

## **THE IMPACT OF SOCIO-DEMOGRAPHICS ON TOURISM DESTINATION IMAGE: A STUDY IN ANKARA, TURKEY**

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### **Abstract**

*The aim of this study is to examine if the perceived destination image of Turkey's capital Ankara differs by socio-demographic features of foreign tourists who visit Ankara. In this context, the affect of gender and nationality variables, which are socio-demographic features, regarded as the most important variables affecting the image of the destination and also have been the subject of many image studies, on destination image is scrutinized. According to being a neglected touristic destination by tourism researchers and practitioners in terms of tourism and hospitality literature, Ankara is not at a desired level compared with other capitals, mainly European capitals. Research data were collected in the abroad departure lounge of Ankara Esenboğa Airport. According to research results, the nationality variable has a significant effect on the perceived image of the destination; on the other hand gender variable has no effect at all.*

*Keywords: Image; destination image; image formation process; socio-demographic specialities; measurement of image; Ankara-Turkey*

### **INTRODUCTION**

Image and destination image are defined different ways in studies which are made in different areas (Baloglu, 1997; Kim and Richardson, 2003; Kotler, 1994; Baloglu and McCleary, 1999; Ditcher, 1985; Baloglu and Brinberg, 1997; Tasci, 2003; Gallarza, Saura and Garcia, 2002; Gartner, 1993) and discussed in different frameworks of alternative approaches. All in all, there

is not a common definition which is accepted by all the disciplines. Gunn (1972), defined destination image, in the first study of conceptualization of image formation process, as “indicative of a personal preference about a place”. Üner, Güçer and Taşçı (2006) stated that tourism researcher’s different approach on image subject causes different definitions for image to come up and also moved from Gallarza, Sauraand Garcia (2002) who discussed literature integration of image definitions in their studies, defined image as “an entity of information, ideas and feelings about a random subject”. Lawson and Baud-Bovy (1977) defined destination image as “a definition of all the information, impressions, prejudices and emotional thoughts of an individual or group about a particular place or object”. According to a common definition, destination image is a sum of impressions and beliefs that people have about a place (Alvarez and Campo, 2014).

Although there is not a consensus about the definition of destination image in the related literature, it is widely accepted that destination image has an important effect on potential tourists’ decisions of choosing the destination, tourist behavior whilst their visit and liability to recommend and revisit that destination after their visit. In the first study of emphasizing how important destination image is, Hunt (1975) stated that destination image is more effective than concrete resources in terms of increasing the amount of tourists who visit that destination. Leisen (2001) and Özdemir (2008) stated that, destination image is more important than destination itself, in terms of potential tourists’ decision making process about a destination and also destination image is one of the most important components that affects a tourists’ destination choosing. Moreover Özdemir (2008), Akyurtand Atay (2009) claimed that, destination image is the most important component that effects tourists’ purchasing decision and level of satisfaction.

According to Özdemir (2008), the effects of destination image not only appears on the destination choosing but also general tourist behaviour and manner. It is important to focus on how destination image effects tourists’ decisions about destination.

The evaluations that are made after the visit that destination, include tourists expenses whilst their visit, perceived service quality, revisit and intention to recommend (Chen and Tsai, 2007), and according to Tasci and Gartner (2007) destination image is one of the determining factors of this process and to understand the relationship between image and post visit behaviours, enables destination administrators to handle and develop their image more efficiently. However there are so many studies about the effect of destination image on pre visit behaviours, the effect of destination image on post visit behaviours is remained as a neglected field.

It has an important role on successful tourism promotion and marketing operations, how destination image –particularly the complex image which appears after the visit or in other words real image, basic image or primary image- is perceived by tourists, to be known by Destination Management Organisations which are set up in the framework of destination oriented marketing concept.

It is needed by Beerli and Martin (2004a) to set up a structure in order to measure destination by all means, because the lack of the reliability, acceptability and validity of the measurements of destination image. In the measurements the factors that affect the image are classified by nine different dimensions. Beerli and Martin (2004a) classified the dimensions/attributes that determine perceived destination image under nine titles. These are; natural resources, general infrastructure, touristic infrastructure, tourist leisure and recreation, culture, history and art, politic and economic factors, natural environment, social environment and atmosphere of the place.

Baloglu (1996) stated that, there were two different approaches about stating the dimensions that affect image formation on the early studies about image, however in time a consensus has been set up about that the dimensions that affect image formation originate from individual and also destination. Baloglu and McCleary (1999) claimed that, image essentially has been shaped by two main factors that are stimulus factors and personal factors. First of that is external stimulus and perceived physical objects. Second of that is characteristics -social and psychological- of the perceiver. According to Tasci (2003), the information sources that a tourist has, socio-psychologic visit behaviours and socio-demographic features of tourists and past visit experiences step forward as the most important variables that affect destination image.

Destination image formation is a complex process, and there are so many modals (Phelps, 1986; Gunn, 1988; Chon, 1990; Fakeye and Crompton, 1991; Echtner and Ritchie, 1993; Gartner, 1993; Stabler, 1993; Murphy, 1999; Baloglu and McCleary, 1999; Gallarza, Saura and Garcia, 2002; Beerli and Martin, 2004a) have been developed about it and the components that affect destination image formation have been examined. In the modals that have been developed about destination image formation and destination choosing, socio-demographic features have an important role as an individual factor. Socio-demographic features have an effect both on image formation process and choosing process.

In the studies, about the effect of tourists' socio-demographic features on perceived destination image, especially gender and nationality, which has an important influence on affective image, variables stand out.

## LITERATURE REVIEW

According to Baloglu and Mangalolu (2001), because tourism product is intangible and similar to each other, the competition between destinations occurs by images. As a matter of fact the main purpose of positioning strategies is to create a new positive image instead of the negative image related to destination or to empower the positive image that destination has. In other words, as Chon (1991) stated, in tourism field, in the buying process, people give more importance to image, belief and perceptions about a destination than objective realities.

Baloglu and Mangalolu (2001) claimed that, the increasing competitive structure of tourism industry made it obligatory for touristic destinations to develop affective plans and strategies. Destinations mostly focus on the perceived image than competition in marketplace.

The information that reaches tourists before they visit a destination is mostly supported by their mental image about that destination. Tapachi and Waryszak (2000) stated that, in many occasions, it is probably image –ideas and thoughts- to shape the decision of where a tourist will visit, rather than real information. Chen and Kerstetter (1999) claimed that, as a matter of fact, individuals' process of choosing where to entertain and visit is linked to destination image. According to Um and Crompton (1999) potential tourists usually have limited information about a destination which they have not visited before. This information is symbolic which is gained by media means or their social groups. Tourists formulate alternative destination images by that information. Therefore, image is seemed to be a critical element in the process of destination choosing. Hence, the recent studies in destination choosing focus on defining the dominant specialities of image and to reveal their role of choosing a touristic destination.

Chen and Tsai (2007) with their study prove the result of that destination image has the most important affect on behavioural intentions. This result reveals the necessity of shaping the right image with positioning strategies in destination marketing. Destination image affects behavioural intentions directly or indirectly. Destination image not only affects decision making process but also the behaviour of tourists after the decision making. Therefore the efforts of forming a destination image or developing it, ease the revisit or recommend behaviours of visitors.

When tourist behaviour and destination image models are scrutinized, Güçer (2010) stated that, the affect of destination image on tourist behaviour can take in hand in two dimensions. First dimension is the affection the decision making process and second is the affect on the behaviours after decision making. In literature, the relationship between the destination image which is formed before visit and destination choosing process is scrutinized by many researchers and a consensus is set up about destination image has an affect on choosing destination. The affect of destination image on behaviours after destination choosing

is also scrutinized and the behaviours after destination choosing reveals as participating in activities, satisfaction, revisit and recommending tendency of that destination.

Image formation process is related to destination choosing intention and the satisfaction of tourist after visit. In the related literature many experts have the idea of that image has two main components -cognitive and effective-. Also Baloglu and McCleary (1999), Beerli and Martin (2004a), İlban, Köroğlu and Bozok (2008) stated that, image includes cognitive and effective dimensions, the cognitive dimension of image refers to the believes and ideas someone has about a place, and the effective dimension of image refers to emotions and feelings. The cognitive dimension mostly shapes after assessing the physical evidence of a place, residents and the events took place. The effective dimension of the image refers to the feelings and sensation of people about a place. The effective dimension occurs after the assessment of the feelings and meaning that someone has about a place. Alvarez and Campo (2014) stated that, in some studies it is claimed that the image which is defined as the behaviour and tendency of a person to visit a place after an evaluation, has also a cognitive dimension. However, in the literature, there is a consensus on that the image which causes behavioural tendencies of a person, has two dimensions –cognitive and effective-. Generally, it is accepted that the effective evaluation of a place is linked to cognitive evaluation of that place. In other words, the effective image of a place, liking a place or not, favouring a place or not is linked to the cognitive image which is the information, belief and thoughts of people about that place. The cognitive and effective dimensions of image compose the overall image which sums the evaluation of a person negative or positive about a place. The overall destination image is composed by a cognitive and effective evaluation about that destination. To sum up, the overall image of a place is the second level structure (Campo and Alvarez, 2010) which is formed by cognitive and effective components. In other words, different qualities and specialities in a destination form an overall image as a result of interaction. Many researches show that cognitive dimension has more affect on overall image for well-known and developed places. On the other hand, Baloglu and McCleary (1999) claimed that, for the places that have not been visited before and have a negative image, effective image has more importance. In their study of analyzing the image of Israel where regular conflicts take place, for Turkish people, Alvarez and Campo (2014) proved that, if people have an enmity for a nation beforehand, then it is primarily effective component of image to shape the country image not the cognitive component of image. Moreover the results of study showed that, the political conflicts between two countries damage country image importantly with effective component of image and also increase the enmity.

Fakeye and Crompton (1991) mentioned that, destination image is composed of a three levelled process. These are organic, induced and complex image. They stated that, marketing operations have to be done for these different image types. According to this model, a potential visitor has an image about destinations beforehand which is defined as organic image. The one has “induced image” after gained some information about destinations from particular commercial sources actively with the motive of travel, and after comparing alternative destinations, choosing and visiting destination the one has “complex image”. Organic image is the image that is shaped by general historical knowledge or news without marketing activities. Induced image is shaped in the process of exposing destination marketing materials and complex image is the image type which is formed after visiting that destination. This complex image will be effective to evaluate the alternatives in terms of revisit that destination, when the need of revisit occurs.

In order to market destinations effectively, as the first step, the image of destinations has to be measured and a marketing strategy has to be determined regarding that image (Ceylan, 2011). Chen (2001) stated that, the studies which reveal tourists’ image about a destination, help destination marketing experts to recognize strengths and weakness of the place and provide beneficial and critical information about service delivery and product developing.

Güçer (2010), took hand the factors that affect destination image under two titles: individual features and destination sourced features. Individual features include demographic features which are like gender, age, educational status, marital status, income status, and nationality and also include the motivation factors that encourage people to go on holiday. On the other hand, destination sourced factors include information sources and destination specialities. Information sources are previous experiences of one, friends, relatives, travel agencies, travel guides, tourism bureaus, advertisements, newspapers, magazines, internet, television, radio, movies etc. and destination specialities include the perception of the features of destination by individuals.

According to Beerli and Martin (2004b), the structural features -age, education, gender, income status, cultural degree etc.- of tourists are the most important factor about choosing the region by tourists. The effect of socio-demographic variables on destination image are subjected by many researchers (Baloglu and Mc Cleary, 1999; Baloglu, 1997; Walmsley and Jenkins, 1993; Chen and Kerstetter, 1999; Alhemoud and Armstrong, 1996; Walsmley and Young 1998; MacKay and Fesenmaier 2000; Joppe, Martin and Wallen 2001; Mac Kay and Fesenmaier, 1997; Hui and Wan, 2003; Stern and Krakover, 1993; Ahmed, 1991; Albayrak and Özkul, 2013). In some of these studies, it is claimed that age and educational status, which are socio-demographic features, are the most important factors that affect destination image (Baloglu and

Mc Cleary, 1999), on the other hand some other studies showed that gender and age are the most important factors (Walmsley and Jenkins, 1993). According to Baloglu (1997), in the destination choosing process of a tourist, image formation before visit is the most important phase and because of that before affecting behaviour it is needed to understand how image forms. It is understood that among all socio-demographic characteristics age and educational level affects image mostly. For instance, in a research which is done on German tourists visiting the USA, it is revealed that the most important factor that differs perceived image is age. In some of the studies mentioned, the perceived destination image differs just by nationality variable. Also, Beerli and Martin (2004a) stated that, socio-demographic features of visitors have an effect on perceived image. It is observed that, generally women evaluate destination more positively. Age affects cognitive perception more, and as people get older, the probability to perceive destinations positively increases. Nationality especially has an important role on effective perception.

Walmsley and Jenkins (1993) in their study about measuring the perceived image of different touristic places of Australia, they showed that the images of some regions differ by the gender and age of visitors and determined that age and gender are the most important factors. In another study held by MacKay and Fessenmaier (1997), it is concluded that age and marital status of tourists has no affect on perceived image. However in the same study, there are some differences found between individuals gender, income status and image perception. In the study which is held on the Y generation tourists' perception of destination image in İstanbul, Albayrak and Özkul (2013) proved that, the gender, education and income status of tourists differs their perceived image. In the study which is held on the image of Mardin, Şahbaz and Kılıçlar (2009) revealed that, perceived image differs by gender and the perceived image of women about Mardin participating in research is more positive. In their study about the image of Pennsylvania, Chen and Kerstetter (1999) proved that, gender, age and amount of family members of tourists, affect perceived image importantly. In the same study Chen and Kerstetter (1999), it is revealed that there is a relationship between perceived destination image and nationality of tourist and nationalities affect destination image and destination image differs by the nationalities. Alhemoud and Armstrong (1996) stated that destination image differs by age and nationality. In their studies, Walsmley and Young (1998), MacKay and Fesenmaier (2000), Joppe, Martin and Wallen (2001) claimed that, perceived image differs only by nationality variable. Also, in their studies Hui and Wan (2003) suggested that, there are some differences in destination image sourced only by nationality and there is no difference sourced by other socio-demographic features.

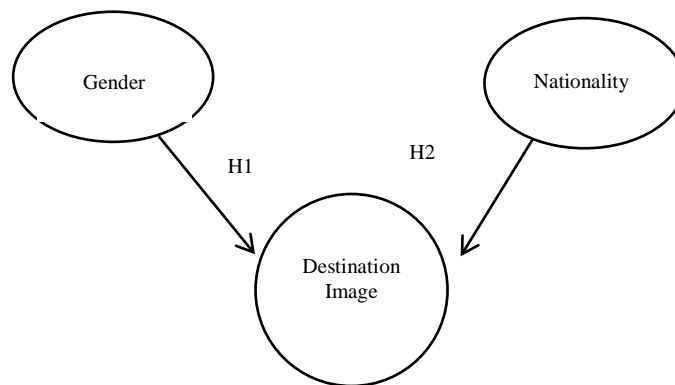


## Objectives and Hypotheses of the Study

In this study, the effect of gender and nationality variables of tourists, which are socio-demographic variables, on the perceived destination image is scrutinized. The study has taken place in Ankara, the capital of Turkey. As a touristic destination, Ankara is not at a desirable level compared to other capitals, especially European capitals. It can be counted as an essential reason for that almost there are not any consumer-centric studies to determine image of Ankara's tourism. Indeed, Ministry of Culture and Tourism of Turkish Republic's statistics about incoming foreign visitors show that, the foreign visitors of Ankara (332 645) are almost 1% of Turkey's total foreign visitors (34 910 098) in 2013.

The model which is proposed through the older studies is shown with the figure below. The model is tested in the foreign tourists which had visited Ankara and going back to their homeland and also in the abroad departure lounge of Ankara Esenboga Airport. In the model, it is suggested that nationality and gender effects destination image significantly.

Figure 1. Research model



In the light of the related literature and older studies, two hypothesis has been developed in order to test the research model and also find an answer for the question, is it valid for the tourists who visit Ankara, the perceived destination image is significantly affected by gender and nationality variables, which are socio-demographic variables?

*H1: There is a significant difference between perceived destination image and the gender of foreign tourists.*

*H2: There is a significant difference between perceived destination image and the nationality of foreign tourists.*



## RESEARCH METHODOLOGY

In this study, “survey” was used as measurement instrument in order to collect data. Measurement instrument has been developed, as a result of a literature review, within the frame of Beerli and Martin’s (2004a) nine main attributes which determines perceived destination image.

The surveys, which are prepared German, Russian, Persian, Arabic and Turkish based on the statistics of The Ministry of Culture and Tourism of Turkish Republic which are about the nationality spectrum of foreign visitors who arrive at Ankara Esenboğa Airport, are consisted of three sections. In first section there are eight questions to determine tourists’ socio-demographic features. In this context, data about nationality, age, gender, marital status, income level, educational status, professional position and visit frequency are collected. In the second section, in order to determine foreign tourists’ perceived destination image who visit Ankara, there is a 5 point Likert Scale (1-Strongly Disagree, 5-Strongly Agree) which contains 73 items. The Likert Scale has been constructed with due to Ankara’s specific features and also Beerli and Martin’s (2004a) nine main dimensions which determine perceived destination image has also been taken into account. In the third section there are two questions “Would you recommend Ankara people around you?” and “Do you consider visiting Ankara again?” about destination loyalty. Sun, Chi and Xu (2013) stated that, repeat purchase and positive word-of-mouth recommendation are two main indicators of destination loyalty.

The data has been collected from the tourists in abroad departure lounge of Ankara Esenboğa Airport which is the only airport in Ankara, in February 2014. 765 survey forms delivered to tourists who are willing to answer, by the researcher and previously informed interviewers and 688 of the survey forms have been evaluated.

The data for this study has been collected from the airport departure terminal, utilizing an *intercept approach*. Several research assistants-interviewers- were instructed to approach every tenth person passing through (Gursoy and Kendall, 2006; Sun, Chi and Xu, 2013) and asked them whether s/he was a tourist or not. If the person was not a tourist, the assistants would intercept the next person(s) until they identified a tourist who was willing to participate in the study. The assistants explained to the tourists the purpose of the study and then asked them to fill out the structured survey instrument. Consequently, as stated in the paragraph above, 688 proper questionnaires were collected.

SPSS 22.0 statistic package program for Windows is used to analyze data. In order to examine data about participant tourists’ socio-demographic features and destination loyalty, frequency and percentage analysis are used. In the Likert Scale which measures perceived destination image, in order to analyze data, frequency, percentage, arithmetic mean and

standard deviation are used. The score reliability, obtained from measurement instrument, is calculated by Cronbach's alpha score reliability estimation method. Validity has been determined by factor analysis. It is tested with the "t-test for independent variables" for gender variable which contains two groups and "One way ANOVA for independent sample" for nationality variable which contains more than two groups, in order to determine whether tourists', who participated the research, perceptions of destination image differ meaningfully by their socio-demographic features or not. As a result of analysis, in order to determine the variables that lead the meaningful difference that emerges in the nationality variable, which contains more than two groups, "multiple comparisons (Tukey HSD)" analysis was carried out.

### **ANALYSIS & FINDINGS**

24,7 % of total respondents are German, 19,9 % are Persian, 16,7 % are Cypriot Turks, 8,9 % are Azerbaijan Turks, 7,7 % are Russian, 6,3 % are Arabs and 15,8 % are belonging to other nationalities. 43,5 % of total respondents are female and 56,5 % are male. When age spectrum is examined, most of the respondents are between 19-25 ages 30 %, plus 65 age group, the third age group in other words, has the least percentage 2,7 %. Percentages of other age groups in order of; 21 % of total respondents are between 26-32 ages, 16 % are 33-40 ages, 10,5 % are 41-48 ages, 10,1 % are 49-56, 5,2 % are 18 and younger and 4,5 % are 57-64 ages. Percentages for marital status are 54,1 % are single and 35,9 % are married with kids, 8,7 % are married without kids, 1,3 % are widow or neither married nor single but living together. Percentages for educational status of respondents, 4,8 % are primary school, 24,2 % are high school, 50,1 % are university, and 20,9 % of total respondents are graduate school graduates. Percentages for the average monthly household income according to the standards of the country of respondent; 2,8 % are very low, 9,3 % are low, 69,9 % are average, 16,3 % are high, 1,8 % are very high income level. Percentages for professional positions of respondents; 8,3 % are employer, 7,6 % are retired, 12,7 % self-employed, 34,1 % are student, 32,3 % are employee, 5 % are unemployed, it is observed that most of the tourists are student and employee. In terms of personal features of tourists, percentages for number of the visits they made including the last one, most of the tourists 41, 8 % are visited Ankara 4 or more times, least of the tourists 9,2 % are visited Ankara 3 times. Rest of the percentages are; 34,4 % are visited Ankara for the first time and 14,6 % visited Ankara for the second time.

Table 1. Findings about socio-demographic features of tourists

Variables	Groups	Frequency	%
<b>Nationality</b>	Germany	170	24,7
	Iran	137	19,9
	Northern Cyprus	115	16,7
	Azerbaijan	61	8,9
	Russia	53	7,7
	Arabian Countries	43	6,3
	Others	109	15,8
	<b>Age</b>	18 and younger	35
19-25		202	30
26-32		141	21
33-40		108	16
41-48		71	10,5
49-56		68	10,1
57-64		30	4,5
65 and older		18	2,7
<b>Gender</b>	Female	299	43,5
	Male	389	56,5
<b>Marital Status</b>	Single	366	54,1
	Married without kids	59	8,7
	Married with kids	243	35,9
	Other	9	1,3
<b>Income</b>	Very low	19	2,8
	Low	63	9,3
	Average	476	69,9
	High	111	16,3
	Very High	12	1,8
<b>Education</b>	Primary School	32	4,8
	High School	161	24,2
	University	333	50,1
	Graduate	139	20,9
<b>Profession</b>	Employer	55	8,3
	Retired	50	7,6
	Self-employed	84	12,7
	Student	225	34,1
	Employee	213	32,3
	Unemployed	33	5
<b>Visit frequency</b>	First time	231	34,4
	Second time	98	14,6
	Third time	62	9,2
	Fourth time or more	281	41,8

It is observed that, the tendency of tourists' revisit and recommend Ankara; 73,8 % of them have a positive perception about Ankara and willing to recommend, 84,2 % of them are willing

to revisit Ankara. On the other hand 26,2 % of them will not recommend Ankara and 15,8 % of them are not willing to revisit.

For the basic and general research purposes, score reliability coefficients have to be at least .80 or more (Bademci, 2007; 2011; 2013). In this study score reliability coefficient which is calculated with Cronbach's alpha is 0.971. In this study, the 73 items which are asked to determine perceived destination image, as it is explained in details in next episodes, is scrutinized by factor analysis in 13 sub-dimensions. After reliability and validity analysis, 57 items kept in survey and 16 items deleted from scale. The items which have 0.4 and below factor loadings, deleted directly from the scale.

It is revealed that, in the 5 point Likert Scale "number sufficiency of restaurants in Ankara" is the most favourable feature of Ankara due to the results of arithmetic means (M) and Standard Deviations (SD) of all items about destination image (M=3,99; SD=1,02). Together with this, the arithmetic means of Ankara's "affordable for everyone restaurants" (M=3,93; SD=1,03), "quality restaurants that offer tastes from regional and world cuisines" (M=3,70; SD=1,12) are the features that are at almost perfect degree. As a result, Ankara has a very positive perception in means of food and beverage services. On the other hand, "the high level of residents foreign language speaking" (M=2,45; SD=1,23), "being a mysterious and exciting destination" (M=2,88; SD=1,17) and "adequate tourist information services" (M=2,89; SD=1,12) items have the lowest arithmetic mean. Compared to other items these three items have lower arithmetic mean and need to be developed firstly.

Factor analysis is implemented on the scale that includes items about Ankara's destination image and as a result of this 13 sub-dimensions are found which are shown below in Table. 2. First factor includes 14 items and labelled as "touristic side services", second factor includes 11 items and labelled as "social environment and region atmosphere", third factor includes 5 items and labelled as "general infrastructure", fourth factor includes 4 items and labelled as "food and beverage services", fifth factor includes 3 items and labelled as "enjoyment services", sixth factor includes 3 items and labelled as "architecture", seventh factor includes 3 items and labelled as "natural environment", eighth factor includes 2 items and labelled as "recreation", ninth factor includes 3 items and labelled as "education level of residents", tenth factor includes 2 items and labelled as "lodging services", eleventh factor includes 3 items and labelled as "natural resources", twelfth factor includes 2 items and labelled as "historic and cultural places", thirteenth factor includes 2 items and labelled as "museum and religious places".

The most favourable sub-dimension that forms the destination image of tourist who participate in the research is in order of; food and beverage service dimension (M=3,79,

SD=0,87) and lodging services (M=3,56, SD=0,93), general infrastructure (M=3,53, SD=0,88), historic and cultural places (M=3,51, SD=0,99), museum and religious places (M=3,39, SD=1,05), enjoyment services (M=3,37, SD=0,98), architecture (M=3,37, SD=0,92), recreation (M=3,35, SD=1,04), social environment and region atmosphere (M=3,32, SD=0,79), natural resources (M=3,19, SD=0,98), touristic side services (M=3,11, SD=0,80), natural environment (M=3,07, SD=0,99), and on the other hand the least favourable dimension is residents level of education (M=2,84, SD=0,97). According to this result Ankara is at a good level in means of facilities and general infrastructure, while it is not at a desirable level in means of tourism awareness and education, variety of activities, supplementary touristic services. Thus, although Ankara's general and touristic infrastructure is ready as a touristic destination; it is observed that there are not enough touristic activity and promotion operations in the city or domestic tourism is focused in terms of tourism strategies, mainly.

Table 2. Factor loadings about sub-dimensions of destination image

ITEMS	Touristic Side Services	Social Environment and Regional Atmosphere	General Infrastructure	Food and Beverage Services	Enjoyment Services	Reliability Coefficient
There are many package tours to Ankara.	<b>,645</b>					
There are affordable package tours for every budget in Ankara that are prepared by tour operators.	<b>,657</b>					
Tourist guiding services are enough and satisfying in Ankara.	<b>,691</b>					
Tourist information services are sufficient in Ankara.	<b>,705</b>					
There are enough guiding signs and tables for tourists in Ankara.	<b>,536</b>					
There are enough relaxing fields in Ankara except hotel room and house.	<b>,478</b>					
There are many outdoor activities that can be done in Ankara.	<b>,579</b>					<b>0,924</b>
There are some activities that are unique to Ankara.	<b>,709</b>					
There are enough city breaks in Ankara.	<b>,695</b>					
Ankara can offer opportunities for adventure when wanted.	<b>,616</b>					
Ankara has enough sport complexes.	<b>,507</b>					
Souvenirs and gifts that are prepared for Ankara are original and worth buying.	<b>,558</b>					
Ankara is a mysterious and exciting destination.	<b>,530</b>					
Promotion operations for Ankara are sufficient.	<b>,492</b>					

Ankara has a dynamic and happy population.	,460					
In Ankara, residents are modern, well-dressed, kind and have a high level of life standarts.	,500					
In Ankara, residents are hospitable and friendly.	,488					
In Ankara, shopkeepers are helpful, not insistive and irritative.	,669					
In Ankara, city governance is democratic.	,670					
In Ankara, luxury good and services are available.	,605					
Ankara is a destination that is visited because fashionable.	,606					0,899
Ankara is a suitable destination for married and married with kids families.	,615					
Ankara is a relaxing and refreshing destination.	,582					
Ankara is not similar to other destinations I have visited so far. Ankara is different and unique destination.	,426					
Ankara is a well-known, famous and reputed destination.	,576					
Ankara has a developed transportation network in destination.	,497					
There are enough health facilities in Ankara.	,796					
There are so many modern health facilities in Ankara.	,800					
Ankara has good communication network.	,714					0,818
The staffs help tourists about passpord, visa etc. procedures.	,674					
There are enough restaurants in Ankara.	,702					
There are affordable restourants for all budgets in Ankara.	,776					
There are quality restaurants in Ankara that offer tastes from regional and world cuisines	,662					0,807
Ankara's local cuisine is unique and appealing, local dishes are various and delicious	,565					
There are enough bar, disco etc. in Ankara that offer enjoyment.	,729					
There are affordable enjoyment facilities for all budgets in Ankara.	,462					0,810
There is a high quality night life and enjoyment environment in Ankara.	,696					
ITEMS	Archite- cture	Natural Enviro- nment	Recreation	Education Level of Residents	Lodging Services	Reliability Coefficient
There are so many modern buildings in Ankara.	,501					
There is a planned urbanisation in	,554					0,742

Ankara so it is a neat destination.				
In Ankara, architectural design of buildings is unique and attractive.	,533			
Ankara is not a so crowded destination.	,704			
There is not air or noise pollution in Ankara.	,764			0,728
Ankara's traffic is not so heavy.	,606			
There are many parks, gardens and greenlands in Ankara.	,675			
Ankara hosts interesting and unique cultural exhibitions like festivals, carnivals and concerts etc.	,519			0,553
Ankara's residents are at a high level of speaking foreign languages.	,763			
Ankara' residents are at a high level of education.	,686			0,690
Ankara's residents are obedient to rules.	,494			
There are affordable lodging facilities for all budgets in Ankara.			,659	
In Ankara, the services in lodging facilities are quality.			,668	0,692
<b>ITEMS</b>	<b>Natural Sources</b>	<b>Historic and Cultural Places</b>	<b>Museum and Religious Places</b>	<b>Reliability Coefficient</b>
Ankara has a good climate that allows tourism activities for four seasons.	,618			
Ankara has interesting and fascinating natural beauties.	,601			0,746
There are several nice, attractive and interesting places in Ankara.	,492			
Ankara has enough facilities to hold national and international congresses, symposiums etc. exhibitions		,490		
Ankara has interesting and unique historic and archeologic places.		,800		0,513
Entrance fees for museum etc. visitable places are affordable in Ankara.			,543	
There are proper religious places for tourists who are a member of various religions in Ankara.			,614	0,572

As it is shown in Table. 3, according to the results of “t-test for independent variables” the perceived destination image of tourists does not differ meaningfully by their gender, in other words gender does not have a significant effect on destination image. On the other hand, according to the results of “One way Anova for independent sample”, the perceived destination image of tourists differ meaningfully by their nationality –except for museum and religious places sub-dimension- (Sig.<0,01), in other words nationality has a significant effect on destination image.



Table 3. Comparison of participants' perception of destination image in terms of their socio-demographic features

FACTORS →	Touristic Side Services		Social Environment and Regional Atmosphere		General Infrastructure		Food and Beverage Services		Enjoyment Services		Architecture		Natural Environment	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
<b>Gender</b>														
Female	3,15	,87	3,36	,85	3,54	,92	3,83	,91	3,46	1,04	3,33	,99	3,11	1,01
Male	3,08	,74	3,29	,73	3,53	,85	3,76	,85	3,31	,94	3,40	,86	3,05	,98
T	1,106		1,168		0,088		1,121		1,854		1,058		0,758	
<b>Sig.</b>	<b>0,269</b>		<b>0,243</b>		<b>0,930</b>		<b>0,263</b>		<b>0,064</b>		<b>0,290</b>		<b>0,449</b>	
<b>Nationality</b>														
Germany	3,18	,96	3,26	,89	3,42	1,02	3,83	,95	3,54	1,09	3,39	1,08	2,80	1,10
Iran	3,04	,66	3,58	,69	3,60	,72	4,00	,71	3,43	,77	3,46	,72	3,63	,77
North Cyprus	2,97	,82	3,16	,80	3,80	,83	3,64	,90	3,17	1,09	3,15	,99	2,64	,91
Azerbaijan	3,07	,72	3,02	,77	3,45	,85	3,41	,97	2,95	,97	3,18	,93	3,20	,89
Russia	3,60	,78	3,74	,61	3,95	,64	4,33	,76	3,87	,92	3,79	,77	3,54	,80
Arabic Countries	3,02	,61	3,31	,60	3,23	,95	3,79	,55	3,31	,83	3,33	,89	3,07	,83
Other	3,04	,72	3,24	,71	3,30	,83	3,58	,83	3,27	,92	3,39	,77	2,95	,95
F	4,661		7,851		6,802		8,813		5,216		3,709		17,010	
<b>Sig.</b>	<b>0,000**</b>		<b>0,000**</b>		<b>0,000**</b>		<b>0,000**</b>		<b>0,000**</b>		<b>0,001**</b>		<b>0,000**</b>	
<b>FACTORS</b> →	Recreation		Education Level of Residents		Lodging Services		Natural Sources		Historic and Cultural Places		Museum and Religious Places			
<b>Variables</b>	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD		
<b>Gender</b>														
Female	3,36	1,09	2,85	1,02	3,51	,98	3,24	1,04	3,49	1,03	3,41	1,08		
Male	3,34	,99	2,83	,93	3,59	,90	3,16	,92	3,52	,97	3,38	1,03		
T	0,355		0,323		1,086		1,110		0,349		0,412			
<b>Sig. (2-tailed)</b>	0,722		0,747		0,278		0,267		0,727		0,681			
<b>Nationality</b>														
Germany	3,17	1,20	2,85	1,07	3,74	,99	3,22	1,13	3,63	1,16	3,33	1,18		
Iran	3,27	,87	2,52	,88	3,60	,87	3,36	,78	3,42	,88	3,42	,87		
North Cyprus	3,19	1,02	2,73	1,01	3,49	,82	2,89	,88	3,42	1,05	3,29	1,14		
Azerbaijan	3,40	,90	2,80	1,00	3,20	,87	3,07	,96	3,37	,88	3,46	1,07		
Russia	3,96	1,06	3,55	,77	4,00	,72	3,82	,80	4,01	,72	3,82	,92		
Arabic Countries	3,66	,70	2,86	,57	3,25	,96	2,93	1,03	3,37	,72	3,32	,83		
Other	3,40	1,00	2,98	,86	3,44	,98	3,14	,94	3,41	1,00	3,34	1,06		
F	5,301		7,808		5,542		7,320		3,419		1,619			
<b>Sig.</b>	<b>0,000**</b>		<b>0,000**</b>		<b>0,000**</b>		<b>0,000**</b>		<b>0,002**</b>		0,139			

Note \*Sig.&lt;0,05 ; \*\*Sig.&lt;0,01

As the result of analysis that are conducted in the aim of comparing participant tourists' perception about Ankara's destination image in terms of their socio-demographic features, in the model, H2 hypothesis which offers that there is a meaningful difference between the nationality of foreign tourists and their perception about destination image is accepted at all sub-dimensions –except museum and religious places sub-dimension- that determine image, and H1 hypothesis which offers that there is a meaningful difference between the gender of foreign tourists and their perception about destination image is rejected.

## CONCLUSION AND RECOMMENDATIONS

Ankara's image has been examined under 13 different sub-dimensions -Touristic Side Services, Social Environment and Regional Atmosphere, General Infrastructure, Food and Beverage Services, Enjoyment Services, Architecture, Natural Environment, Recreation, Education Level of Residents, Lodging Services, Natural Sources, Historic and Cultural Places, Museum and Religious Places- with the data which was collected from foreign tourists who were in Ankara Esenboğa Airport abroad departure lounge, and it is revealed that nationality of tourists affects destination image significantly –in all sub-dimensions except museum and religious places sub-dimension- and against widely accepted in literature, gender of tourists does not differ perceived destination image. Although statistically there is not a meaningful difference about the perception of tourists according to gender variable in all sub-dimensions which determine image, as it is widely accepted in related literature, female tourists have a tendency to favour –in all sub –dimensions except; enjoyment services, lodging services and historic and cultural places sub-dimensions- Ankara's image as a touristic destination rather than male tourists. According to results of Tukey (HSD) analysis, Russian tourists generally perceive Ankara's image more positive in all sub-dimensions except natural environment. Apart from other dimensions, Persian tourists evaluate Ankara's natural environment better. It is considered that, the reason for this positive perception of Persian tourists, that is at a higher level compared to other nationality groups, about natural environment sub-dimension, which mainly includes crowded city population, air and noise pollution, traffic jam elements, is that Tehran's –the capital of Iran- natural environment and natural sources is very similar to Ankara compared to other capitals, and thus Persian tourists make their assessments considering democratic and secular governance of the city etc.

It is revealed that the most favourable item is “enough, affordable and quality facilities for food and beverage services” according to the answers of participant tourists about their perception of Ankara's destination image. Other favourable specialities are “enough facilities to hold national and international congresses, symposiums etc. exhibitions” and “availability of

luxury goods and services”. The specialities that are evaluated less favourable by tourists and needs to be developed are “level of foreign language speaking of residents”, “creating a mysterious and exciting destination” and “touristic information services”.

The most favourable specialities for participant tourists in means dimensions are in order of; food and beverage services, lodging services and general infrastructure, on the other hand least favourable specialities are in order of; education level of residents, natural environment and touristic side services. According to this result Ankara is at a good level in means of facilities and general infrastructure, while it is not at a desirable level in means of tourism awareness and education, variety of activities, supplementary touristic services. Thus, although Ankara’s general and touristic infrastructure is ready as a touristic destination; it is observed that there are not enough touristic activity and promotion operations in the city or domestic tourism is focused in terms of tourism strategies, mainly.

According to the results of research; food and beverage, lodging facilities are in the first place, Ankara has quality and enough touristic infrastructures together with general infrastructure. However there are not enough package tour organisations, tourist guiding and information services and especially international promotion operations, which are vital elements for tourism sector, to supplement this infrastructure. Moreover, the lack of sport, enjoyment activities, city breaks, exiting activities and unique activities for especially young, undergraduate and single tourists, is considered as a minus point for Ankara. Together with this, it is observed that; residents, tourism marketing experts and administrators, agencies and institutes that affects tourism sector are not fully aware of Ankara’s touristic potential and development level of infrastructure, as a result of that tourism cannot become widespread in Ankara out of advanced facilities and proper precautions to improve tourism activities cannot be determined accurately. It can be said the main reason for that is, Ankara has not chosen a development model that is focused on tourism sector, and this can be considered as a normal result regarding especially natural sources in Ankara. However, in some destinations like İstanbul, although its development model is heavily focused on industry and commerce sectors, tourism sector is far more developed than the destinations that have a development model which is focused on tourism. Ankara, as being the capital of Turkey, can be the center of especially business and education tourism, yet a variety of outdoor activities has to be provided for these tourists.

The difference in destination image according to socio-demographic features of tourists, demonstrates that some diversifications are needed in destination marketing and image forming efforts. Because of that, different positioning strategy, image forming process and marketing mix have to be developed for every single target markets in the marketplace which are segmented according to socio-demographic features. In order to be a successful destination, image studies

have to be updated and performed regularly. The difference between the destination image that is aimed to construct in tourists' minds and the destination image that tourists have in their minds for real has to be determined and these negative image perceptions has to be reduced or demolished with proper studies. Image studies have to be done by destination management organisations which are formed locally, allow all the shareholders to perform cooperatively and promote and market destination as a one rigid product. For that, as being the modern tourism approach, local destination focused marketing strategy has to be applied instead of national tourism marketing strategy in Turkish tourism. The first step to take for that is to establish destination management organisations. Destination management organisation should not be seen as a new organisation to establish, one of tourism shareholders can take over this integrating duty. Ankara Provincial Directorate of Culture and Tourism can be given as an example for Ankara.

This study is only executed on the tourists who visited Ankara, and a comparison can be done by executing the same study on the tourists who did not visited Ankara. Together with this, the difference on image perceptions between the tourists who visited some other destinations in Turkey and the tourists who visit Turkey for very first time can be examined. And also, it is important to conduct some image studies like this on domestic tourists for success of destination and to enrich the literature.

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