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RUSSIAN AND GERMAN TOURIST POTENTIAL AND SATISFACTION IN SUSTAINABLE COMPETITIVE ADVANTAGE OF ALANYA DESTINATION

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The purpose of the present study is to investigate and compare the potential and the satisfaction levels of Russian and German tourists visiting Alanya in creating a sustainable competitive advantage in Alanya destination. It is a common point that Russian and Germans are two nationalities most frequently visited Alanya, town of Antalya in Turkey. Moreover, every year many Russians and Germans decide to live in Alanya. So we wonder that how global crisis effected Turkish tourism industry, especially Alanya, and Russian and German preferences. The findings from the present study help decision takers to create new marketing strategies for Russian and German tourists.

Keywords: *Destination Competitiveness, Tourism, Alanya, Tourist Profile, Tourist Satisfaction.*

JEL Classification: *L83, M1, O1*

INTRODUCTION

In the global tourism industry, increased competition for tourists has spurned many countries, cities and organizations to specialize in developments that will give them an edge over their competitors. One way to achieve this is to embark on a marketing image that depicts a destination as unique and distinctive (Pawitra and Tan, 2003). Tourist satisfaction is assumed as one of the crucial elements for a superior advantage or a distinctive image, as it influences the choice of destination and the decision to return (Yoon and Uysal, 2005). From both the theoretical and the empirical perspectives, customer satisfaction is the key to companies' competitiveness and can be considered the essence of success in today's highly competitive world of business (Bitner and Hubbert, 1994). Therefore, enhancing customer satisfaction should be one of all destinations' primary functions and a prerequisite for the development of a strategy leading to a destination's enhanced attractiveness and its competitive positioning (Dmitrovic et al, 2009; Pearce, 1997).

In the literature, satisfaction is simply defined as the global evaluation that the consumer makes after a purchase (Campo and Yagüe, 2009). Churchill and Surprenant (1982) define satisfaction as an outcome of purchase and use resulting from the buyer's comparison of the rewards and costs of purchase in relation to the anticipated consequences. Maybe, "an evaluation of an emotion" is the shortest definition by Hunt (1977). Although different ones may be added to these definitions, consensus is sufficient regarding the key role of satisfaction for all industries from patient satisfactions in health industry to customer satisfaction in electronic retailing (e-tailing) industry and decision-makers as it leads to intention to (re)purchase, to willingness to pay more, and willingness to recommend goods/services to others (Yi and La, 2003; Yu and Dean, 2001; Abdel-Azim1, 2010; Barutçu, 2010; Garbarino and Johnson, 1999; Soderlund, 1998; Fornell et al., 1996: Anderson et al., 1994; Fornell, 1992; Johnson and Fornell, 1991). Otherwise, dissatisfaction may occur and lead to negative behavior, such as customer complaining behavior which ultimately affects retention rates (Campo and Yagüe, 2009).

Customer satisfaction also is a vital issue to provide managerial guidance for tourism industry (Dmitrovic et al., 2009). Because satisfaction is not only an essential element for maintaining long-term relationships with tourists but also affects intentions to return, reputation (Ryan et al., 1999) and trust (Selnes, 1998). It is estimated that customer satisfaction leads to consumer loyalty and encourages the repetition of visits, while on the other hand low quality service discourages return customers (Chatzigeorgiou et al., 2009). Enhanced tourist satisfaction may lead to increased revenues and profits for service providers. Thus, recognizing and understanding the cognitive and behavioral consequences of satisfaction has important implications for destination management (Dmitrovic et al., 2009). In other words, tourist satisfaction has an important role in planning marketable tourism products and services for destinations and its assessment must be a basic parameter used to evaluate the performance of destination products and services (Yoon and Uysal, 2005). For almost all destinations, tourist satisfaction is considered as one of the most important sources of competitive advantage (Fuchs and Weiermair, 2004; Buhalis, 2000). Therefore, tourist satisfaction monitoring may also help managers; to identify strategic objectives at the destination level, to prepare tactical and operational plans, and to increase the competitiveness of a given destination (Dmitrovic et al., 2009; Lee et al., 2008; LeHew and Wesley, 2007; Turner and Reisinger, 2001; Heung and Cheng, 2000; Soderlund, 1998Ü; Lee et al., 2008; Hui et al., 2007; Pawitra and Tan, 2003; Huang and Xiao, 2000; Heung, 2000; Pizam et al., 1978; Christou and Saveriades, 2010). Furthermore, improvements in tourist satisfaction have come about better management for tourists, regarding better reservations, better signage, new customer care courses, and the installation of other information provision (Augustyn and Knowles, 2000).

Due to its key role of tourist satisfaction in sustainable competitive advantage of destinations, it is not so difficult to see numerous researches aimed to measure tourist satisfaction and its antecedents in the tourism literature (Serroto et al., 2009; Lee et al.,2008; Hui et al., 2007; Pawira and Tan, 2003; Kozak 2001a; Kozak, 2001b; Reisinger and Turner, 200; Huang and Xiao, 2000; Baker and Crompton, 2000; Heung, 2000; Soderlund, 1998; Tribe and Snaith, 1998; Pizam and Jeong, 1996; Hallowell, 1996). For example, Serrato and his friends (2009) stated about 12 potential variables that may influence the global satisfaction of tourists; hospitality and friendliness of people, quality of lodging facilities, environmental and cultural preservation, quality of the gastronomy, availability of fun and leisure activities, tourist information, public security, urban cleanness, noise in tourism areas, signs for tourism sites and services, infrastructure developed for tourism, and fair prices. Their regression analysis results for 1986 surveys indicated that the most important variable influencing global satisfaction of tourist was the hospitality and friendliness of people followed by fair prices. Gastronomy, the quality of lodging, and fun and leisure activities also showed some influence on global satisfaction, but a lower level. On the other hand, Cracolici and Nijkamp (2008) talks about two types of factors due to the results of their study for tourists evaluation of the quality of tourist facilities and attributes in a destination.

According to Cracoli and Nijkamp, variables including reception and sympathy of residents, artistic and cultural cities, landscape, environment and nature are “basic factors” as they characterize the comparative advantage of a tourist destination. But, the variables including information and tourist services, cultural events (concerts, festivals, art exhibitions, etc.), quality and variety of products in the shops, hotels and other accommodation, level of prices and living costs, and tourist safety are “complementary factors”, because these factors stimulate tourists to have a higher tourist well-being. In Aktas and his friends’ study (2009) carried out in 2007 for satisfaction of tourist visiting Alanya, variables influencing tourists’ overall satisfaction with their holiday were grouped under three titles: destination facilities, accommodation services, and incoming travel agency services. Their research findings indicated that the model accounted for 22% of the variance in German tourists’ satisfaction whereas dimension of accommodation services was the strongest predictor, followed by incoming travel agency services, and destination facilities. For Russian tourists, the model accounted for 35 % of the variance in overall satisfaction, and accommodation services was also the strongest predictor, but followed by destination facilities and incoming travel agency services.

METHODS

In this study, data were collected through a questionnaire designed by the authors (Dropulić and Ružić, 2009; Pawitra and Tan, 2003; Kozak, 2001; Echtner and Ritchie, 1991; Fuchs and Weiermair, 2003). Demographic survey part of the questionnaire is composed of 7 variables. And 15 variables exist on the second part of the questionnaire to measure the degree of tourist satisfaction and the factors, namely hotel, shopping, sales person, services and quality of goods, transportation, security, sea-sand-sun, night life-entertainment, etc. The instrument consisted of these 15 items answered on a five-point Likert with anchors strongly disagree (= 1) and strongly agree (=5). SPSS pc + version 15.0 was used for statistical analysis. Differences in the responses between the groups were tested by the T-Test Analysis.

FINDINGS

Alanya is a resort in Antalya, and it’s situated in the 135 km east coast of Antalya Gulf on the Anatolian Peninsula. Following the arrivals of Germans in the late 1950s, Alanya met with tourism (Aktas et al., 2007). Today, Alanya has become one of the most important tourism destinations of Turkey with its 6.5 % share in total, approximately 150.000 beds in 668 hotels and annual tourism receipts exceeding $1 billion (Table 1 and 2).

Table 1 The Statistics About Tourism of Alanya, Antalya and Turkey

Year	Tourist Numbers			Alanya's Share (%) in		
	Turkey	Antalya	Alanya	Turkey	Antalya	Bed Capacity
2002	12.921.981	4.747.328	1.029.350	7,96	21,68	122.663
2003	13.701.418	4.681.951	988.785	7,21	21.11	127.663
2004	17.202.996	6.047.168	1.133.616	6.58	18,74	133.361
2005	20.522.621	6.884.024	1.464.686	7,13	21,27	146.302
2006	19.275.948	6.011.183	1.357.554	7,04	22,58	147.303
2007	23.017.081	7.291.356	1.510.000	6,56	20,70	154.199
2008	26.379.845	8.564.513	1.715.000	6,50	20,02	149.717
2009	27.077.114	8.260.399	1.654.975	6,11	20,03	160,844

Source: Directorate of Antalya Culture and Tourism, 2009; Economics Report of Alanya Chamber of Commerce and Industry, 2008

Table 2 The Statistics About Tourism of Alanya, Antalya and Turkey

Year	Numbers of Accommodation Firms	Average expenditure per tourist (dollar)	Total tourism receipts (dollar)
2002	768	697	717.456.950
2003	722	706	698.082.210
2004	748	705	799.199.280
2005	790	679	994.521.794
2006	669	651	883.767.654
2007	717	608	918.080.000
2008	668	635	1.089.025.000
2009	795	580	959.885.500

Source: Directorate of Antalya Culture and Tourism, 2009; Economics Report of Alanya Chamber of Commerce and Industry, 2008

Table 1-2 and Table 3 show that there is a steady increase in tourist number of Alanya, Antalya and Turkey, except 2006 and 2009. Due to global crisis, Antalya met wit a decrease of 3,55 % in tourist numbers in 2009. On the other hand, Table 2 shows that Germans and Russians are the largest two groups visited Antalya and Alanya. Contrary to Germans, there is a steady increase in the number of Russians visiting Antalya and Alanya for last five years. But, there is a decrease for both groups in 2009, 0,50% for Germans and 3,23% for Russians.

Table 3 Tourist Nations and Numbers Visited Antalya

	2008 January-December		2009 January-December		Comparison of last two years 2008/2009	
	Tourist number	Perc. %	Tourist number	Perc. %	Change in number	Change as a rate
Germany	***2309762***	***26,97***	***2298231***	***27,82***	***-11531***	***-0,50***
Russia	***2183302***	***25,49***	***2112673***	***25,58***	***-70629***	***-3,23***
Netherland	443316	5,18	425966	5,16	-17350	-3,91
Ukrain	452978	5,29	344233	4,17	-108745	-24,01
England	279093	3,26	319913	3,87	40820	14,63
Austria	230955	2,70	246547	2,98	15592	6,75
Poland	221471	2,59	219404	2,66	-2067	-0,93
France	214274	2,50	218636	2,65	4362	2,04
Sweden	233048	2,72	215747	2,61	-17301	-7,42
Belgium	217129	2,54	207231	2,51	-9,898	-4,56
Norway	174621	2,04	182192	2,21	7571	4,34
Israel	330153	3,85	182177	2,21	147976	-44,82
Denmark	137604	1,61	144246	1,75	6642	4,83
Others	1136807	13,26	1143203	13,82	6396	0,56
Total	8564513	100	8260399	100	-304114	-3,55

Source: Statistics of Directorate of Antalya Culture and Tourism, 2010.

Table 4 presents characteristics of the sample. First, German tourists are approximately two thirds of the sample (65.8%), and 34.2 percent are Russian tourists. Second, 58.9 percent of the Germans are female, and 41.1 percent are male. For the Russians, males are the largest group (62%), and followed by females (38%). Third, 58.9 percent of the Germans, and 57 percent of the Russians are married. Fourth, about 34 percent of German respondents report completing high school and approximately 33 percent report completing university. About 29 percent of the Germans have a master degree. On the other hand, about 76 percent of Russians respondents report completing university and approximately 18 percent report completing high school. About 4 percent of the Russians have a master degree. Fifth, the respondents who are in 42-53 year-olds make up the largest percentage of German respondents (31.4 percent), followed by those who in 18-29 year-olds (25.3 percent), those who in 30-41 year-olds (22.2 percent), those who in 54-65 year-olds (16.4 percent), and those who in above 66 year olds (4.7 percent). Russian respondents are primarily young, with 40.6 percent falling in the range of 18-29, followed by those who in 30-41 year-olds (33.4 percent), those who in 42-53 year-olds (18.8 percent), those who in 54-65 year-olds (6.6 percent), and those who in above 66 year olds (0.6 percent). About 74 percent of Russian respondents are under 41 year-olds. Sixth, the respondents who are employee in private-sector make up the largest percentage of German respondents (55.0 percent), followed by retired (11.0 percent), student (9.1 percent), public employee (6.7 percent), the self-employed (5.6 percent), and others (12.5 percent, including unemployed and householder). Russian respondents are composed of public employee (14.4 percent), private-sector employee (26.3 percent), the self-employed (15.3 percent), retired (6.4 percent), student (9.8 percent), and others (27.8 percent, including unemployed and householder).

Table 4 Demographics Findings

Gender	**German**	**Russian**
Female	377 (58.9%)	126 (38.0%)
Male	263 (41.1%)	206 (62.0%)
Education	**German**	**Russian**
Elementary	23 (4.0%)	9 (2.7%)
High School	199 (34.3%)	59 (17.9%)
University	189 (32.5%)	249 (75.5%)
Master	170 (29.3%)	13 (3.9%)
Age	**German**	**Russian**
18-29	157 (25.3%)	130 (40.6%)
30-41	138 (22.2%)	107 (33.4%)
42-53	195 (31.4%)	60 (18.8%)
54-65	102 (16.4%)	21 (6.6%)
66 and over	29 (4.7%)	2 (0.6%)
Occupation	**German**	**Russian**
Public Employee	42 (6.7%)	47 (14.4%)
Private Sector Employee	344 (55.0%)	86 (26.3%)
Self- employment	35 (5.6%)	50 (15.3%)
Retired	69 (11.0%)	21 (6.4%)
Student	57 (9.1%)	32 (9.8%)
Other (unemployed, householder, etc)	78 (12.5%)	91 (27.8%)
Visit times	**German**	**Russian**
First visit	244 (38.1%)	216 (65.9%)
Second visit	139 (21.7%)	53 (16.2%)
Third visit	76 (11.9%)	28 (8.5%)
Fourth time and more	181 (28.3%)	31 (9.5%)
Marital Status	**German**	**Russian**
Married	371 (58.9%)	188 (57.0%)
Single	259 (41.1%)	142 (43.0%)
Monthly Personal Income	**German**	**Russian**

750 Euro and less	65 (14.3%)	147 (46.2%)
751-1500 Euro	157 (34.5%)	115 (36.2%)
1501-2250 Euro	139 (30.5%)	37 (11.6%)
2251 Euro and more	94 (20.7%)	19 (6.0%)
Type of Accommodation	**German**	**Russian**
Bed and Breakfast	4 (0.6%)	2 (0,6%)
Half Board	89 (13.9%)	1 (0.3%)
Full Board	16 (2.5%)	10 (3.0%)
All inclusive	527 (82.3%)	317 (95.5)
Other	4 (0.6%)	2 (0.6%)
Companion	**German**	**Russian**
Alone	11 (1.7%)	27 (8.2%)
Couples (wife and husband)	175 (27.6%)	79 (24.1%)
Family (children, husband/wife)	238 (37.5%)	52 (15.9%)
Children	40 (6.3%)	40 (12.2%)
Friend/classmate	154 (24.3%)	90 (27.4%)
Other (relatives, parents, dating couples)	17 (2.7%)	40 (12.2%)
Duration of Holiday	**German**	**Russian**
1-3 days	16 (2.5%)	2 (0.6%)
4-7 days	189 (29.4%)	72 (21.6%)
8 days and over	437 (68.1%)	259 (77.8%)

Seventh, for the Germans, 38.1 percent of respondents are first-time visitors, followed by who in second visit (21.7 percent), who in third visit (11.9 percent), and who in fourth and more (28.3). But, most Russian respondents are first-time visitors, occupying 65.9 percent of respondents, followed by who in second visit (16.2 percent), who in third visit (8.5 percent), and who in fourth and more (9.5). Eighth, about 34.5 percent of German respondents report having a salary between 750-1500 Euros and approximately 14.3 percent report earning less than 750 Euros in a month, followed by who in 1501-2500 Euros range (30.5 percent), and who earn more than 2250 Euros (20.7 percent). Most Russian respondents report earning less than 750 Euros in a month (46.2 percent) and 36.2 percent of Russian respondents are in 751-1500 Euros range, followed by who in 1501-2250 Euros range (11.6 percent) and who earn more than 2250 Euros (6.0 percent). Ninth, most German respondents report choosing "all-inclusive" from accommodation alternatives (82.3 percent). The next popular alternative is "half board" (13.9 percent) and then "full board" (2.5 percent) for German respondents. "bed and breakfast" alternative is prefered by only 0.6 percent of German respondents. Similarly, "all inclusive" is prefered by most Russian respondents (95.5 percent), followed by "full board" (3.0 percent), "bed and breakfast" (0.6 percent), "half board" (0.3 percent), and others (0.6 percent). Tenth, most German respondents come with their families (37.5 percent). German respondents coming with wife/husband are next (27.6 percent), followed by those coming with classmates or friends (24.3 percent), those coming with children (6.3 percent), those coming alone (1.7 percent), and others (2.7 percent, including the dating couples, relatives, parents). Most Russian respondents come with their friends or classmates (27.4 percent). Russian respondents coming with wife/husband are next (24.1), followed by those coming with their families (15.9 percent), those coming with children (12.2 percent), those coming alone (8.2 percent), and others (12.2 percent, including the dating couples, relatives, parents).

Table 5 Comparison of German and Russian Tourist Information Sources for Alanya: Chi-Square Test Results

Getting Information About Alanya	German	Russian	Pearson Chi-Square	Sig.
Internet	323 (50,0%)	113 (33,6%)	23,991	**,000 ***
TV-Radio	12 (1,9%)	5 (1,5%)	,177	,446
Journal-Magazine	32 (5,0%)	8 (2,4%)	3,744	**,035 ***
Travel Agency	346 (53,6%)	206 (61,3%)	5,392	**,012 ***
Friend's Advice	152 (23,5%)	113 (33,6%)	11,447	**,001 ***
Others	48 (7,4%)	19 (5,7%)	1,096	,181

According to the Chi-square test results seen from Table 5, there are significant differences between the information sources used by German and Russian tourists for their decisions to visit Alanya. Chi-square test results indicate that German tourists use internet and journal-magazines more frequently than Russian tourists for vacation decisions: internet, with a percentage of 50.0 for German tourists and 33.6 for Russian tourists; and journals-magazines, with a percentage of 5.0 for German tourists and 2.4 for Russian tourists.

Table 6 Comparison of German and Russian Tourist Expenditure Items in Alanya: T-Test Results

Expenditures	Nationality	n	Mean	t	p
Food & Beverage	**German**	646	2,786	6,549	,000*
	Russian	336	2,267		
Excursions	**German**	646	3,140	-5,473	,000*
	Russian	336	3,604		
City transportation	**German**	646	2,593	-,791	,429
	Russian	336	2,655		
Entertainment	**German**	646	2,134	-9,399	,000*
	Russian	336	2,863		
Textile goods	**German**	646	3,335	2,902	,004*
	Russian	336	3,091		
Jewellery	**German**	646	2,305	3,455	,001*
	Russian	336	2,039		
Souvenir	**German**	646	2,862	-6,389	,000*
	Russian	336	3,380		
Others	**German**	646	2,870	-,832	,406
	Russian	336	2,909		

Test results indicate that Russian tourists use travel agency and friend's advice more frequently than German tourists for vacation decisions: travel agency, with a percentage of 61.3 for Russian tourists and 53.6 for German tourists; friend's advice, with a percentage of 33.6 for Russian tourists and 23.5 for German tourists. No significant difference in tv-radio preferences of Russian and German tourists for vacation decisions is found.

As seen from Table 6, t-test results indicate that there are significant differences in the expenditure preferences of German and Russian tourists. According to the test results, Russian tourists spend more than German tourists for three items. These are: excursions, with a mean of 3.60 for Russian tourists and 3.14 for German tourists; entertainment, with a mean of 2.86 for Russian tourists and 2.13 for German tourists; souvenir, with a mean of 3.38 for Russian tourists and 2.86 for German tourists. On the other hand, test results indicate that German tourists spend more than Russian tourists for other three items: food and beverage, with a mean of 2.78 for German tourists and 2.26 for Russian tourists; textile goods, with a mean of 3.33 for German tourists and 3.09 for Russian tourists; jewellery, with a mean of 2.30 for German tourists and 2.03 for Russian tourists. There is no significant difference between the expenditures of the two groups for city transportation.

Table 7 Comparison of German and Russian Tourist Expenditures in Alanya: Chi-Square Test Results

Amount of expenditure in Alanya	German	Russian
None	22 (%3,6)	5 (%1,6)
1-250 Euro	246 (%40,5)	95 (%29,9)
251-500 Euro	181 (%29,8	86 (%27,0)
501-750 Euro	72 (%11,8)	57 (%17,9)
751-1000 Euro	56 (%9,2)	33 (%10,4)
1001 Euro and more	31 (%5,1)	42 (%13,2)
Pearson Chi-Square	33,317	
Sig.	,000	

Chi-Square test results do show a significant difference in the amount of money that German and Russian tourist spend in Alanya (Table 7). According to the test results, Russian tourists spend more than German tourists as a percentage in three expenditure ranges. These are: 501-750 Euros, with a percentage of 17.9 for the Russians and 11.8 for the Germans; 751-1000 Euros, with a percentage of 10.4 for the Russians and 9.2 for the Germans; 1001 Euros and more, with a percentage of 13.2 for the Russians and 5.1 for the Germans. Test results indicate that German tourists spend more than Russian tourists as a percentage in first two expenditure ranges: 1-250 Euros, with a percentage of 40.5 for the Germans and 29.9 for the Russian;, 251-500 Euros, with a percentage of 29.8 for the Germans and 27.0 for the Russians. The percentage of the tourists who do not spend any Euros in Alanya is 1.6 for the Russians and 3.6 for the Germans.

T-test results, seen from Table 8, indicate that there are significant differences between the evaluations of Russian and German tourists with determinative variables in their Alanya preferences. Three out of six variables are evaluated as significantly more effective in Alanya preferences by German tourists than by Russian tourists. These variables are: sea-sand-sun, with a mean of 4.53 by German tourists and 4.35 by Russian tourists; reasonable price range, with a mean of 4.03 by German tourists, compared to 3.57 by Russian tourists; safety of destination, with a mean of 4.09 for German tourists, and 3.70 for Russian tourists. Additionally, t-test results indicate that Russian tourists find only one variable to be more effective in Alanya preferences than German tourists. This is lively nightlife, which is given a mean of 2.61 by Russian tourists, as opposed to 2.40 by German tourists. No significant difference between the evaluations of the two groups with the effective role of Alanya's cultural and heritage attraction is found.

Table 8 Comparison of German and Russian Tourist Evaluations with Reasons for Visiting Alanya: T-Test Results (1=strongly disagree, 5=strongly agree)

Variable	Nationality	n	Mean	t	p
Sea-sand-sun	German	646	4,535	2,605	,009*
	Russian	336	4,359		
Cultural and heritage attraction	German	646	3,222	1,531	,126
	Russian	336	3,108		
Reasonable price range	German	646	4,038	7,078	,000*
	Russian	336	3,571		
Lively nightlife	German	646	2,404	-2,762	,006*
	Russian	336	2,617		
Safety of destination	German	646	4,094	5,746	,000*
	Russian	336	3,706		
Other	German	646	3,847	1,301	,194
	Russian	336	3,802		

T-test results, seen from Table 9, suggest that Russian tourists are more satisfied than German tourists with three variables of Alanya facilities: sufficient recreation facilities, with a mean of 4.0 by Russian tourists and 3.77 by German tourists; cleanliness of city, with a mean of 3.85 by Russian tourists and 3.54 by German tourists; modernity of city, with a mean of 3.76 by Russian tourists and 3.61 by German tourists. T-test results, placed in table 8, indicate that German tourists are more satisfied than Russian tourists with the cheapness of the city, with a mean of 3.41 by German tourists and 3.07 by Russian tourists. On the other hand, no significant difference between the satisfactions of the two groups with other four variables; safety of city, sufficient shopping opportunities, people's hospitality, and transportation facilities of Alanya destination is found.

Table 9 Comparison of German and Russian Tourist Satisfaction with Alanya Destination: T-Test Results (1=dissatisfied, 5=satisfied)

Variable	Nationality	n	Mean	t	p
Cheapness of city	German	646	3,4175	4,968	,000*
	Russian	336	3,0747		
Safety of city	German	646	3,7454	-,667	,505
	Russian	336	3,7890		
Sufficient recreation facilities	German	646	3,7706	-3,626	,000*
	Russian	336	4,0014		
Cleanliness of city	German	646	3,5465	-4,594	,000*
	Russian	336	3,8556		
Modernity of city	German	646	3,6139	-2,327	,020*
	Russian	336	3,7630		
Sufficient shopping opportunities	German	646	4,1721	,054	,957
	Russian	336	4,1688		
People's hospitality	German	646	4,1784	1,929	,054
	Russian	336	4,0452		
Transportation facilities	German	646	4,2237	1,556	,120
	Russian	336	4,1271		

Table 10 Comparison of German and Russian Tourist Satisfaction with Accommodation Services: T-Test Results (1=dissatisfied, 5=satisfied)

Variable	Nationality	n	Mean	t	p
Cleanliness of Hotel	German	646	4,1250	-4,734	,000*
	Russian	336	4,4070		
Hospitality of the Staff	German	646	4,3667	-,949	,343
	Russian	336	4,4265		
Service quality	German	646	4,2390	1,945	,052
	Russian	336	4,1092		
Comfortableness of Hotel	German	646	3,9476	-5,082	,000*
	Russian	336	4,2661		
Quality of Food and Beverage	German	646	4,1373	2,046	,041*
	Russian	336	3,9938		
Animation-sports facilities	German	646	3,3857	-7,087	,000*
	Russian	336	3,9468		

T-test results indicate that Russian tourists are more satisfied than German tourists with three variables of accommodation services (Table 10): cleanliness of hotel, with a mean 4.12 by German tourists, as opposed to 4.40 by Russian tourists; comfortableness of hotel, with a mean of 3.94 by German tourists and 4.26 by Russian tourists; animation-sports facilities, with a mean of 3.38 by German tourists and 3.94 by Russian tourists. As seen from Table 9, German tourists are more satisfied than Russian tourists with the quality of food and beverage, with a mean of 4.13 by German tourists and 3.99 by Russian tourists. On the other hand, no significant difference in service quality and staff hospitality satisfactions of the two groups is found. Moreover, T-test results do not indicate a significant difference between the evaluations of Russian and German tourists with other variables.

Table 11 Comparison of German and Russian Tourist Satisfaction with Holiday: T-Test Results (1=dissatisfied, 5=satisfied)

Variable	Nationality	n	Mean	T	p
Overall holiday satisfaction	German	646	4,4165	-2,245	,025*,
	Russian	336	4,5461		
Intent to recommend Alanya for holiday	German	646	4,4038	-,177	,860
	Russian	336	4,4145		
Intent to come again	German	646	4,2377	-,294	,769
	Russian	336	4,2584		
Intent to live in Alanya	German	646	2,4709	-1,467	,143
	Russian	336	2,6028		

T-test results indicate that Russian tourists are more satisfied than German tourists with holiday satisfaction, with a mean of 4.54 by the Russians, compared to 4.41 by the Germans (Table 11). T-test results do not indicate a significant difference between the evaluations of Russian and German tourists with other variables: intent to recommend Alanya for holiday, with a mean of 4.40 for the Germans and 4.41 for the Russians; and intent to come again, with a mean of 4.23 for the Germans and 4.25 for the Russians; and intent to live in Alanya, with a mean of 2.47 for the Germans and 2.60 for the Russians. Test results indicate that both German and Russian tourists are more satisfied with their holiday in Alanya, and they want to recommend this town to their friends/relatives, and to visit Alanya again. But, according to the test results, German and Russian tourists are not so eager to live in Alanya.

CONCLUSION

Germans and Russians are the largest two groups visited Alanya. There is a steady increase in the number of Russians visiting Alanya for last five years. But, there is a small decrease in number of both groups in 2009 due to Global crisis. On the other hand, research results indicate that some differences exist between the preferences, perceptions and evaluations of German and Russian tourists about Alanya. For example, German tourists use internet and journal-magazines more frequently than Russian tourists for vacation decisions. But, Russian tourists frequently use travel agency and friend's advice for their vacation decisions for Alanya. On the other hand, research results indicate that Russian tourists spend more for excursions, entertainment, and souvenir, whereas German tourists spend more for food and beverage, textile goods and jewellery. Sea-sand-sun, reasonable price range and safety of destination are first three critical elements for Germans to prefer Alanya. Lively nightlife of Alanya is a determinative element for Russians. These are similar to the findings of Aktas and his frinds' research (2009) applied in Alanya in 2007.

Also research results indicate that Russian tourists are more satisfied than German tourists with Alanya's recreation facilities, cleanliness and modernity. But, German tourists are more satisfied than Russian tourists with the cheapness of the city. Furthermore, Russian tourists are more satisfied than German tourists with cleanliness, comfortableness, and animation-sports facilities of hotels. But, German tourists were more satisfied than Russian tourists with the quality of food and beverage. According to the research results, Russian tourists were more satisfied than German tourists with overall holiday satisfaction. As a result, these two groups are half of the tourist potential of Alanya and similar researches should be implemented periodically to determine their satisfaction to create a sustainable competitive advantage in tourism industry.

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