

## DESTINATION IMAGES OF VISITORS ATTENDING TO TRAVEL EXPO IN KEY MARKETS OF TURKEY

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*Review*

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### **Abstract**

The objective of the current study was to assess how the origin, education levels, gender, ages and income of expo visitors affected their perceptions of Turkey and what could be done to improve visitors' perception of Turkey. Data were collected in three expos held in three countries via self-reported survey instruments. Survey instrument included scale items which probed people's perceptions and images of Turkey along with other relevant variables.

There were 264 Germans participants, 332 Dubains, and 94 Russians. Profiles of markets were analyzed using t-tests. The result of this study showed that demographic characteristics of participants affected their perceptions of the destination differently.

**Keywords** Travel expos, Destination image visitor perceptions

### **INTRODUCTION**

In 1990s the number of various researches concerning the destination image has increased (Taşçı et al., 2007) and image has come out as an important concept in selecting touristic destination (Baloğlu and McCleary, 1999). The analysis and evaluation of the destination image is a striking subject in the literature and has a positive effect on understanding the tourist behaviour (Beerli and Martin, 2004). In tourism image researches, it was focused on how the destination name was perceived by the visitor rather than the visuality of the destination (MacKay and Fesenmaier, 2000). When the literature about factors affecting the destination image, four main factors as previous experiences, tourism motivation, socio-demographical characteristics and various information sources were revealed (Baloğlu and McCleary, 1999). Due to quick change of demographic structures in tourism, the importance of researches based on demographic structure has increased and in these studies, the effect of demographic situations on the destination selection and image perception has been investigated and meaningful differences between visitors' demographic structures such as age, marital status and education and visitors' image perceptions were found (Chi et al., 2009:1; Rittichainuwat et al., 2001; Beerli and Martin, 2003; Baloğlu and McCleary, 1999; Chen and Kerstetter, 1999), and in determining the destination image, tourist behaviours were handled before- during and after the travel (Murphy, 1999: 25). In the step of the formation of the destination image, it was revealed that information sources together with tourists' personality factors affected the image formation, that the effect of information sources showed change depending on experiences and past lives of tourists (Beerli and Martin, 2004: 657). In 1990s the number of various researches concerning the destination image has increased (Taşçı et al., 2007) and image has come

out as an important concept in touristic destination selection (Baloğlu and McCleary, 1999). In most of the studies, the relation between demographic factors such as gender, age, education, occupation, income and marital status and the perceived image has been investigated (Chi et al., 2009) and the relation between image components and tourists' socio-demographic characteristics has been revealed as meaningful in terms of social class, education, age and gender (Beerli and Martin, 2003).

## 1. RESEARCH METHOD

Turkey, which has an important place in tourism, takes place in top levels among tourism centers especially in the last years. This study was realized in fairs made in Russia, Germany and Dubai to examine perceptions towards Turkey destination. To determine perceptions towards Turkey and efforts, which will be shown for positive directional perceptions, will increase the number of tourists and the number of tourists coming to the region. In this study, the effect of the places where fairs were made, participants' education, and gender, age and income states on their perceptions towards Turkey was tried to be revealed. The aim of this study is first to determine the visitor perceptions towards Turkey and to reveal what things should be done to increase the visitor number by paying attention to these perceptions. The research was realized in two steps. In the first step secondary data were examined and in the second step the data were collected through the field research. In the field research, the survey method was used as the data collecting method. Surveys were collected in MITT, ITB and ATM in Russia, Germany and Dubai. The survey form composes two main parts. In the formation of the first part of the survey form there are questions towards the destination, and in the second part there are demographic questions about participants of the survey. Demographic questions have taken place in the end of the survey form. In this study, to learn opinions of people included in the sample, the Likert attitude scale commonly used in researches based on quantitative data was used. In the determination of perceptions towards the destination, the statements "certainly agree, certainly disagree" were given and therefore it was wanted from attendants to sign every attitude statement according to the level of agreeing.

In this study made to reveal perceptions of the visitors, the survey was applied on 264 participants in ITB fair in Germany, 332 participants in ATM fait in Dubai, 94 participants in MITT fair in Russia, and the total 690 visitors were examined according to demographic variables. The data collected through the survey were analyzed with SPSS statistical program which was developed for social sciences. First the surveys were controlled and if they were filled completely and if answers continued in a certain way were examined. Frequency distributions of demographic data were handled and evaluated. In order to investigate the effect of the places where fairs were done, participants' education, gender, age and income situations on visitors' perception criteria towards the destination, t-test and one-way variance analysis were applied. Scheffe test was made in case the result turned out meaningful in variance analysis. In the result of this study, meaningful differences came out when the effect of the places where fairs were done, participants' gender and age situations on their perceptions towards the destination was examined and the concrete suggestions were tried to be formed by interpreting findings.

H1: There is a significant difference between the place where fairs are done and the image perceptions.

H2: There is a significant difference between visitors' genders and image perceptions.

H3: There is a significant difference between visitors' age and image perceptions.

In this research which was made to investigate the brand image of the destination and reveal how tourists visiting the destination perceived the brand image, the survey method was used. In this study, demographic situations of visitors attending to fairs were examined and the effect of genders and ages of participants visiting fairs on their perceptions towards the destination was researched. In the first step secondary data were examined, and in the second step the data were collected through the field research. In the field research the survey method was used as the data collecting method.

The survey form composes two basic parts. In the formation of the first part of the survey form first the researches in scientific area about the subject have been examined and there are questions towards the destination perceptions, and in the second part there are demographic questions about participants of the survey. Demographic questions have taken place in the end of the survey form. In this study, to learn opinions of people included in the sample, the likert attitude scale commonly used in researches based on quantitative data was used. Likert type scale articles are used as 3, 5 and 7 points. Seven-points Likert scale was preferred in this study. In the determination of perceptions towards the destination, the statements "certainly agree, certainly disagree" were given and therefore it was wanted from attendants to sign every attitude statement according to the level of agreeing.

In this study which was made to reveal visitors' perceptions towards the destination, total visitors visiting fairs were examined according to various demographic variables. The data collected through the survey were analyzed with SPSS statistical program which was developed for social sciences. First the surveys were controlled and if they were filled completely and if answers continued in a certain way were examined. Frequency distributions of demographic data were handled and evaluated. In order to investigate the effect of the gender and age situations on visitors' perception criteria towards the destination, t-test and one-way variance analysis were applied. Scheffe test was made in case the result turned out meaningful in variance analysis.

## **2. FINDINGS AND DISCUSSION**

Demographic findings in descriptive statistics basis are stated in Table 1.

**Table 1:** Demographic Findings

Demographic Factors	Number	Percent	Education	Number	Percent
<b>Place of Fair</b>			Primary Education-High School	163	23.6
Dubai	332	48.1	Associate Degree	88	12.8
Germany	265	38.4	Graduate and Postgraduate	391	56.7
Russia	93	13.5	<b>Income</b>	170	24.6
<b>Gender</b>			Less than 20.000\$	142	20.6
Woman	258	37.4	20,000 \$-39,999 \$	164	23.8
Man	313	45.4	40,000 \$- 59,999 \$	97	14.1
<b>Age</b>			60,000 \$- 79,999 \$	18	2.6
24 and below	137	19.9	80,000 \$-99,999 \$	24	3.5
25-34	228	33	100,000 \$ and above		
35-44	107	15.5			
45-54	113	16.4			
55-64	55	8			
65 and above	36	5.2			

Demographic findings of tourists answering the survey are stated in Table 1. 37.4 % of tourists filling the survey form are women and 45.4% are men. In that state, 258 of participants are women and 313 are men. When participants are examined in terms of places where fairs are done, 332 of participants are collected from visitors in the fair in Dubai, 265 of them in Germany and 93 of them in Russia. When education of participants is examined, it is understood that 163 of these participants have primary education and high school diploma, 142 have technical school and 391 have graduate and postgraduate diploma. When incomes of participants are taken into account, it is determined that 170 of them have less than 20,000 \$, 142 have 20,000 \$ - 39,999 \$, 164 have 40,000 \$ - 59,999 \$, 97 have 60,000 \$ - 79,999 \$ and 18 have 80,000 \$ - 99,999 \$ and 24 have 1000,000 \$ and above.

One way variance analysis was applied to research the effect of the places where fairs were done on participants' perceptions towards Turkey destination. The research results have been given in the below table.

When attitudes of participants to the statement "Turkey has a peculiar architectural structure" were examined, meaningful differences were found ( $F= 18.040, p<.000$ ). Those attending to the fair in Russia think "Turkey has a peculiar architectural structure" more than those attending to the fair in Dubai and those attending to the fair in Germany. When participants' attitudes to the statement "Turkey is rich in local festivals" were examined, statistically meaningful differences were found ( $F= 4.428, p<.012$ ). Those attending to the fair in Germany think Turkey is rich in local festivals more than those attending to the fair in Dubai. When participants' attitudes to the statement "Turkey is rich in spectacular places" were examined, meaningful differences stood out ( $F= 18.170, p<.001$ ).

**Table 2:** Places where fairs are done and statements

	F	p	Scheffe
Turkey has a peculiar architectural structure.	18,040	,000	3-1, 3-2
Turkey is rich in local festivals.	4,428	,012	1-2
Turkey is rich in spectacular places.	18,170	,000	3-1,3-2
Turkey has lots of archeological values.	24,525	,000	3-1,3-2
It has lots of natural and visual beauties.	16,278	,000	3-1,3-2
Turkey's cities are attractive.	6,482	,002	3-1
Turkey has important museums and art galleries.	14,156	,000	3-1,3-2
Turkey has quite rich cultural heritage.	24,525	,000	3-1,3-2
Turkey has many places where you can be away from the crowd.	5,455	,004	3-2
People in Turkey are friendly.	5,503	,004	3-1,3-2
In Turkey you can easily find high quality restaurants and hotels.	5,652	,004	3-1,3-2
Turkey has a dreamy and comfortable medium.	4,755	,009	3-2
Turkish cuisine is like our meals.	6,393	,002	3-1,3-2
Turkish life style and traditions resemble us much.	3,451	,032	3-1,3-2
Turks have high quality of life.	37,745	,000	3-1,3-2
Highways and motorways in Turkey have high standard.	65,585	,000	3-1,3-2
Clean-up and hygiene are taken care of much in Turkey.	33,896	,000	2-1
In general, Turkey is a safe country for traveling.	15,768	,000	2-3
There isn't any problem about social rights of women.	3,192	,020	3-1,2-1
Shopping facility is limited in Turkey.	4,081	,017	3-2
Taking good service is hard in hotels and restaurants in Turkey.	32,565	,000	1-2
Turkey is composed of towns and villages generally.	4,034	,018	1-3

1) Those attending to the fair in Dubai 2) Those attending to the fair in Germany 3) Those attending to the fair in Russia

Those attending to the fair in Russia, those attending to the fair in Dubai and those attending to the fair in Germany stated that Turkey was rich in spectacular places. Meaningful differences are seen also in approving the statement "Turkey has lots of archeological values" ( $F= 24.525, p<.000$ ). Those attending to the fair in Russia stated "Turkey had lots of archeological values" more than those attending to the fair in Dubai and those attending to the fair in Germany. Participants' attitudes to the statement "it has lots of natural and visual beauties" show meaningfulness statistically ( $F= 16.278, p<.000$ ). To this, those attending to the fair in Russia approve "Turkey is a place having lots of natural and visual beauties" more than those attending to the fair in Dubai and those attending to the fair in Germany. A meaningful difference between those attending to the fair in Russia and those attending to the fair in Germany also stands out in the statement "Turkey's cities are attractive" ( $F= 6.482, p<.002$ ). Those attending to the fair in Russia find cities in Turkey attractive more than those attending to the fair in Germany. When participants' attitudes to the statement "Turkey has important museums and art galleries" are examined, meaningful differences are seen ( $F= 14.156, p<.000$ ). Those attending to the fair in Russia approve "Turkey has important museums and art galleries" more than those attending to the fair in Dubai and those attending to the fair in Germany. There are meaningful differences in terms attitudes of participants also in the statement "Turkey has quite rich cultural heritage" ( $F= 24.525, p<.000$ ). Those attending to the fair in Russia think "Turkey has quite rich cultural heritage" more than those attending to the fair in Dubai and those attending to the fair in Germany. Meaningful differences are determined also in the statement "Turkey has many places where you can be away from he crowd" ( $F= 5.455, p<.004$ ). Those attending to the fair in Russia think "Turkey has many places where you can be away from the crowd" more than those attending to the fair in Germany. When looked at the statement "People in Turkey is friendly" in the point of participants' attitudes, statistically meaningful difference is seen ( $F= 5.503, p<.004$ ). Those attending to the fair in Russia state "People in Turkey is friendly" more than those attending to the fair in Dubai and those attending to the fair in Germany. Meaningful differences stand out also in the statement "In Turkey you can easily find a high quality hotel" ( $F=5.652, p<.004$ ). Those attending to the fair in Russia have stated "a high quality hotel can be easily found" more than those attending to the fair in Germany and those attending to the fair in Dubai. When participants' attitudes to the statement "turkey has a dreamy and comfortable medium" are examined, meaningful differences are found ( $F= 4.755, p<.009$ ). Those attending to the fair in Russia think "Turkey has a dreamy and comfortable medium" more than those attending to the fair in Germany. When participants' attitudes to the statement "Turkish cuisine is like our meals" are examined, statistically meaningful differences are found ( $F= 6.393, p<.002$ ). Those attending to the fair in Germany think "Turkish cuisine is like their own meals" more than those attending to the fair in Russia. When participants' attitudes to the statement "Turkish life style and traditions resemble us much" are examined, meaningful differences stand out ( $F= 3.451, p<.032$ ). Those attending to the fair in Germany have stated "Turkish life style and traditions resemble themselves much" more than those attending to the fair in Russia. Meaningful differences are seen also in approving the statement "Turks have high quality of life" ( $F= 37.745, p<.000$ ). Those attending to the fair in Russia have stated "Turks have high quality of life" more than those attending to the fair in Dubai and those attending to the fair in Germany. Participants' attitudes to the statement "Highways and motorways in Turkey have high standard" show

meaningfulness statistically ( $F= 65.585, p<.000$ ). To this, those attending to the fair in Russia think “highways and motorways in Turkey have high standard” more than those attending to the fair in Dubai and those attending to the fair in Germany. Also in the statement “Clean-up and hygiene are taken care of much in Turkey”, a meaningful difference between those attending to the fair in Russia and those attending to the fair in Germany and Dubai stands out ( $F= 33.896, p<.000$ ). Those attending to the fair in Russia state “Clean-up and hygiene are taken care of much in Turkey” more than those attending to the fair in Dubai and those attending to the fair in Germany. When participants’ attitudes to the statement “Turkey is a safe country for travelling” are examined as well, meaningful differences are seen ( $F= 15.768, p<.000$ ). Those attending to the fair in Russia think “Turkey is a safe country for travelling” more than those attending to the fair in Germany. Also in the statement “There isn’t any problem about social rights of women”, there are meaningful differences in terms of attitudes of participants ( $F= 3.192, p<.020$ ). Those attending to the fair in Dubai approve “there isn’t any problem about social rights of women in Turkey” more than those attending to the fair in Russia and those attending to the fair in Germany. Meaningful differences have been determined also in the statement “Shopping facility is limited in Turkey” ( $F= 4.081, p<.017$ ). Those attending to the fair in Russia state “shopping facility is limited” more than those attending to the fair in Germany. A statistically meaningful difference is seen in terms of participants’ attitudes to the statement “Taking good service is hard in hotels and restaurants in Turkey” ( $F= 32.565, p<.000$ ). Those attending to the fair in Dubai state “taking good service is hard in hotels and restaurants in Turkey” more than those attending to the fair in Germany. Meaningful differences stand out also in the statement “Turkey is composed of towns and villages generally” ( $F= 4.034, p<.018$ ). Those attending to the fair in Dubai think “Turkey is composed of towns and villages generally” more than those attending to the fair in Russia.

Differences between participants’ genders and perceptions towards Turkey destination were analyzed with t test and findings were stated in the below table.

The difference between women and men in the statement “It is rich in spectacular places” was found statistically meaningful ( $p<.025$ ). Women think “Turkey is rich in spectacular places” more than men. In the statement “Turkey has quite rich cultural heritage”, the difference between women and men is statistically meaningful ( $p<.037$ ). Men think “Turkey has quite rich cultural heritage” more than women. Also in the statement “Turkish cuisine is like our meals”, the difference between women and men was found meaningful ( $p<.001$ ). To this, women approve “Turkish cuisine is like their meals” more than men. With respect to approving the statement “Local architectural structure resemble our structures”, the difference between women and men is statistically meaningful ( $p<.001$ ). It was determined that women think “local architectural structures resemble their structures” more than men. When looked at the statement “Turkish life style and traditions resemble us much”, the difference between women and men is meaningful ( $p<.001$ ). Women think “Turkish life style and traditions are like their own life style and traditions” more than men. In the statement “Turks have high quality of life”, the difference between women and men is found meaningful statistically ( $p<.021$ ).

**Table 3:** Genders of Participants and Statements

Statements		Mean	t	p
Turkey is rich in spectacular places.	Woman	1.3813	2.035	.025
	Man	1.5395		
Turkey has quite rich cultural heritage.	Woman	1.5079	2.096	.037
	Man	1.6844		
Turkish cuisine is like our meals.	Woman	3.1804	3.611	.001
	Man	2.6445		
Local architectural structure resembles our structures.	Woman	3.3071	3.538	.001
	Man	2.7867		
Turkish life style and traditions resemble us much.	Woman	3.7188	4.490	.001
	Man	3.0033		
Turks have high quality of life.	Woman	3.1739	2.334	.021
	Man	2.8600		
Highways and motorways in Turkey have high standard.	Woman	3.0709	2.811	.005
	Man	2.6993		
Clean-up and hygiene are taken care of much in Turkey.	Woman	2.7813	2.330	.020
	Man	2.4867		
In Turkey there isn't any problem about social rights of women.	Woman	3.2480	3.182	.002
	Man	2.7679		
Shopping facility is limited in Turkey.	Woman	4.3929	3.146	.002
	Man	3.8350		
Turkey is a poor country in terms of natural habitat areas and natural parks.	Woman	4.0549	2.101	.036
	Man	3.6957		

Women think “Turks have high quality of life” more than men. In the statement “Highways and motorways in Turkey have high standard”, the difference between women and men is statistically meaningful ( $p < 0.005$ ). Women think “highways and motorways in Turkey have high standard” more than men. Also in the statement “Clean-up and hygiene are taken care of much in Turkey”, the difference between women and men was found meaningful ( $p < 0.020$ ). Women think “clean-up and hygiene are taken care of much in Turkey” more than men. With respect to approving



the statement “In Turkey there isn’t any problem about social rights of women”, the difference between women and men is statistically meaningful ( $p < 0.002$ ). Women think “in Turkey there isn’t any problem about social rights of women” more than men. When looked at the statement “Shopping facility is limited in Turkey”, the difference between women and men is meaningful ( $0 < 0.002$ ). Women state “shopping facility is limited in Turkey” more than men. In the statement “Turkey is a poor country in terms of natural habitat areas and national parks”, the difference between women and men was found meaningful statistically ( $p < .036$ ). Women think “Turkey is a poor country in terms of natural habitat areas and national parks” more than men.

One-way variance analysis was applied to investigate the effect of participants’ ages on their perceptions towards Turkey destination. Findings were given in the below table.

**Table 4:** Ages of Participants and Statements

	F	p	Scheffe
Turkey has a peculiar architectural structure.	3.981	,001	1-6
Turkey is rich in local festivals.	2.508	,021	1-4
Turkey is rich in spectacular places.	3.624	,002	1-6
Turkey has lots of archeological values.	5.578	,001	2-1.3-1.4-1.5-1.6-1
It has lots of natural and visual beauties.	3.336	,003	1-2
Turkey has important museums and art galleries.	4.138	.000	2-1.3-1.6-1
Holiday in Turkey is a real adventure.	2.636	.016	2-1
Local architectural structure resembles our structures.	3.713	.001	3-1
Turks have high quality of life.	3.774	,001	1-4
There isn’t any problem about social rights of women in Turkey.	3.136	.005	1-6
Shopping facility is limited in Turkey.	3.121	.005	1-4

1) 24 and below years old 2) 25-34 3) 35-44 4)45-54 5)55-64 6)65 and above years old

It is seen a meaningful difference between participants’ ages and their attitudes to the statement “Turkey has a peculiar architectural structure” ( $F=3,981$ ,  $p < .001$ ). It is understood that the participants in the 65 and above years old group think “Turkey has a peculiar architectural structure” more than participants in the 24 and below years old group. A meaningful difference is seen when the attitude sentence “Turkey is rich in local festivals” is examined according to ages of participants ( $F= 2.508$ ,  $p < .021$ ). The participants in the 45-54 years old group think “Turkey is rich in local festivals” more than 24 and below years old participants. A meaningful difference is also determined between the attitude sentence “Turkey is rich in spectacular places” and ages of participants ( $F= 3.624$ ,  $p < .002$ ). 24 and below years old participants state that “Turkey is rich in spectacular places” more than 65 and above years old participants. The 24 and below years old participants give points to the attitude sentence “Turkey has lots of archeological values” more than other age groups ( $F= 5.578$ ,  $p < .001$ ). Also in the

statement “It has lots of natural and visual beauties”, the 24 and below years old participants exhibit a different attitude according to the 25-34 years old group participants ( $F= 3.336, p<.003$ ). The 24 and below years old participants think “Turkey lots of natural and visual beauties” more than the 25-34 years old group participants. The difference between participants’ ages and their attitudes to the statement “Turkey has important museums and art galleries” was found meaningful ( $F= 4.138, p<.000$ ). The 24 and below years old participants think “Turkey has important museums and art galleries” more than the 25-34, 35-44 and 65 and above years old participants. A meaningful difference is determined between participants’ attitudes to the statement “Holiday in Turkey is a real adventure” and their ages ( $F= 2.636, p<.016$ ). The 24 and below years old participants have stated “holiday in Turkey is a real adventure” more than the 25-34 years old participants. A meaningful difference is seen between participants’ ages and their attitudes to the statement “Local architectural structure resembles our structures” ( $F= 3.713, p<.001$ ). It is understood that the 35-44 age group participants think “Turkey’s local architectural structure resembles their own structures” more than the 24 and below years old group participants. When the attitude sentence “Turks have high quality of life” is examined according to ages of participants, it shows a meaningful difference ( $F= 3.774, p<.001$ ). The 24 and below years old participants think “Turks have high quality of life” more than the 45-54 years old participants. The difference between the attitude sentence “In Turkey there isn’t any problem about social rights of women” and ages of participants was determined ( $F= 3.136, p<.005$ ). It can be said that the 24 and below years old participants think “in Turkey there isn’t any problem about social rights of women” more than the 65 and above years old participants. The 24 and below years old participants give points to the attitude sentence “Shopping facility is limited in Turkey” more than the 45-54 age group participants and think shopping facility is inadequate in Turkey ( $F= 3.121, p<.005$ ).

## RESULT AND SUGGESTIONS

When looked at the tourist profile coming to Turkey, it is seen that Germans and Russians compose more than half of tourists coming to Turkey in the last fifteen years and a significant number of Arab tourists have come to our country in the last five years in consequence of the unavailability of visas with some Arab countries. In this study formed with the motivation of this fact, it was revealed that there were different opinions between Germans, Russians and Arabs with respect to answers given to the relative premises concerning Turkey. However, all hypothesis are accepted according to the statistical results. For example, when looked at the statement “People in Turkey is friendly” in the point of participants’ attitudes, Russians state “the people in Turkey is friendly” more than Germans and Arabs. When participants’ attitudes to the statement “Turkey is a safe country for traveling” are examined, Russians think “Turkey is a safe country for traveling” more than Germans. Difference according to the gender occurred among those attending to the fairs. For example, women think “Turks have high quality of life” more than men. In another important detail, women think “Turkish life style and traditions resemble their own life style and traditions” more than men. It is seen there are some statistical differences according to the age groups of those attending to fairs. A meaningful difference was determined between

participants' attitudes to the statement "Holiday in Turkey is a real adventure" and their ages. The 24 and below years old participants have stated "holiday in Turkey is a real adventure" more than the 25-34 years old participants. The 24 and below years old participants give points to the statement "Shopping facility is limited in Turkey" more than the 45-54 age group participants and think shopping facility in Turkey is inadequate.

T-test and one-aspect variance analysis were applied to visitors' perception criteria directed to the destination in order to find out the effects of where the fairs take place and, the sex and age of the participants. This study was carried out in the fairs took place in Russia, Germany and Dubai in order to examine the perception of the destination Turkey.

One-aspect variance analysis were applied in order to examine the effect of the place where fairs were done to the participants' perceptions of the destination Turkey and the following findings were obtained as the result of the study. Comparing to the participants in Dubai and participants in Germany, the participants of the fair in Russia believe that Turkey has an idiosyncratic architectural structure, there are important museums and art galleries in Turkey, Turkey is a rich country in terms of worth-seeing places, Turkey is an archeologically important place, Turkey has many natural beauties, Turkey has a rich cultural heritage, people of Turkey are friendly, it is easy to find high-quality hotels in Turkey, Turks have high-quality life standards, Turkey has high-quality roads and highways and, cleanliness and hygiene are important in Turkey. The fact that the participants in Russia see Turkey more positively than the participants in Germany and Dubai strengthens the idea that Russia will be a valuable market in the future.

Comparing to the participants of the fair in Germany, the participants of the fair in Russia think that cities in Turkey are more attractive, there are many places that help you to move away from the crowds in Turkey, Turkey has a peaceful and comfortable environment, Turkey is a country safe for travel and Turkey has limited opportunities for shopping. Comparing to the participants of the fair in Dubai, the participants of the fair in Germany believe that Turkey is a rich place in terms of local festivals and, when compared to the participants of the fair in Russia, believe that Turkish kitchen resembles their own foods and Turkish lifestyle and traditions resemble their own lifestyle and traditions.

Comparing to the participants of the fairs in Russia and Germany, the participants of the fair in Dubai think that there are no problems with the social rights of the women in Turkey; comparing to the participants of the fair in Germany, indicate that it is difficult to get good service in the hotels and restaurants in Turkey and, comparing to the participants of the fair in Russia, believe that Turkey is formed of towns. It may be said that participants of the fair in Dubai don't have much and enough information about Turkey and experience problems in getting good service. It will be appropriate to increase promotional works there.

The differences between the perception of the destination Turkey and the sex of the participants were analyzed with the T-test and the following findings were obtained. Comparing to men, women think that Turkey is a rich country in terms of worth-seeing places, Turkish kitchen resembles their own foods, local architectural structure resembles their own architectural structures, Turkish lifestyle and traditions resemble their own lifestyle and traditions, Turks have high-quality life standards, Turkey has high-quality roads and highways, cleanliness and hygiene are important in Turkey, there are no problems with the social rights of the women in Turkey, Turkey has limited opportunities for shopping and Turkey is a poor country in terms of natural life environment and national parks. Comparing to women, men, on the other hand, think that Turkey has a rich cultural heritage. It is seen that women has more positive perceptions about Turkey than men.

One-aspect variance analysis was applied in order to examine the effect of the age of the participants on their perceptions of the destination Turkey and the following findings were obtained. Comparing to the participants at the age of 24 and below, the participants at the age of 65 or over think that Turkey has an idiosyncratic architectural structure; comparing to the participants at the age of 24 and below, participants of the age group 45-54 think that Turkey is a rich place in terms of local festivals; comparing to the participants at the age of 24 and below, participants of the age group 35-44 think that Turkish local architectural structure resembles their own architectural structure. It is stated that when the participants at the age of 24 and below are taken into consideration, the participants of this age group think that there are no problems with the social rights of the women in Turkey compared to the participants at the age of 65 and over; think that Turkey has limited opportunities for shopping and Turks have high-quality life standards compared to the participants of the age group 45-54; think that a holiday in Turkey is a real adventure compared to the participants of the age group 25-34; think that there are important museums and art galleries in Turkey compared to the participants of the age group 25-34, 35-44 and participants at the age of 65 and over; think that Turkey has many natural beauties compared to the participants of the age group 25-34; think that Turkey is a rich country in terms of worth-seeing places compared to the participants at the age of 65 and over; think that archeological values of Turkey are many compared to the other age groups.

With this study, it was tried to explain the image of three markets being important especially for Turkey in the eyes of those attending to fairs arranged in the relative countries. It is considered that firstly the Ministry of Culture and Tourism, the tourism firms working in three different country markets and other tourism stakeholders taking role in the introduction of Turkey pay attention to differences occurring between participants' gender and age groups will provide benefit to the introduction and image of Turkey.

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