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DESTINATION MARKETING:
THE CASE OF CAPPADOCIA BRAND IMAGE
FROM LOCAL TOURISTS

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ABSTRACT

DESTINATION MARKETING: THE CASE OF CAPPODACIA BRAND IMAGE FROM LOCAL TOURISTS

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Today, vacationers are more selective in their choice of destinations. Attraction of these people to the destination can only be achieved through more sophisticated marketing practices. The increasing conditions of competition in the tourism sector have revealed the need for tourism regions to differentiate themselves from their competitors. The main purpose of the destinations is to promote destinations and to attract attention to the region. Destination marketing maintains customer satisfaction by offering different and high-quality products with good service. Accordingly, branding should be used as a marketing tool that differentiates and promotes destinations. Brand image is the most common part of branding. Destination image has an impact on travelers' destination choice, decision-making process, and satisfaction level.

In this context, the main objective of choosing this subject for the thesis is to identify strategies related to the marketing and branding of destinations and to raise

awareness on this matter, and to determine how Cappadocia is perceived as a destination center and which image factors have an impact on tourists' satisfaction level, overall attitude toward the region, frequency of visits.

According to the obtained results, it observed that destination image factors (Comfort/ Security, Interest/Adventure, Natural State, Tourist Facilitation, Resort Atmosphere/Climate, and Inexpensiveness) have an impact on tourists' satisfaction level and frequency of visits. It has seen that destination image factors are effective on tourists' overall attitude toward the region and differ according to gender. Female tourists have more positive attitude toward the region. However, overall attitude did not differ among age groups.

Key Words: Brand, Brand Identity, Brand Image, Destination, Destination Brand Image, Destination Marketing

ÖZET

DESTİNASYON PAZARLAMASI: KAPADOKYA’NIN MARKA İMAJI ÜZERİNE BİR ÖRNEK

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Günümüzde turistlerin gitmek istedikleri destinasyonları seçerken eskiye göre daha seçici oldukları görülmektedir. Turistleri destinasyona çekmek ancak daha kaliteli turizm ürünleri sunarak ve daha sofistike pazarlama uygulamaları ile mümkün olabilir. Turizm sektöründe artan rekabet koşulları, turizm bölgelerinin rakiplerinden farklılaşması gerekliliğini ortaya çıkarmış ve bölgelerin pazarlanması önem kazanmıştır. Destinasyonların temel amacı, destinasyonları ulusal ve uluslararası düzeyde tanıtmak ve bölgeye dikkat çekmektir. Destinasyon pazarlaması, ürünlerin farklı ve kaliteli turistik ürünleri ziyaretçilere sunarak turistlerin tatmin olmasını sağlar. Buna göre markalaşma, destinasyonları farklılaştıracak ve tanıtacak bir pazarlama aracı olarak kullanılmalıdır. Marka imajı, markalaşmanın en önemli bileşenidir. Destinasyon imajının, seyahat edenlerin destinasyon seçimi, karar verme süreci ve memnuniyet seviyesi gibi davranışları üzerinde etkisi vardır. Bu bağlamda tez için bu konunun seçilmesindeki temel amaç destinasyonların pazarlanması ve markalaşması ile ilgili stratejileri belirlemek, bu konuda farkındalık oluşturmak, Kapadokya'nın destinasyon merkezi olarak nasıl

algılandığını gözlemek ve imaj faktörlerinin turistlerin memnuniyet düzeyi, bölgeye yönelik genel tutumu ve ziyaret sıklığı üzerinde etkisi olup olmadığını belirlemektir.

Elde edilen sonuçlara göre, destinasyon imaj faktörlerinin (Konfor / Güvenlik, İlgi / Macera, Doğal Durum, Turist Olanakları, Tatil Yeri Atmosferi / İklim ve Ucuzluk) turistlerin memnuniyet düzeyini etkilediğini gözlemiştir. Destinasyon imaj faktörlerinin turistlerin ziyaret sıklığını etkilediği görülmüştür. Destinasyon imaj faktörlerinin, turistlerin bölgeye yönelik genel tutumu üzerinde etkili olduğu görülmüştür. Turistlerin Kapadokya'ya yönelik tutumlarının cinsiyete göre farklılık gösterdiği kadın turistlerin bölgeye karşı tutumlarının daha olumlu olduğu gözlemlenmiştir. Ancak genel tutum yaş grupları arasında farklılık göstermemektedir.

Anahtar Kelimeler: Destinasyon, Destinasyon Pazarlaması, Marka, Marka Kimliği, Marka İmajı, Destinasyon Marka İmajı

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INTRODUCTION

The economic, cultural, social and political effects of tourism are effective in increasing the importance given to this industry, especially the economic effects it creates accelerate the efforts of countries to develop tourism and create an intense competition environment. To raise their share of tourism revenues in this dynamic climate, countries are trying to keep up with ever-changing and renewed marketing activities.

The main reasons for the changes in marketing are the developments in information techniques, the prominence of some touristic destinations, changes in consumer behavior and changes in demand (Hacıoğlu, 2005). This change in tourism marketing is seen primarily in the formation of tourism marketing towards more specific destinations rather than general and national marketing activities.

In order to ensure that this approach, which countries are trying to implement in order to reduce the risks of marketing their tourist resources, is successful, they should develop strategies that show their differences from competitors offering similar products. For this reason, it appears that branding should be used as a marketing strategy tool as a factor that distinguishes destinations from others. However, it can be said that branding in the services sector is not as easily understood as in industry sectors. Considering tourism products, it is seen that the tangible specifications that they should have during their presentation are generally complete or even perfect (for example a hotel, a plane, a beach, etc.). However, since these products gain value with their abstract functions, the perfection of their tangible aspects often makes no sense.

Although the tangible aspects of service-intensive products can be easily copied, the essentially important abstract parts, that will differentiate these products from their competitors, cannot be easily produced. For example, countries such as Egypt, Tunisia, Morocco and Algeria, nowadays started to be competitors of Turkey with similar presentations, such as sea, sand, sun. In this case, it has become very important to reveal the differences of Turkish destinations that cannot be copied by

others and to express this correctly in order for foreign tourists to choose Turkish destinations (Yavuz, 2007: 2). Therefore, destination management should increase their branding efforts.

In order for the destination to be effectively marketed, the management of the destination should produce messages that influence the target audience, decided not only by the promotion of mixed methods, but also by integrated marketing communication, which includes all elements of the marketing mix and which should be managed with the generated communication effect.

The different features of the destination from those of its competitors can only be revealed more clearly in this way, and the efforts to create the desired brand can be successful. In doing so, it is crucial to continuously check and maintain the brand image, which is the most significant component of the brand. It is also very important to understand the image of the brand, which is expressed as the identity that the destination seeks to impose on the target audience, and to determine the opinions of the target audiences on this issue.

In recent years, studies have been focused on destination branding and destination image (Bilim and Tosun, 2004; Konecnik, 2004; Martín and Beerli, 2004; Ashworth and Kavaratzis, 2005; Chalip and Carla, 2005; Hankinson, 2005; Pike, 2005; Park, 2016; Chen and Tsai, 2007; Choi, 2007; Hankinson, 2007). However, it can be seen that most of the studies on the image of the destination brand are directed at tourist consumers.

It is known that sending messages that will reveal differences of destinations only to tourist consumers as the target audience will not be sufficient and that all internal and external target audiences will be effective in creating a target brand image. At the stage of determining the brand image of internal and external target audiences, it is thought that revealing the brand image perceptions of domestic (Turkish) and international tourists will be effective in obtaining some guiding data in marketing the destination more effectively and meeting consumer expectations.

The main purpose of choosing this subject for the thesis is to determine the strategies related to the marketing and branding of the destinations and to create an awareness in this matter and to determine how Cappadocia is perceived as a destination center and which image factors have an impact on tourists' satisfaction level, overall attitude toward the region, frequency of visits.

There are not many studies on destination image and branding. The lack of sufficient number of studies on destination image and branding is one of the reasons why this study was selected and conducted. In addition, when a literature study on destination marketing is conducted, it is worth noting that many sources on this subject are foreign sources. This is an important issue that needs to be highlighted in terms of shedding light on future studies and being of benefit to destination marketers.

The study, which will focus on determining the perceptions of domestic tourists about Cappadocia, consists of three parts. In the first chapter, after the introduction, the aim, scope and importance of the study will be given. In the second chapter the literature review will be studied. First, a comprehensive review of the literature will introduce the concept of tourist destination, destination marketing and management. Then, drawing attention to the importance of service branding, reference was made to branding in tourism in the services sector.

Within the scope of destination marketing set out in this study, the subject of destination branding is tried to be explained by putting it forward in previous researches. At the end of this chapter, the concept of brand image, which is one of the most important components of the destination, is discussed, and the formation of the destination image and the approaches of consumers towards the destination image are tried to be revealed. In the third and final part of the study, in the light of the information in the literature presented in the second chapter, a study was conducted to determine the perceptions of the destination brand image and the brand image and the preference factors of domestic tourists for Cappadocia. Various suggestions were tried to be developed by evaluating the results obtained from the research.

CHAPTER I

DESTINATION MARKETING AND ITS MANAGEMENT

1.1. TOURISTIC DESTINATION CONCEPT

The destination has French origin and its lexical meaning is explained as “the location to be arrived” (TDK, 2019). Destination is primarily considered as a system in which inputs and outputs, society, services and business areas take place (Kocaman, 2012, p.10). Also, a destination can be a single location, several locations as part of a tour, or even a destination that moves like a cruise ship (Holloway, 1989, 3-20). But the destination has a complex structure consisting of tourism attractions, tourism businesses, local people and local governments (Özdemir, 2007, p. 6).

For the tourism industry in his well-known study Morrison (2013, p. 4) defines the destination as a geographic area with certain boundaries, where accommodation, food and beverage and other touristic opportunities are offered, marketed and has the characteristic of attracting tourists. Destinations around the world should have the capacity to provide high-quality service to visitors and contain catchy, interesting elements by meeting all their needs (Mogollon, 2014). Kılıç (2011), defines the destination as a region as a tourist product for visitors. According to Coltman (1989), the concept of destination is places that are seen attractive for tourists and contain natural attractions. Kotler (1993), argues that the success of the destination will be determined by meeting the demands and desires of the target group living in the current region, i.e., the local people and investors.

Destinations are facilities with reputation. The places that are known for their beauty and charm are called destinations. According to the experts who carry out the activities of the recognition of the destination, the prestige of the region, the new and modern places make a great contribution to the destination. Therefore, such opportunities can also provide the flow of tourists to the destination (Zyrianov, 2017)

In short, destinations are places which attract visitors for a short stay and include holiday areas built for a specific purpose from continents to countries, states, cities and villages (Pike, 2004, p. 3-30). It is an area of natural beauty and attraction offered to foreign tourists or excursionists (Kozak M., 2013, p.78).

Touristic destination is the area that attracts the tourist and ultimately becomes the target of his travel. In addition, facilities, events, organizations, etc. that will meet the touristic needs of this region must have attractiveness (Türkay, 2014, p. 2). According to Atay (2003, pp. 144-145); “Touristic destination is defined as a geographical area that has various touristic values and characteristics and can offer all or part of the touristic products that the tourist may need during their travel.

The touristic destination has a complex product feature consisting of all of the direct or indirect tourism services provided by many institutions, private and public, that create tourism demand and host tourists. Although this feature makes the destinations a very important component in terms of tourism, it also reveals that they are very difficult to manage and market touristic products (Özdemir G., 2007, p.15).

1.1.1 Features of the Destination

The places where individuals leave their places of residence and travel to participate in tourism activities are called destinations (Kozak M., 2013, p.277). Destinations are attractive geographical places for people to stay temporarily due to many different reasons such as their facilities, superstructure, infrastructure, attractions, and resources (Pike, 2004).

In order for a region or destination to get a share from tourism, it must have various qualities and we can list these qualities as follows (Kozak et al., 2008, p.45; Türkay & Çoban, 2013, p.232):

- Attractiveness (natural, climate, socio-cultural, economic and psychological);
- Accessibility (air, road, sea and rail);
- Tourism enterprises (accommodation, restaurants, tourism organizations, shopping, sports resources);
- Events (festival, congress, fair, festival, festival and carnival);
- Image.

Attractiveness is an important concept that highlights the natural, cultural and physical values of a destination and has the greatest impact on tourists' choice of destination. According to Usta (2008), touristic attractions are the factors that direct the demand for a country, region or touristic enterprise and provide the flow of tourists. In other words, the attraction of the destination is the factor that makes the tourist prefer one place to another (Mirza, 2015, p.6). The factors that affect the tourists' preference of a place they want to travel to another place or places can be expressed as attractiveness (Kozak et al., 2008, p. 41).

Accessibility is basically provided in four ways. These are airway, road, rail and seaway. According to Hacıoğlu and Avcıkurt, (2008, pp. 2-15), it refers to the proximity of an attractive touristic destination to the target audience or the opportunity to reach the destination in a short time with low cost. In terms of the marketability of the destination, difficult accessibility to a destination with high appeal and / or high cost creates significant problems (Mercan, 2010, p.66).

Tourism Enterprises is a broad expression that covers accommodation businesses, food and beverage businesses, travel agencies, all other businesses that provide shopping opportunities that meet the demand of tourists coming to a destination to a great extent (Hacıoğlu & Avcıkurt, 2008, p. 6).

Activities are important events that enliven a tourism destination and trigger the enjoyment of incoming tourists and causes to get more tourists. Activities such as festivals, congresses, fairs, carnivals are included in the scope of the activities.

Image is a concept that expresses what a destination means to a tourist and what is the perception of the tourist in his mind regarding the destination. In other words, the image perception of the destination is related to how the customer's mind perceives it.

Destinations are business areas that are interconnected. Therefore, attractions, touristic facilities, transportation facilities and support services of a touristic location form the destination. Touristic destination includes cultural values such as traditions, customs, eating and drinking features, handicrafts, music and so on. Wherever there is a demand, there is a destination. Therefore, destinations cannot be divided. Destinations are used not only by tourists but also by different groups such as local people (Cooper, et al., 2008, p. 102; Burns & Holden, 1995, p. 113; Yüksek, 2014, pp. 9-11).

1.2 MARKETING OF DESTINATION AND ITS IMPORTANCE

Marketing, more than any other business function, deals with customers. The simplest definition of marketing is to attract customers and manage profitable customer relationships. Marketing has two purposes; to attract new customers by promising superior value and to maintain and grow existing customers by providing value and satisfaction (Kotler & Armstrong, 2017, p.28).

According to Swarbroke (1995: 183), destination marketing includes marketing efforts of tourism businesses with the support of government and local governments.

According to the definition made by Rızaoğlu (2007: 22); "Destination marketing is nothing more than the application of information, concepts, methods and techniques of marketing of goods and services in the tourism destination field."

The purpose of destination marketing is to promote the destination at national and international level, to create a positive image in target audiences related to the destination, to improve the existing negative image, to contribute to the branding of the region, to ensure that the destination gain an advantage over its competitors and to work to increase its competitiveness (Türkay, 2014 p. 61).

Destination marketing can be defined as a systematic procedure that includes the marketing of a touristic region to markets that already have potential and to those who travel on an individual basis. In the marketing of destinations, the destination is marketed as a whole with all its components and businesses are not marketed separately, so the quality of the destination as a holistic product brings along some difficulties in its marketing and development as a brand. Before many destinations started to be marketed, there has already been an attitude about that place.

The purpose in destination marketing can be examined on two bases. The first of these is to find and define markets that will provide the most efficient and effective presentation of products, services, nature and resources for tourism that are in the hands of the current destination. The second is to carry out promotion, planning and production activities that affect the decision-making mechanisms of the existing tourists in the targeted markets and thus cause the tourists to turn to the destination and to prefer the services and products they have (Öter, 2005; 134).

It is a factor that makes a difference in the competition that the destinations, which are of great importance for the states and which are valued as a tourism product, are brought to the market in a profitable and efficient manner, and are

accepted and preferred by tourists and consumers (Ceylan, 2011; 90). There are four general strategic benefits of the marketing of destinations (Karabiyik and İnci, 2012: 2-3):

- 1- To ensure the peace and welfare of the people in the region,
- 2- To satisfy the visitors coming to the destination,
- 3- To maximize the profit of local entrepreneurs,
- 4- To optimize the effects of tourism by creating a sustainable stability between socio-cultural and environmental costs and economic benefits.

1.2.1 Importance of Competition for Destination Marketing

Competition can be defined as a conflict / competition situation between individuals or businesses that face the same economic purposes in national and international markets, including regional markets, and which affects the quality, price and presentation of the products as a result of this situation (Zengin & Uyar, 2012). According to the Organization for Economic Development and Cooperation (OECD), it is defined as the degree to which products can protect the market while increasing the real incomes of countries within the open market conditions (Aydın, 2011).

When examining the definitions of the concept of competition in the field of tourism, it is apparent that, although there are similarities between the definitions, there is no consensus on the definitions of the concept of competition in the field of destination marketing, as in other areas of research. The reason for this is that, as in other industries, the concept of competition in destination marketing cannot be explained by simple methods (Bahar and Kozak, 2012: 41).

Destination marketing competition is the ability to produce high-value-added goods that sustain and consistently increase their market share over their rivals in the competitive environment of the destination (Hassan, 2000). In line with this definition, d'Hautesserre (2000) defines destination marketing competition as activities in order to maintain and continuously develop a destination's market share and market power. Bahar and Kozak (2012: 45) stated that destination marketing competition includes providing and maintaining customer satisfaction by offering different and high-quality products with a good service understanding. Finally, Dwyer and Kim (2003) defined destination marketing competition as ensuring that

the main attractions and tourist experiences offered to potential customers are qualitatively superior to competing destinations.

The fact that the structure of the tourism sector differs from that of other sectors makes the competitive structure of the tourism sector different. For example, the products offered to customers in the agricultural sector are generally concrete products and the structure of competition in this sector is associated with factors such as the price, quality and presentation of the relevant products. Therefore, these three factors are the focus of companies that want to increase their competitiveness in the agricultural sector. However, when considered in terms of the tourism sector, this situation is quite different. Because, services are provided to customers in the tourism sector and the products and services offered have the characteristic of being abstract due to the structure of the tourism sector (Türkay, 2014: 4, Pike, 2008).

The products and services offered in the tourism sector are unified products and are a bundle of services that includes all services such as accommodation, transportation, food and beverage, rest, entertainment, starting from the moment the customers start their trip and returning to their homes (Reuter et al., 2011: 146). Efforts to increase competitiveness in the tourism sector therefore require more detailed understanding and control not only of factors such as price, quality, style of presentation, but also of the components involved in this process (Porter, 1998: 81). For example, the competitive structure of accommodation businesses, which is one of the fields of activity of the tourism sector, is quite complex and multi-dimensional. In these cases, the ability of accommodation businesses to maintain their competitive positions depends on their ability to understand and meet customer needs and requests, to offer differentiated and quality products, and to monitor the market (Karamustafa et al., 2010: 33).

While natural and cultural resources, which constitute the permanent resources of destinations, are two quite important components of the tourism sector (Butler, 1980), they play an important role in destination competitiveness (Heath et. al., 2003). It can therefore be said that the protection and use of these natural and cultural resources in a way that does not harm their structure are important factors which have an impact on the acquisition of competitive advantages in the tourism sector. In other words, while natural and cultural resources provide the tourism sector and destinations with a comparative advantage, there is a competitive advantage in the

successful and efficient use and production of these resources through the implementation of a sustainable tourism approach (Bahar and Kozak, 2012: 47). At this point, the importance of the relationship between destination competitiveness and the effective and efficient use of natural and cultural resources with a sustainable approach emerges. The point to be stated here is that this is not only valid for natural and cultural resources but also for all resources the destination has.

1.2.2 Marketing Focused Destination Management

The concept of destination marketing, which emerged with the reduction of tourism marketing from general to specific, refers to a marketing understanding based on a region, city or place. Rather than using a single marketing strategy as a whole of a country, it has emerged with the creation of different strategies by separating regions according to various characteristics, geographical, cultural structures and touristic identities. With this marketing strategy, countries aim to reduce risks and acquire a more effective marketing understanding (Kavacık et al., 2012).

According to the definition made by Rızaoğlu (2007: 22); "Destination marketing is nothing more than the application of information, concepts, methods and techniques of goods and services marketing in the tourism destination field."

Destination marketing aims to reinforce the emotional bond between tourists and that place, reducing the cost of the consumer to search for that place and take risks. It seems that a well-branded and well-marketed destination is easier for consumers to choose. Destination marketing provides a competitive advantage over other destinations (Chernysheva et al., 2011).

Marketing research is widely used by destination marketers to identify types of customers. Applying the correct target market approaches in the marketing of local tourism products and services and providing the best combination in this process is an important secret for the success of the destinations. Designing and formulating products should be based on research. Tourism products are formulated in such a way that consumers want to meet their needs. A dynamic marketing process offers destinations the opportunity to meet the demand and initiate local partnerships between all suppliers. In addition, the destination image improves through marketing

research. Nevertheless, marketing research also undertakes the task of guiding the destinations to their promotional activities and branding (Buhalis, 2000: 103).

We can list the benefits of marketing research in tourism as follows (Hacıoğlu, 2010: 102):

1- It allows to identify the problems in tourism marketing and the reasons behind them.

2- It reduces the risk of the decisions to be taken by the management and ensures their rationality.

3- It ensures the production of goods and services in line with the consumer's wishes and desires.

4- It allows creating new products-services or markets.

5- Increases sales efficiency.

6- It ensures that changes in tourism markets are followed and implemented.

7- It examines the expectations and needs of the tourists and provides service diversification and destination creation.

8- By determining the methods to be applied in marketing, it prevents the waste of resources and time.

1.2.3 Destination Marketing Organizations

Destination Marketing Organization (DMO) is defined as "professional organizations that manage, market and direct the image, brand and position of the destinations, and profit-making or non-profit organizations according to the type of establishment" (UNWTO, 1998).

DMOs have responsibilities in the areas of management and marketing, and these responsibilities have been broadly addressed by Presenza et al (2004). According to him, DMOs have two separate group responsibilities: internal destination development and external destination marketing. According to this grouping, DMOs' internal destination growth duties include tasks other than marketing activities such as crisis management, human resources management, finance and venture capital, resource management, coordination of stakeholders, visitor services and R&D (Research and Development). External destination marketing, on the other hand, includes the responsibility to attract potential visitors

to the destination, such as promotional activities, advertising, image, branding and positioning.

On the basis of a US consulting firm (Destination Consultancy Group-DCG), Morrison (2012) explains the tasks of DMOs in destination management more thoroughly as community relations; team building and partnerships; marketing and promotion; product development; research and planning; and leadership and coordination; (Figure 1).



Figure 1: Tasks of DMOs in Destination Management (Morrison, 2012)

Leadership and coordination: There are many actors in the tourism business in the related destination. Therefore, the DMO should coordinate, direct and lead the efforts of those actors in the destination team.

Planning and research: The DMO execute a key task in the preparation of tourism strategies, plans and policies for the destination. DMOs carry out research on target markets for product development and future marketing. They also tracks the programs of their competitors and searches continually best practice case studies to improve product development and marketing.

Product development: Including programs, packages, physical products and people, the DMOs are responsible for the sustainable development of the tourism product. It includes an inventory of current destination offers and support for quality improvements.

Marketing and promotion: The DMOs develop the overall marketing strategy and prepares long-term and short-term marketing plans for tourism. It determines the priority target markets and chooses the most efficient image or identity for the destination, resulting in an efficient branding strategy being introduced.

Partnership and team-building: Some of the partnerships are established within the destination, while others are with external parties including travel agencies, tour operators, transportation providers, MICE planners, and others.

Community relations: The DMOs serves as the main champion and advocate for tourism within the destination by raising the awareness and profile of tourism locally to support the achievement of its product development and marketing goals.

National tourism organizations undertake the tasks of promoting and marketing national tourism, making strategic decisions for its long-term development and supervising tourism-related activities and policies through provincial organizations. In addition, they have duties such as ensuring coordination of tourism activities, exchanging views and making recommendations on the necessary legislation (Yavuz & Karabağ, 2009).

Countries like Turkey, Japan, France, Spain, Greece benefits from the model of national tourism organizations. Turkey's national tourism management is carried out by the Ministry of Culture and Tourism, while the monitoring of the provincial tourism activities is done by the Provincial Culture and Tourism Directorate. In this sense, the official duties of the Ministry of Culture and Tourism can provide information about the functions of national tourism organizations in Turkey (Ministry of Culture and Tourism, 2018a).

The areas of activity of *regional tourism organizations*, which have been put into effect by many governments around the world, include the coordination of activities such as planning, developing, marketing and promoting the tourism sector, as well as many activities in the regional sense (Jenkins, 2010). Many countries such as New Zealand, Poland, Philippines, Africa and England benefit from the regional tourism organizations model.

Local tourism organizations are responsible for the management and marketing of small geographical areas or local areas such as cities / towns (Presenza et al., 2005). Cities such as Las Vegas, New York and Paris benefit from the local tourism organizations model. The purpose of these organizations is to create a destination brand with effective management and marketing activities of the relevant touristic destinations, as well as to ensure the sustainability and competitiveness of the destinations. Ritchie and Crouch (2003), presented some alternative destination management organization structures that can be utilized at different destination levels. This structure is shown in Table 1.

Table 1. Alternative destination management organization structures for destinations

Destination level	Alternative structures
National (Country)	Public tourism department
	Public tourism and economic development / recreation / parks / culture department
	National tourism commission
	National tourism authority
	Public institutions
State / cities	Public tourism department
	Joint public / private agencies
	City tourism department
Cities / municipalities / city-states	Congress and visitor office
	Memberships
	City joint stock partnerships (joint Economic Development and Promotion Agency)

Source: Ritche & Crouch, 2003, p. 185.

Classifying the destination levels as national, state/cities and cities/municipalities/city-states, Ritchie and Crouch (2003) proposed separate alternative tourism organization structures for each destination level.

The destination marketing organizations can be classified as follows;

- National Tourism Organizations (NTOs): are responsible for the management and marketing of destinations in the national scale,

- Regional Tourism Organizations (RTO) are responsible for the management and marketing of tourism in a specific geographic region, and
- Local Tourism Organizations (LTO) responsible for the tourism management and marketing of cities, towns and similar geographical areas (Presenza et al., 2005).

According to Middleton and Clarke (2001), NTOs are responsible for providing data transfer to small and medium-sized enterprises (SMEs) by conducting marketing research; opening representative offices in countries sending tourist consumers; organizing trade fairs and seminars; organizing promotional trips; preparing travel guides; supporting production and distribution of small businesses; participating in marketing projects, keeping information and reservation systems active; keeping, supporting new touristic products, protecting consumers and advising the tourism sector (Özdemir, 2007: 83-86).

RTO is responsible for managing and marketing destinations on a regional basis. The primary objectives of RTO are to attract touristic consumers to the region, to promote and promote tourism businesses and products, and to contribute to the development of the region's image and economy by ensuring the coordination of the tourism components of the region. Within this, they formulate a strategy within a plan and determine the activities to be carried out. Then they take action by providing the necessary financial resources and implement their strategies (Gretzel, Yuan & Fesenmaier, 2000: 151).

LTO, on the other hand, are today's Congress and Visitor Offices. These structures act as an umbrella for businesses offering tourism supplies wherever they are located and have a non-profit-based organizational structure. In addition to marketing activities for congress and meeting purposes, LTOs also carry out activities for general tourism marketing in their locations. In addition, LTOs both fulfill their functions of providing information and support to tour operators marketing their cities, touristic consumers visiting their cities and meeting planners, as well as contributing to establishing relations with businesses providing touristic supply in their cities and creating a destination image (Soybalı & Emir, 2010: 11).

The duties and responsibilities of NTOs, RTOs and LTOs may differ according to the area of activity, namely the place where they are established, in destination management and marketing. However, all three types of organization act jointly in

the preparation of campaigns for touristic SMEs, providing accurate information to touristic consumers, intermediaries and supply companies, and in the research and development of management and marketing strategies related to destinations (Kamann, 2008: 16).

Table 2. Duties and Responsibilities of DMOs

	NTO	RTO	LTO
Promotion and Brand Image Creation	*	*	
Campaigns for SMEs	*	*	*
Providing unbiased information	*	*	*
Reservation and Operation Transactions			*
Destination Coordination and Management			*
Visitor Reservation and Information Service			*
Internship and Education Opportunities		*	*
Advice for Businesses		*	*
Product Development Initiatives		*	*
Event Development and Management			*
Charm Development and Management			*
Strategy, Research and Development	*	*	*

Source: Sabrina Kamann. (2008). *Destination Marketing Organization in Europe, An In-Depth Analysis*. Bachelor Thesis, Breda University of Applied Science, Netherland. p. 16.

In addition to these formal DMOs, the other important elements are Tour Operators (TO) and Travel Agencies (TA). These commercial organizations, which are effective in the travel and holiday decisions and destination choices of millions of tourist consumers, are among the strongest actors of the tourism markets. These enterprises, which provide free consultation and information to tourist consumers and prepare package tours, have a very strong impact on the orientation of potential tourist consumers. These businesses, which direct other potential and unstable touristic consumers, other than touristic consumers who are not very persistent in their travel decision, have to be objective in the information they provide about destinations. Because tour operators have an impact on both the future of the tourism

markets and the success of the destination marketing activities with the package tours they prepare and the information they provide. The greater the strength of the link between tour operators and the destination and the greater the importance of the destination for tour operator, the greater the effort of the tour operator to promote and market that destination. Organizations and stakeholders engaged in destination marketing activities must therefore understand the importance of being indispensable to tour operators and developing good relations with tour operators. Thanks to tour operators, DMOs can easily reach millions of potential tourist consumers and profitable tourism markets that DMOs can reach by spending years of effort and financial resources with their own efforts and budgets (Baloğlu and Mangaloğlu, 2001: 1-9).

1.2.4 Destination Marketing Approach

Destination marketing is a management method in which decisions are taken by determining the activities carried out in order to determine the tourist products and the attractiveness of the destination and to direct the demand of the target audience by carrying out all the analyzes and examinations and by defining the strategies for gaining the value of the destination. In the field of tourism, the marketing of countries is an example of this situation, not just as a whole, but also in certain destinations. Destination marketing enables destinations to be managed and marketed more effectively (Kurtoğlu & Temiz, 2018).

Tourism destinations use the promotion and marketing communication strategy to influence the target image. These strategies constitute destination marketing (Govers & Kumar, 2007). In addition to stimulating tourism, destination marketing plays a role in the development of the local economy and has an important place in the country's awareness (Baker & Cameron, 2008).

Destination marketing in its most inclusive sense is defined as the promotion and marketing activities undertaken to make the tourist area attractive to the target market as a whole and to the potential target audience. What distinguishes destinations from other destinations is their brand identity and their differentiation through marketing activities (Dirik, 2012).

Nowadays, destination marketing is advancing day by day. In other words, the integration of marketing practices with the tourism industry is becoming increasingly important every day. Among these reasons;

- Toughening of competition in the tourism sector,
- Diversification and complexity of destination markets,
- Increasing awareness of touristic product and service consumers.

Compared to the past, the number of vacationers who think more delicately and consciously and people who have a habit of eating outside of the home is increasing day by day. These individuals want to be conscious of their holiday memories, learn new experiences, enrich themselves culturally and enjoy their taste. Today, vacationers are more selective when choosing tourist destinations. Only with higher quality tourism goods and more advanced marketing methods will it be possible to attract these people to the destination. The steps of destination marketing are different from the steps of traditional marketing process (Kolb, 2006: 11). These differences are summarized in the table below (Table 3).

Table 3: Differences in the Marketing Process

Traditional Marketing Process	Destination Marketing Process
External environment analysis	External environment analysis
Choosing the target consumer audience	Product analysis
Product selection	Choosing the target consumer audience
Compare price and distribution	Product packaging and branding
Comparing the promotional mix	Message, promotion and development
Evaluating the results	Evaluating the results

Source (Kolb, 2006: 12)

The table shows that the differences start in the second step of destination marketing. The destination should be developed as a commodity to meet the needs of visitors, since it is not possible to create and present new products when promoting destinations. After this step, the tourists most likely to visit the destination should be identified as the target audience. Packaging and branding, which is part of the promotion, will take its place as a separate step in the process, as concrete benefits, such as excitement, historical emotions and architecture, are provided for the marketing of a destination. With packaging, the destination's most enticing attributes

are paired with other tourism facilities. The branding process is an attempt to build a slogan or logo in the minds of potential tourists that will represent the image of the city.

After this step, promotion planning is done through methods such as advertisement, public relations and direct marketing (Kolb, 2006: 12).

Like the differences in marketing process, destination life cycle is different from the product life cycle. Butler (1980), described a tourism area life cycle (TALC) with seven stages, consisting of exploration, involvement, development, consolidation, stagnation, decline and rejuvenation (Figure 2).

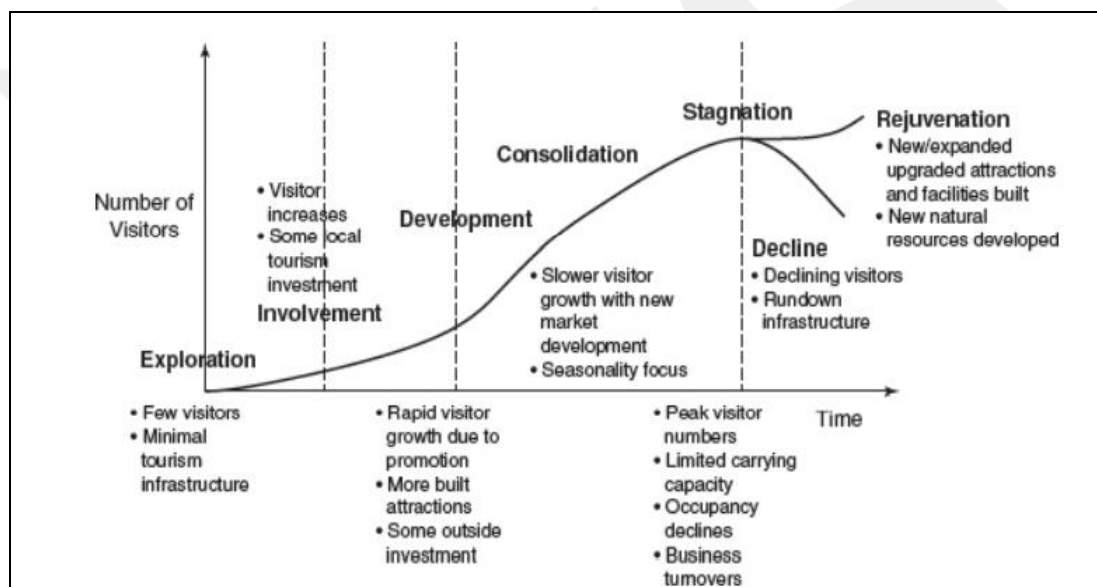


Figure 2: The Tourism Area Life Cycle (TALC)

Source: Butler, R.W., 1980

Market segmentation is one of the important issue for marketers, according to Morrison(2019: 131), greater marketing success follows from pursuing specific groups of tourists (target markets) rather than trying to appeal to the mass market. He argued that it is a waste for destination management organizations to chase after everyone. Destination Marketers need to decide how to divide tourists into groups and select target markets between these groups. It is a useful way to develop a more appropriate marketing strategy.

According to Morrison(2010), traditional marketing mix (4Ps) which are the product, price, place, and, promotion do not fit as well with tourism marketing and

he adds packaging, programming, partnership and people to address the unique aspects of marketing tourism and hospitality services.

Destination marketing efforts should be driven by a set of marketing objectives that are set to achieve the destination vision. Destination vision statement is that it represents a concise, desired word picture of the destination at some point in the future (Morrison 2019 : 133)

Ritchie (1993) suggests that the destination visioning process should be completed in three phases: (1) envisioning an image of the desired future destination state, which (2) when effectively communicated to those responsible, (3) serves to empower these people so they can enact the vision.

Many destinations have a vision such as Morocco, Greenland, Gros Morne Region for the having a succesful destination marketing but there is no clear vision of Cappadocia region.

Like the differences in tourism marketing, tourists' purchasing decisions are different from the decision-making process of consumers purchasing physical products. These differences can be listed as follows (Middleton, 1989: 260):

- There is no tangible return on investment.
- Purchasing is not a sudden decision.
- The expenditures to be made are planned from the savings made in a certain time.

1.2.5 Features and Types of Destination Marketing

Destination marketing creates the demand for the destination. It enables the destinations to differentiate, stand out and attract attention in the target market in an intense competitive environment. Local government, tourism businesses and destination marketing organizations play a joint role in the development and marketing of a destination. Branding of destinations and creating an image is possible with destination marketing strategies. Strategies created by emphasizing the distinctive features and tourist attractions of a destination that distinguish it from other destinations bring that destination to the fore in the national and international tourism market. Destination marketing is carried out in four stages as creating the destination image, branding, positioning, and developing and expressing the vision (Kavacık et al., 2012).

Regarding the types of destination marketing; there are many methods such as showing in movies, tourism fairs, sales development studies, advertising and promotion activities, social media and web marketing, events and festivals. Nowadays, with the increasing use of the internet, the most important and prominent of these marketing types have become digital marketing areas.

The stages of destination marketing are situation analysis, determination of touristic products, target market selection, determination of goals and objectives, establishment of communication strategy and evaluation of results (Dirik, 2012).

As the image of destinations increases positively, it affects the behavior of tourists and the possibility of being preferred increases. The destinations are marketed in an engaging way, differentiating from their competitors. Positioning destinations in movies is one of these marketing strategies. The destinations seen in the movies attract attention, create a positive image and arouse curiosity about that region. Viewers become familiar with the destination and tend to visit that destination (Yılmaz & Yolal, 2008).

In destination marketing, marketing strategies and the image of the destination are formed by examining the cultural and natural features, accessibility, facilities and touristic businesses, tours, activities and local services that make up the attractiveness of that destination (Buhalis, 2000).

When the structures of destination management organizations are examined; it is seen that there are four destination management organization business models,

(a) including in Turkey, Europe, the preferred purely national or public institutions, which the local government audit by the Latin American and Asian countries,

(b) are usually administered in the United States and Canada, with commercial entities and discontinued the services offered

(c) publicly funded nonprofit organizations that generate income from the private sector through various contributions and subscription fees;

(d) commercial associations and their members, especially in small destinations that are not supported by the public It is seen that there are four destination management organization business models, namely commercial associations and organizations (Wang, 2011).

However, while the destination management organizations continued their marketing and management activities with macro-structured organizations, in other words, national organizations, in later periods they switched to regional and local organizations in order to carry out marketing and management activities in microstructure due to situations such as increasing the number of destinations and increasing competition (Ritchie and Crouch, 2003).

1.3 DECISION MAKING PROCESS IN CHOOSING TOURISTIC DESTINATION

Consumer behavior, which is one of the main components of tourism marketing, and consumer decision-making processes are affected by cultural, social, personal and psychological factors. The touristic consumer makes a preparation before the purchasing decision. After these preparations, the decision shall take place within a certain period of time. After purchase, assessments are carried out in the context of benefits and experience. Engel et al. (1968), group the purchasing decision processes of touristic consumers in five stages as follows (Hacıoğlu, 2008: 20; Demir, 2010: 14);

- 1) Defining the Problem / Requirement
- 2) Searching for Alternatives
- 3) Evaluating Alternatives
- 4) Choosing Between Alternatives
- 5) Post-Purchase Evaluation

According to the authors, the purchasing decision processes of touristic consumers start when they feel the need and continue until after the purchase. Therefore, it is beneficial to spread the marketing activities not only to the time / stage where the product or service is sold, but to the whole process. This process applies to almost all purchasing actions. However, some stages of the process can be skipped for routine purchases and easy purchases of products. This situation, which occurs particularly in routine purchases, is also referred to as the automatic response loop (İçöz, 2001: 97).

1.3.1 Determination of Requirements

It is the first stage of the decision-making process of touristic consumers. It is the realization of the tourist consumer's need through physiological, mental and external stimuli (family, counseling group, circle of friends, etc.). In realizing the needs; depletion of products and services in the hands of touristic consumers, dissatisfaction with existing products and services, changing environmental conditions and changing financial conditions (change in disposable income, unemployment or finding a job, having children, etc.) are effective (Koç, 2013: 456-457). There are many reasons for the holiday needs of touristic consumers. These include recreation, health, adventure, sports, religion, culture, adventure, family visit, etc. there are many reasons. Tourist consumers often encounter simple needs and can cope with these needs easily and automatically. Tourist consumers' daily newspaper, beverage, etc. such as obtaining their needs from dealers or beverage machines. In this process, touristic consumer; With the effect of factors such as holiday need intensity, stress level and leisure time, he starts the purchasing process, decides his needs, and starts to collect information about the holiday and destination he will go to (Atay, 2003: 68).

1.3.2 Pre-Purchase Research

It is the stage where touristic consumers, who decide what their needs are, search for options, collect information and take action to buy them in order to meet their needs in the best way and to achieve sufficient satisfaction. Touristic consumers obtain information about their needs from the outside environment by evaluating their past experiences and in various ways. External information sources of touristic consumers are unbiased sources (automobile clubs, tourist offices, travel guides, etc.), commercial resources (salespeople, travel agencies and travel brochures), social resources (relatives, friends and social networks), print and electronic mass media (newspaper, magazine radio, television, internet) (Bargeman and Poel, 2006: 709).

In the process of acquiring information, touristic consumers start to notice the product options that can meet their needs. Among these product options; destinations, accommodation facilities, transportation vehicles, car rental services, package tours, attractions, food and beverage businesses, entertainment and shopping facilities.

An important determinant in the purchasing decisions of touristic consumers is the situation in which the purchasing decision is made. It is possible to group the purchasing decisions of touristic consumers in four groups as follows (Koç, 2013: 449);

a. Buying with intensive effort: It is the purchasing decision in which touristic consumers spend the most time and effort and try to find the most efficient and effective product to meet their needs. It is a form of purchasing where there are significant differences between products and touristic consumers need the products high. It is the purchasing decision that touristic consumers intensely seek information and the perceived risk is high (Shaizada, 2006: 16; Koç, 2013: 449).

b. Buying with limited effort: It is the purchasing decision in which tourist consumers spend a little less time and effort. It is the realization of purchasing in products and services that are not purchased very often and are not very expensive, by following all purchasing stages and using external information sources (Rızaoğlu, 2003: 152).

c. Routine purchasing: It is the purchasing decision valid in risk-free, frequently purchased and cheap products and services, where there is no big difference between brands, products and services that the tourist consumer does not need much research and evaluation (Shaizada, 2006: 16).

d. Reactive buying: It is the decision of touristic consumers to buy products and services that they do not think and plan. It is the purchase of unnecessary products with an irresistible / forced impulse or in search of hedonic benefits. Reactive purchases can provide touristic consumers with positive emotions such as excitement, pleasure and pleasure, as well as negative emotions such as guilt and regret (Koç, 2013: 450).

A successful information seeking process brings touristic consumers face to face with many alternatives. Consumers make evaluations in order to choose the most suitable one among these alternatives. In this process, tourism marketers make an effort to explain themselves to touristic consumers through various methods and tools in order to attract touristic consumers.

1.3.3 Evaluation of Alternatives

Touristic consumers try to evaluate the alternative that best suits their needs within the framework of the information they obtain. During the evaluation, the cost-value relationship, the attractiveness of the options, the qualities and quantities of travel information, the image of the options and the trust in intermediaries are taken into consideration by touristic consumers. The option with the minimum cost, the most benefit and satisfaction, and the least risk is tried to be determined (Hayta, 2008: 40). The risks perceived by touristic consumers at this stage are as follows (Rızaoğlu, 2003: 164-165; Hayta, 2008: 40; Hacıoğlu, 2008: 21).

Functional risk: It is the risk regarding whether the product or service will provide the expected benefits and satisfaction.

Physical risk: from the content, delivery, etc. of the product and service. It is the risk of physical damages and losses that the tourist consumer may give to himself or others.

Social risk: It is the risk of distress and embarrassment that touristic consumers will give to that person from choosing the wrong product.

Financial risk: It is the perceived cost-based risk that is more common in high-priced products, that the product or service is not worth the time, money and effort spent.

Psychological risk: It is the risk that a wrongly chosen product will create in the mind of the tourist consumer.

In general, most of the touristic consumers take the prices of the products and services as the basis while evaluating the alternatives. In addition to this, touristic consumers will appreciate the quality, distance, cost, use and dignity of touristic products and services, efficiency, reliability, economy, etc. evaluates the criteria.

Decrop (2006), states that in the evaluation of alternatives, touristic consumers take as basis criteria such as the destination's climate, nature, infrastructure-superstructure facilities, hotel comfort, food services, culture, history, economic features, social life, image, cleanliness conditions, attitude of the local people and the language used (Karadağ, 2008: 35).

Potential tourist consumers create a list of products, destinations, and their characteristics, and set evaluation criteria to make a choice. For example, a businessman considers the internet or wireless internet connection, fax and teleconference facilities connected to business centers, and the presence of a meeting and conference room as important criteria when choosing an accommodation facility. The criteria used in the evaluation of touristic destinations are given in Table 4 (Reisinger, 2009: 310).

Table 4: Touristic Destination Evaluation Criteria

Accommodation Opportunities (Comfort)	Historical Attractions (Buildings, Museums)
Accessibility	Destination's Image
Activities (On-Site and Outside)	Industrial Attractions
Comfort / Convenience (Variety, Quality)	Local Prices
Entertainment Opportunities (Live Concerts)	Natural Attractions (Wildlife)
Foreign Language Assistance	Night Life (Night Clubs)
Atmosphere (Comfort, Peace)	Adventure Opportunities
Access to Tourist Information	Socialization Opportunities
Beach	Shopping Opportunities
Dining Facilities (Food and Beverage)	Sightseeing / Scenery Opportunities
Cleaning (Cleaning Facilities)	Recreation Facilities
Transportation to Destination	Rest and Relaxation Climate Safety
Cultural Attractions (Theater, Gallery)	View and Landscape
Various Cultures / Traditions	Quality of Service
Various Foods and Drinks	Social Acceptance of Local People
Ease of Access to the Destination	Special Events (Exhibitions, Festivals)
Convenience of Local Transportation	Sports Events
Architectural structures	Theme Parks
Exotic Environment	Uncontaminated Environment
Sincerity of Local People	Transport (Local)
Tour Guide to Speak Foreign Languages	

1.3.4 Purchasing

The touristic consumer evaluating different alternatives comes to the stage of purchasing decision. At this stage, if the decision is positive, a series of decisions are made according to the nature of the preferred products, services and destinations. In the decision phase, the brands, products, services and destinations that the touristic consumers intend to purchase are listed and among these, the most preferred by the tourist consumer is purchased. However, two factors may arise between the purchasing decisions of touristic consumers and their purchasing intentions. These are the emergence of unexpected situations regarding the relationship between the opinions of the people closest to the consumer and the income of the family, the prices of products and services and the expected benefits (Kotler et al., 1999: 204).

1.3.5 Post-Purchase Evaluation

Evaluating the purchase decision made is the last stage of the purchasing decision process for the tourist consumer. Touristic consumers reach a positive or negative opinion about the process by evaluating their purchasing decision and purchasing behavior at this stage. This perception becomes an important criterion in shaping the subsequent purchasing decision processes of touristic consumers and in the re-selection of products, services and destinations. A tourist consumer with a positive holiday experience rises to the level of purchaser again. The quality and positive experience of touristic consumers who experience a holiday for the first time is decisive in their re-purchases. Because these touristic consumers have no past experiences that they can compare. Touristic consumers with previous holiday experiences can make a decision to buy again by making a comparison (Rızaoğlu, 2003: 157).

It shapes the expectations of touristic consumers about the products and services they purchase and the purchasing behavior they experience during the research processes. If the pre-purchase expectations of touristic consumers are met with the products and services they purchase, the satisfaction of touristic consumers will be ensured. However, inconsistencies in expectations and perceptions cause dissatisfaction of touristic consumers. This dissatisfaction brings with it the negative repeat purchasing behavior of touristic consumers, the need for vacation to be

reviewed, the reorganization of the research process for their next vacation or the decision not to take a vacation.

Post-purchase evaluations, feelings, thoughts, ideas and suggestions of touristic consumers about the process are also extremely important in terms of marketing management. Negativities to be experienced in purchasing products and services other than routine purchases cause concerns about the superiority of products and services not chosen by touristic consumers, concerns about wrong selection and incompatibilities. The negativity in tourist consumer evaluations after purchasing is an important loss for businesses. Businesses should strive to overcome the dissatisfaction of touristic consumers. This effort will contribute to touristic consumers to choose the same business for their next purchases, to purchase other products of the same business and to direct them to operate by affecting their immediate surroundings (Aydın, 2012: 40-41). Therefore, as in all other businesses, the marketing management of tourism businesses and destinations should analyze the tourist consumer behaviors and evaluations after the purchasing process, and they should pay special attention to this stage. At this stage, the touristic consumers to be brought to the business and the destination will contribute to the gain of potential tourist consumers. This will reduce the efforts and costs of the business and destination to find new consumers.

CHAPTER II

BRANDING AND IMAGE BUILDING IN DESTINATION MARKETING

2.1 BRAND CONCEPT

In today's world, the increase in the variety of products, goods and services has brought about intense competition. Raising awareness in the choice of a good or service for consumers has become an important phenomenon. Awareness-raising involves the creation of a brand that will affect consumers' preferences and be effective in the purchasing process (Işık & Erdem, 2015).

The ability to be noticed is the element that reveals the most important detail about the brand. The brand stands out as the feature that makes the product stand out from its counterparts. The ability to be noticed makes the brand phenomenon privileged.

The concept of branding has an aspect that includes the interpretation of the sum of concrete and abstract values for the brand (Ustakara, 2015, p.26; Karpat Aktuğlu, 2008, p.11; Elden, 2009, p.94).

Brand is a concrete and abstract concept that serves to introduce goods and services, to distinguish and differentiate from competitors, namely, logos, concepts, words, symbols, designs, pictures and all of these (İslamoğlu & Firat, 2011).

Branding is actually an element of the competition strategy based on differentiation. Differentiation requires creating something special and different within the whole industry. There may be different approaches to differentiation in various ways; design and brand, technology, features, customer service, marketing, product diversity or being the first company to enter the market enables differentiation and gaining customer loyalty. As a result of differentiation, customers' sensitivity to price will decrease, which provides a competitive advantage for companies. In addition, this creates a barrier to market entry as the new firm will have to incur higher costs to enter a market with a differentiated firm. Branding

investment is particularly risky considering that if the investment fails, this investment will create a large amount of sunk costs. Therefore, the branding investment should be planned very carefully (Gemci et al., 2009: 108).

2.1.1. Brand Image

Image is defined as the impressions formed in the form of feelings or thoughts about the brand in the recipient's memory, and it is stated that these impressions are shaped by the information obtained from various sources, the experiences of other people or the experiences of the person (Yükselen & Gönenç Güler, 2009, p.22). The brand image shows how an identity is perceived by the consumers while brand identity shows how the brand created by the company wants to be perceived by the consumers (Aaker, 1996, p.71).

2.2 BRANDING IN TOURISM

Destination, a word of foreign origin, is used to mean “the place of arrival”. Even though various authors have expressed very different opinions about the meaning of the word, “the place of arrival” is the best form of expression even if the meaning of the word is not fully met. Tourism destination consists of all touristic products provided by organizations that are frequented by tourists and have tourism resources (Özdemir, 2008: 3).

These features of the destinations are considered one of the most important parts of tourism as well as being the most difficult touristic product to market and manage. It is necessary to have some features in order to have the title of tourism destination and for tourism development. These factors are the reasons for preferring tourism regions, such as customer satisfaction, easy access, accommodation, restaurant services, and the availability of opportunities for entertainment and rest (İlban, 2007: 7).

The businesses that undertake the marketing of the destinations that cause the competitive environment of the tourism sector, try to create positive thoughts and brand value in the customers, which was previously important in marketing the countries or regions they are located in, which ensures that they are permanent in the field. The brand concept increases its importance in the changing marketing structure in the tourism sector, as it provides a significant advantage among competitors. In

particular, the concept of marketing is becoming more and more prominent by giving up the marketing of the country as a whole product and by bringing the tourist product identities of certain regions of the countries to the forefront (İlban, 2007: 25).

The fact that the destination has a brand value makes it different. In addition, good physical facilities make it a reason for preference. However, as the destination's superior features do not provide sufficient customer satisfaction, the value added to the brand appears as the most important trump card of tourism marketers who want to benefit from global competition. (Yavuz, 2007: 46).

Although destination branding is a concept consisting of intangible products, there have been thoughts in the world of science that destinations can be branded like other services and products with brands. Various countries and cities have started the branding process that affects the purchasing processes of consumers (İlban, 2008: 126).

One of the most important conditions for the tourist destinations to be marketed as products is the necessity of having a brand label. Branding strategies should be developed for a successful marketing process, and the features of the product should be examined very well while developing strategies (Avcıkurt, 2004: 1).

Brand identity and destination image are the basic elements in the branding processes of destinations. The destination brand is the most important marketing tool that distinguishes the destination from other competitors. Brand identity enables the creation of concepts that reveal the unique characteristics of the destination and its most important attraction that differs from other destinations. With the creation of these concepts, the most important elements for brand image are completed (Yavuz, 2007: 46).

Over the years, a lot of research has been done on understanding destination branding (Hudson and Ritchie, 2009: 218). However, destination branding has been the most widely applied concept in tourism and many theories have been developed about it. Destinations are places that are visited and have an image. Destinations are evaluated by comparing the previously formed image in the minds of the people who will visit the destination with the real image formed after the destination is visited (Apaydın, 2011: 29). Destinations cannot be experienced and tried before consumption activity. Therefore, the dimensions of the destination brand are different from the product brand, although it often follows the same steps as the

product brand. However, theorists and its practitioners also support the view that destinations can be branded as products and services (Olimpia, Luminita and Simona, 2011: 194).

A destination brand is defined as a name, symbol, logo or graphic / visual representation that identifies and differentiates a destination. Destination branding is an experience practiced and remembered by the consumer. It is a concept that transforms the visit or activity of the consumer into a memorable experience with unique brand components, strengthens and combines this experience (Ersun and Arslan, 2011: 239).

Destination branding is a name, symbol, shape, logo, slogan that provides both identification and distinction of a destination; It can also be explained as the expectation of an unforgettable travel experience that evokes the destination and the fulfillment of the task of reinforcing and strengthening the reminder of the pleasant memories of the destination experience (Ilban, 2008: 124).

Destination branding is the construction of a positive image with a structure that distinguishes the relevant destination from the others and gives it an identity by creating a mixture of local and consistent elements and features (Özkul and Demirer, 2012: 159). Destinations have to develop product diversification policies that will differentiate them from other destinations (Tosun and Bilim, 2004: 127).

A destination brand is a combination of perceptions about the region, past experiences, news, advertisements, prices, information obtained from websites, people living in that region, opinions of friends, etc. (Ceylan, 2011: 92).

There are four elements in creating the conceptual model of customer-based brand value for a tourism destination. These are awareness, image, loyalty and perceived quality (Konecnik, 2006: 87). These four dimensions are evaluated differently by each consumer segment (Olimpia et al., 2011: 195).

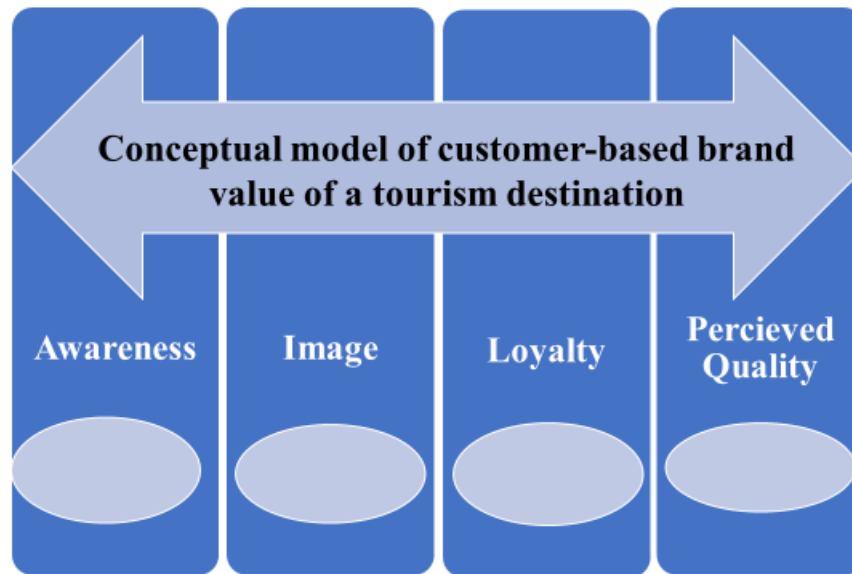


Figure 3: Conceptual model of customer-based brand value for a tourism destination (Konecnik, 2006: 88.)

Awareness is a fundamental aspect of the brand. The concept of awareness is the first step to be taken in creating brand value. Before a place is accepted as a destination, it is only known in a certain context. The concept of image is the subject that attracts the attention of those doing research on this subject. Initially, it was thought that the concept of image could replace other elements in creating brand value, but then this view turned into an abstract state. Creating the image is a step towards brand creation. Loyalty in terms of destination means repeating purchases that is repeating visits. The concept of quality is a subjective term, that is, it can vary from person to person. The concept of quality is evaluated from the perspective of the consumer and can be measured by the consumers' perception of quality (Olimpia et al., 2011: 195).

Destination brand is a concept that has functional and non-functional meanings and is related to the brand. It can be conscious or intuitive, and represents a unique combination of product features. A destination brand can be an integrated system full of customer-centric experiences. In line with these definitions, destination marketers argue that the destination brand should represent together the physical and emotional experiences transmitted to the consumer through brand elements. From the consumers' point of view, the destination brand can be defined as the set of perceptions sold under a specific brand name and based on experiences. Brand name

can affect the choice of consumers by reducing the number of alternatives during their destination choices (Hanzaee and Saeedi, 2011: 14). Elements such as names, symbols, logos, words and other graphics, which are included in the definition of the brand, differentiate the destinations and promise an unforgettable travel experience to the consumers. In addition, all these factors strengthen the recall of the pleasant memories of the destination experiences by the consumers (Kerr, 2006: 277). Branding is perhaps the most powerful weapon for destination marketers. Many destinations have five-star accommodation and resorts, and each country claims to have a unique culture, heritage and high standards for consumers. As a result, it becomes necessary to create an identity to differentiate the destinations from their rivals. (Ispas, 2008: 921).

A destination brand can be developed through advertising, brochures, websites, direct marketing and public media cooperation (Venkatachalam and Venkateswaran, 2010: 84). The purpose of branding the destinations is the creation of interesting features and image for tourists to visit the destination, enabling tourists who spend more to visit the destination region and making the destination a center of attraction (Ilban, 2008: 124).

2.2.1 The Role of Branding in Tourism

The emotion that a product evokes in the consumer, the associations that are visualized in his mind are the combinations of the concept of brand image (Odabaşı and Oyman, 2007: 369). The destination brand is the reason why the product is preferred (Özdemir, 2008: 125). The most important reason for consumers to choose brands is to eliminate the risks. The advantage of the brand is to facilitate the purchasing process of the consumer who wants to obtain the product and service and to make the consumer prefer the product. It is seen as the main reason for creating the brand image for the destinations.

It is necessary to get help from professional companies for the creation of destinations with a strong brand image (Özdemir, 2008: 125). The brand image of the destination, rather than giving information about the product, is the association of previous experiences about that place (Türemez and Kalpaklıoğlu, 2008: 5).

In the globalizing world, touristic destinations have paid more attention to the strategic marketing model in order to increase their competition chance. Countries, regions or cities that want to increase the chance of competition have tried to make the destination noticed through branding and then provide the perception they want to create about the destination. The purpose of giving this priority is to differentiate and reduce competition (Rainisto and Kotler, 2007: 3).

2.2.2 Destination Brand Image

2.2.2.1 Destination Image

The issue of destination image has attracted the attention of tourism researchers for more than 20 years (Schneider and Sönmez, 1999), and many studies have been conducted to conceptualize the destination image (Baloğlu and Mc Cleary, 1999: 870).

Image is formed by the logical and emotional interpretation of the consumer of the product or service. Emotional and conceptual factors cause the image to be perceived as positive or negative (Beerli A. et al., 623). Image evokes different meanings for different people.

Destination image can be defined as the sum of “the impression, information, prejudice and emotional thoughts that individuals or a particular community have about a known geographical area” (Crompton,1979; Baloğlu and McCleary, 1999: 868-897). It is not possible to consider this image separately from the general image of the country, besides this, the country's economic, social, political, cultural, natural, etc. It should not be forgotten that its characteristics will also affect this image (MATSO, 2008: 18).

Reynolds (1965: 33) has defined the image as a concept formed in the minds of consumers by "some of the selected impressions of the general impressions of consumers from many sources, and the reputation of a person, institution or organization is believed to be about that person, institution or organization rather than what it really is." stated that it can be used synonymously. " Hunt (1971: 6) made one of the first descriptions of a geographic area. According to this definition, image is "the impression that a person or people have outside the place where they live.

The table prepared by Gallarza et al. (2002: 60) regarding the definition of the destination image as a result of a study is as follows;

Author	Definition of Destination Image
Markin (1974):	It is the understanding what we know personally and conceptually regarding destination, goods and place.
Lawson & Bond-Bovy (1977):	It is the expression of information, impression, prejudice, dreams, feelings and thoughts that an individual acquires about a certain place or an object.
Crompton (1979):	Image can be defined as the sum of a person's beliefs, opinions and impressions about a destination.
Dichter (1985):	Image does not only describe individual characteristics or qualities, but also defines the total impression that others have in their minds.
Embacher & Buttle (1989):	Image is an individual or collective opinion or perception about a destination.
Fakeye & Crompton (1991):	Image is the development of structure in the mind on the basis of some impressions by potential tourists.
Kotler (1994):	The image of a place is the sum of beliefs, ideas and impressions of a person.
Gartner (1996):	Destination image consists of three hierarchically linked elements.
Santos Arrebola (1994):	Image is the mental representation of the benefits and qualities that a product can provide.
Parenteau (1995):	It is the desired or unwanted prejudices that participants and distributors have about a product or destination.

Source: Gallarza et al., 2002: 60.

As stated in Schmol's (1977) model (Hudson and Gilbert, 1999, p.139), destination image affects the destination selection process as an external variable. There are also studies showing that it affects the participation, evaluation and future behavioral intentions of tourists (Chen & Tsai, 2007). The concept blends various factors under the elements of attraction. For this reason, it is the main purpose of destination image studies to reveal the way people visualize certain destinations, their thoughts and feelings (Tasci, Gartner, & Cavusgil, 2007).

Developments in the tourism market, product differences, competition between destinations, changes in the demands and perceptions of tourists all make it essential to consider tourist destinations as a brand that requires strategic organization and management. The brand image created with this perspective plays a big role in the success of a tourism destination. (Beerli A. et al., 1998: 623). A strong, different, non-contradictory and noticeable brand image that creates a positive opinion for the destination region will constitute the main element of marketing efforts.

Image, rather than being a function of the information itself, is a result of the perception of the person regarding existing information. For this reason, rather than the physical existence of the destination; determines to be taken into consideration in terms of those who plan the trip in the period when the destination selection is made (Leisen B., 2001: 49).

Pocock and Hudson (1978) stated that the destination image consists of two dimensions (Son, 2005). The first of these is the *designative image* which is a *spatial* and *orientation* component. This dimension is about the individual knowing where and what is around him. The other dimension is *perceptual image*. This dimension is divided into two dimensions as *evaluative* and *emotional*. Evaluative image, which is also defined as cognitive image in marketing and tourism research, reflects the way individuals evaluate places; emotional image includes how they feel about these places (Son, 2005). Gunn (1972) suggested that the image is composed of information obtained from external sources, such as real visits or the media, by determining the dimensions of the image in the field of tourism for the first time with the dimorphic theory (McCartney, Butler, & Bennett, 2008).

Cognitive image, as stated by Hosany, Ekinici, and Uysal (2006), is a frequently used topic in destination image articles (eg: Gartner, 1989; Reilly, 1990; Echtner and Ritchie, 1993; Schroeder, 1996; Baloglu, 1997; Choi, Chan, & Wu, 1999). Scott

(1965) defines cognitive image as "evaluating the known properties of the product or understanding the product mentally" (Gartner, 1993). The cognitive component can be seen as the sum of beliefs and attitudes towards an object that allows to draw an internalized picture of the properties of that object. The number of extrinsic stimuli related to the object is important in cognitive image formation (Gartner, 1993). Considering the dimensions of the destination image mentioned above and the studies conducted, it is assumed that the cognitive image dimension has a positive effect on the overall image.

2.2.2.2 Factors Affecting Destination Image

In the early studies on image, two main different views that take place and affect the formation of the image come to the fore. According to the first view, based on the peculiarity of the image to the individual, the differences in image formation are explained only by personal differences, while the other viewers argue that the image formation is caused by the destinations and that it is formed by the effect of stimulating factors. Over time, the two views approached each other and the differences of opinion disappeared and there was a consensus that the effective factors in the formation of the image emerged from individuals and destinations (Baloğlu 1996: 17).

Factors affecting the destination image will be discussed under two headings: individual characteristics and destination-based factors. *Individual characteristics* include demographic characteristics (gender, age, educational status, marital status, income, nationality) and motivation characteristics that push people to take a vacation. On the other side *destination-based factors* include information sources and destination characteristics.

- Individual characteristics

Tourism and marketing fields examine the effects of individual characteristics of people on consumption demands due to the demands of different consumers for different products and are involved in market segmentation efforts.

Destination image is affected not only by external sources but also by the characteristics of individuals (Gibson et al., 2008: 158). When examining the models introduced to explain the destination image formation and destination selection, all models show that different socio-demographic variables such as gender, age,

educational status, marital status, income status, nationality have an effect on both the formation process and the selection process.

It is stated that age, educational status, income, gender, profession and marital status affect the destination image, but among these variables, age and educational status are the most important factors (Baloglu and Mc Cleary, 1999: 870).

Walmsley and Jenkins (1993: 98) also found that gender and age are the most important factors in their studies. In another study, it is stated that the number of people lived with age and nationalities affect the destination image and the destination image varies according to different nationalities (Chen and Kerstetter, 1999: 314).

Another factor considered within the scope of individual characteristics is the motive that drives individuals to travel. Different motives cause people to travel for holiday purposes (Baloglu and Mc Cleary, 1999: 671). While the emergence and motivation of the need to go on vacation is the basis of almost all decision-making models (Hudson, 1999; Kotler, 2001), destination image is also an important variable in formation models (Baloglu & Mc Cleary, 1999, Fakeye & Cromton, 1991). However, the motivation of each tourist in the decision stage is different from the other, and the same person's motive in each decision stage is different (Bansal and Eiselt, 2004: 49).

- Destination-based Factors

Destination-based factors mainly include information sources and destination characteristics. Information sources include the person's previous experience, friends, relatives, travel agencies, travel books, tourism offices, advertisements, newspapers, magazines, internet, television, radio, movies, etc., while destination characteristics include the perception of the characteristics of the destination by individuals. Analyzing and understanding the behavior patterns that tourists follow in obtaining information about the destinations they will travel to are of great importance for both tourism academics and the tourism sector (Fodness and Murray, 1997: 33).

The sources used by tourists in obtaining information are divided into two as commercial and non-commercial sources according to the source of information accessed, and classified as personal and non-personal information sources in terms of their types. (Fodness & Murray, 1997) According to this classification, brochures, travel books, local tourism offices, travel guides are considered as non-personal and

commercial information sources within the scope of information type, while clubs and travel agencies are included as commercial information sources but non-personal information. According to the non-commercial information source of the classification, newspapers and magazines are in the type of non-personal information, and friends, relatives and personal experience are in the type of personal information.

Table 5: Classification of Tourist Information Sources

SOURCE OF INFORMATION	TYPE OF INFORMATION	
	Impersonal	Personal
Commercial	Brochures Travel books Local Tourism offices Travel Guides	Clubs Travel Agencies
Non-Commercial	Newspapers Magazines	Friends and relatives Personal Experience

Source: Fodenss & Murray, 1997: 506

It is stated that the most important source of information affecting the image formation of the destination considered within the scope of a study examining the information sources that affect the destination image is “the word of mouth” (Hanlan and Kelly, 2005: 101). Andereckt & Caldwell (1993) reached the same conclusion and state that the information obtained from friends and fellows is the most important source of information.

Similarly, like Hanlan and Kelly (2005), Seaton and Bennett (1996) concluded that the destination image is more influenced by friends, relatives, acquaintances, namely “word of mouth”, than any other source of information. Another important result they obtained within the scope of the same study is that the destination image differs between those who have never visited and those who have visited. The reason for this is that the image of previous visitors is more complex than first-time visitors because first-time visitors have more stereotypical thoughts than those who have visited before. Chon (1991: 66), another researcher who determined that there is a

difference between those who have visited before and those who have never visited, states that the reason for this is security, attractiveness and shopping opportunities.

Kaplanidou and Vogt (2007: 69) stated that previous visits have an important effect on the desire to visit again as well as its effect on the destination image, and the most important reason for this is that the selection of the previously experienced destination is less risky.

In recent years, the effect of digital information made on the internet has become an important starting point for tourism researchers and managers in creating an image (Choi, Xinran and Morrison, 2007: 118-129). The effects of social media in destination marketing are particularly increasing. Instead of the ready-made tours available from travel agencies, people enjoy more and more places they discover on social media platforms, see the destinations their close circles visited and put-on social media (Morrison et al., 2001).

2.2.2.3 Destination Image Management

Although many researchers in the field of tourism frequently use the concept of destination image, they avoid placing this concept in a definite definition (Echtner and Ritchie, 2003: 41). Although there is no common definition of the destination image by academics, they have demonstrated that the concept of image is an indispensable element in destination marketing, in the development of the tourism region and in the development of marketing strategies (Aksoy and Kiyici, 2011: 481).

With a general definition, the destination image is defined as all the opinions, beliefs and impressions of the individuals about the relevant tourism region (Ceylan, 2011: 92).

Destination image studies have been one of the research areas of popular tourism since 1970 (Maden, Köker and Topsümer, 2012: 106). When the tourism literature is examined and studies related to the image on tourism are examined, some researchers have examined the effect of destination image on consumer behavior, while other researchers have studied the relations between the promotional activities of the destination and the destination image and the total tourism supply. The fact that the researchers deal with their studies on image on different subjects caused the concept of image to be defined in different ways (Üner et al., 2006: 191).

In the tourism sector, it is important to create a unique image of destinations and to be perceived by individuals in different ways. For this reason, the purpose of all marketing activities carried out is to create a good image both regionally and nationally (Tosun and Bilim, 2004: 127).

Destination image can be shaped according to the types of products a region has. While forming the image of a destination, it is possible to reflect the characteristics of that region to the communities and to use these features in this direction (Kılıç and Akyurt, 2011: 212).

In terms of tourism marketing, the development of the destination image depends on two main components. These components depend on the perception and emotionality of the consumer as follows (Lopes, 2011: 307):

1- Perception and cognition: Destinations have advantages over each other in terms of importance and value given by the consumer. In other words, tourists evaluate their destination visit behavior according to the motivating resources and characteristics of that region.

2- Emotionality: Emotional component refers to the emotions and feelings that are loaded on the consumer by the destinations. Thanks to this component, the motivation of tourists is influenced.

In terms of destinations, the image is a mixture of culture and social characteristics, and at the same time, the image is a goal to create an important tourism destination (Gibson, Qi and Zhang, 2008: 429). In revealing the image of the destinations, the behavior of tourists before, during and after tourism activities should be examined (Ceylan, 2011: 93). The determination of the destination image is not necessarily related to the previous tourist experience, but it can be said that these experiences affect the image as motivation in the tourism sector. Every destination has an image. However, in the formation of the image of the destination, the past events are more valuable than the recent events related to the destination (Cecilia, 2008: 1222).

In researching the destination image, it is necessary not only to investigate how individuals perceive that destination, but also to reveal and work on some characteristics, advantages, strengths and weaknesses of the relevant destination (Akyurt and Atay, 2009: 4).

There are various studies dealing with the effect of the destination image before, during and after the visit. Because the destination is an abstract concept and consumers have limited information before visiting the region, the image is effective in the decisions and behavioral intentions of the consumers (Inan, Akıncı, Kıymalıoğlu, & Akyürek, 2011: 489).

The experiences of travelers and revisiting the destination as a result of these experiences depend on the positive image of that touristic region (B.S. Yılmaz and Ö.D. Yılmaz, 2005: 49). One of the most important roles of destination image is its impact on tourists' decision-making processes. Many researchers clearly stated that there is a positive relationship between perceptions about the destination and purchasing decisions (Sahbaz and Kılıçlar, 2009: 34).

In addition to all this information; the concept of destination image, which is among the elements that make up the tourism product, has gained great importance in tourism literature. However, one of the most important factors in the marketing of destinations is the concept of image. For this reason, having a good image of destinations plays a big role in the preference of visitors and marketing of these tourism regions.

The main goal of destination image studies is to reveal the types of people's visualization of certain destinations, their thoughts and feelings (Inan et al., 2011: 489).

Destination image can occur according to the variety of viable tourism types that regions have. Destination image is known as the most reliable source in the decision-making process of consumers. While some researchers focused on objective items in their destination image studies, some researchers focused on subjective items (Kılıç and Akyurt, 2011: 212). Studies on destination selection are carried out to identify the prominent features of the destination image and to determine the roles of these features in destination choice (İlban, Köroğlu, & Bozok, 2008: 108).

Destination image formation is the most important stage in destination selection before travel, and therefore it is necessary to know how the image is formed before affecting travel behavior. In addition, features such as easy access, price / quality compatibility, climate, efficiency presentation and variety in the facility can be counted among the factors that are important for the success of the destinations (Öter and Özdoğan, 2005: 130).

Destination image studies in the field of tourism show that there are several different points of view. These are the relationship between destination selection and image, the process of creating the image, making changes in the image and measuring it (Sahbaz and Kılıçlar, 2009: 34).

The most common features in measuring of the destination image are as follows (Beerli & Martin, 2004; Avcıkurt, 2010: 47-48; Sahbaz and Kılıçlar, 2009: 34; Apaydın, 2011: 71-72.):

Table 6: Most Common Features in Measuring the Destination Image

Features	Features
Natural resources	Climate
	Beaches
	Landscape richness
	The variety and richness of plants and trees
General infrastructure	Quality and modernity of roads, ports and airports
	Public and private transportation, accessibility
	The modernity of health services
	The modernity of communication services
	The modernity of commercial infrastructure
	Physical condition of buildings
	Local infrastructure
Tourism infrastructure	Hotels and Restaurants
	Bars, discotheques and clubs
	Ease of access to the destination
	Tourism centers
	Consulting and information services, equipment
	Excursions
	Nightlife, entertainment
	Sports equipment, sports activities
	Shopping opportunities
	Accommodation facilities and variety
	Touristic activities

Features	Features
	Service quality
Entertainment places	Theme parks
	Entertainment and sports activities
History, culture and art	Museums, Architecture,
	Festivals and concerts
	Handicrafts
	Religion
	Folklore
	Food culture, Gastronomy, different cuisine, food and beverage
	Rest, relaxation
	Historical places, museums
	Buildings, monuments and historical buildings
	Fairs, exhibitions, festivals
	Fame, fashion
Political and economic factors	Political stability
	Political trends
	Economic development, prosperity
	Security
	Prices
Natural environment	Beauty of the scenery/Landscape
	Environment
	Natural attractions
	The beauty of cities and districts
	National parks, wild areas
	Adventure opportunities
	Beaches
	Originality
	Cleaning
	Being Overcrowded
	Air and noise pollution

Features	Features
	Traffic jam
Social environment	Hospitality of local people
	Poverty and discrimination
	Quality of life
	Language barrier
	Understanding of the local people /tolerance
	Friendship
	Dignity
	Cultural attraction
	Social interaction
	Spoken language
	Racial prejudice
	Friends and relatives
The atmosphere of the city	Luxury places
	Fashion places
	Famous places
	Places for families
	Exotic places
	Mystical places
	Relaxing places
	Places that cause stress
	Places that make you happy and entertain
	Boring places
	Nice places
	Attractive and interesting places
	Crowd
	Cleaning
	level of urbanization
	point of sale quality
	Small towns

In addition to this information; natural resources, general infrastructure, touristic infrastructure, recreation opportunities, culture, history and art, political and economic factors, natural environment, social environment and the atmosphere of the region can be listed as factors affecting the image of the destination (Ilban et al., 2008: 109).

City image consists of its geography, history, values, music and art, famous people and other qualities. Media and entertainment sectors are of great importance in creating the city image. The city image is considered as the sum of the ideas and impressions people create in their minds about that city. In addition, the city image reflects many information and characteristics about the city. City image is the beliefs that people about the city have developed. For example, when Istanbul is mentioned, traffic density, historical places, art and cultural activities come to mind. On the other hand, two different people may have different opinions about the same city. So different people may have a different image of the city. For example, one person perceives a city as a tourism center, while another person may see the same city as a crowded and unsafe place. Therefore, how a city is perceived, namely its image depends on people's emotional feelings, expectations and thoughts. Even if the image loses its validity, it remains in mind for a long time. For example, the city of Hiroshima was subjected to nuclear attack many years ago. Today, when one says Hiroshima, the first thing that comes to mind is the nuclear attack. In today's world, on the other hand, internet and word of mouth communication offers great opportunities for marketers to improve and correct the city's image (Apaydın, 2011: 65-68).

Poor perceptions about the city both deteriorate the image of the city, and affect the city's revenues negatively, as well. People's negative perceptions about the city also negatively affect investors and visitors and raise suspicions about the city. In addition, some natural and environmental disasters negatively affect the image of the city. However, the mismanagement and toxic leadership of local administrators negatively affect the image of the city. Some methods are applied to correct all these negative situations. These methods are as follows (Apaydın, 2011: 79-80):

A. Transforming Negativity into Positivity:

Some negative situations can be turned into positive situations, and opportunities. For example, a city with very harsh winter months can be made attractive to someone who enjoys hard winter activities. Another method is to make a city with a bad reputation in the past perceived as having a positive image. For example, establishing a museum in a city that has suffered from environmental disaster and ensuring that the place is visited.

B. Using Marketing Symbols:

Another method to fix the negative image is icon marketing. The former Soviet Union, which oppressed and tortured its people, had a negative image all over the world. Thanks to the change of leader, the perspective on the country has also changed positively. The warm behavior of the new leader of the Soviet Union, his sympathy and being close to the American people, especially during his visits to the USA, helped this country change the image of the American people.

C. Remedy the Negativity:

A person leading a city applies this strategy, especially in the case of recession in the commercial or tourism sphere.

2.2.2.4 Destination Image Models

Destination image models continue to improve day by day (Beerli & Martin, 2004). Some of the models developed in this regard have been tried to be explained below.

A. McCleary and Baloğlu Model

In this model, causality between variables was sought. Researchers in many fields and disciplines argue that image consists of two factors. These are grouped as stimulating and personal factors. People's own values, characteristics, motives are effective in shaping the image phenomenon in their minds.

However, social characteristics also significantly affect this phenomenon. Destination image perception is formed not only by personal characteristics but also by the effect of environmental stimuli. While accurate and true information about the

destination provides a cognitive image in the minds of the visitors, stimulants that affect the feelings in different ways provide an emotional image. As a result, the visitors integrate the two images and form a general image (Baloglu & McCleary, 1999).

Baloglu (1996) summarized the destination image with the following information and concepts;

- Image consists of cognitive and perceptual elements,
- Image is a phenomenon that consumers find important,
- Image is not inherent in functional and physical properties of products. It occurs as a result of the relationship between consumer characteristics and marketing activities.
- Marketing mix, product features, past experiences and some variables contribute significantly to the development process of the image,
- Although there is no agreement on whether the technique used in determining the destination image is correct, emphasis has been placed on the tendencies to use quantitative techniques.

When talking about cognitive / perceptual evaluations, thoughts and information about the characteristics of the destination; It refers to the emotions and commitment to the destination. As a result, it is possible to say that the general image of the destination is formed as a result of both emotional and perceptual evaluation of the region.

B. Ritchie and Echtner Model

As a result of the research conducted by Ritchie and Echtner (2003), some findings regarding the destination image were obtained. According to them;

- Destination image should be planned to consist of two main components. These components are of two types, holistic and quality-based,
- All of the components in the destination image contain abstract and concrete features,
- Destination image is found in classes based on general psychological and functional qualities, rarer characteristics, emotions, events and auras,
- A mix of structured and unstructured methodology should be used in destination measurement to achieve these components.

Ritchie and Echtner (2003) divided the characteristics of the destination into two as abstract and concrete. The concrete features in this model can be measured and observed; abstract features represent the character that is difficult to measure and observe. In addition to these, they put the destination image in a conceptual framework by putting forward three axes in supporting it. The axes specified in the model are functional / psychological, holistic / qualitative and general / rare axes (Echtner & Ritchie, 2003). The qualitative holistic sequence appears in the form of mental patterns and descriptions of individuals. Individuals develop an attitude of perceiving their experiences such as climate, accommodation and hospitality during their holiday. The functional psychological series reveals the difference between the abstract and concrete components of the destination image. The destination image can be shaped by factors such as the number of facilities owned, the number of airports and the length of the coast, as well as abstract depictions such as exciting, romantic and relaxing. In the common unique series, if the destination is to be expressed more clearly with the alternative tourism option, it can exist even with a single fairy chimney.

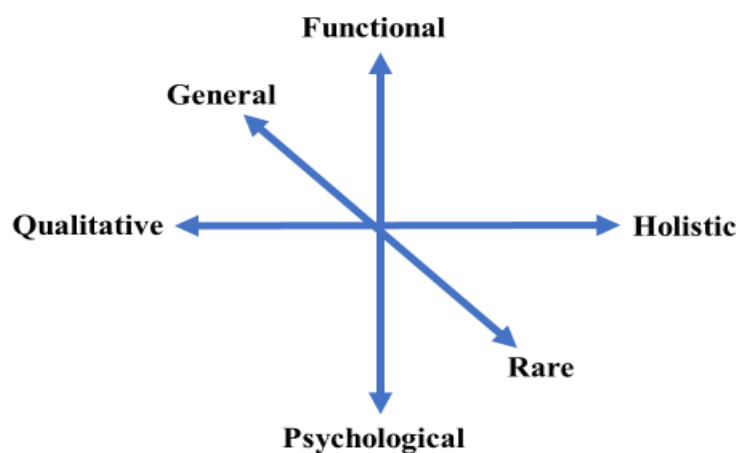


Figure 4: The Elements of Destination Image (Echtner & Ritchie, 2003)

The elements of the destination image are indicated in Figure 4. As can be seen in the figure, destination images can vary from images based on common psychological and functional characteristics to images based on more specific emotions, activities, characteristics or auras. In other words, the destination image

can be formed as a result of the interpretation of a small group consisting of the compared and generally accepted characteristics of all destinations.

C. Gartner Model

The independent effect of different tools or sources of information to create a single image in the mind of the person is called the process of image formation (Gartner, 1993).

Gartner and Tasci (2007), suggested that there are eight image formations with different levels of control in terms of population grade, destination founders, and the level of reliability of information receivers. He stated that the eight factors mentioned have different effects on the image formation of the destination. The process of creating the image; different sources of information or different tools with each other to create only one image in one's mind. He expressed it as constantly affecting the person without being dependent. Therefore, Gartner stated that these elements should be used in promoting the destination image (Tasci & Gartner, 2007).

These elements have been classified in this way, making them easy to perceive. These (Mackay and Fesenmaier, 1997);

- Open Stimulants I: Information contained in media organizations with classical advertising methods.
- Open Stimuli II: Information provided by tour operators, related institutions and travel agencies in the destination.
- Covert Stimulants I: Occurs when famous names are used in the promotion practices of the destination, articles or news related to the destination.
- Covert Stimulants II: Information that seems to come from an impartial and independent source to tourists but is affected by the marketing organizations in the destination.
- Independent Stimulants: Independent TV programs, news, films and documentaries published in the media related to the destination are included in this title (Yaraşlı, 2007).

The elements used in creating independent images are reliable and effective. These elements include popular culture and news that are reached outside the control of the destination and can quickly create an image or change the existing image (Mackay & Fesenmaier, 1997).

- Unsolicited Stimulants: Friends and people in the immediate environment the potential of their knowledge and experience about the destination Transferring to visitors is included in this title.

- Requested Stimulants: The efforts of potential tourists to obtain information from reliable sources.

- Visit: The stages of creating the image of the destination end with the visit of the destination. The creation of the image of the visit depends on the experiences gained at the destination and is the most reliable element (Yaraşlı, 2007).

The first four of the stimulants mentioned are generally under the control of the destination marketing institutions. For example, Open Stimulants I is the unit where the advertisements created by the destination are controlled most frequently, but the audience reliability level is the lowest. The presence of a famous name in the advertisements about the destination increases the level of reliability (Hidden Stimulants I). As an example of Open Stimulants II, the information provided by travel agencies can be given. Most of this information is related to the destination and the reliability level is medium. Promotion trips organized by destination marketing institutions for sponsors and media are also included in the Covert Stimulus II (Mackay and Fesenmaier, 1997).

The model of Gartner (2007) was created by classifying the efforts, tools and methods that affect the destination preferences of the visitors, unlike the previously mentioned models (Yaraşlı, 2007). Gartner (2007) suggests that the factors that make up the image affect the formation of mental image in different ways and therefore states that these elements have a great impact on the image creation and change studies conducted by destination marketers. He also states that the visit made creates a more real image than the one before the visit (Tasci & Gartner, 2007).

D. Martin and Beerli Model

The destination image perceived by the person is under the influence of two basic sources: personal factors and sources of information. These resources create a general image of the destination in the minds of people after certain stages. In order to create the image, first of all, it is necessary to provide information flow directly from certain sources. This flow can be provided by the visitor's visit to the

destination, which is called as primary information sources, or the frequency of the visit, as well as before the visit (Beerli & Martin, 2004).

The information created by the destination, which is called secondary information sources, or the information that is not dependent on the destination, but related to the destination, has an important place in the minds of the visitors. After that, information about the feelings of the tourists affects their emotional attitudes about the destination, while the real and correct information affects the cognitive attitude. A person creates a general image in his mind by combining his attitudes (Beerli & Martin, 2004).

In the model of Martin and Beerli (2004), the image consists of emotional and cognitive images and is affected by personal factors and information sources.

2.2.3 Destination Brand Management

Academicians are seen as an opinion in the destination brand development process. Creating the destination brand experience consists of four stages. The contents of these four stages are expressed as follows (Hudson and Ritchie, 2009: 218):

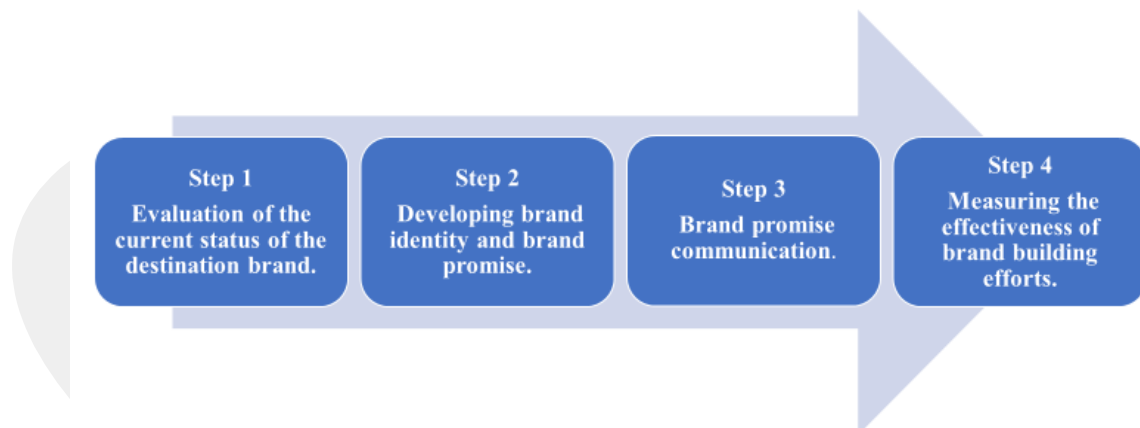


Figure 5 : Creating a Destination Brand Experience (Hudson and Ritchie, 2009: 219)

Hudson and Ritchie (2009) describe the stages of creating the destination brand:

- Evaluation of the Current Status of the Destination Brand:

The first step in creating a destination brand experience is to identify the core values of the destination and brand. At this stage, the brand suggests how to compete

with competitors for today's tourists. From an objective perspective of the visitors, it is considered that influencing elements such as meeting planners, members of destination marketing organizations and tour operators in this market are necessary to capture an independent situation analysis.

This phase refers to the first step of “positioning”, which is used for creating and retaining a favorable position in the minds of target market groups that separates the destination from others (Echtner & Ritchie, 1993; Kotler & Armstrong, 1996; Alhemoud & Armstrong, 1996; Chen & Kerstetter, 1999; Baloglu & McCleary, 1999; Kotler et al., 1999; retrieved from Taşçı, 2011). From this definition it can be said that positioning deals with three problems; (1) market/consumer segments, (2) the image of the brand of the destination in various parts and (3) good brand characteristics of the destination, i.e. strategic advantages to highlight in each section (Kotler et al., 1999).

The evaluation of the destination image is the first step of positioning which attributes in potential and current target markets, generally by comparing with close competitors. At the end of evaluation, core competencies or the advantages of the destination in different markets are determined. A country can have multiple positions by applying multi-product branding as a destination brand, since a country usually attracts tourists from multiple tourist markets with different motivations, needs and characteristics (Joppe et al., 2001)

- Developing Brand Identity and Brand Promise:

The stage after the marketing research is completed is the development of brand identity. The interaction of the brand personality with the market is regarded as a critical factor for the success of the destination brand. The personality of a destination has both a mind and a heart. The mind of the destination personality can be specified as logical features. The elements defined as the heart of the destination personality are emotional benefits and cooperation.

This phase includes the works made in second phase of Positioning which is called as destination differentiation. It can be based on physical assets of the destination such as image, location and people (Kotler et al., 1999). Poesz (1989) supports using of intangible and subjective aspects like designs, names, logos, and symbols instead of basing solely on objective functions of the product.

Position of a destination should be believable, memorable, relevant, important, and desirable for the target customer; profitable, affordable and deliverable for the destination marketers and pre-emptive, unique, special, superior, and distinct within the competitive set; (Kotler et al., 1999, pp. 264–265).

Positioning of a destination can be based on the reasons or motivations of a tourist as follows;

- Price value: e.g., ‘Malaysia gives more natural value’ (Chacko, 1996).
 - Users or class of users: e.g., Hong Kong: ‘When they’ve reached the top, send them to the peak’ – referring to Victoria Peak – for the incentive travel market, or
 - A product class: e.g., Israel: ‘If you are looking for an ideal meeting place, here’s one that’s close to heaven’,
 - Relaxing: Cancún, Mexico: ‘The meeting place for sun worshipers’
- Brand Promise Communication (Promotion):

The third step in creating the destination brand experience is the communication of the brand promise. Brand promise includes communication, promotions, advertisements and messages containing the logo of the brand, signature and name. Every practice in the media aims to protect the existence of the brand. It is widely accepted that there is an increased focus on the experiences of tourists, and experience-based marketing messages will be of greater importance in future travel decisions.

In creating, preserving, improving and modifying a destination brand and its position(s), promotional efforts are important because promotional efforts represent the destination before the actual visitation takes place (Goodrich, 1978; Bojanic, 1991; MacKay and Fesenmaier, 1997; Sirakaya and Sonmez, 2000).

A lot of promotional sources are used with visual and verbal messages in destination branding. In destination branding, the role of advertisement is really important in particular the graphic elements because it reflects the reality of the destination and illustrates the dimensions of the destination. (Bojanic, 1991; MacKay and Fesenmaier, 1997, 2000). The promotional materials must also be beneficial, however practical, since unrealistic ads may have detrimental effects on the expectations of tourists of the destination brand, or on their happiness when they

finally visit the destination, as well as on the sociopsychological status of the residents (Britton, 1979).

- Measuring the Effectiveness of Brand Building Efforts (Monitoring the brand):

The final stage of creating the destination brand experience is based on the evaluation of the brand's performance in the market. Measuring the effectiveness of a destination brand in the brand development process plays a critical role for the brand. Measurement ensures the continuous development and enrichment of the brand personality. Continuous monitoring and evaluation of communication is the key for brand managers at this stage. Measuring the effectiveness over time is defined as “monitoring the destination brand”, as well (Tasci and Gartner, 2007; Baker, 2007; Taşçı, 2011). Destinations brands are accepted to be living entities with a need of modification over time due to the changes in the customers and the destinations. Thus, the management of the destination brands have to be dynamic in the chain of monitoring, evaluation, maintenance, modification and tailoring to fit the changes in the environment. In this context, the customer expectations and tastes, the economic conditions and the other destinations should be monitored (Tasci and Gartner, 2007; Baker, 2007). For instance, crisis in the country due to humanitarian or environmental reasons such as terrorist attacks, earthquakes might cause great impact on the image of destination (Milo and Yoder, 1991). In such a case, in order to maintain the destination brand, an effective crisis management plan has to be in place with an accurate, speedy, consistent, open, and honest response to the related stakeholders (Taşçı, 2011).

Creating a destination brand is a time-consuming process. Creating a brand for tourism regions is the process of creating an identity by highlighting the basic features that distinguish the relevant region from others and competitors. When branding a destination, all the features of the destination should be brought together. The following benefits of a place become a tourist brand. (Zengin and Erkol, 02.03.2013);

- It enables the tourist to know the region and to distinguish it from other regions.
- It is a symbol of the quality of the tourist area.

- It reduces the risks that may arise before the product is experienced.
- It gives an identity to the region and thus facilitates market segmentation.
- It also provides branding of products symbolizing the region.
- Helps coordination and integration initiatives.
- It provides the tourists to be directed to the product physically and psychologically.
- It ensures the continuity of the brand's life. - It builds loyalty and as a result allows tourists to return to the destination.

2.3 CITY MARKETING IN DESTINATION MARKETING

City marketing is also called city branding. Strategies created for the place to be branded and marketed should be specific to that place. Strategies used for other cities may not be suitable for every city.

The most important issue in city marketing is to create a marketing strategy specific to that city (Kesimli & Akyol, 2008). City marketing practice is highly dependent on the creation, communication and management of the city image. Therefore, the purpose of city marketing is the image of the city (Kavaratzis, 2004).

In tourism marketing, the form of marketing created by highlighting the touristic attractions of a particular region or city is city marketing (Kavacık et al., 2012).

City marketing is to transform the cultural, commercial, political and touristic attractions of a city into abstract and tangible values. Branding and marketing a city increase the livability of that city. City marketing helps that city develop and grow. Marketing strategies aimed at promoting the touristic and cultural values of that city are created in a city marketing study.

In city marketing, it is very important to determine the tourist attractions, strengths and weaknesses of that city (Ceran, 2013).

City marketing is defined as all promotional activities carried out to bring more visitors to cities. In order for city marketing strategies to be effective, it is necessary to understand what tourists are looking for and what they perceive. People's perceptions of cities play an important role in city marketing and affect their purchasing behavior. Proper branding of cities is one of the most important conditions in city marketing. City marketing studies are carried out to differentiate

the destination in the eyes of the tourists and to influence their preferences. City marketing also helps to gain trust and positive perception of tourists (Uca Özer, 2015).

To do city marketing, it is necessary to analyze the visits to the cities and to have information about the city. These analyzes are used in researches to create a city image and to develop a positive image (Van Limburg, 1998). City marketing strategies are made in order to attract the target audience of that city, it is the work done to make the visitors and investors prefer that city (Altınbaş, 2007).

City branding is defined as the application of product branding to places. Slogans and logos can be practical tools in a city branding strategy, but they are not the strategy itself (Kavaratzis & Ashworth, 2005). But on the other hand, Taşçı (2011) emphasizes the importance of slogans and logos in branding by defining the brand of destination as “an identifier such as a slogan, color, symbol, logo, and name that distinguish the destination in the tourists’ minds as having a specific identity, personality and character which remind and promise memorable and pleasurable moments. But unfortunately, since generally consulting companies are used to create the slogans and logos, and since they do not explain the phases of this activity, the way of definition for a certain destination brand theme by using features, slogans, symbols, and colors is not very well known. According to that, some of the country brand logos are given in Figure 6.



Figure 6: Some Country Brand Slogans and Logos

As it can be seen in Figure 6, there are different approaches in making logos or brand symbols. They form their logos by different shapes and colors such as using their flags or the colors of their flags (e.g., France, Great Britain, Portugal, Canada, Denmark, Japan, Sweden, etc.), using cultural icons (leaf for Canada, red dragon for Hong Kong/China, kangaroo for Australia, tulip for Holland), using attraction assets (e.g. sun and sea for Greece, Ecuador, and Maldives, nature for Poland, Pakistan, sun for Spain, mountain for Romania). Indeed, some of them are said to have a potential use as brand logos reflecting their current experience such as kangaroo of Australia (Taşçı, 2011).

Many countries have used their slogans on their logos or brand symbols such as “Keep exploring” for Canada, “No artificial ingredients” for Costa Rica, “Simply inspiring” for Germany, “Little big country” for Slovakia, “Always amazes you” for Thailand, “The land that sings” for Latvia. “Beyond your expectations” for Mexico (Figure 6).

Slogan should deliver a meaning which can be easily understood by the customers. Some of the brand slogans used for destinations are given in Table 7.

Table 7: Slogans of Different Countries

Feature	Slogan	Country
Discovery	Experience a different safari every day	Kenya
	Keep Exploring	Canada
	The Hidden Charm	Vietnam
Food	We add spice to your life	India
	Spice of the Caribbean	Grenada
Culture	History in the making	Kosovo
	Cradle of culture, land of nature Visit	Republic of Macedonia
Treasures	A world of treasures	Cambodia
	Land of the thunder dragon	Bhutan
Water	A water paradise	Nicaragua
Nature	Get natural	Switzerland
	Wild beauty	Montenegro
Weather	Everything Under the Sun	Spain
	The sunny side of life	Maldives
People	Talent for Entertaining	Hungary

Feature	Slogan	Country
	One happy island	Aruba
	Be our guest!	Turkey
Joy	A new Mediterranean love	Albania
	Enjoy England	Great Britain
	Land that Sings	Latvia
Escape	A pure escape	Norway
Personal message	Smile! You are in Spain!	Spain
	Come as a tourist, leave as a friend	Romania
Self-expression	At Last!	Austria
	It is possible	South Africa
Vibration	Creative tension	Poland
Superego	Mediterranean as it once was	Croatia
	100% Pure	New Zealand
Geographical significance	Truly Asia	Malaysia
	Authentic Africa	Tanzania

Source: (Papp-Vary, 2010; Taşçı, 2011)

Furthermore, since different customers from different countries have different motivations, characters and expectations while choosing tourism destination, for different target markets tourism destinations choose different slogans (Taşçı, 2011). Turkey is one of the best examples in this context. Even though Turkey had chosen the slogan of ‘Turkey, open for everyone!’ in 2008 as a general brand, it began to use different ones for different customers as follows;

For Germany and Austria, ‘Unforgettable’ with the sub-slogan ‘Turkey..... my Holiday.’ in visuals

For Russia ‘Cradle of civilizations, center of love, dreamland’

For the Far East ‘It’s glamour of European and Asian variety. It’s Turkey.’

For the USA ‘Unlimited Turkey’

For the Middle East ‘Live your dreams’

For Israel ‘What is your next Turkey?’

It is also necessary to pay attention to the use of social media in city marketing. This area, which has low costs and is very effective in the tourism sector,

is not ignored. As in many cities of the world, Cyprus, Greece, Spain, Portugal and Malta from the Mediterranean countries feature social media accounts on official government websites (Chernysheva et al., 2011).

The products that a city can offer to tourists in general can be collected in 4 groups. These are (Giritlioğlu and Avcıkurt, 2010: 77):

- City activities, theaters, shows, museums, concerts, sporting events, casinos, nightclubs and festivals
- City liveliness, local traditions, folklore, languages, security, life of local people, physical and sociocultural characteristics of the city
- Hotels, catering establishments, travel agencies, owned markets and shopping opportunities
- Accessibility to the city, information and information offices and parking facilities.

Marketing of cities as touristic destinations has focused on some issues. This concentration is generally based on the development and marketing of cities as a tourist destination. These interrelated issues took shape according to the potentials of cities. Issues such as image and branding, the role of destination marketing organizations, and product development and shaping can be given as examples. The world's major tourism destinations can be shown as models for these types. For example; attractive features such as the gondola ride in the streets of Venice, the Eiffel Tower in Paris, the Hagia Sophia in Istanbul and the Acropolis in Athens have become synonymous with the city they are located in (Tosun and Bilim, 2004: 127).

The main purpose of city branding is to increase the visibility of the city and to associate the cities with the desired qualities, to develop an admired city image, to attract visitors to the city and to increase the investments. City branding can occur through city marketing and by increasing the city's reputation. In fact, branding of cities is like branding of businesses. The purpose of both is to provide the desired stability and wealth. However, there are still differences between branding of cities and branding of businesses. Because city brands are not evaluated like trademarks. Some researchers point out that products can be differentiated and reintroduced, or even completely withdrawn from the market, and that this is not the case for cities. The reason for this thought is that change is not easy in cities (Apaydın, 2011: 24-25).

The conditions that make the brand a necessity in terms of cities are listed as follows (Özkul and Demirer, 2012: 160):

- The increasing power of the international media,
- Decrease in international travel costs,
- Increasing the spending power of consumers,
- Increasing similarities between cities in terms of the services provided,
- People's increasing interest in different cultures.

The historical, geographical, economic and cultural characteristics of cities can be considered as brand building infrastructure in terms of their branding. Cities with a historical past and historical feature frequently use these features for the promotion and branding of the city. All cities with historical monuments also use these features in terms of branding and promotion. Cities with seven wonders of the world, such as the Egyptian Pyramids and the Great Wall, can be cited as examples (Özkul and Demirer, 2012: 161).

An important issue in city branding is to establish an emotional connection between the tourists and the city. There are features that a city brand must have in order for this to happen. These features are as follows (Apaydın, 2011: 25):

- Reliable,
- Transmittable,
- Differentiate,
- Having strong thoughts,
- Creates desire in employees and interest groups,
- Sounding in the masses.

In order for a city brand to be a strong brand, first of all, the features and values that will enable it to become a brand must be included in that city. Therefore, some issues should be carefully researched regarding the branding of cities. A city's ability to have a good brand depends on having a feature that makes it different from others. City brand includes the appearance of the city, the experience, beliefs and behaviors of the people living in the city (Özdemir and Karaca, 2009: 116).

City branding is valuable in big cities in western countries, and large investments are made in this regard and marketing programs are developed. These cities, which attach importance to branding, contribute to the branding of cities, especially by taking advantage of trends related to some common ground branding.

Generally applied trends that contribute to city branding are as follows (Apaydın, 2011: 27-29):

Branding Famous Products in Cities:

The distinctive and famous products of the cities contribute to the branding of the city. In this respect, city managers' support for famous products increases both the commercial value of the product and the reputation of the city that owns the product. Thermal Springs in Yalova and lahmacun, which is unique to Urfa, can be given as examples of this subject.

Branding of Nations:

The trend of branding of nations has been developed by the marketers who provide consultancy for national states, realizing the advantages of a country's branding. Thanks to the branding of nations, benefits are seen in terms of attracting tourism and foreign investments. For this reason, the trend of branding of nations makes positive contributions to city branding. The country that benefits most from this trend is the United States of America. The economic and technological superiority of the United States of America in the century we live in enables the cities in the USA to attract a large number of visitors and investors.

Branding of Culture and Entertainment Events:

Branding of cultural and entertainment events is one of the trends contributing to city branding. Developing cultural and recreational events is one of the methods generally used in city branding all over the world. While the cities where such activities are carried out become famous, positive contributions are made to the city planning at the same time. Located in Orlando, USA, Disneyland is one of the best examples of branding entertainment events. Disneyland can attract many tourists thanks to the different entertainment activities it offers.

Destination Branding:

The most widely applied trend in tourism and many theories about which are developed is destination branding. Peri chimneys in Nevsehir province can be cited as an example to the destination. Peri chimneys are known as a value that contributes positively to Nevsehir province brand. Such places are also used in the branding of the city as they contribute to the development of the city people to a great extent.

CHAPTER III

DESTINATION MARKETING: THE CASE OF CAPPADOCIA BRAND IMAGE FROM LOCAL TOURISTS

3.1 CAPPADOCIA REGION AND ITS TOURISTIC FEATURES

Cappadocia Region is the area covered by Nevsehir, Aksaray, Niğde, Kayseri and Kırşehir provinces. The region in Nevsehir province called as Core Cappadocia, which is visited by tourists the most, consists of Uçhisar, Göreme, Avanos, Ürgüp, Derinkuyu, Kaymaklı, Ihlara and its surroundings (Gülyaz, 2012: 5).

It is possible to see the natural, historical and cultural richness of the handicrafts and motifs of the Cappadocia region. The special structure of the soil in the region has been a very important factor in the development of the pottery craft. In addition, onyx stone embroidery, carpet and rug weaving and handmade dolls are important sources of income for the local people.

The folkloric features of the region, food and beverages, traditions and customs, festivals and celebrations are among other tourism attractions. Although traditional linen weavings decreased during the Republic period, the Turkmen clothes worn by the local people in rural areas, wedding traditions include the flag-making ceremony at the groom's house on Tuesday and ending with the bridal reception ceremony at the Thursday girl's house, saz masters, semah and halay performances, tarhana-weddings.

Many accommodation businesses and tour organizers who want to bring together the natural beauties of the region with business, meeting, exhibition, fair and congress tourism also host many national and international organizations by taking advantage of the meeting and congress halls of private enterprises and public institutions. Cappadocia is very suitable for grape farming and winemaking with its soil characteristics and climate conditions. The grapes grown in the region have

made Cappadocia an important brand center in the field of winemaking. The region is very famous for its Emir grapes and white wine. Regarding viticulture and winemaking, the Harvest Festival, which is held in Ürgüp every year between 5 and 6 October, attracts many touristic consumers who are curious about this area.

Another touristic activity in Cappadocia, as famous as fairy chimneys, wines and authentic rugs, is the tours with hot air balloons. Touristic consumers are very interested in tours that take place especially in the spring and before sunrise. The first tours, which started with the initiative of the Turkish Aeronautical Association in 1991, became an important source of income for entrepreneurs in the region with the participation of their private enterprises in 2006.

Cappadocia region in Turkey; has been the third most tourist-attracting destination after Antalya and Istanbul in 2019. 3 million 834 thousand tourists visited museums and ruins in Cappadocia in 2019. The number of people visiting the touristic centers in Cappadocia increased by 30 percent in 2019, compared to the previous year, which was accepted as the "golden year" in the region. This increase rate is 73 percent compared to 2017, and 157 percent compared to 2016.

While Cappadocia focused on the promotion attack abroad with the slogan of "Destination Cappadocia" in 2014 to increase the annual number of tourists from 2.5 million to 5 million tourists, a decrease of 10 percent in the number of tourists coming to the region was observed in 2015 due to ISIS attacks in the Middle East. There was a 30 percent drop in the number of Japanese tourists citing ISIS horror as the reason. In 2019-2020 various decorations have been created for photography lovers around the fairy chimneys called "Three Beauties". Three Beauties, one of the symbols of the region, was a region that received more visitors before the pandemic in 2020. Almost all the tourists coming the region used to visit the place. In the frame of promotion studies, some number of horses are places, a new photo shooting area was created with the slogan "Fairy-tale city Ürgüp".

When the number of foreigners visiting Cappadocia is examined, the Chinese ranked first with 156 thousand, Taiwanese second with 47 thousand and South Koreans ranked third with 42 thousand. These three countries are followed by Spain, Russia, Malaysia, Thailand, India, Japan, USA with regard to the number tourists who visited Cappadocia in 2019. The months when tourists come to the region

frequently are April, May, June, July, August, September, October (Nevşehir Directorate of Culture and Tourism, 2020).

Considering the tourism season in Cappadocia for both domestic and foreign tourists; the season is spread over twelve months and the intensity of demand is as follows (Kara, 2005: 29).;

- March: warm-up period,
- April-May: The busy season of,
- June-July-August: Interim (transition) period,
- September-October: The busy season,
- November: The cooling period,
- December-January-February: Low period.

Cappadocia, which is at the forefront with cultural tourism, mostly foreign tourists from Far East countries. Their aim is to attract visitors from Western Europe, America and Latin countries to the Cappadocia region and to extend the average stay. When the distribution of touristic consumers coming to Cappadocia according to their nationalities is examined; almost all Japanese tourists coming to Turkey visit Cappadocia. On the other hand, only 9% of Russian and German tourists (28% of tourist consumers coming to Turkey come from these two nations) visit Cappadocia.

3.2. THE PURPOSE AND SIGNIFICANCE OF THE RESEARCH

The economic, cultural, social, and political effects of tourism are effective in increasing the importance given to this industry, especially the economic effects it creates accelerate the efforts of countries to develop tourism and create an intense competition environment.

The increasing competition conditions in the sector have revealed the necessity for tourism regions have to differentiate from their competitors and the marketing of the regions has gained importance.

Destination marketers become more sensitive in the marketing of their region or country and try to create a brand image by giving importance to branding as well as customer satisfaction in order to be permanent (İlban, 2008, p.122).

When the right marketing strategies for a region are developed, a positive image can be created in the minds of tourists and the image can be effective in the purchasing decisions of the tourists.

Factors affecting the tourists in the purchasing process should be determined and a positive image about the region should be created in their minds or negative situations should be corrected.

It is necessary to increase local studies for the development of tourism in the Cappadocia region. Although it is a very important region in terms of tourism, studies on the image of the region are very few.

The major purpose of this research is to assess the impact of destination image factors identified by Echtner and Ritchie(1993) studies. The focus will specifically be placed on the satisfaction level of tourists visiting the region, the frequency of visits and their overall attitude toward Cappadocia region.

Along similar lines, impact of demographic factors (age and gender) that may cause variations in shaping the overall attitude toward the region will be assessed.

It is of great significance to determine the impact of destination image factors since they are vital in maximizing the region's tourism potential.

In the light of the results obtained at the end of the research, findings that will help the promotion and image strengthening activities can be revealed. Considering the insufficiency of the studies in this field and the contribution of the results.

3.3 METHODOLOGY

In this section, the type of the research, the research model and hypotheses, the selection of the population and sample, the data collection method, the scale used in the research, the preparation of the questionnaire and the preparation of the questionnaire questions, and the testing of the questionnaire are included.

3.3.1 Type of Research

Marketing research is classified into three main groups according to their purposes: exploratory, descriptive and causal studies.

The purpose of the exploratory research model is to define or discover the marketing problem, to determine new alternative action options and new hypotheses. In this type of research, it is aimed to collect the necessary information to determine specific research problems, research variables or research hypotheses related to these problems (Kurtuluş, 2004, s. 251).

Descriptive research models aim to make correct definitions about these variables without entering into cause and effect relationship between variables that constitute the research problem (Yükselen, 2000, p.50). The aim is to define the properties of a main body or a phenomenon. Descriptive research begins after the information needs are identified, defined and hypotheses formulated.

In causal studies, determining the cause and effect relationship between variables is the main purpose (Gegez, 2005, p.31).

In the application part of the research, descriptive study was conducted to determine the destination image and determine to which factors affect the destination image.

3.3.2 Population and Sampling Frame of the Research

Population is the group from which the sample is selected and the results obtained will be generalized (Altunışık, Coşkun, & Bayraktaroğlu, 2010, p.130).

The sample, on the other hand, is a sub-group of elements consisting of a certain number of elements from within the group so as to represent the population they are selected for a study.

The purpose of sampling is to provide the researcher with the information that he can make generalizations about the population without the need to research the whole of the population one by one (Altunışık, Coşkun, & Bayraktaroğlu, 2010, p. 131).

Due to the Covid 19 epidemic, pandemic restrictions imposed across the country made it impossible to collect face-to-face data. For this reason, online sampling method was used in this study where the online survey method was preferred.

Online sampling is based on choosing the sample units that can be accessed in the internet environment and is used in situations where internet users form or represent the population (Yükselen, 2011: 68).

Major potential weaknesses of the online sampling are; perception as a junk mail, skewed attributes of internet population, respondent lack of online experience, technology variations, unclear answering instructions etc. (Evans and Mathur, 2005 : 195).

According to data collected in January 2020, there are approximately 62.7 million internet users in Turkey (bbc.com). However, as the number of people visiting Cappadocia among internet users could not be determined, the sampling frame could not be drawn.

In the research, it was aimed to have a 5 margin of error and 95% confidence interval and based on this situation and formula that sampling frame could not be drawn, the minimum sample size was calculated as 384, 487 feedbacks were received from the online surveys and 415 surveys were included in the application in terms of usability.

It was stated to the individuals participating in the survey that if they have visited Cappadocia before, they can continue, otherwise the survey will be terminated.

The sample of the study consists of 415 participants in total, 269 women and 146 men aged 18 and over who have visited the Cappadocia region at least once.

3.3.3 Scales Used in the Research

In this part of the study, information about the questionnaire used in the research will be included. The scale used in the questionnaire form, the creation of the questionnaire and how the application is done will be explained in detail.

Etcher and Ritchie (1993) determined 8 main factors as destination image factors in their research on measuring the destination image and developed a scale to be used in the destination image measurement.

These factors are:

- Comfort/ Security
- Interest/ Adventure
- Natural State
- Tourist Facilitation
- Resort Atmosphere/Climate
- Cultural Distance
- Inexpensiveness
- Lack of Language Barrier

The scale developed by the authors for this study was adapted by evaluating the conditions of our country, since the research will only be carried out on local tourists, the Cultural Distance and Lack of Language Barrier factors were removed and six of the factors determined by the authors were used (Comfort / Security, Interest/ Adventure, Natural State, Tourist Facilitation, Resort Atmosphere/ Climate, Inexpensiveness).

Subjects of validity and reliability were given significance during the implementation of the research. Validity is defined as the extent to which a concept is accurately measured in a quantitative study. Reliability relates to the consistency of a measure(Heale and Twycross, 2015).

According to the Yang and Green (2009), Cronbach Alpha coefficient is the most preferred tests in the social sciences to examine the reliability of the scale. The Cronbach's alpha coefficient is fairly easy to interpret, it is objective, and it contains less subjective judgments than other reliability determination methods. It is more practical than other reliability determination methods.

In order to determine the reliability of the scale used in the study, Cronbach Alpha analysis was applied to the scale. The obtained CR α values are shown in Table 8.

Table 8 : Reliability Coefficients of Variables

Destination Image Factors	cr α
Comfort/security	0,77
Interest/Adventure	0,85
Natural State	0,82
Tourist Facilitation	0,82
Resort Atmosphere/ Climate	0,73
Inexpensiveness	0,83
Destination Image Scale	0,93

Reliability analysis was performed separately and as a whole for the variables used in the scale. Alpha coefficient is a positive value between 0-1 and indicates the weighted standard change. A CR α coefficient between 0.61-0.80 indicates that the scale is reliable (Nakip, Yavaş: 2017). It is possible to say that both the scale and its independent variables are highly reliable according to the CR α values.

Before starting factor analysis to measure the validity of the scale, the suitability of the sample to factor analysis was checked.

Since a ready-made scale was used, the Likelihood method was preferred, and according to the values obtained (KMO: 0,926; sign; 0,000), it was seen that the sample size was suitable for factor analysis.

Explanation ratio of total variance of factor loads created in factor analysis used in the evaluation of structural validity was calculated as 64.194%. In the current literature, factor loads between 0.30% -0.59% are accepted as medium, and 60% and above factor loads are considered high.

According to Henson and Roberts (2006), a value of 52% and above is accepted. According to both evaluations, it is possible to say that the factor loadings explain the total variance ratio is sufficient.

Assuming that the factors in the scale are related to each other, the Direct Oblimin Rotation method was preferred. It has been determined that the factor structure obtained as a result of the analysis is in accordance with the original scale structure, except for a question in the "Dimension of Tourist Facilitation" of the original scale. The question has been removed from the scale.

In order to test the structural validity of the scale, confirmatory factor analysis was applied in the LISREL program. As a result of the χ^2 / df calculation showing the fit ($\chi^2 / df = 2.561$; RMSEA = 0.053), the assumed model was found to be statistically significant ($p < 0.000$) and it was concluded that the scale confirmed the 6-factor structure obtained as a result of the factor analysis.

3.3.4 Data Collection

After determining the purpose, method, scope and limitations of the research, the method of data collection should be determined.

In this study, quantitative research method was preferred, the technique of survey was utilized as a data collection tool within the scope of the research (Implemented survey provided in Appendix A).

In order to establish the theoretical background in the study, the relevant literature has been extensively examined through publications and the internet. Since the image of Cappadocia in the minds of tourists will be measured in the study, primary data is needed on this subject. Therefore, in this study, the data were obtained by survey method, one of the primary data collection methods.

Due to the Covid 19 epidemic, face to face surveys cannot be conducted, online survey was preferred. According to Wright (2005), there are three advantages of online survey.

1. Access to unique population
2. Time saving
3. Cost saving

The research of this thesis was held with survey method which distributed to a large sample of people online prepare with the “ Google Forms”.

Online surveys were transferred to the SPSS 25.0 (Statistical Package for Social Sciences) package program.

Etcher and Ritchie’s scale was adapted to this study to determine the destination image and online surveys was conducted between November and December 2020.

The survey of the research consists of 3 parts. In the first part, there are 3 open-ended questions and descriptive questions such as visit frequency and satisfaction level. In the second part of the implemented survey is comprised of a 28 5 point Likert scale (Strongly Disagree = 1, Strongly Agree = 5). The last part of the survey consists of demographic questions.

3.3.5 Limitations of the Study

The most important problem encountered in this study is the pandemic process. It is aimed to include foreign tourists as well as domestic tourists in the study. However, foreign tourists visiting the region could not be reached due to the pandemic situation.

Other constraints of the study are time and cost factors. Over a long period of time, as many people as possible could be offered incentive rewards to fill out the questionnaire so that even more people could get their opinions on the research topic. Again, a more comprehensive study could be obtained by comparing the images perceived by people who have visited this destination before and those who have not.

In addition, the limited tourism season for Cappadocia, the time and cost factors mentioned, the form, duration and scope of the study have been determinant.

3.3.6 Hypotheses of the Research

In this study, 5 hypotheses have been developed to measure the effect of the destination image on the satisfaction level of the tourists, their frequency of visiting the region, and their general attitude towards Cappadocia. These hypotheses are:

H₁: Destination image has a significant impact on satisfaction level of tourists in visiting the area.

H₂: Destination image has a significant impact on the frequency of the visits.

H₃: Destination image has a significant impact on the tourists' general attitude towards the region.

H₄: There is a significant difference between tourists' overall attitude towards the region and gender.

H₅: There is a significant difference between tourists' overall attitude towards the region and age.

3.3.7 Analysis of Data and Findings

In this section, the statistical methods used to analyze the data, the validity and reliability of the research, the frequency distributions of the demographic characteristics of the respondents participating in the research, and the analysis of the data are mentioned.

It was stated in the previous sections that a questionnaire form for tourists was prepared to collect data for the study. The responses obtained from the survey form in Appendix B are considered to be used in the study and whose suitability is determined during the testing phase of the questionnaire, in order to perform statistical analysis, SPSS 25.0 (Statistical Package for the Social Science) was transferred to the computer program.

With the results to be obtained from the analysis of these data, solutions that will allow the creation of the destination image of Cappadocia in the best way will be offered.

3.3.7.1 Demographic Findings

Demographic Distribution of the Respondents by Age Group

In this study, The Sturges Rule was used to rank the participants according to age groups. Class numbers and class intervals were determined according to this rule.

According to the rule;

$$k=1+3,322 \times \log_{10}(415)$$

$$k=9,43 \sim 9$$

$$c = R/k = 68-18/9 = 5.3 \sim 5$$

Table 9: Age of the Respondents

Age Groups	N	%
18-22	47	11,4
23-28	130	31,2
29-33	50	12,1
34-39	62	15,0
40-45	48	11,6
46-51	41	9,9
52-57	24	5,7
58-63	9	2,1
64 and over	4	1,0
Total	415	100,0

The details of the age of the respondents is given Table 9.

Table 9 shows the percentage distribution of respondents by age. When looking at the distribution of the participants by age interval groups, it is seen that the majority of the participants are in the 23-28 age interval group with 31.3%. 12.1% of the participants are 29-33 ages, 11.6% of participants 40-45 ages, 11.4% 18-22 ages, 9.9% 46-51 ages, 5.8% 52-57 ages, 2.2% 58-63 ages and, 1% is also in the age interval group of 64 and over.

Demographic Distribution of the Respondents by Gender

Table 10: The Gender of the Respondents

Gender	N	%
Female	269	64,8
Male	146	35,2
Total	415	100,0

The details of the gender of the respondents is given in Table 10.

As seen in Table 10, a total of 415 people participated in the study. 64.8% of the participants are women and 35.2% are men. The proportion of female participants participating in the study is 29.6% higher than the rate of male participants.

Demographic Distribution of the Respondents by Income Level

Table 11 : The Income Level of the Respondents

Income Level	N	%
0-1999 TL	73	17,6
2000-3999 TL	133	32,0
4000-5999 TL	123	29,6
6000-7999 TL	52	12,5
8000 TL and Over	34	8,2
Total	415	100,0

The details of the income level of the respondents is given Table 11.

As seen in Table 11, 32 percent of the participants are in the 2000-3999 TL income interval, 29,6 percent, in other words 123 of the family incomes of participants fall within the 4000-5999 TL interval, 17,6 percent, in other words 73 of the incomes within the 0-1999 TL interval, 52 of which, comprising 12,5 percent,

within the 6000-7999 TL interval, 34 in other words 8,2 percent of which within the 8000 TL and over.

Demographic – Distribution of the Respondents by Education Level

Table 12: The Education Level of the Respondents

Education Level	N	%
Primary School	12	2,9
High School	143	34,5
University	221	53,3
Masters and Doctorate	39	9,4
Total	415	100,0

The details of the education level of the respondents is given in Table 12.

The distribution of the participants who answered the survey within the scope of the study, according to their educational status, is shown in Table 12. According to this, it is seen that the majority of the participants are university graduates with 53.3%. 34.5% of the participants are at the high school level, 9.4% at the master and doctorate level, and the minority with 2.9% for primary school graduates.

3.3.7.2 Frequency of Visits to Cappadocia

The details of the frequency of the visits is given in Table 13.

Table 13: Frequency of the Visits

Frequency of Visits	N	%
1-4	246	59,3
5-8	74	17,8
9-12	43	10,4
13-16	18	4,3
17-20	11	2,7
21-24	1	0,2
25-28	4	1,0
29-32	3	0,8
33 and Over	15	3,5
Total	415	100,0

The Sturges Rule was used to group the visit frequency of the participants and 9 classes were determined ($k = 9$; $c = 4$).

The Table 13 indicates that the frequency of visits to Cappadocia region of the majority of the participants (59.3%) is between 1-4 times. 17.8% of the participants 5-8 times, 10.4% 9-12 times, 4.3% 13-16 times, 3.5% 33 or more times, 2.7% 17-20 times, 1.0% 25-28 times, 0.8% is in the group of visit frequency 29-32 times, 0.2% is in the group of visit frequency 21-24 times.

3.3.8 Hypothesis Testing

H₁: Destination image has a significant impact on satisfaction level of tourists in visiting the area.

In the H₁ hypothesis of the research, it is aimed to measure the effect of destination image on satisfaction level of tourists in visiting the Cappadocia region. In this direction, the H₁ hypothesis is measured by multiple regression analysis.

Model Summary – Hypotheses 1

Table 14: Regression Analysis Results for H₁

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson
1	0,854	0,729	0,725	0,27807	1,917

Multiple Regression Analysis was applied to the H₁ hypothesis to measure the effect of the destination image (comfort / security, interest/adventure, natural state, tourists facilitation, resort atmosphere/climate and inexpensiveness) on the satisfaction levels of tourists visiting the region.

Table 15: Multiple Regression Values for H₁

Model		Beta	T	Sig.	Collinearity Statistics	
					Tolerance	VIF
1	(Constant)		6,882	0,000		
	Interest/Adventure	0,266	9,684	0,000	0,885	1,130
	Natural State	0,176	4,917	0,000	0,521	1,920
	Tourist Facilitations	0,286	9,978	0,000	0,813	1,230
	Inexpensiveness	0,183	5,143	0,000	0,523	1,912
	Resort Atmosphere/Climate	0,149	4,486	0,000	0,602	1,661
	Comfort/Security	0,203	6,516	0,000	0,683	1,464
	a. Dependent Variable: Satisfaction Level R=0,854, R ₂ =0,729, F=127,273, sign.=0,000					

The analysis results showed that the statistical impact of the destination image factors on the satisfactoral level of tourists has found to be significant , and the H₁ hypothesis was accepted (sign: 0.000; F = 182.484).

According to the Bryman and Cramer (2009), regression analysis defines the process of explaining the relationship between dependent variables and independent variables with a mathematical formula.

With the light of this research it is possible to say that, it has been reached to the Comfort and Security, Interest / Adventure, Natural State, Tourist Facilitation, Resort Atmosphere / Climate, and Inexpensiveness variables are positively affect the tourists' satisfaction level in visiting the region.

The R value (0.854) indicates a very strong and positive relationship among variables. Based on coefficient of determination ($R^2 = 0.729$), it can be expressed that destination image factors (Comfort and Security, Interest / Adventure, Natural State, Tourist Facilitation, Resort Atmosphere / Climate, and Inexpensiveness) are able to account for 72% of the variation in the tourists' satisfaction level.

The Durbin- Watson statistic is a number used to test whether the terms are not correlated after a regression model has been estimated. In linear regression analysis, Durbin-Watson D statistic, which is the most preferred and used when the number of observations is over 15, was calculated to determine autocorrelation (Alpar, 2013: 556). According to the obtained value (DW: 1.91), it was determined that there is no autocorrelation in the model.

Another element that needs to be evaluated in multiple regression analysis is the multicollinearity problem. The most commonly used method in determining multiple links is the Variance Inflation Factor (VIF) calculation.

VIF is a single value calculated for each of the independent variables and if this value is below 10, it indicates a lack of multiple connection (Bwns and Bush, 2015: 386).

According to the calculated VIF and tolerance values, it was seen that there is no multicollinearity problem among the independent variables.

Looking at the variable rankings, it was determined that the most influential factor on the satisfaction level of tourists visiting the region is the tourist facilitation ($\beta = 0.286$). It has been observed that this is respectively interest/ adventure ($\beta = 0.266$), comfort / security ($\beta = 0.203$), inexpensiveness ($\beta = 0.183$), natural state ($\beta = 0.176$), and finally resort atmosphere climate ($\beta = 0.149$).

H₂: Destination image has a significant impact on the frequency of the visits.

Model Summary – Hypotheses 2

Table 16: Regression Analysis Results for H₂

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson
1	0,923	0,852	0,849	0,20309	1,874

In the second hypothesis of the study, the effect of destination image factors on the frequency of tourists visiting the region was examined and multiple regression analysis was made to the hypothesis for this purpose.

Table 17: Multiple Regression Values for H₂

Model		Beta	T	Sig.	Collinearity Statistics	
					Tolerance	VIF
1	(Constant)		7,474	0,000		
	Interest/Adventure	0,357	17,602	0,000	0,885	1,130
	Tourist Facilitation	0,213	8,078	0,000	0,521	1,920
	Natural State	0,218	10,303	0,000	0,813	1,230
	Inexpensiveness	0,205	7,784	0,000	0,523	1,912
	Resort Atmosphere/Climate	0,148	6,007	0,000	0,602	1,661
	Comfort/Security	0,2	9,608	0,000	0,683	1,464
	a. Dependent Variable: Frequency of Visits R=0,923, R ₂ =0,852, F=390,392, sign.=0,000					

According to the significance level, the H₂ hypothesis was accepted, and the effect of destination image factors on the frequency of tourists visiting the region was found to be significant (sign: 0.000; F = 390.392). Accordingly, it is possible to state that the destination image factors are effective in the frequency of visits.

The R value (0.92) indicates a very strong and positive relationship between the variables. Based on coefficient of determination (R² = 0.852), it can be expressed that destination image factors are able to account for 85% of the variation in the frequency of tourists' visits to the region.

According to the obtained value (DW: 1.874), it was determined that there is no autocorrelation in the model.

No multicollinearity were found according to the VIF values calculated for this hypothesis.

According to the β coefficients, it is determined that the factor that affects the frequency of tourists visiting the region the most is the Interest/ Adventure ($\beta = 0.357$) factor, respectively, while Comfort/ Security ($\beta = 0.222$), Natural State ($\beta = 0.218$), Tourist Facilitation ($\beta = 0.213$), Inexpensiveness ($\beta = 0.205$), while the least effective factor was calculated as the Resort Atmosphere/ Climate factor ($\beta = 0.148$).

H₃ : Destination image has a significant impact on the tourists' general attitude towards the region.

Model Summary – Hypotheses 3

Table 18 : Regression Analysis Results for H₃

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson
1	0,913	0,834	0,831	0,21750	2,02

In the H₃ hypothesis of the research, it is aimed to measure the effect of destination image factors on the tourists' overall attitudes towards the Cappadocia region.

Table 19: Coefficient Results for H₃

Model		Beta	T	Sig.	Collinearity Statistics	
					Tolerance	VIF
1	(Constant)		6,430	0,000		
	Tourist Facilitation	0,161	7,016	0,000	0,775	1,290
	Resort Atmosphere/Climate	0,162	7,116	0,000	0,786	1,272
	Comfort/Security	0,283	12,511	0,000	0,796	1,257
	Inexpensiveness	0,248	10,191	0,000	0,686	1,458
	Natural State	0,278	12,546	0,000	0,831	1,203
	Interest/Adventure	0,265	11,419	0,000	0,755	1,325
	a. Dependent Variable: Attitude R=0,913, R ₂ =0,834, F=341,426, sign.=0,000					

Multiple regression analysis was applied to the H₃ hypothesis to measure the effect of destination image factors on the overall attitudes of tourists' towards the region. According to the calculated sign. value, the effect of destination image factors on the general attitudes of tourists towards Cappadocia was found to be significant and the H₃ hypothesis was accepted because its significance level was smaller than 0,05 (sign: 0,000, F = 341,426).

It is possible to state that the destination image factors influence the tourists' overall attitudes towards the Cappadocia region.

According to the R value (R = 0.913), it was seen that there was a positive and strong relationship between the variables, while the determination coefficient (R² = 0.834) showed that the destination image factors explained 83% of the changes in the overall attitude of tourists' towards Cappadocia.

According to the obtained value (DW: 2,02), it was determined that there is no autocorrelation in the model.

No multicollinearity were found according to the VIF values calculated for this hypothesis.

When the β coefficients were examined, it was determined that the most effective factor in the overall attitude of tourists' towards the region was Comfort / Security factor ($\beta = 0.283$), respectively, Natural State ($\beta = 0.278$), Interest/Adventure ($\beta = 0.265$), Inexpensiveness ($\beta = 0.248$), Resort Atmosphere/Climate ($\beta = 0.162$) and finally Tourists Facilitation($\beta = 0.161$).

H₄: There is a significant difference between tourists' overall attitude towards the region and gender.

In the H₄ Hypothesis of the research, it is aimed to measure the effects of gender on the tourists' overall attitudes toward the Cappadocia region.

Accordingly, t-test analysis was performed in H4 hypothesis. According to the Levene Test results (sign: 0.816), it was seen that the variances were equal and the H4 hypothesis was accepted as a result of the analysis (sign: 0.04; F = 0.054). Accordingly, the attitudes of tourists towards Cappadocia differ significantly according to gender.

Table 20: Group Statistics

Gender	N	Mean	Std. Deviation	sign.
Male	145	5,35	1,00113	0,04
Female	270	5,54	0,94445	

Considering the group statistics, it is possible to say that female tourists ($\Sigma = 5.54$) have a more positive attitude towards Cappadocia than male tourists ($\Sigma = 5.35$). However, there was no big difference between male and female participants in terms of having a positive attitude, so it is possible to say that both male and female participants enjoyed their visit to the region.

H₅: There is a significant difference between tourists' overall attitude towards the region and age.

In the last hypothesis of the study, the difference of the general attitudes of tourists towards Cappadocia according to age groups was tested by ANOVA analysis.

According to the level of significance obtained, the H₅ hypothesis was rejected and it was observed that the tourists' attitude did not differ according to age groups. (sign: 0.598; F = 0.805).

CHAPTER IV

CONCLUSION

4.1 CONCLUSION

The economic, cultural, social and political effects of tourism are effective in increasing the importance given to tourism industry, especially the economic effects it creates accelerate the efforts of countries to develop tourism and create an intense competition environment. Countries are trying to keep up with the ever-changing and renewed marketing activities in order to get more shares from tourism revenues in this competitive environment.

Today, vacationers are more selective when choosing tourist destinations. Attracting these people to the destination can only be possible with higher quality tourism products and more sophisticated marketing practices.

Marketing research is widely used by destination marketers to identify types of customers. Applying the correct target market approaches in the marketing of local tourism products and services and providing the best combination in this process is an important secret for the success of the destinations. Designing and formulating products should be based on research. Tourism products are formulated in a way that consumers want to meet their needs. A dynamic marketing process offers destinations the opportunity to meet the demand and initiate local partnerships between all suppliers (Buhalis, 2000: 103).

The purpose of destination marketing is to promote the destination at national and international level, to create a positive image in target audiences related to the destination, to improve the existing negative image, to contribute to the branding of the region, to ensure that the destination gain an advantage over its competitors and to work to increase its competitiveness (Türkay, 2014 p. 61).

Destination marketing provides a competitive advantage against other destinations (Chernysheva et al., 2011). Destination marketing creates the demand for the destination. It enables the destinations to differentiate, stand out and attract attention in the target market in an intense competitive environment.

According to that, branding should be used as a marketing tool that will differentiate destinations from others. However, it can be said that branding in the service sector is not as easy considering the tourism products, tangible aspects of service products can be easily copied from competitors but branding has a lot of benefits for the both travellers and destinations. It gives identity to the destinations, increases the effectiveness of the product and provides easy recognition as well as affects the decision making process of the consumer. The brand always provides the belief that the consumer is under protection (Yılmaz, 2005: 257; İlban, 2007: 57).

The major goal of destinations in marketing aspects is to attract tourists by influencing their choice. Destination image has an impact on consumer behavior such as destination choice, decision – making process, and satisfaction level (Hunt, 1975).

Destination marketing aims to reinforce the emotional bond between tourists and that place, reducing the cost of the consumer to search for that place and take risks. It seems that a branded and well-marketed destination is easier for consumers to choose.

Branding of destinations and creating an image is possible with destination marketing strategies. Strategies created by emphasizing the distinctive features and tourist attractions of a destination that distinguish it from other destinations bring that destination to the fore in the national and international tourism market.

In this context, the main purpose of choosing this subject for the thesis is to determine the strategies related to the marketing and branding of the destinations and to create an awareness in this matter and to determine how Cappadocia is perceived as a destination center and which image factors have an impact on tourists' satisfaction level, overall attitude toward the region, frequency of visits.

The universe of the research consisted of 62.7 million internet users in Turkey. Due to the Covid 19 epidemic, online sampling and online survey was preferred instead of face to face data collection. As a result of the literature review, it was seen that the required sample size was 387, the developed survey was forwarded to 487 participants in total, and 415 data were obtained with the removal of the missing and invalid surveys. Participants are over the age of 18, 269 women and 146 men.

In this research, one scale was used to evaluate the data which is developed by Etcher and Ritchie (1993). They determined 8 main factor for measuring the destination image. Since the research was conducted only on Turkish tourists, two factors (Cultural Distance, and Lack of Language Barrier) were omitted from the scale.

Destination image has an impact on perceived quality and satisfaction level of tourists'. Studies have shown that a positive image leads to greater satisfaction level (Lee, Lee, and Lee, 2005).

In the study, it has been observed that destination image factors (Comfort/Security, Interest/Adventure, Natural State, Tourist Facilitation, Resort Atmosphere/Climate, and Inexpensiveness) have an impact on tourists' satisfaction level. It was determined that the most influential factor on the satisfaction level was tourists facilitation.

Destination image has an impact on tourists' behavioral intention, positive image of a destination positively affected tourist intention to revisit that region in the future.

It has been observed that in this study, tourists visit frequency is affected by the destination image factors. It has been concluded that the Interest/Adventure factor is the most important factor affecting the frequency of visits.

Destination image has a great impact on travelers evaluations through the region. Destination image is an essential preceding that influences travellers' attitudes toward destinations.

It has seen that, destination image factors are effective on tourists' overall attitude toward the region and the most effective factor is available tourist facilities.

Destination marketers need to create positive image or to change an existing image in tourists mind for attract them to region through advertising and other forms of publicity (Human, 1999). However, the projected image is not always the same as the perceived image. It can be modified by the perceiver according to their personel experience, expectations, and their sociodemographic characteristics including age, gender, education, income etc.

In this context, it has been observed that the attitudes of tourists toward Cappadocia differ according to gender and female tourists have more positive attitude toward the region but there was no significant difference between male and

female participants in terms of having a positive attitude. Eventhough, the overall attitudes of the participants differed according to their gender, it must be noted that there was no difference according to age groups. It was observed that the overall attitude did not differ among age groups.

When the literature on the subject is examined, it is seen that destination image is one of the most important and influential factor of tourists' decision making. It has major impact on tourists' revisits and overall attitudes toward the destination. Considering the effect of brand image on the destinations and the travelers, it is crucial for the destinations to attach importance to their efforts by developing branding activities. Also, destinations should pay attention to issues such as the quality of their products and services in an effort to differentiate themselves from their competitors.

Based on the results, it can be confirmed that tourism products should be prepared in a structure suitable for the destination image and diversified according to potential tourist markets. Changes in demand should be constantly monitored and marketing activities should be carried out in accordance with changing conditions. Continuity of touristic demand can be ensured by creating an effective destination image. In addition, showing the necessary care and attention to the environmental beauties of the region and protecting the cultural texture are among the most important investments to be made for the future.

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APPENDIX A

Değerli katılımcı, bu araştırma Çankaya Üniversitesi Sosyal Bilimler Enstitüsü işletme Anabilim Dalı MBA yüksek lisans programında yürütülen bir tez çalışmasına veri toplamak amacıyla yapılmaktadır. Araştırma sonucunda, **Kapadokya'nın destinasyon imajı ve olası etkileri** ortaya konmaya çalışılacaktır. Araştırmadan elde edilecek veriler üçüncü şahıslarla paylaşılmayacak ve bilimsel amaçlı kullanılacaktır. Anket sorularında kesinlikle kişisel bilgileriniz sorulmamaktadır. Soruları eksiksiz cevaplamanız veri zenginliği açısından son derece önemlidir. Zaman ayırdığınız için teşekkür ederim.

Kübra DEMİR

Çankaya Üniversitesi Sosyal Bilimler Enstitüsü

Yüksek Lisans Öğrencisi

1. Kapadokya bölgesini kaç kez ziyaret ettiniz, lütfen belirtiniz?

2. Kapadokya bölgesini ziyaret etme amacınızı önem derecesine göre sıralayınız. (1 en öncelikli)

() İş sebebi ile

() Gastronomi - Şarap

() Balayı

() Sportif – Macera Aktivitesi

() Turistik

() Alışveriş (çömlek, seramik, kilim, şarap vb.)

3. Kapadokya bölgesini düşündüğünüzde aklınıza gelen ilk 3 özelliği yazınız.

4. Kapadokya'nın atmosferii ile ilgili görüşleriniz belirtiniz?

Sıkıcı	1	2	3	4	5	6	7	Büyüleyici/ Mistik
Romatik Olmayan	1	2	3	4	5	6	7	Romantik
Gergin Ortam	1	2	3	4	5	6	7	Huzurlu
Kalabalık	1	2	3	4	5	6	7	Sakin
Güvensiz	1	2	3	4	5	6	7	Güvenli
Macerasız	1	2	3	4	5	6	7	Maceralı
Yorucu	1	2	3	4	5	6	7	Dinlendirici

5. Kapadokya bölgesini ziyaret ettiğinizde yöreye özgü gerçekleştirdiğiniz ilk 3 turistik faaliyeti yazınız.

6.Son Kapadokya ziyaretinizdeki tatmin düzeyinizi belirtiniz.

Hiç tatmin olmadım ← 1 — 2 — 3 — 4 — 5 → Çok tatmin oldum

KAPADOKYA BÖLGESİ İLE İLGİLİ AŞAĞIDA VERİLEN İFADELERE KATILMA DURUMUNUZU LÜTFEN BELİRTİNİZ.	Kesinlikle Katılmıyorum	Katılmıyorum	Fikrim Yok	Katılıyorum	Kesinlikle Katılıyorum
RAHATLIK/GÜVENLİK					
Ziyaret etmek için güvenli bir bölgedir.	1	2	3	4	5
Temizlik/ Hijyen konusunda yüksek standartlara sahiptir.	1	2	3	4	5
Çok sayıda kaliteli otel/ restoran mevcuttur.	1	2	3	4	5
Yeral halk güler yüzlü/ yardımseverdir.	1	2	3	4	5
Aileniz ile rahatlıkla seyahat edebileceğiniz bir bölgedir.	1	2	3	4	5
İLGİ ÇEKİCİLİK					
Kapadokya'yı ziyaret gerçek bir macera deneyimidir.	1	2	3	4	5
Her şey farklı / ilgi çekicidir.	1	2	3	4	5
Bölgede çok sayıda ilgi çekici mekan vardır.	1	2	3	4	5
Bölgede ilgi çekici kültürel faaliyetler düzenlenmektedir.	1	2	3	4	5
Bölge çok sayıda farklı tarihi unsur barındırmaktadır.	1	2	3	4	5
Bölge çok çeşitli alışveriş olanakları sunmaktadır.	1	2	3	4	5
Bölge çok çeşitli sportif aktivite imkanı sunmaktadır.	1	2	3	4	5
Ziyaret için popüler bir destinasyondur.	1	2	3	4	5
DOĞAL GÜZELLİKLER					
Huzurlu/dinlendirici bir yerdir.	1	2	3	4	5
Eşsiz bir doğal güzele sahiptir.	1	2	3	4	5
Büyülü bir atmosferi vardır.	1	2	3	4	5
TURİSTLER İÇİN HİZMETLER					
Yeterli sayıda bilgi ofisi bulunmaktadır.	1	2	3	4	5
Bölge için farklı paket tur imkanları mevcuttur.	1	2	3	4	5
Yön bulmak için levhalar / işaretler yeterlidir.	1	2	3	4	5
Bölgeye farklı ulaşım imkanları mevcuttur.	1	2	3	4	5
Bölge içerisinde ulaşım kolaydır.	1	2	3	4	5
ATMOSFER					
İklim koşulları seyahat için elverişlidir.	1	2	3	4	5
Gece hayatı keyiflidir.	1	2	3	4	5
Doğal güzellikleri keşfetmek için iyi bir tercihtir.	1	2	3	4	5
Bölge konuklarına sakin/ huzurlu bir atmosfer sunar.	1	2	3	4	5
MALİYET					
Bölgede her bütçe için uygun olabilecek konaklama imkanı mevcuttur.	1	2	3	4	5
Bölgede her bütçe için uygun olabilecek yeme / içme imkanı mevcuttur.	1	2	3	4	5
Bölgede yer alan turistik mekanların giriş ücretleri her bütçe için uygundur.	1	2	3	4	5

1.Yaşınız:

2.Cinsiyetiniz: Kadın () Erkek ()

3.Eğitim durumunuz:

4.Gelir düzeyiniz:

() 0 – 1999 TL

() 2000 – 3999 TL

() 4000 – 5999 TL

() 6000 – 7999 TL

() 8000 TL ve üzeri