



Effects of Tourism Development Problems on Tourist Satisfaction and Revisit Intention: Example of Adiyaman

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Abstract

The aim of the research is to determine the factors that affect the development of tourism in Adiyaman. In addition, it is aimed to reveal the impact of the factors affecting the development on the satisfaction of tourists and their intention to revisit. In the research, survey was used as a data collection tool. The local tourists visiting Adiyaman were focused on and 312 valid questionnaires were collected in total. Descriptive analyses, explanatory and confirmatory factor analyses, and structural equation analyses were performed on valid data. Based on the findings, it was determined that the problems in the development of Adiyaman tourism were gathered under six factors. These factors are named as (i) superstructure investments and quality, (ii) interaction, training and services, (iii) diversity of supply, plans and policies, (iv) infrastructure investments, (v) atmosphere and promotion of the touristic region, (vi) sustainable development. However, as a result of structural equality analysis, it was concluded that the direct effect of the factors affecting the development of tourism on customer satisfaction and intention to revisit is significant and positive.

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INTRODUCTION

The development of requests to participate in touristic activities has led to a significant increase in international mobility in the tourism sector. According to the data of World Tourism Organization (UNWTO), 1.4 billion people participated in tourism activities in 2018 and total tourism expenditures rose to 1.7 trillion dollars. The number of tourists is estimated to reach 1.8 billion in 2030 (World Tourism Organization (UNWTO), 2019). The impact of large-scale development and tourism on employment, income and production growth, closing the balance of payments deficits and reducing regional development disparities as a sector prepares the environment for the country to become a global power for national and regional growth and development. This situation makes it essential for the regions to develop their market-oriented initiatives from tourism. While development in tourist areas is influenced by the success in the management and marketing of attractions in the region (İpar & Doğan, 2013), it is closely related to the satisfaction of tourists visiting the region (Arıca & Sabbağ, 2019). In this context, the natural and artificial attraction elements that enable tourists to visit the region, the infrastructure and superstructure opportunities of the region, the interaction of the tourists with the local people during the experience, the services offered by the tourism enterprises operating in the region and the attitudes of the business employees and the opinions of the tourists in this focus are important (Kılıç & Pelit, 2004). The information obtained from the tourists regarding the structure and quality of the touristic supply sources has a critical importance in order for the touristic region managers to position the supply items on this axis, on the other hand, to determine the touristic-oriented development strategies, to improve and develop the existing strategies (İnan, Akıncı, Kıymalıoğlu & Akyürek, 2011; Kaşlı & Yılmazdoğan, 2012; Öztürk & Şahbaz, 2017). In this way, it is possible for the regions to obtain competitive advantage thanks to the holistic management by minimizing the problems that the tourist demand will encounter during the experience.

As a touristic region, Adıyaman has a rich potential in terms of tourism types such as cultural tourism, rural tourism, nature-based tourism and faith tourism. Scientific studies and statistical data on Adıyaman show that it has a tourism potential and has a touristic area that is open to development (Sabbağ, 2011; Ukav, 2012; Ukav, 2014; Ukav & Çetinöz, 2015; Arıca & Çorbacı, 2019). Although the region is suitable for tourism development in terms of tourism potential and infrastructure, it cannot get enough share from tourism movements. The common conclusion reached in the studies conducted in this context is on the axis that the touristic potential in Adıyaman cannot be utilized sufficiently (Ukav, 2012; Arıca & Çorbacı, 2019; Arıca & Sabbağ, 2019). Unconscious approach to tourism, unprofessional enterprises, lack of investment, lack of interest, lack of qualified staff, negative relations of stakeholders, lack of organization, infrastructure, transportation and publicity deficiencies are explained as the main causes of development problems (İKA, 2014; Trust & Kaygın 2015; Arıca & Çorbacı, 2019). This situation makes it necessary to determine the tourism problems and to determine the solution ways in Adıyaman, where the supply and income of tourists are not at the desired levels, although the supply opportunities are sufficient in terms of tourism. In this context, determining the factors affecting the development in the region and revealing the viewpoint of the tourists to the touristic problems in the region are important for the correct management of the development dynamics. At the same time, it is obvious that the determinations regarding the development problems will be encouraging for the improvement of the satisfaction level of the tourists and revisiting the region. The purpose of the research prepared from this starting point is to determine the factors that affect the development of the tourism sector in Adıyaman. In addition, it is aimed to reveal the effect of factors affecting the development on the satisfaction of tourists and revisiting. It is aimed to present a track for the sectoral stakeholders on the one hand and the researchers

on the one hand with the solution suggestions to be presented in the axis of the determinations to be made in this focus.

Development of Conceptual Framework and Hypotheses

Factors affecting and managing development in touristic regions

Tourism is seen as one of the effective sectors in raising the life level of a region and in the economic development of the people in question. While this effect created by tourism leads to the development of the relevant regions, it causes socio-cultural and political changes besides economic change. The most dominant of these changes are the economic effects. The effective role of tourism on developing economic benefits has been recognized by the touristic region managers and the managers have started to make intensive efforts to get more share from the tourism sector with the potential of income. In this focus, touristic regions should be able to improve themselves and reveal their differences from their competitors (İlban, Köroğlu & Bozok, 2008). Therefore, it is important for the regional administrators to know the strengths of the touristic region and to identify and develop and rehabilitation within this framework. In the literature, it has been determined that the development dynamics and the factors affecting the development differ from region to region while many investigations about the development problems of the touristic regions are made.

Akkılıç & Günelan (2007) evaluated the factors preventing the development of tourism in the region in his research on Edremit Bay (Ayvalık-Burhaniye-Edremit). Accordingly, respectively; it has been determined that factors such as insufficient transportation infrastructure and accommodation facilities, high price level, insufficient efforts for promotion of natural resources, the coastline of the region is not suitable for swimming and it is thought that more income will be obtained from agricultural products. İlban & Kaşlı (2011) in their researches on the factors that affect the development of tourism in Altınoluk, it is determined that product development, infrastructure and superstructure, attitude towards tourists, security, price diversification, marketing and private sector investment affect the development in tourism. Seçilmiş (2011) has identified the problems experienced within the scope of city tourism, which will increase the tourism potential of Eskişehir and provide more tourism income, and offered solutions in this context. According to the guests visiting Eskişehir, the most important problems affecting the development of tourism in the region are infrastructure and superstructure and product diversification. Besides, it has been determined that there are problems such as promotion, attitude and service quality. In another study, the factors affecting the development of tourism in Burhaniye were examined from the perspective of the local people. In the research, it was determined that attitude and behavior problems, especially the promotion and touristic infrastructure issues, second housing and security problems affect the development of tourism. In the research carried out by Kervankıran & Özdemir (2013) on Afyon, it was determined that touristic product diversity, lack of publicity, lack of public awareness of tourism, and lack of investment are the factors preventing the development of touristic regions. In the research carried out to reveal the structure of the problems affecting the development of tourism in Ayvalık, which is a typical domestic tourism destination, and to determine the relationship of these problems with loyalty to the touristic region, the problems affecting the development of tourism in Ayvalık; attitude and service quality problems, product diversification and planning-promotion problems, superstructure problems and infrastructure. In addition, local tourists do not pay attention to infrastructure and superstructure problems within the scope of loyalty to the touristic region. More importantly, it has been determined that the attitudes of employees and local people towards

tourists and the quality of service they receive are much more important (Yılmaz & Esen, 2015). Boz & Uğur (2015) examined the reasons of the poor development of tourism in Safranbolu in their studies and made some determinations in this direction. Accordingly, the opinion that public and local administrations in Safranbolu cannot provide adequate support for tourism development is dominant. It is concluded that increasing the quality levels of touristic products, reviewing the price policy in the region with local supply and demand-oriented trends, and using historical buildings that attract tourists as touristic facilities will increase the supply potential of tourism. In another study, the satisfaction levels of the guests coming to Hasankeyf regarding the attractions in the touristic region and the factors affecting this were examined. The results revealed that the satisfaction levels of the guests are high and they are especially satisfied with the general atmosphere of Hasankeyf, but the region is weak and the tourist satisfaction is low, especially in terms of touristic facilities and superstructure facilities. It has been determined that especially the insufficient number of accommodation establishments leads to inadequate touristic expenditures in the region and accordingly, the income of local people from tourism (Doğan, Ceylan & Tekin, 2015). Ünlüönen & Özekici (2017) examined the local people's view of the tourism phenomenon with their economic, cultural and environmental aspects. In the research, firstly, the options for increasing the accommodation facilities, carrying out promotional activities and improving the existing facility qualities were in the top three for the development of the tourism sector in Yozgat. It is predicted that Yozgat cuisine and thermal resources are more likely to be considered a touristic item than other sources.

In summary, the main factors that influence the development of tourism in a region are as follows: promotion and marketing problems, trained labor problems, infrastructure and superstructure problems, service quality problems, product development problems, price diversity problems, financing problems, private sector investment problems, attitude and security problems. The factors affecting the development of tourism may differ according to many variables such as the characteristics of the touristic region and the type of tourism offered the demand structure. In this context, determining the factors affecting development is important for developing marketing activities, determining consumer requests and needs, and organizing improvement and development activities in this direction (Emir & Avan, 2010).

The effect of factors affecting the development in the tourist region on the satisfaction of tourists

Customer satisfaction is the satisfaction resulting from the realization of the expectations of the customers regarding the product or service (Bayram & Şahbaz, 2017). Satisfaction is the gratification of the consumer with the expectation of a product or service before the consumer's purchase behavior and the experience after the purchase. In today's world, where competition has gained momentum, satisfaction has become an indispensable factor for the touristic regions within the scope of protecting the audience and increasing the numerical indicators. This situation has enabled to provide guest satisfaction in touristic regions as an important issue to be emphasized. The quality of supply potential and service performances in the touristic region are the primary determinants of customer satisfaction. As Nunkoo, Teeroovengaduma, Ringlee & Sunnasee (2019) states, the quality of the supply sources in the touristic region and the performance of all stakeholders will be satisfied if it meets and exceeds the expectations of the consumer, and if the expectations are not met, the consumer will not be satisfied. In this context, the opinions of the guests who travel to the touristic region regarding the touristic supply and potential in the region are important. While these opinions provide information at the point of touristic development, they mainly provide a trace

of the elements that will ensure customer satisfaction. As a matter of fact, there are findings in the literature that the development situation or problems in the touristic region affect guest satisfaction (Valle, Silva, Mendes & Guerreiro, 2006; Çakıcı & Özdamar, 2013; İpar & Doğan, 2013; Doğan et al., 2015; Şenbabaoğlu, 2016). It is true that the factors affecting the development of tourism on this axis have an impact on customer satisfaction. In this context, the answer to the hypothesis is sought in the research.

H₁: *Problems affecting development in touristic areas have a significant and positive effect on customer satisfaction.*

The effect of the factors affecting the development in the touristic region on the intention of the tourists to visit the region again

Customer loyalty is the unconditional commitment resulting from the positive attitude and repurchase behavior of the tourists in the tourist area (Sevim, 2018). In addition, customer loyalty is the behavior that guests' positive attitudes towards the touristic region result in repeated purchases and suggest their positive experiences to others (Yılmaz, 2005; Huang & Zhang, 2008). Loyalty is a result of the customer's continued satisfaction with an important product for him. While the development of loyalty expresses the development of the intention to revisit, it makes it possible to decrease the marketing costs of the touristic region, increase the income levels and obtain the competitive advantage (Kılıç, 2011). With the opportunities obtained as a result of the improvement of the visitor's trends in the touristic region, the way is provided to gain superiority in the market conditions. When the opportunities provided by the re-visit to the touristic regions are evaluated, it becomes important which elements in the touristic region encourage revisiting. In this context, supply sources in the touristic region, management and marketing of resources, service quality and product variety are of great importance in revisiting (Kotler, 2000). In the researches, it is determined that the intention to revisit is closely related to the touristic development in the region. In this context, it has been determined that the development of supply and demand in the touristic region is effective in the decision of tourists to visit again (Valle et al., 2006; Yılmaz & Esen, 2015; Işkın, 2017). It is true that the factors affecting the development of tourism on this axis have an impact on the intention to revisit. Based on these explanations, the following hypothesis has been developed:

H₂: *Problems affecting development in touristic areas have a significant and positive effect on the intention to revisit.*

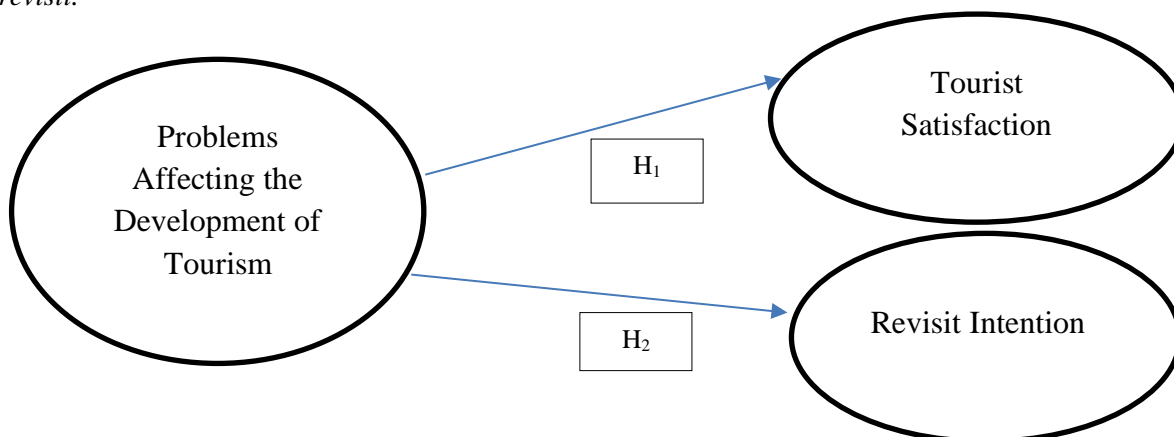


Figure 1. *Research Model*

Method

Purpose and Importance of the Research

The main purpose of the research is to determine the factors that affect the development of tourism in Adıyaman. In addition, it is aimed to reveal the effect of factors affecting development on tourists' intention to visit and revisit. In this context, it aims to identify and interpret the problems affecting the development of tourism in the region from the perspective of tourists. Determining touristic problems in the region from the point of view of the tourists is important in order to carry out the future planning and management activities effectively and efficiently.

The universe and sample of the research

The universe of the research is the tourists who visit Adıyaman. Adıyaman has many appeals within the scope of culture, belief, nature, sports and gastronomy tourism. The attractiveness of Adıyaman in Turkey makes it an important tourist destination. On the other hand, the touristic supply potential in the region cannot be used sufficiently. Despite the diversity in touristic supply potential, this potential cannot be used as a source of touristic supply. In this context, determining the touristic problems in Adıyaman becomes important for developing the potential of tourism for the future. In this context, the research focused on local tourists visiting Adıyaman. In the research, easy sampling method, which is one of the non-probability sampling methods, was preferred. Within the scope of this sampling technique, all tourists who want to answer the survey are included in the sample. The survey was carried out from April to September in 2019. According to the Ministry of Culture and Tourism data, the number of overnight tourists in Adıyaman is 187,000 during this period. As a result of the application, 321 questionnaires were collected. Nine questionnaire forms were excluded from the scope of the research because they contain incorrect and incomplete data, and evaluations were made on 312 valid questionnaires.

Data collection tool and data analysis

In the research, survey method was used as a data collection tool. The survey data collection tool, used in the research, consists of two parts. In the first part of the questionnaire form, there are expressions that make it possible to determine the perceptions of the tourists visiting Adıyaman regarding the problems affecting the development of tourism in the region, questioning the satisfaction levels of the tourists and making it possible to measure their opinions about revisiting. The expressions developed for the determination of the problems affecting the development in the touristic region have been adapted from the studies conducted by Seçilmiş (2011), İlban, Bezirgan & Yıldırım (2013), Çakıcı & Özdamar (2013), Yılmaz & Esen (2015). However, while the expressions of satisfaction were adapted from Arıca (2018), the re-visit expressions from Emir & Avan (2010) and Yılmaz & Esen (2015), which measure the intention to revisit, were integrated. Before starting the application, expert opinion on the questionnaire and expressions were taken and 36 statements were included in the measurement tool. It is prepared according to the five-point likert grading of the expressions, [(1) Strongly Disagree, (2) Disagree, (3) No Idea, (4) Agree, (5) Strongly Agree]. In the second part of the survey data collection tool, there are questions to determine the demographic characteristics of the participants.

Descriptive statistics, explanatory factor analysis and confirmatory factor analysis were performed in the solution of the research data. At the same time, structural equation modeling was used to determine the relationships between measurement models. Firstly, the frequency and percentage values of the demographic characteristics of the

participants were determined by using descriptive analysis. Descriptive factor analysis was applied to make a large number of expressions less, meaningful and independent factors. In the process of verifying this structure, confirmatory factor analysis was used, and structural equation modeling was used to determine the effect states of the model. In addition, in addition to these methods, the findings are tabulated and comments are made using the percentage and frequency method.

Analysis and Findings

Demographic Findings

As a result of the analysis of the demographic characteristics of the tourists, their ages were determined to vary between 18 and 71. It was found that the rate of male participants is higher than that of women and their educational status is relatively high. Data on the marital status of the participants show that the proportion of married and single tourists is close to each other. In addition, it was determined that most of the tourists work in the private sector and the public (76.9%), while household income is a variable income structure, 46% of the income level is relatively high (Table 1). More than half of the participants organized their travels through the agency (50.2%). In addition, it is another finding obtained in the research that the participants prefer to come to the region with their family and friends, and that cultural travels are in the majority.

Table 1. Demographic Features of the Participants

	Frequency	Percentage		Frequency	Percentage
Age			Household Income		
18-34	159	51.0	0-2000 TL	46	14.7
35-54	131	41.0	2001-4000 TL	121	38.8
55 and over	22	8.0	4001-6000 TL	108	34.6
			6001 TL and above	37	11.8
Gender			Travel Organized Format		
Female	116	37.2	Travel agency	157	50.3
Male	196	62.8	Individual	113	36.2
			Internet	42	13.5
Education			With whom did you travel?		
High school and below	109	34.9	Family	137	43.9
Associate and License	173	55.5	Friends	92	29.5
Postgraduate	30	9.6	Individual	42	13.5
Marital Status			Colleagues	22	7.1
Married	163	52.2	Tourist Groups	19	6.1
Single	149	47.8			
Occupation			Purpose of Travel		
Private sector	136	43.6	Culture	175	56.1
Public Sector	104	33.3	Occupation	61	19.6
House wife	33	10.6	Faith	41	13.1
Retired	19	6.1	Health care	20	6.4
Student	10	3.2	Family and Relative Visit	15	4.8
Unemployed	10	3.2			
Total	312	100	Total	312	100

Findings related to explanatory factor analysis

In the study, by examining the relationship of many variables with each other, the data were subjected to explanatory factor analysis in order to bring these variables together in groups. In the explanatory factor analysis,

firstly, it was checked whether the data met the conditions for compliance with the factor analysis. In the evaluation of the suitability of the data for factor analysis, there was no correlation coefficient below 0.30 in the correlation matrix, the KMO value was calculated as 0,902 and the Bartlett Sphericity Test was calculated as $p < ,001$. These criteria show that the data set is suitable for factor analysis and analysis can be continued. The Cronbach Alpha coefficient, calculated to determine the degree of internal consistency of the data set, was determined to be 0.918. In the research, varimax rotation method was preferred in order to determine the factor structure and interpret the factoring results. As a result of the analyzes carried out, common factor variance values were first examined and no value below 0.50 was found. Then, expressions that load multiple factors, have a load value close to more than one factor, and have overlapping load were evaluated, and the expression “*The promotions made for Adıyaman as a touristic region is not sufficient*” was determined to carry overlapping load and the analysis was repeated by excluding the expression dataset. As a result of the renewed analysis, while all the conditions were met, no overlapping load bearing was found. After conformity evaluations and modifications, the presence of a six-factor structure with an eigenvalue greater than 1 was determined (Table 2). In addition, based on the criterion that the variance explained by the scale should not be lower than 0.40 (Hinkin, 1995, pp: 978), it was found that the variance explained by all scales was 60.494%. From this point of view, it can be said that the variance explained in the multi-factor pattern is above the standards.

Table 2. Explanatory Factor Analysis Values Regarding Participants' Perspective on Problems Affecting the Development of Tourism

Factors and Expressions	Factor Loads	Eigenvalues	Variance Explained	Cronbach's Alpha Coefficient
Superstructure Investments and Quality		8.739	33.613	.820
Service quality is high in food and beverage establishments in Adıyaman.	.746			
The service quality is high in the accommodation establishments in Adıyaman.	.667			
The number of accommodation establishments in Adıyaman is sufficient.	.647			
The number of food and beverage establishments in Adıyaman is sufficient.	.600			
In Adıyaman, activities for tourists (such as entertainment, shopping) are sufficient.	.565			
In Adıyaman, recreational activities (such as tours, leisure activities) are offered for tourists.	.477			
Interaction, Education and Services		1.854	7.132	.801
The behavior of Adıyaman tradesmen towards tourists is positive.	.749			
Tourism business employees are educated.	.725			
Skills of tourism enterprises employees are high.	.589			
The local people's behavior towards tourists is positive.	.574			
In the city of Adıyaman, the services provided in general are sufficient.	.490			
The behavior of the tourism business staff towards tourists is positive.	.430			
Supply Diversity, Plans and Policies		1.541	5.928	.773
In Adıyaman, recreational activities (such as tours, leisure activities) are offered for tourists.	.751			
Policies should be made for the development of tourism activities in Adıyaman.	.739			
There is a variety of prices for individuals with different income levels in tourism businesses.	.687			
Planning for the development of tourism activities should be made in Adıyaman.	.655			

Table 2. Explanatory Factor Analysis Values Regarding Participants' Perspective on Problems Affecting the Development of Tourism (Continuation)

Infrastructure Investments		1.335	5.136	.829
In Adıyaman, city transportation is sufficient for tourism activities.	.845			
Intercity transportation opportunities are sufficient for Adıyaman.	.794			
The infrastructure facilities (such as water, energy, communication) of Adıyaman are sufficient for tourism activities.	.709			
Atmosphere and Promotion of Touristic Region		1.201	4.621	.764
Adıyaman has positive differences compared to similar touristic areas.	.740			
The touristic enterprises in Adıyaman are generally clean.	.708			
Promotional activities for Adıyaman are sufficient.	.666			
There is a safe environment for tourists in Adıyaman.	.595			
Sustainable Development and Price		1.057	4.064	.640
Attention should be paid to the protection of natural life in Adıyaman.	.805			
Historical and cultural attractions should be effectively preserved in Adıyaman.	.761			
The price of touristic services in Adıyaman is high.	.508			
Total Variance Explained		60.494		
Total Cronbach's Alpha Reliability Coefficient (%)		.918		
Kaiser-Meyer-Olkin (KMO)		.902		
Bartlett' Test of Sphericity		.000		

Findings related to confirmatory factor analysis

Confirmatory factor analysis was applied to measurement models in the first phase of structural equation modeling. Confirmatory factor analysis is a test method that is generally used in scale development and validity analysis or used in verifying a predetermined structure (Yaşlıoğlu, 2017, pp: 78). In the research, confirmatory factor analysis was applied separately in order to test the validity of the measurement models explaining the factors affecting the development of tourism, customer satisfaction and intention to revisit in Adıyaman. In this context, the construct reliability and explained variance values of the measurement models were calculated. The structural reliability of the measurement model, which affects the development of tourism in Adıyaman, is 0.89; the structural reliability of the tourist satisfaction measurement model was determined as 0.88 (Table 3). The structure reliability of the intention to revisit was found to be 0.90. As a result of the confirmatory factor analysis, the factors affecting the development of tourism in Adıyaman variance explained by the six-factor structure in the measurement model was 0.46; the variance explained by the building expressing the satisfaction of the tourists was 0.65; The variance explained by the intention to revisit dimension was determined as 0.70.

Table 3. Confirmatory Factor Analysis Findings

	Composite Reliability (CR)	Average Variance Extracted (AVE)	Square root of the AVE
Factors Affecting Development	0.89	0.46	0.678
Satisfaction	0.88	0.65	0.806
Intention to Revisit	0.90	0.70	0.836

Following the confirmatory factor analysis conducted for measurement models, structural equation analysis was carried out to determine the relationship and impact status between the measurement models. In this context, the

statistical significance of model data suitability was first evaluated by fit indices. The statistical significance of model-data suitability was evaluated by the factors that affect the development of tourism, the satisfaction models of tourists and the goodness of fit indexes in measurement models of intention to revisit. The Chi-square = 687,671 / Degrees of freedom = 416 (χ^2 / sd), which was found as a result of the analysis of the data, was calculated as 1.653. It has been determined that this value is within acceptable compliance criteria. In addition, following results have been found: TLI is 0.937; CFI is 0.943; GFI is 0.890; AGFI is 0.857 and RMSEA is 0.05 (Table 4). When the compliance values are examined, it is seen that the values are within the acceptable limits. This finding explains that there is no difference between the covariance matrix of the theoretically specified relational model and the sample covariance matrix, that is, it fits the sample data of the theoretically determined model.

Table 4. Fit Index of Measurement Models

Model Fit Indeks	χ^2/sd	p	TLI	CFI	GFI	AGFI	RMSEA
The effect of factors affecting the development of tourism on satisfaction and intention to revisit	1.653	.001	0.937	0.943	0.890	0.857	0.05

Convergence validity and discriminant validity techniques were used to determine the consistency and validity of the model. Convergence validity was evaluated by considering the variance explained by the measurement models. In this context, the factors that affect the development of tourism have been determined as variance 0.46, which is explained in the production measurement model; the satisfaction level of tourists is 0.65, and the variance explained by the building intention to revisit is 0.70. It is argued that the variance announced in the literature has a value of 0.40 and above is acceptable (Huang, Wang, Wu & Wang, 2013). Considering the variance explained by the measurement models, it is seen that the scale's convergence validity is provided. Secondly, the Fornell-Larcker criterion was used for distinctive validity. Accordingly, when multiple correlations of the structure do not exceed the square root of the explained variance, distinctive validity is provided (Huang et al., 2013). Findings regarding the discriminative validity are summarized in Table 5.

Table 5. Mean, Standard Deviation and Correlation Values of the Structure

	Mean	Standard Deviation	1.	2.	3.
1. Problems Affecting the Development of Tourism	2.88	0.679	0.678		
2. Satisfaction	3.18	0.970	0.621	0.806	
3. Intention to Revisit	3.29	1.003	0.631	0.787	0.836

After the validity and reliability of the measurement model evaluating the direct effect of the factors affecting the development of tourism on customer satisfaction and intention to visit again, research hypotheses were tested. In this context, the direct effect of the factors affecting the development of tourism on customer satisfaction and intention to revisit has been calculated and the values obtained have been specified in the model (See Figure 2). Accordingly, it is seen that there are direct effects between the measurement models installed from hidden variables in the road diagram. With regard to the findings of the research, the factors affecting the development of tourism have direct effects on customer satisfaction and intention to revisit. Accordingly, the factors affecting the development of tourism have a direct, significant and positive effect on customer satisfaction. The standardized regression coefficient between the factors affecting the development of tourism and customer satisfaction (H_1) is $\beta = 0.66$. In other words, a one-unit positive increase in the perceptions of tourists about the factors affecting the development of tourism will increase

the level of satisfaction by 0.66. The standardized regression coefficient between the factors affecting the development of tourism and revisit intention (H_2) determined ($\beta=0.66$). Accordingly, a one-unit positive increase in the perceptions of tourists about the factors affecting the development of tourism will increase 0.66 units on the intention to revisit.

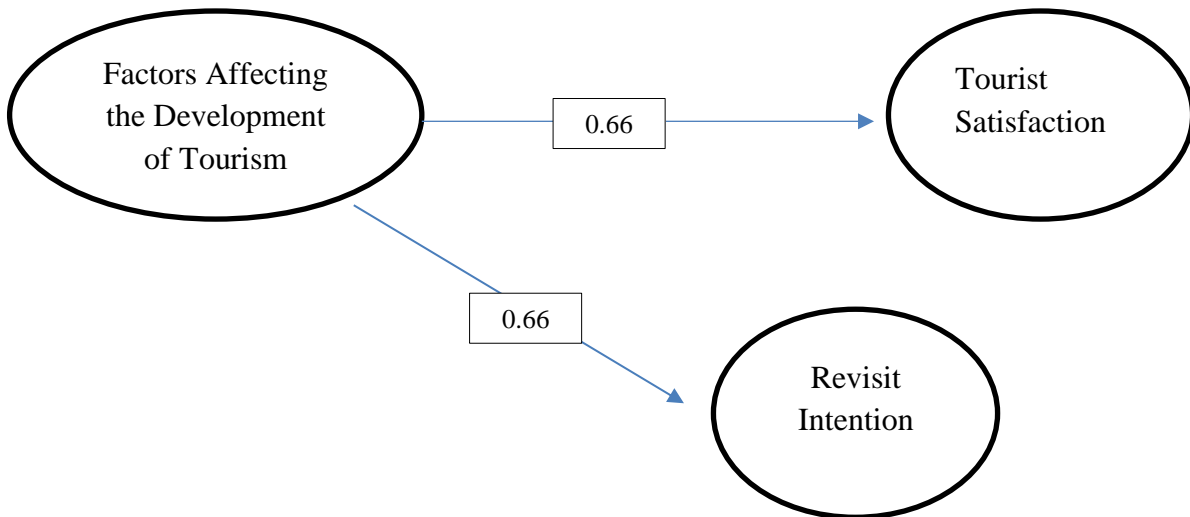


Figure 2. Research Model

Conclusion and Discussion

Theoretical conclusions and discussion

The economic and social impacts created by the changes in tourism in recent years have revealed the necessity of closely monitoring the sector. In this respect, it is important to examine the demands of the tourist products, the factors that affect the satisfaction of the tourists and the intention to revisit the touristic regions, and to program the activities for this purpose. In this study, the elements affecting the development of tourism were determined in the example of Adiyaman and the effects of these elements on tourists' satisfaction and revisiting intentions were determined.

According to the results of the research, more than half of the tourists are individuals who belong to the young and middle age group. In addition, the numbers of male and female, married and single tourists are close to each other. It has been determined that the educational status of the tourists is relatively high. However, it was concluded that most of the tourists are busy with a job and most of them work in the private sector and public sector. Similarly, while household income is variable, it is determined that tourists have a relatively high income. It has been determined that tourists travel intensely to the region with organized tours and more than half of the trips are realized through agencies. In addition, it was concluded that the participants preferred to come to the region with their family and friends and that cultural travels were intensive throughout the entire trip.

The results of the research show that there are six factors that affect the development of tourism in Adiyaman. These factors are; (i) *superstructure investments and quality*, (ii) *interaction, education and services*, (iii) *diversity of supply, plans and policies*, (iv) *infrastructure investments*, (v) *atmosphere and promotion of the touristic region*, (vi) *sustainable development*. These results overlap relatively with the literature. In some research, it has been determined that superstructure investments and quality are the factors affecting the development of tourism (Akkılıç & Günelan, 2007; İlban & Kaşlı, 2011; Seçmiş, 2011; Doğan et al., 2015; Yılmaz & Esen, 2015; Ünlüönen & Özekici,

2017). In some of the studies, it was determined that the weakness of the region affected the development in terms of touristic infrastructure investments and quality (Akkılıç & Günalan, 2007; İlban & Kaşlı, 2011; Seçmiş, 2011; İlban et al., 2013; Yılmaz & Esen, 2015). Also determined in the research, the fact that sustainable development, the protection of resources in the region, the price level and diversity affect the development is confirmed in many studies. Accordingly, Akkılıç & Günalan (2007), İlban & Kaşlı (2011), Boz & Uğur (2015) determined the price levels and the absence of price diversity as factors affecting the development of tourism. In addition, it has been determined in the literature that insufficiencies in the protection of natural resources affect the development of tourism (Akkılıç & Günalan, 2007; Ünlüönen & Özekici, 2017). Along with all this, the touristic atmosphere (Doğan et al., 2015), promotional activities (Akkılıç & Günalan, 2007; İlban & Kaşlı, 2011; İlban et al., 2013; Kervankıran & Özdemir, 2013; Yılmaz & Esen, 2015; Ünlüönen & Özekici, 2017) The result of the diversity of supply (Kervankıran & Özdemir, 2013; Yılmaz & Esen, 2015) affects development is the supported and overlapping aspect of the research in the literature. In addition, a determination has been made in the literature that the security problem affects tourism in the regions (İlban & Kaşlı, 2011). However, in the current study, it is seen that tourists do not have any concerns about the security problem. This result constitutes the differentiation of the research with the literature.

When the effect relationships were examined, it was found that the factors affecting the development of tourism had a positive effect on the satisfaction and intention to visit again. Namely, as tourists' perceptions of the problems increase, their satisfaction with experience and their intention to revisit the region decrease. Namely, as tourists' perceptions of the problems increase, their satisfaction with experience and their intention to revisit the region decrease. As a matter of fact, Yılmaz & Esen (2015) determined that the problems affecting the development of tourism negatively affect the tourist loyalty and therefore the intention to revisit. Doğan et al., (2015), on the other hand, found that the increase of problems reduced the satisfaction of tourists. These results explain the overlapping aspects of research and literature.

Managerial conclusions and discussion

Adıyaman faces deficiencies in terms of economic indicators. Industry and agriculture sector are not at the desired level. Accordingly, negativities such as low income level, high unemployment rate and high migration to other provinces, widespread seasonal workmanship increase the importance of tourism sector in Adıyaman's economic development. Adıyaman has a tourism region identity that has tourism potential and is open to development (Arıca & Çorbacı, 2019).

Adıyaman is a touristic region where tourists travel for cultural tourism. As seen in the research, almost 60% of the tourists come to the region for cultural tourism. On the other hand, Adıyaman, which has been a cradle to various civilizations in history, has the capacity to apply belief, health, sports, bird watching, trekking, hunting tourism together with cultural attractions. Thus, the development of various touristic products, the recovery of the touristic products that can be offered to the tourism market from a one-dimensional structure, will contribute to the development of the region's share in the tourism market. Similarly, most of the tourists visiting Adıyaman are married and have participated in tourist activities with the family. Therefore, while producing alternatives to cultural tourism, this structure should be taken into consideration and measures to protect the values in the region should be observed. In addition, considering the fact that the tourist demand structure is married and family oriented, while promoting and marketing for potential groups, the development of touristic supply opportunities for the tourist groups

known as young and old will contribute to the development of regional tourism. Given the fact that more than half of the tourists are low and middle income, it is important to carry out investments and product planning in the province on this axis and to develop strategies focused on attracting high income tourists to the region.

Factors affecting the development of tourism in Adıyaman (i) superstructure investments and quality, (ii) interaction, education and services, (iii) supply diversity, plans and policies, (iv) infrastructure investments, (v) atmosphere and promotion of the touristic region, (vi) has been identified as sustainable development. Regarding these factors affecting the development of tourism, it is important to organize and manage improvement and development activities in this direction (Emir & Avan, 2010). It has been determined that there are problems regarding superstructure and superstructure investments and quality in Adıyaman. This indicates that infrastructure and superstructure investments are needed in the touristic region. The identification, elimination and completion of the deficiencies related to the infrastructure and superstructure of the region related to the development of tourism will contribute to the adequacy of the supply resources in order to meet the demand arising from foreign tourism. Therefore, it is obvious that the attempts of local administrations in the development of infrastructure and superstructure will positively affect the development of tourism in the region. In addition, tourists state that they have problems focused on the atmosphere and promotion of the region. As İlban & Kaşlı (2011) stated, it is not possible for countries or regions where marketing activities cannot be carried out effectively. Although the supply possibilities are touristic enough, the most important problem of the touristic regions that cannot attract tourists at the desired level is experienced in the field of marketing. In this context, it is essential for local administrations and tourism business managers to carry out the necessary promotional activities for the solution, to establish a promotion union that will contribute to the development of marketing promotion and marketing, and to carry out more effective and productive promotion activities by ensuring the participation of all stakeholders. Another problem is the protection of touristic resources that will enable sustainable development in the region. For the planned sustainable development in the region, sustainability in terms of social, cultural, environmental and architectural aspects and cooperation of public, sector, non-governmental organizations and local people is required (Duran & Özkul, 2012). In addition, another dynamic of sustainable development is the price levels and variety of products and services in the region. In this axis, considering the income of the tourists visiting the region at a moderate level, revising the price policy and providing price diversity that will appeal to all potential tourist classes will support the development. From the point of view of tourists, the touristic diversity subject to marketing activities in Adıyaman is insufficient. At the same time, considering the determination that most of the tourists visit the region within the scope of cultural travels, it is seen that there are deficiencies in the differentiation of touristic attraction sources in the region. However, it is a fact that Adıyaman, with the tourism potential that it has carried for forty years now when Turkey began to move in the domestic tourism, has always made its name heard. However, while the tourism activities in the region have seasonal characteristics, the region functions as a transit point in the tours carried out during peak periods. On the other hand, there is a supply potential to serve different types of tourism in the region, especially trekking, hunting, bird watching and faith. In this context, product differentiation efforts are required for the region to take on a competitive structure. While product differentiation activities will enable touristic activities to be produced as alternatives to cultural tourism, it will also enable the development of alternative price practices in the region, thereby developing differentiated product prices so that tourist consumers from different income groups can purchase the product. In addition, in the research, it has been determined that there are quality problems in the communication and interaction

of the local people with tourists and in the service delivery. By conducting training activities that will create tourism awareness in the local community, tourism can be directed with the right planning with the support of non-governmental organizations and a professional formation formed by tourism enterprises (Cebe, 2016; Giritlioğlu & Sönmez, 2018). At the same time, given that the quality of the service provided to tourists is closely related to the quality of the personnel, it is obvious that the service quality will increase in service enterprises employing qualified and trained personnel. Therefore, it is important to take initiatives to increase the employment of the trained workforce in the sector.

Determining the ideas, satisfaction levels and intention of revisiting the tourists coming to the touristic regions in the region is extremely important for the effectiveness of management and marketing activities. In the research, the factors affecting the development of tourism in the region were determined from the perspective of the tourists. In the research, the factors affecting the development of tourism in the region were determined from the perspective of the tourists. In future studies, evaluation of these problems by different stakeholders and determination of solution suggestions will be important in the context of holistic perspective on the subject. Particularly, the views of stakeholders, who have an important position in the supply of tourism, will serve as a guide to make determinations regarding the future situation.

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