0.222
it is too crowded	481	3.33	1.10	-0.272	0.111	-0.470	0.222
the history is interesting	478	3.58	1.12	-0.613	0.112	-0.240	0.223
Turkish food is good	491	3.52	1.18	-0.484	0.110	-0.532	0.220
the variety of food and beverages is good	494	3.64	1.19	-0.643	0.110	-0.403	0.219
interaction with other tourists is enjoyable	490	3.53	1.17	-0.547	0.110	-0.365	0.220
locals are friendly and hospitable	491	3.96	1.02	-0.767	0.110	0.032	0.220
locals are hospitable	491	3.93	1.02	-0.697	0.110	-0.155	0.220
the service providers are professional	486	3.84	1.03	-0.587	0.111	-0.303	0.221
staff at shopping places are courteous	488	3.29	1.30	-0.299	0.111	-0.919	0.221
staff at restaurants and bars are courteous	494	3.95	1.05	-0.788	0.110	-0.014	0.219
the overall quality of services is good	496	3.96	0.94	-0.664	0.110	0.145	0.219
access to information is easy	489	3.48	1.07	-0.337	0.110	-0.249	0.220
tourist attractions/activities are varied	492	3.64	1.00	-0.353	0.110	-0.321	0.220
shopping opportunities are good	489	3.77	1.03	-0.674	0.110	0.183	0.220
souvenirs are locally produced	476	3.57	1.02	-0.313	0.112	-0.253	0.223
souvenirs are genuine	476	2.87	1.27	0.019	0.112	-0.872	0.223
entertainment/nightlife is good	481	3.46	1.08	-0.349	0.111	-0.279	0.222
excursions are available	493	4.08	0.98	-0.924	0.110	0.487	0.220
there are a lot of things to do	491	3.74	1.08	-0.592	0.110	-0.249	0.220
the prices are good value for money	494	3.33	1.25	-0.337	0.110	-0.751	0.219
<b>Valid N (listwise)</b>	<b>359</b>						

**Appendix 3 Table 6 Skewness and kurtosis of overall evaluation items**

Measures	N	Mean	SD	Skewness		Kurtosis	
				Statis.	St. Err.	Statis.	St. Err.
<b><i>Overall satisfaction</i></b>							
How would you rate Alanya after this visit?	501	3.52	1.06	-0.302	0.109	-0.632	0.218
How satisfied or dissatisfied are you with Alanya?	494	3.98	0.89	-1.081	0.110	1.449	0.219
To what extent does this visit meet your expectations?	489	3.85	1.03	-0.869	0.110	0.213	0.220
Alanya is my ideal type of holiday	498	3.35	1.08	-0.387	0.109	-0.416	0.218
the overall quality of services is good	496	3.96	0.94	-0.664	0.110	0.145	0.219
<b><i>Alanya compared to other holiday places</i></b>							
Alanya offers better service than other holiday places I visited	494	2.88	1.10	0.055	0.110	-0.318	0.220
Alanya offers better holiday facilities than other holiday places I visited	490	2.85	1.05	0.029	0.110	-0.552	0.220
Alanya offers better atmosphere than other holiday places I visited	491	2.96	1.13	0.016	0.110	-0.788	0.220
Alanya provides more value for money than other holiday places I visited	491	2.97	1.21	-0.506	0.111	-0.367	0.222
Alanya is different than other holiday places I have visited	484	3.62	1.10	-0.319	0.110	-0.499	0.220
I love staying in Alanya	492	3.51	1.11	-0.024	0.113	-0.559	0.225
I feel better when I stay in Alanya	470	3.11	1.14	0.370	0.111	-0.667	0.222
I like Alanya more than any other holiday places	480	2.60	1.23	0.479	0.113	-0.645	0.225
Even if other holiday places offers lower rates I will choose Alanya	471	2.49	1.25	-0.343	0.109	-1.000	0.218
<b><i>Revisiting and recommending Alanya and Turkey</i></b>							
If I can I will holiday in Alanya again	501	3.35	1.35	-0.655	0.109	-0.596	0.218
I will recommend Alanya to others	502	3.63	1.27	-0.142	0.109	-1.220	0.218
I'd like to come back to Alanya within 3 years	500	3.18	1.41	-0.960	0.109	0.313	0.218
I'd like to come to Turkey to see other places	500	3.98	1.08	-1.061	0.109	0.353	0.218
I will recommend Turkey to others	502	4.09	1.09	-0.302	0.109	-0.632	0.218
<b>Valid N (listwise)</b>	<b>424</b>						

**Appendix 3 Table 7 Skewness and kurtosis of identified factors**

Measures	N	Mean	SD	Skewness		Kurtosis	
				Statis.	St. Err.	Statis.	St. Err.
<b>Push factors</b>							
Learning & exploring	505	3.4828	.79135	-.407	.109	-.176	.217
Fun & enjoyment	505	4.7103	.48005	-2.448	.109	8.434	.217
Excitement & relationship	505	2.7748	.75146	.211	.109	.092	.217
Relaxation	505	4.5672	.73068	-2.030	.109	4.556	.217
Escape	505	3.6803	.80478	-.407	.109	.002	.217
Family/friend togetherness	505	4.0112	.83795	-.977	.109	1.089	.217
<b>Pull factors</b>							
Culture & sightseeing	505	3.1853	.93135	-.300	.109	-.147	.217
Hospitality & accommodation	505	3.4349	.80683	-.232	.109	-.053	.217
Convenience & facilities	505	3.0516	.84652	-.086	.109	-.086	.217
Activities	505	3.1138	.86000	-.185	.109	-.104	.217
Nature & weather	505	3.6671	.69958	-.251	.109	-.032	.217
Novelty/Familiarity & prestige	505	3.5922	.74747	-.447	.109	.555	.217
Popularity	505	3.0502	1.03624	-.110	.109	-.459	.217
<b>Constraining/facilitating factors</b>							
Price & deal	505	3.7379	1.09836	-.799	.109	.039	.217
Time & children constraints	505	2.8412	1.01799	-.227	.109	-.532	.217
Information & recommendation	505	2.4232	.88348	.255	.109	-.338	.217
<b>Hotel/destination attribute factors</b>							
Accommodation	505	4.1105	.84417	-1.075	.109	1.058	.217
Tourist attractions & activities	505	3.6513	.63694	-.142	.109	.098	.217
Infrastructure & development	505	3.2217	.81872	-.031	.109	.092	.217
Encounters	505	3.7131	.82276	-.340	.109	-.286	.217
Amenities	505	3.8841	.82584	-.555	.109	-.082	.217
Food	505	3.5315	.99067	-.411	.109	-.401	.217
<b>Overall evaluation and loyalty factors</b>							
Overall satisfaction	505	3.6757	.90038	-.647	.109	.088	.217
Comparison of resort area	505	2.9156	.95819	.003	.109	-.116	.217
Attachment to the resort area	505	2.9299	1.00378	.163	.109	-.485	.217
Loyalty to the resort area	505	3.3863	1.26561	-.384	.109	-.894	.217
Loyalty to the main destination	505	4.0368	.99758	-.975	.109	.332	.217
<b>Valid N (listwise)</b>	<b>505</b>						

**Appendix 3 Table 8 Push items by revisiting patterns**

<b>Measures</b> <i>I came to Alanya to</i>	<b>First timers to Turkey (n=286)</b>	<b>Repeaters to Turkey (n=156)</b>	<b>Repeaters to Alanya (n=63)</b>	<b>F- value</b>	<b>p- value</b>
increase my knowledge	2.38	2.38	2.72	2.67	.070
get away from it all	4.16a	4.40a	4.34	3.93	.021**
make new friends	2.75a	2.83	3.17a	3.95	.020**
build relationships with family/friends	3.34	3.43	3.42	.306	.737
have good time with family/friends	4.64	4.67	4.65	.089	.915
relax physically	4.51	4.64	4.68	2.60	.077
relax mentally	4.50	4.64	4.63	1.85	.161
experience different places	4.21	4.21	4.01	1.19	.304
challenge my abilities	2.35a	2.44a	2.87a	6.02	.003*
experience different cultures	3.78a	3.79a	4.23a	4.99	.007*
have fun	4.70	4.69	4.77	.474	.623
do nothing	3.22a	3.61a	3.48	4.40	.013**
experience holiday romance	1.98	2.21	2.05	.616	.541
enjoy good weather (sunshine)	4.67	4.70	4.77	.644	.525
have thrills and excitement	3.53	3.72	3.78	2.46	.086
enjoy myself/ourselves	4.73	4.71	4.80	.521	.594
have a chance of time for reflection	3.28a	3.54	3.68a	4.26	.015**
do things I find personally meaningful	2.83a	3.12a	3.14	4.31	.014**

**Appendix 3 Table 9 Pull items by revisiting patterns**

<b>Measures</b> <i>I am visiting Alanya because</i>	<b>First timers to Turkey (n=286)</b>	<b>Repeaters to Turkey (n=156)</b>	<b>Repeaters to Alanya (n=63)</b>	<b>F- value</b>	<b>p- value</b>
it has many attractions	3.10a	3.17a	3.82a	14.92	.000*
it has beautiful scenery	3.68a	3.69a	4.29a	10.86	.000*
it has an exotic atmosphere	3.35a	3.32a	3.72a	4.70	.010*
it has a pleasant climate	4.07a	4.28	4.35a	4.42	.013**
it has nice beaches	3.71a	3.77	4.13a	4.03	.018**
it has an active night life	3.08a	3.07a	3.51a	3.55	.029**
of its calm atmosphere	3.29a	3.23a	3.92a	11.90	.000*
of its local life	3.10a	3.19a	3.81a	12.66	.000*
of its Turkish cuisine	3.06a	3.13a	3.69a	7.90	.000*
of its friendly locals	3.30a	3.55a	4.06a	17.92	.000*
of its good accommodation	3.60a	3.68	4.00a	3.58	.029**
of its hospitability	3.60a	3.68a	4.24a	9.97	.000*
of its history	3.00a	3.24a	3.73a	11.45	.000*
of sightseeing	3.28a	3.35a	3.91a	7.95	.000*
of shopping	3.29a	3.36a	3.91a	7.02	.001*
of entertainment	3.23a	3.01a	3.78a	11.73	.000*
of sports activities	2.59a	2.72	3.03a	3.82	.023**
of cultural activities	2.89a	2.97	3.33a	4.30	.014**
of its heritage	2.89a	3.19a	3.40a	7.09	.001*
it offers good facilities for children	2.59a	2.88a	2.91	3.70	.025**
it offers good facilities for elderly	2.30	2.51	2.61	3.04	.049**
of its cleanliness	3.39	3.49	3.71	2.12	.121
of its safety and security	3.26a	3.38	3.78a	5.68	.004*
of its reasonable prices	3.22a	3.27	3.68a	3.97	.019**
of Turkish culture	3.28a	3.29a	3.75a	5.41	.005*
it is not popular in my country	2.54	2.81	2.91	3.55	.029**
it is a familiar destination	2.35a	2.90ab	3.63ab	34.70	.000*
it is a new place for me	4.51a	3.88ab	2.71ab	45.77	.000*
I can tell others about it	4.06a	3.80a	4.15	3.68	.026**
my friends have not been here before	3.39	3.48	3.44	.233	.792

**Appendix 3 Table10 Constraining/facilitating items by revisiting patterns**

<i>In choosing a holiday in Alanya the decision was influenced by / taken</i>	<b>First timers to Turkey (n=286)</b>	<b>Repeaters to Turkey (n=156)</b>	<b>Repeaters to Alanya (n=63)</b>	<b>F-value</b>	<b>p-value</b>
children	1.89a	2.20a	1.95	3.298	.038**
available time for holiday	2.97a	3.37a	2.71a	6.507	.002*
the time of year	3.35	3.66	3.43	2.823	.060
price	3.68a	3.99a	3.69	3.767	.024**
recommendation of family/relatives	2.55	2.30	2.45	1.81	.167
recommendation of friends	2.35	2.09	2.06	3.06	.049**
recommendation of travel agent	2.74	2.58	2.31	2.94	.054
reviews on travel blogs/internet	2.67	2.71	2.31	2.25	.107
media (e.g. brochure, TV etc.)	2.17	2.05	2.10	.552	.577
because it was a good deal	3.68	3.82	3.42	2.28	.103

**Appendix 3 Table 11 Overall evaluations items by revisiting patterns**

Measures	First timers to Turkey	Repeaters to Turkey	Repeaters to Alanya	F-value	p-value
Alanya is my ideal type of holiday	3.26a	3.26a	3.92a	6.30	.002*
How would you rate Alanya after this visit?	3.52a	3.36a	3.92a	6.51	.002*
To what extent does this visit meet your expectations?	3.83a	3.73a	4.19a	4.78	.009*
The overall quality of services is good	3.86a	3.98	4.31a	10.87	.000*
How satisfied or dissatisfied are you with Alanya?	3.97	3.89a	4.23a	3.38	.035**
Alanya offers better service than other holiday places I visited	2.86a	2.78a	3.45a	10.33	.000*
Alanya offers better holiday facilities than other holiday places I visited	2.78a	2.75a	3.35a	9.06	.000*
Alanya offers better atmosphere than other holiday places I visited	2.85a	2.85a	3.68a	16.02	.000*
Alanya provides more value for money than other holiday places I visited	2.91a	2.86a	3.52a	7.96	.000*
Alanya is different than other holiday places I have visited	3.70a	3.33a	3.92a	9.32	.000*
I love staying in Alanya	3.45a	3.38a	4.06a	9.59	.000*
I feel better when I stay in Alanya	3.02a	3.05a	3.62a	9.14	.000*
I like Alanya more than any other holiday places	2.49a	2.49a	3.36a	15.33	.000
Even if other holiday places offers lower rates I will choose Alanya	2.36a	2.35a	3.40a	22.16	.000*
If I can I will holiday in Alanya again	3.32a	3.09a	4.15a	15.01	.000*
I will recommend Alanya to others	3.60a	3.42a	4.26a	10.41	.000*
I'd like to come back to Alanya within 3 years	3.09a	3.01a	3.92a	10.84	.000*
I'd like to come to Turkey to see other places	3.93a	3.91a	4.36a	4.59	.011**
I will recommend Turkey to others	3.96a	4.10a	4.61a	9.75	.000*

**Appendix 3 Table 12 Variations by gender**

Gender groups (n=)	Male (214)	Female (291)	t-value	p-value
<b>Push factors</b>				
Learning & exploring	3.44	3.51	$t(503) = -.991$	.322
Fun & enjoyment	4.70	4.72	$t(503) = -.370$	.712
Excitement & relationship	2.79	2.77	$t(503) = .342$	.732
Relaxation	4.60	4.54	$t(503) = .892$	.373
Escape	3.62	3.73	$t(503) = -1.469$	.143
Family/friend togetherness	3.99	4.03	$t(503) = -.522$	.602
<b>Pull factors</b>				
Culture & sightseeing	3.17	3.20	$t(503) = -.371$	.710
Hospitality & accommodation	3.38	3.48	$t(499) = -1.350$	.178
Convenience & facilities	3.01	3.08	$t(503) = -1.027$	.305
Activities	3.09	3.13	$t(503) = -.627$	.531
Nature & weather	3.58	3.73	$t(503) = -2.441$	<b>.015**</b>
Novelty/Familiarity & prestige	3.57	3.61	$t(499) = -.586$	.558
Popularity	3.02	3.07	$t(503) = -.585$	.559
<b>Constraining/facilitating factors</b>				
Price & deal	3.65	3.80	$t(503) = -1.500$	.134
Time & children constraints	2.79	2.88	$t(503) = -.934$	.351
Information & recommendation	2.37	2.46	$t(503) = -1.228$	.220
<b>Hotel/destination attribute factors</b>				
Accommodation	4.05	4.05	$t(503) = -1.312$	.190
Tourist attractions & activities	3.59	3.70	$t(503) = -1.986$	<b>.048**</b>
Infrastructure & development	3.16	3.16	$t(503) = -1.354$	.176
Encounters	3.68	3.74	$t(503) = -.890$	.374
Amenities	3.81	3.94	$t(503) = -1.675$	.095
Food	3.51	3.55	$t(441) = -.462$	.644
<b>Overall evaluation and loyalty factors</b>				
Overall satisfaction	2.82	3.01	$t(503) = -1.623$	.105
Comparison of resort area	2.84	2.97	$t(503) = -1.481$	.139
Attachment to the resort area	3.24	3.50	$t(503) = -2.144$	<b>.032**</b>
Loyalty to the resort area	3.98	4.08	$t(503) = -2.280$	<b>.023**</b>
Loyalty to the main destination	3.60	3.73	$t(503) = -1.027$	.305

**Appendix 3 Table 13 Variation by age groups**

Age Groups (n=)	11-17 (54)	18-24 (124)	25-34 (69)	35-44 (99)	45-54 (94)	55+ (65)	F-value	p-value
<b>Push factors</b>								
Learning & exploring	2.96A	3.31B	3.42aC	3.57a	3.68ab	3.87abc	(5,499)=11.62	.000*
Fun & enjoyment	4.64	4.78	4.75	4.76	4.64	4.62	(5,201)=1.74	.127
Excitement & relationship	2.62a	2.80	2.58a	2.75	2.80	3.07A	(5,499)=3.85	.003*
Relaxation	4.06A	4.64a	4.52a	4.67a	4.68a	4.58a	(5,201)=3.89	.002*
Escape	3.26ab	3.57a	3.63	3.89A	3.88B	3.68	(5,499)=6.16	.000*
Family/friend togetherness	3.79	4.06	3.96	3.96	4.13	4.07	(5,499)=1.43	.212
<b>Pull factors</b>								
Culture & sightseeing	2.65A	2.92B	3.15C	3.33ab	3.37ab	3.67abc	(5,499)=11.35	.000*
Hospitality & accommodation	3.21a	3.22ab	3.30a	3.52a	3.54aB	3.89A	(5,499)=8.27	.000*
Convenience & facilities	2.96a	2.79abc	2.99a	3.11C	3.16B	3.43A	(5,499)=5.77	.000*
Activities	3.38	3.09	2.97	3.08	3.02	3.27	(5,499)=2.13	.060
Nature & weather	3.48a	3.65	3.54	3.77	3.61	3.89A	(5,499)=3.22	.007*
Novelty/Familiarity & prestige	3.59	3.52	3.47	3.67	3.59	3.74	(5,499)=1.33	.251
Popularity	3.28	2.84	3.06	3.22	3.01	3.06	(5,499)=2.13	.061
<b>Constraints/facilitators</b>								
Price & deal	3.18A	3.88a	3.81a	3.81a	3.80a	3.64	(5,499)=3.69	.003*
Time & children constraints	2.96	2.64	2.72	2.85	3.00	3.00	(5,499)=2.11	.062
Information & recommendation	2.51	2.50	2.26	2.42	2.40	2.43	(5,210)=.815	.540
<b>Hotel/destination attribute</b>								
Accommodation	3.98	4.07	3.94	4.12	4.19	4.35	(5,499)=2.13	.061
Tourist attractions & activities	3.61	3.67	3.57	3.64	3.60	3.83	(5,499)=1.40	.222
Infrastructure & development	3.29	3.20	3.31	3.31	3.21	3.01	(5,499)=1.33	.250
Encounters	3.62a	3.57a	3.58a	3.68a	3.79a	4.13A	(5,499)=5.07	.000*
Amenities	3.85	3.88	3.75	3.97	3.90	3.93	(5,209)=.607	.695
Food	3.47	3.34	3.43	3.63	3.63	3.76	(5,499)=2.20	.053
<b>Overall evaluation and loyalty</b>								
Overall satisfaction	3.66	3.68	3.54	3.57	3.76	3.85	(5,499)=1.29	.294
Comparison of resort area	2.96	3.04	2.79	2.67a	2.96	3.10A	(5,499)=2.54	.028**
Attachment to the resort area	3.03	2.89	2.82	2.80	2.90	3.27	(5,499)=2.14	.059
Loyalty to the resort area	3.56	3.38	3.13	3.36	3.31	3.67	(5,499)=1.53	.180
Loyalty to the main destination	3.94	4.04	4.01	4.05	4.14	3.98	(5,499)=.379	.863

**Appendix 3 Table 14 Variation by marital status**

Marital Status Groups (n=)	Married (200)	Single (259)	Other (43)	F-value	p-value
<b>Push factors</b>					
Learning & exploring	3.65a	3.33A	3.65a	(2,128)=10.67	<b>.000*</b>
Fun & enjoyment	4.70	4.73	4.63	(2,499)=.990	.372
Excitement & relationship	2.84	2.72	2.81	(2,499)=1.63	.198
Relaxation	4.65a	4.48a	4.71	(2,129)=4.26	<b>.016**</b>
Escape	3.85a	3.52A	3.86a	(2,499)=10.91	<b>.000*</b>
Family/friend togetherness	4.08	3.94	4.09	(2,499)=1.73	.178
<b>Pull factors</b>					
Culture & sightseeing	3.38a	2.98A	3.51a	(2,499)=14.01	<b>.000*</b>
Hospitality & accommodation	3.61a	3.28a	3.58	(2,499)=10.43	<b>.000*</b>
Convenience & facilities	3.24a	2.87A	3.21a	(2,499)=11.99	<b>.000*</b>
Activities	3.07	3.15	3.14	(2,499)=.453	.636
Nature & weather	3.71	3.63	3.73	(2,499)=.932	.394
Novelty/Familiarity & prestige	3.67	3.55	3.57	(2,499)=1.52	.220
Popularity	3.02	3.01a	3.41a	(2,120)=3.23	<b>.043**</b>
<b>Constraints/facilitators</b>					
Price & deal	3.84	3.67	3.69	(2,499)=1.51	.223
Time & children constraints	3.01a	2.71a	2.85	(2,499)=5.05	<b>.007*</b>
Information & recommendation	2.46	2.41	2.28	(2,499)=.715	.490
<b>Hotel/destination attribute</b>					
Accommodation	4.17	4.05	4.27	(2,499)=1.90	.150
Tourist attractions & activities	3.63	3.66	3.79	(2,499)=1.13	.323
Infrastructure & development	3.13	3.28	3.31	(2,499)=2.07	.128
Encounters	3.81a	3.60A	3.96a	(2,499)=5.87	<b>.003*</b>
Amenities	3.87	3.89	4.02	(2,499)=.592	.554
Food	3.58	3.44a	3.91a	(2,499)=4.45	<b>.012**</b>
<b>Overall evaluation and loyalty</b>					
Overall satisfaction	3.66	3.69	3.73	(2,499)=.135	.874
Comparison of resort area	2.89	2.95	2.81	(2,499)=.542	.582
Attachment to the resort area	2.95	2.92	2.90	(2,499)=.087	.917
Loyalty to the resort area	3.34	3.44	3.35	(2,499)=.385	.681
Loyalty to the main destination	4.10	4.03	3.92	(2,499)=.680	.507

**Appendix 3 Table 15 Variations by education**

Education Groups (n=)	Primary (273)	High school (92)	University (107)	F-value	p-value
<b>Push factors</b>					
Learning & exploring	3.44	3.56	3.53	(2,469)=1.06	.348
Fun & enjoyment	4.71	4.70	4.67	(2,469)=.301	.740
Excitement & relationship	2.80	2.81	2.61	(2,469)=2.71	.067
Relaxation	4.56	4.59	4.55	(2,469)=.080	.923
Escape	3.69	3.71	3.61	(2,469)=.461	.631
Family/friend togetherness	3.96	4.09	4.01	(2,469)=.853	.427
<b>Pull factors</b>					
Culture & sightseeing	3.15	3.15	3.19	(2,469)=.066	.936
Hospitality & accommodation	3.49	3.39	3.39	(2,469)=.426	.653
Convenience & facilities	3.08	3.05	2.93	(2,469)=1.24	.289
Activities	3.20a	3.01	2.86a	(2,469)=6.68	<b>.001*</b>
Nature & weather	3.70	3.68	3.57	(2,219)=1.61	.202
Novelty/Familiarity & prestige	3.69a	3.54	3.41a	(2,469)=6.12	<b>.002*</b>
Popularity	3.15	2.94	2.87	(2,469)=3.41	<b>.034**</b>
<b>Constraints/facilitators</b>					
Price & deal	3.61A	3.99a	3.92a	(2,218)=6.39	<b>.002*</b>
Time & children constraints	2.85	2.95	2.78	(2,469)=.695	.499
Information & recommendation	2.45	2.34	2.41	(2,469)=.496	.609
<b>Hotel/destination attribute</b>					
Accommodation	4.12	4.08	4.21	(2,469)=.674	.510
Tourist attractions & activities	3.67	3.62	3.66	(2,469)=.237	.789
Infrastructure & development	3.19	3.27	3.32	(2,469)=1.06	.346
Encounters	3.69	3.74	3.76	(2,469)=.313	.731
Amenities	3.91	3.74a	4.03a	(2,469)=3.09	<b>.046**</b>
Food	3.54	3.47	3.58	(2,469)=.275	.760
<b>Overall evaluation and loyalty</b>					
Overall satisfaction	3.67	3.66	3.71	(2,469)=.111	.895
Comparison of resort area	2.92	2.84	2.98	(2,217)=.712	.492
Attachment to the resort area	2.97	2.82	2.85	(2,221)=1.19	.307
Loyalty to the resort area	3.42	3.43	3.24	(2,212)=.961	.384
Loyalty to the main destination	3.95a	4.17	4.20a	(2,218)=3.66	<b>.027**</b>

**Appendix 3 Table 16 Variations by country**

Country Groups (n=)	England (358)	Scotland (47)	Wales (26)	Northern Ireland (24)	F-value	p-value
<b>Push factors</b>						
Learning & exploring	3.47	3.47	3.47	3.60	(4,500)=.251	.909
Fun & enjoyment	4.69	4.80	4.63	4.74	(4,500)=1.34	.253
Excitement & relationship	2.74	2.84	2.60	3.01	(4,500)=1.87	.114
Relaxation	4.53	4.76	4.68	4.37	(4,77)=2.74	<b>.034**</b>
Escape	3.65	3.71	3.63	3.83	(4,500)=.738	.567
Family/friend togetherness	3.99	4.10	4.08	3.91	(4,500)=.482	.749
<b>Pull factors</b>						
Culture & sightseeing	3.16	3.25	2.92	3.32	(4,500)=1.55	.186
Hospitality & accommodation	3.39	3.60	3.31	3.70	(4,500)=1.72	.144
Convenience & facilities	3.00	3.28	2.89	3.29	(4,500)=2.05	.086
Activities	3.10a	3.07	2.63A	3.43a	(4,500)=3.90	<b>.004*</b>
Nature & weather	3.66	3.75	3.41	3.88	(4,500)=1.65	.162
Novelty/Familiarity & prestige	3.56	3.74	3.54	3.88	(4,500)=1.60	.174
Popularity	3.07	3.01	2.69	3.24	(4,500)=1.04	.385
<b>Constraints/facilitators</b>						
Price & deal	3.80	3.71	3.56	3.51	(4,500)=1.10	.357
Time & children constraints	2.82	2.99	2.48	3.15	(4,500)=1.74	.141
Information & recommendation	2.34a	2.73	2.23	2.87a	(4,500)=4.66	<b>.001*</b>
<b>Hotel/destination attribute</b>						
Accommodation	4.10	4.24	4.08	4.07	(4,500)=.327	.860
Tourist attractions & activities	3.64	3.78	3.50	3.86	(4,500)=1.60	.175
Infrastructure & development	3.23	3.20	3.22	3.11	(4,500)=.154	.961
Encounters	3.65	3.92	3.94	3.89	(4,500)=2.14	.075
Amenities	3.88	3.97	3.87	4.08	(4,500)=.765	.549
Food	3.49	3.73	3.58	3.69	(4,500)=.881	.475
<b>Overall evaluation and loyalty</b>						
Overall satisfaction	3.68	3.58	3.54	3.76	(4,500)=.413	.799
Comparison of resort area	2.90	2.91	2.88	3.00	(4,71)=.095	.984
Attachment to the resort area	2.90	2.83	2.89	3.16	(4,500)=1.30	.268
Loyalty to the resort area	3.42	3.19	3.13	3.32	(4,500)=.699	.593
Loyalty to the main destination	4.06	4.17	3.83	4.04	(4,500)=1.03	.392

**Appendix 3 Table 17 Variations by revisiting patterns**

Revisiting patterns Groups (n=)	First timers to Turkey (286)	Repeaters to Turkey (156)	Repeaters to Alanya (63)	F-value	p-value
<b>Push factors</b>					
Learning & exploring	3.46	3.46	3.65	(2,502)=1.68	.188
Fun & enjoyment	4.70	4.70	4.78	(2,502)=.779	.459
Excitement & relationship	2.68a	2.85	3.00a	(2,502)=5.78	<b>.003*</b>
Relaxation	4.51	4.64	4.65	(2,188)=2.45	.088
Escape	3.55A	3.85a	3.83a	(2,502)=8.34	<b>.000*</b>
Family/friend togetherness	3.99	4.05	4.03	(2,502)=.301	.740
<b>Pull factors</b>					
Culture & sightseeing	3.07a	3.21a	3.63A	(2,502)=9.49	<b>.000*</b>
Hospitality & accommodation	3.33a	3.41a	3.96A	(2,502)=16.77	<b>.000*</b>
Convenience & facilities	2.96a	3.11	3.34a	(2,502)=5.93	<b>.003*</b>
Activities	3.05a	3.05a	3.56A	(2,502)=10.15	<b>.000*</b>
Nature & weather	3.59a	3.65a	4.07A	(2,502)=13.26	<b>.000*</b>
Novelty/Familiarity & prestige	3.65	3.53	3.50	(2,158)=1.62	.200
Popularity	2.97	3.15	3.18	(2,502)=2.07	.127
<b>Constraints/facilitators</b>					
Price & deal	3.68	3.91	3.56	(2,502)=3.16	<b>.043**</b>
Time & children constraints	2.74a	3.08A	2.70a	(2,502)=6.40	<b>.002*</b>
Information & recommendation	2.50	2.35	2.25	(2,502)=2.86	.058
<b>Hotel/destination attribute</b>					
Accommodation	4.09	4.12	4.17	(2,502)=.221	.802
Tourist attractions & activities	3.59a	3.65a	3.94A	(2,502)=7.78	<b>.000*</b>
Infrastructure & development	3.17	3.30	3.24	(2,160)=1.16	.317
Encounters	3.63a	3.75a	4.01A	(2,187)=9.09	<b>.000*</b>
Amenities	3.79a	3.94	4.15a	(2,502)=5.40	<b>.005*</b>
Food	3.49a	3.48a	3.87A	(2,502)=4.15	<b>.016**</b>
<b>Overall evaluation and loyalty</b>					
Overall satisfaction	3.65a	3.57a	4.07A	(2,502)=7.60	<b>.001*</b>
Comparison of resort area	2.84a	2.81a	3.50A	(2,502)=14.36	<b>.000*</b>
Attachment to the resort area	2.84a	2.82a	3.62A	(2,158)=16.72	<b>.000*</b>
Loyalty to the resort area	3.34a	3.12a	4.11A	(2,502)=13.34	<b>.000*</b>
Loyalty to the main destination	3.95a	4.01a	4.49A	(2,184)=11.95	<b>.000*</b>

**Appendix 3 Table 18 Variations by experience levels**

Experience levels Groups (n=)	Low experience (105)	Moderate experience (97)	High experience (303)	F-value	p-value
<b>Push factors</b>					
Learning & exploring	3.37	3.59	3.49	(2,502)=1.99	.138
Fun & enjoyment	4.64	4.70	4.74	(2,181)=1.18	.308
Excitement & relationship	2.81	2.84	2.74	(2,202)=.743	.477
Relaxation	4.30A	4.72a	4.61a	(2,195)=7.16	<b>.001*</b>
Escape	3.36A	3.90a	3.72a	(2,502)=13.30	<b>.000*</b>
Family/friend togetherness	3.91	4.02	4.04	(2,502)=.925	.397
<b>Pull factors</b>					
Culture & sightseeing	2.94A	3.37a	3.21a	(2,502)=5.85	<b>.003*</b>
Hospitality & accommodation	3.23A	3.62a	3.45a	(2,502)=5.90	<b>.003*</b>
Convenience & facilities	2.86a	3.23a	3.06	(2,502)=4.89	<b>.008*</b>
Activities	3.31a	3.22	3.01a	(2,502)=5.83	<b>.003*</b>
Nature & weather	3.63	3.82	3.63	(2,502)=2.92	.055
Novelty/Familiarity & prestige	3.61	3.58	3.59	(2,502)=.051	.950
Popularity	2.99	3.14	3.04	(2,502)=.504	.604
<b>Constraints/facilitators</b>					
Price & deal	3.43A	3.87a	3.80a	(2,502)=5.47	<b>.004*</b>
Time & children constraints	2.74	2.86	2.87	(2,502)=.678	.508
Information & recommendation	2.54	2.36	2.40	(2,502)=1.26	.286
<b>Hotel/destination attribute</b>					
Accommodation	4.01	4.13	4.14	(2,502)=.939	.392
Tourist attractions & activities	3.53a	3.78a	3.65	(2,189)=3.51	<b>.032**</b>
Infrastructure & development	3.00A	3.31a	3.27a	(2,502)=5.11	<b>.006*</b>
Encounters	3.57	3.81	3.73	(2,199)=2.53	.082
Amenities	3.62A	3.90a	3.97a	(2,502)=7.43	<b>.001*</b>
Food	3.38a	3.71a	3.53	(2,502)=2.83	.060
<b>Overall evaluation and loyalty</b>					
Overall satisfaction	3.58	3.72	3.69	(2,502)=.752	.472
Comparison of resort area	2.85	3.04	2.90	(2,502)=1.05	.351
Attachment to the resort area	2.94	3.07	2.88	(2,502)=1.39	.252
Loyalty to the resort area	3.39	3.50	3.35	(2,502)=.523	.593
Loyalty to the main destination	3.79a	4.07	4.11a	(2,502)=4.15	<b>.016**</b>

**Appendix 3 Table 19 Variations by length of stay**

Length of stay Groups (n=)	7 days (160)	10 days (23)	14 days (307)	F-value	p-value
<b>Push factors</b>					
Learning & exploring	3.47	3.70	3.48	(2,487)=.926	.397
Fun & enjoyment	4.65	4.72	4.74	(2,487)=1.84	.160
Excitement & relationship	2.75	2.83	2.79	(2,487)=.159	.853
Relaxation	4.47	4.65	4.62	(2,487)=2.37	.094
Escape	3.59	3.97	3.70	(2,487)=2.57	.078
Family/friend togetherness	4.00	3.79	4.01	(2,58)=.887	.417
<b>Pull factors</b>					
Culture & sightseeing	3.18	3.22	3.20	(2,487)=.034	.966
Hospitality & accommodation	3.38	3.52	3.47	(2,487)=.817	.443
Convenience & facilities	3.00	3.31	3.07	(2,487)=1.40	.247
Activities	3.12	3.38	3.10	(2,487)=1.12	.325
Nature & weather	3.61	3.82	3.70	(2,487)=1.43	.240
Novelty/Familiarity & prestige	3.59	3.72	3.59	(2,487)=.329	.720
Popularity	2.97	3.07	3.08	(2,487)=.595	.552
<b>Constraints/facilitators</b>					
Price & deal	3.76	4.04	3.69	(2,487)=1.11	.331
Time & children constraints	2.85	2.89	2.81	(2,67)=.184	.832
Information & recommendation	2.43	2.79	2.39	(2,487)=2.18	.114
<b>Hotel/destination attribute</b>					
Accommodation	4.21	4.27	4.05	(2,487)=2.32	.099
Tourist attractions & activities	3.66	3.85	3.65	(2,487)=1.18	.328
Infrastructure & development	3.31	3.23	3.19	(2,487)=1.16	.315
Encounters	3.73	3.79	3.69	(2,487)=.251	.778
Amenities	3.91	4.02	3.88	(2,487)=.337	.714
Food	3.58a	3.99A	3.48a	(2,66)=5.49	<b>.006*</b>
<b>Overall evaluation and loyalty</b>					
Overall satisfaction	3.76	3.82	3.65	(2,487)=1.05	.350
Comparison of resort area	2.97	3.36	2.87	(2,487)=3.11	<b>.045**</b>
Attachment to the resort area	2.93	3.11	2.93	(2,487)=.357	.700
Loyalty to the resort area	3.43	3.75	3.37	(2,487)=1.02	.360
Loyalty to the main destination	4.09	4.48a	3.99a	(2,487)=2.89	.056

**Appendix 3 Table 20 Variations by accommodation types**

Accommodation-type Groups (n=)	5 star (162)	4 star (143)	3 star (139)	2 star (61)	F-value	p-value
<b>Push factors</b>						
Learning & exploring	3.37a	3.43	3.64a	3.55	(3,501)=3.40	<b>.018**</b>
Fun & enjoyment	4.71	4.70	4.75	4.64	(3,501)=.875	.454
Excitement & relationship	2.67	2.80	2.80	2.93	(3,501)=1.95	.120
Relaxation	4.55	4.51	4.66	4.54	(3,501)=1.20	.308
Escape	3.66	3.68	3.72	3.66	(3,501)=.173	.915
Family/friend togetherness	4.04	3.95	4.08	3.94	(3,501)=.769	.511
<b>Pull factors</b>						
Culture & sightseeing	3.08	3.18	3.27	3.29	(3,224)=1.34	.263
Hospitality & accommodation	3.44	3.46	3.35	3.56	(3,223)=1.12	.341
Convenience & facilities	3.07	3.09	3.04	2.94	(3,222)=.653	.582
Activities	2.94a	3.14	3.15	3.41a	(3,226)=6.29	<b>.000*</b>
Nature & weather	3.44A	3.83a	3.75a	3.72a	(3,501)=9.47	<b>.000*</b>
Novelty/Familiarity & prestige	3.60	3.56	3.57	3.70	(3,501)=.573	.633
Popularity	2.94	3.13	3.03	3.21	(3,501)=1.46	.226
<b>Constraints/facilitators</b>						
Price & deal	3.66a	3.58a	3.99A	3.73	(3,501)=3.71	<b>.012**</b>
Time & children constraints	2.96	2.78	2.78	2.79	(3,501)=1.13	.335
Information & recommendation	2.41	2.53a	2.23A	2.65a	(3,501)=4.41	<b>.004*</b>
<b>Hotel/destination attribute</b>						
Accommodation	4.06	4.14	4.07	4.27	(3,501)=1.06	.364
Tourist attractions & activities	3.51A	3.73a	3.75a	3.60	(3,501)=4.56	<b>.004*</b>
Infrastructure & development	3.50A	3.08a	3.18a	2.89a	(3,501)=11.92	<b>.000*</b>
Encounters	3.73	3.69	3.70	3.77	(3,212)=.166	.919
Amenities	3.73a	4.18A	3.87a	3.62a	(3,212)=12.70	<b>.000*</b>
Food	3.51	3.46	3.53	3.75	(3,501)=1.60	.192
<b>Overall evaluation and loyalty</b>						
Overall satisfaction	3.64	3.72	3.65	3.74	(3,501)=.351	.788
Comparison of resort area	2.87	2.98	2.93	2.84	(3,501)=.457	.713
Attachment to the resort area	2.85	2.96	2.95	3.01	(3,216)=.592	.621
Loyalty to the resort area	3.17	3.52	3.39	3.63	(3,501)=2.87	<b>.036**</b>
Loyalty to the main destination	3.97	4.05	4.05	4.13	(3,501)=.433	.729

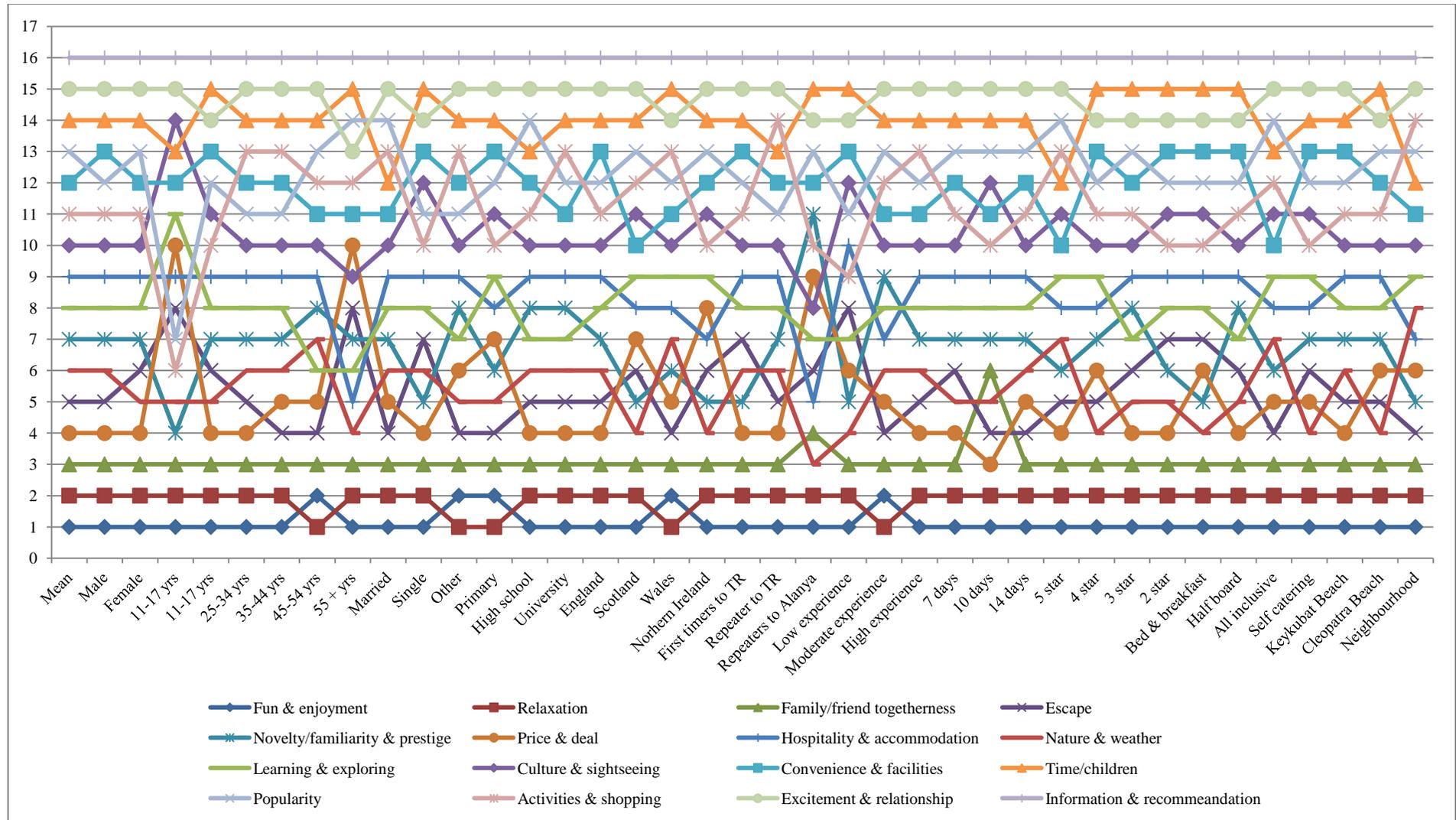
**Appendix 3 Table 21 Variations by boarding types**

<b>Boarding-type Groups (n=)</b>	<b>Self-catering (47)</b>	<b>Bed &amp; breakfast (106)</b>	<b>Half-board (163)</b>	<b>All-inclusive (189)</b>	<b>F-value</b>	<b>p-value</b>
<b>Push factors</b>						
Learning & exploring	3.52	3.48	3.63a	3.34a	(3,501)=4.06	<b>.007*</b>
Fun & enjoyment	4.75	4.65	4.67	4.76	(3,501)=1.73	.160
Excitement & relationship	2.87	2.75	2.79	2.75	(3,501)=.416	.742
Relaxation	4.66	4.49	4.60	4.56	(3,501)=.786	.502
Escape	3.80	3.49a	3.49	3.75a	(3,501)=2.83	<b>.038**</b>
Family/friend togetherness	4.05	4.00	3.92	4.09	(3,501)=1.28	.280
<b>Pull factors</b>						
Culture & sightseeing	3.28	3.18	3.27	3.09	(3,173)=1.14	.332
Hospitality & accommodation	3.63	3.45	3.36	3.45	(3,501)=1.41	.240
Convenience & facilities	3.22	3.00	2.96	3.12	(3,501)=1.75	.156
Activities	3.43a	3.28a	3.07	2.99A	(3,174)=5.54	<b>.001*</b>
Nature & weather	3.96a	3.80a	3.72a	3.48A	(3,501)=9.41	<b>.000*</b>
Novelty/Familiarity & prestige	3.80a	3.64	3.48a	3.61	(3,501)=2.55	.055
Popularity	3.26	3.06	3.07	2.97	(3,501)=.996	.394
<b>Constraints/facilitators</b>						
Price & deal	3.88	3.58	3.86	3.69	(3,501)=1.81	.144
Time & children constraints	3.01	2.73	2.71	2.98	(3,501)=3.05	<b>.028**</b>
Information & recommendation	2.57	2.52	2.35	2.39	(3,501)=1.22	.303
<b>Hotel/destination attribute</b>						
Accommodation	3.99	4.22	4.18	4.01	(3,501)=2.23	.084
Tourist attractions & activities	3.91A	3.61a	3.70	3.57a	(3,501)=4.09	<b>.007*</b>
Infrastructure & development	2.99a	3.04a	3.15a	3.44A	(3,501)=8.34	<b>.000*</b>
Encounters	3.84	3.64	3.72	3.72	(3,501)=.675	.567
Amenities	4.10	3.88	3.91	3.81	(3,184)=2.27	.081
Food	3.61	3.64	3.63	3.37	(3,183)=2.65	.051
<b>Overall evaluation and loyalty</b>						
Overall satisfaction	3.88	3.78	3.69	3.55	(3,501)=2.48	.060
Comparison of resort area	3.09	2.94	2.93	2.84	(3,501)=.882	.450
Attachment to the resort area	3.17	3.01	3.01	2.76	(3,501)=3.46	<b>.016**</b>
Loyalty to the resort area	3.55	3.61z	3.46	3.15z	(3,501)=3.78	<b>.011**</b>
Loyalty to the main destination	4.34a	4.09	4.02	3.95a	(3,501)=2.07	.104

**Appendix 3 Table 22 Variations by location**

Location Groups (n=)	Keykubat beach (248)	Cleopatra beach (186)	Neighbourhood (71)	F-value	p-value
<b>Push factors</b>					
Learning & exploring	3.53	3.49	3.30	(2,502)=2.36	.095
Fun & enjoyment	4.69	4.71	4.76	(2,502)=.640	.528
Excitement & relationship	2.80	2.79	2.64	(2,502)=1.44	.238
Relaxation	4.60	4.51	4.61	(2,502)=1.02	.361
Escape	3.68	3.64	3.77	(2,502)=.606	.546
Family/friend togetherness	3.98	3.98	4.19	(2,502)=1.85	.158
<b>Pull factors</b>					
Culture & sightseeing	3.19	3.20	3.14	(2,502)=.123	.884
Hospitality & accommodation	3.44	3.46	3.35	(2,502)=.438	.645
Convenience & facilities	2.99	3.10	3.13	(2,502)=1.31	.272
Activities	3.15a	3.15	2.89a	(2,502)=2.85	.059
Nature & weather	3.62Abc	3.86aBc	3.33abC	(2,194)=17.81	.000*
Novelty/Familiarity & prestige	3.61	3.58	3.56	(2,502)=.206	.814
Popularity	3.04	3.09	2.97	(2,502)=.336	.715
<b>Constraints/facilitators</b>					
Price & deal	3.88a	3.63	3.52a	(2,502)=4.30	.014**
Time & children constraints	2.85	2.77	2.99	(2,502)=1.19	.305
Information & recommendation	2.39	2.52	2.30	(2,502)=2.02	.134
<b>Hotel/destination attribute</b>					
Accommodation	4.14	4.14	3.91	(2,502)=2.26	.105
Tourist attractions & activities	3.63	3.74a	3.50a	(2,502)=4.00	.019**
Infrastructure & development	3.18a	3.11a	3.68A	(2,502)=13.85	.000*
Encounters	3.76	3.67	3.66	(2,502)=.872	.419
Amenities	3.75a	4.16A	3.64a	(2,187)=20.24	.000*
Food	3.61a	3.55	3.23a	(2,502)=4.06	.018**
<b>Overall evaluation and loyalty</b>					
Overall satisfaction	3.70a	3.74a	3.43A	(2,502)=3.11	.045**
Comparison of resort area	2.92	3.00a	2.66a	(2,502)=3.34	.036**
Attachment to the resort area	2.98a	2.99a	2.61A	(2,217)=6.46	.002*
Loyalty to the resort area	3.45a	3.51a	2.85A	(2,502)=7.84	.000*
Loyalty to the main destination	3.97	4.12	4.05	(2,502)=1.22	.295





Appendix 3 Figure 1 Importance rankings of motivators and constraints/facilitators by sub-groups

## Appendix 4: Qualitative findings

**Appendix 4 Table 1 The coding of the most/least enjoyed experiences**

Themes	Dimensions	Illustrative examples and comments
Most/least enjoyed holiday experiences in Alanya	People (n=292)	<p><b>Most enjoyed (n=128) about service personnel (including hotel), local people, other tourists including companion(s):</b></p> <p>– "motorbike trip from Villa Okan for free", "everybody who served us was polite, helpful, courteous", "having a laugh with workers and other friendly folks", "I enjoyed spending time with my family and friends", "visiting old friends", "meeting locals".</p> <p><b>Least enjoyed (n=164) about service personnel (including hotel), local people, other tourists, harassment to buy and during shopping and sexual harassment, lack of British people:</b></p> <p>– "arrogant Turkish people", "being pestered to go inside bars restaurants"; "shop owners being very persistent as soon as you walked into the shop (which I avoided doing)"; "Turkish men chatting up single ladies at every opportunity!!!"; "tip expectations", "other guests", "the silly bed saving. Very trivial thing", "Russians", "the amount of smokers", "not many English people".</p>
	Weather (n=173)	<p><b>Most enjoyed (n=135) about weather, sun (shine), and sunset:</b></p> <p>– "the sun", "sunshine", "weather" "relaxing in good weather",</p> <p><b>Least enjoyed (n=38) about weather, heat, humidity:</b></p> <p>– "the heat was unbearable at times", "humidity at times".</p>
	Recreation (n=169)	<p><b>Most enjoyed (n=135) about excursions/activities, entertainment at accommodation and nightlife:</b></p> <p>– "all excursions", "visiting Perge, Aspendos and Waterfall, boat trip", "Fire of Anatolia show", "the Turkish bath, cut throat shaves",</p> <p><b>Least enjoyed (n=38) about excursions/activities, entertainment at accommodation and nightlife :</b></p> <p>– "trip which included jewellery centre", "the boat trip" "Turkish bath", "the lack of entertainment for English kids".</p>
	Natural attractions (n=144)	<p><b>Most enjoyed (n=130) about natural attractions, scenery and atmosphere:</b></p> <p>– "relaxing on the beach", "listening sound of the sea, "picturesque scenery", Alanya itself is beautiful", "photography on beach", "Damlatas cave", "Dim Cave", "good atmosphere all the time", "the atmosphere was very friendly", "relaxing pace of life",</p> <p><b>Least enjoyed (n=14) about beach, sea, and landscape:</b></p> <p>– "the shingle beach", "not all the beaches are nice", "Beach, very stony, water very misty and dirty" , "sea was dirty some days with rubbish", "dirty beaches on harbour side (Cleopatra was fine)".</p>
Accommodation services (n=122)		<p><b>Most enjoyed (n=58) about services, facilities and location:</b></p> <p>– "Being looked after at the hotel", "I enjoyed my stay at (Xname) hotel" , "our hotel and facilities were great", "room, excellent views, beautiful maid service", "Kids enjoyed pool slides", "atmosphere around the pool".</p> <p><b>Least enjoyed (n=64) about services, facilities and location):</b></p> <p>– "this hotel, was rude, impolite, ill mannered, dirty and disgraceful", "Hotel", "the room", "not having rooms on arrival", "smell of smoke in our hotel room", "the overcrowding", "the health and safety", "being stuck in the hotel lift", "No air con in hotel public areas lifts", "the pool could be cleaned more frequently", "noise level, too loud"</p>

-continued

Themes	Dimensions	Illustrative examples and comments
Most/least enjoyed holiday experiences in Alanya	Shopping (n=98)	<p><b>Most enjoyed (n=46) about shop(s), shopping, bazaar, bargain, bartering, haggling and value for money1:</b></p> <ul style="list-style-type: none"> <li>– "picking up bargains (clothes)", "bartering with local people in the bazaar", "shopping here is a paradise", "cheap prices", "the currency", "good value for money", "relatively pester free by shopkeepers compared to other places in Marmaris".</li> </ul> <p><b>Least enjoyed (n=52) about shop(s), shopping, bazaar, bargain, bartering, haggling and value for money:</b></p> <ul style="list-style-type: none"> <li>– "did not enjoy shopping experience" , "bartering", "haggling", "harassed whilst shopping", "buying things as you had to haggle most of the time", "local shop owners are very rude", "expensive drinks, very pushy shop owners, lack of variety", "most roads look the same" "spirit prices", "very expensive".</li> </ul>
	Food & beverage services (n=91)	<p><b>Most enjoyed (n=58) about food and beverage services:</b></p> <ul style="list-style-type: none"> <li>– "our hotel because it has nice food/drinks", "eating out", "E.F.E.S", "excellent restaurant", "eating and drinking" , "food was interesting"</li> </ul> <p><b>Least enjoyed (n=32) about food and beverage services:</b></p> <ul style="list-style-type: none"> <li>– "would be much better with more Turkish experience, e.g. too much of the same food at restaurant", "hotel food is repetitive", "often not enough variety of food", "catered for Germans", "meal times. Wasn't too keen on the Turkish food"</li> </ul>
The whole experience (n=55)		<p><b>Most enjoyed (n=52) about overall experience:</b></p> <ul style="list-style-type: none"> <li>– "the experience as a whole", "I enjoyed everything about Alanya"</li> </ul> <p><b>Least enjoyed (n=3) about overall experience:</b></p> <ul style="list-style-type: none"> <li>– "It was a memorable experience all for the wrong reasons horrible!", "Everything else! Especially men"; "I did enjoy everything [®]"; "10/10 :) [®]" "nothing I can think off [®]", "N/A, had a bad stomach not from hotel[®]" "Nothing, loved every minute [®]".</li> </ul>
		Cultural attractions (n=47)
Local amenities (n=36)		<p><b>Most enjoyed (n=13) about safety, cleanliness, access and walking:</b></p> <ul style="list-style-type: none"> <li>– "Everything was very easy going", "feeling safe", "safe area", "the cleanliness of the streets and beach".</li> </ul> <p><b>Least enjoyed (n=23) about facilities, mosquitoes, litters, noisiness, crowdedness, development, urbanization and walking:</b></p> <ul style="list-style-type: none"> <li>– "not being able to drink tap water!" , , "not enough culture-or small villages", "getting kitten by mosquitoes", "very noisy nights due to crickets, frogs, karaoke" "too many people-crowded", "far too much tourist flows"</li> </ul>
		Transportation (n=7)
Tourist information (n=4)		<p><b>Most enjoyed (n=2) about information and communication:</b></p> <ul style="list-style-type: none"> <li>– "easy understanding", "no language problems".</li> </ul> <p><b>Least enjoyed (n=2) about information and communication:</b></p> <ul style="list-style-type: none"> <li>– "no information at reception for trips for only bookers with no tour rep-English info", "no one made any effort to speak English"</li> </ul>

**Appendix 4 Table 2 The coding of memorable impressions**

Themes	Dimensions	Illustrative examples and comments
How would you best describe Alanya with three words?	<b>Weather (n=369)</b>	<b>Positive (n=347):</b> Hot (284) sunny (25) warm (22) weather (19) sun (4) sunshine (2) heat (2) <b>Negative (n=22):</b> Very hot (14) boiling (1) humid (5) summer too hot (1) extremely hot (1)
	<b>Natural attractions &amp; atmosphere (n=245)</b>	<b>Positive (n=241):</b> Beautiful (landscape) (scenery) (views) (57) scenic (17) picturesque (7) spectacular (1) brilliant (4) (fantastic) (lovely) (pretty) (nice) scenery (8) (very) very nice (13) place (1) pretty (6) lovely (place) (10) fabulous (2) cheerful (2) out of this world (1) very good place (1) colourful (2) gorgeous (1) heaven (1) fantastic (7) Sea (4) (nice) (lovely) (very) good) beach (es) (9) Relaxing (53) relaxed (7) relax (1) peaceful (10) calm (ing) (3) relaxing atmosphere (1) atmosphere (4) quiet (7) laid back (1) <b>Negative (n=4):</b> Less attractive (1) not as appealing as 20 years ago (1) Very hilly (1) Patience tester (1)
	<b>People (n=212)</b>	<b>Positive (n=193):</b> Friendly (153) helpful (3) people (19) hospitable (4) approachable (1) child friendly (1) (lovely) (lovely) (genial) (amazing) staff(4) (friendly) (genial) (fantastic) locals(4) friendly as a whole(1) welcoming (6) courteous (1) Work-free (1) home (1) second-home(1) hot men (1) mint (2) <b>Negative (n=19):</b> People too pushy (1) sleazy (1) rude to English people(1) unpleasant people(1) rude (tourists) rude (2) over friendly(1) tip expectation (1) (too many) (full of) German(s) (6) not always friendly to English tourist(1) unhelpful (1) too much pestering with locals (1) unhelpful (1) Sickness (1)
	<b>Local amenities (n=165)</b>	<b>Positive (n=89):</b> (very) clean (65) safe (9) secure (1) simple (2) potential (1) big (3) good sittings (1) resort (1) cosmopolitan (1) international (3) established (1) resort (1) touristy (3) competitive business (1) under developed (1) developing county (1) over developed (2) still developing (1) (very) noisy (10) smelly (2) dirty (2) built-up(2) commercial (ased) (2) loud(2) bustling (5) quack(1) hectic (1) crowded (3) jam-packed (1)
	<b>Recreation (n=158)</b>	<b>Positive (n=150):</b> Fun (39) lots of fun (1) funny (1) enjoyable (20) very enjoyable place (1) exciting (8) pleasant (12) interesting (11) lively (22) very lively (1) entertaining (6) excursions good (1) eventful (2) amazing (3) energetic (1) thrilling (1) vibrant (2) variety (2) inspiring (1) crazy (1) mad (1) varied (1) astonishing (1) lot to do (1) good nightlife (1) exotic (3) different (5) unusual (1) <b>Negative (n=8):</b> Boring (6) not much to do in Alanya itself (1) limited (1)
	<b>Shopping (n=75)</b>	<b>Positive (n=35):</b> (lots of) (great) (good) shop(s) (ing) (8) (great) (good) value (for money) (6) reasonable (2) reasonably priced (1) very good prices for food and drinks (1) cheap (£) (shopping) (15) bargain (1) well worth it (1) <b>Negative (n=40):</b> hassle (shops) (1) hassle(4) shopping hassle (1) not nice to shop in (1) shop owners over the top (1) demanding(only certain shops)(1) counterfeit (1) flee of shops all the same (1) Expensive (drinks and foods) (gifts) (to go out) (25) over priced (2) costly (1)
	<b>The whole experience (n=71)</b>	<b>Positive (n=55):</b> Good (16) very good (4) very, very good (1) It is very good (1) Good for children(1) (good) experience (3) I loved it (1) very nice holiday (1) excellent (9) super(3) OK (3) great(2) satisfactory(1) outstanding (1) wonderful(1) happy (1) satisfying (1) cool (1) -Top(1)/the best(1)/100/100 best(1) <b>Negative (n=16):</b> not that good (1) not what expected(1)terrible (1), nightmare (1) horrible (1) plain (1) false (1) rubbish(3) -perverse(1) rubbish (1) pants(1)-shit(1) perverts (1) crap (1)
	<b>Cultural attractions (n=28)</b>	<b>Positive (n=28):</b> Historic(al) (9) (interesting) history (3) (good) (great) (very nice) culture (d) (11) cultural (1) Turkish (1) typical Turkish (1) nice community (1)
	<b>Accommodation (n=9)</b>	<b>Positive (n=5):</b> Package (1) close to beach (1) hotel (1) service (1) accommodation (1) <b>Negative (n=4):</b> Miserable place to come (hotel) (1) bad hotel (1) no service (1) average accommodation (1)
	<b>Food and beverage (n=19)</b>	<b>Positive (n=17):</b> Yummy(1) drinks (1) nice food happy hour (1) (good) food (fruit and vegetable)(10) munch (1) sweet (1) good restaurants (1) bars <b>Negative (n=2):</b> Poor food (1) bad food at the accommodation (1)
<b>Transportation (n=4)</b>	<b>Positive (n=1):</b> Accessible (1) <b>Negative (n=3):</b> Traffic (2) too far out (1)	
<b>Tourist information</b>		

## Appendix 5: Qualitative data from the questionnaire survey

### Qualitative data from questionnaire survey

NO	ID	Gender	Age	Revisit	Day-time Activities	Evening Activities	Excursions	Most enjoyed experiences	Least enjoyed experiences	Impression 1	Impression 2	Impression 3
1	1	M	56	RTT	Pool, beach, shopping, castle	dining out, bars	boat trips	everybody who served us was polite, helpful, courteous	NR	hot	friendly	helpful
2	2	F	18	RTT	The beach (Good food :)	Memos bar	NR	memos bar and the beach	every were closed at 3.00 am not good!	Hot	fun	enjoyable
3	3	F	18	FTT	Beach, good food	Memos bar, love cocktails (margarita)	NR	Memos bar & pool	shutting at 3 o'clock	yummy	fun	hot
4	4	F	43	RTA	Beach and hotel pool, boat trips	Bars and shopping-local entertainment	Harbour castle	Friendliness of locals, entertainment	Hotel management	hot	friendly	enjoyable
5	5	F	16	RTT	beach and sea, pool, relaxing	restaurants, pubs, shopping	local sites, boat trips	The welcome and hospitality of the locals and lower staff members of the hotel. The cleanliness of the streets and the beach.	Some arrogant staff members	excellent	spectacular	brilliant
6	6	M	52	FTT	castle	NR	boat cruise	NR	NR	hot	brilliant	experience
7	7	F	50	FTT	into town some day on the beach, walked, saw some sights. Boat cruise, stayed by the pool	walks on beach and stayed local	boat cruise around Alanya to see the castle	I found everyone in hotel and shops so very pleasant and most helpful and no language problems.	nothing I can think of	beautiful	relaxing	exciting
8	8	M	29	FTT	pool, bar	bar, shopping	NR	the sun	NR	sun	sea	drinks
9	9	F	27	FTT	Beach, shopping, pool	out for meals, photos on the beach	NR	the sun, local people are friendly with children	some locals can be pushy when it comes to buying goods and when finding somewhere to eat.	hot	sea	nice food happy hour
10	10	F	56	RTA	stay by the pool	enjoy the night life owner of the hotel meme is a champion	all	all	being pestered to go inside bars restaurants?	weather	relaxing	food
11	11	F	42	RTA	Jeep Safari	NR	NR	NR	NR	hot	hot	hot

12	12	F	21	RTA	NR	NR	NR	sun beach shopping, some people are friendly.	but don't like being harassed by shop people/ they are sometimes inappropriate, unfriendly/only/ most time friendly if you buy from them harassment of shop people filling you down the street and they don't just let you look at the products. Some people are friendly.	good weather	NR	NR
13	13	F	46	RTA	relaxing by hotel pool; go to beach; paragliding; shopping	walking-socialising with tourists and local people; visiting + eating in different restaurants; visiting people we already know in Alanya	Dim River; Jeep Safari; Boat trips; rafting	I enjoy everything about Alanya	Many people are hassled and pressured by shopkeepers to visit their shops and buy when they only want to look	friendly	hospitable	beautiful
14	14	M	24	RTT	Cleopatra beach, hotel pool, shopping in Antalya, water sports(rings)	hotel bar	jeep safari; scuba diving, (No Suggestions) (2 days) boat trip	all excursions, beach etc.	maybe a little too hot in the day time for shopping, especially in July.	Beautiful	lots to do	warm
15	15	M	41	FTT	rafting, scuba diving, castle, boat trip, waterfalls, caves	walk through shops	NR	the whole experience	bartering	Warm	Friendly	Clean
16	16	F	62	FTT	Boat trip, castle, beach, water falls	shopping, hotel bar	NR	castle and excursions	Spirit prices	Warm	Friendly	Costly
17	17	M	35	FTT	nothing as there was not much to do	same as above	1 boat trip	the hot weather	hotel food	not that good	NR	NR
18	18	M	20	FTT	pool, shops, town, meals	bar, restaurant	NR	friendly people	sun burn, ill on last few days	friendly	warm	busy
19	19	M	55	RTA	NR	NR	NR	NR	NR	good	very good	excellent
20	20	F	47	FTT	NR	NR	NR	NR	NR	relaxing	good food	great shops
21	21	M	17	FTT	Beach, pool side, shopping	drink, eat and enjoy the entertainment	NR	The experience as a whole	NR	hot	cheap	clean
22	22	F	18	FTT	relaxing by the pool, spent days at the beach, talking long walks, shopping, eating lunch at various places	we had a photo shoot, enjoyed Turkish Night, spent a night in the tears bar	NR	The experience as a whole all of the above and previous Q's stated all contributed to a beautiful holiday and would consider coming back.	The constant approaching from shop owners. We were aware before we come but towards the end.	beautiful	relaxing	enjoyable
23	23	M	61	RTA	relax by the pool	stayed in for entertainment	not this time	the people	this hotel	very very nice	NR	NR
24	24	F	44	FTT	visited new places	ate relaxed	side Aspendos, dim cay 2 waterfalls 2 boat trips, cave	motorbike trip from villa Okan for free	noise slow service hassle of shop keepers	clean	safe	hot

25	25	F	16	FTT	visiting the attractions in the area near by	bed 222	trip to Side, Aspendos and Boat trips	local caves boat trips	dodging shopkeepers, noise---no sleep	sunshine	heat	hassle (shops)
26	26	F	18	RTT	sat by the pool and went shopping or for a meal	had dinner and 6 nights out of 7 went to the pub in the hotel	went to a water park	I just enjoyed the location and the weather. Sitting by the pool is what I like best	meal times. Wasn't keen on the Turkish food	beautiful	peaceful	calming
27	27	F	21	FTT	Poolside shopping	pub and beach clubs	Waterpark	the weather and the shopping	people asking you to go on trip all the time in the street	fun	clean	hot weather
28	28	M	21	FTT	sat by the pool getting a suntan	go out to Big Ben for a meal	NR	getting drunk!	sunburn and going home	clean	fun	hot
29	29	F	25	RTA	sunbathing	shopping, eating, drinking in centre of town	boat trips shopping trips, waterfalls	weather and the town, very busy	sun beds being especially reserved	friendly	hot	food
30	30	M	24	RTT	sunbathed	drank cocktails	boat trip, castle, Manavgat, waterfall	culture	Russians	hot	clean	hospitable
31	31	F	43	RTT	NR	Alanya, Oba	Turkish bath, Alanya City Tour	NR	NR	hot	friendly	NR
32	32	M	43	RTT	Pool in hotel, Alanya city tour	Alanya, Oba	Alanya city tour without the shopping	city tour	shopkeepers	busy	hot	nice people
33	33	M	60	RTT	NR	NR	NR	its local history and culture	traffic not orderly	friendly	enjoyable	experience
34	34	F	29	FTT	Pool, beach, shopping, castle	Roof bar	No	NR	NR	friendly	clean	hot
35	35	F	34	FTT	Sunbath	Drink dance	NR	the hotel staff were excellent	NR	excellent	friendly	Super
36	37	F	27	FTT	NR	NR	NR	NR	NR	NR	NR	NR
37	39	M	52	RTT	river cruise and boat trip	a visit to bazaar	NR	shopping and haggling in the bazaars	entertainment at the hotel	Pleasant	Friendly	relaxing
38	40	F	26	FTT	Perge, Aspendos beach, dolphin show, lazy day cruise	Turkish night	NR	the weather, friendly locals. My lazy day cruise. Big Ben Bar and Restaurant	NR	scenic	friendly	excellent
39	41	M	34	FTT	Beach	Turkish Night	Perge Aspendos, Dolphin Show, lazy day cruise	the weather, friendly locals, lazy day cruise, Big Ben Bar	NR	Scenic	friendly	good
40	42	F	19	FTT	day trips, boat trip, scuba diving, jeep safari, beach	pool and hotel bar	Pamukkale	Weather, people, trips available	being harassed by shop staff	hot	beautiful	Friendly

41	43	F	28	RTT	Boat trip, aqua park, sightseeing, castle , beach	bars+ restaurants	boat trip, aqua park	relaxing on the beach, listening to the sound of the sea	aggressive shop owners make it impossible to have a nice walk to town...	Friendly	nice	Hot
42	44	M	34	RTT	aqua park, boat trip, beach	local shops, bars and restaurants	aqua park and boat trip	relaxing by the beach, enjoying some EFES, Chicken Donna Kebabs, Baklava	aggressive shop owners pressuring you to buy things when you just want to have a look at things. If you do not buy anything they are offended and rude to you. Beach and sea quite dirty	sunny	friendly	nice
43	45	M	22	FTT	NR	NR	NR	NR	NR	Friendly	beautiful	Hot
44	46	F	17	FTT	during the day we sat by the pool or walked around the town centre. Two days we went on days out on a boat trip and for massages.	in the evening we went out to restaurants and shopping	boat trip	the weather , nice views	going into a shop. If the Turkish left you alone they would find they make more money.	friendly	hot	beautiful
45	47	M	25	FTT	in the pool most of the time	shopping and drinking	boat trip and Turkish bath	NR	NR	hot	expensive	fun
46	48	F	19	FTT	we went on boat trips, Turkish bath and spent a lot time in the pool	we went for meals and did our shopping while it was cool	NR	very friendly people made us feel very welcome and are very polite	shop owners pestering you while you are looking around	friendly	expensive	hot!!!
47	49	M	21	RTT	Pool, beach, boat trip	Good food, bar, walk around the town, experience the town at night	Boat trip beach party(would have done a safari if we had more money)	Relaxing in good weather and good good with friends	Shopkeepers pestering you and not being able to drink tap water!	package	hot	simple
48	50	M	21	FTT	Pool, beach, boat trip	Restaurant castle	NR	Sunshine	Heatstroke	hot	relax	fun
49	51	F	21	FTT	Pool, beach, games, shopping	beach party, clubbing, meals, mini golf, castle	boat trip, beach party	the sun & the company	the heat in the evenings and the really pushy shop owners	bustling	hot	pleasant
50	52	F	21	RTT	beach and pool	food and drink	the tower, the castle, beach party and Boat trip	company, food, night life	Turkish pressure in shops	fun	simple	international
51	53	F	21	FTT	pool, swimming pool	dinner, bar, shopping	boat trip (shopping pretty dress	going to the beach; spending time with friends; speaking to locals; the food; sunshine	the hot weather(I fainted numerous time)	Pleasant	Touristy	very hot
52	54	F	21	FTT	beach, pool	bars, club	boat trip, castle	good weather	expensive alcohol	sunny	friendly	relaxed
53	55	F	21	FTT	early morning swim in the sea. explored. visited castle, Red Tower, the harbour, boat trip and caves, swam by pool and read book	walked into town and back. Ate out for dinner in particular places of Turkish Cuisine. Went to a bar.	Boat trip.	climbing the red tower; finding a secluded empty beach; swimming an empty beach in the early hours of the morning; finding a genuinely good restaurant with quality Turkish food.	Huge numbers of tourists and hotels: the cat- calling shouting of shop restaurant owners in the street. Feeling uncomfortable in the heat so not wearing much when Turkish women are more covered. I want to show more respect.	beautiful landscape	resort	NR

54	56	M	28	RTT	pool, beach, trips, site seeing	eat out, drink, watch show	quad bike	weather, eating out	transfer from airport, lack of availability of sun beds at pool	hot	friendly	beautiful
55	57	F	27	RTT	sunbathe at pool and beach	mini golf in Alanya. eating and drinking at bars	quad biking in Alanya	The weather	3 hour travel from the airport to hotel. Also sun beds get taken up quickly .	hot	friendly	relaxed
56	58	M	24	FTT	beach shopping, markets, trips	for dinner i.e. restaurant	boat trip and quad safari	Quad Safari (excursion)	Hotel food and staff in the local shops were very rude.	relaxing	hot	friendly
57	59	F	24	FTT	beach, hotel pool, shops	hotel bar, bars outside hotel	boat trip, popped driving, sunset photos	the weather, chill out things and do all the time	being bothered non-stop when going shops, shop owner don't take no for an answer	sun and relaxing	friendly experience	competitive business
58	60	M	55	FTT	relaxed around pool. shop and walk in the afternoon.	relaxed in the hotel bar and restaurant	lazy day cruise, Manavgat market and waterfalls, Alanya by night	the chance to relax and enjoy people/places of interest	nothing	historical	fantastic scenery	great people
59	61	F	53	FTT	Dim cay, shopping, swimming, tours	show at hotel, restaurant, relax	Manavgat market and waterfall, river cruise, lazy day cruise	hospitality of local people, haggling	being pressured to go into their shops and buy goods	scenic	typically Turkish	friendly
60	63	F	49	FTT	went to the beach	walked along seaside	waterfall and river cruise. see Troy show. Alanya at night	NR	NR	hot	scenic	NR
61	64	F	49	FTT	beach, rafting, Alanya by night, Turkish bath	Bars in the Bazaar area	See above	friendly people, rafting	trip which included jewellery centre-very pressured by staff!	NR	NR	NR
62	65	F	17	FTT	beach	city	Turkish bath, rafting, Alanya by night	NR	NR	warm	friendly	good
63	66	M	49	FTT	Beach and 3 excursions	Alanya town centre	Alanya by night, rafting, Turkish bath, boat trip	People very friendly and hospitable; excellent service	Prices of alcohol very high	interesting	NR	NR
64	67	F	43	FTT	Castle, harbour, centre	Greenbeach restaurant	Pamukkale, Alanya by night, Aspendos and Perge, Manavgat	Everything. It is lovely.	NR	beautiful	friendly	clean
65	68	F	46	FTT	Beach, shopping, sightseeing	Eating out, sightseeing	Pamukkale, Perge and Aspendos, Manavgat	meeting local Turkish people	Jewellery store	friendly	cosmopolitan	clean
66	69	F	18	FTT	shopping and stayed on complex	complex, boat trip	boat trip, castle, shopping, Alanya by night	The beach, the weather	NR	hot	beautiful	calm
67	70	M	54	FTT				NR	NR	hot	interesting	nice
68	71	F	51	FTT	Alanyum Shopping, mostly at Maritim	Boat trip, Maritim	Boat trip, castle, Alanya shopping	Maritim complex gardens/pool/beach	NR	hot	sunny	lovely

69	72	M	16	FTT	complex	complex	Alanya by night	boat trip, complex	NR	hot	sunny	friendly
70	73	F	17	RTT	stayed at the hotel	shopping and bars	no	The beach	NR	relaxing	peaceful	friendly
71	75	F	59	FTT	Castle and Dim Cay	.	Day tour including: river, waterfall	Picturesque scenery, clean beaches	shopkeepers-I would prefer to browse in a shop without somebody pushing me to buy! I do not like barter!	sunny	colourful	picturesque
72	76	M	63	FTT	Walked and view ex..... looked at shops and swam, lazed on beach. went to castle etc. Dim cay	.	Day excursion to waterfall at Manavgat and river trip	nice place with good and safe beaches and swimming, picturesque spot	shopkeepers hassling all the time. It would be nice to visit a shop. Look around and buy at your leisure. not have someone browsing down to your neck	picturesque	hot and sunny	friendly
73	77	F	38	RTT	Dim Cay, beach, pool, Alanya	Alanya	No cost to much	town, shopping, swimming, eating	getting very expensive, entertainment needs improving	Friendly	Clean	Hot
74	79	F	66	RTT	NR	NR	NR	Dim Cay, Alanya at night, sunset	NR	very	very	good
75	80	F	39	RTA	NR	NR	NR	NR	NR	NR	NR	NR
76	81	M	40	RTT	relaxed at pool and beach	shopping, eating, drinking	N/A	weather	heat at night	relaxing	hot	friendly
77	82	F	43	RTT	relaxed	shopping, eating	NR	NR	NR	hot	lovely	relaxing
78	83	F	46	RTT	relaxed	shopping, sightseeing, visiting Alanya	No	the weather (symbol of sun *)	some shops staff can be rude	hot	interesting	shopping
79	84	M	48	RTT	sun bath on the beach, boat trip, Dim Cay	walking	boat trip	enjoyable walk to fort and evening walking	sea was dirty same days with rubbish	hot	hot	hotter
80	85	F	51	RTT	Beach/pool	Hotel, harbour, bars	boat trip, Turkish bath, message, Dim Cay	relaxed atmosphere	NR	friendly	clean	hot
81	86	F	30	RTT	Pool, beach, castle	Restaurants, bars	NR	people very friendly	NR	fun	interesting	relaxed
82	87	F	25	RTT	only the beach or the pool(mainly the pool) as it was too hot for my two year old.	different restaurants but mainly Turkish small restaurants.	none	the people being so child friendly	the hassling when walking past restaurants and how expensive they are	hot	friendly	expensive
83	88	F	46	FTT	hotel pool, beach	restaurants, walking	too hot :)	very friendly and beautiful scenery	hassling of restaurant owners	very friendly	very nice culture	beautiful landscape
84	89	F	60	RTT	Beach, walking, harbour, boat trip, pool	walking after dinner, drink	no	NR	NR	busy	bustling	lively

85	90	M	60	RTT	beach, trips etc	stayed mainly	NR	NR	to many people-crowded	busy	busy	busy
86	95	F	18	FTT	shopping	had lunch	NR	shopping and the sun	people being cheeky in the market	hot	friendly	expensive
87	96	M	47	RTT	beach	main street	NR	weather	food in the hotel	very hot	not nice to shop in	the shop owners over the top
88	97	F	42	RTT	NR	NR	NR	NR	at the pool area because other hotel users are putting towels down at night therefore when we get up the sun beds are all gone, we have been going to the beach everyday and paying for the sun beds. I feel the hotel is very nice but the food and sun beds are areas that need to be looked at.	beautiful	hassle	work free
89	98	F	47	RTT	beach, castle	walk round shops	boat trip	weather	rude shopkeepers, hassle	hot	OK	NR
90	99	F	22	FTT	beach-sunbathe	drink and walk	boat trip	the sun	politeness, found local shopkeepers rude.	hot	scenic	big
91	100	M	53	RTT	sunbathing and drinking	NR	boat trip, castle	Weather	hassle of shopkeepers	very hot	NR	NR
92	101	F	24	FTT	sunbathed	walking, shopping, disco	castle, boat trips	weather is friendly security guard and receptionist; the disco	the food is repetitive	hot	busy	hassle
93	102	M	47	FTT	excursions, relax, pool, beach, shopping	walk and have a drink	jeep safari, lazy day cruise	friendliness of the local people	very expensive	friendly	warm	interesting
94	103	M	21	RTT	explored the local area, went on the beach, stayed in the hotel's pool	went to local bars and restaurants	Boat trip( select gullet)	sun, scenery the people	being constantly withered when walking down the street	friendly	lively	enjoyable
95	104	F	21	RTT	walked a lot, visited the 'Kale' castle. looked at shops and lounged, either by the pool or beach.	walked, attended local bars, returned to hotel and relaxed. playing cards	Select gullet(Thomas cook, boat trip) v. good "expensive" "worth it"	the sun, sea and sand, lovely views	pestered by locals to buy merchandise!.If we was left alone we would look to buy! x	lovely scenery	hot	approachable
96	105	F	18	FTT	sunbathing	NR	boat trip	the sun	people	perverse	rubbish	pants
97	106	F	46	FTT	we went on a excursion by boat which was not what we were told so was very disappointed.	NR	NR	I didn't enjoy anything about the place. You feel very unsafe especially if you are a women.	the food, the staff. no one made any effort to speak English.	pretty scenery	people too pushy	miserable place to come

98	107	F	20	FTT	sunbathed, got harassed by PERVERTS	A whole lot of nothing. got harassed by perverts.	went on boat trip, banana boat and parasailing.	the sun	Everything else! Especially men!	shit	perverts	crap
99	108	F	47	RTT	sun bathed on beach walked round shops. Had swum in pool.	walked around the shops and parks	boat trip	NR	I did not like the people in the shops who were very rude if you did not buy	hot	nice scenery	people pushy in shops
100	109	M	20	RTT	sunbathed and swam at the pool	eat and drank out in the evening. green river, big ben reaturant, why not etc.	Jeep Safari, boat tour, Aqua park.	I enjoyed the chance to relax and get away from my busy work life. I also enjoyed meeting the locals.	NR	relaxing	enjoyable	fun
101	110	F	18	FTT	sunbathed at beach and pool. went on different excursions, boat trip around Alanya etc.	went out shopping around the town and the local bars	Boat trip, Jeep Safari, Aqua Park	The boat trip showed how beautiful it was and the castle etc. The climate is very good too.	The hassling from shop owners when walking down the street.	hot	pretty	lively
102	111	M	32	RTT	mostly spent on the beach, reading, relaxing and trying to tan (but I am ginger) not much to do in the day. unless you have transport.	shopping a few drinks and walking round, eating out.	Boat trip local. Turkish bath. River boat(Side and waterfalls	The Turkish baths, the cutthroat shaves, picking up bargains (clothes). River boat trip. the weather.	The constant hassle of shop seller. The local guys grabbing women. My girlfriend not feeling safe alone. The food.	boring	sleazy	hot
103	112	F	26	FTT	day trips, beach, shopping, swimming, dining	drinking, dancing, beach walking	1xTurkish Spa, 2 x Boat trip	spending time with my partner in the beach and bars. boat trips.	hassle from shopkeepers. very forward Turkish men on females. not feeling safe on my own (I am female).	hot	busy	unsafe
104	113	F	20	RTA	beach	evening meal, shopping	NR	Weather/beach	NR	scenic	hot	friendly
105	114	M	21	RTA	spent days on the beach	eating at different restaurants and looking at shops	NR	hot weather, good food, friendly locals, and great beach	NR	hot	friendly	beautiful
106	117	F	46	RTA	beach	bars	none	Sunshine	hotel staff Kahya	hot	noisy	NR
107	118	F	53	RTA	relaxed by the beach each day out at night	local bars	not this time, but have been to plenty.	Weather, shopping	Service at Kahya could be better	fun	hot	lovely
108	119	F	20	FTT	pool side activities	walks, restaurants	Boat tour, aqua park	NR	hotel was rude, impolite, ill mannered, dirty and disgraceful.	rude to English people	bad food in hotel	unpleasant people
109	122	F	17	RTT	white-water rafting, beach, sightseeing, sun bathing, hotel pool, Aqua park, dolphin show, Boat trip	there was nothing to do unless you go further away from the hotel to "the Harbour" active night life	All above.	the trips I went on, sun	the entertainment and the other guest's/staff. (very rude and unwelcoming, especially to the English)	rude (tourist's)	boring	expensive
110	123	M	49	RTT	sport activities	walking	NR	sports	entertainment	hot	expensive	nice
111	124	F	41	RTT	white water rafting, Quading, Sightseeing, Aquapark, Dolphin show, Boat trip	There was nothing much to do I found for teenagers at night time	All the excursions above	scenery is beautiful. Trips are great	Hotel staff especially front desk staff were not nice or friendly	expensive	Beautiful	hot
112	125	F	42	RTT	Boat trips, water park, Quading, water rafting	NR	as above	The excursions on page overleaf	not enough English tourists and most Turkish don't know how to interact with English	hot	humid	beautiful

113	126	M	23	FTT	enjoy the sun and pool	enjoy a night time walk	NR	sea, boat trips	water planet very poor (aqua park)	hot	relaxing	rude
114	128	F	20	FTT	pool side	pool side	local supermarket	boring	staff	bad hotel	nice beach	nice community
115	129	F	26	FTT	most of the day we went swimming, sunbathing	went to restaurants and twice went to night club	we went scuba diving, we went on the boat	Beautiful weather	Everybody is trying to sell you everything which I felt was very unpleasant	hot	beautiful	over friendly
116	130	M	67	RTA	castle	meals	no	Prices	NR	lovely	NR	NR
117	131	F	66	RTA	Alanya castle, site seeing	Alanya castle, dining	Orient Palace Kestel	NR	Big Blue Hotel	heaven	NR	NR
118	132	F	44	RTT	NR	NR	NR	NR	NR	NR	NR	NR
119	133	F	55	FTT	Beach	walking round town	Market, river boat trip, waterfalls	Beach and beautiful gardens	NR	cheap	pretty	hot
120	134	F	20	RTT	Beach, pool, day trip to market, sunbathe	hotel entertainment, shopping	waterfalls, boat trip	Cleopatra beach, cheap prices!	Humidity at times. The hassle from Turkish men and shop owners to go into store-found many men to be disrespectful leaving towards women, very off-putting. Did not enjoy shopping experience.	cheap	sunny	clean
121	135	M	20	FTT	relax, swimming, sunbath, jet ski-	Drink, chill!	NR	So far Quad biking, jet skiing	People hassle you to come into shops and buy.	hot weather	entertaining	lots of shops, bars
122	136	F	20	RTT	relax, sunbathe, Jet ski, swimming	walk on beach, drink, dinner	quad biking, party boat, day boat	weather, excursions, photography on beach	distance from airport	hot weather	close to beach bars	excursions good
123	138	F	58	RTT	NR	NR	NR	NR	NR	scenic	interesting	child friendly
124	139	F	55	RTA	Castle, beach, Dim Cay, Kasifs, Harbour, Queens Garden, Garage Garden	as above	Dim Cay	enjoyed it all	N/A	fabulous	brills	second home
125	140	M	43	RTA	Dim Cay River	Kasif restaurant, harbour, Garage Garden, Queens Garden	NR	People, old friends	Limited eating times in hotel. Unable to get up when I wanted as had to get up early for sun bed.	friendly	hot	NR
126	141	F	37	RTA	stayed by pool	went to local restaurants	Water parks, Dim River	NR	very hot this time of year	NR	NR	NR
127	142	F	14	RTA	Dim River, Aqua Park	Luna park, Queens Garden, Kasif Restaurant	NR	cooling down in the pool. seeing Turkish friends in the evening	when it get to hot.	NR	NR	NR

128	143	F	44	FTT	Hotel swimming. Out and about seeing what's on eat out. Boat trips. Photos. Meals out, sea swimming	harbour, pictures taken	Boat trip, Castle, Red tower, Aqua park	all brilliant. holiday would come again	The way shop owners do their trade only there 2 seconds and pushing to buy. Why don't they let us ask when we had time to look all around the shop. Once hassled, we leave then we have not seen all they have to offer. Shame.	lovely weather	lovely staff	friendly locals
129	144	F	54	RTT	Fort, Pirate Galion	Bars, restaurants	3	It is busy but very pleasant. Good people, friendly and can't do enough for you. I give Alanya 10/10	There was nothing	top	the best	100/100 the best
130	145	M	55	RTT	Beach, pool	Bars, restaurants	Manavgat river, market. Boat trip. Castle trip.	Enjoy it all very friendly clean lovely	NR	friendly	clean	secure
131	146	F	18	FTT	In the morning I would mainly lounge by the pool or the beach	I would go for walks, sightseeing, bars, pubs, meals.	NR	The weather, the nightlife, the staff	Being pulled into shops by men wanting me to buy a T-shirt!!!	sunny	gorgeous	boiling
132	147	M	49	RTA	Dim Cay	NR	NR	NR	NR	hot	clean	friendly
133	148	F	48	RTA	Pool, beach, walking, relaxing	eating, drinking, dancing with the locals, relaxing.	Dim Cay.	meeting locals	the shingle beach the hotel food was often not enough variety	hot	friendly	relaxing
134	149	F	19	FTT	went to the beach or stayed by the pool	walked around the town and down to the harbour	NR	relaxing by the pool, being entertained by the locals, dancing with the Turkish people	walking in the day because it was too hot	hot	relaxing	friendly
135	150	F	19	FTT	Beach or by the pool	down to the harbour or Big Ben English Pub	Turkish bath, boat trip, K.A.S. trip (waterfalls and ruins), Market, Parasailing	Spending time with my aunt	The boat trip and K.A.S. trip. The men! As they don't leave you alone	hot	beautiful	different
136	151	F	43	RTT	Beach of by the pool	Down to the harbour and to English Pub Big Ben	Turkish bath, Boat trips, Market, Parasailing, K.A.S. trip	getting to know my niece	I didn't like the K.A.S. trip and that the Turkish men tried to put themselves on women and the reception Osman tried to get into our room at 12.20 pm to party with us. and need to tell people to keep quiet come in from Clubs! into hotel.	hot	beautiful	different
137	152	F	41	RTT	Pool, beach, castle	Shops, hotel	Castle, Aquapark	Castle visit, good food, swimming	NR	NR	NR	NR
138	153	M	16	RTT	NR	NR	NR	Hotel, sites, holiday romance	NR	sun	sea	fun
139	155	M	19	FTT	boat trip	relaxed by the pool	NR	the night life	NR	fun	safe	eventful
140	156	M	46	RTA	We stayed at Club Big Blue Suite Hotel. Stayed at the pool and sunbathed. Went on shopping and boat trip.	Went for meal in Alanya and stayed at hotel for entertainment. All excellent and good fun.	None	I enjoyed my stay at big blue suite hotel. The staff are very friendly and always smiling. The entertainment was excellent and weather was beautiful.	There is nothing at all that I did not enjoy about my holiday. It was a great and enjoyable	excellent	friendly	safe

141	157	F	22	RTA	relaxed by the pool and looked around shops.	Mostly stayed in resort or went to Alanya to go shopping and eat.	Boat trip-enjoyed.	Very friendly people, good atmosphere all the time. Second time in Club Big Blue and will be returning again as always have a great time.	nothing	friendly	relaxing	fantastic
142	158	F	43	FTT	We went on boat trip and shopping	Stayed at hotel.	NR	Great staff	NR	friendly	relaxing	enjoyable
143	159	M	31	FTT	Stopped around pool	Alanya city/town	None	The weather	The transfer	to far out	very hot	Quaky
144	160	F	30	RTT	NR	NR	NR	Weather	not many English people	quite	hot	relaxing
145	161	F	32	FTT	NR	NR	NR	Weather	NR	relaxing	Quiet	hot
146	162	M	31	RTT	Nothing	Shopping and food drink	No	NR	NR	Quiet	relaxing	NR
147	163	F	18	RTT	Stayed at the hotel, usually by the pool due to hot weather and relaxation	We usually went to different parts of Alanya to shop once the sun went down after dinner, We spent one night at the hotel enjoying the entertainment and one night clubbing in Alanya town.	N/A. only stayed for one week. We ran out of time to do any excursions.	the weather	We felt that the English holidaymakers were at disadvantage than others such as Dutch visitors.	hot	under developed	rude
148	166	M	26	FTT	Bazaar, bars	Bars, restaurants	NR	Weather meeting new friends and bargains	hotel Bella Rose	hot	dirty	cheap
149	167	F	25	FTT	Hotel, swimming pool	out for meals, drinks	none	Weather	food hotel	hot	smelly	cheap
150	168	F	56	FTT	NR	NR	NR	NR	NR	very good	friendly	very clean
151	171	M	17	FTT	Market	Lobby bar in hotel	None	The time spent relaxing.	The choice of entertainment.	pleasant	warm	clean
152	172	F	16	FTT	I went shopping	Lobby bar and market	No	The people I met were very nice and polite	We had the same kind of food everyday	hot(nice weather)	friendly people	NR
153	173	M	16	FTT	By the pool, town centre	roof bar, lobby bar	None	drinking, making friends.	food	OK	hot	NR
154	174	M	18	RTT	went to the pool, sunbathed	socialised and get drunk.	NR	getting drunk and meeting new people	the food and too warm	excellent	lively	hot

155	175	F	14	FTT	Hotel pool, beach, market	Bars in hotel	No	Weather, entertainment in hotel at night	not a lot to do around the hotel. Market staff practically dragging you to their shops	warm	clean	safe
156	176	M	20	FTT	NR	NR	NR	NR	NR	cheap	cheerful	hot
157	177	F	19	RTA	Sunbathed	Ate, shopping, drink	White water rafting, Alanya by night, VIP Blue Cruise	VIP Blue Cruise, good food, entertainment, lovely staff.	Getting up extremely early to get a sun bed if there even was any left.	hot	cheap	German
158	178	F	20	RTA	NR	NR	NR	NR	NR	NR	NR	NR
159	179	F	21	FTT	Hotel pool, market place	Hotel, Bars	None	good food, friendly, staff and locals. Nice weather.	Market staff forcing you into their shops.	good food	friendly staff	nice weather
160	180	M	39	FTT	NR	swimming	town	relax by the pool	Going on bus in town.	out of this world	NR	NR
161	181	F	13	FTT	shopping in town and swimming	restaurants	no	going shopping	the bus ride to the town, it is really fast and crowded on the bus.	beautiful	quiet	cheap
162	182	M	39	FTT	Swimming, sun bathing	eating fine food	Scuba diving	Dining	The market and town. Shops. Just leave us alone to buy on stuff	nice	clean	dear
163	183	M	24	FTT	Hotel and hotel pool area, Market place, hotel beach	hotel roof bar and lobby, local bar	No	Weather was above reproach. Very safe area, local people very friendly.	Vendors at market very forceful and hassling.	safe	clean	very hot
164	184	F	39	RTT	Manavgat market, Manavgat river, Aquapark, Turkish bath	Boat trip Alanya by night, spent most evenings in hotel	Manavgat and Turkish Bath	Manavgat, river Boat Trip Turkish bath	Location of the hotel, limited shops and restaurants nearby.	pleasant	friendly	hot
165	185	M	22	FTT	NR	NR	NR	NR	NR	hot	friendly	enjoyable
166	186	F	37	FTT	NR	NR	Turkish bath.	I enjoyed most things	The heat was unbearable at times	relaxing	very hot	friendly
167	188	M	39	FTT	Shopping	Shopping	NR	Weather	Entertainment	hot	good	fun
168	189	F	35	FTT	Manavgat Waterfall	Alanya by night	NR	Relaxation/sun	Evening entertainment. Having to show card when all inclusive	well	worth	it
169	190	F	57	FTT	Swim, sunbathe, eat and shop	rest and drink	Alanya by night, market and waterfall	Having a laugh with workers and other friendly folk	The no of doctor visits that our family required!	Friendly	relaxing	helpful
170	191	M	34	FTT	Pool, beach, Alanya town	Roof, lobby bar, went for walks	none taken this time.	Meeting the people, they were all friendly :)	NR	super	friendly	clean

171	192	M	60	FTT	Pool beach	Patio Bar, Alanya	Waterfall, Alanya by night	Boat trip around harbour	Hotel, pool, Food	very	enjoyable	place
172	193	F	41	FTT	pool, beach, Alanya town	Roof bar, lobby bar	N/A	Good food, getting to meet new people. NR		Great weather	lovely people	clean
173	194	F	19	FTT	beach, pool, harbour, boat trip, Dim cay	restaurants, Greenbeach for drinks	Boat trip, Dim Cay	Dimcay was very relaxing and an enjoyable place which took you away from the hotel and beach for the day.	People hassling you to eat at their restaurant.	relaxing	hot	interesting
174	195	M	19	RTA	Pool, beach, harbour, boat trip, Dim Cay	Restaurants, Greenbeach for drinks and music	Dim Cayi, boat trip	Dimcay	People trying to force you to eat at their restaurant	hot	interesting	relaxing
175	196	M	56	FTT	Stayed at pool with young children	Eating out, shopping	Castle	The people	The high temperature	very	very	hot
176	197	F	28	RTT	Played with my children in the pool	walked around to shops and went to park with my children	No, unfortunately.	The beautiful weather (though a bit too hot at times)	very noisy neighbours	beautiful	very warm	very friendly people
177	198	F	52	FTT	Due to the extreme heat and travelling with young children-holiday was mainly hotel/pool oriented.	Shopping	Castle	A very pleasant place unfortunately too hot at this time of year	The heat	Summer too hot	NR	NR
178	199	F	24	FTT	Sunbathed, swimming, beach, pool. Perge, Aspendos, Waterfall.	Eating, bars, shopping	Perge, Aspendos	Lovely Cleopatra beach very friendly people everywhere.	A little bit over commercialized but overall a nice beach holiday	hot	friendly	relaxing
179	200	M	27	RTT	Beach, pool, hotel, excursion	Restaurants, bars, shops.	Perge, Aspendos	NR	NR	Busy	Lively	Hot
180	201	F	42	FTT	Beaches, shopping, sunbathing	stayed mostly at hotel	went to castle 2 boat trips	NR	NR	Busy	hot	fun
181	202	F	43	RTT	Beach, pool, in hotel	NR	NR	NR	NR	NR	NR	NR
182	203	M	40	FTT	NR	NR	NR	NR	NR	nice	hot	friendly
183	204	M	15	FTT	Beaches, Quads, Waterpark	Relax	NR	Quads, relaxing	NR	NR	NR	NR
184	205	M	60	RTT	Swim	eating out	water parks, boat trips	Trips(ext)	NR	sunny	good	fun
185	206	M	37	RTT	Beaches, castle, Quad Safari	Visited pubs, restaurants	Quads Safari, Boat trip	NR	NR	hot	noisy	good
186	207	M	64	FTT	Chilled out in the sun	eat and drink	boat trip	NR	The hassle of the shops	NR	NR	NR

187	208	F	12	FTT	Boat trip, castle, beach	restaurant hotel	none	going on a boat and seeing all the caves and the sea and it's also really clean.	buying things as you had to haggle most of the time.	fun	friendly	warm
188	209	F	13	FTT	To the pool on our hotel. Go for swimming. Something to eat. go out shopping	go to roof while my family/friends have a drink together	NR	Our hotel because it has nice food/drinks. It is nice. All of the staff are nice. There is pool on top of the roof.	No.	the hotel	the weather	the food
189	210	M	75	FTT	NR	NR	NR	NR	NR	very	nice	place
190	211	F	65	FTT	went to beach, shopped, sunbathed	ate and walked	Turkish baths, river boat, 2 sea boat trips	walks along the harbour	harassment to buy. Tip expectations.	noisy	expensive	tipping
191	212	F	47	RTT	taken 4 trips 2 Gullet, 1 Turkish sauna, 1 shopping trip	walked and eaten different places	NR	Gullet trips	many hills, shops are very much the same and found this to be very expensive much more than England, as I have been to Turkey before and found Turkey to be inexpensive things have changed very much.	very hilly	expensive	very noisy
192	213	M	19	FTT	shopping, beach, museum, park, castle, harbour, ate out, Manavgat	Entertainment from hotel, drinking, ice-cream, relaxed at bar	trip to Manavgat	Trip to Manavgat and exploring the place-very scenic	Harassment from Turkish Shop/restaurant owners-would not leave us alone, very annoying.!	Scenic	Beautiful	friendly
193	214	F	19	FTT	went the beach, around the shops and to the harbour	boat trip to the beach and Manavgat Market	NR	The boat trip to the Manavgat market and visiting the harbour.	local shop owners are very rude	beautiful	hot	friendly
194	215	M	38	FTT	Castle, Aquapark, local aqua centre, beach, boat trip, pool	eating out, walking, relaxing	Boat trip, Aquapark, beach	weather, slow pace of life	The constant approach by shopkeepers/restaurants as you walk pass.	hot	friendly	energetic
195	216	F	37	FTT	Beach, pool, shopping	Eating out	Aqua park, boat trip	The aqua park. A nice restaurant near the beach.	Shop owners and restaurant owners pester you every time you walk past.	clean	hot	friendly
196	217	M	16	FTT	Beach, pool	eating out	Aquapark, cruise	Aquapark, pool, eating out, Turkish bath, Beach	Shop and restaurant owners demanding you to look in their shop or to look at their mum??---.	enjoyable	hot	friendly
197	218	F	21	RTT	Beach, pool at the hotel	hotel or near by restaurants	NR	NR	NR	hot	busy	German
198	219	M	21	FTT	Drank alcohol	Drank alcohol	NR	E.F.E.S.	hour bar(ID219)	Clean	friendly	Nice
199	220	F	20	FTT	Beach or hotel	out or hotel	NR	Shows at night and going out for meals	nothing really	good	fun	entertaining
200	221	M	22	FTT	Beach	Hotel or walk to find pubs, clubs	NR	Beach	Shop owners	busy	hot	good shops
201	222	M	19	FTT	Sunbathe	Drunk	No	the sex	not having the sex	mint	hot	safe

202	223	F	18	FTT	Hotel pool, beach	Hotel entertainment, restaurant	NR	boat trips. jet skis	water park	staff were amazing	weather great	nice people
203	225	F	19	FTT	Hotel pool, beach	Hotel meal, pool entertainment	NR	hotel service!!	Aqua park!	beautiful	mint	hot
204	226	F	49	FTT	Castle, beach, sightseeing tours to Side, " waterfalls, Amphitheatre, Dim Caves, River Cruise, Turkish Bath	Hotel entertainment, live music where we could find it, harbour	NR	The Turkish people, their kindness and hospitality. Staff at hotel exceptional. Scenery of Alanya wonderful and will most definitely be returning with family.	Can't think of anything except the silly bed saving. Very trivial thing.	scenic	Friendly	Hot!!
205	227	M	53	FTT	Sightseeing, beach, pools, Tourists Side, Waterfalls, Amphitheatre	Eating, music, dancing, walking	Side Excursion, river Cruise, Turkish bath	The people, different culture, the food	too many shops selling similar goods	in a nice area of Turkey(situation/ a spot)	weather(good)	people(friendly)
206	228	F	36	FTT	Sunbathed on beach due to guests "reserve" sunlounger! Two massage appointments. Visited castle.	Browsed shops. Walked around. Enjoyed shows and displays put on by hotel.	Hamam-enjoyable experience but expensive if booked via tour guide. Boat trip-complete waste of money. Wanted to do Manavgat-Tour rep said waste of time.	Good value for money, cleanliness of the resort	reserving sun loungers. no information at reception for tips for only bookers with no tour rep-English info. Inability to browse around shops/stalls with feeling pressurised into buying something.	beautiful	lively	vibrant
207	229	M	43	FTT	Beach, hotel pool	Shopping mostly	Hamam, boat trip	Cleanliness, beach, excellent hotel	Shop assistants'. Crazy drivers. Too many Scandinavians-not the happiest bunch.	hot	friendly	clean
208	230	F	49	RTT	Boat trip through rep.	NR	NR	NR	Apartments best house	hot	relaxing	friendly
209	231	M	50	RTT	Pool at Cleopatra	Many nice friendly bar cafe restaurant	Boat trip booked by rep.	NR	Best house hotel apartments	NR	NR	NR
210	232	F	33	RTT	Beach or pool	meals along beach front	trip to castle and Dim Cayi	Beach, weather and visit to castle	trying to be overcharged a lot for food etc.	cheap	warm	not always friendly to English tourist
211	233	M	27	RTT	NR	NR	NR	NR	NR	warm	cheap	nice beaches
212	234	F	59	RTA	sightseeing, pool, sunbathing	entertainment, meals out	Been to Cappadocia, Pamukkale, Boat trip, Dim Cay, Side	NR	Being pestered constantly by shopkeepers and waiters. Got to hate walking along pavements, just want to be left alone to choose without arguments over where we are going. Found a big increase in prices over last two years.	hot	clean	friendly (as a whole)

213	235	M	62	RTA	NR	NR	NR	NR	NR	very	very	hot
214	236	M	35	FTT	Beach, Dim Cay, shops	restaurants	Boats, Turkish Night	Generally enjoyable	shop owners attitude when you don't make a purchase	warm	clean	still developing
215	237	F	48	FTT	Tanning and shopping	Eating out	Boat trip and to Side	very enjoyable	shop owners too pushy try you to buy items-Attitude	excellent	friendly	enjoyable
216	238	M	23	FTT	Sunbathed by pool or beach, went shopping, also went walking	went out to eat every night at local places also went to harbour to eat drink and relax	NR	nice weather and very friendly people	service in bars and restaurants is sometimes very slow.	hot	friendly	relaxing
217	239	F	22	FTT	Mostly relaxed by the pool/beach. Went shopping	Meals out	No.	very hot weather, Local people very friendly	I enjoyed my time here.	weather-hot	friendly people	good food
218	240	M	13	FTT	NR	NR	NR	NR	NR	boring	very good beach	good restaurants
219	241	M	16	FTT	Either go to Centrum where the shops are or go to beach or pool	Eat at variety of different places	NR	I loved the beach as it was so beautiful and a good time/ I also enjoyed going to a local restaurant called cha-cha bar.	Sometimes I would get bored as we went self service in an apartment so some nights could be boring.	fun	lovely	people
220	242	M	42	FTT	NR	NR	NR	NR	NR	sunny	friendly	beach
221	243	F	38	FTT	Cleopatra Beach	Bars/Restaurants	NR	The beach	The heat	lovely people	lovely beach	HOT!
222	244	M	40	FTT	Beach, sunbathing and sightseeing	Eating and sightseeing	river cruise and market, water park, boat trip	Weather	NR	hot	clean	friendly
223	245	F	37	FTT	Beach, shopping and sightseeing	Eating, shopping, sightseeing	River Cruise and Market, Waterpark. Boat trip	Weather	NR	hot	clean	friendly
224	246	F	66	RTT	NR	NR	NR	NR	Beach. Weather, scenery.	pretty	vibrant	relaxing
225	247	F	44	RTT	beach, shopping	Bars, restaurants, Bazaars	N/A	relaxing atmosphere, kind Turkish people	Prices are very high for food./drink everything	relaxing atmosphere	genial staff/locals	good beaches
226	248	M	39	FTT	relaxing in the beach, swimming pool	walking	lazy days, Antalya Night	NR	NR	less attractive	busy area	no service
227	249	F	40	FTT	NR	walking	N/A	the beach	Customer service	relaxing	NR	NR
228	250	F	73	RTA	NR	NR	NR	NR	NR	not as appealing as 20 years ago	NR	NR

229	251	F	55	RTA	Pool, beach, Bazaar, Hamam	eating out, eating at villa	Taurus mountains and villages	NR	NR	culture	relaxed/laid back	food-fruit and vegetable
230	252	M	18	FTT	The beach and hotel pool	Harbour, bars and The Katakombo	Boat trips and castle trip	The red Tower and day trip to the castle	Being hassled by shop owners.	hot	lively	crazy
231	253	F	18	FTT	beach at hotel area, hotel pool, bazaar shopping	harbour bars and restaurant, bazaar, beach and bars	red tower, castle/fort. boat trip around headland	Exploring the area, particularly the old town and castle-the locations that capture the history and culture of Alanya and Turkey in general.	Being hassled on the streets by shop owners and sellers offering excursions constantly.	hot	cultured	historic
232	254	M	34	FTT	Beach the fort, boat trips, harbour	Bars, restaurants	Boat trip was excellent	Beach and surroundings were excellent as was the Turkish bath.	The hotel staff on reception were awful and rude.	hot	friendly	lively
233	255	F	36	RTT	Parasailing, visit the fort, did a boat trip, sunbathed a lot, Turkish Night, ride on horse and cart, funfair.	Turkish night, shopping, walking, ate out at other restaurants.	no too long per trip	Beach, site seeing, relaxing, the views, shopping, friendly, shop owners, easy understanding and the currency.	The hotel, reception staff very rude argue with guests, no room on arrival, very stressful. Not a good start to our holiday.	Beautiful	hot	relaxing
234	256	M	50	FTT	Beach	Eating out	None	The weather	Staff at shops	hot	humid	NR
235	257	M	18	RTT	I visited local places like the market, pool beach, castle	Various bars	Boat trip	The boat trip	Heat	atmospheric	friendly	Hot
236	258	M	18	FTT	Castle, tower, Boat trip, Parasailing, Beach, Pool, shopping etc.	Bar, walking on beach, clubs , restaurants	Boat trip	Boat trip	Busy road	Atmospheric	Hot	Friendly
237	259	M	18	FTT	beach, pool, market, mini golf	Various bars	Boat trip	The boat trip	It's too hot.	fun	lively	outstanding
238	260	M	48	FTT	went on a boat cruise.	NR	NR	NR	NR	beautiful	picturesque	wonderful
239	261	F	57	FTT	Beach no 4, Alanya Centrum, boat trip, Ali Baba (very good)	Troy show, Karaoke, restaurants (Istanbul grill),Big Ben, Turkish belly dance why not at Aytur?	Troy and boat trips	Friendly Turkish people-Cleanliness, service by beach owners.	dogs and cats straying and not having rooms on arrival	beautiful/picturesque	reasonably priced	friendly
240	263	M	15	RTT	went swimming, shopping, walking, exploring	relaxed and enjoyed night entertainment, went for a walk	Boat trip was good although maybe a bit too expensive. Dim Cay was excellent.	I enjoyed the liveliness of Alanya, especially at night. Shopping here is a paradise!	The weather was sometimes a bit too hotter for me. Food and toiletries was often too expensive	lively	exotic	fantastic
241	264	F	19	FTT	shopping, site seeing, boat trip, swimming, beach	swimming, hotel entertainment, walking around	NR	Entertainment, weather. Dim Caves.	NR	hot	beautiful	clean

242	265	M	47	FTT	The trip on boat wasn't pleasing because of boat cleanliness and sea sickness. Trip to Dim Caves was exciting and unusual because of the cold water and waterfall feature and mountain. Mainly shopping as well.	Went for walks in local parks where the air is cool and pleasant and nice scenery.	none except boat trip.	Dim caves	Boat trip, haggling, shopping.	pleasant	sunny	unusual
243	266	M	60	RTT	Dimcay	Hircin (?Harem) Bar 1 night	No	everything	Over jealous shop workers pouncing before I had chance to look at goods	safe	clean	friendly
244	267	M	44	FTT	Beach	Various restaurants	NR	beach and sea	expensive drinks, very pushy shop owners, lack of variety	international	busy	expensive
245	268	F	44	FTT	Beach	various restaurants	None	Weather, beach, Turkish bath	shop owners being very persistent as soon as you walked into the shop (which I avoided doing)	busy	international	expensive
246	269	F	33	FTT	Beach	Restaurant	N/A	NR	NR	hot	pleasant	relaxing
247	270	F	57	RTA	Relaxed on the beach	Alanya and Harbour	NR	The people	NR	hot	relaxing	busy
248	271	M	59	RTA	Beach	Bar	None	NR	NR	good beaches	town	locals
249	272	F	40	FTT	Visited park, market, Kestel	Visited park, Alanya town	N/A	harbour area	Poor beach	hot	noisy	over developed
250	273	F	12	FTT	Sunbathed went in swimming pool ate lots	went into Alanya town to shop also, went to a lovely bar-"The secret Garden"	N/A	The hotel grand Kaptan is really good. and the shops and bars. Obama Rocks!:)	The lack of outside space and sun beds in hotel otherwise good.	hot	smelly	clean
251	274	M	51	FTT	Hotel pool and visited park	Visited park and Alanya town	No	Food atmosphere, weather	Poor beach at hotel. Poor outside space and facilities at hotel. Poor entertainment at hotel.	hot	overdeveloped	average accommodation
252	275	F	43	FTT	Used facilities in hotel such as pool, sun beds, shops	restaurants, shop, Oba	Shuttle bus into Alanya, walked to Oba.	The hotel Grand Kaptan was fabulous and has made our holiday very special, Oba is lovely the scenery is lovely.	First experience of all inclusive had a tummy bug for two days, not sure if heat or food but would be little dubious to look all inclusive again. Also shop workers make you nervous and uncomfortable when they harass you.	peaceful	hot	relaxing
253	276	M	16	FTT	Swimming pool, shop, restaurant	Shops, restaurant, swimming	NR	Shopping-good prices but locals are demanding	the entertainment in the Grand Kaptan was good for young children but I am 16 and hated it.	hot!!!	peaceful	Demanding-only certain shops
254	277	M	47	FTT	Pool area, beach	Shopping, restaurant	No	How nice all the locals are	Not to good with shop owners	hot	relaxing	lovely

255	278	F	25	FTT	Spent time using pool and water slides	Used hotel facilities i.e. bars and some local bars	NR	Our hotel and facilities were great	NR	hot	friendly	good for children
256	279	F	56	FTT	With grandchildren spent by a very good pool with excellent reps	walk and drunk by pool	N/A	The hotel	N/A had a bad stomach not from hotel	friendly	hot	pleasant
257	280	M	56	FTT	Hotel pool, restaurants, bar	Local bar, hotel bar	none	Kids enjoyed pool slides	No English Breakfast (Bacon, sausages, eggs).	Pleasant	OK	good
258	282	F	45	RTT	beach, pool, Dim Cay, Harbour, Shopping	Roof bar, Blue Parrot, Alanya Oba	Boat trip, Dim Cay(self booked)	Weather, shopping, people	NR	lively	friendly	hot
259	283	F	54	FTT	Turkish bath, Alanya castle, Manavgat Waterfalls, local beach, cave, shops	Alanya town, restaurant, shopping, local bar, close to hotel, walks along beach front	Manavgat, Turkish bath	Turkish baths. Local people working in bar near hotel were very welcoming and friendly	Mosquito bites	hot	friendly	welcoming
260	284	M	47	FTT	To castle, markets, Manavgat waterfalls, river, local beach, Damlatas cave	Alanya centre, Blue Parrot Pub	Manavgat, Turkish Bath	The atmosphere was very friendly. Everything was very easy going.	Sometimes it was just too hot (isn't really a critic)	Friendly	interesting	hot
261	285	F	20	FTT	NR	Blue Parrot Cafe, Alanya city centre	Alanya Castle, Manavgat Waterfall, market, river, Alanya city centre	friendly people, Alanya city centre	Mosquito bites	hot	lively	fun
262	286	M	17	FTT	Swimming visit town	Pub	NR	Hotel facilities, people	Hot weather	hot	friendly	NR
263	287	F	21	FTT	trips, beach, hotel pool	restaurants, bars	Jeep safari, quad safari, boat trip, water parks, dolphin show	beach, excursions, hotel pool	The prices. not many English. a lot of hassle from restaurants and shops	hot	expensive	clean
264	288	M	25	FTT	Trips, beach, hotel pool	restaurants, bars	boat trip, jeep safari, quad safari, water parks, dolphin show	excursions, beach, hotel	Not a lot of English, harbour prices. Hassle with shop and restaurant keepers	hot	expensive	clean
265	289	F	36	FTT	Visited the beach and sightseeing	shopping and a few drinks	boat trip	Shopping, weather	Being hassled by shop owners	busy	hot	cheap
266	290	F	16	FTT	went to the beach for a while then hotel pool	shopping	NR	Turkish bath	No sun beds and always the same food every day.	friendly	calm	happy
267	291	F	47	FTT	Sunbath, swim	eat, shopping	NR	weather and relaxed environment	Turkish men pestering us	hot	relaxing	noisy
268	292	F	16	FTT	sun bathed by the pool or on the beach	walked around the shops or stayed in the hotel	NR	The weather	The food	hot	patience tester	crowded
269	293	F	45	RTT	NR	NR	NR	Sun, massages, pool	Not enough sun beds-need to find a fair way of sharing them.	nice	friendly	bit tacky

270	294	F	20	RTT	Hotel pool	Alanya Town	Nope	Nightlife	Other guests	accessible	friendly	accommodating
271	295	M	21	FTT	Pool, beach and bar	Relax, chill out, unwind	None due to illness	The nightlife and scenery is fantastic	People trying to hassle you into buying things	lively	fun	enjoyable
272	296	F	36	RTT	Sunbath	Dinner, drinks, shopping	Boat trip	The weather	Hassle from shop owners.	sunny	big	nice beach
273	297	M	39	RTT	Sun	beer	boat	Everything	NR	hot	hot	hot
274	298	F	45	FTT	relaxed at pool and beach	walked, shopping, sightseeing	boat trips	Weather	being followed around in shops and not being able to just look around shops without the staff trying to get you to buy something	hot	lovely	beach
275	299	M	47	FTT	beach and pool	walk round the shops and relax at hotel	boat tour	The beach	Shopping	hot	very busy	good
276	300	F	35	RTA	went for long walks, visited historical sites	went to bars and sometimes clubs	none this visit	Visiting old friends and making new one	Nothing	beautiful	inspiring	home
277	301	M	37	RTA	walked visited shops, relaxed along the beach front	walked had dinner, relaxed in my room	NR	Great food, great weather, great atmosphere, Great people	NR	friendly	relaxing	hot
278	302	M	54	RTT	mainly around hotel pool and at beach	hotel bar, walking into Alanya centre, shopping	none	The weather could not be faulted.	All inclusive facilities were not always what were expected. Variety of local spirits not sufficient. All inclusive should mean all inclusive.	hot	scenic	commercialised
279	303	M	17	RTT	relaxed around the pool	went for walks and shopping	N/A	Playing cards with new friends. Atmosphere around the pool fine day	The food at the hotel-catered for Germans	busy	clean	hot
280	304	M	18	RTA	Jet skiing	Shopping	Markets	Jet skiing and the friendly locals	being hassled by shop owners, if they were to be more relaxed then possibly may have spent money in their shop.	exciting	friendly	fun
281	305	F	35	RTT	Boat trip twice, Turkish massage and baths twice	boat trip, walked to harbour, Friday Bazaar	Boat trip 2 times	The boat trip the weather, Turkish bath	Turkish men chatting up single ladies at every opportunity!! Shopkeepers/restaurant owners being pushy you into their shop.	hot	friendly	clean
282	306	F	33	RTT	Experienced in hotel twice. Boat trip around red tower twice, visited Dim Cay twice, rest of the time we were either in the pool or at the beach	after dinner we walked to Alanya fountains, sometimes shopped, once visited the harbour	NR	friendly Turkish hospitality, continuous sunshine	smell of smoke in our hotel room	hot	relaxed	hospitable
283	307	F	55	RTA	Beach	Local restaurants	none	food weather	NR	sunny	relaxing	enjoyable

284	308	M	67	RTA	on the beach	take evening meal and visit shops and bars	NR	Friendly people	NR	sunny	friendly	clean
285	309	F	47	RTA	lay at the pool	dinned out	boat trip	Dining out, boat trip	Prices in shops	a lovely place	NR	NR
286	310	M	75	RTT	went to market, went to shops	NR	boat trip	The friendly people and food	The heat	very good	NR	NR
287	312	F	45	FTT	stayed by pool, went to Miami beach/pool	shopping, restaurants in town centre, Karaoke in hotel bar	Trip to Dim Cay-lovely	Weather, food, drink, meeting new friends	NR	great value	friendly people	lovely place
288	313	M	38	FTT	Beach, boat trip	Restaurants, night clubs, karaoke	Boat trip	The sunshine	NR	sunny	helpful	cheerful
289	314	F	38	FTT	Mainly by the pool, but we did go to Dim Cay	Different restaurants and the Elvis bar	Went on a boat trip	The weather and swimming pool	NR	hot	expensive	friendly
290	315	M	48	RTA	Sightseeing, shopping, beach activities, boat trip	eating, drinking, shopping	no	NR	NR	hot	expensive	false
291	316	F	19	FTT	beach, restaurants, shopping, walking, bars, having fun	.....	NR	Went on boat trip. Walked up to castle and back down	whilst shopping getting harassed	hot	entertaining	fabulous
292	317	F	48	RTA	beach, to the caves	cafes and bars	none	Shopping, relaxing	NR	hot	picturesque	friendly people
293	318	F	22	FTT	beach, walks	bars, restaurants, walks	boat trip(brilliant)	Boat trip, walking to the castle	Harassed whilst shopping	entertaining	loud	hot
294	319	M	23	FTT	beach	bars and restaurants	boat trip	Boat trip, castle walk, sea, beach	hassle from shopkeepers, expensive fake clothing, expensive liquor	expensive drinks and foods	hot:)	expensive gifts
295	320	F	40	RTT	NR	NR	NR	NR	NR	hot	hot	hotter
296	321	M	22	FTT	Boat trips, shopping, eating and drinking, sunbathing	eating, relaxing	boat trip, walk to castle	eating and drinking, sunbathing, walks, swimming in sea	Hassle of local shops	hassle	hot:)	expensive
297	322	F	44	RTT	relaxed around the pool	even meal then drinks	NR	The weather, people	NR	hot	friendly	good night life
298	323	M	22	FTT	NR	NR	NR	beaches and people	Nothing at all	hot	good sittings	lovely people
299	324	M	38	RTA	NR	NR	NR	NR	NR	lively	hot	fun

300	325	F	21	FTT	Miami beach, Dim Cay	out for dinner to the clubs and bars, shopping	sightseeing	The sun, the views, the shopping	Nothing, loved every minute	beautiful	amazing	hot!!!!)
301	326	F	41	RTA	Dim cay, Miami beach club, beach and pool	shops, restaurants, clubs	none	People. Turkish very hospitable	Traffic/roads	very beautiful	very hot	cleans, people absolutely brilliant!
302	327	F	33	FTT	beach	restaurants	NR	The beach and relaxing	NR	hot	interesting	busy
303	328	M	38	FTT	at the beach	walked around the shopping areas	no to expensive	The weather, and the beach	Most roads look the same	hot	beautiful	busy
304	329	F	28	RTT	Waterpark, boat trip, castle, beach, pool	ate out at restaurants, shopping	see above	The weather, the shops, good food.	Drink is very expensive. Some locals are very pushy and sometime rude.	busy	hot	exciting
305	330	M	22	RTT	pool, beach	meal, relax	boat trip, aqua park	NR	NR	NR	NR	NR
306	331	F	20	RTA	NR	NR	NR	The activities available and beach	The mosquitoes. sometimes ignorant people that are not sociable.	reasonable	hot	lively
307	332	M	18	FTT	excursions, Aquapark, Troy, Manavgat market river, shopping, to the beach, for walks around local area	to eat, for walks on the beach	Aqualand. Troy, Manavgat market and cruise	Aqualand-troy-Exciting, thrilling. new not done before. Beach, lovely beach and scenery. Experience as a whole good.	Staff in shops when we go shopping. Getting sunburnt.	exciting	exotic	thrilling
308	333	F	26	FTT	The beach, went on excursions, relaxed in the hotel pool:)	went on shopping, had a nice meal in a restaurant	aqua Waterpark, Manavgat boat trip and Market	I liked Aqualand a lot and riding on a camel. I really enjoyed the experience as a whole. I particularly enjoyed meeting new people and Alanya itself is beautiful.	I least enjoyed getting bitten by mosquitoes, being sunburnt and getting sun spots.	hot	fun	exciting
309	334	M	16	FTT	swimming	eating	Aqualand, Manavgat, Market	I enjoyed the visit at Aqualand and the sea	I least enjoyed then heat	amazing	good	satisfactory
310	335	M	18	RTA	Pool	Pool	NR	NR	NR	hot	bustling	hectic
311	336	F	16	RTA	Pool	Bars	NR	beaches, trips	NR	beautiful	good	clean
312	337	F	42	RTA	Sunbathing, shopping, beach, Aquapark	shops, bars	Aquapark	Sun, sea, heat	NR	NR	NR	NR
313	338	M	47	RTA	hotel, pool, beach, shops, museums	bars, shops, restaurants	Market, bazaar, Aquapark	Weather, culture, scenery	After a while, the hassle of shopkeepers and offers of meals/drinks when passing pubs/restaurants.	lively	historic	beautiful

314	339	F	54	FTT	beach	Shopping	No	Food was interesting, the good weather and the rest	Some staff at the hotel were rather rude, could not be bothered with us if we had a problem also rushed us dinner times taking off the table cloth before we had finished.	very hot	friendly	clean
315	340	F	56	FTT	Beach	walk	No	beach	none	friendly	clean	hot
316	341	F	50	FTT	Beach	Shops	No	Some people very helpful	some other people quite rude	value	service	weather
317	342	F	20	FTT	Went out for lunch then to the beach	went out for dinner and had a few drinks	None	the weather	Harassment from shop and restaurant staff to go into their property every time you walked past.	warm	noisy	different
318	343	M	20	FTT	Went for lunch and the beach	went for dinner and had a few drinks	None	The weather and some food	Harassment from local shop owners and restaurant owners to buy their products.	warm	noisy	different
319	345	F	57	RTT	NR	NR	NR	long walks in evening	shopping	beautiful	NR	NR
320	346	F	42	RTA	Visited beach, went to Waterpark and went on boat trip	dined out in local restaurants	went shopping, boat trip	Enjoyed it all.	NR	hot	scenic	cheap
321	347	F	16	RTT	Cleopatra beach or the pool, the boat trips and Waterpark	out for dinner and night shopping	NR	The boat trips and the scenery was amazing. The beach is what I loved the best	I enjoyed everything	fun	exciting	clean
322	348	F	13	RTT	The beach, shopping, pool	pool	at night we went for dinner:)	I really loved the beach because the waves were awesome-Alanya is gorgeous.	I did enjoy everything.	hot	cheap	interesting history
323	349	F	41	RTT	pool, restaurants, Aquapark	restaurants, beach walks	not yet	Aquapark, going in the sea, Turkish bath	Having my room door knocked on by other guests, at 5.25 am and 4.15 am on two night running. They then ran away laughing.	Picturesque	hot	busy
324	350	F	16	RTT	market, beach, Aquapark	went for meal	NR	Turkish bath and going to the beach	NR	friendly	warm	nice
325	353	F	18	RTT	NR	NR	NR	Alanya by night boat trip	NR	amazing	roasting	fun
326	354	M	23	RTT	NR	NR	NR	NR	NR	great culture	fantastic locals	heat
327	355	F	42	RTT	NR	NR	NR	The Grand Kaptan Hotel Staff	The amount of smokers	hot	beautiful	friendly
328	356	M	30	FTT	Alanya town centre, obi town centre	mainly stayed in the hotel	Alanya by night, lazy day cruise, troy Waterpark	The lazy day cruise along Alanya coast line	The child club was very disappointing	clean	friendly	hot

329	357	F	27	FTT	Castle	entertainment at the Grand Kaptan	Castle, pirates of Alanya, Bazaar(market) town centre, Waterpark	Historical landmarks. Bazaars (markets) coastline cruise. Friendly atmosphere. Sunset.	The childcare was the worst I have ever come across. Although, the people in general are very friendly. Weather was too hot for us (but its are fault) as we choose to come July fortnight.	Friendly	clean	Warm
330	358	M	12	RTT	used the hotel facilities(pool, slides etc.)	visited castle and went to Cleopatra beach	Antalya day shopping and visiting waterfalls	Bartering with the people in the Bazaar	People hassling you.	good	fun	noisy
331	359	F	30	RTT	Alanya town, Antalya city	local bar	Antalya city shopping	The friendly locals. Shopping and good weather.	NR	fun	enjoyable	scenic
332	360	F	51	FTT	Antalya beach pool, Alanya town, waterfalls, Cleopatra beach	relaxed in local Blue Parrot	Antalya	Everything	NR	scenic	very hot	friendly
333	361	M	62	FTT	Shopping in town, beach/pool	local bar	Antalya shopping, visiting 2 waterfalls	NR	NR	hot	friendly	clean
334	362	M	26	FTT	sunbath on the beach, spent time on swimming pool	visit town Alanya, shopping	No	NR	NR	NR	NR	NR
335	363	F	27	FTT	sunbath on the beach, spent time on swimming pool	visit town Alanya, shopping, sightseeing	No	Beach, town	NR	beautiful	hot	friendly
336	364	M	23	FTT	Hotel pool; beach; organized tours to Manavgat; Day cruise, evening, sightseeing in Alanya; Damlatas Cave; Bazaar	Stayed in hotel mostly, sometimes walked along seafront. Dinner at hotel or once on boat cruise.	Manavgat market, waterfall and river cruise; Alanya town and fortress by night plus viewing caves on a boat and barbeque: day long coastal "lazy day" cruise with swimming	Cleopatra beach. Excellent evening meal at Grand Kaptan every night. Evening boat cruise around the headland.	Dirty beaches on harbour side (Cleopatra was fine). Far too much tourists tours, would be much better with more Turkish experience, e.g. too much of the same food at restaurants, no genuine Turkish crafts to buy in market, only mass-produced things for tourist crowd. Architecture: I realise there is little that can be done about this point but there are far too many concrete, identical buildings in Alanya. There is some Turkish architecture but this rare. Alanya is a place with great natural beauty and a lot of potential but I feel it has been spoiled somewhat and turned into a tourist factory.	hot	potential	touristy
337	365	F	23	FTT	Bazaar, pool in the hotel, beach, caves	walk on the beach	lazy day cruise, Manavgat waterfalls, Alanya by night	Damlatas cave, Cleopatra beach	Not all the beaches are nice. Paying for toilets.	hot	busy	pretty
338	368	M	33	FTT	Beaches, swimming tourism	roof top shows	NR	NR	NR	NR	NR	NR
339	369	F	16	FTT	sightseeing, shopping	roof bar	NR	Aqua park	NR	over priced	beautiful:)	astounding

340	370	F	14	FTT	shopping, beaches, swimming, tourism etc.	roof top shows, roam around the area, etc.	NR	Aquapark, waterfalls,	NR	very lively	over priced	friendly
341	371	F	21	FTT	shopping, swimming, sightseeing, Aquapark	enjoying walks on the beach, hotel night entertainment	NR	I really enjoyed myself. People here are very welcoming and I must add beautiful too. It is very relaxing enjoyable. Good to take (h)time out.	Nothing really.	beautiful	hot men	very relaxing
342	373	F	22	FTT	stay by the pool	to hot to go anywhere else	NR	Big bens	NR	fantastic	warm	relaxing
343	374	F	60	FTT	NR	NR	NR	NR	NR	hot	friendly	sunny
344	375	F	29	FTT	stay at the hotel	went for a walk and something to eat	no	The scenery, the hot weather. Friendly people.	NR	beautiful	very hot	exotic
345	376	M	45	FTT	hotel pool	meal, walk	water park, Turkish bath	NR	NR	clean	busy	friendly
346	377	F	38	FTT	NR	NR	Waterpark, Turkish bath	Turkish bath	Waterpark	clean	lively	lots of fun
347	378	M	62	RTT	chilled		none	NR	Extreme heat very noisy nights due to crickets, frogs, karaoke	hot	noisy	satisfying
348	379	M	56	RTT	Beach	castle	NR	NR	NR	NR	NR	NR
349	380	F	39	RTT	beach and pool	meal and walk around	NR	people	small child not much to do	busy	fantastic	cool
350	381	M	44	FTT	Beach, boats, sightseeing	Bars, restaurants	boats	Nice weather, sailing on boats	Being stuck in the hotel lift.	clean	warm	beautiful
351	382	M	32	FTT	Pool bar	restaurants	boat trip	NR	NR	warm	friendly	fun
352	383	M	23	FTT	NR	NR	NR	drink and sun	price of drink	lively	warm	NR
353	384	F	22	FTT	sunbathing	went for dinner and drinks	Turkish bath	weather	very expensive for alcohol and food	hot weather	nice scenery	expensive to go out
354	385	F	30	FTT	walked around, went on boat tour, lazed by the pool	spent most of time in hotel bar	boat trip	really enjoyed time and the staff at the hotel were very good.	NR	NR	NR	NR
355	386	F	17	FTT	stayed in the hotel around the pool	stayed in hotel or went to the bars and restaurants outside.	NR	activities, sunbathing by pool	NR	relaxing	clean	hot

356	387	M	54	RTT	Pool, beach	Old town	No	Climate. Relatively pester free by shopkeepers compared to other places in Marmaris	NR	hot	friendly	hot
357	388	M	65	RTT	Beach	Cafe bars	Cemal boat trip	Sun. Friendly people and genuine.	relaxing on beach	Beautiful	Friendly	Exciting
358	389	F	27	FTT	pool, beach, hotel room	restaurants	Turkish bath, Dim Cayi, Fire Anatolia	Fire of Anatolia show was very good.	Very ill whilst on holiday prevented us from doing many excursions. Would never go half board again in Turkey. Have to be all inclusive as it is very expensive to eat and drink here.	hot	expensive	scenic
359	390	M	31	FTT	Pool beach hotel room	restaurants and bars	Fire of Anatolia, Turkish bath	Fire of Anatolia excursion	390extortionate prices for water and cola in hotel. Turkish bath.	hot	expensive	scenic
360	391	M	39	FTT	Walked around, swim	relaxed	Alanya by night, lazy day cruise, Manavgat Waterfalls Market	The panoramic views.	NR	enjoyable	friendly	NR
361	392	F	40	FTT	Went for a look around	went for a meal at one of the restaurants in Antalya...Alanya	N/A	The weather and friendly people	NR	hot	clean	friendly
362	393	M	32	FTT	look in the shops	meal in a restaurant	NR	NR	NR	hot	clean	friendly
363	394	F	15	FTT	went to see landscapes, relaxed, sunbathed	relaxed, dinner	going on Pirate boat and watching sun-set	Watching sun set.	walking the street.	relaxing	cultured	beautiful
364	395	F	41	RTT	stayed in Eftalia Village	Alanya by night, boat trip around the bay and visited castle	Tiffany diamond	Excellent boat trip good value for money	NR	busy	beautiful	bustling
365	396	F	15	RTT	Went on trips and went on the slides and in the pool	had dinner, relaxed and socialized	A trip to Alanya castle and a boat trip. A visit to Tiffany's Jewellery store.	I most enjoyed sailing on the boat and having a blog on there.	I least enjoyed the Tiffany Jewellery shop because it was too expensive.	hot	relaxing	historical
366	397	M	15	RTT	The city, hotel	drink, socialise	NR	Boat trip, swimming.	NR	hot	relaxing	munch
367	398	M	15	FTT	swimming in pool and sea, football	late night, supper, drank	NR	relaxing, shopping, going on cruise.	going to Tiffany and Co.	exciting	fun	hot!
368	399	M	23	RTT	shopping, drinks	didn't go	yes, market	relaxing/sun/shopping	Being pestered constantly by shop owners. people offering services.	Busy cat times	peaceful	sun
369	400	F	23	RTT	Pool, beach, relax!:) )	entertainment	first choice trip, Manavgat, market and waterfall	The sunshine*	Being constantly asked to buy things- even in the hotel	sunny:)	cheap£	Jam packed

370	401	F	16	RTA	sunbathed	ate and watched entertainment	Thomas cook arranged night	I enjoyed the experience overall. People were friendly.	The evening entertainment.	hot	friendly	enjoyable
371	402	F	17	RTT	Sunbath, swimming	local entertainment	went out with rep to "Big Ben" in Alanya (Karaoke and stuff)	was really nice and had a nice atmosphere.	N/A	NR	NR	NR
372	403	F	45	RTT	relaxed, sunbathed	relaxed	1 x rep organized evening trip	Friendly and helpful staff	N/A	friendly	hot	relaxing
373	404	M	22	FTT	went to resort pool and beach	resort bar/entertainment	walked to local town	Weather was good allowing to relax on resort.	Beach, very stony, water very misty and dirty	hot	clean	enjoyable
374	405	F	18	RTT	Pool, beach	restaurant, hotel entertainment	local town one evening	The weather and general hospitality of our resort.	None	hot	historic	pleasant
375	406	M	18	FTT	laid by pool, swam, played games with entertainment team	drank, socialized	Alanya twice(once evening once day);Manavgat market and waterfall;; boat trip (all day)	the markets and bargaining with shopkeepers. Also enjoyed the weather and swimming.	Shop keepers pushy sometimes. Sometimes too hot.	hot	bargain	different
376	407	F	17	FTT	usually by the pool at the hotel. Once went to Manavgat market waterfall; on a boat trip around Alanya; and into the city/town itself.	eat at the restaurant, watch the entertainment-and drink!	Alanya by night-town, boat, meal, castle; Manavgat market waterfall-Dikmen as well: lazy day cruise-boat trip around Alanya.	weather! good value things cheap. Friendly staff. The water and boat trip. free drink food (all inclusive), waterfall.	407pushiness of people in the shops. Loads of German TV.	hot/sunny	relaxing	fun
377	408	F	19	FTT	Sunbathe	Watch show, drink alcohol, dance	NR	The food	Too hot!	funny	hot	loud
378	409	M	23	FTT	Pool	Bar	NR	Drunken times	Arrogant Turkish people	fun	value	relaxing
379	410	F	47	RTA	stayed on resort for duration of stay	as above	none	Sun and no rain	NR	hot	friendly	clean
380	411	F	19	RTT	Sunbathe, relax, swim	drink, dance, watch show	NR	Entertainment	Not enough to do in the evenings for teenagers/young adults(18-25)	clean	safe	beautiful
381	412	M	49	RTA	Swim, relax	enjoyed show, night swim	Perge Aspendos Kursunlu	Weather, people facilities feeling safe.	NR	entertaining	historical	friendly
382	413	F	49	FTT	Pool, Bar	NR	2 x boat trips	NR	The Monkey that was made to sit while photos were taken	NR	NR	NR

383	414	F	55	RTA	Beach, shopping	visited local restaurants, bars	visited the castle, fort	castle visit, beach	Getting ready to come home as no courtesy from and get changed in, were swimming pool shower room where children were running in/out.	hot	beautiful	friendly
384	415	F	33	RTT	Beach and shopping	went out for a meal and relaxed in local friendly bars	visited Alanya castle	loved the beach and friendly bars and restaurants.	NR	NR	NR	NR
385	416	F	11	RTT	Beach, pool, shops	go to bars(like my favourite Capella bar), restaurants	castle/fort, aqua park	going to the beach and going to my favourite bar the capella bar. shopping as well and being in the pool.	There was nothing I did not like.	Beautiful	hot	friendly
386	417	M	54	RTA	Beach	meal shopping	castle	NR	NR	NR	NR	NR
387	418	M	34	RTT	Beach	shops, restaurants, bars	castle	the weather beach and nightlife	my heat rashes	hot	hot	hot
388	419	F	14	RTT	Boat trip round the coast	hotel	NR	The boat trip around the island	shopping	friendly	hot	relaxed
389	420	F	39	RTT	visited castle, boat trip, lots of relaxing by the pool	hotel entertainment	boat trip, Turkish Bars	Boat trip swimming in the MED.	was very busy in the hotel hot when eating.	hot	shopping hassle	relaxed
390	421	M	46	FTT	Sunbathing, relaxing at pool	eating, drinking, absorbing the culture	Boat trip around Alanya	market, harbour, snorkelling	N/A	hot	hot	hot
391	424	F	22	RTT	boat trip, aqua park	NR	NR	NR	nothing boring	boring	family place	NR
392	425	F	32	FTT	sat at the pool	had dinner at bar and enjoyed the entertainment at the pool	Waterpark, boat trip	The people very friendly	The hot weather not used to do it in Belfast	lovely	friendly	hot
393	426	M	16	FTT	boat trip, water planet	back to hotel	NR	the staff at hotel	some people in hotel	good	mad	sweet
394	427	M	42	FTT	sat around the pool or go to beach, shopping	socialise	NR	NR	NR	NR	NR	NR
395	428	F	39	FTT	The harbour, the castle, the hotel pool, the beach	the hotel and local bars	NR	everything	shopkeepers	hot	friendly	big
396	431	M	59	RTT	hotel pool, beach	hotel entertainment, walking	visit to castle, visit to caves, boat trip	Beach	Hard selling by local shopkeepers and bars.	lively	hot	friendly
397	432	M	53	FTT	Dining out	NR	harbour, caves	the nightlife and atmosphere	the constant trying to sell you anything in the street. Street seller.	hot	very hot	extremely hot
398	433	F	15	FTT	hotel pool and sun bungalows	out for meals or in the hotel	boat trip	hotel pool and waiters. also the sun.	food.	hot	good experience	crowded

399	434	F	15	FTT	I would have sunbathe in Alanya or went for a swim	we would normally go out for meals, happy Viking was the main one.	boat trip	I enjoyed spending time with my family and friends. Also the good food in Alanya.	I enjoyed everything in Alanya.	sunny	warm	excellent
400	435	F	54	FTT	NR	NR	NR	NR	NR	very	good	place
401	436	F	46	FTT	sunbathing, shopping	meals out, shopping	Turkish bath	Food	Shopping	hot	traffic	busy
402	438	F	22	FTT	sunbathing, relaxing by pool	dinner, drinks, sampling Alanya nightlife	NR	nice weather	NR	hot	entertaining	nice people#
403	439	F	23	FTT	Cleopatra beach	various restaurants and night clubs	NR	The weather and being so close to the resort	NR	hot weather	good shopping	friendly atmosphere
404	440	F	19	FTT	Cleopatra beach	shops/restaurants	NR	shops/beach	too hot	hot	friendly	reasonable
405	441	M	20	FTT	Spent majority of the day at the beach or at the hotel pool	relaxed in hotel room, then enjoyed a meal at a local restaurant, also hotel had good evening shows on.	no excursion	mostly the hot weather and plentiful amount of sunshine. Also the shopping was very enjoyable.	Very small amount of shop owners bother you on the street for a prolonged period of time.	hot	atmospheric	good value for money
406	442	M	34	RTA	NR	NR	NR	NR	NR	NR	NR	NR
407	443	F	34	RTA	Aqua park/Alanya, pirate ship/castle	Hotel, Konakli, Alanya	NR	The castle	The lack of entertainment in hotel. The rooms in hotel not being ready on time. Food in hotel. Not good choice for children.	beautiful	quiet	pleasant
408	444	F	59	RTA	NR	went to Big Bens party night	NR	The beach	NR	clean	historical	hot
409	445	M	45	FTT	sunny, visit town, boat trip, white water rafting	hotel, eating out	white water rafting, boat trip	Excellent restaurant	NR	hot	bustling	friendly
410	446	F	45	FTT	Turkish bath, sunbathing, Alanya, boat trip, Kordon restaurant, shopping	Konakli shopping	Boat trip	Friendly people. Views. Castle.	To humid in July/August	friendly	nice views	good weather
411	447	M	44	FTT	Hotel	Hotel	Rafting and boat trip	Clean. Friendly people.	Humidity.	hot	humid	clean
412	448	F	45	FTT	sunbathing, bus into Alanya several times to shop, boat trip around Alanya, evening shop at Konakli visited castle in Alanya	Restaurant meal on Alanya harbour/Stayed in hotel for entertainment	Boat trip round Alanya.	Friendly people. Excellent Turkish food.	Too humid!	humid	clean	friendly
413	449	M	22	FTT	Shop, sunbath, Avsallar Alanya	relax by pool/beach or in room	N/A	NR	NR	hot	humid	developing county

414	450	M	41	RTT	Eftalia holiday village	day night	NR	The pools	NR	hot	unhelpful	good value
415	451	F	43	RTT	lay by the pool	got a bus to local shops as entertainment was based around German	NR	The shopping was OK. Some of the restaurants were fine	The overcrowding of the hotel and the room.	NR	NR	NR
416	452	M	43	RTT	pool, beaches are bad	shopping	none	Shopping and the sun shine	NR	its very good	NR	NR
417	453	F	47	FTT	Castle, Dim Cave river, Harbour	Alanya town	Discover Alanya	NR	NR	hot	busy	scenic
418	454	M	47	FTT	sat by the pool. Went white water rafting. Visited Alanya town.	not a lot	yes as above	History	NR	hot	hot	hot
419	455	M	40	FTT	aqua park, Alanya town for shopping	stayed at hotel	1 hr boat trip	Boat trip and shopping	Germans-They are very rude and I have found the hotel wink only cater to them. Also the health and safety at the hotel is very poor.	hot	clean	nice
420	456	F	32	FTT	Harbour boat trip, Alanya	Konakli	troy show	Boat trip	Hotel. We enjoyed our days in Alanya but we have had a bad experience with hotel which put a damper on our holiday.	hot	lively	scenery
421	457	F	50	RTT	stayed at hotel	NR	boat trips	NR	457lack of English talking staff. No interest in English visitors.	hot	clean	expensive, German
422	458	M	23	FTT	went on boat trip	Alanya town shopping	boat trip	The weather	The lack of English people	hot	clean	expensive
423	459	M	44	RTT	Sunbathing, boat trip/shopping	Eating, drinking in hotel	NR	NR	Not enough English people	hot	expensive	full of Germans
424	460	F	31	FTT	round hotel, swimming pools	visit to town, meals and drinks	boat trip	The weather, boat rip.	The lack of entertainment for English kids.	clean	hot	expensive
425	461	M	48	RTT	Konakli, Alanya	NR	Sealanya	Weather, hot hot hot!!!	Stony beaches	hot	historic	colourful
426	462	M	54	RTT	Shopping	NR	None	Weather	NR	NR	NR	NR
427	463	F	53	RTT	Swam, walked on the beach	relaxed with family in the bar	Sealife centre, Seaalanya, Manavgat Waterfalls and shopping, Riverboat to Side	NR	NR	hot	beautiful	cultured
428	464	F	56	RTT	shopping	Disco, dancing	Konakli	Shopping	NR	sunny	clean	sea

429	465	F	48	RTT	Stayed in Village	Waterfalls, Market and Beach	NR	NR	NR	very hot	poor food	to many Germans
430	466	M	56	FTT	Stayed at the hotel	stayed at the hotel	Manavgat Market and waterfall, Side Beach	NR	NR	very	very	hot
431	467	M	53	FTT	Relaxed with friends, visited local towns	at hotel and in Alanya town	No	NR	NR	NR	NR	NR
432	468	M	44	RTT	Alanya Town	NR	NR	Culture	NR	hot	lots of shops	nice people
433	469	M	21	RTT	Played water pool and pool related games, saw Dolphin Show	Hotel disco on several occasions	NR	Drinks and then on to the disco	Too hot on some days	hot	relaxing	fun
434	470	M	47	FTT	mainly around pool, sunbathing, swimming, eating, drinking	in the reception with a group of 16, playing cards, talking	SEALANYA-Dolphin show in Alanya	Just being able to relax	Can't think of think of anything.	hot	enjoyable	relaxing
435	471	F	40	FTT	NR	NR	NR	NR	NR	I loved it		
436	472	M	53	FTT	Aquapark, Scuba diving, Shopping	Stayed at complex	NR	Boat trip. Aquapark. Facilities	Too hot!	hot	beautiful	peaceful
437	473	F	27	RTT	Eftalia Village	NR	Shops, Sealife centre	Weather, pools.	Repetitive food.	pretty	relaxing	hot
438	474	M	35	RTT	Pool	Beer, dance	Manavgat, Alanya	Turkish culture	Shop owners hassling me.	hot	nice	busy
439	475	F	34	FTT	Turkish bath, Waterfalls	Alanya by night	NR	NR	NR	NR	NR	NR
440	476	F	42	RTT	Turkish bath, waterfall	Alanya by night	NR	The excursions, pools for the children.	I did not like where the hotel is situated . Food at hotel poor at times. Need more variety for children. Also only being able to get ice-creams at hotel at certain times.	NR	NR	NR
441	477	F	26	FTT	NR	NR	NR	NR	NR	NR	NR	NR
442	478	M	51	RTT	Relaxed	Oba, Alanya Castle	Lazy day, Alanya by night, Turkish bath, Massage	Friendly people	NR	hot	clean	relaxing
443	479	F	43	FTT	Pool	Bar	None, been ill	going home	rude staff, constantly being ill with food poisoning.	boring	rubbish	horrible

444	480	F	37	FTT	Nothing apart from looking after my family and friends as we were ill	same as above	none as we were not always guaranteed to be well enough	NR	visiting the chemist nearly every day for medication.	NR	NR	NR
445	482	F	44	RTT	Nowhere else one or another ill	NR	Waterpark	Waterpark	It was a memorable experience all for the wrong reasons horrible!	terrible	sickness	nightmare
446	483	M	57	RTT	Rested	Relaxed	N/A	NR	NR	hot	hot	hot
447	485	M	16	RTA	Boat trip, shopping, beach, pool, jet-ski, rubber rings	Watched shows	Boat trip	I really enjoyed the boat trip we went on because it was really fun and we got to do a lot of things, such as swim in the sea, relax in sun and be entertained.	Food was sometime an issue. Rooms were not cleaned on time.	hot, sunny	varied	eventful
448	486	M	48	RTA	Beach, Bazaar, boat trip, hotel complex	Bazaar, hotel complex	Boat trip, shopping complex	Boat trip and bazaar	In hotel complex the noise levels in the accommodation were too loud. Guests returning from their night out were not considered of those who were already sleeping. Entertainment in evening was very poor.	hot	limited	hassle
449	487	M	55	FTT	Sunbathed, round the pool	Ate, relaxed	Aquapark	NR	NR	NR	NR	NR
450	488	F	53	RTT	NR	Shop, eating out	NR	The sun	Food	very good	fun	hot
451	489	M	56	RTT	Sunbath by pool	ate, drank and be merry	no	sun	NR	hot	clean	fun
452	490	F	31	RTT	Pool games, sunbathing, enjoying	Bars, shows, walk around the market	N/A	The sun rest and just the hotel was good for me.	I don't eat meat or cheese or cakes. Just potatoes pizza and most things were fish meat and cheese in pasta	clean	friendly	hot, hot, hot
453	491	M	36	FTT	NR	NR	NR	NR	NR	hot	beautiful	courteous
454	492	M	42	FTT	NR	NR	Big Ben in Alanya	relaxing pace of life	NR	peaceful	quiet	laid back
455	494	M	39	FTT	Swimming, tennis, pool, sunbathing	eating, shopping	night out in Alanya	climate	NR	hot	friendly	cheap shopping
456	496	M	38	RTT	Sunbathing, water slides, jeep safari, bars, shopping	NR	Jeep safari	Jeep safari, people.	Location of hotel, too far from centre of Alanya.	relaxing	hot	fun
457	497	F	17	FTT	We went to the beach most of the time and visited the town	we went out to the town centre and met new people	NR	NR	NR	good culture	nice people	scenery
458	498	M	50	RTT	Waterpark	Adanus Bar, hotel bar	NR	NR	NR	hot	dirty	plain

459	499	F	15	FTT	NR	NR	NR	NR	NR	good culture	built up	too busy
460	500	M	11	RTT	Beach visit, Manavgat, Alanya, Castle	Shops	Manavgat falls	Beach	Too many buildings. Overbuilt. Not enough culture-or small villages.	NR	NR	NR
461	501	F	51	RTT	NR	NR	NR	NR	NR	hot	quiet	boring
462	502	M	49	FTT	none	none	none	climate/all inclusive option	unfortunately we had food poisoning!!	hot	friendly	touristy
463	503	M	43	RTT	beach, pool	hotel shopping	N/A	walking	shopping	lively	busy	Germans
464	505	M	32	FTT	beach	walked into town centre along beach	No	NR	NR	hot	peaceful	counterfeit
465	506	M	22	FTT	hotel pool and beach	dinner in hotel then walked around Alanya	N/A	the weather	people trying to always sell you stuff on the street	hot	pleasant	culture
466	507	F	22	FTT	relaxed by the pool or on the beach	the dinner at the hotel and walked around local markets	NR	The hotel was beautiful-very clean and food very enjoyable.	People at the markets pressing you to buy something.	hot	commercial	friendly
467	508	F	73	FTT	NR	visit brother or wife who live in Alanya	Boat trip, Quad bikes, water park	Eating out, boat trip.	NR	hot	friendly	relaxing
468	509	M	44	FTT	Went to beach, shopping, relax by the pool	visit bars restaurants	visit to castle	Beaches(excellent) weather(brills)	nothing	excellent	good	brilliant
469	510	F	42	FTT	beach	eating out	NR	The people and the weather	Nothing it was good.	fantastic	friendly	sunny
470	511	F	30	FTT	NR	NR	NR	NR	NR	hot	friendly	fun
471	512	F	61	RTT	Relaxed by the pool and sea and beach. went to Alanya walked several times harbour visited ---- in Mahmutlar	with friends	Alanya by night, Manavgat market, Waterfall, Turkish bath	The friendly and helpful people.	NR	friendly	lively	welcoming
472	513	F	32	FTT	Pool, beach, castle, red Tower, Damlatas cave shops	Roof bar, town centre	Perge and Aspendos, Alanya by night, Green lake, Manavgat, Fire of Anatolia	being looked after at the hotel excursion.	Too hot. Hassle when shopping. Hagglng when shopping.	not much to do in Alanya itself	hot	good value for money
473	514	M	59	FTT	Pool, beach, castle, red Tower, Damlatas cave, Shops	Roof bar, Alanya by night, boat trip, around the harbour	Perge and Aspendos, Green Lake, Manavgat Waterfall, Fire of Anatolia	The walk to the town centre. The castle, tower and harbour.	Being always hassled by shopkeepers. traffic light. Too hot. no air con in hotel public areas lifts	hot	flee of shops (all the same)	traffic lighting 200m

474	515	M	41	RTT	Beach/swimming pool	Hotel bars	castle	NR	NR	NR	NR	NR
475	516	M	40	RTA	Visited Alanya 10/8/10 for shopping	N/A	N/A	The beach and pool	people pressuring you to buy their goods when you walk around town.	hot	friendly	welcoming
476	517	F	32	FTT	To Alanya town centre. the river Dim and picnic	Hotel roof with kids		love the weather	Travelling to the hotel	hot	nice	enjoyable
477	518	F	53	RTA	River picnic	NR	NR	Beach. Pool. Roof top. Entertainment for children.	too hot sometimes for children.	very nice holiday	NR	NR
478	519	M	59	FTT	Pool beach, site seeing	local restaurants and pubs	x3	Dim Cay	Being pestered by locals shops and restaurants.	not what expected	NR	NR
479	520	F	48	RTT	week 1-pool, beach, parks; week 2 trips boat trip Dolphin Park	walked into town, markets	Boat trip-a---, Dolphin park---a	room excellent views beautiful maid service excellent good food, staff friendly.	Pool could be cleaned more frequently. Tummy bug-we think the pool needs to be cleaned more often more chlorine used. Lots of litter on streets and beaches need to reinforce litter bins and use them.	super	sunshine	accommodation
480	521	F	17	RTT	beach	Bistro Bellman	NR	Beach and discos	Dogan-Hotel Chef	great	good	fantastic
481	522	M	48	RTT	Castle, Dim Cayi, Beach, Bazaar	Bars	NR	NR	NR	friendly	welcoming	hot
482	523	M	48	RTT	By the hotel pool. On the beach, A couple of local trips	Hotel restaurant, Beach bar, shopping local bars	boat trip, trip to local beauty spot, Dim Cay	Visiting local beauty spot. Dim cay. Visiting ruins around castle.	Litter! Why do Turkish people dump rubbish everywhere??Please Please get the beaches and countryside cleared up!!!	Established	built up	Turkish
483	525	F	18	FTT	Aquapark, Havana Beach, beach, Dim Cay	Bazaar, havana club, bistro bellman, Dolphin Cafe bar	NR	The nightlife	NR	busy	friendly	enjoyable
484	526	M	29	FTT	beach	restaurants	no	The food	pushy shop workers	good weather	good food	good shops
485	527	F	46	RTA	Beach, Castle	Hotel	Dim Cay	Weather and people are so nice	beggars in the street. the shopkeepers trying to sell things you do not want.	great	sunny	friendly
486	529	F	21	FTT	beach, Antalya market, Perge Aspendos(ancient cities)	Big Ben Bar, harbour restaurant, Karaoke bars, Hotel bar and played card games	Perge Aspendos, Waterfalls, Antalya Market	The shops and old bazaar-good bargains. The beach and warm sea.	Being ripped of several times in restaurants/bars when staff overcharged us. Weather was too hot.	hot	beautiful scenery and history	shops

487	530	F	21	FTT	Beach mostly (the private hotel beach) and Alanya for some shopping, though mainly only browsing haven't actually bought much	restaurants and bars alongside the beach including Robin Hood, the Harbour Restaurant by Red Tower and Big Ben	Aspendos and Perge very interesting and informative. Antalya day trip to 2 waterfalls and the Bazaars.	I enjoyed relaxing on the beach here and especially enjoyed my Turkish Bath and Spa afternoon here at the hotel.	The thing I least enjoyed was being hassled so much by the shopkeepers here and in Antalya. I felt too hassled and stressed with people following us that I did not seriously look at anything to buy.	crowded	sunny	variety
488	531	M	20	FTT	relaxed on the beach, sunbathing in the sun also shopping	going to bars for beer and cocktails and trying a different local food	Perge, Aspendos	The weather	some locals were rude when we did not want any of their shop goods.	hot	cultured	welcoming
489	532	F	21	FTT	Perge, Aspendos, Antalya shopping, Alanya town, beach	Went out to bars/restaurants on the street by the beach/the harbour, had dinner at the hotel	Perge, Aspendos, waterfalls, shopping in Antalya went to the castle, boat trip	The sea. Visiting Perge and Aspendos and the waterfall. Boat trip.	The pool and sometimes it was to hot/humid.	friendly	sunny	fun
490	533	M	21	RTA	on the beach, trip to waterfalls, Perge ruins	Out for dinner, Karaoke	as above	Beaches, weather, Turkish food, history.	Hotel, food, poor entertainment in hotel.	hot	beautiful	interesting
491	534	F	30	FTT	beach sunbathing	Pubs and hotel bar	sightseeing-castle, Dim Cay rive Boat trip, Turkish night	Time to relax in nice surroundings.	NR	peaceful	welcoming	relaxing
492	535	M	30	FTT	beach, pool, walking	walking, bars, restaurants	Dimcay river, castle, boat trip	The weather.	NR	hot	relaxing	peaceful
493	536	M	29	FTT	beach, town centre, mountains, harbour, out to sea	town centre, hotel, harbour	Alanya by night-sea, all day cruise-sea, Waterpark in mountains, Turkish Bath	Weather, friendly helpful people, atmosphere food, culture and history.	Being pestered to eat at restaurants and go into shops-some people very funny how they did this but others were very desperate and pressured you. Everything else was wonderful.	culture	history	atmosphere
494	537	F	24	FTT	VIP Blue Boat Cruise, culture walks round to town, on beach and harbour	round town, boat on evening	VIP Blue cruise, Alanya by night	parasailing, cruises and walks round towns.	People trying to persuade us to come in and buy something.	hot	cultural	too much pestering with locals
495	538	F	53	RTT	explored all around area	boat cruise, ate out	NR	Very charming place especially around castle. beach clean. Bathing good.	Noise.	scenic	historical	safe
496	539	M	56	RTT	boat trips	boat trips	Boat trips, Aqua parks	boat trips	NR	good	variety	friendly
497	540	F	21	FTT	Cleopatra beach; Sultan's Hamam; pool at Riviera hotel; jet-ski and paragliding, beach; harbour Centrum; Waterpark; bars/lunch	hotel entertainment-Turkish night; shopping harbour/Centrum; bars-cha-cha, summer love, Casablanca; melas-mahperi-chacha, orange	Sultan's Hamam, Turkish Bath	not catered to Britain	not very many English people at the hotel and other nationalities that were here one not willing to make the effort to speak to you. Hotel food, not catered to British taste, could be more Turkish food.	good weather	friendly hospitable people	very good prices for food and drinks
498	541	M	25	FTT	Beach, harbour, Centrum	Cha, cha, casa blanca, Mahperi	Turkish bath(sultan Hamam)	Night life and restaurants	Very expensive drinks in restaurants, almost double UK prices for cocktails.	hot	fun	busy
499	542	M	66	RTT	NR	NR	NR	NR	NR	picturesque	enjoyable	good food

500	543	F	44	RTT	Beach and around the pool	restaurants and night clubs	castle	Meeting new people	NR	beautiful	friendly	hot
501	545	F	69	RTT	beach, sightseeing	NR	NR	NR	NR	beautiful views	friendly people	good food
502	546	F	61	RTT	Swam, sunbathed	ate in local restaurant	went to Dim Cay	The sea . Friendly locals.	Stomach bug!!	hot, hot, hot	hot	hot
503	547	M	60	RTA	NR	NR	NR	bathing in the sea	NR	hot	NR	NR
504	548	F	63	FTT	sunbathed and swam	ate drank and slept	went to Dim Cayi	the sea and sunshine although a bit too hot!	getting stomach bugs.	hot, hot, hotter	NR	NR
505	549	F	45	RTT	beach, Waterpark twice	ate in hotel, walk to port, Havana Club 2 nights	Manavgat river boat	weather, hotel, beach, food.	10/10 :)	clean	pretty	hot