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Destination Image Perceptions Of Foreign Tourist Who Visited Turkey In Marketing Framework

Pazarlama Çerçevesinde Türkiye'yi Ziyaret Eden Yabancı Turistin Destinasyon İmaj Algıları

Dr. Ayşe ATAR

Hacı Bayram Veli University Tourism Faculty, Department of Tourism Management, aysee.atar@gmail.com, Ankara /TURKEY

Dr. Seda ÖZDEMİR AKGÜL

Selcuk University, Tourism Faculty, Department of Tourism Management, sedaozdemir8@gmail.com, Konya/TURKEY



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ABSTRACT

One of the most important marketing elements of tourism is the destination. The image of the destination in the mind of the tourists visiting the destinations, the importance of this issue for the country is increasing every day as it affects the country's preferability. In this context, the study aims to measure the perception of country-specific destination image from the point of view of foreign tourists in terms of providing information and suggestions to the destination management staff and authorities. The research was analyzed by using quantitative analysis methods except for descriptive statistics and the data through questionnaire were collected from the tourists who by visiting and left the country. According to research findings, it was determined that the percentage and frequencies of the information sources (Social platform, agency, advertisement, book, brochure) used in the promotion of the destination in terms of age and education variables varied between visitors. As the level of education increases, while the use of internet-based information sources increases, the use of other sources of information such as agencies, advertisements, direct communication has fallen and the opposite is the occur as education level decreases. When the visits to the destination center were examined by whom it was planned, it was concluded that the majority of the tour was planned individually, the reasons why travel agencies are less preferred are questioned in terms of the continuity of agencies and recommendations are presented.

Key Words: Destination Image, Destination Management, Tourism, Consumer Perception, Marketing

ÖZ

Turizmin en önemli pazarlama unsurlarından biri ülkenin sahip olduğu destinasyonlardır. Destinasyonları ziyaret eden turistin zihninde oluşan destinasyon imajı, ülkenin tercih edilebilirliğini etkilediği için bu konunun ülke açısından önemi gün geçtikçe artmaktadır. Bu bağlamda çalışma destinasyon yönetimi çalışanlarına ve otoriteye bilgi ve öneri sağlaması açısından, yabancı turistin gözünden ülkeye özgü destinasyon imajı algısını ölçmeyi amaçlamaktadır. Araştırma tanımlayıcı istatistikler dışında nicel analiz yöntemleri kullanılarak analiz edilmiş, veriler anket aracılığı ile ziyaretini gerçekleştirmiş ülkeden yeni ayrılan/ayrılacak olan turistlerden elde edilmiştir. Araştırma bulgularına göre, ziyaretçilerin yaş ve eğitim değişkenleri bakımından destinasyonun tanıtılması aşamasında var olan bilgi kaynakları (Sosyal platform, acente, reklam, kitap, broşür) kullanımında yüzde ve frekanslarının değişiklik gösterdiği saptanmıştır. Eğitim seviyesi yükseldikçe internet tabanlı bilgi kaynakları kullanımı artarken acente, reklam, doğrudan iletişim gibi diğer bilgi kaynaklarının kullanımının düştüğü, eğitim seviyesi düştükçe ise tam tersi sonuçlar ortaya çıktığı tespit edilmiştir. Destinasyon merkezine olan ziyaretlerin kim tarafından planlandığına bakıldığında ise çoğunluğunun turu bireysel olarak planlandığı sonucuna ulaşılmış, seyahat acenteleri kullanımının neden az tercih edildiği, acentelerin sürekliliği açısından sorgulanarak öneriler sunulmuştur.

Anahtar Sözcükler: Destinasyon İmajı, Destinasyon Yönetimi, Turizm, Tüketici Algısı, Pazarlama

1. INTRODUCTION

The tourist will benefit from many public and private services in the destination while experiencing the touristic experience in the preferred destination center, and will be in constant interaction with the local people and the environment while taking advantage of them. However, it is possible to encounter the negative reactions of the local people in parallel with the tourism movements during this experience. Tourism mobility, which was previously welcomed by the local community, can be transformed into a way of disgusting tourists or exhibiting hostile attitudes in case of ignoring or feeling the peace, rights, ways of living and similar situations of the local people. Therefore, in order to avoid this situation and to be satisfied with the position of everyone, there is a need for all stakeholders (operators, local people, public and private sector, managers, tourists) who are affected by tourism directly or indirectly and also affect tourism. This can occur with an effective destination management (Dogan et al., 2014; Doxey 1975: 195-198; Gokce, 2007: 30). Tourists in cooperation with the country / region is one of the most important marketing activities, the mouth of the mouth marketing activity on behalf of the country by looking at the positive image of the country with a perception of image and provides the desired tourist attraction (Atesoglu et al., 2011).

While the study area of the research was formed by foreign tourists, it was aimed to limit the research in terms of time and cost and get sampling from the universe. The aim of the study is to make foreign tourists coming to Ankara from July to October. The study aims to measure the perception of country-specific destination image from the point of view of foreign tourists, mainly in terms of providing information and suggestions to destination management employees and authority. It aimed to answer the questions of what can be done in order to enable the destination image of the country / region to be positive and to manage the destination management more effectively and efficiently. In the study, first of all, a literature review about destination management, cultural heritage and destination image, which is one of the most important content of marketing, was conducted. After the conceptual framework was formed, the findings obtained from the analysis of the data collected from the field research process were included and the results and recommendations section was developed based on these findings.

2. CONCEPTUAL FRAMEWORK

2.1. Destination Management / Heritage

The cultural heritage of a country or a region is one of the most important sources of tourism that exists in the world and is a major economic income provider (Tomas, Gabriela, Jan and Sarka, 2015; Alvarez, Yuksel and Go, 2016). therefore, ensuring the protection and sustainability of these cultural heritage destinations are seen as an important and necessary element for the development of the tourism in the country.

The planned conservation and sustainability of the destination in which the cultural heritage is located requires effective destination management. Consequently, there is an extensive cooperation and close relationship between cultural heritage and destination management (Tomas, Gabriela, Jan and Sarka, 2015; Wang, Pizam: 2011: 347-349; Alvarez, Yuksel and Go, 2016).

The majority of the tourism activities takes place in destinations where the cultural heritage, sea-sand-sun trilogy, natural and historical beauties are possessed. For this reason, the concept of destination emerges as the basis of tourism (Wang, Pizam, 2011: 1-20). The concept of destination is expressed as not only the place where the touristic product offered but also the product itself (Dogan and Gumus, 2014; Crouch and Ritchie, 1999). Destination is widely defined as the place where a person travels to other than the place of residence (Jenkins, Dredge and Taplin, 2011; Presenza, Sheehan, and Ritchie, 2005; Jago, Chalip, Brown, Mules and Ali, 2003; Yesiltas, 2013: 3).

Aside from other authors defining the destination as a geographical location, Buhalis (2000) and Murphy, Pritchard and Smith (2000) defined destination as the combination of many components as a “touristic product offering an integrated experience to consumers.”

Therefore, the concept of destination can be regarded as a “multidimensional and perceptive concept consisting of a combination of tourist goods and services, and tourist experiences, especially on the local basis,” aside from being a geographical place in the light of all the descriptions made (Yesiltas, 2013: 4).

Making the destination attractive to tourists and increasing its level of preference is generally called destination management and is an element of management function. Because the future of the destination and ensuring its attractiveness, protecting and saving it to the future generations depends on how

destinations are managed. This brings the concept of destination management to the forefront (Dogan and Gumus, 2014; Crouch and Ritchie, 1999).

Destination management is generally described as a comprehensive process or approach that tries to highlight different aspects of the destination and make these aspects appealing (Van Niekerk, 2014; Pearce, 2015; Tomas, Gabriela, Jan and Sarka, 2015). According to Morrison (2013: 5), destination management is seen as the most important and necessary competitive tool in terms of being a leader in the competitive environment of the tourism market.

The general judgement about destination management is that it has a multifunctional structure. Although the number and the type of these functions differ from study to study, destination management is widely incorporated with destination marketing, positioning and branding, destination planning, product development, resource management, and environmental management. In addition, the rapidly developing literature on destination management states that this management has a multifunctional structure. Due to its multifunctional structure, the phase of taking different actions for the destination and determining different goals must be coordinated and harmonized by different actors such as World Tourism Organization (WTO), destination marketing and/or management organizations (DMOs), local government or public or private sector. This way their power of the destination management can be felt and the touristic product can be emphasized (Laesser, and Beritelli, 2013; World Tourism Organization (WTO), 2007; Van Niekerk, 2014; Pearce, 2015; Pearce, Guala, Veloso Llano, Negrete, Rovira and Reis, 2017; Wang, Pizam, 2011: 341-343).

2.2. Tourism Destination Image

The destination image is a significant factor for tourists to prefer a destination. For this reason, it is important to determine how a region / country is a tourist destination perceived by the tourist, to improve the current destination and to be sustainable as a touristic product (Öztürk and Şahbaz, 2017).

Olivia Jenkins (1999) argued that a definitive, universally identifiable definition of the image of destination is a complex and difficult situation. The authors' refusal to make a definition about this issue was a proof of this view (Pearce, 1982: 12-17; Haahti et al, 1983: 37; Kale et al, 1986: 5).

Studies on the destination image began in the 1970s when Hunt first studied the role of image for tourism development and increased especially after 1990 (Baloglu et al., 1999: 868). In the following years, other authors attempting to define meaning of the destination image; defined this concept of as everything (tourist's opinion about the idea, beliefs, feelings and attitudes) that the destination evokes in the individual (Bigné et al, 2009: 3). (Matos et al., 2012) by the image of tourism destination; it is defined as the sum of a number of complex mental impressions or emotions that are shaped in the tourist itself against a product, a place or a tourism destination. According to Baloglu and McCleary (1999), the destination image is his / her personal judgments, which are formed as the mental description of the knowledge, belief, feeling and general impressions of the tourists about the destination.

Although there is no consensus on defining the image of tourism destination, there are many opinions accepted by the authors in the article that the image of tourism destination contains many features (Gallarza et al., 2002: 58; Echtner et al., 2003: 40; Grosspietsch, 2006: 226). The image of tourism destination is not only the perception created by the destination / destination, but also the general view of the destination center (accommodation, eating, drinking, entertainment) created by tourists. The tourism destination image is interpreted as a multidimensional structure (Baloglu et al., 1999; Matos et al., 2012). Especially in psychology since 1930, in consumer marketing research studies since 1970, the cognitive dimension, emotional dimension and behavioral dimension of tourism destination image can be distinguished as proof that the concept is multidimensional (Gartner, 1993: 194).

Considering that tourism is an intangible service and holiday purchase, the impact of the tourism destination image affects all stages of the tourist's holiday experience (Ashworth et al., 1988: 213-238; Fakeye et al., 1991: 13; Bigné et al., 2001: 610). While the first one is the decision making process before the holiday (pre-consumption), the tourism experienced during the visit (consumption order) is perceived as the image of tourism destination. After the visit, it is included in the image of tourism destination in the post-visit (post-consumption) intentions and actions such as re-reviewing the place, proposing it to other individuals, requesting to visit again (Galı et al. 2005: 781; Taşçı et al., 2007: 416).

When the Turkish and foreign tourism literature on destinations (destination management, destination image, destination branding, choice of destination) is examined, a specific topic of studies (cultural

tourism, gastronomy tourism brand image, thermal tourism etc.) or region (Safranbolu, Alanya, Selcuk-Ephesus, Istanbul, Gonen, etc ..) It is seen that there are specific studies (Acuner, 2015; Sevim et al., 2013; Akkus, 2018; Xu et al., 2018; Aksoy et al., 2011; Kocaman et al., 2012; Papadimitriou et al. Duman et al., 2005; Wong et al., 2018; Öter et al., 2005; Uner et al., 2006; Kilic et al., 2011; Ilban et al., 2018; Atesoglu et al., 2012; Ilban et al., 2008 ; Saeedi et al., 2018; Moon et al., 2018).

Another study showing similarities to the research conducted by Michael et al (2018) to determine the destination image of Australia as a country. Countries that some of the destinations are limited number of studies that tried to determine the image and made this research country aims to reveal the image of the destination in Turkey on the basis of which contribute to both literature and application is seen as an important work.

3. METHOD

The destination image perception of foreign tourists visiting Turkey what / how to try to determine that the collection of data in this survey is used as a measurement tool for research purposes. A survey of 77 propositions was conducted by Calabrese and Atar (2018), "Heritage and Tourism Destination Image (TDI). An Explorative Comparative Survey Between Italy and Turkey was applied to 104 tourists who will return to their country from Esenboğa Airport in Ankara. Due to time and cost difficulties, the number of people and the place of the sample are stated as the limitations of the study. Despite the limitations, it was thought that the data obtained in the study would be helpful in providing guidance for the necessary stakeholders in the name of tourism. Descriptive statistics (percentage, frequency, average) were used in the analysis of the data, while the variance analysis and Anova were used in the comparison phase between the variables.

4. FINDINGS

The findings revealed the results of data collection in this research that aimed to determine the destination image perception of foreign tourists visiting Turkey are as follows.

Table 1: Demographic information of participants

	%	N		%	N
Gender			Age		
Woman	47,1	49	18-24 age	4,8	5
Male	52,9	55	25-34 age	46,2	48
Total	100,0	104	35-44 age	30,7	32
Work/Occupational			45-54 age	12,6	13
Administrative employees	20,1	21	55 and above	5,7	6
Technical employee	2,8	3	Total	100,0	104
Manager	36,7	38	Education		
Entrepreneur	17,4	18	High School and above	4,8	5
Retired	4,8	5	Vocational and Technical School	13,5	14
Student	8,6	9	University	37,5	39
Other	9,6	10	Graduate	44,2	46
Total	100,0	104	Total	100,0	104

According to Table 1; Approximately 53% of the participants were male and 47% were female. When the participants were evaluated in terms of age groups, 46.2% were 25-34 years old, 30.7% were 35-44 years, 12.6% were 45-54 years and 5.7% were 55 and older. It is seen that 4,8% is in the 18-24 age group range. When the education level of the participants is examined, the share of the participants with postgraduate education is 44,2%, university education is 37,5%, vocational and technical education is 13,5%, and the percentage of participants with high school and undergraduates is 4,8%. The percentage of the participants participating in the study as 36.7%, 20.1% of the administrative staff, 17.5% of the entrepreneurs and the percentage of the participants who have not pointed out the work / occupation is 9.6%, while the rate of the students is 8.6% and finally, the percentage of technical workers is 2.8%.

Table 2: Distribution of Participants by Country Origin

	N	%		N	%
Europe	73	72	Others	31	28
Netherlands			Iranian		
Kosovo			America		
Germany			Korea		
Belgium			Cuba		
Italy			Ghana		
Swedish			Nigeria		
Poland			Ethiopia		
Czech Republic			India		
Britain			China		
Serbia					
Russia					
Bosnia					
Spain					

It was determined that 72% of the participants came from Europe and the remaining 20% from the other continents / countries (Table 2).

Table 3. Annual Average Holiday Time Distributions of Participants

	N	%
Less than 7 days	6	5,7
Between 7-14 days	19	18,2
Between 14-21 days	33	31,7
More than 21 days	46	44,2
Total	104	100,0

Table 3 shows the average time spent on tourists for holiday purposes is examined the majority of the participants were determined to have a vacation time of more than 21 days (% .44,2). It was determined that 31.7% of the participants went out of the country for 14-21 days, 18.2% of them for 7-14 days and lastly 5.7% for less than 7 days.

Table 4: Breakdown of Participants Regarding Vacation time they spent in Turkey

	N	%
Less than 3 days	5	4,8
3-7 days	42	40,3
More than 7 days	57	54,8
Total	104	100,0

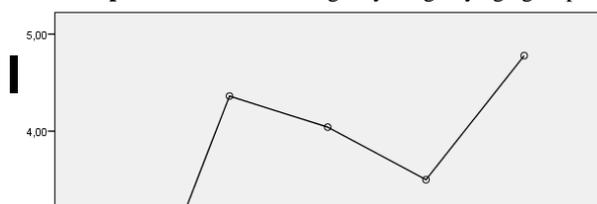
While 54.8% of participants prefer to vacation more than 7 days in Turkey, 40.3% of 3-7 days, while 4.8% prefers to make holiday less than 3 days in Turkey (Table 4).

Table 5: Distribution of Responses to Participants' Travel Agencies or Personal Plans

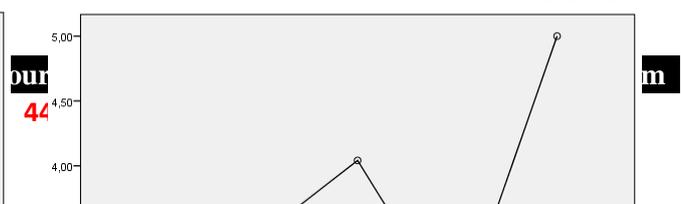
	Travel agency		Individual	
	n	%	n	%
Tour Organization	26	25,0	78	75,0
Accommodation Organization	31	29,8	73	70,1
Event Participation	18	17,3	86	82,7

As seen in Table 5, when the participants decided to travel; 25% prefer agencies, 75% prefer to do it individually. 28.8% of the participants wanted to arrange the accommodation by the agency, 70,2% of them do it themselves. The percentage of participants who want to determine the activities by agency during the holiday time in the destination center is 17.3%; the rate of participants who don't want to holiday plan by the agency is 82.7%.

Graph 1: Distribution of agency usage by age groups

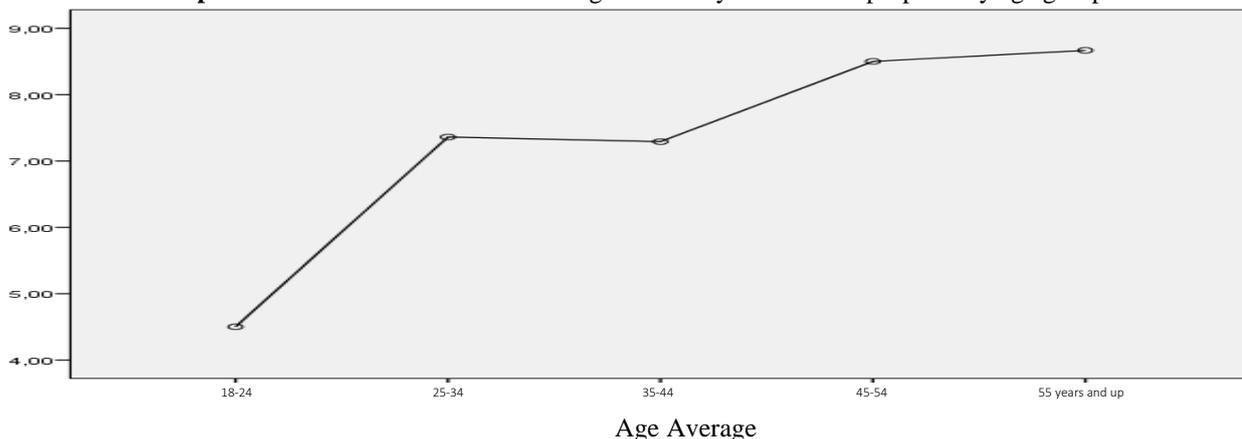


Graph 2: The distribution of the effect of advertising by age groups



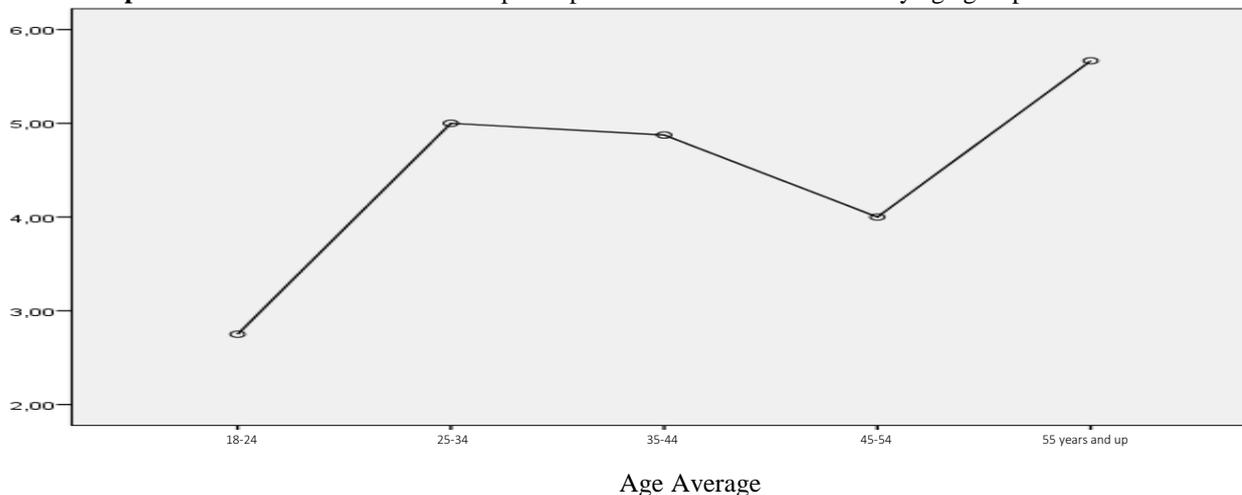
Graph 1 and 2 reflect the sources which are used more frequently by age groups as the source of information about the destination. According to Graph 1, travel agencies are used as a source of information for at least 18-24 years of age and the majority of agency use concentrates on 55 years and over. In Graph 2, participants in the 55 and over age group are considered to be the most active beneficiaries of the advertisements as the source of information; participants in the 18-24 and 45-54 age range do not prefer advertisements as a source of information.

Graph 3: Distribution of the rate of being affected by the familiar proposal by age groups



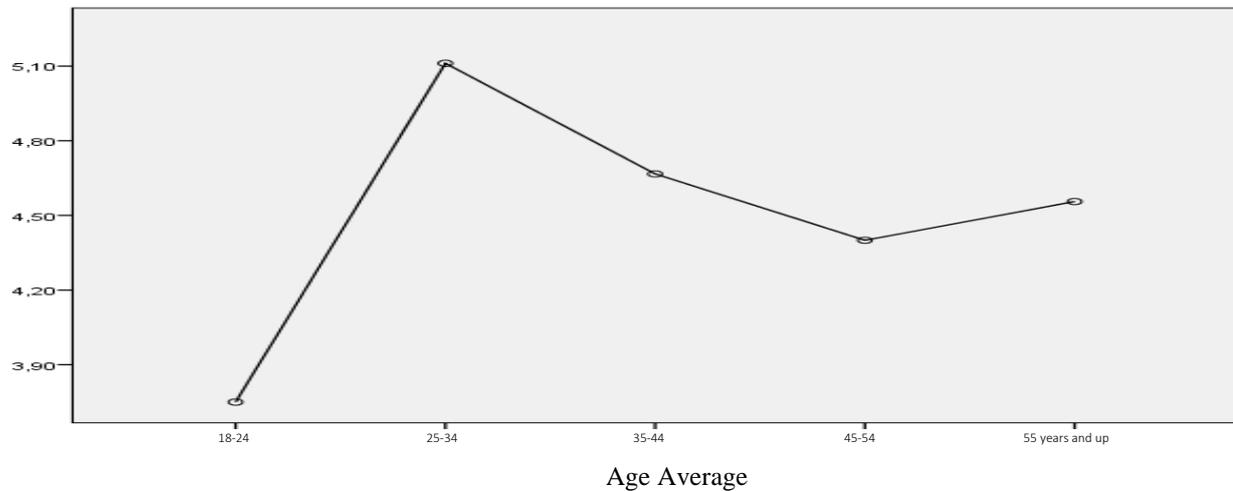
According to graph 3, which indicates how effective mouth-to-mouth marketing is, the rate of being affected by familiar / peer / relative advice is more than 55 years old and 45-54 years of age, the percentage of participants between the ages of 25-34 and 35-44 is moderately and the participants between the ages of 18-24 are rare.

Graph 4. Breakdown of the rate of the participants' affected to the internet by age groups



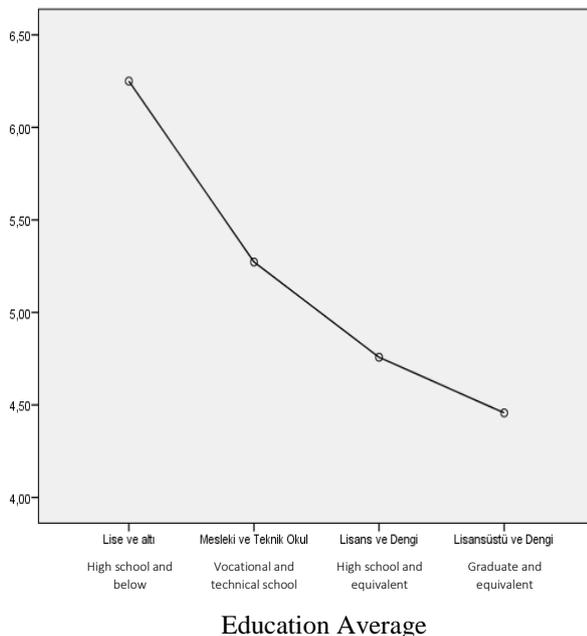
Graph 4 indicates that the use of the official website as a source is a preferred source of information in other age groups, except for its rare use in the 18-24 age range.

Graph 5: Distribution of direct communication-affected rate by age groups

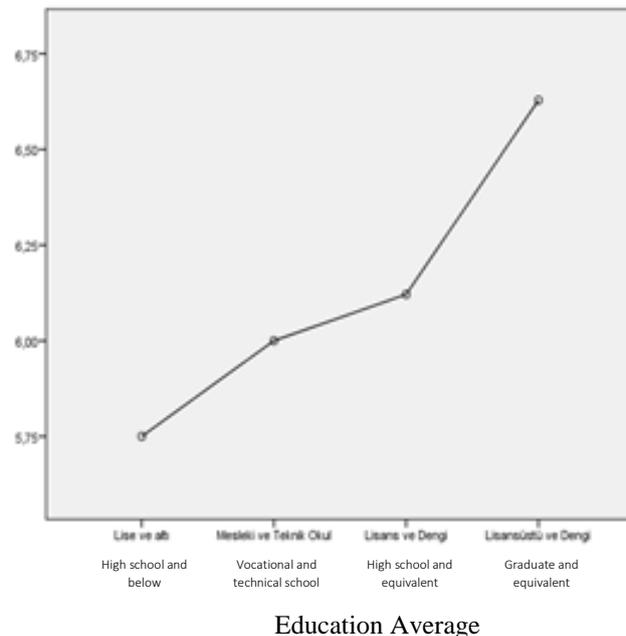


According to the graph 5, where the rate of preference of the direct communication source is analyzed, the 18-24 age range is the group that uses direct communication at minimum, while the 25-34 age range is the most used age range for this information source. Finally, age groups 35-44, 45-54, and 55 years of age indicate a moderate tendency to this information source.

Graph 6: Distribution of Direct Communication Affection Rate by Education Groups



Graph 7: The impact of site reviews on education groups

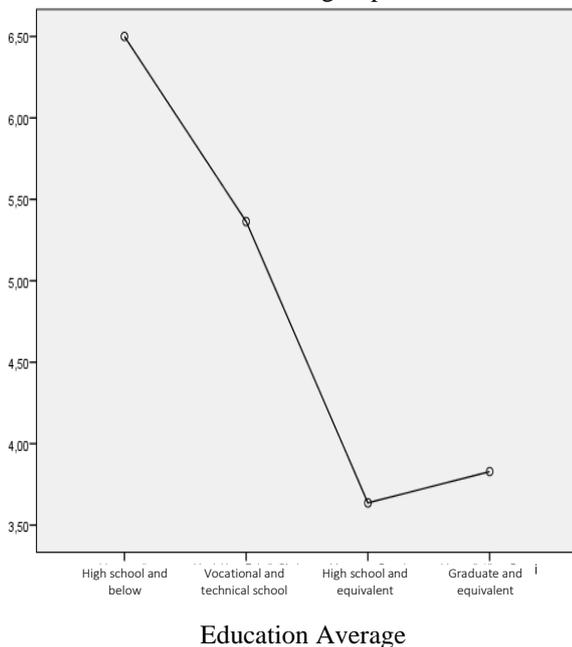


The graphs reflect the resources which the participants use more often according to their educational status as a source of information about the destination center they will go to. According to Graph 6, the most dense group using direct communication as a source of information is “high school or lower”, and the least group is seen as a “graduate” group. According to the chart 7, the rate of use of the site usage and its interpretations as an information source is analyzed. However, it is seen that high school and below use these comments as a source of information and the graduate education group uses this resource intensively. Therefore, participants with low levels of education prefer the direct communication channel where they can learn more easily, while participants with high levels of education may prefer site comments that include tourist experiences.

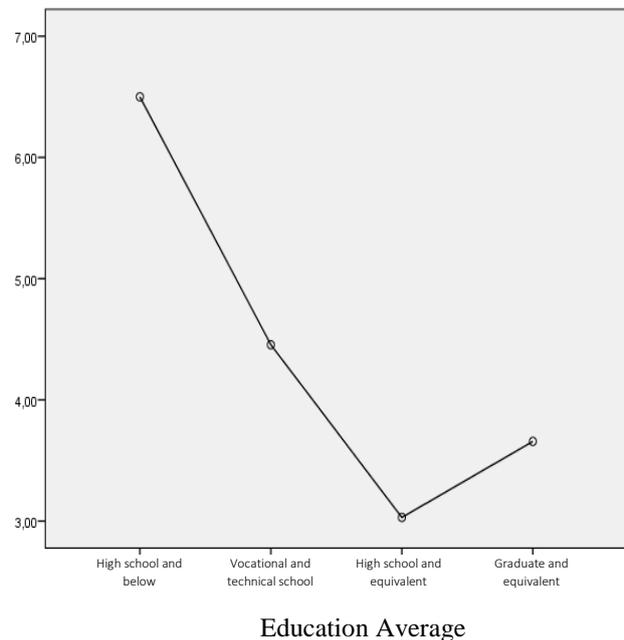
When the results of direct communication and site interpretations are used as the source of information, it is seen that the results obtained from the graph 6 and 7 are inversely related to the education level and the use

of these resources. As the level of education decreases, the use of these two sources increases and the use of these sources of information decreases as the level of education increases. The reason for this may be considered as language problems arising from educational level.

Graph 8: Distribution of agency usage ratio by education groups

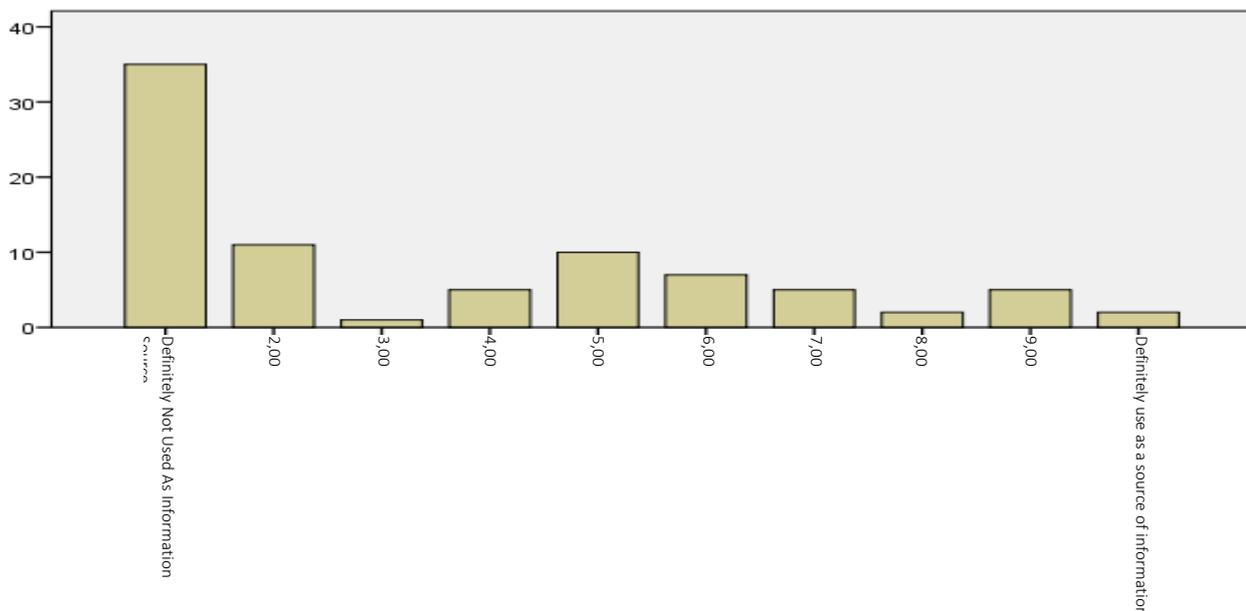


Graph 9: The distribution of the rate of affect by advertisements

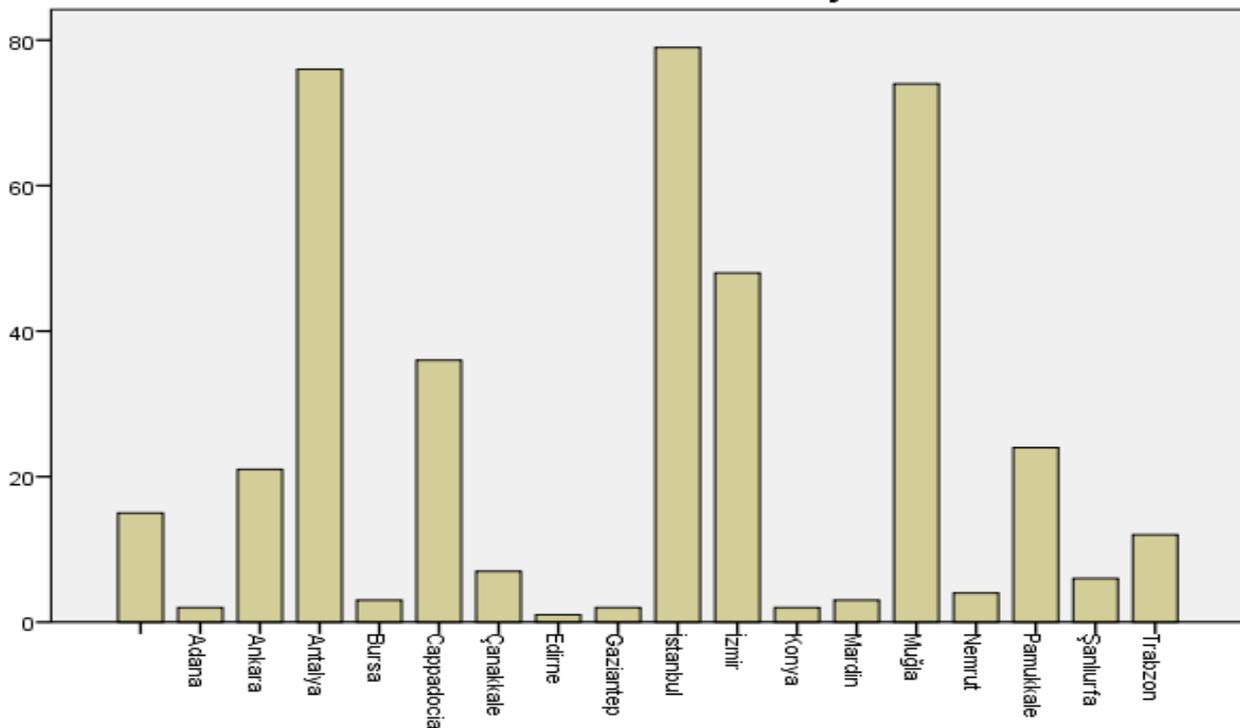


When the graphs 8 and 9 are considered, there are not major differences. In addition, it was observed that the participants in the high school and under-education group had higher rates of using agencies and advertisements as sources of information; it is observed that this trend has decreased as the level of education (undergraduate / graduate) increases.

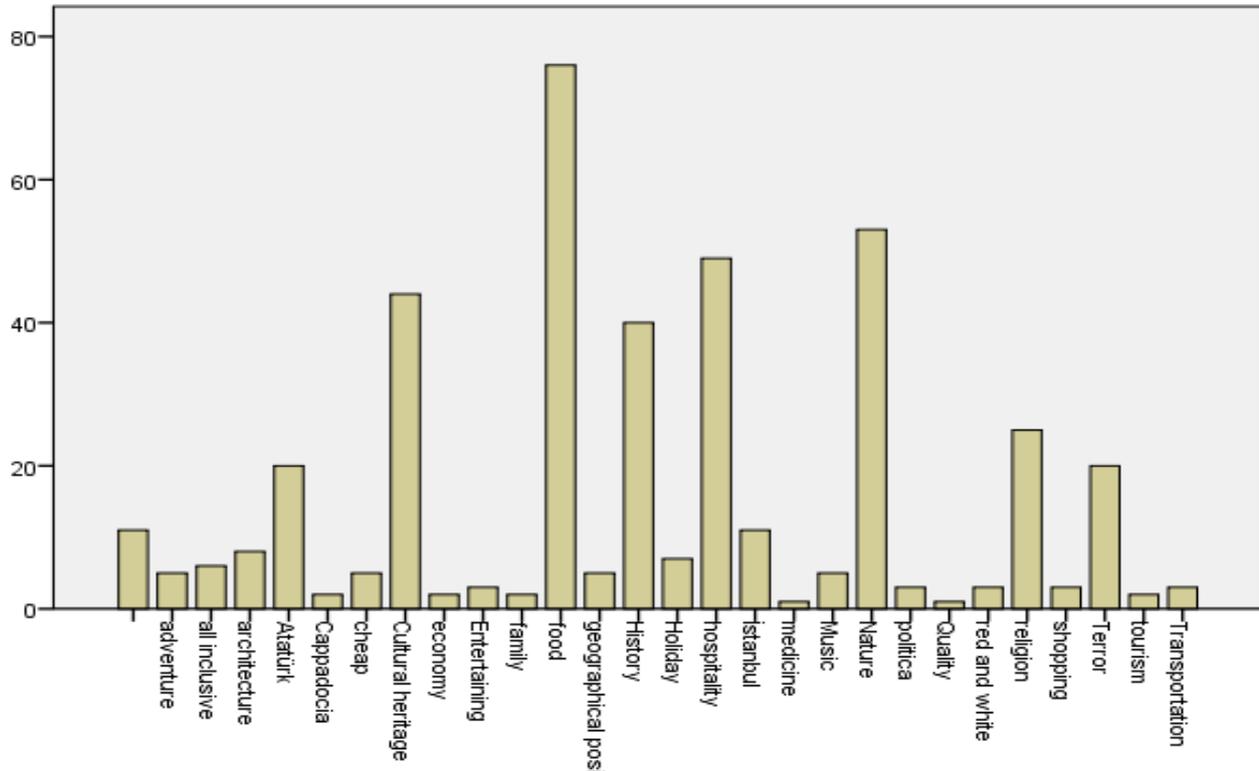
Graph 10: Distribution of the Participants as a Source of Tourism, Magazine / Brochure Usage



According to Graph 10, participants reflect how often they use tourism magazines / brochures for the promotion of destination centers as a source of information about their destination. When the graph is taken into consideration, it is observed that the majority of the participants (1: Absolutely not as a source of information 42.2%, 2: not prefer to use as a source of information 13.3%) do not use magazines and brochures as a source of information, while those who use it remain in the minority.

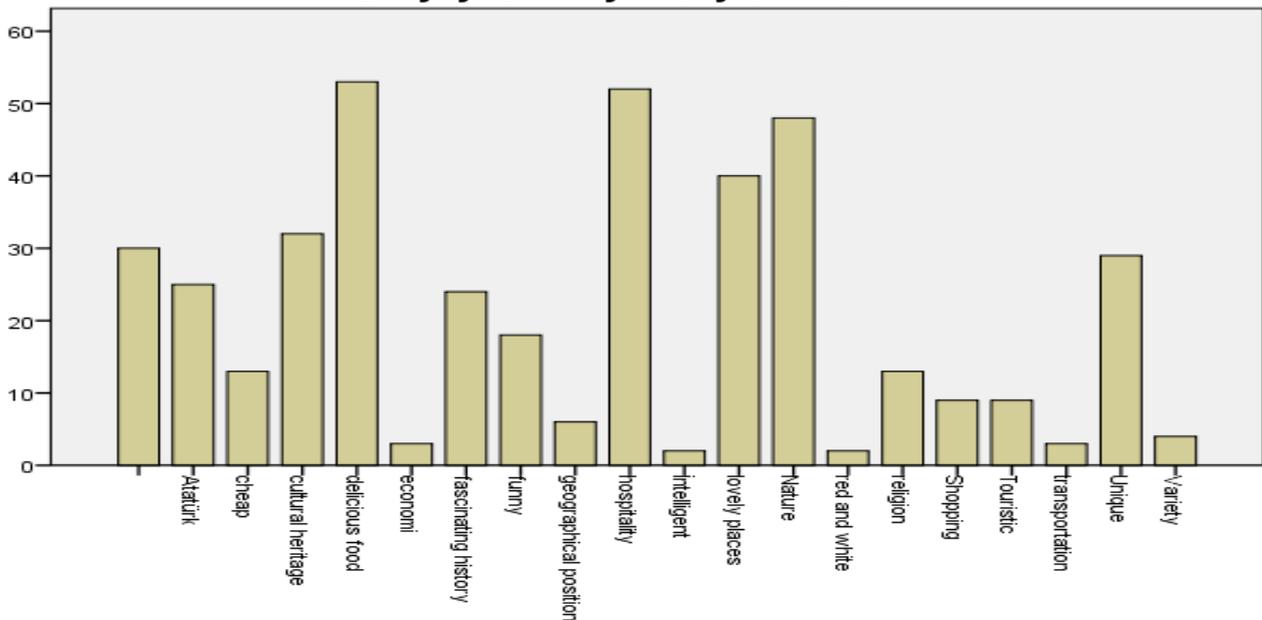
Grafik 11: Distribution of participants who answer “the required 5 places to see in Turkey”.

According to graph 11, respectively İstanbul, Antalya (Side, Alanya, Kemer, Belek, Manavgat), Muğla (Bodrum, Fethiye, Marmaris), İzmir and Cappadocia is the destinations to be seen necessarily in Turkey. Pamukkale, Ankara, Trabzon and Çanakkale destinations are recommended by participants as other destinations.

Grafik 12: Distribution of participants who answer "the 5 words that come to the mind when the mention of Turkey”.

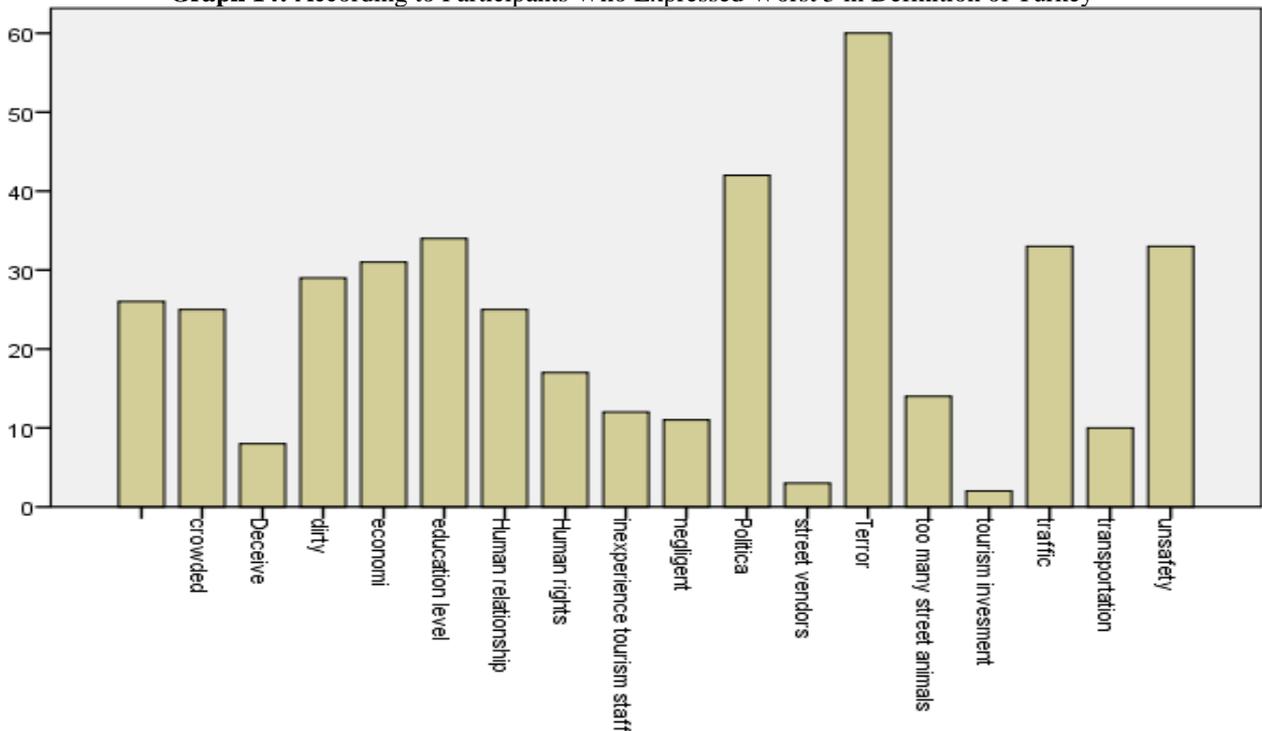
Graph 12 shows that when mentioned about the Turkey, the meal is the first word that comes to mind by participants. This is followed by Turkish hospitality, extensive cultural heritage deep history and Atatürk. Religion and terrorism have also been identified by participants with moderate frequency about Turkey.

Graph 13: Turkey Definitions of participants Top 5 Value



According to graphic 13 indicates that when mentioned about the Turkey, delicious food is the first word that comes to mind by participants. Then respectively hospitality, nature, lovely places and Cultural Heritage is the word.

Graph 14: According to Participants Who Expressed Worst 5 in Definition of Turkey



According to graph 14, the majority of participants due to internal turmoil that occurred in our country in recent years, it is seen that Turkey is portrayed as a terrorist country. Subsequently, respectively the policy states, they often emphasize the lack of foreign language education level, unsafe country image and traffic, the participants among the matters which he described as the worst faced by Turkey. One of the negative aspects of the graph is the country's economy.

5. CONCLUSION AND RECOMMENDATIONS

In this study, it is aimed to determine the perception of country-specific destination image from the point of view of foreign tourists in terms of presenting ideas to destination management employees and tourism stakeholders. According to the results of the survey used as data collection method, it is determined that the

visitors who visited the country have a high level of education and they have a career in their professions and they represent the 25-55 age range. Looking at the countries in which the visitors come, it is seen that the European countries are concentrated (72%). Turkey is seen as a country that can attract tourists from many different countries.

When we look at the information about the holiday periods of the visitors, it was found that the majority of them spent more than 21 days (44.2%) out of the country for holiday purposes and the holiday period spend in our country is between 3-7 days (40.3). Based on this information, in order to extend the duration of travel in our own country, we can give place to the applications which will make our destination more attractive. If the day range is adequate and appropriate for the stakeholders concerned; targeted travel time can be reached.

The reason why the use of travel agencies is less preferred is an important issue to be questioned in terms of the continuity of their agencies. On the other hand, it can be mentioned that informatics and technology is an important factor in the dissemination of individual tour planning. As a result of this, apart from mass tourism (sea, sun, sand) for visitors who come with different purposes, agencies may be considered less preferred. In addition, in the process of increasing the use of agencies, giving importance to individual tour organizations and carrying out studies in this direction may increase their orientation.

Considering which information sources were used before visiting the destination centers, it was seen that the 18-24 age range did not use a lot of agencies / advertisements and familiar proposal information sources, but it was concluded that visitors aged 55 and over benefited heavily from agencies, advertisements and acquaintances / peers. This may be due to the wishes of the participants to have a more comfortable tour planning, where all activities are carried out by the agency due to their age.

Even if the use of the official website as a source of information is rare in the 18-24 age range; It is seen that it is a source of information used by all age groups. More effective arguments (photos, videos, documents, blogs, visitor reviews, satisfaction surveys) can be added to these official promotional sites that are capable of addressing the entire age group in making the destination image more attractive and more preferable as a country.

When the relationships between the information source preference for education and destinations are examined, it is seen that the information sources obtained from the social platform are preferred as the level of education increases. The reason for this may be the lack of foreign language problems of the participants with low level of education and the harmony with the technology. Foreign interpretations written on the social platform are considered as sources of information that are ignored by the participants whose education level is low, because they cannot be understood due to the lack of language or because the use of these resources does not provide full information due to the necessity of compliance with the technology. On the other hand, as the level of education increases, the rate of use of information sources such as agencies, direct communication and advertising is decreasing. Therefore, in order to ensure an attractive destination image, promotional activities can be done by taking into account the educational level of the target market.

The purpose of the brochures and magazines, which are one of the tourism promotion tools, is to attract the attention of the tourists for the destination and to create a desire to see the destination closely by awakening the tourists (Alipour, Abbasi ve Ghavidel, 2012). According to the results, in order to use the promotional brochures and magazines of our country with more efficient, the logos can be designed to attract the interest of the tourists and the destinations themselves.

When the answers given to the question asked in order to determine which destinations are known to the visitors; It can be said that many places of our country are known by foreign tourists. Apart from the known destination centers in our country, there are also destinations with historical and natural beauties which are less preferred. In order to ensure the attractiveness of these destinations, as well as to make our tourist destination image more positive, new applications may be included to bring these destinations to the forefront. Promotional activities that we apply to known destination centers can be made more compatible with other destinations.

There is a need for the promotion of destinations in Anatolia (especially Eastern Anatolia, Southeastern Anatolia, Black Sea, Central Anatolia) with historical and natural beauty potential. The promotions of these destinations can be made more actively for attract more tourists to these areas. Thus, the arrival of tourists to certain regions of the country can be prevented a little. Because collecting tourists on top of the

carrying capacity of a destination center draws the negative country image of tourists in the course of time and leads to the reaction of local people. In order to eliminate these problems, promotional activities can be planned for other regions with an effective destination management.

When the answers given to the questions about the perception of the image created by the visitors are examined, it was determined that the country was perceived by the participants as very positive in terms of the local cuisine, and that in the pursuit of natural beauty, cultural attractiveness, it has been determined that the people have a positive image in terms of hospitality. Gastronomic tourism may be more effective in order to gain competitive advantage based on the liking of local culinary delights. Developing strategies that will reflect this culture to the tourists while preserving the food culture of the destinations specific to their regions, may also enable the development of destinations. In addition, the introduction of local dishes in the promotional brochures and videos, which are prominent in advertisements and promotions, can increase the attractiveness of the destination. Preserving natural assets and cultural values, building environmental awareness in tourists and local people makes these values sustainable. and the attraction of the destination will continue to increase.

In addition to the positive expressions, it is determined that the visitors have a negative perception of the country in areas such as terror, bad policy perception, traffic jam and trust problem. In addition, it is found that the country's education level, economy and human relations are also seen weak by tourists. Therefore, the necessity of new regulations in education, human relations, economy, traffic and politics and the necessity of appropriate promotion of them have been determined. In order to attract other tourists' attention several regulations must be considered. The use of more constructive language in foreign policy may make the country more sympathetic and increase the preferability for other countries. In order to reduce the traffic problem that is interpreted as problem, it is possible to prevent the transportation intensity by reviewing the superstructure and infrastructure by working in coordination with the required units. To emphasize the peaceful environment in the country in the international media can help to improve Turkey's image. Furthermore, writing books or making films at the international level that can reach wide audiences about the country can create an atmosphere of interest to the country.

One of the factors considered negative for the country is the unqualified tourism employee; the other is foreign language problem and education level. In order to prevent these statements that negatively affect the image of the destination, first of all, arrangements can be made for the work of qualified personnel who have received only tourism and similar training in the field of tourism. In addition, by revising the foreign language education given, the training of individuals at an early age by providing a more advanced English education can make the country image more positive. There should be more emphasis on foreign language education in tourism schools. Accurate understanding of this situation will guide the institutions for the English education system in the country.

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