The dimensions of tour experience, emotional arousal, and post-experience behaviors: a research on Pamukkale in Turkey

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Abstract

As the emotions settling in the center of the consumptions, the level of the emotional arousal directly affects the human behaviors. As tourists choose the destinations according to the emotions formed by pre-experience and the post-experience, the understanding the formation of the emotional arousal in tourism sector has been a mediator to understand the post-experience behaviors. In this context, the purpose of this study is to identify the dimensions of tour experiences and to investigate the relationship between the tour experience dimensions, emotional arousal, and post-experience behaviors. To examine the relationship between the parameters, a questionnaire based on four dimensions of the 4E model (Escapism, Education, Entertainment and Esthetics) of Pine and Gilmore (1998) were conducted on tourists who visited Pamukkale popular with the white terraces and Hierapolis ancient city in Turkey. The data was analyzed with Structural Equitation Model (SEM). Results of this study indicate that tour experiences can be represented in terms of 4E dimensions demonstrating adequate reliability and validity. As the tour experience was disclosed in 4E model dimensions, only escapism, entertainment and esthetics have positive effects on emotional arousal. And also it was determined that the tourists’ emotional arousal affect the post-experience behavior positively as being a fundamental determinants of satisfaction and post experience intentions.

Keywords: Experience marketing, Tour experience, Emotional arousal, Post-experience bahvaiour, Pamukkale, Turkey.
1. Introduction

While the differentiation with the traditional elements such as price, product and quality are no longer seen as sustainable competitive tool, the experience called as innovation reveals in the globalized market place (Güzel and Papatya, 2012; Lorentzen, 2008; Pine and Gilmore, 1998; Prahalad and Ramaswamy, 2004; Gentile et al. 2007; Schmitt, 1999). As being a sector that focuses on the product based on the emotions and motivations of escape and entertainment, the tourism sector lead the tourism activities taking new forms (Güzel, 2013; Haahti and Komppula, 2006). But Prayag et al. (2013) states that the role of emotion in tourism has received unprecedented recognition and the complex relationships among three constructs (emotions, satisfaction and behavioral responses) remain poorly understood. While Toffler (1970), use the experience concept for the step going beyond the product and service, in the coming years Pine and Gilmore (1998), set out the vision for a new economic era called the ‘experience economy’. According to this new concept consumers are looking for extraordinary, unique, individual and memorable experiences. And the emotions are set in the center of the experiences. The studies on different area on touristic experience (like restaurant, shop, hotel, cruise etc.) show that emotional reactions effect the post-experience behaviors (intention to recommend/buy, to remember the experience) positively (Prayag et al. 2013; Güzel, 2013; Güzel, 2012; Tung and Ritchie, 2011; Hosany and Witham, 2010; Turley and Milliman, 2000; Yuksel and Yuksel, 2007). Although Oliver (1997) states that the role of emotion is gaining attention as a central element in understanding the consumption experience, Hosany and Witham (2010), as being important researchers on the emotions states that the emotional content of destination experiences remains under-researched. In this context, as the touristic centers are becoming a tool for the emotional arousal, and creating memory, this study was established in order to examine the relationship between three constructs; the tour experience (4E) dimensions, emotional arousal and post-experience behaviors. Results of this study are thought to enhance the tour experience concept and to understand the emotional dimensions of the tour experience.

2. Literature Review

Physiological theories suggest that intense emotions are quantitatively different from normal emotions in that their intensity is determined by the person’s level of arousal (Rickard, 2004: 372). Kensinger (2004), states that emotional experiences can be described by two factors: valence (how negative/positive) and arousal (how calming/exciting). Lanteigne (2011) draws a model for the experiences, emotions and expressions. According to this model, in internal domains of emotions the experiences (appraisals/cognitions) and the arousal (autonomic nervous system) affects each other, and in external domains, expressions (facial affect/nonverbal behavior) are composed of. Going beyond just giving answer just with facial affects, Pine and Gilmore, (1998), states that a well-staged experience leads to strong/positive emotions and these emotions will shape the tourists’ attitudinal evaluations in a positive manner. 4E model of Pine and Gilmore has four ‘realms’ of consumer experiences which are differentiated at two levels: i) the degree of customer involvement (passive vs. active participation); and ii) the desire with which the customer connects or engages with the event/performance (absorption vs. immersion). The four types of experiences are entertainment (passive/absorption); educational (active/absorption); escapist (active/immersion); and esthetic (passive/immersion) (Hosany and Witham, 2010). The most effective experiences occur in these four dimensions (Sims et al. 2007). In aesthetic dimension, customers find themselves in different places formed by sensory contents and physical surroundings. In the entertainment dimensions, customers have positive feelings and emotions. In
escapism dimensions, that has the most effective bond between the people and the experience, tourist want to escape from the daily routine and have a different character. And in the education dimension, people want to learn newly things/skills. In this study firstly these four dimensions will be adopted to find the dimensions of the tour experience. And then these dimensions will be connected with the emotional arousal, as Johnston and Clark (2001), defines the experience as ‘memory tracks’, they also states that experiences could positive tracks by affecting the impressions/emotions. Emotions, progressing in positive/negative ways could construct special between the people/things/events/destination and behavioral answers, and affects the customer behaviors (Güzel, 2013; Penz and Hogg, 2011; Tronvoll, 2011; Hosany and Witham, 2010; Slatten et al. 2009; Wu and Liang, 2009; Kaygan, 2008; Zhang, 2008; Desmet and Hekkert’s, 2007; Skogland and Siguaw, 2004; Holbrook and Hirschman, 1982). Lasalle and Britton (2003), states that emotions are the most difficult things that could be satisfied, but if positive emotional arousal happens the post experience behavior would be concluded with loyalty. So it could be added as Prayag et al. (2013) states that emotions play an important function in defining experiences and influencing consumer reactions. Hosany and Witham (2010) empirically tested Pine and Gilmore’s (1998) conceptual model using customers’ cruise experiences with cruisers and founded that cruisers’ experiences can be represented in terms of four dimensions. As experiential aspects of consumer visits create emotional bonds to triggers linked to those places (Orth et al. 2010), Hosany and Witham (2010) states existing emotion taxonomies from psychology and marketing do not take into account tourism and destination specific characteristics. In the tourism and hospitality literature, Bonn et al., (2007) note that the physical environment of heritage attractions play an important role in determining visitors’ attitudes, future patronage intentions and willingness to recommend. Farber and Hall (2007), states that people elicit emotions toward their immediate physical environment. So in destinations formed of the ancient cities’ or natural areas physical environment is the main independent variables.

Methodology

2.1. Research Goal

This paper aims to explore the relationship between the 4E dimensions (shown on the table 1), emotional arousal (stimulating, exciting, and enjoyable) and the post-experience behaviors (revisit and recommend). To test the propositions, a field survey using questionnaires was conducted. Accordingly, the purpose of this research is to empirically test the conceptual model linking tourists’ tour experiences, emotional arousal and post-experience behaviors. According to the theory of the model depicts emotional arousal (stimulating, exciting, and enjoyable) as a mediator between tour experience dimensions and post-experience behaviors (revisit and recommend). The hypotheses of the study are;

H1: The education dimension of tour experience effects the tourists’ emotional arousal positively.
H2: The entertainment dimension of tour experience tour effects the tourists’ emotional arousal positively.
H3: The esthetic dimension of tour experience tour effects the tourists’ emotional arousal positively.
H4: The escape dimension of tour experience tour effects the tourists’ emotional arousal positively.
H5: The tourists’ emotional arousal constituted during the tour experience affect the post-experience behaviors positively.
2.2. Sample and Data Collection

In order to examine the relationship between the parameters, a measurement scale was composed. The measures for the tour experiences and emotional arousal framework were operationalized by using the scale of Hosany and Witham’s (2010) cruise experience scale which was operationalized Oh et al. (2007), tourists experience scale. Additional items were related with the dependent items (post-experience behaviors) derived from the study determining the tourists' emotional experiences and satisfaction in understanding behavioral intentions by Prayag et al. (2013). In order to improve content validity, a pre-questionnaire were administered and mutual understanding was supplied in the context of meaning. The questionnaire was administered between the months of October and December in 2013. The questionnaire form was composed of the following two parts: socio-demographic items; including gender, age, educational level, visiting number of Turkey. The second part includes the items for 4E dimensions, emotional arousal and post experience behaviors (intention to recommend/re-visit behavior) using a five-point Likert scale ranging from “strongly disagree” (1) to “strongly agree” (5). The measurement scale was carried out in Turkey on the visitors in Pamukkale in 2013 between July and August being the most intensive visiting period. The research sample of the universe determined by simple random sampling method. From the scattered 350 questionnaire forms a total of 299 questionnaire forms were attained and the data was analyzed by using SPSS and Lisrel 8.50 package programme.

2.3. Analyses and Results

Each question in the section relating to the demographic data is analyzed in terms of its frequency of distribution. The majority of the sample was female (54.5 %) and married (53.8 %). In terms of ages, 28.3 % of the respondents were between 20-30, 23.1 % were between 31-40, 22.9 % were between 55 and over, 21.1 % were between 41-50, 3.4 % were under 19. The majority of the respondents (54.8 %) were coming to Turkey for the first time. The majority of the respondents (46.9 %) were at the university graduation level and the majority level of the incomes’ of respondents was between 1001-2000 Euro.

In order to test the consistency of the measurement scales reliability estimates were used. First, the multivariate analyses adopted for use in the study were tested for reliability and validity of the variables in the study. Reliability refers to the internal reliability of the related variable set (Albayrak, 2006:179). Reliability can be found in measurement instruments which are checked for random errors. Various approaches are usually adopted to ensure reliability. The present study controls for reliability using Cronbach’s Alpha (α) coefficient widely used in Likert type measurement instruments. (Nakip, 2006:146). Kalaycı (2008), states that the scale is reliable between ‘0.60 <= α < 0.80’ and highly reliable between ‘0.80 <= α <1.00. From table 1, Cronbach Alpha is 0.89 for education, 0.87 for entertainment, 0.85 for esthetic, 0.85 for escapism. As all alpha scores being above the recommended point (0.70) indicates that the scale is reliable. Looking at the table 1, it can be seen that mean values of visitors’ responses to items measuring 4E dimensions’ items varies between 3.34 and 4.20. If the rates proportions of the four dimension models are set out, esthetic was rated the highest, followed by education and entertainment. Escapism performed the lowest scores. While the mean emotional arousal (stimulating, exciting, enjoyable) is 4.23 and the standard deviation is .75, the mean for post-experience behaviors (advising to visit, revisit intention and remembering positive things) is 4.05 and standard deviation is .73. From the correlation matrix of independent variables scores (p< .01) being between 0.70 and 0.30 show that there is a mid but positive relationship between the variables. Correlations scores .45 to .85 for
education, \(0.42\) to \(0.76\) for entertainment, \(0.48\) to \(0.70\) for esthetics, and from \(0.42\) to \(0.50\) for escapism. All the measurement scales show adequate internal consistency. The theoretically related relationships between the experience dimensions were established by the validity of the scale. Reliability estimates for dependent measures also performed the recommended scales (0.89 for arousal, 0.91 for post-experience behaviors).

Table 1. Measurement Items, Descriptive Statistics and CFA Scores

<table>
<thead>
<tr>
<th>Measurement Items</th>
<th>Mean(SD)</th>
<th>t-value</th>
<th>SL</th>
<th>R2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Education ((\alpha=0.89, M=4.11, SD=0.72))</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ED1: This experience made me more knowledgeable</td>
<td>4.20 (.79)</td>
<td>18.03</td>
<td>0.86</td>
<td>0.73</td>
</tr>
<tr>
<td>ED2: It was a learning Experience</td>
<td>4.13 (.79)</td>
<td>20.08</td>
<td>0.91</td>
<td>0.83</td>
</tr>
<tr>
<td>ED3: I learnt a lot about white terraces during this trip</td>
<td>4.12 (.84)</td>
<td>16.29</td>
<td>0.80</td>
<td>0.64</td>
</tr>
<tr>
<td>ED4: It stimulated my curiosity to learn new things</td>
<td>4.00 (.90)</td>
<td>15.50</td>
<td>0.77</td>
<td>0.60</td>
</tr>
<tr>
<td><strong>Entertainment ((\alpha=0.87, M=4.00, SD=0.74))</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EN1: The atmosphere of Pamukkale makes me feel joyful</td>
<td>3.90 (.90)</td>
<td>15.74</td>
<td>0.78</td>
<td>0.61</td>
</tr>
<tr>
<td>EN2: It was an entertaining visit</td>
<td>4.03 (.83)</td>
<td>16.44</td>
<td>0.81</td>
<td>0.65</td>
</tr>
<tr>
<td>EN3: This experience was captivating</td>
<td>3.99 (.87)</td>
<td>16.35</td>
<td>0.80</td>
<td>0.65</td>
</tr>
<tr>
<td>EN4: I have developed positive feelings during the visit</td>
<td>4.08 (.87)</td>
<td>15.64</td>
<td>0.78</td>
<td>0.61</td>
</tr>
<tr>
<td><strong>Esthetics ((\alpha=0.85, M=4.16, SD=0.68))</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ES1: The surroundings of Pamukkale was attractive</td>
<td>4.17 (.81)</td>
<td>14.83</td>
<td>0.75</td>
<td>0.57</td>
</tr>
<tr>
<td>ES2: Seeing the white terraces/the ruins was an interesting experience</td>
<td>4.26 (.79)</td>
<td>18.41</td>
<td>0.87</td>
<td>0.75</td>
</tr>
<tr>
<td>ES3: I like the architecture/surroundings of Pamukkale</td>
<td>4.21 (.83)</td>
<td>18.00</td>
<td>0.86</td>
<td>0.73</td>
</tr>
<tr>
<td>ES4: The white terraces have a different forming style</td>
<td>4.02 (.83)</td>
<td>12.03</td>
<td>0.64</td>
<td>0.41</td>
</tr>
<tr>
<td><strong>Escapism ((\alpha=0.85, M=3.57, SD=0.88))</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ESC1: I felt I played different character here</td>
<td>3.34 (1.04)</td>
<td>14.64</td>
<td>0.76</td>
<td>0.57</td>
</tr>
<tr>
<td>ESC2: I felt like I was in different time or place</td>
<td>3.69 (1.02)</td>
<td>18.64</td>
<td>0.88</td>
<td>0.77</td>
</tr>
<tr>
<td>ESC3: The experience let me imagine being someone else</td>
<td>3.38 (1.11)</td>
<td>15.58</td>
<td>0.79</td>
<td>0.62</td>
</tr>
<tr>
<td>ESC4: I completely escaped from my daily routine</td>
<td>3.88 (1.03)</td>
<td>12.85</td>
<td>0.69</td>
<td>0.47</td>
</tr>
</tbody>
</table>

After the reliability and the correlation analyses, the relationship between the variables in this study, which will be used to assess the validity of the construct validity of that confirmatory factor analysis (CFA) was used. Şencan (2005), state this analysis is used before the structural equation analysis determining the causal relationship, in envisaged theory to test the accuracy and validity of measurement models. The t values being higher than 1.96 related with path numbers of the measurement model shows that parameters are statistically significant and the variables are associated with the structures determined statistically. So, structural relationships between observed and latent variables are verified. But before the t values, it should be looked for the good fit to the data. The CFA demonstrated that the four factor model had a good fit to the data (\(\chi^2/df: 2.5, \text{GFI}: 0.90, \text{NNFI}: 0.98, \text{CFI}: 0.98, \text{SRMR}: 0.048 \text{ and RMSEA:0.072}\)). Before confirmatory factor analysis (CFA) all four experience dimensions were explained with four items, with these good fit scores, results indicate that tour experiences are represented in terms of four dimensions like Hosany and Witham’s (2009) cruise experience models. The overall measurement model has been tested using all observed cases and the model has been represented that all four factor (\(>1.96\)) is revealed with four variables. From the correlation of indicators shown on the table 1. ED2 is the highest variable (0.91) and R2 of ED2 is 0.83 for education latent variable, EN2 is the highest variable (0.81) and R2 of EN2 is 0.65 for entertainment latent variable, ES2 is the highest variable (0.87) and R2 of ES2 is 0.75 for esthetics latent variable, ESC2 is the highest variable (0.88) and R2 of...
ESC2 is 0.77 for escapism latent variable. After the CFA, now the hypotheses will be analyzed with Structural Equation Modeling (SEM).

Structural Equation Modeling (SEM) is a statistical approach used in testing the relationships between measured (observed/4E dimensions) and latent (unobserved/emotional arousal/post-experience behavior) variables. This modeling describe how the internal (independent, x) is connected to the external structure (dependent, y) with more linear regression equations (Yilmaz, 2004). Moreover, if it is compared with the regression statistical techniques, with structural equation modeling, the relationships between the lots of dependent and independent variables were analyzed at the same time in a single process, a systematic and comprehensive way (Dursun and Kocagöz, 2010). After the overall measurement model was found acceptable, the structural equation modeling was used to assess the relative impact of these four dimensions on customer emotional arousal, and post-experience behavior (revisit/recommend). The results from LISREL showed that the model had a good fit to the data ($\chi^2$/df: 2.6, GFI: 0.87, NNFI: 0.98, CFI: 0.98, SRMR: 0.060 RMSEA:0.073). The paths and corresponding coefficients of the model are depicted in Table 2. While there is a meaningful relationship between entertainment, esthetics and escapism external latent variables and emotional arousal internal latent variable statistically, there is not a meaningless relationship between education external latent variable and emotional arousal internal latent variable statistically.

### Table 2. Results of the Hypothesized Model

<table>
<thead>
<tr>
<th>Hpt</th>
<th>Paths</th>
<th>t-value</th>
<th>SL</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Education - Emotional Arousal</td>
<td>1.68</td>
<td>0.14</td>
</tr>
<tr>
<td>H2</td>
<td>Entertainment - Emotional Arousal</td>
<td>2.25</td>
<td>0.28</td>
</tr>
<tr>
<td>H3</td>
<td>Esthetics - Emotional Arousal</td>
<td>4.01</td>
<td>0.38</td>
</tr>
<tr>
<td>H4</td>
<td>Escape - Emotional Arousal</td>
<td>4.84</td>
<td>0.22</td>
</tr>
<tr>
<td>H5</td>
<td>Emotional Arousal – Post-experience behaviors</td>
<td>17.63</td>
<td>0.91</td>
</tr>
<tr>
<td>Structural Equations</td>
<td>R²</td>
<td></td>
<td>0.79</td>
</tr>
<tr>
<td></td>
<td>Arousal = 0.14<em>Education + 0.28</em>Entertainment + 0.38<em>Esthetics + 0.22</em>Escape</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Post-experience Behaviors = 0.91* Arousal</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

From the correlation of indicators esthetics is the highest variable (0.38). Entertainment ($t= 2.25 > 1.96$, $p<.005$), esthetics ($t= 4.01 > 1.96$, $p<.005$), escapism ($t=4.84 > 1.96$, $p<.005$), were significant constructs that alert emotional arousal. However, education ($t= 1.68 > 1.96$, $p<.005$) was not a significant predictor for alerting the emotional arousal. Thus, $H_2$, $H_3$, and $H_4$ were supported, but $H_1$ was not. The results also indicated that emotional arousal ($t= 17.63 > 1.96$, $p<.005$) affected the post-experience behaviors and as hypothesized, $H_5$ was confirmed. From the squared multiple correlation scores, it has been represented that the structural relations in the final model explained 79 % of the total variation in arousal and 83 % of the total variation in post-experience behaviors.

3. Conclusion

Based on Pine and Gilmore (1998) experience economy concepts, the main objectives of this study were a) to identify the dimensions of tour experiences; and b) to determine the relationship between tour experiences, emotional arousal and post-experience behaviours. Hosany and Withams’ (2010) findings based on the Oh, Fiore, and Jeoung’s (2007) developed measurement scale indicate that Pine and
Gilmore’s (1998) four realms of experience held construct validity for cruise experiences. Results of this study indicate that tour experiences can be represented in terms of four experience dimensions demonstrating adequate reliability and validity. The findings establish generalizability of Hosany and Witham’s (2010) cruisers’ experience model. From the result of the study it could be said that tourist emotional reactions are fundamental determinants of post-experience behaviours and emotional arousal could be identified as antecedent of satisfaction and post experience intentions. This result supports the results of the Prayag et al. (2013), Hosany and Witham (2010) searches that put the emotions in the centre of the touristic consumptions. However, the 4E dimensions differ in explaining the outcomes variables of arousal and post-experience model. Similar to Hosany and Witham (2010) results, esthetics was the main determinant of experiential outcomes. The standardized load of the aesthetics dimension accounts the highest significant value in predicting emotional arousal. So this results support the note of Bonn et al. (2007) saying the physical environment of attractions play an important role in determining visitors’ attitudes, future patronage intentions and willingness to recommend. Also, as Farber and Hall (2007) say people elicit emotions toward physical environment. It should be noted that Pamukkale (cotton castle) has a very interesting formation with white terraces. So, the esthetics dimension being the most significant value on the emotional arousal is not an interesting result. Cause, while tourists walk on the white terraces or enter into the pearl white calcium pools, the surroundings of this cotton castle attract the people and they have an interesting experience that could be remembered forever. So the findings of this study show that aesthetics is as an important component of the tour experience. The entertainment dimension was the second strongest determinant of the outcome variables, like in the study of Hosany and Witham (2010). It could be said that the esthetics dimensions support this result. Because the different looking of the cotton castle maybe make the tourists feel joyful and positive feelings make the experience captivating and entertaining. Anyway, tourists are spending their time out of the hotel on the tour to entertain and verify their holiday time. So, the tour environment like Pamukkale or Cappadocia that couldn’t be seen any other country supply tourists fun entertainment, and fantasy. If the entertainment dimensions act during the tour, emotional arousal and then the post-experience behaviour could be effected positively as it seen in this study. In this study the escapism is also a significant predictor on emotional arousal. However, this finding contrasts with Hosany and Witham (2010) study, wherein escapism was only significant in predicting overall perceived quality, not in predicting memory, arousal, satisfaction and intention to recommend. The escapism is an important predictor after the tour experiences as being an important motivator as Güzel state (2013) before the experiences in tourism sector. Especially on the places like Pamukkale, people could feel themselves in different world and time, play a different character and escape from the daily routine. As Hosany and Witham (2010) founded educational dimensions having little importance in predicting satisfaction and intention to recommend it his study, the education dimension is not founded a significant predictor for alerting the emotional arousal. Hosany and Witham (2010) suggested further studies to re-evaluate the role of education in their conclusion. As it is seen that this dimension is not actively work on creating the emotional arousal. So it could be said that in tour experiences according to this study the entertainment, esthetics and escape dimensions are much more important predictor rather than education dimension in creating emotional arousal. Anyway, Hosany and Witham (2010) states that while cruising as there are ample opportunities for tourists to increase their knowledge and skills (e.g. onboard lectures, cooking lessons), such experiences were of little importance in predicting satisfaction and intention to recommend. If we take attention into the tour experience, maybe tour guides would be a mediator to act this dimension for post-experience behaviour, but for the emotional arousal these 3E dimension were much more important, as it is seen on the places with unique touristic formation like Pamukkale. The second aim of this paper was to investigate the relationship
between emotional arousal and the post-experience behaviour. Results indicate that, emotional arousal has a positive effect on the post experience behaviours (re-visit/recommend). As the study were discovered determining the effect of emotion on the behaviour (Güzel, 2013; Güzel, 2012; Penz and Hogg, 2011; Tronvoll, 2011; Hosany and Witham, 2010; Slatten et al. 2009; Wu and Liang, 2009; Kaygan, 2008; Zhang, 2008; Desmet and Hekkert’s, 2007; Skogland and Siguaw, 2004; Holbrook and Hirschman, 1982) this study support them, too. So, it is important for manager of the destination/hotel and travel agency to give the message to the tourist supplying the holistic emotional creation/arousal. For activating the emotional arousal, the needed atmosphere should be supplied. Studies of Oh et al. (2007) and Güzel (2012; 2013) could give clues for hotel manager, the study of Hosany and Witham (2010) could give clues for cruise manager and this study could give clues for the travel agency managers and tour guides, as well. From the results of the study, it could be said that tourist are visiting the special destinations like Pamukkale, Cappadocia etc. for satisfying their feelings and emotions preferentially. So, the travel agencies use this issue and message on their tour sales catalogues via hotel guides/rep and on websites with sensory contents. To activate the education dimension, the destinations managers and tour guides have important roles. For examples, in Pamukkale simulations areas could be designed in order to affect the people as they would learn the formation of the white terraces or the web sites of the destinations could be used more effectively and tour guides should use their role of information supplier. Because all the dimensions of experience models being activated would strengthen the touristic experiences and the post-experience behaviours (revisit, recommend, recall). To sum up, this research establishes that tour experience dimension interacts with emotional arousal in influencing post experience behaviors. As this study focuses the relationship between the 4E dimensions, emotional arousal and the post-experience behavior, future studies could analyze the effects of 4E dimension directly through the post-experience behavior, too. Also, dependent variables could be enlarged with tour satisfaction, personal involvement, memory, place attachment and overall quality. for example for the rejected hypothesis with education dimension, maybe different result could be taken, cause in the literature review there some studies underlying that if the people learn something newly from the experiences, there could be some changes on their behaviors (Penz and Hogg, 2011; Ballantyne et al. 2010; Oh et al. 2007; Lasalle and Britton, 2003; O’sullivan and Spangler, 1998). The correlation analyzed between the 4E dimensions should be conducted, because it should be taken into the attention that esthetic dimension could active the escapism and the entertainment dimension. For further validation of measurement 4E model related with emotional arousal in other tourism experiences (balloon experience, agro tourism experience etc.) should be conducted to generalize the results.

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