

**Destination Personality, Satisfaction, And Tourist Future  
Behavior: The Case Of North Cyprus**

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Submitted to the  
Institute of Graduate Studies and Research  
in partial fulfillment of the requirements for the Degree of

Master of Science  
in  
Tourism Management

Eastern Mediterranean University  
August 2013  
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

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## **ABSTRACT**

Going through application of destination personality in North Cyprus and finding about the essence of its relation to tourist satisfaction, and tourist behavior, considering the moderating effect of tourist motivation on relation between destination personality and tourist satisfaction as the main aim of this study.

This study focused on two aims: 1) the relationship between destination personality adopted from Aaker (1997) personality scale in tourism realm \_ North Cyprus\_ due to tourist feeling of satisfaction and consequently their intention to revisit North Cyprus as a destination and also their intention to recommend it to others which is illustrative of tourist future behavior, 2) how tourists' motivation factors as a moderator affect the relationship between destination personality in relation with tourist feeling of satisfaction. The study shows that there is no direct and significant relationship between destination personality and tourist's satisfaction. The reason may be rooted in what Ye (2012) during his study claimed that since the personality traits of Aaker (1997) brand personality scale is peculiar for business section it is probable and possible that not all of those traits be significant and sensible in tourism and destination dimension. Regarding the intention of tourist to recommend and revisit the destination is affected significantly and directly by tourist's satisfaction. So destination personality according to anthropomorphism theory and the sense and the tie created between tourist and destination leads in attracting more tourists.

**Keywords:** Destination Personality, Tourist Future Behavior, North Cyprus

## ÖZ

Çalışmanın temel amacını; KKTC'nin destinasyon kişiliğinin ve turist tatmini,davranışı ile olan ilişkisini ve turist motivasyonunun destinasyon kişiliği ve turist tatminindeki aracı etkisinin ortaya konması oluşturmuştur.

Çalışma temel olarak iki amacı hedeflemiştir. Bunlardan ilki; Aaker 'a ait (1997) destinasyon kişiliği ölçeğinin turizmde ve bir destinasyon olarak KKTC'de uygulanması ve turist tatmini ve ileriye dönük turist davranışlarına etkisinin ortaya konmasıdır. Çalışmanın bir diğer amacı ise turist motivasyonunun destinasyon kişiliği ve tatmini arasındaki aracı rolünün ortaya konmasıdır.

Çalışmanın sonuçlarına göre destinasyon kişiliği ile turist tatmini arasında doğrudan bir ilişki yoktur. Bu sonuç literatürdeki çalışmalarda (Ye, 2012) söz konusu ölçeğin işletme alanına uygunken turizm ve özellikle de destinasyonlara uyarlanmasının çokda anlamlı olmayabileceğini desteklemektedir. Çalışmanın bir diğer sonucu ise gelinen destinasyonu ilerde tavsiye etme ve tekrar ziyaret etmenin turist tatmini ile doğrudan ve anlamlı ilişkisi olduğudur. Dolayısıyla antropomorfozyum kuramıyla paralel olarak destinasyon kişiliğinin kanalıyla turist ve destinasyon arasında kurulacak bağın turist akışını pozitif yönde etkileyebileceğini desteklemektedir.

## **To My Family**

## **ACKNOWLEDGEMENT**

It is with a lot of gratitude and appreciation that I acknowledge the help of my supervisor, Assoc. Prof. Dr. Ruchan Kayaman, who has helped me to complete this thesis. He has supported me throughout the entire process. I greatly appreciate him for all the hours he spent reading my work, writing useful comments, and helping me to improve my thought and abilities.

Likewise, I would also like to express my gratefulness to my lecturers: Prof. Dr. Mehmet Altınay and Prof. Dr. Osman M. Karatepe, and Assoc. Prof. Dr. Habib Alipour.

I must express my profound thanks to my parents, without their support, I would not have achieved this stage. Last, but not least, I would also like to thank to my friends, I have learned many things from them.

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# Chapter 1

## INTRODUCTION

### 1.1. Statement of the Problem

In the global market, considering the tourism industry and the global competence in order to attracting more tourists and customers marketers try to provide destination with practices on destination personality and destination branding. Defining brand personality as characteristics which are found and known as mutual between the tourists as customers and the destination, the effort is to apply activities and researches to make a destination unique to be capable of attracting more tourists to that destination (Ekinci & Hosany, 2006).

Tourists evaluate a destination due to the personality characteristics and attributes they feel is in mutuality between their own personality and the destination. So destination personality is used in studies in order to find out about the perception a tourist has through experiencing a destination so destination personality here can be assumed as a metaphor (Caprara, Barbaranelli & Guido, 2001; Crask & Henry, 1990; Morgan, Pritchard & Piggott, 2002; Triplett, 1994; cited in Ekinci & Hosany, 2006).

This study is designed to find the answers of its assumed hypothesis based on applying Aaker's (1997) scale of brand personality (BPS). According to Ekinci and Hosany (2006), there is ambiguity and lack of a common way or model to study on application of personality attributes and using them in order to be able to describe the

products. So Aaker (1997) tried to propose a model in favor of removing these limitations. Aaker (1997, cited in Ekinici & Hosany, 2006) defined brand personality as a set of characteristics which are belonged to human but related to a product or brand. So brands will be explained by some intangible characteristics. The same as what is seen in some cases that some brands or products are described by some humanistic characteristics such as when Malborow called as a masculine, or Levi's jeans as rugged, destinations also recognized by these characteristics which are peculiar to the human. For example when Paris described as romantic or Spain as a friendly and family oriented destination (Morgan & Pritchard, 2002, cited in Ekinici & Hosany, 2006), destinations are described through features and attributes of a human (Ekinici & Hosany, 2006).

The main scale which used in this study is Aaker's (1997) Brand Personality Scale (BPS), and the brand personality originated in some ways in Theory of symbolism (Ekinici & Hosany, 2006). Moven (1990, cited in Ekinici & Hosany, 2006) believes that a customer purchases a product and prefers it if he/she finds that this product is in mutuality with him/ her and in a way extend him/her. So according to the symbolic value a product owns, the behavior of purchasing of a customer is motivated. Flowingly, Brown (1992, cited in Ekinici & Hosany, 2006) in a study revealed that there is the same procedure in tourism industry also. He state that between what a tourist experience in a destination and the tourist is a relationship which is affected by symbolic features which that destination communicate as well as its physical characteristics.

The main theory which is used in this theory besides using the BPS model of Aaker (1997) is Anthropomorphism theory. Epley, Waytz, and Cacioppo (2007), defined anthropomorphism as a tendency through which a person inspires and saturates nonhuman agent' behavior which is imagined, with emotions, motivations, characteristics, and emotions specified to human. Gray, Gray, and Wegner (2007, cited in Epley, Waytz, & Cacioppo, 2007), the acts of attributing human characteristics to real or imagined nonhuman agents (Epley, Waytz, & Cacioppo, 2007), is somehow in perception of mind including conscious experience, intentions, and metacognition. Leyenz et al (2003, cited in Epley, Waytz, & Cacioppo, 2007), stated that anthropomorphism consists the issue of associating forms, characteristics and emotions of human to nonhuman agents.

Ekinç and Hosany (2006) studied on destination personality and applicability of Aaker's (1997) brand personality scale since they believed that there was not enough research in order to find out different dimensions of destination personality although its concept is known broadly. Due to this issue and also the absence of any study in north Cyprus based on destination personality and the importance of tourism industry for this island, this study goes through study on destination personality and tourist behavior in North Cyprus.

## **1.2. Aims and Objectives**

Going through application of destination personality in North Cyprus and finding about the essence of its relation to tourist satisfaction, and tourist behavior, considering the moderating effect of tourist motivation on relation between destination personality and tourist satisfaction as the main aim of this study, it should be noted that this study is done based on Ekinç and Hosany's (2006) study was done

in European destination (Spain, Belgium, France), and Kim and Lehto (2012) study on destination personality in case of North Cyprus..

### **1.3. Contribution of the Study**

This study will go through filling the existed gap in realm of destination personality study in tourism destination and the lack of study on destination personality in North Cyprus.

This study will try to reveal the future behavior of tourists who visit North Cyprus through focusing on the probable existing relationship between destination personality and tourist satisfaction and the moderating effect of motivation which tourists have to decide to travel to North Cyprus on this probable relationship. The probable relationship between tourist satisfaction and his/her future behavior will be also studied and discussed also. What will covered also will be the probable direct relationship between destination personality and tourist future behavior in North Cyprus. There were studies by Ekninci and Hosany (2006), Chen and Phou (2013), and Kim and Lehto (2013) did studies on destination personality, tourist satisfaction, and also perceived characteristics of destination personality in Cambodia, South Korea and Australia. Yoon and Uysal (2005) also studied on effect of motivation on tourist satisfaction in North Cyprus. But there is no study on destination personality in North Cyprus. The other aspect of originality of this study is the considering the effect of tourist motivation including push and pull factors on the relation between destination personality and tourist satisfaction as a moderator.

What should be highlighted here is that the findings of this study can provide ministry of tourism in North Cyprus and all agencies and responsible principles to be

aware of the perceptions and attitudes, and needs of the tourists visit this Island about its characteristics and be able to try in achieving better guidelines and tactics to attract more tourist through making this touristic island as a unique destination.

#### **1.4. Outline of the Study**

This study includes seven chapters. Covering the statement of the problem, significance of the study, and aim of this study, generalized and brief information about this study is mentioned in chapter one. Chapter two includes a brief history, location, some cities, and attractions of North Cyprus. It also covers information about North Cyprus famous cities and characteristics also.

Chapter three focuses on some necessary and clarifying definitions of this study's concepts; including, destination branding, brand personality, destination personality, measuring destination personality, tourist satisfaction and behavior, anthropomorphism theory, and pulls and push factors. Chapter four gives information about the proposed model based on which this study will be conduct.

Chapter five consists of the complete methodology the study was done such as information about sampling, instrument, and data collection. Chapter six give complete information on the results and finding of the study.

To summarize the finding of the study, chapter seven presents the discussion and conclusion of the study along with the theoretical and managerial implication of the study.



## Chapter 2

### TOURISM INDUSTRY OF NORTH CYPRUS

#### 2.1. North Cyprus

North Cyprus (Kuzey Kıbrıs Türk Cumhuriyeti), which is officially called Turkish Republic of Northern Cyprus (TRNC), became a declared state since 1974 due to the tension occurred between Greece and Turkey. This Island with North Nicosia as its capital city is located in geographical situation of 35°11'N 33°22'E. Extending from North East- tip of the Karpas Peninsula-, Northern Cyprus continues to westward where there are Morphou Bay and Cap Kormakitis. Toward south, Northern Cyprus runs to Louroujina (Akıncılar). Having total area of 3355 km<sup>2</sup>, consisting % 2.7 water, Northern Cyprus had population of 294,906 in 2011. Now, the language spoken in Northern Cyprus is Turkish and their currency is Turkish Lirasi.<sup>1</sup>



Figure 2.1 Geographic Map, North Cyprus

## **2.2. Northern Cyprus Geography and Climate**

Cool and rainy winters (especially from December to February), with rainfalls of annually 60 percent<sup>2</sup>, provide rivers in Cyprus filled with water and compensate the dryness caused during hot summers. In Cyprus a short, usually windy and stormy spring is followed with a hot summer. Sirocco, a wind from northwest which reaches Cyprus from Africa brings a phenomenon for this Island called Poyraz which is experience just in some parts of it. Cyprus has stormy autumn which is short the same as its spring.

## **2.3. Northern Cyprus Economy**

Education, trade, tourism industry, and manufacturing form the service sector of Northern Cyprus which controls the economy of Northern Cyprus. It was stated that %69 of GDP in Northern Cyprus was based on these service sectors. Emphasizing on the importance of this sector it should be noted that in year 2011, the education part of this service sector provided Northern Cyprus with revenue of 400 million Dollars. But manufacturing and agriculture also play their role in GDP here, the former with %9 contributions and the latter one with %22<sup>3</sup>. Since this northern part of Cyprus is in connection with Turkey, its currency is new Turkish Lirasi but it should be noted that Euro is also used as a currency in this part.<sup>4</sup>

## **2.4. Northern Cyprus Transport and Communication**

Using dialing call (+932) which Turkish not an official IUT prefix, makes international communication possible for Northern Cyprus via telephone. Considering communicating through internet, it should be noted that the domain in Northern Cyprus is not a top level one but just a second level under the domain of turkey.<sup>5</sup>

Transportation is provided through airway and just in Northern Cypriot ports. Geçitkale and Ercan are the only legal entry airports which are admitted by Turkey and Azerbaijan.<sup>6</sup>

## **2.5. Northern Cyprus Regions**

### **2.5.1. Nicosia (Lefkosa)**

Nicosia is the capital city of Cyprus which is divided into two parts northern part of which is the capital city of Northern Cyprus and is called Lefkosa in Turkish. It is guessed that the name of Lefkosa is originated from one of Egyptians' son who was called Lefkos. This assumption is driven due to part of Cyprus history when this Island was dominated by Egypt. But this city was called Ledra originally.<sup>7</sup>

In 2006, this city had population of 84,900 people. Being located in Mesaoria plain, Lefkosa situation is 35°10' north, 33°21' east, centered in the Island. Lefkosa is part of the Nicosia, the only capital city in the world which is divided, separated from its northern part through “green line” determined by United Nations.<sup>8</sup> Mevlana Museum, Great inn (Buyuk Han), Arab Ahmet Mosque and Kyrenia Gate are the places which are visited by tourists as an attraction.



Figure 2.2. The Buyuk Han (Lefkosa), North Cyprus

### **2.5.2. Kyrenia (Girne)**

“Jewel of Cyprus”, Founded around 10<sup>th</sup> century BC, is called Kyrenia which is located near a beautiful harbor and a castle. Since this city is located near a harbor which is just forty miles far from Turkey, it is considered as a trade rout. Local foods especially fresh captured fishes, restaurants near harbor, and delicious Cypriot foods are some characteristics of Kyrenia. It is tried to prevent this city architecture from being ruined through using no loud music or neon lights. The Aga Cafer Pasa mosque, The Venetian tower, The folk art museum, The Protestant church of St. Andrew are touristic places located in Kyrenia or near it.<sup>9</sup>

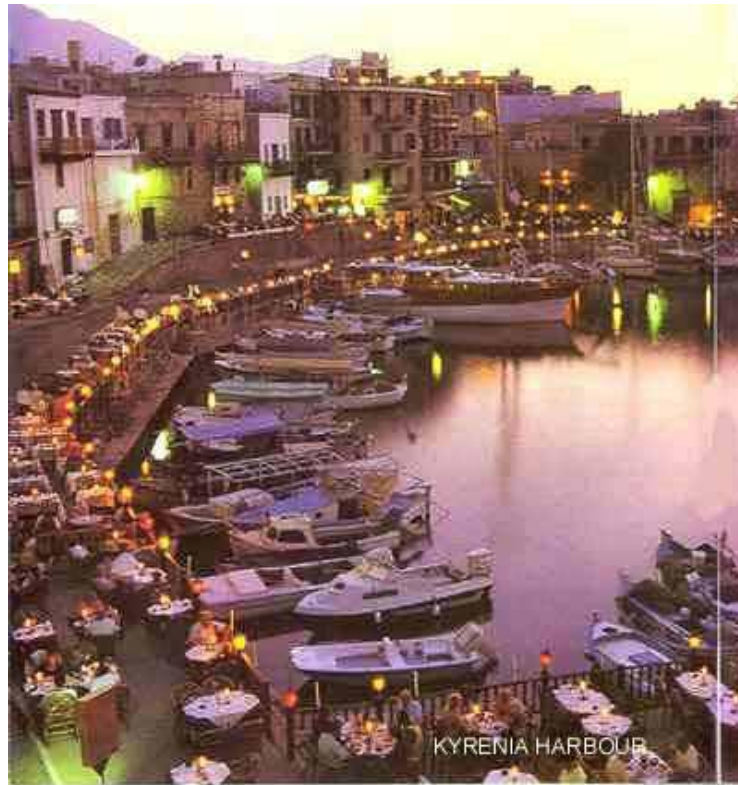


Figure 2.3. Kyrenia Harbor

### **2.5.3. Famagusta (Gazimagusa)**

Famagusta is another Northern Cyprus city which is called Ammochostos, originally, but now called Gazimagusa by Turkey. Ammochostos which means hidden in sand was founded in 275 BC. In Turkish language “Gazi” means “war veteran”, and has a bloody history mostly engaged with fight especially during the Ottoman Empire. It is tried to apply modernism in this city nowadays. This city is somehow a connection between Turkish and Greek people through city of Maras (Varosha).<sup>10</sup>

Othello’s Tower, Turkish baths, churches, and Salamis Roman Ruins are the visiting and attractive places for tourists in Famagusta.





Figure 2.4. Salamis Roman Ruins in Famagusta

#### **2.5.4. The Karpaz Peninsula**

In Northern Cyprus there is a place which is yet preserved from modernism and is naturally preserved. This place with golden beaches is called Karpaz Peninsula. This area is filled with donkeys which are called “Cyprus tractor”. Although this area has been without any inhabitants but nowadays it is not as virgin as before due to visitors and local people come and go.<sup>11</sup>



Figure 2.5 Karpaz Peninsula in Northern Cyprus

### **2.5.5. Guzelyurt (Morphou)**

Guzelyurt, a city with a fertile area apt in agriculture is located near the Troodos Mountains' foothills. Products such as tomatoes, beans, cucumbers, marrows, strawberries lettuces are the agricultural ones are available in most seasons in this area. Also Cypriot pizza, local foods, and Saturdays markets for selling products produced locally, are some characteristics of this productive city.<sup>12</sup>



Figure 2.6 Guzelyurt Bay in North Cyprus

### **2.5.6. Trikomo (Iskele)**

Iskele is a village in North Cyprus in which Turkish Cypriots live since Cyprus divided into two parts of north and south and Turkish people immigrate to it from the southern part. Fruit trees with heavy branches show off in August and September. Panayia Theotokos Museum and church of Ayios Iakovos (St. James) are some places for visiting in this village.<sup>13</sup>



Figure 2.7. Iskele in Northern Cyprus

## **2.6. Tourism Industry in North Cyprus**

According to Katircioglu, Arasli, and Ekiz (2007), in order to developing North Cyprus economy, tourism plays an important role as a sector. 8.004 jobs were brought about in North Cyprus through acting on tourism industry and provided North Cyprus GDP with \$ 145.6 million. They also added that advantageous climate, beautiful nature, and its location geographically make North Cyprus as an apt destination for tourism.

North Cyprus (TRNC) is not recognized internationally and it led in some harms and disadvantages to this state. Another problem for tourism in North Cyprus is about entry transportation of this state. Although it was tried to improve this problem during 1889-1987, but their act was not successful. There is also another problem with which Tourism industry of Northern Cyprus faces with. Tourism industry of this state has not been successful yet to attract foreigners in order to invest in this northern part of Cyprus since they are mostly hesitate about the political situation in



North Cyprus. But universities of TRNC help this state to be advertised among student in foreign countries (Katircioglu, Arasli, and Ekiz, 2007)<sup>16</sup>. Table 2.1 presented the income North Cyprus obtained during year 2002 till 2011 considering tourism industry in this state.

Table 2.1 Tourism income<sup>14</sup>

<i>YILLAR (YEARS)</i>	<i>NET TURİZM GELİRİ (MİLYON USD) (Net tourism income)</i>	<i>DIŞ TİCARET AÇIĞINI KARŞILAMA ORANI (%) (The ratio of net tourism income to the trade balance)</i>
2002	114,1	43,2
2003	178,8	41,9
2004	288,3	36,4
2005	328,8	28,0
2006	303,2	23,2
2007	381,0	26,2
2008	383,7	24,0
2009	390,7	31,1
2010*	405,8	26,9
2011**		

Concerning tourist arrivals in Northern Cyprus, It should be noted that comparing year 2012, 47 percent increase is announced in year 2011. Clarifying this stated percentage, it is mentioned that although the amount of tourist arrivals in July 2010 was 18,090 but it reached to 26,645 tourists in July 2011. According to news presented in 2012, there were charter flights from turkey to North Cyprus which carried too much passengers from Netherlands, Azerbaijan, Poland, and Iran.<sup>17</sup> Table 2.2 shows tourist arrivals recorded between 1988 and 2003 with the net revenue prepared for North Cyprus during those years based on tourism industry.

Table 2.2 Northern Cyprus Tourist Arrivals<sup>15</sup>

Year	Tourist Arrivals			Net Tourism Revenues (million US\$)
	from Turkey	from other countries	Total	
1988	173,351	56,050	229,401	118.0
1989	214,588	59,507	274,073	154.9
1990	243,289	57,541	300,810	224.8
1991	179,379	41,858	220,237	163.6
1992	210,178	57,440	267,618	175.1
1993	281,370	77,943	359,313	224.8
1994	256,549	95,079	351,628	172.9
1995	298,026	87,733	385,759	218.9
1996	289,131	75,985	365,116	175.8
1997	326,364	73,000	399,364	183.2
1998	315,797	77,230	393,027	186.0
1999	334,400	79,815	414,015	192.8
2000	347,712	85,241	432,953	198.3
2001	277,739	87,358	365,097	93.7
2002	316,193	109,363	425,556	114,1
2003	330,105	132,985	463,090	178,8

## Chapter 3

### LITERATURE REVIEW

#### 3.1 Branding

Brand is used to differentiate a product or service belongs to a group of seller or a seller from the similar ones sold by the competitors. This act is done through identifying that product and service through associating a name, symbol, design, or term to that service or product and providing it with uniqueness. This act makes that product or service as a brand (Kotler, 1997, cited in Dioko & So, 2013).

#### 3.2 Brand Personality

Considering the definition and application of destination personality it should be noted that destination personality is included in brand personality. So before going through destination personality, definition of brand and brand personality can be presented briefly. The way through which a consumer perceives, the personality specifications allocated to a brand, responding to a brand emotionally and assuming values symbolically are the contents of brand personality (Smit, Berger, & Franzen, 2003, cited in Li, 2009)<sup>18</sup>. In order to expressing themselves, consumers use brands (Kim, 2000, cited in Li, 2009). According to Sirgy (1982, cited in Chen & Phou, 2012)<sup>19</sup> what is important in relation to brand personality is the consumer decision in preferring and supporting a brand which brings about relation between the consumer and the brand based on emotion (Aaker et al., 2004, cited in Chen & Phou, 2012) which leads in consumer's trust toward the brand and loyalty (Fournier, 1998;

Siguaw, Mattila & Austin, 1999, cited in Chen and Phou, 2012). Based on what Aaker (1997, cited in Adam, 2012) presented as five dimensions for brand personality, he defined brand personality as characteristics specified to human which are attributed to a brand.

Keeping in mind the definition and the differentiating function of brand personality, destination personality is discussed in follow. Consumers personify the brands through allocating human specific characteristics assuming brands are human (Aaker, 1997; Fournier, 1998, cited in Kim & Y. Lehto, 2012), and consequently build relationship with them. So when a consumer faces with a brand with more relevant and correct personalities, the positive feelings of consumer will be facilitated and consequently his/her loyalty will increase due to the consumer's intention will be positive (Fournier, 1998, cited in Kim & Y. Lehto, 2012).

According to Blein et al. (2005, cited in Dioko and So, 2013), in tourism industry marketers mostly tries to find ways in order to use the way and the knowledge to recognize and identify a destination applied and utilized by the tourists.

### **3.3 Destination Branding**

Providing a brand with an identity which employs consumer's mind and hearts is called branding. This peculiarity distinct a product or service from its similar competitors (Morgan and Prichard, 2002, cited in Kim & Y. Lehto, 2012). In tourism, branding is applied in order to present a unique and distinctive destination (Blain, Ritchie, and Levy, 2005; Hankinson, 2001; Henderson, 2000, cited in Kim & Y. Lehto, 2012). According what Cai (2002, cited in Kim & Y. Lehto, 2012), believed in, just in a case that a destination is branded it can be distinctive and unique

due to its capability to make relationship with the consumers and tourists emotionally. So there is a worldwide trend to assume destination as a brand. Kim and Y. Lehto (2012), pointed out at destination branding as a factor which integrated internally with tourist's choice of destination and his/her intention and behavior regarding a travel. Morrison and Anderson (2002, cited in Qu, Kim, and Im, 2011) stated that making a destination different from competitor ones in order to communicate the incomparable identity of a destination. This way of presenting peculiarity of a destination is destination branding. According to Cai (2002, cited in Qu, Kim, Im, 2011), believed that building a positive image of a destination is the main aim and cornerstone of the destination branding.

According to Ritchie and Ritchie (1998, cited in Dioko and So, 2013), using destination branding in tourism industry can be used and utilized the three ways. The first step is trying to associate a term, symbol, logo or a different mark to a destination which leads in making that destination recognized and different from other destinations. In the next step, it should be noticed that the associated term or symbol should communicate the idea through which a tourist become sure about having a memorable and pleasant experience during resident in that destination which will be unique to that destination. The third step is to be sure about the experiences capability of being repeated which affects the tourist future decision and intention to prefer this destination again compering the other ones.

Focusing on Destination branding theoretical framework, Qu, Kim, & Im (2011) in a study found that how a tourist perceive a destination and shapes an image based on

experiencing that destination affect his/ her intention towards revisiting or recommending that destination.

In order to study the destination branding there were so many models which were evolved step by step one of the models was proposed by Moutinho, 1987. This table which is shown below shows that travel decision is a complex system affected by so many factors (Stepchenkova & Eales, 2011, cited in Kulshreshtha, 2011).

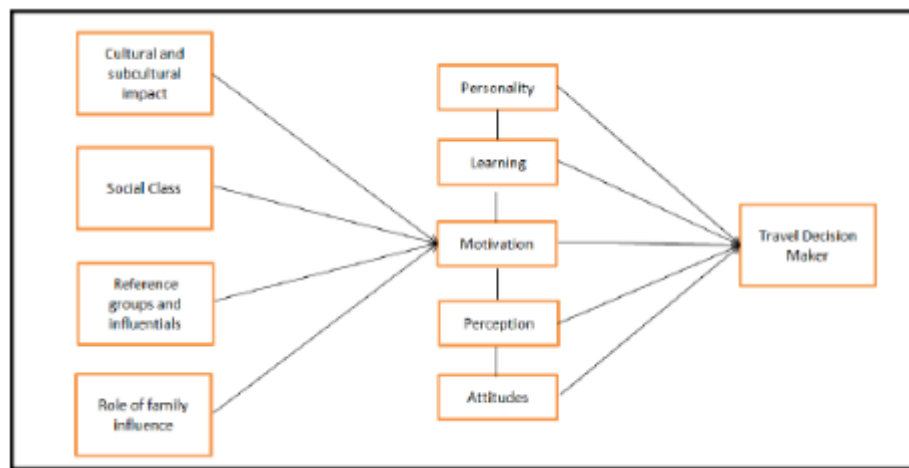


Figure 3.1 Travel Decisions Influencing Factors\*

### 3.4 Anthropomorphism Theory

Using human characteristics, intentions, and emotions and allocation and associating them to a nonhuman agent is called anthropomorphism (Epley, Waytz, and Cacioppo, 2007). There is a fact that human is willing to associate human characteristics to nonhuman ones (Darwin, 1872/ 2002; Feuerbach, 1873/2004; Freud, 1930/1989; Hume, 1757/ 1956, cited in Epley, Waytz, & Cacioppo, 2007). What is important here is that people are willing to act on this and using anthropomorphism specially when there is signs or knowledge to do this an personify nonhumans as humans (Epley, Waytz, & Cacioppo, 2007). Anthropomorphism

implications in the realm of marketing are undeniable (Puzakova, Kwak, & Rocereto, 2009).

In realm of marketing there is too much effort to persuade customers see products or brands based on human characteristics and as a human (Aggarwal & McGill 2007; Yoon et al. 2006, cited in Puzakova, Kwak, & Rocereto, 2009). And this is a process which is called “animism” by Aaker (1997, cited in Puzakova, Kwak, & Rocereto, 2009). Knowing that animism and anthropomorphism can be used in exchange (Puzakova, Kwak, & Rocereto, 2009), although Guthrie (1993, cited in Puzakova, Kwak, & Rocereto, 2009), stated that animism is the willingness of human to give life to an object based on some received motion or sound from it, but Epley Epley, Waytz, and Cacioppo, (2007) believe that anthropomorphism is something more than simple animism. Anyway there are findings which reveal that customers are willing to see brands and assumes them having characteristics associated to human (levy, 1985; Plummer, 1985, cited in Puzakova, Kwak, & Rocereto, 2009).

Considering the proofs on existence of relationship between customer and a brand, called customer-relationship (Aaker, Fournier, & Brasel 2004; Aggarwal & McGill 2007; Kim, Lee, and Ulgado 2005, cited in Puzakova, Kwak, and Rocereto, 2009), it is an important point here that a person as a customer make this relationship just when found out that the product or brand some human characteristics, features and emotions in order to feel some integration and mutuality with it as a human being (Fournier, 1998, cited in Puzakova, Kwak, & Rocereto, 2009). So Puzakova, Kwak, & Rocereto (2009) defined a term of Anthropomorphized brand as brand which can be assumed as human being due to having human characteristics and emotions, soul,

conscious behavior and even mind which leads in that customer accept that product or brand as a partner that can play its social role in the bond between them. Considering this issue it can go through what Aaker (1997) presents as personality branding model (BP).

Considering the psychology and specifically marketing, “personality” is regarded as a consistency of behavior and reaction of an individual to what they face with as stimuli (Kassarjian, 1971, cited in Puzakova, Kwak, and Rocereto, 2009). But Epley et al. (2007) noted that anthropomorphism is broader than behavior and actions which are observable. So going through the concept of anthropomorphized brand, Brand personality concept presented by Aaker (1997), defined as the characteristics of human which can be associated to the products or brands, actually acts on one form of it (Puzakova, Kwak, and Rocereto, 2009).

### **3.5 Destination Personality**

Being in context of brand personality, destination personality also provides a destination with a peculiarity through which that destination can be different and even outstanding compared with its competitors (Murphy, Benckendorff and Moscardo, 2007, cited in Ye, 2012)<sup>20</sup>. According to Hosany et al., (2006, cited in Ye, 2012), when it is talked about destination personality it refers to characteristics of human which are allocated to a touristic destination. This nature of destination personality is coincided with this fact that a product can infuse customer’s belonging presentiment through having mutual characteristics with the customer (Fournier, 1998, cited in Ye, 2012). Destination personality is defined by Ekinici and Hosany (2006, cited in Chen & Phou, 2013) as characteristics specified for human and can be allocated to a destination.



Destination personalities and characteristics are allocated to a destination directly and indirectly. Direct way allocation of the characteristics means what a visitor perceives or assumes based on visiting a destination. In this category, employees of restaurants and hotels, attractions of a destination for tourists, destination's people, and citizens play role. The second way of allocating personality features is indirect one which is done by means of symbols, logos, collective advertising, and pricing based on an estimated value to customers (Ekinici & Hosany, 2006)

Describing tourism destination is done through destination personality (Hosany et al., 2006; Murphy, Benchenorff, & Moscardo, 2007; Park and Jung, 2010; Prayag, 2007, cited in Chen & Phou, 2013), Personality features of a destination are symbolic values which make a destination sentimental and unworldly. This fact presents a spiritual and friendly picture of destination in mind of the tourist (Ekinici and Hosany, 2006, cited in Ye, 2012), and also it has been supported through studies Gilmore (2002, cited in Ye, 2012) and Hall (2004, cited in Ye, 2012) and Pride (2002, cited in Ye, 2012) did, which the former one was done in Spain and the two latter ones were done in UK. Ye (2012) believed that a destination will be an impressive and friendly in tourist's perception, it should be capable of attracting acquaintance positively. Covering this important issue Ye (2012) in a study on Australia found that focusing on dimensions of destination personality is necessary in obtaining destination attractions.

According to Murphy et al (2007, cited in Chen & Phou, 2012), destination personality can be specified among other destinations affecting what consumer prefers and also consumer's selection behavior. This specification is an aid for the

consumer in making a relationship emotionally with the place (Park and Jung, 2010, cited in Chen & Phou, 2012). The study of Ekinici et al. (2007)<sup>21</sup> showed the positive effect of destination personality on tourist's behavior including recommending others to visit the destination and also their own intention in revisiting. Researchers (Bigne et al., 2001, cited in Chen & Phou, 2013) believe that satisfaction of a tourist brought about visiting a destination is affected by an important factor which is the image of that visited destination and note that this effect is in a positive way. Hsu and Liping (2009, cited in Chen & Phou, 2013), propound that having a positive image toward a destination affects trust of a tourist toward that destination which has an important role in choosing the destination.

Chen and Phou (2013) in a study assuming the model presented in figure 3.2, found that destination personality has a mediating effect on the relationship between destination image and the concept which is called tourist-destination relationship which leads in better and stronger relationship between the tourist and destination and a positive destination image.

### **3.5.1. Destination Personality and Symbolism**

According to Mowen (1990, cited in Ekinici & Hosany, 2006), any product has its own symbolic value through which a customer chooses that product and communicate with it. That symbolic value attracts customers. Hong and Zinkhan (1995, cited in Ekinici & Hosany, 2006), believed that through symbolic value of a product or brand, customers satisfy their self-consistency and consume. Ekinici and Hosany (2006) believed that destination personality and traits convey symbols through which travelers find their personalities.

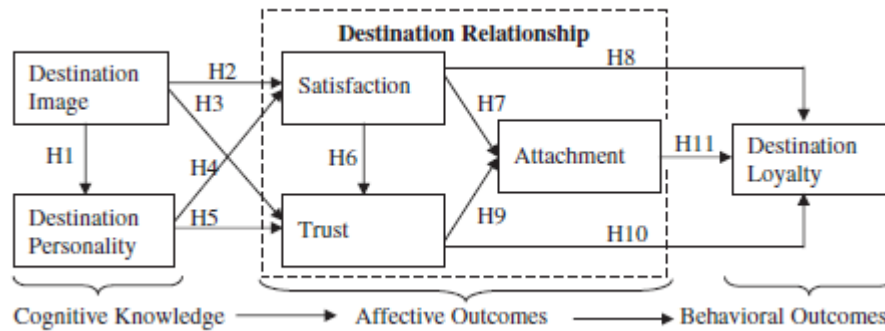


Figure 3.2. Chen & Phou (2013) Conceptual Model

### 3.6 Destination Personality and Tourist Behavior

After a trip what is assumed as aid for tourists to meliorate or sustain their destination perception, is destination brand (Ritchie and Ritchie, 1998, cited in Kim and Y. Lehto, 2012), the process in which the perception according to Gallarza and Saura (2006, cited in Kim & Y. Lehto, 2012), affects the way and the quality through which tourist evaluate the destination and its final effect on satisfaction, consequently leading in loyalty, and behavioral intention. Pike and Ryan, 2004; Usakli and Balloglu (2011, cited in Chen & Phou, 2013) pointed out the probable similarities and the compatibility and substitutability nature of tourist destination's functional dimension and referred to these issues as a reason which necessitates marketers' effort to provide a destination with more specified and unique personality characters. A powerful and outstanding destination personality which leads in competitive advantage of a destination helps destinations to face with the problem of lack of ability and adequacy of destination's functional quality in enhancing attractiveness of destination (Freling and Forbes, 2005, cited in Chen and Phou, 2013).

Two studied factors in realm of destination personality and behavioral intention relation, is self-congruity and destination image. Considering the former one, self-congruity proposes a theory originated from self-concept and integrates the consumer's choice of a product or a brand and the self-concept of that consumer in a corresponding manner positively. So the intention of a consumer in choosing and preferring a brand or a product depends on the extension of the congruency that consumer finds between his/her self-concept and the brand or product (Usakli & Baloglu, 2011).

Usakli (2009)<sup>22</sup> in a study found that the intention of a tourist to recommend a destination and also to revisit it him/herself more anticipated based on the self-congruity match occurred in tourism destination context. It means that when there is a match between self-realization of a tourist and what he/she sees in that destination, the probability of positive attitude of that tourist toward the destination and his/her favorable intention to suggest that destination to others and even his/her decision to revisit that destination will be resulted. The later mentioned factor, destination image, is defined as the beliefs, affection, and ideas; a tourist develops or owns in his/her mind which shape that tourist's attitudes towards that destination (Crompton, 1979, cited in Hosany, Ekinici, Uysal, 2006).

Since both destination image and destination personality are cognitive constructs they are related even though they are different concepts (Chen and Phou, 2013). Based on what Chen and Phou (2013), found in their study that probable link which can be appeared between a tourist and a destination emotionally, is affected by cognitive destination image in a significant way. This important issue has a positive

effect on behavior of the tourist (Chen & Phou, 2013). Clearing the notation of cognitive destination image it should be stated that destination image is a construct which is multidimensional. Affective, cognitive and conative are the primary dimension of destination image (Beerli & Martin, 2004; Prayag, 2007, cited in Chen and Phou, 2013). When it is called about cognitive dimension of destination image it refers to ideas, and information about the physical aspects of a destination (Baloglu & MacClearly, 1999, cited in Chen & Phou, 2013). A positive relation between a tourist and a destination can achieved through equipped destination with peculiar and specified personality traits in combination with destination image (cited in Chen & Phou, 2013). Chen and Phou (2013) revealed that destination personality' main foregoing includes the characteristics which are allocated to a destination by a tourist and the image of the destination. So they stated that emphasizing on both of these issues is necessary.

### **3.7 Measuring Destination Personality**

Some characteristics of human, his nature, behavior, and personality can be allocated to a destination image which is shaped in mind of a tourist (Aaker, 1997). So regarding this definition of destination brand personality presented by Aaker (1997), in order to discuss about the scale for measuring destination personality it should be noted that Aaker (1997) proposed a scale called BPS, Brand Personality Scale. This five dimension scale includes factors of Excitement, Sincerity, Ruggedness, Competence, and Sophistication.

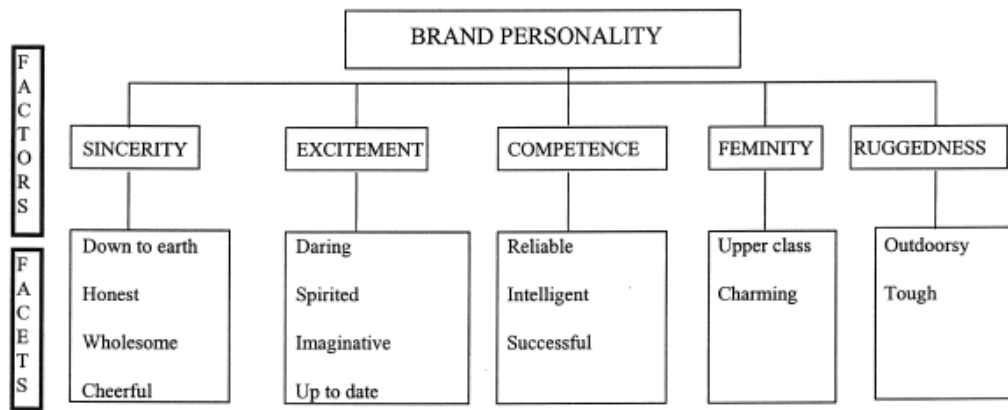


Figure 3.3 Aaker's (1997) Brand Personality Model\*\*

Characteristics presented by Aaker (1997) include, sincerity, based on what Aaker (1997) presented as the dimensions of brand personality is the first brand personality dimension including being cheerful, wholesome, honest, and down-to-earth. Excitement as the second dimension covers the characteristics of daring, spirited, imaginative, and up-to-date. Brand personality's third dimension is competence which includes being reliable, intelligent, and successful. Sophistication and ruggedness, are the last two dimensions of the brand personality that being upper class and charming are included in the former and being outdoorsy and tough are within the latter (Aaker 1997). This Aaker acts in this area was a source of inspiration for the researchers to study brand personality since that date till now (Geuens, Weijters, & wulf, 2009). Being as a measure Aaker's (1997) 44-item brand personality scale (Geuens, Weijters, & Wulf, 2009) has been used in many studies as a scale for brand personality and showed its strong role in most of them (Aaker , 1997-1999; Aaker, Benet-Martinez & Garolera, 2001; Kim, Han, and Park, 2001, cited in Geuens, Weijters, & wulf, 2009). According to Ekinici and Hosany (2006, cited in Chen & Phou, 2013), five dimensions of Aaker's (1997) BPS is used in studies in many settings through several cultures in order to find about and measure symbolic using up by consumers and the influence it has on their behavior.

According to Chen and Phou (2013) the definition of destination personality given by Ekinici and Hosany (2006) was based on Aaker's (1997) BPS. Then they found that there are three dimensions including sincerity, excitement, and conviviality based on which human characteristics are attributed to the destination (Chen & Phou, 2013).

### **3.8 Motivations for Travel – Pull and Push Factors**

The tourism industry is somehow depends on the reasons, needs and tourist's motivation in order to decide to travel (Murphy, 1985, cited in Crouch, Perdue, Timmermans, & Uysal, 2004)<sup>23</sup>. Psychological disequilibrium is a feeling which can be experienced due to existence of some psychological needs and can be improved during being in a travel or trip. These intangible psychological needs which are related to their origin (Crompton, 1979; Dann, 1977, 1981; Uysal & Hagan, 1993, cited in Kim & Prideaux, 2005) are factors that motivate a person to travel (Crompton, 1979; Kim, Crompton, & Botha, 2000, cited in Kim & Prideaux, 2005). In other words this kind of need called push factor also (Crompton, 1979; Dann, 1979, 1981; Pearce, 1982; Pearce & Caltabiano, 1983; Pyo, Mihalik, & Uysal, 1989; Yuan & McDonald, 1990; Uysal & Hagan, 1993, cited in Kim & Prideaux, 2005). Besides push factors there another category of factors whether personal or general ones, which mediate in a process through which a tourist choose his/her destination (Baloglu & Uysal, 1996; Kim, Lee, & Klenosky, 2003, cited in Kim and Prideaux, 2005). Studies (Dann, 1977, 1981; Crompton, 1979; Hudman, 1980; Oh et al. 1995; Baloglu & Uysal, 1996; Kim and Lee, 2002, cited in Crouch, Perdue, Timmermans, & Uysal, 2004) found that behind push and pull factors there is an idea stated two reason based on which a person decide to travel, one is reasons or factors based on

that person's internal drivers or forces called push factors, and the second one includes reasons, pull factors, due to the attractive features of a destination pull the traveler to that specific destination.

Push factors brings about tension and desire for travelling. This type of motivation is such as desire of traveller to family-togetherness, escape, having fun, and trying new foods (Yoon & Uysal,2005), derived due to disequilibrium (Crompton, 1979; Dann, 1977, 1981; Iso-Ahola, 1982, 1989; Pearce & Caltabiano, 1983; Pyo, Mihalik, & Uysal, 1989; Uysal & Hagan, 1993; Yuan & McDonald, 1990, cited in Kim, 2003). Loker-Murphy (1996, cited in Kim, 2003), in a study on backpackers visiting national parks in Australia found excitement, adventure, and visiting local people. Also "climbing", "escaping from everyday life", "health enhancement", and "being aware of religious heritages" were the factors played as motivation for travelers decided to visit national parks in Korea (Ahn & Kim, 1996; Jeong, 1997; Kim, 1993; Kim et al., 1989; Lee, Kim, & Kwon, 1987, cited in Kim, 2003). According to Uysal and Jurowski (1994) push factors mainly are the factors which are indigenous and inside the traveler including needs to escape, have a rest to relax, to communicate with different people, and prestige.

Besides push factors there are other forces or factors which are connected to the features and characteristics specified to the destination which motivate travelers to choose that peculiar destination (Kim, Lee, & Klenosky, 2002). Jeong (1997, cited in Kim, Lee, & Klenosky, 2002), revealed that 'historical and cultural resources' and 'natural resources' are the factors which paly the main role in attracting tourists into National Parks in Korea. Also Hu and Ritchie (1993, cited in Kim, Lee, & Klenosky,



2002), found sixteen features and attributes belonged to a destination as attractions of that destination. Uysal & Jurowski (1994) stated that how a traveler perceives a destination, the peculiar features that destination owns, and its palpable resources are the reasons through which a destination attracts the traveler that constitute pull factors.

Crompton (1997) pointed out a traditional assumption and idea through which push factors applied to describe why a traveler travel while the reason for selecting a destination is stated through presenting pull factors. What should be noted is that push and pull factors are two related concepts fundamentally, so assuming these two as independent factor is not correct (Klenosky, 2002, cited in Kim, Lee, & Klenosky, 2002). But Dann (1977, 1981, cited in Crouch, Perdue, Timmermans, & Uysal, 2004) pointed out the precedence of push factors toward pull factors analytically, temporally, and rationally.

Yoon and Uysal (2005) proposed a model (see, figure 3.4), based on which they studied the effect of pull and push factors of motivation on travel satisfaction and the relation of travel satisfaction on tourist loyalty toward the destination in North Cyprus. In this study they found that the motivation thorough which travelers decide to travel to a destination, concerning both the original motivations and reasons that the travelers pushed to travel and the attractions of a destination that pull and attract the traveler to visit it, affect their satisfaction which leads In their state of loyalty. So Yoon and Uysal (2005), the managers and responsible marketers should pay attention to the special needs of tourist such as family-togetherness, being safe, and enjoy their pleasurable time.

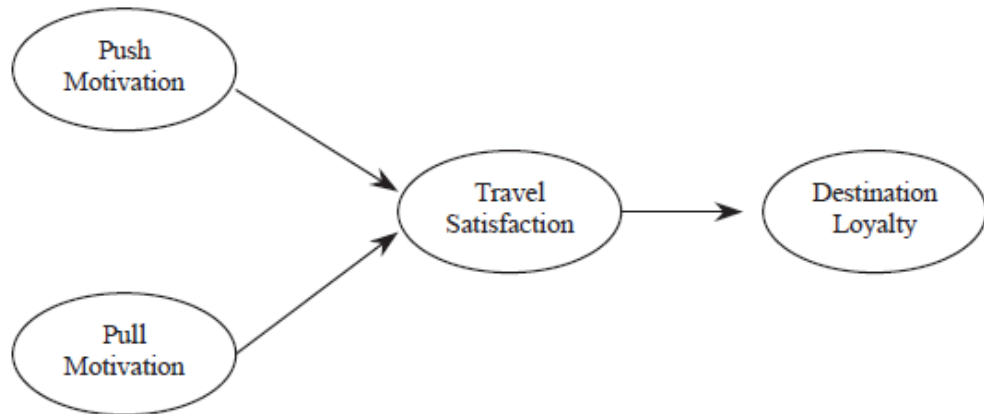


Figure 3.4. Yoon & Uysal's (2005) Proposed Hypothetical Model

According to Yoon and Uysal (2005), what is needed is the attention to tourists' needs and motivation and also doing the best to satisfy them through providing them with sustainable destination in aspect of competitiveness and uniqueness to attract more tourists who will be willing to revisit the destination again and again.

## Chapter 4

### Hypothesis and Model

Following concepts were discussed in literature review, this model is proposed. In this section the model, the related research questions, and hypothesis will be discussed and covered.

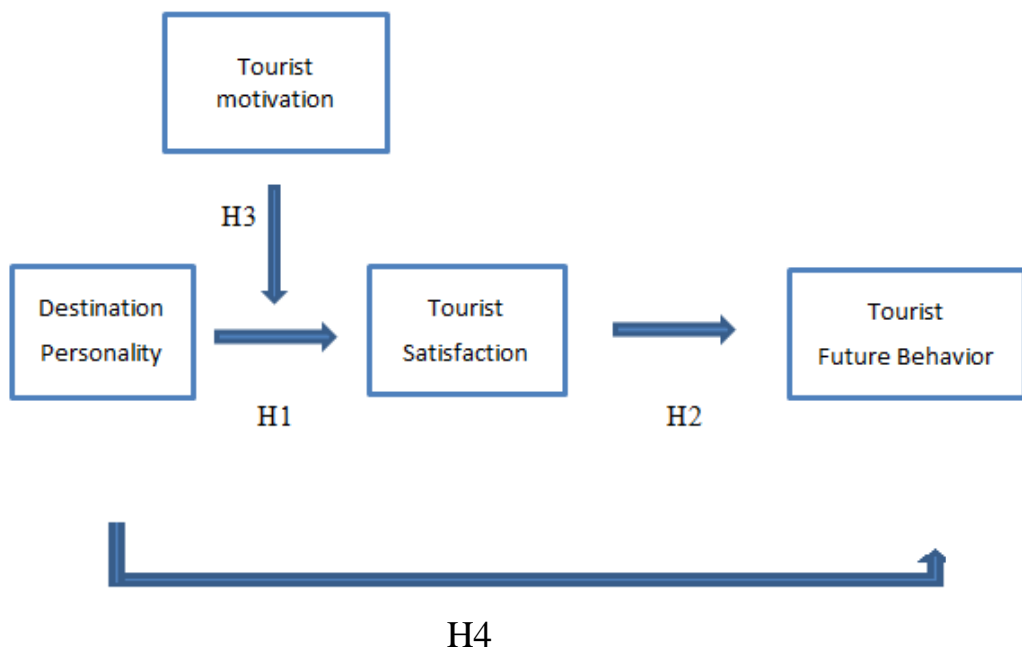


Figure 4.1 Model

#### 4.1 Research Questions

According to the proposed model these are questions the study was done to respond to.

1. Is destination personality positively related to tourist satisfaction?
2. Is destination personality positively related to tourist future behavior?

3. Does tourist motivation moderately affect the relationship between destination behavior and tourist perception?
4. Is destination personality is in positive relationship with tourist future behavior?

## **4.2 Background and Hypothesis**

### **4.2.1 Destination Personality and Tourist Satisfaction**

According to Tes and Wilton (1988, cited in Yoon & Uysal, 2005), model of perceived performance model, proposed that, the issue which should be studied in tourist satisfaction area is what he/she experience actually without paying attention to or considering what he/she experienced in his/her previous experiences. According to Chon (1989, cited in Yoon & Uysal, 2005) found that tourist satisfaction shaped based on the comparison he/she does regarding his/her previous perceptions and expectations and what he/she experience actually during visiting the destination. Through presenting expectation-disconfirmation model, Oliver (1980, cited in Yoon & Uysal, 2005) stated that a customer compares what he/she experiences through the actual performance with what he/she expected before. So he added that if customer finds the actual performance better than what he/she expected, this issue leads in high satisfaction since there is positive disconfirmation. In other way Oliver (1980, cited in Yoon & Uysal, 2005) if the disconfirmation happens in its negative form and the customer finds that the actual performance is in a worse situation comparing with his/her previous expectation, the customer will be unsatisfied. In the former situation the customer intend to repurchase but in the latter situation he/she will try to find a substitute product or service (Oliver, 1980, cited in Yoon & Uysal, 2005).

Then regarding the destination personality it should be noted that, providing a destination personality with peculiar features and characteristics makes that

destination outstanding among its competitors and then the customer prefers it and also affected by this issue during his/her behavior (Murphy, 2007, cited in Chen and Phou, 2013). So considering these issues the first and second hypothesis is proposed as:

**H1:** Destination personality is positively related to tourist satisfaction.

**H2:** tourist satisfaction is positively related to tourist future behavior.

#### **4.2.2. Destination Personality, Tourist Motivation, and Tourist Satisfaction**

A destination personality characteristics can be seen differently regarding different motivations which a tourist or consumer has for his/her travel (Oh, Uysal & Weaver, 1995; Yoon & Uysal, 2005, cited in Ye, 2012). Considering this issue and models of Oliver (1980) and Chon (1989), (see, 4.2.1), it can be assumed that different travel motivation can lead in different perception of actual performance of the destination and actual experience of the tourists and consequently affect the tourist satisfaction. So the third hypothesis can be assumed as follow:

**H3:** Tourist motivation moderately affects the relationship between destination behavior and tourist satisfaction.

#### **4.2.3 Destination Personality and Tourist Future Behavior**

Whether a tourist intend to recommend, repurchase (Biel 1993; Fournier 1998; Olson & Allen 1995, Ekinici & Hosany, 2006), or what they select (Sirgy, 1982; Malhotra, 1988, Ekinici & Hosany, 2006) are affected by brand personality (Biel 1993; Fournier 1998; Olson & Allen 1995, ekinici & Hosany, 2006). Also Ekinici and Hosany (2006) in a study find the positive relation between destination personality and tourist

behavior. So the fourth hypothesis will be assumed and studied in new context of North Cyprus as follow:

**H4:** Destination personality is in positive relation directly with tourist future behavior.

#### **4.2.4 Anthropomorphism Theory**

The main theory of this study is anthropomorphism. Epley, Waytz, and Cacioppo, (2007), stated that this theory goes through the intention of human to assume a nonhuman object as a human and associate the characteristics, emotion, and motivation to that nonhuman object. The existed link between marketing area and this theory (Puzakova, kwak, & Rocereto, 2009), and also the link between the scale of BP presented by Aaker (1997) and covering one aspect of the theory in this scale (Puzakova, kwak, & Rocereto, 2009) let this study put its base on this theory which also supported in a study which was done by Ekinici and Hosany (2006) on destination personality.

## **Chapter 5**

### **METHODOLOGY**

#### **5.1. Overview**

This research is done in order to find the effect and contribution of destination personality on tourist satisfaction and tourist future behavior in North Cyprus. In parallel with this focus, the role of travelers' motivation as a moderator will be considered and studied in the probable relationship between destination personality and tourist satisfaction.

Satisfaction here will mean the overall satisfaction of the tourists, and the motivation of them will be considered both as being a push or pull ones. The questionnaires conduct the study to find out about the act and behavior of foreigner tourists (EU, Turkish, and Iranian) who came to North Cyprus. The respondents were 400 and were met in hotels, touristic places, and restaurants (in Kyrenia, Lefkosa, and Famagusta) to be asked to fill the questionnaires.

SPSS 19 were used as the instrument to evaluate and measure the data collected. Due to be able to support findings of the study, the researcher used the other researchers studies, publications, and articles.

## 5.2. Deductive Approach

Doing a research needs to follow an approach which is categorized to two types of inductive and deductive approach (Sunders et al., 2007). The approach of this study is deductive one. In a deductive study or research (see, figure 5.1), first there is a theory through which the hypothesis of the study is proposed. So the aim of the study in a deductive approach will be to collect various information and data by which the researcher will be able to reject or to prove and support the hypothesis (Gill and Johnson, 2010).

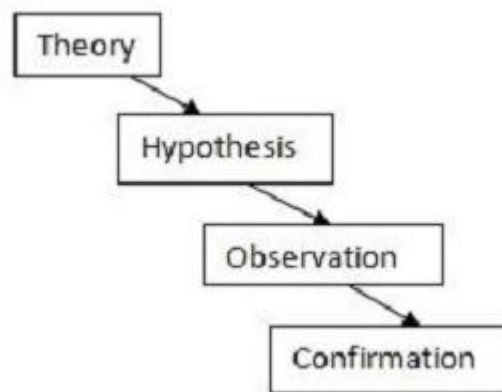


Figure 5.1 Deductive Reasoning

## 5.3. Research Design

When the focus is on quantity and the measurement is done quantitatively the research is a quantitative one. The phenomenon in this type of research is considered also quantitatively (Kothari, 2009). Creswell (1994) stated that a quantitative research's data are numerical and this type of research defines its phenomenon based on numerical findings and analyses.



According to Sukamolson (2012) there are three types of data collecting way in doing a quantitative research including survey, correlational research, experimental research, and causal comparative research. According to Hughs (2006) quantitative research is a precise one due to its way of measurement which is reliable and quantitative. A quantitative research's way of analyzing is sophisticated due to its precise statistics. This research also has control on its approach through its sampling and its design (Hughs, 2006).

Another characteristic of this type of research is being replicable and reliability. This type research is and should be precise and should present operational definition in each step of its approach toward finding the answer.

#### **5.4. Sampling Method**

There two types of sampling, probability and non-probability sampling. Considering non-probability sampling, the probable participants of this type of sampling have not equal chance to be selected. Reliance on available subjects, purposive or judgmental sample, snowball sample, and quota sample are the four types of non-probability sampling (Babbie, 2001).

Probability sampling is way of sampling through which the each individual in the population of participants have the same chance to be selected in order to participate in the study. Simple random sampling, systematic sample, stratified sample, and cluster sample are three sub-groups of probability sampling. The advantage of probability sampling is that the disturbances can be occurred during sampling is less, and if any it can be calculated (Babbie, 2001).

In this study the sampling method which is used is nonprobability sampling. The population was multi-cultural tourists visited North Cyprus. Then simple random sampling was used in each sub-group of population.

### **5.5. Instrument Development**

The survey questionnaire of this study is designed based on adopted scale of Aaker's (1997) BPS applied in Kim and Lehto (2012) study of destination personality and motivational factor scale used in Yoon, and Uysal (2005) which is used specifically in North Cyprus.

Profile and survey proper form the two parts of questionnaire. Profile part of the questionnaire covers the socio-demographic information of the participants including their age, education, household salary and etc. the second part of the questionnaire consisting three sections which goes through questions about destination personality, travelers motivation, and tourists overall satisfaction.

In order to measure destination image, questionnaire contains 40 items. Then through section parts, questionnaire includes two parts of A and B. Part A consisting 23 items measures the push factors of motivation for travelers and part B consisting 28 items measures the pull factor of motivation of North Cyprus's travelers. Then overall satisfaction of travelers measured by a 5-likert question. All other questions are also in 5-likert format.

Making the eliciting of the responses easier 5-likert format provides participants with easiness in answering the questions. This format of questionnaire also helps

researcher analyzing the data efficiently. But the questionnaire should be piloted to be proved as a reliable one.

### **5.5.1. Pilot Study**

In order to become sure about the validity and reliability of the questionnaire, the questionnaire of the study was piloted with 25 tourists as respondents. Due to clarifying and modifying the probable problems existed in the items or questions of the questionnaires. What was needed then was the idea and notion of participants about the items and questions of the questionnaire in order to fulfill the needed modification or clarification of the questionnaire. To use a more reliable and valid questionnaire in the study, all notions and ideas of the respondents considered during the modification of the questionnaire and the shortcoming or redundancies were eliminated and resolved. Then the final and modified version of the questionnaire was applied in the study.

### **5.6. Population and Sample**

The study was run through distributing questionnaires among 400 tourists from EU, Iran, Turkey, Russia, UK, and Australia who were selected through probability sampling. Participants were over 18 years old and were met in Hotels, touristic places, and beaches in Kyrenia, Famagusta, and Lefkosa. Total numbers of questionnaires distributed were 456 but just 400 questionnaires were valid to be used.

### **5.7. Data Collection Procedures**

The data were collected from EU, UK, Russian, Australian, Iranian, and Turkish travelers came to North Cyprus as tourists. The respondents were met in touristic places, hotels, and beaches in Kyrenia, Famagusta, and Lefkosa. The data were gathered in July, 2013.

## **5.8. Data Analysis**

This study measured the destination personality of north Cyprus using 42-item scale of Aaker through section two of the distribute questionnaire asking tourists idea ranging from strongly disagree to strongly agree in a 5-likert scale. Section three and four of the questionnaire were designed to enable the study reveal evidences and findings about tourist motivations including pull and push factors regarding making decision to take a journey and also choose the North Cyprus as their destination. Theses sections were also designed based on a 5-likert scale ranging from strongly disagree to strongly agree. Section four consisting four general questions and through using again 5-likert scale let the researcher measure the tourists' overall satisfaction, overall view of North Cyprus destination personality, , intention to recommend the North Cyprus as a destination, and willingness to revisit North Cyprus again. Besides these evaluation this study involve some demographic questions presented in section one to reveal some personal information about the respondents. Rotation matrix was used as a base for factor analysis and then hypothesis were tested through using regression.

## **Chapter 6**

### **RESULTS**

#### **6.1 Descriptive Analysis of the Sample**

The respondents of this study were 400 tourists including 154 male (38.5%) and 246 female (61.5%). Regarding the nationality of the respondents, 125 respondents were from EU (31.3%), 143 respondents were from UK (35.8%), 64 respondents were from Iran (16.0%), 32 respondents were from Turkey (8.0%), 28 respondents were from Russia (7.0%) and the rest were 8 respondents who came from Australia (2.0%).

Considering the demographic factor of age, education and income, most of the respondents, 145 persons (36.3%), were above fifty years old. Also 193 respondents, who compose the larger percent of whole respondents (48.3%), mentioned the level of high school as their level of education. The household income between 30000-59999 US dollars per year was the income of most respondents, 167 persons (41.8%). It should be mentioned that most of the respondents (62.8%) have not visited North Cyprus yet.

Table 6.1. Demographic Analysis (n=400)

<b>AGE</b>	<b>Frequency</b>	<b>Percentage</b>
20-29	123	30.8
30-39	42	10.5
40-49	90	22.5
Above 50	145	36.3
<b>Gender</b>		
Male	154	38.5
Female	246	61.5
<b>Resident</b>		
EU	125	31.3
IRAN	64	16.0
Turkey	32	8.0
UK	143	35.8
Australia	8	2.0
Russia	28	7.0
<b>Marital Status</b>		
Single	139	34.8
Married	205	51.3
Divorced/Widow	56	14.0
<b>Education</b>		
High School	193	48.3
University	84	21.0
Master or PHD	123	30.8
<b>Income</b>		
Less than 30000 \$	132	34.6
30000-59999	75	19.6
60000-89999	109	28.5
90000-119999	27	7.1
120000 or More	28	7.3
<b>Previous experience</b>		
Never	251	62.8
Once	63	15.8
Twice or more	86	21.5
<b>Size of family</b>		
1-3	242	60.5
3-5	121	30.3
5-7	37	9.3
More than 7	0	0

Most of the respondents (49.0%) were very satisfied, and also most of them (53.5%) stated that they definitely recommend others to visit North Cyprus. Besides these positive perceptions most of the respondents (54.8%) also intended to revisit the North Cyprus and just 3 persons (0.8%) mentioned that they are not willing to revisit

North Cyprus (see, table6.2). The positive point here is that no one mentioned not at all satisfied and not recommend at all. Also considering overall perception toward North Cyprus destination personality not only no one showed the complete negative perception but also most of them (45.0%) show very positive perception toward it.

According to table 6.2, these respondents mostly (62.8%) have not visit North Cyprus before.

Table 6.2. Cyprus Visit Experience

Previous visit	Frequency	Percentage
Never	251	62.8
Once	63	15.8
Twice(More)	86	21.5
Total	400	400

## 6.2. Destination Personality

The items of destination personality are presented in table6.3, which were asked in the format of questions form respondents. This table describes how many respondents answered to each question. Considering the highest score and lowest score given to each item (from 1 to 5) the following table gives information based on minimum, and maximum scores to each questions besides mean and standard deviation also. Table 6.3 shows descriptive details for each question according respondents responses including number of respondents, minimum, maximum, mean, and Standard deviation.

Table 6.3. Destination Personality \_ Descriptive Analysis

<b>Descriptive Statistics</b>					
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Excitement</b>	400	1.90	4.90	3.5665	.61169
<b>Competence</b>	400	1.50	4.75	3.0216	.58238
<b>Sincerity</b>	400	2.57	5.00	3.6036	.55202
<b>Sophistication</b>	400	2.00	4.83	3.3008	.62007
<b>Ruggedness</b>	400	2.00	5.00	3.4656	.63095
<b>Uniqueness</b>	400	2.00	4.50	2.9250	.68322
<b>Family</b>	400	1.00	5.00	3.0275	.69944

### 6.3. Factor Analysis

In table 6.4 factor analysis of destination personality is shown. 42 brand personality traits which were presented by Aaker (1997) as a scale of brand personality, here, in a study on destination personality in North Cyprus grouped into seven components including Excitement, Sophistication, Competence, Sincerity, Ruggedness, Uniqueness, and Family. The KMO (Kaiser-Meyer-Olkin) indicator of this factor analysis for destination personality is 0.670 which is higher than 0.60. the Eigen value is also more than 1 for all components and the highest one belongs to the first component of excitement.

### 6.4. Reliability

To test the reliability of the sample regarding the questions designed to find out about personality destination factor, Cronbach's Alpha was used. The result shows that the reliability is 0.897. So this part with 39 items was also reliable.



Table 6.4. Destination Personality\_ Factor Analysis

Rotated Component Matrix <sup>a</sup>							
	Component						
	1	2	3	4	5	6	7
	Excitement	Sophistication	Competence	Sincerity	Ruggedness	Uniqueness	Family orientation
<b>exciting</b>	.926						
<b>contemporary</b>	.926						
<b>cool</b>	.794						
<b>daring</b>	.785						
<b>young</b>	.719						
<b>up-to-date</b>	.677						
<b>spirited</b>	.634						
<b>independent</b>	.600						
<b>imaginative</b>	.581						
<b>trendy</b>	.475						
<b>good-looking</b>		.955					
<b>smooth</b>		.941					
<b>charming</b>		.882					
<b>feminine</b>		.747					
<b>glamorous</b>		.727					
<b>upper-class</b>		.536					
<b>confident</b>			.929				
<b>hardworking</b>			.907				
<b>successful</b>			.814				
<b>technical</b>			.692				
<b>corporate</b>			.691				
<b>leader</b>			.600				
<b>secure</b>			.577				
<b>intelligent</b>			.503				
<b>Down-to-earth</b>				.913			
<b>real</b>				.763			
<b>wholesome</b>				.696			
<b>sincere</b>				.668			
<b>friendly</b>				.569			
<b>reliable</b>				.523			
<b>honest</b>				.496			
<b>rugged</b>					.642		
<b>tough</b>					.619		
<b>masculine</b>					.617		
<b>outdoorsy</b>					.594		
<b>unique</b>						.788	
<b>original</b>						.698	
<b>family oriented</b>							.603
<b>sentimental</b>							.587
<i>Eigen Values</i>	8.925	3.583	2.849	2.606	2.426	2.148	1.78
<i>Variance Explained</i>	21.251	8.532	6.783	6.204	5.776	5.113	4.70
<i>Cumulative Percentage</i>	21.251	29.782	36.565	42.769	48.545	53.659	58.368

\* Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

## 6.5. Tourist's Motivation

### 6.5.1. Push Factors

According to table 6.5, there were push factors which motivate tourist to decide to travel. These factors used to find out tourists motivation for deciding to travel. These factors were asked from respondents in the questionnaire having lowest to highest scores (1 to 5). The following table reported the answers of respondents to push factors and other detailed information including minimum, maximum, mean, and standard deviation regarding each question. In table 6.5, number of respondents to each question of push factors, minimum, maximum, and standard deviation are shown. Considering the following table, focusing on 3.1828 as the highest mean the second component of push factors, togetherness and fun, is the most motivation of the tourists who came to North Cyprus. But the least one is needs of Excitement and freeness by mean of 2.9975.

Table 6.5. Push Factors \_ Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<b>Relaxation and pleasure</b>	400	1.33	4.40	3.1828	.66206
<b>Togetherness and fun</b>	400	1.80	4.80	3.0430	.74333
<b>Excitement and freeness</b>	400	1.67	4.67	2.9975	.69308

#### 6.5.1.1. Factor Analysis

Indicating the KMO (Kaiser-Meyer-Olkin) indicator of adequacy of sampling for push factors being 0.738, factor analysis of push factors are grouped into three components including Relaxation and pleasure, Togetherness and fun, and Excitement and freeness.

Table 6.6. Push Factor \_ Factor Analysis

<b>Component Matrix<sup>a</sup></b>			
	<b>Component</b>		
	1	2	3
To be physically active	.591		
To rediscover myself	.513		
To experience new lifestyle	.586		
To try new foods	.676		
To visit historical places	.743		
To meet new people	.681		
To be free to act how I feel	.417		
To get to places friends have not been	.636		
To talk about the trip	.724		
To rediscover the past good times	.693		
To feel at home away from home	.719		
To see as much as possible	.616		
To get away from demands at home	.622		
To experience a simpler lifestyle	.692		
To feel safe and secure	.687		
To visit places my family came from		.685	
To visit relatives		.515	
To be together as a family		.517	
To be entertained and having fun		-.588	
To get a change from busy job		.400	
To meet opposite sex			.708
To find thrills			-.246
To have adventure of reduced air fares			.617
<b><i>Eigen Values</i></b>	<b><i>7.136</i></b>	<b><i>2.404</i></b>	<b><i>1.857</i></b>
<b><i>Variance Explained</i></b>	<b><i>31.024</i></b>	<b><i>10.453</i></b>	<b><i>8.074</i></b>
<b><i>Cumulative Percentage</i></b>	<b><i>31.024</i></b>	<b><i>41.477</i></b>	<b><i>49.551</i></b>

\* Extraction Method: Principal Component Analysis.

According to the above table, table 6.6, the highest variance belongs to relaxation and pleasure. So the variance of 31.024 shows that the most important motivation of the tourists is about relaxation and pleasure.

#### **6.5.1.2. Reliability**

To test the reliability of the sample regarding the questions designed to find out about push factors part of tourists' motivation to travel, Cronbach's Alpha was used.

The result shows that the reliability is 0.885. So this part with 23 items was also reliable.

### 6.5.2. Pull Factors

In section of tourist' motivation the second part is pull factors which are factors motivated tourists to choose North Cyprus as their destination. Respondents answered to these factors as questions. Table 6.9, shows respondents' answers to those factors besides mean, maximum, minimum, and standard deviation related to each question. The KMO (Kaiser-Meyer-Olkin) indicator of sampling adequacy for pull factors is given as 0.694. According to this table, water activities with mean score of 3.7175 shows that the most important attraction of North Cyprus that pull tourist toward North Cyprus is water activities. But the least important pull factors which attract tourists are to experience modern atmosphere and amusement.

Table 6.7. Pull Factors \_ Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Local attractions and culture	400	1.54	4.54	3.5425	.61285
Modern atmosphere and amusement	400	1.50	4.33	2.6838	.62477
Cleanliness and activities	400	1.33	5.00	3.2133	.73124
Privacy and quality	400	2.00	4.50	3.4019	.48527
Water activities	400	2.00	5.00	3.7175	.69563

#### 6.5.2.1. Factor Analysis

Pull factors which attract tourists to choose North Cyprus as a destination for traveling is grouped into five components including local attraction and culture, modern atmosphere and amusement, cleanliness and activities, privacy and quality, water activities. KMO indicator of sampling adequacy is reported as 0.694.

Table 6.8. Pull Factors \_ Factor Analysis

Factors	Component				
	Local attraction And Culture	Modern atmosphere and amusement	Cleanliness And activities	Privacy And quality	Water Activities
Because of different culture	.797				
Because of high quality restaurant	.729				
Because of interesting town	.712				
Because of its interesting local people	.705				
Because of outstanding scenery	.703				
Because of mountainous areas	.701				
Because of historical old cities	.682				
Because of its wide space from crowds	.678				
because of its manageable size	.655				
because of personal safety	.574				
Because of local cuisine	.491				
because of variety activities	.474				
because of reliable whether	.430				
because of tennis		.705			
Because of gambling and casino		.703			
Because of live theater		.613			
Because it is a modern city		.568			
Because of its first class hotels		.527			
Because of its inexpensive restaurants		.270			
Because of cleanliness			.666		
Because of shopping			.633		
Because of night life			.589		
Because of reliance privacy				.690	
Because of its exotic atmosphere				-.572	
Because of its budget accommodation				.514	
Because of quality beach				-.485	
Because of water sport					.671
Because of seaside					.514
<i>Eigen Values</i>	6.522	3.132	2.274	2.023	1.635
<i>Variance Explained</i>	23.292	11.185	8.121	7.227	5.840
<i>Cumulative Percentage</i>	23.292	34.477	42.597	49.824	55.663

\* Extraction Method: Principal Component Analysis.

Local attractions and culture has the highest variance of 23.292.

### 6.5.2.2. Reliability

Concerning with the reliability of the section which is studied the pull factors, Cronbach's Alpha test was run and it is found that this section with 28 factors has the reliability of 0.840.

## 6.6. Tourist Satisfaction and Tourist Future Behavior

This study tested the overall satisfaction of the tourists through a question in section four of the questionnaire. Knowing about overall satisfaction of the tourist is necessary to test first and second hypothesis of the study. This question through being scored from the lowest, 1, to the highest, 5, revealed the overall satisfaction of the tourists came to visit North Cyprus. Another question also designed to analyse the future behavior of the tourists scoring from the lowest, 1, to the highest, 5. Table 6.8 gives information about the responses given to these questions by respondents along with mean, maximum, minimum, and standard deviation of it.

Table 6.8. Satisfaction and Tourist Future Behavior \_ Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<b>Satisfaction</b>	400	2.00	5.00	4.3725	.86638
<b>Future behavior</b>	400	2.04	5.00	3.4509	.45660

## 6.7. Structural Equation Model Analysis

In order to test the hypothesis and study the probable relationship among the variables as assumed in the study's hypothesis, the data were analyzed. Testing the hypothesis this study assumed five variables. As it is shown in figure 6.1, in this study destination personality is assumed as a dependent variable and tourist's future behavior as an independent variable. The other three variables include tourist overall

satisfaction as a mediator and pull and push factors consisting tourist motivation as moderators here.

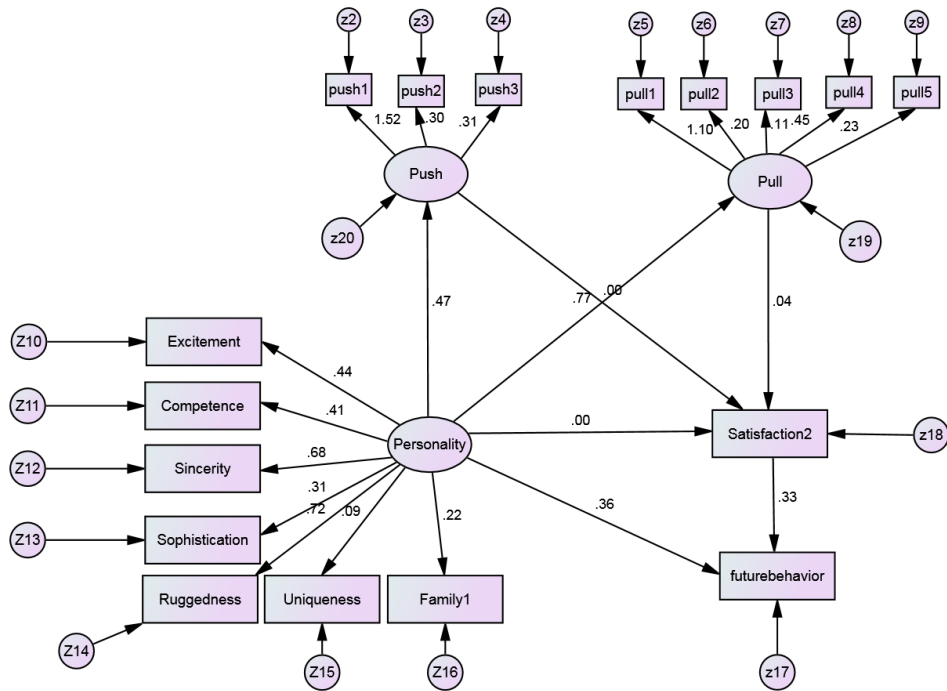


Figure 6.1 Model Dimensions

Considering the model fitting indicators, since  $\chi^2 = 933.946$ ,  $df = 114$ ,  $PRATIO = 0.838$ ,  $RMR = 0.043$ , and  $GFI = 0.8$ , so the model is fitted in the data well. The significance of probable relationships assumed in the hypothesis will be described in follow.

According to table 6.9, whether the relationships among the assumed variables are significant and positive or not are described through numerical details.

Table 6.9. Structural Equation Modeling

			<b>Standard Estimate</b>	<b>Determination Coefficient</b>	<b>P</b>
<b>Push</b>	<---	Personality	.470	22%	***
<b>Pull</b>	<---	Personality	.766	59%	***
<b>Satisfaction2</b>	<---	Personality	.000	0%	.998
<b>Satisfaction2</b>	<---	Push	-.003	0%	.923
<b>Satisfaction2</b>	<---	Pull	.042	0%	.610
<b>pull5</b>	<---	Pull	.228	5%	***
<b>pull4</b>	<---	Pull	.452	20%	***
<b>pull3</b>	<---	Pull	.112	1%	.013
<b>pull2</b>	<---	Pull	.204	4%	***
<b>pull1</b>	<---	Pull	1.104		
<b>Future behavior</b>	<---	Satisfaction2	.335	11%	***
<b>Excitement</b>	<---	Personality	.445	20%	***
<b>Competence</b>	<---	Personality	.407	17%	***
<b>Sincerity</b>	<---	Personality	.683	47%	***
<b>Sophistication</b>	<---	Personality	.308	9%	***
<b>Ruggedness</b>	<---	Personality	.722	52%	***
<b>Uniqueness</b>	<---	Personality	.093	1%	.105
<b>Family1</b>	<---	Personality	.223	5%	
<b>push3</b>	<---	Push	.307	9%	
<b>push2</b>	<---	Push	.300	9%	***
<b>push1</b>	<---	Push	1.522		***
<b>Future behavior</b>	<---	Personality	.362	13%	***

\*\*\*:  $p - value < 0.01$

Assuming the P value should be less than 0.01 till the relation will be significant the above table shows the significant relations. In order to analyzing the assumed relationships among variables by hypothesis the study analyzed the data through model of the study and its hypothesis using Structural Equation Modeling (SEM).

The logic behind using SEM to analyze the data in this study is the issue that since the role of dependent and independent variables of this model is not fixed which means some variables such as satisfaction plays its role as an independent variable



for tourist's future behavior and as an dependent variable for destination personality simultaneously, we cannot use regression analysis. Also role of push and pull factors as mediators in this model shows the need of using SEM to analyze the data.

So the detailed conclusion of this study will be discussed in chapter seven.

## **Chapter 7**

### **CONCLUSION AND DISCUSSION**

#### **7.1. Overview**

The aim of this study was to find out whether destination personality which is adopted from Aaker (1997) brand personality scale has relationship with tourist's satisfaction and future behavior in case of North Cyprus or not. And also the role of satisfaction on tourist's future behavior as a mediator and role of motivation consisting two parts of push and pull factors as a moderator of relation between destination personality and tourist's satisfaction are considered here. Another issue which is studied is the relationship between tourist satisfaction and tourist's future behavior. This study follow Chen and Phou (2013), Hosany and Ekinici (2006), and Yoon and Uysal (2005).

#### **7.2. Discussion**

Based on the result of this study achieved through using SEM, and considering the four hypothesis of this study it is found that hypothesis three and four are supported but hypothesis one and three were not supported.

Regarding the relationship between destination personality and tourist satisfaction which is conveyed through hypothesis one, the result shows that the relationship between these two variables is not significant and is not direct the finding which is in contrast with what Chen and Phou (2013) found in their study. Giving a reason to

this rejection and paradox it can be useful to refer what Ye (2012) believed in. Ye (2012) believed that it was necessary to omit some of traits since they had no sense in the case of his study which was in Australia in a case that he reduced the 42 traits of Aaker (1997) into 14 items. He mentioned the peculiarity of Aaker's (1997) personality traits for business section and not for tourism realm (Hosany et al., 2006). Also Chen and Phou (2013) reduced 42 items Aaker (1997) into 37 items. Also Chen and Phou (2013) reported that the five dimensions of Aaker (1997) were reduced into just three dimensions including sincerity, excitement, and conviviality. Providing a destination personality with peculiar features and characteristics makes that destination outstanding among its competitors and then the customer prefers it and also affected by this issue during his/her behavior (Murphy, 2007, cited in Chen and Phou, 2013). But what is important is that the destination personality model is adopted from Aaker's (1997) model which was used in business environment since the personality traits by Aaker (1997) particularly for business section (Ye, 2012).

Regarding hypothesis two, the relationship between tourist's satisfaction and tourist's future behavior is significant and direct. This finding also support what Chen and Phou (2013) found in their study done in Cambodia.

The third hypothesis which covers the moderating role of tourist's motivation\_ push factors and pull factors\_ was not supported due to this issue that tourist's motivation does not have significant effect on the relationship between destination personality and tourist satisfaction.

Considering hypothesis four it was found that destination personality related the tourist's future behavior directly and positively and the relationship is significant so

it support what Chen and Phou (2013) found in their studies regarding customers behavioral out comes.

### **7.3. Conclusion**

This study focused on two aims: 1) the relationship between destination personality adopted from Aaker (1997) personality scale in tourism realm \_ North Cyprus\_ due to tourist feeling of satisfaction and consequently their intention to revisit North Cyprus as a destination and also their intention to recommend it to others which is illustrator of tourist future behavior, 2) how tourists' motivation factors as a moderator affect the relationship between destination personality adopted from Aaker (1997) model in relation with tourist feeling of satisfaction.

The study shows that there is no direct and significant relationship between destination personality and tourist's satisfaction. The reason may be rooted in what Ye (2012) during his study claimed that since the personality traits of Aaker (1997) brand personality scale is peculiar for business section it is probable and possible that not all of those traits be significant and sensible in tourism and destination dimension.

Regarding the intention of tourist to recommend and revisit the destination is affected significantly and directly by tourist's satisfaction. So destination personality according to anthropomorphism theory and the sense and the tie created between tourist and destination (see 2.4) leads to intention of tourist to recommend and revisit the North Cyprus as a destination. Also when tourist is satisfied his/her intention to revisit and recommend the destination is affected by tourist to be satisfied.

How and why a tourist motivated to go to travel and chose North Cyprus as his or her destination does not affect the relationship between destination personality and tourist satisfaction.

#### **7.4. Implication**

Now what is conveyed through this study can be a guide for tourism industry In North Cyprus to improve North Cyprus as a destination by working on, improving, and providing North Cyprus with significant destination personality traits which are outstanding in this study and grouped in component 1 which is excitement to attract more travelers and heighten their intention to revisit and recommend the destination. The ministry of tourism in North Cyprus should investigate to improve the destination personalities of this destination to affect the intention of tourist to revisit the destination. Through improving destination personality of North Cyprus since it will lead in achieving more percent of tourists based on getting benefit from tourists recommendation to other people. In order to use characteristics of destination personality to satisfy tourists and to compensate this absence is to improve the personalities of North Cyprus. This issue leads in providing North Cyprus with characteristics through which tourists can find mutual personalities and feelings with the destination so can satisfy its feelings and desires in its travel which leads in satisfaction and becoming a loyal tourist.

All the responsible principles for tourism industry should to find attractions and also satisfying the tourists exactly based on what motivated them to choose North Cyprus or even motivate them to start a journey. Since when a traveler is satisfied with their travel experience and destination then will intend to travel to that destination again and also motivate others to choose that destination as a preferred destination.

Focusing on the results of this study it should be act on the motivations tourists presented as their reasons to start a journey or choosing North Cyprus as their destination, to promote a possibility of being an attractive destination and satisfy tourists based on their exact needs and desires. So subsequently North Cyprus will have loyal tourists who will revisit North Cyprus and also will recommend it to others.

### **7.5. Limitations and Future Studies**

The same as other researches and studies, this study also has its own limitations and deficiencies. One of the limitations of this study is its way of sampling which was nonprobability sampling which leads in making researcher not to be able to check the probable errors and they will remain unknown, it is suggested in future studies one of probability sampling method will be examined.

The second limitation here is the instrument of the study which was questionnaire. Answers to a questionnaire is a fixed one but using other instruments such as interview or designing some open-ended questions let the researcher realize the essence of what the respondents exactly know and feel about the issue.

The third limitation here is the limited number of the Turkish, Iranian, Russian, and Australian respondents due to sample's lack of knowledge of English.

So it is suggested that all these deficiencies will be covered in future researches and also apply destination personality dimensions in other cultures also.

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