

THE EFFECT OF INFORMATION SOURCES, TRAVEL MOTIVATION AND DESTINATION IMAGE TO THE PERCEPTION OF TRAVEL QUALITY

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ABSTRACT

Tourists' destination selection process for vacation is an important subject for research, because tourism is one of the most important income sources for many countries. In this study, first of all the effect of destination image on destination marketing has been researched. At the research section, how Turkey's destination image effect the trip quality perception of visitors and the influence of information sources and travel motivation during this process was explored by a survey that consists of answers of foreign tourists who did a 9 days trip throughout Anatolia. In the statistical evaluation of the results, reliability, validity, descriptive analysis and structural equation modeling were conducted. Nevertheless, the subject of Turkey's tourist destination image and the marketing of Turkey in foreign countries need more comprehensive studies; this study has useful inputs about it and by using these findings more productively, more effective tourism strategies can be discovered.

Keywords: Destination Image, Destination Marketing, Turkey's Tourism, Destination Preferences

THE EFFECT OF INFORMATION SOURCES, TRAVEL MOTIVATION AND DESTINATION IMAGE TO THE PERCEPTION OF TRAVEL QUALITY

Tourism is one of the important sectors in economy of Turkey. Based on TURSAB (Association of Turkish Travel Agencies), record number in Turkey tourism in 2014 can be shown as more than 41 million international arrivals and more than 34 billion tourism revenue. Many countries in global tourism market aim to effectively advertise their destinations in order to increase the market share and the competitive capacity. One of the most significant factors in marketing can be defined as improving destination image. The reason behind that destination image has an important role on tourists' travel purchase decision and satisfaction level. Potential tourists' image of a tourist destination is accepted as a main element shaping its future (Atay and Akyurt, 2009:12). Therefore, destination image term should be taken into consideration by Turkey who purposes to increase its tourism income and to become a favored destination.

In this study, it is firstly identified the efficiency, strengths and weaknesses of destination image perception of tourists on creating destination image. In addition to that, it is analyzed that destination image, which is one of the most important factors on vacation selection decision, has a significant role on destination marketing. During the field operation, Anatolia is visited through the route as Istanbul, Troy, Pergamum, Ephesus, Hierapolis, Cappadocia and Ankara in 9 days and the survey was made among foreign tourists. The responses were evaluated by statistical method. Structural equation modeling was utilized to identify the effects of information sources on travel motivation, the effects of travel motivation on destination image and the effects of destination image on travel quality. As a result, the strengths and weaknesses of destination image perception were investigated based on the data which was obtained by the model. Moreover, the suggestions were made to improve Turkish tourism market.

1. Literature Review

Based on the study of Baloğlu and McCleary (1999), tourist characteristics and effective factors (cognitive) creates destination image together. It is also mentioned that travel motivation influences destination image while information resources, age and educational status affects destination image in a roundabout way via affecting cognitive perception of tourists.

In the research of Chen and Tsai (2007), destination image is analyzed with the concepts of perceived value, travel quality, satisfaction level and behavioral intention. Moreover, it is observed that perceived value and satisfaction level influence travel experience. It is also observed that sense of satisfaction creates a wish for both revisiting the destination and advising there to other people. Based on ten hypotheses generated as a result of structural equation modeling, destination image influences travel quality and travel quality changes perceived value. Therefore, the direct and indirect effect of destination image is accepted on behavioral intention and destination improvement. Travel quality directly affects common satisfaction as well as perceived value. Because, increasing travel quality requires more tourist investment. Lin and Huang (2009) measure the destination image influence and classify destination perceptions in four different groups. These groups can be shown as local values, environmental regulations, recreational characteristics and historical – cultural values. Each group directs tourists to different destinations in tourism market.

In the study of Beerli and Martin (2004), eleven hypotheses are generated and following points are researched: the effect of information source on cognitive perception, the difference on cognitive perception during first visit and revisits, the effects of demographic factors on cognitive and emotional perception and the effect of travel motivation on emotional perception. As a result of these researches, the influence of organic and artificial information source on cognitive perception is partially accepted. Moreover, it is defined that guidebooks and travel agencies from artificial information and partners, friends and relatives

from organic information are more effective on destination image. Also, it is identified that women and old persons have more positive destination image perception whereas educated and social people tends negative perception.

Yarcan and Inelman (2006) define that travel satisfaction affects emotional image perception whereas cognitive factors have an effect on travel satisfaction. At the same time, it is reached that destination image perception of women is higher as well as the people having higher education level while it is less for old persons. According to Alvarez and Campo (2011), people influenced from artificial information source have higher destination image perception than individuals affected from organic information source.

Based on the study of Alvarez and Korzay (2008), destination perception of Turkey is mostly positive. The most positive sides are shown as natural, historical and cultural attractiveness whereas environmental infrastructure, cleaning and safety are the most negative parts. At the same time, it is measured that the tourists visiting Turkey have more positive image perception than the people not visiting Turkey yet. Alvarez, Inelman and Yarcan (2009) measure experiences before and after visiting destination. Thus, it is resulted that historical, archeological features and Turkish individual characteristics as being helpful and friendly have positive influences on destination image. However, some old perceptions as Muslims country image remain same as before.

In the research of Alaeddinoğlu and Can (2010), tour operators' opinion is evaluated instead of tourists. Thus, Turkey's destination image perception is measured and will be utilized to improve destination marketing. As a consequence; historical, cultural and natural values, proper climatic conditions, friendly people and attractive regional cuisine are assessed as positive factors whereas political and economic stability, crowdedness, transportation, safety, cleanness and infrastructure are defined as important negative points. In the study of Martinez and Alvarez (2010), country and destination image are separately evaluated. In country image, safety and development factors have low points while reputation and tourism services are the features having high score. Moreover, it is identified that destination image perception is higher than country perception.

2. Methodology: Field Research on Tourists Attending Tours

2.1. Research Objective

This study purposes to identify how Turkey destination image influences visitors' travel perception. It is also aimed to determine effects of information sources and travel motivation. Moreover, the strengths and weaknesses of perceived destination image are identified to provide beneficial data to tourism marketing area.

2.2. Research Population and Sample

In this study, population refers to foreign tourists attending ten day's west and central Anatolia tours with the route as Istanbul, Troy, Pergamum, Ephesus, Hierapolis, Cappadocia and Ankara. Also, the number of sample is 372 attendees. As a result of validity and reliability analysis, the number of sample is adequate.

2.3. Data Collection Methods

This study is implemented in cooperated with the travel agency, organizing Anatolia tours from 1978 and in business at Istanbul. The reason behind that the agency is working with an international tour operator. Also, tours made by the agency have same standards and address different nations. Respondents are selected from the individuals attending these tours. Surveys are done through face to face method during 2012 summer period (from April to November).

The survey includes five different parts. In the first part, information sources utilized before travel are measured with 9 items. Ninth item is removed from the evaluation since it is not found meaningful as a result of statistical model. Second part consists travel motivations with 8 items. In first two parts, quartet scale is used from 1 to 4. 4 refers very important whereas 1 means not at all import. Third part includes 14 items to measure the destination image perception of Turkey after the travel. Forth section evaluates travel perception with 9 items. In third and fourth parts, five point likert scale is utilized from 1 (strongly disagree) to 5 (strongly agree) and statements are listed from the most negative to the most positive. Therefore, high score means positive perception. In the fifth part, demographic characteristics are evaluated with 5 items to identify respondents' profiles.

2.4. Research Scope and Limitations

Due to duration and possibility limitations, respondents are not be able to be selected from each area from Turkey. The tour program and route for respondents are shown in Figure – 1. Destination image perception for Turkey is assessed only with the tourists visiting this route. Therefore, image perception can be changed if the route is changed.

Tour Program:

1. Day: Istanbul All Day Sightseeing Tour
2. Day: Istanbul – Gallipoli Peninsula – Çanakkale
3. Day: Çanakkale – Troy – Pergamum – Izmir
4. Day: Izmir – Ephesus - Izmir
5. Day: Izmir - Hierapolis
6. Day: Hierapolis – Konya (Mevlana) – Cappadocia
7. Day: Göreme Outdoor Museum, Kaymaklı Underground City
8. Day: Cappadocia – Ankara (Anıtkabir, Museum of Anatolian Civilization)
9. Day: Ankara – Istanbul - Figure 1 demonstrates the tour program.

2.5 Data Analysis Techniques

2.5.1 Utilized sources for research factors

Adapted sources can be shown as below: **Information sources & travel motivation** scales from Baloğlu, McCleary (1999) and Beerli, Martin (2004) **Destination image** scales from Baloğlu, McCleary (1999); Chen, Tsai (2007); Lin, Huang (2009) and Alaedinoğlu, Can (2010) **Travel quality** scales from Baloğlu, McCleary (1999); Chen, Tsai (2007); Lin, Huang (2009) and Alaedinglü, Can (2010).



Figure 1: Tour Route

2.5.2 Reliability Analysis and Descriptive Statistics

Four scales are used to evaluate the relationships among the research variables: information sources, travel motivation, destination image and travel quality. After reliability of each scale is calculated, it is determined that factor reliabilities are adequate. Reliability analysis is used to analyze consistency of statements (Ural ve Kılıç, 2005: 259). In other words, reliability analysis is used to calculate coefficients which identify reliability of scales as five point likert scale and to be informed about the relations among the questions on scale (Kalaycı 2008: 403). In reliability analysis, reliability of score is determined based on alpha coefficient value. It means that score is not reliable when alpha is less than or equal to 0,40. Having an alpha value between 0,40 and 0,60 refers to low grade reliable whereas having a value as more than or equal to 0,60 means that score is reliable with high grade (Kalaycı, 2008: 405).

As a result of evaluating all scales, it is figured out that there is no negative correlation in this study. Thus, it is possible to say that each question for scales are necessary. This situation can be also understood via Cronbach's Alpha value after removing any question. Hotelling T^2 test is used to understand if the mean of questions are equal and the result is found as different means from each other. Questions are prepared as getting similar answers from target respondents. The scale is handled as a whole and Cronbach's Alpha value is calculated as 0,892. The scale has high grade reliability. Other values can be shown as Varyans: 0,731; Hotelling's T-Squared=6635,126; P: 0,000.

2.5.2.1 Reliability and descriptive statistics of information sources

Cronbach's alpha is calculated as 0,737 for reliability of information sources scale. Therefore, the scale has a value as high grade reliability. The highest mean is obtained as 3,17 via the question V4 whereas the lowest mean has a value as 2,30 via the question V8. The general mean is 2,769. All results are shown on Table 1.

* Question V9 (Internet) is removed due to the result of structural equational modeling.

Table 1: The reliability and descriptive statistics values for Information Sources

Information Sources					
Cronbach's Alpha=,737; Mean= 2,769					
Varyans= 1,012, Hotelling's T²=431,5, P=,0001					
Factors and Abbreviations	Mean	Std. Dev.	Item- Total Correlation	Cronbach's Alpha If item dele,	
Travel agencies	(V1) 3,11	1,080	,361	,725	
Tour Operators	(V2) 3,12	,971	,477	,702	
Air ways	(V3) 2,48	1,145	,551	,684	
Guides, books and brochures	(V4) 3,17	,916	,387	,719	
Films and books	(V5) 2,53	,999	,479	,701	
Written and visual news	(V6) 2,62	,965	,496	,698	
Family, friends, social env.	(V7) 2,81	1,007	,181	,757	
Written and visual advertisements	(V8) 2,30	,944	,539	,691	

Table 2: The reliability and descriptive statistics values for travel motivation

Travel Motivation					
Cronbach's Alpha=,777; Mean= 3,349					
Varyans=,566; Hotelling's T²=591,3; P=,0001					
Factors and Abbreviations	Mean	Std. Dev.	Item- Total Correlation	Cronbach's Alpha If item dele.	
Improving knowledge	(V10) 3,84	,429	,219	,785	
Experiencing different cultures and life style	(V11) 3,82	,459	,307	,777	
Visiting new places	(V12) 3,87	,399	,316	,777	
Having fun and entertaining	(V13) 3,12	,834	,598	,731	
Relaxing as physical and mental	(V14) 2,92	,851	,601	,730	
Getting rid of monotony	(V15) 3,16	,883	,607	,729	
New friendships	(V16) 2,97	,906	,641	,722	
Visiting popular places	(V17) 3,09	,978	,515	,751	

2.5.2.2 Reliability and descriptive statistics of information sources of travel motivation

Cronbach's alpha is calculated as 0,777 for reliability of travel motivation scale. Therefore, the scale has a value as high grade reliability. The highest mean is obtained as 3,87 via the question V12 whereas the lowest mean has a value as 2,92 via the question V14. The general mean is 3,35. All results are shown on Table 2.

Table 3: The reliability and descriptive statistics values for destination image

Destination Image					
Cronbach's Alpha=,858; Mean= 4,073					
Varyans=,685; Hotelling's T²=1294,7; P=,0001					
Factors and Abbreviations		Mean	Std. Dev.	Item- Total Cor.	Cronbach's Alpha If item deleted
Historical attractiveness	(V18)	4,88	,361	,229	,860
Natural attractiveness	(V19)	4,50	,683	,468	,851
Cultural attractiveness	(V20)	4,40	,813	,408	,854
Climatic conditions	(V21)	4,30	,749	,453	,851
Regional cuisine	(V22)	3,86	,851	,461	,851
Hospitable & friendly people	(V23)	4,35	,753	,407	,854
Undisturbed nature	(V24)	3,44	1,035	,504	,850
Proper traffic conditions	(V25)	3,51	,956	,604	,842
Proper infrastructure	(V26)	3,68	,898	,580	,844
Monetary value	(V27)	4,25	,748	,547	,847
Modern country	(V28)	3,72	,891	,563	,845
Safety destination	(V29)	4,14	,787	,594	,844
Stabilized economy and policy	(V30)	3,87	,968	,592	,843
Good reputation	(V31)	4,15	,879	,630	,841

2.5.2.3 Reliability and descriptive statistics of information sources of destination image

Cronbach's alpha is calculated as 0,858 for reliability of travel motivation scale. Therefore, the scale has a value as high grade reliability. The highest mean is obtained as 4,88 via the question V18 whereas the lowest mean has a value as 3,44 via the question V24. The general mean is 4,073. All results are shown on Table3.

2.5.2.4 Reliability and descriptive statistics of information sources of travel quality

Cronbach's alpha is calculated as 0,802 for reliability of travel motivation scale. Therefore, the scale has a value as high grade reliability. The highest mean is obtained as 4,46 via the question V33 whereas the lowest mean has a value as 3,37 via the question V35. The general mean is 3,907. All results are shown on Table 4.

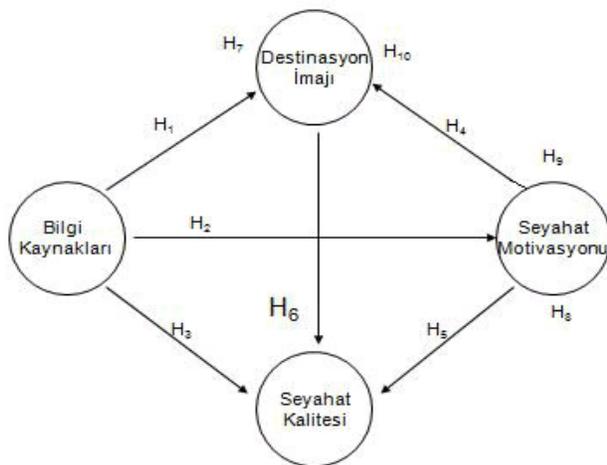
Table 4: The reliability and descriptive statistics values for travel quality

Travel Quality					
Cronbach's Alpha=,802; Mean= 3,907					
Varyans=,70; Hotelling's T ² =769,071; P=,0001					
Factors and Abbreviations		Mean	Std. Dev.	Item- Total Correlation	Cronbach's Alpha If item deleted
Proper cleanliness and hygiene	V32	3,87	,923	,413	,794
Transportation quality	V33	4,46	,753	,465	,786
Different entertaining activities	V34	3,51	1,107	,380	,806
High quality beaches	V35	3,37	,785	,533	,778
Nightlife	V36	3,39	,838	,526	,778
Shopping centers	V37	3,92	,862	,503	,781
Accommodation	V38	4,24	,708	,572	,775
Good restaurants and cafes	V39	4,06	,785	,598	,770
Service quality	V40	4,34	,688	,572	,775

2.5.3 Structural Equational Modeling and Analysis

During data set is created, researchers consider unobservable variables as well as observed variables. These variables are named as latent variables or factors. Structural equational modeling is a statistical technique examining causal relationship between observed and latent variables. SEM supposes that there is a causal relationship among latent variables and latent variables are measured through observed variables (Yılmaz, 2004). SEM is a method regarding measuring error of observed variables.

In this study; information sources, travel motivation, destination image and travel quality are determined as latent variables. The relationships are shown in Figure – 2. In the model, the relationship is defined and measured from destination image to travel quality. Destination image and travel motivation are also intermediary variables.

**Figure 2: Relationships among latent variables**

Cohesion criterion can be shown as $\chi^2=1988.16$; d.f.=694; $\chi^2/df=2,86$; P-value=0,0000; RMSEA=0.071. It is possible to say that the value is quite acceptable cohesion criterion since the required value is $\chi^2/df \leq 3$. Moreover, the model does have a perfect coherency since RMSEA scale is less than 0,08. Other cohesion criterions are NFI=0.87; NNFI=0.91; PNFI=0.82; CFI=0.92; IFI=0.92; RMR=0.053. As a result, obtained model is on acceptable level.

2.5.4 Research Hypothesis

Research hypothesizes can be shown as below based on latent variables.

- H₁: If information sources (bilgi kaynakları) increase, destination image (destinasyon imajı) perception will increase.
- H₂: If information sources increase, travel motivation (seyahat motivasyonu) will increase.
- H₃: If information sources increase, travel quality (seyahat kalitesi) will increase.
- H₄: If travel motivation is high for a tourist, destination image will be high.
- H₅: If travel motivation is high for a tourist, travel quality is high.
- H₆: If destination image is high for a tourist, travel quality will be high.
- H₇: Destination image has an intermediary role between information sources and travel quality.
- H₈: Travel motivation has an intermediary role between information sources and travel quality.
- H₉: Travel motivation has an intermediary role between information sources and destination image.
- H₁₀: Destination image has an intermediary role between travel motivation and travel quality.

3. Findings and Assessments

3.1. Assessments of Research Hypothesis

The structural model created for relationships among latent variables is shown in Figure – 3. It refers standard solution. The relationships among 3 latent variables are determined as not meaningful. (P>0,05) These meaningless relations can be shown as information source – destination image, information source – travel quality and travel motivation – travel quality. Thus, H₁, H₃, H₅ and H₈ are not accepted. Other relation parameters are determined as meaningful based on P<0,01. Relations obtained as a result of structural model is examined via t statistics. The lowest t value (t=0,44) is between travel motivation and travel quality. As a consequence, findings can be shown as below.

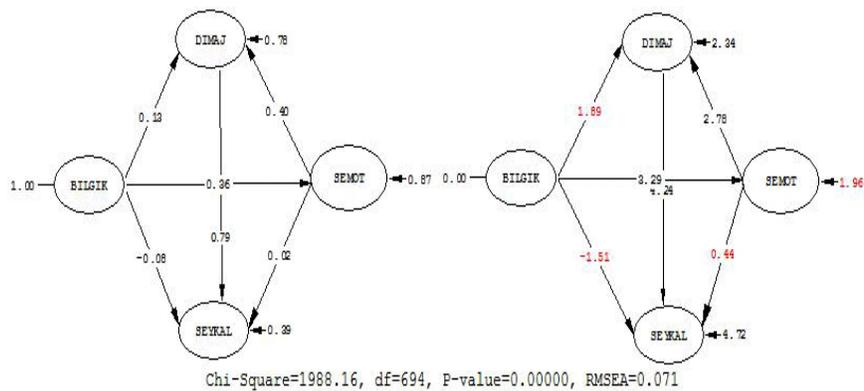


Figure 3: Relationships and t Statistics for Model

- It is decided that travel motivation will increase if information source increases. Thus, H₂ hypothesis is accepted. When information quality of tourists increases as one unit, travel motivation increases as 0,36 unit. Information quality clarifies 0,13 unit changes on travel motivation.
- It is determined that destination image perception will be high if travel motivation is high. Therefore, H₄ hypothesis is accepted. When travel motivation increases as one unit, destination image perception increases as 0,40 unit. 0,16 unit changes on destination image is explained by travel motivation.
- This study clarifies that if destination image perception is high, travel quality will be high. Therefore, H₆ hypothesis is accepted. When destination image perception increases as one unit, travel quality increases as 0,79 unit. Destination image perception explains 0,62 unit changes on travel quality.

- The relationship between information sources and destination image is not meaningful. Therefore, destination image does not have an intermediary role between information sources and travel quality. As a result, H₇ hypothesis is not accepted.
- Since the path between travel motivation and travel quality is not meaningful, H₈ hypothesis is not accepted. Thus, travel motivation does not have an intermediary role between information source and travel quality.
- Travel motivation has intermediary role between information sources and destination image. Thus, H₉ hypothesis is accepted. 0,22 unit changes on destination image is explained by travel motivation and information sources. The regression equation can be shown as below:

$$\text{DIMAJ} = 0.48 * \text{SEMOT} + 0.13 * \text{BILGIK}$$
- Destination image has intermediary role between travel motivation and travel quality. Thus, H₁₀ hypothesis is accepted. Regression model explains %61 unit change on travel quality. However, it is determined that information source variable is not meaningful. The regression equation can be shown as:

$$\text{SEYKAL} = 0.029 * \text{SEMOT} + 0.79 * \text{DIMAJ} - 0.081 * \text{BILGIK}$$

3.2. Findings and Assessments for Means

The highest mean for information sources is resulted as ‘Guides, books and brochures’. Beerli and Martin (2004) also finds the same value for the highest mean in 2004. Therefore, it is possible to say that tourists mostly utilize this kind of information sources during travel selection and planning.

The lowest mean value is ‘Written and visual advertisements’. However, Alvarez and Campo (2011) define that promotion campaigns have an effective role. The reason behind the difference on findings can be that commercial concern in promotion campaigns is less than advertisements.

The highest mean of travel motivation is figured out as ‘Visiting new place’ in this study. The reason behind that can be explained as attendees’ first visit to Turkey. Also, the lowest mean is resulted as ‘Relaxing as physical and mental’. However, this is the highest mean value in the study of Beerli and Martin (2004). The difference can be explained as different attendees and different profiles.

The highest mean of Turkey destination image is ‘Historical attractiveness’ whereas the lowest mean belongs to ‘Undisturbed nature’. The same findings are concluded by Alvarez and Korzay (2008); Alaeddinoğlu and Can (2010); Alvarez, İnelmen and Yarcın (2009).

The highest mean of travel quality belongs to ‘Transportation quality’ like the research of Martinez and Alvarez (2010). However, Alaeddinoğlu and Can (2010) results a different point. This situation can be caused due to the difference on tourism services and general transportation facilities. The lowest mean of this study is ‘High quality beaches’. The reason might be that the tour route has weak beach opportunities and areas.

3.3 Findings and Assessments for Structural Equational Modeling

Effects of information sources to travel motivation, effects of travel motivation to destination image, effects of destination image to travel quality are accepted. These results are similar with the studies of Baloğlu and McCleary (1999); Chen and Tsai (2007). Contribution of latent variables on structural equation modeling can be shown as;

- Latent variables providing the highest contribution is obtained by V3 ‘Air ways’ with 0,77 unit. 0,59 unit changes on latent variable of information sources is explained with V3 variable. Since attendees are coming from transoceanic countries and so ‘Air ways’ variable is quite effective, information sources which influence travel motivation has highest share. The lowest change belongs to V7 ‘Family, friends, social environment’ with 0,02 unit. Although destination image perception has a high value in the studies of

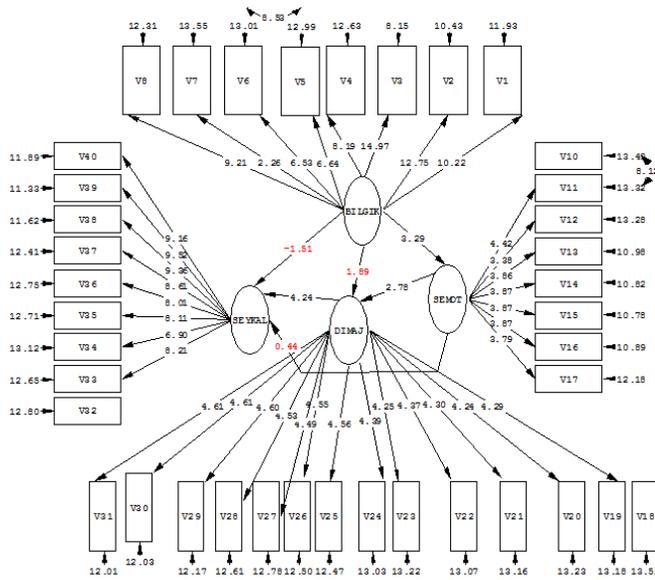


Figure 5: Relations Graphic for t Statistics

Table 5: Demographic Characteristics

Demographic Characteristics		Frequency	Rate (%)
Gender	Female	221	59,4
	Male	151	40,6
	Total	372	100
Age Group	25 age and below	4	1,1
	26-35 age	12	3,2
	36-45 age	17	4,6
	46-55 age	56	15,1
	56-65 age	121	32,5
	65 age	162	43,6
	Total	372	100
Marital Status	Married	265	86,6
	Single	41	13,4
	Total	306	100
Educational Level	Primary School	-	
	High School	78	23,7
	Bachelor's Degree	150	45,6
	Master	101	30,7
	Total	329	100
Annual Revenue	20000\$ and below	13	3.9
	20001\$-40000\$	64	19.4
	40001\$-60000\$	80	24.3
	60001\$-80000\$	49	14.9
	80001\$-100000\$	36	10.9
	100001 and above	87	26.4
	Total	329	100

Nationality	Australia	196	53,4
	New Zealand	34	9,3
	United Kingdom	19	5,2
	USA	70	19,1
	Canada	25	6,8
	South Africa	19	5,2
	South East Asia	4	1,1
	Total	367	100

3.4 Findings and Assessments for Demographic Features

Demographic characteristics of attendees are shown in Table 5. Based on the data, most of attendees are female (221 attendees, %59,4), Australian (194 attendees, %53,4), belong to 55 age and above (283 attendees, %76,1), have an education level as bachelor's or master degree (251 attendees, %76,3) and have annual revenue more than 60000\$ (172 attendees, %52,3). Total values are calculated for each scale and divided by number of items. Thus, average values of each attendees are calculated. One way analysis of variance and independent samples t test are utilized to evaluate the difference on average values of scales.

3.4.1 Findings and Assessments for Nationality

One way analysis of variance is used to evaluate the difference on tourist perceptions for information sources, travel motivation, destination image and travel quality based on nationality. As a result, the statistical difference is found only for travel quality perception. ($F=3,195$; $P=0,005$) In order to figure out the nationalities creating the difference, LDS multiple comparison test is utilized. The results are shown in Table 6.

Table 6: Difference tests for travel quality perception based on nationality

	N	Mean	Std. Dev.	Std. Error	Different Groups	P
Australia (AU)	196	3,8543	,51775	,03698	Au_Nz	,021
New Zealand (NZ)	34	4,0752	,59157	,10145	Au_Usa	,007
United Kingdom (EN)	19	3,7368	,44937	,10309	Au_Sea	,030
USA (USA)	70	4,0460	,46893	,05605	Nz_En	,022
Canada (CA)	25	3,7600	,47864	,09573	Nz_Ca	,020
South Africa (SA)	19	3,9474	,56092	,12868	En_Usa	,020
South East Asia (SEA)	4	4,4167	,36712	,18356	En_Sea	,016
Total	367	3,9098	,52064	,02718	Usa_Ca	,017

There is a meaningful difference between Australian and New Zealand visitors' perception as well as Americans and South East Asians. South East Asians, New Zealand and Americans has orderly higher travel quality perception than Australians. This results can be explained as having stronger country economy by Australians. It is possible to say that Australians who travel much more and have high purchasing power have higher travel quality perception. There is a meaningful difference for travel quality perception between New Zealand and British and between New Zealand and Canadian visitors. Based on that, travel quality

perception of New Zealand is orderly higher than Canadians and British. There is a meaningful difference for travel quality perception between Americans and British and between South East Asians and British. Travel quality perception of South East Asians and Americans is orderly higher than Canadians and British. Consequently, meaningful difference between Americans and Canadians are figured out for travel quality perception. According to that, travel quality perception of Americans are higher than Canadians. According to the demographic findings, the highest travel quality perception belongs to South East countries, New Zealand and Americans. The lowest perception orderly belongs to South Africa, Australia, Canada and United Kingdom. These findings are similar with the research results of Alvarez, İnelmen and Yarcan (2009). Based on that, different nationalities may have different perceptions. Unlike the researches Baloğlu and McCleary (1999); Beerli and Martin (2004); Yarcan and İnelman (2006), no difference on perception is found for gender, age group, marital status, annual revenue and educational level.

3.4.2 Findings and Assessments for Gender

One way analysis of variance is used to evaluate the difference on tourist perceptions for information sources, travel motivation, destination image and travel quality based on gender. Based on that, there is no meaningful difference for all variables. ($P>0,05$) The results are shown in Table 7.

Table 7: Statistics for all variables based on gender

Scales	Gender	N	Mean	Std. Error
Information Sources	Male	151	2,7557	,54221
	Female	221	2,8627	,55907
Travel Motivations	Male	151	3,3584	,47096
	Female	221	3,3428	,47106
Destination Image	Male	151	4,0166	,50531
	Female	221	4,1118	,47688
Travel Quality	Male	151	3,8609	,53920
	Female	221	3,9382	,50600

3.4.3 Findings and Assessments for Age

One way analysis of variance is used to evaluate the difference on tourist perceptions for information sources, travel motivation, destination image and travel quality based on age groups. Based on that, there is no meaningful difference for all variables. Due to the limitation of page numbers, statistics table is not shown for age groups.

Results and Recommendations

First of all, the role of destination image, which is one of the most important factors on travel selection, is evaluated in this study. During field research, it is evaluated how visitors' travel quality perception influences destination image of Turkey. Also, how image perception affects destination image of Turkey, the strengths and weaknesses of image perception and the effects of utilized information sources before travel are researched.

Based on the findings, the most used information source is 'Guides, books and brochures' during travel selection and planning. This finding can be shown as meaningful since the researcher comes across these kind of visitors as a professional travel guide during the research. The lowest mean of information sources belongs to 'Written and visual advertisements'. Based on the study, 'Written and visual

advertisements' has less mean than other organic information sources. Therefore, it is possible to say that visitors do not tend to information sources having commercial concern.

In travel motivation, 'Visiting new places' comes into prominence. The reason behind that can be shown as visitors' first visits to Turkey. The lowest mean in travel motivation belongs to 'Relaxing as physical and mental'. This result is caused since attended tours consist of compeller and tiring cultural activities as physical and mentally.

The highest mean value in destination image is 'Historical attractiveness'. The possible reason is Turkey's valuable historical savings, places and museums. Also, the lowest mean belongs to 'undisturbed nature' due to the facts that tourists mostly come across garbage dumps next to roadside and complaint about them.

In travel quality, the highest mean belongs to 'Transportation quality'. The reason can be explained as comfortable buses having high standards and friendly and respectful bus drivers. The lowest mean also belongs to 'High quality beaches' since the tours are mostly quite busily and not provide a chance to visit beaches so much.

Based on structural equation modeling, the effects of information sources on travel motivation, the effects of travel motivation on destination image and the effects of destination image to travel quality are determined.

The high contributors of destination image are identified as 'Stabilized economy and policy' and 'Good reputation'. The high influences on these variables to destination image might be quite important because of the effects of destination image to travel quality perception. 'Good reputation' refers implementing positive and respectful works for destination image. As stated in literature, destination image perception is higher in developed countries. Moreover, the lowest share belongs to 'Historical attractiveness'. Having low value in structural equation model disagrees with the results calculated by means. However, this variable might have less affect for travel quality perception since destination image is effective for travel quality perception.

The most effective variables for destination image is 'Having fun and entertaining', 'Relaxing as physical and mental', 'Getting rid of monotony' and 'New friendships'. The highest point among these variables belongs to 'Getting rid of monotony'. Travel motivations changes based on visited destination characteristics and socio-physiology of visitors. The highest share belongs to 'Relaxing as physical and mental' as a factor influencing destination image. The least effective variable is 'Improving knowledge'. The reason behind that can be explained as affecting destination image more than travel motivation. Since the importance on destination image for travel selection is researched, these results can be handled through the variety of tourism products and sense of service quality.

'Airways' is the variable having highest value among information sources influencing travel motivation. Since visitors come from transoceanic countries, airways is determined as quite important variable. Publicity campaigns of Turkish Airways (THY) might be one of the factors explaining this highest value. The lowest rating belongs to 'Family, friends and social environments' variable although it does have one of the variables having highest value in information sources. It might be caused due to having less contribution to information sources affecting travel motivation.

The highest rate in travel quality belongs to 'Good restaurants and cafes'. The results shows that this value has an important role on travel quality perception. The lowest rate belongs to 'Different entertaining activities'. The reason can be explained as weakness of food and beverage opportunities in Turkey and high age average of visitors.

No different results are figured out based on demographic characteristics. Since difference is measured for travel quality perception based on nationality, it might be beneficial to create different tourism

products for different tourism markets. Moreover, creating solutions improving quality perception would be also beneficial for the counties having less travel quality perception.

In order to increase tourism revenue of Turkey and to become a favored tourism destination, the related factors of destination image should be mostly taken into consideration. This research consists beneficial information to improve tourism marketing strategies. At the same time, it might be better to support these results and suggestions with the other studies.

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