

**A STUDY ON DETERMINING AESTHETIC VALUES OF THE TOURISTIC
BUSINESSES IN SLOW CITIES: GÖKÇEADA CASE¹**

***YAVAŞ ŞEHİRLERDE BULUNAN TURİSTİK İŞLETMELERİNİN ESTETİK DEĞERLERİNİ
BELİRLEMEK ÜZERİNE BİR ARAŞTIRMA: GÖKÇEADA ÖRNEĞİ***

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ABSTRACT

This study was carried out with the tourists who purchased a package tour and visited Gökçeada, which became a member of the Cittaslow Network for the first time and which is still the only member island within the Network. The research aimed to determine the aesthetic value of touristic businesses in Gökçeada and also to reveal the effect of aesthetic value on the satisfaction of tourists. The survey method was selected as the data collection tool and 770 valid surveys were evaluated. During the data analysis stage of the research, the frequencies and percentages of the demographic information of the tourists were examined. Afterward, factor analysis was applied to the data and the correlation and regression coefficients between the factors were examined. According to the results of the research, there is a high positive correlation between the aesthetic values of accommodation, restaurant, shops selling local products and sightseeing buses and satisfaction of the tourists. A moderate negative correlation was found between the aesthetic value of the museums and the satisfaction of the tourists. There was a high negative correlation between the aesthetic value of the souvenir shops and the satisfaction of the tourists. Continuous innovations in aesthetic values in touristic establishments and enrichment of the museums are thought to motivate tourists to travel. Introduction of various handicraft courses in Gökçeada and the implementation of some projects by the universities together with the local government and public education centers will contribute to the awareness of the local people.

Keywords: Aesthetic Value, Touristic Businesses, Cittaslow, Gökçeada

ÖZ

Bu araştırma, üyelik açısından Yavaş Şehir Ağı'na ilk kez katılan ve hala tek üye ada sıfatıyla Ağ'da bulunmakta olan Gökçeada'yı, bir paket tur satın almak suretiyle ziyaret eden turistler üzerinden yapılmıştır. Araştırmanın amacı, Gökçeada'da faaliyet gösteren turistik işletmelerinin estetik değerini belirlemek ve ayrıca estetik değer turistlerin tatmini üzerindeki etkisini ortaya koymaktır. Veri toplama aracı olarak anket yöntemi seçilmiştir ve 770 geçerli anket değerlendirmeye alınmıştır. Araştırmanın veri analizi aşamasında turistlerin demografik bilgilerinin frekans ve yüzdeleri incelenmiştir. Daha sonra, verilere faktör analizi uygulanmış ve faktörler arasındaki korelasyon ve regresyon katsayıları incelenmiştir. Araştırma sonucunda konaklama, restoran, yerel ürün satış işletmeleri ve tur otobüslerine ilişkin estetik değerler ile turistlerin tatmini arasında yüksek oranda pozitif ilişkinin bulunduğu belirlenmiştir. Müzelere yönelik estetik değer ile turistlerin tatmini arasında orta oranda negatif ilişki tespit edilmiştir. Hediyeleşim eşya satan işletmelere ilişkin estetik değer ile turistlerin tatmini arasında ise yüksek oranda negatif ilişki olduğu sonucuna varılmıştır. Turistik işletmelerinde estetik değere ilişkin sürekli yeniliklerin yapılmasının ve müzelerin zenginleştirilmesinin turistleri seyahat etmeye itecek bir motivasyon oluşturacağı düşünülmektedir. Gökçeada'da yöreye özgü çeşitli el sanatları kurslarının faaliyete geçmesi, üniversitelerin yerel yönetim ve halk eğitim merkezleriyle birlikte projeler yürütmesi yöre halkının bu konuda bilinçlenmesine katkıda bulunacaktır.

Anahtar Kelimeler: Estetik Değer, Turistik İşletmeleri, Yavaş Şehir, Gökçeada

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1. INTRODUCTION

Nowadays, the problems of information overload, noise, over-consumption of goods and services and uniformity (which derives from globalist trends) can be solved through small cities. The concept of slow cities is based on 'Slow Movement' and is thought to enhance the dynamically growing world trend called 'sustainable tourism', 'green tourism' or 'slow tourism'. For this reason, cities regard it a possible way of development in offering tourists a holiday based on sustainable, environmental-friendly and responsible tourism (Maćkiewicz and Konecka-Szydłowska, 2017: 297).

In order to preserve the cultural heritage of their cities and to protect the environment, the mayors of four Italian cities expanded the slowness concept to lifestyle and the way they managed their cities and established an association called Cittaslow in 1999; and since then the number of slow cities has grown to 237 in 30 countries (as of August 2017). The association gathers small towns (with a population less than 50,000 inhabitants). However, international associations of cities and the municipalities which share common environmental, archaeological or cultural interests due to their location are also permitted membership (Zawadzka, 2017:95).

Through protecting the local heritage, slowing the time and increasing livability as well as supporting the principles of sustainable development, Cittaslow is aimed at maintaining small-town distinctiveness (Hatipoglu, 2015: 33).

Formerly known as Imbros, Gökçeada is the largest island and an important tourist destination in Turkey with its own specific geographical and environmental conditions and protected and untouched natural resources. In Gökçeada, which is situated in the northern Aegean Sea and the westernmost point of Turkey, agriculture and tourism constitute the main sectors that generate employment and alternative sources of income. The island has lots of pensions and boarding houses. When the total number of beds is considered, it will be clear how important the pensions and the boarding houses in the island are. However, the larger part of the tourism activities in the island can provide just enough money to survive for those involved in the business (Yurtseven and Karakaş, 2013: 92).

In the hedonist dimension of tourist behaviors, it is stated that feelings, fantasy and emotional elements direct consumption (Holbrook and Hirschman, 1982: 138) and aesthetic elements are extremely important (Rutes, Penner and Adams, 2001: 77). Material design, sound, light, decoration etc. are all part of the aesthetic value and they should definitely be taken into consideration in the design of all touristic businesses. However, using local and unique materials enables a touristic business to be recognized (Strannegard and Strannegard, 2012: 2009).

Especially foreign tourists prefer experiencing the local culture and the lifestyles of the places they visit (Lee, 2011: 708). In order to meet the emotional and experiential needs and preferences of tourists, aesthetic elements such as nature, art, performance and local culture need to be utilized (Chang, 2016; Cheng, 2016). These elements offer tourists an authentic experience of local lifestyle (Pizam, 2015) and lead to specific attitudes and behaviors (Durna, Dedeoglu and Balıkcıoglu, 2015: 1728).

Tourists demand emotional satisfaction and desire that their experience be supported by memorable elements that they can experience (Dujmović and Vitasović, 2015: 194). Touristic businesses can attach importance to the use of symbolic formulas, emotional messages and communication tools to create subjects that will create demand for products and aesthetic objects that will attract tourists. Therefore, by taking advantage of tourists' seeing, hearing, and smelling, touching and tasting senses touristic businesses can try to enrich aesthetic values.

In the slow cities with unique nature, historical and cultural structures, original traditions and food and beverage options, authentic products and services can be offered to tourists looking for new experiences. Sustainable development policies included in the Cittaslow criteria have not been designed only for the income-generating nature of tourism activities. Cittaslow philosophy is not directly carried out in the context of sustainable tourism, but it is clear that it is closely related to sustainable development criteria. During the development of tourism, local businesses are protected and developed local crafts are continued and developed and traditions and customs are kept alive and reflected. In brief, it can be said that Cittaslow philosophy is founded on sustainable development and quality of life.

In this context, the article provides a general review of the Cittaslow concept and underlines the importance of aesthetic value for the touristic businesses in these cities. This article is about the impact of aesthetic value on the experiential values of tourists in touristic businesses and its relationship with the satisfaction and

loyalty of tourists. After the discussions in the relevant article are given in the first sections, the data obtained from the surveys applied to the tourists visiting Gökçeada on package tours were analyzed. Supporting the relationship between the levels of experiential value offered in the package tours organized to Gökçeada and the satisfaction and loyalty of tourists with statistical data can make the proposals for the development of sustainable tourism in Gökçeada useful.

2. LITERATURE REVIEW

2.1. Cittaslow and Gökçeada

Following the introduction of the Slow Food movement in Italy in 1986 led by Carlo Petrini, a Cittaslow association was established for the sustainable development of small cities and towns. In slow cities, it is aimed that local people can benefit from tourism by using their own resources and provide a sustainable tourism strategy where the local people do not lose their values in the region. If the local people are aware of the effects of tourism and the development of tourist activities is controlled by the society, local resources will be used without any damage and in the most efficient way (Su, Chang and Yeh, 2017: 277).

When the touristic businesses in slow cities design and offer tourist products and services in line with the needs of the tourism market, it can play an important role in ensuring the satisfaction of tourists. Touristic businesses in slow cities should not be satisfied with only providing tourists with the feeling of satisfaction through positive experiences. Touristic businesses operating in these cities may advance on the path of sustainable development by engaging in a struggle to create loyalty in the tourists. In the tourism market where there is a serious global competition, touristic businesses that realize the aesthetic value created by attractiveness factors in slow cities can reach sustainable development goals.

Gökçeada, which is located in the North Aegean region of Turkey, has officially been a member of the Cittaslow association since 2011. With its unique natural beauties, historical buildings and geographically marked products, the island has the potential to welcome especially gastronomy and heritage tourists. After the island became a member of the Cittaslow association, it started its way to becoming an organic farming center. Organic farming activities are mostly in the fields of livestock, honey, olive, wine, and grape growing. In 2006, the founder of Slow Food: Mr. Carlo Petrini visited Gökçeada, where it is aimed to transform the island into a slow destination according to the principles of Slow Food: good-clean-fair (Yurtseven and Karakaş, 2013: 93).

2.2. Aesthetic value

What is aesthetics? If you ask this question to the philosophers in the Western tradition, you will probably get the following answer: The philosophical study of our aesthetic experiences, aesthetics involves studies of the aesthetic objects, of the bodily disposition and mental faculties which enable us to have such experiences and a study of the language which is used to express and communicate such experiences. The same type of studies can be found on other continents as well. On the other hand, in Asian, Arab and African understandings of aestheticism, the primary focus is different: according to these understandings, the most important aspect of aesthetic experiences is in the way they affect the recipient and they contribute to communal values (Fløistad, 2007:1).

Although the aesthetics concept is complex, ancient Greeks used to refer to the concept of "aesthetics" as the "perception of the external world by the senses" (Degen, 2008:38). Throughout the history of philosophy, thinkers have tried to find an answer to the question "what do we find beautiful?" Plato, Aristotle and St. Thomas Aquinas, who defined beauty as "which gives pleasure when seen," claims that beauty is inside an object and it is not subjected to the biased assessments of those who observe it. On the other hand, Hume and Kant argued that beauty is inherently subjective. What is more, Charters thinks that there is a diversity of sensory elements in the aesthetic perception and mentions not only human-made objects like works of art, but also natural environments and both of these can be appreciated by an individual process of aesthetic evaluation (Kirillova, Fu, Lehto, and Cai, 2014: 283).

In this regard, the body can be regarded as the means of the traveling art (Adler, 1989:7), and natural environments (Todd, 2009: 154) and urban environments (Kirillova et al., 2014: 290) together are aesthetic triggers for tourist experiences that are rich and rewarding. Furthermore, the empirical study carried out by Kirillova et al. (2014: 290) reveals that while planning destination strategies, destination planners should utilize aesthetic inventory and that the beauty of a destination is not only evaluated with its visual aspects but is closely related to all senses. Thus, the researchers of the aforementioned study come to the conclusion that

“tourism aesthetics” may “have an influence on the attitudinal and behavioral characteristics of tourist, such as loyalty, in the long run” (Kirillova et al., 2014: 290).

2.3. Aesthetic Value in Touristic Businesses

Aesthetic value is one of the UNESCO criteria for assessing potential World Heritage sites, and it is widely used to judge natural reserves in tourism. The “feeling” that people develop regarding certain landscapes makes up the aesthetic value. These certain landscapes, or scenery, may have different effects on individuals, who in turn ascribe different aesthetic values to them depending on their different value system. Therefore, the tourist may transfer the visual experiences he/she gets during a holiday into a specific kind of emotion and from there into one page of his or her memory bank. The aesthetic perception needs to be included in tourism planning in order to make sure that travelers and tourists have good memories (Wang, Xia and Chen, 2008: 207).

Other empirical studies also support this management approach in tourism planning. Such studies argue that beautiful aesthetic scenery has an influence on the perception of the overall quality of the destination experience, and destination experience, in turn, contributes to overall satisfaction which makes aesthetics one of the crucial properties which affect the decision of tourists to visit the destination (Lee, Jeon and Kim, 2011:115).

It is inevitable that significant infrastructure such as hotels, restaurants, shops, and even unusual buildings such as sightseeing elevators will be required in tourism development. Defective planning of such facilities will both affect natural resources and will also damage the look of destination and have other negative effects on the natural and cultural environment just like anthropogenic activities. Both the destination will lose a considerable section of its aesthetic value for tourists and the economic value of the destination will inevitably decrease when the natural appearance and the local culture are negatively affected (Wang, Xia and Chen, 2008: 206). To ensure that tourists have ‘a memorable experience’ while they are consuming ordinary goods and services, tourism goods and services need to be produced and marketed using psychological insights that will ensure that the experiential attribute of consumer activities are increased. The experience designer can utilize subconscious existing patterns of associations, memories, and emotions in the appropriate place and time (Grötsch, 2001:69). For this reason, aesthetics and design have a pivotal place in evoking associations, perceptions, and emotions which make up an essential part of tourists’ experience (Mazanec, Crouch, Ritchie, Brent and Woodside, 2001: 12).

Elements forming aesthetic value in the businesses are gathered in three groups. The first group is temperature, noise, smell, music, and lighting, which cover environmental factors. The second group is design factors. These are the architecture of the business, the colors and materials used and the internal layout and the arrangement of the overall business. The third group is defined social factors, namely, customers and staff (Baker, 1986: 80).

Holbrook and Hirschman (1982: 139) describe aesthetic value as a dimension of experiential value in businesses. Aesthetic value in businesses cover the whole of interior and exterior architectural features and harmony, background music played, colors and preferred smell, overall decorative appearance and the services offered. Aesthetic value is related to being aware of the beauty that can be felt with the senses. Aesthetic value in consumption goes beyond rational decisions. It consists of factors such as fantasies (dream), feelings (love, sadness, hatred, resentment, fear, joy) and entertainment (pleasure from aesthetic beauty and entertaining activities). These elements also shape the main characters of consumption.

Zhang (2008: 8) proposes a model to the accommodation businesses offering limited service for them to become a brand in terms of experiential value. This model includes the dimensions of aesthetic and economic value, entertainment, escape, education, efficiency, perfection, and social recognition. Aesthetic value measurement involves the decoration, appearance, music played; colors used and color harmony and the smell of the accommodation business.

Hyatt chain management emphasizes the importance of aesthetic value in accommodation businesses. Management reveals the relationship between aesthetic value and satisfaction of tourists and argues that five senses do not only stimulate the senses but also must be regarded as a satisfaction factor (Schmitt, 1999: 99).

Sulek and Hensley (2004: 236) reveal the importance of decoration, sound level, temperature, hygiene, smell, lighting, color and music factors affecting the restaurant atmosphere. The fact that the aforementioned factors are provided before the service is rendered to the customer affects the expectation of the eating experience positively. A problem with any of these factors can disturb the customer and shorten the duration

of stay in the restaurant. In addition, the research emphasizes the convenience and comfort of the service, tables, and furniture in restaurants.

Pickemaat and Weiermair (2011: 825) defined and emphasized the aesthetic values of services provided in various tourism areas as a quality dimension. Consumers expect aesthetic and authentic experiences as well as quality, convenience and habitual features in their tourism experience. While the role of aesthetics and design is not to be overlooked in the development of touristic businesses, it is required to set up policies for the implementation of aesthetic values in the standardization of tourism products. In the design plans prepared for aesthetic values of touristic businesses, the expectations of young and conservative customers should be taken into consideration. The design features of aesthetic values of touristic businesses vary according to their activities. For example, designs that reflect appropriate aesthetic values for sports infrastructure should be applied in SPA resorts Oladeji, Agbelusi and Ajiboye (2012: 69).

The landscape is connected with the relationship between people and a place. Because values deeply shape the decisions taken, the evaluation of the values ascribed to heritage has an important place in any conservation effort. Aesthetic values are regarded as the most extensive and balanced typology. One of the most important reasons of heritage conservation is value since, as it is clear, societies do not struggle to protect what they do not value. Both our culture and natural heritage are sources of life and inspiration that cannot be replaced. They provide us with the setting for our everyday lives. This is due to the fact that various components of our environment – both natural (the effects of geology, soils, climate, flora, and fauna) and cultural (the historical and current effects of land use, settlement, enclosure and other human interventions) – are connected and are perceived by humans. Both subjective and objective methods are good instruments to be followed in aesthetic values assessment for the assessment of landscapes.

Agapito, Pinto and Mendes (2017: 116) pointed out that the aesthetic values of the destinations have an important role in increasing the satisfaction levels of tourists and ensuring their loyalty. The architectural details, colors used local dishes and smells in the tourism business of the destination both ensure tourists satisfaction and reinforce their intention to visit the destination again.

In the literature review, we have not been able to find a study that examines the aesthetic value of touristic businesses in slow cities from the point of view of tourists. This research is important in this regard. This research aims to measure the aesthetic value of touristic businesses in slow cities from the point of view of the tourist visiting on package tours. Finding the relationship between the aesthetic value of touristic businesses in slow cities and the satisfaction of tourists is included in the scope of this research. The determination of the aesthetic value of touristic businesses in slow cities is also important in terms of determining whether the expectations of the tourists are met in terms of experience-oriented service quality. In the light of the results obtained from this research, it is thought that re-examining the factors affecting aesthetic value in touristic businesses in Gökçeada will be beneficial in terms of providing better quality products and services to tourists. In addition, this research is thought to be a guideline for the efforts to implement sustainable development policies for the touristic businesses in all the slow cities in Turkey.

3. METHODOLOGY

The main purpose of this research is to determine the aesthetic values of touristic businesses in Gökçeada and to examine the relation between aesthetic value and satisfaction and loyalty of tourists. In this context, quantitative research method was preferred in the research in order to reach more participants and numerical data. The survey technique was used to collect primary data. The survey was applied to domestic tourists visiting Gökçeada on package tours through 6 Group A travel agencies in Ankara, Istanbul, and Bursa.

In order to determine the most suitable place for surveying Turkish tourists departing from Ankara, Istanbul, and Bursa on package tours to Gökçeada, telephone conversations were held with the travel agency managers and guides of 6 Group A travel agencies in Ankara, Istanbul, and Bursa. It was determined that the passengers had an idle time during the travel from the Kuzu harbor to Kabatepe by GESTAŞ ship during the return trip from Gökçeada.

To give information about the survey, telephone conversations were held with the tour guides of the aforementioned agencies before the application of the survey. The tour guides of the 6 Group A agencies applied surveys to volunteering tourists while they left Gökçeada Kuzu harbor by Gestaş ships. The Kabatepe port was determined as the place where the survey forms would be delivered in order to avoid time-related problems.

According to the data of 6 Group A agencies in Ankara, Istanbul, and Bursa, in 2015, a total of 9238 people participated in Gökçeada tours organized by these agencies. Among the tourists who participated in the tours organized by 6 Group A agencies to Gökçeada, those who stayed in Gökçeada for at least two nights were included in the universe of this research. In the light of the results obtained from the literature review, it is estimated that the sample size should be 370 with an error margin of 0,05 in the universe which is below ten thousand (Sekaran, 2000: 255).

Considering the universe, it is possible to state that these numbers are sufficient in terms of being generalized to the universe according to the sampling formula assumptions (Özdamar, 2001: 257). However, in order to strengthen the results of the study, it is thought that the size of this sample should be increased. For this reason, the sample size was determined as 1200.

At first, the survey was subjected to a pre-test. There are different scales for tourists to measure the aesthetic value of touristic businesses. For this research, firstly aesthetic value and its advantages to the businesses have been examined by literature review method.

In addition, aesthetic value scales related to hotels, restaurants, museums, shops selling local products, souvenir shops, and sightseeing bus services that tourists use were examined. The literature review revealed that the scale developed by Zhang (2008: 175) from the scale of Holbrook and Hirschman (1982: 139) and Oh, Fiore and Jeoung (2007: 126) is frequently used. Due to its appropriateness to the purposes of the study, it was decided to adopt the scale developed by Zhang (2008: 175). The pilot study was applied in April 2016. The scale was reviewed according to the suggestions of the tourists included in the pilot study. Unlike the scale taken from Zhang's (2008: 175) study, it was deemed appropriate to include shops selling local products in a different dimension than souvenir shops. Thus, the scale took its final form.

The surveys were applied between May and August 2016. A total of 1200 surveys were obtained and 770 valid surveys were taken into consideration. The first part of the survey included questions about the individual and demographic characteristics of the participants. In the second part of the survey, 60 closed-ended questions in the five-point Likert type scale (strongly agree=5, agree=4, neither agree nor disagree=3, disagree=2, strongly disagree=1) were asked to determine the views of the participants in the aesthetic value of the touristic businesses. To determine if the data set is suitable for factor analysis, lack of extreme and lost values, the normal distribution of the data set, sample size and sample adequacy (KMO and Bartlett's Globality test) were examined.

The review revealed that the scores were normally distributed. When the end result of the test conducted to determine the adequacy of the sample size (KMO = .934) and the results of the Bartlett Globality test ($X^2 = 8235,038$; $sv = 464$; $p = .000$) were considered, the number of samples was found to be sufficient. Cronbach's alpha reliability coefficients of the scales were found to be satisfactory $\alpha = 0.834$. SPSS 18 was used in the analysis of the surveys. The data were analyzed by percentage, frequency, factor analysis and correlation analysis.

The model of the research includes participants' demographic characteristics, aesthetic value factors of touristic businesses, customer satisfaction, and customer loyalty. Aesthetic value dimensions of the study consist of hotel, restaurant, museum, souvenir shops and sightseeing bus aesthetics values. Aesthetic values of products can affect the decision-making process and purchasing behavior of tourists.

The atmosphere, interior and exterior architectural structure, decorations, colors used, types of music, the smell in the air etc. in a touristic business may cause tourists to feel more relaxed, dynamic or excited. In this direction, the purpose of this research is to determine the aesthetic value of touristic businesses in Gökçeada. Besides, the research investigates the effect of aesthetic value in the touristic businesses on tourists' satisfaction. The following hypotheses have been established based on the purpose of the study:

H1: There is a significant difference among the aesthetic value factors of touristic businesses according to the gender of tourists participating in the survey.

H2: There is a significant difference among the aesthetic value factors of touristic businesses according to the age of the tourists participating in the survey.

H3: There is a significant difference among the aesthetic value factors of touristic businesses according to the education levels of tourists participating in the survey.

H4: There is a significant difference among the aesthetic value factors of touristic businesses according to the monthly income of tourists participating in the survey.

H5: There is a significant (positive) relationship between the aesthetic value factors of touristic businesses and satisfaction of tourists.

H6: There is a significant (positive) relationship between the aesthetic value factors of touristic businesses and loyalty of tourists.

H7: There is a significant (positive) relationship between the satisfaction and loyalty of tourists.

4. FINDINGS and DISCUSSION

In this part, the data obtained from the tourists visiting Gökçeada on package tours are analyzed. Table 1 shows the frequency and percentage distributions of the demographic information (gender, age, educational level, monthly income) of the tourists responding to the survey.

Table 1. Demographic Information of the Tourists Included in the Survey (n= 770)

Variables	Group	Frequency	Percentage (%)
Gender	Female	445	57.8
	Male	325	42.2
Age	19 and below	21	2.8
	20-29	55	7.1
	30-39	143	18.5
	40-49	179	23.2
	50-59	217	28.3
	60 and over	155	20.1
Educational Level	Elementary School	83	9.3
	High School	220	22.4
	University	394	51.1
	Postgraduate	73	12.0
	Doctorate	48	5.2
Total Monthly Income (TL)	1000 TL and less	28	3.6
	2001- 3000 TL	408	53.2
	3001- 4000 TL	297	38.5
	4001-5000 TL	23	2.9
	5001 and more	14	1.8

According to Table 1, it is seen that the survey included more women than men. Generally, groups that do not want to face any risks prefer package tours. Women generally make up this group (Alvarez & Asugman, 2005: 336). When the age distribution is considered, approximately 70% of the participants are in the middle age group (30-59). Only 2.8% of participants are under the age of 19 years. When the educational level is examined, about 68.3% of those surveyed are at university or above levels. According to these results, we can conclude that there is a direct proportion between tourists' preferring to visit Gökçeada, which is a cultural destination, and the high level of education. 96.4% of those who participated in the research have an income of 2000 TL or more. 81% of those surveyed stated that they want to visit Gökçeada again. This indicates that the tourists encountered a positive attractiveness during their visit to Gökçeada. Buhalis (2000: 144) collects attraction characteristics under six headings: attractions (natural beauties or buildings, etc.), structures and transportation system, accommodation, food and beverage and shopping facilities, all kinds of tourist activities to be experienced individually or through package tours and other services (banks, health institutions, etc.). Kim, Fan, Chang and Park (2016: 036) list attraction characteristics as facilities and services, infrastructure, hospitality and cost factors. Farhadi and Meydan (2017: 43) explains the attractions in terms of activities, accessibility, image and touristic businesses. Santana-Jiménez and Hernández (2011: 416) draw attention to the attractive or repulsive effect of population density of the tourist attractions.

Table 2 shows the data concerning the aesthetic value of the accommodation businesses, the aesthetic value of restaurants, the aesthetic value of shops selling local products, the aesthetic value of sightseeing buses, the aesthetic value of the museums, the aesthetic value of souvenir shops and satisfaction of tourists obtained as a result of factor analysis.

Table 2. Results of Factor Analysis of Aesthetic Value of Touristic Businesses (n=770)

Factors	Eigen value	Variance Ratio	Factor Loads
1 st Factor: Aesthetic Value of Accommodation Businesses $\alpha=0,823$	15,700	21,124	,867
Visual attractiveness as a whole			,848
Attractiveness of the interior architecture			,856
Attractiveness of the exterior architecture			,774
Attractiveness of the objects used in decoration			,871
Attractiveness of all decorative elements			,836
Attractiveness of the colors used			,832
Attractiveness of the fragrance used			,820
Attractiveness of product presentation and appearance			,846
Attractiveness of the music played			,815
2 nd Factor: Aesthetic Value of Restaurants $\alpha=0,874$	12,862	18,315	
Visual attractiveness as a whole			,828
Attractiveness of the interior architecture			,810
Attractiveness of the exterior architecture			,832
Attractiveness of the objects used in decoration			,809
Attractiveness of all decorative elements			,757
Attractiveness of the colors used			,804
Attractiveness of the fragrance used			,871
Attractiveness of product presentation and appearance			,803
Attractiveness of the music played			,761
3 rd Factor: Aesthetic Value of Shops Selling Local Products $\alpha=0,881$	10,789	14,435	
Visual attractiveness as a whole			,846
Attractiveness of the interior architecture			,781
Attractiveness of the exterior architecture			,772
Attractiveness of the objects used in decoration			,809
Attractiveness of all decorative elements			,812
Attractiveness of the colors used			,764
Attractiveness of the fragrance used			,865
Attractiveness of product presentation and appearance			,815
Attractiveness of the music played			,764
4 th Factor: Aesthetic Value of Sightseeing buses $\alpha=0,818$	10,635	14,431	
Visual attractiveness as a whole			,791
Attractiveness of the interior architecture			,819
Attractiveness of the exterior architecture			,812
Attractiveness of the objects used in decoration			,765
Attractiveness of all decorative elements			,845
Attractiveness of the colors used			,805
Attractiveness of the fragrance used			,788
Attractiveness of product presentation and appearance			,786
Attractiveness of the music played			,805
5 th Factor: Aesthetic Value of the Museums $\alpha=0,812$	3,149	6,895	
Visual attractiveness as a whole			,821
Attractiveness of the interior architecture			,789
Attractiveness of the exterior architecture			,832
Attractiveness of the objects used in decoration			,787
Attractiveness of all decorative elements			,756
Attractiveness of the colors used			,816
Attractiveness of the fragrance used			,824
Attractiveness of product presentation and appearance (attractiveness of the items exhibited in the museum)			,797
Attractiveness of the music played			,759
6 th Factor: Aesthetic Value of Souvenir Shops $A=0,806$	2,565	6,034	
Visual attractiveness as a whole			,766
Attractiveness of the interior architecture			,789
Attractiveness of the exterior architecture			,813
Attractiveness of the objects used in decoration			,787
Attractiveness of all decorative elements			,746

Attractiveness of the colors used			.797
Attractiveness of the fragrance used			.854
Attractiveness of product presentation and appearance			.807
Attractiveness of the music played			.832
Satisfaction $\alpha=0,834$	9.286	60.895	
I am pleased with the hotel I stayed in Gökçeada			.832
I am pleased with the restaurant where I ate in Gökçeada			.845
I am pleased with the shop selling local products in Gökçeada			.816
I am pleased with the sightseeing bus we used during our trip			.809
I am pleased with the outdoor and indoor museums in Gökçeada			.817
I am pleased with the souvenir shops in Gökçeada			.824

The KMO value of the sample is thought to be satisfactory for the factor analysis. Factor structure was established through "Varimax method". Factors with an eigenvalue greater than 1 account for the 81,234% of the total variance and the end result of the Bartlett test is significant (sig 0.000). According to Table 2, the aesthetic value of accommodation business accounts for 21,124% of the total variance, the aesthetic value of restaurant accounts for 18,315% of the total variance, the aesthetic value of the shop selling local products accounts for 14,435% of the total variance, the aesthetic value of the sightseeing bus accounts for 14,431% of the total variance, the aesthetic value of the museum accounts for 6.895% of the total variance and the aesthetic value of souvenir shop accounts for 2.565% of the total variance. According to statistical results, the places which the tourists visiting Gökçeada on package tours think have the highest aesthetic value are first dimension accommodation businesses, second dimension restaurants and third dimension shops selling local products.

In Table 3, the aesthetic values of accommodation businesses, restaurants, shops selling local products, sightseeing buses, the museums, and souvenir shops can be seen. To determine whether there is an internal consistency in the dimensions obtained as a result of factor analysis, a reliability analysis was performed. The reliability coefficient for each scale (Cronbach's Alpha) shows that the scales (aesthetic value of shops selling local products $\alpha = 0,881$, aesthetic value of restaurants $\alpha = 0,874$, aesthetic value of accommodation businesses $\alpha = 0,823$, aesthetic value of sightseeing buses $\alpha = 0,818$, aesthetic value of the museums $\alpha = 0,812$, aesthetic value of souvenir shops $\alpha = 0,806$) are highly reliable.

Correlation analysis was performed to find a statistically significant relationship between the variable of satisfaction of the tourists visiting Gökçeada on package tours and the factors of shops selling local products, restaurants and accommodation businesses, sightseeing buses, museum and souvenir shops. Table 3 shows the results of correlation analysis of the aesthetic value of businesses and satisfaction variable.

Table 3. Correlation Analysis Results (n=770)

Mean	Standard deviation	Variable	SSLP	R	AB	MU	SS	TB	Satisfaction
4.06	0.82	YÜSİ	1	.702	.710	-.407	-.501	.634	.698
4.12	0.84	Rİ	-	1	.715	-.410	-.507	.609	.709
4.25	0.84	Kİ	-	-	1	-.438	-.511	.667	.712
2.78	0.80	MÜ	-	-	-	1	-.504	-.494	-.410
1.89	0.82	HESİ	-	-	-	-	1	-.588	-.501
3.86	0.85	TO	-	-	-	-	-	1	.623
3.76	0.83	Tatmin	-	-	-	-	-	-	1

When the correlation coefficients are found as $0,50 \leq r \leq 1,00$ in social sciences, it means that there is a high positive correlation between variables. Correlation Coefficient between $-0,50 \leq r \leq -1,00$ means that there is a high negative correlation between the variables. (SSLP: aesthetic value of shops selling local products, R: aesthetic value of restaurants, AB: aesthetic value of accommodation businesses, MU: aesthetic value of the museums, SS: aesthetic value of souvenir shops, TB: aesthetic value of sightseeing buses).

As seen in Table 3, there is a high positive relationship between the aesthetic value of the accommodation businesses in Gökçeada and the satisfaction of the tourists ($r = ,712$); the aesthetic value of restaurant businesses and the satisfaction of tourists ($r = ,709$); the aesthetic value of the shops selling local products and the satisfaction of the tourists ($r = ,698$); and the aesthetic value of sightseeing buses and the satisfaction of tourists ($r = ,623$). H1, H2, H3, H4 hypotheses are therefore accepted. Interior and exterior architectural structures, decoration, and objects used in the decoration appeal to the senses of the tourists and make them feel good. In their study on the accommodation businesses that offer limited services, Zhang (2008: 130)

concludes that the aesthetic value of the business is influential on the satisfaction of tourists. According to Hyun and Kang (2014: 58), the interior and exterior appearance of restaurants, the quality of the food and the services offered are influential on the preferences of tourists. Tourists do not only eat or drink in restaurants. Therefore, they think positively about the restaurants whose aesthetic value they are satisfied with. Taking aesthetic elements into consideration when a restaurant is being decorated makes the customers feel that the food is delicious and of good quality.

When Table 3 is examined, there is a moderate negative correlation between the aesthetic value of the museums in Gökçeada and the satisfaction of tourists ($r = -0.410$). According to Kemp (2016: 559), physical aesthetic values such as the appearance of the museum, decoration, smell and sound equipment affect the satisfaction of visitors and they are important places for education.

Table 3 shows that there is a high negative correlation between the aesthetic value of souvenir shops and the satisfaction of tourists ($r = -0.501$). In a souvenir shop, attention must be paid to important factors such as the authenticity, the aesthetics and usability and the workmanship of the objects during the production and sales of products as well as the design and decoration of the shop. According to Trinh, Ryan and Cave (2014: 276), aesthetic values such as uniqueness and authenticity, workmanship, cultural and historical integrity and local workmanship in souvenir shops have an impact on the customer's shopping experience.

The research is limited to domestic (Turkish) tourists visiting Gökçeada on package tours. Conducting the research in other slow cities of Turkey may reveal different results. The evaluation of the opinions of tourists staying in Gökçeada for 2 days is within the limitations of the research.

5. CONCLUSION and RECOMMENDATIONS

The aim of this research is to determine the aesthetic value of touristic businesses in slow cities and to reveal the effect of the aesthetic value of touristic businesses on the satisfaction of tourists. For this purpose, the surveys obtained by using the aesthetic value scale developed by Zhang (2008: 105) were evaluated. In the first stage of the research, the demographic characteristics of the tourists were examined. It was determined that women participated in the tours more than men. Another important demographic result is that those who visit Gökçeada on package tours have an education level of university or above. According to Maattanen (2017: 5), education factor plays an important role in the perception of aesthetic value. It is thought that the high educational level of the participants was beneficial in determining the aesthetic value of touristic businesses in this research.

In the second stage of the research, factor analysis was carried out to determine the aesthetic value of touristic businesses in Gökçeada. Factors such as visual attractiveness, interior architecture, exterior architecture, decoration, colors, smell and the music used, covering the aesthetic value of each component, were examined by statistical methods and it was concluded that they have valid factor loads. Correlation analysis was applied to find the relationship between aesthetic value components of touristic businesses and satisfaction of tourists in Gökçeada. The results have revealed that there is a positive relationship between the satisfaction of the tourists and accommodation businesses, restaurants, shops selling local products and sightseeing buses. It was also determined in this research that there is a negative relationship between the aesthetic value of the museum and souvenir shops and the satisfaction level of tourists.

Each experience experienced by the tourists impacts the total experience during the trip (Lin and Kuo, 2016: 84). Historical sites and museums are tourist attractions that reflect cultures (Uchiyama and Kohsaka, 2016: 67). The museums have important roles to promote historical and cultural heritage, especially in slow cities. Increasing the aesthetic value of the museums in Gökçeada will result in its being visited more by cultural tourists. Continuous innovations in the aesthetic value and the enrichment of the museum contents are thought to motivate tourists into traveling. In addition, it will contribute to the creation of a loyal tourist profile and increase the number of visitors.

Within effective marketing strategies, touristic businesses must attract tourists by addressing their emotions. Tourists who get tired of routine travel and want to get away from the monotone repetition of everyday life should be directed to the products and services offered by the ethnic culture especially in slower cities where they will satisfy their fantasies and dreams, they will feel attached to the destination even for a short time and they will fill the hunger for different identity. According to Panait (2013: 84), creating meaningful self-consciousness for a city develops as a result of the experiences and memories experienced by the inhabitants of that city. Such a relationship creates a high awareness that is viable, sustainable, protecting

local identities and traditions. From this perspective, touristic businesses in slower cities can provide authentic and unique holiday experiences to tourists by giving importance to aesthetic value.

According to the Cittaslow criteria, the local handicrafts and local products must be preserved and improved. In order to increase the attractiveness and diversity of the authentic souvenirs, the handicrafts, which are gradually decreasing in number in the island, must first be preserved and revived. Therefore, the introduction of various handicraft courses in Gökçeada and the implementation of some projects by the universities together with the local government and public education centers will contribute to the awareness of the local people.

The literature studying the aesthetic value of touristic businesses in slow cities is quite new. In order to ensure that the tourists visiting slow cities experience unforgettable memories, it is suggested that studies be conducted on the aesthetic value of touristic businesses in slow cities. Presenting experiential values of different emotions to tourists in slow cities will contribute to sustainable tourism in these cities.

The literature on the aesthetic value in touristic businesses can be adapted to slower cities and the experiential value can be determined in these destinations. With the data obtained from domestic and foreign tourists visiting slow cities, each destination can be defined in the context of experiential value. Similar destinations can be clustered. When preparing a tour package, experiential tour programs can be created that include a destination or multiple destinations and countries according to the experience demanded. It is suggested to apply further research in different destinations or tourism markets, to compare the results and enrich the literature by thoroughly examining the aesthetic value factors in the touristic businesses.

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