3S' Tourism Image and its Determining Factors: Evidence from North Cyprus

Pegah Maleki

Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirement for the degree of

Master of Science
in
Tourism Management

Eastern Mediterranean University
September, 2015
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

_____
Prof. Dr. Serhan Çiftçioğlu
Acting Director

I certify that this thesis satisfies the requirements as a thesis for the degree of Master of Science in Tourism Management.

_____
Prof. Dr. Hasan Kilic
Acting Dean , Faculty of Tourism

We certify that we have read this thesis and that in our opinion; it is fully adequate in scope and quality as a thesis for the degree of Master of Arts in Marketing Management.

_____
Prof. Dr. Habib Alipour
Supervisor

Examining Committee
_____

1. Prof. Dr. Habib Alipour   _____

2. Assoc. Prof. Dr. Turgay Avci   _____

3. Asst. Prof. Dr. M Guven Ardahan _____

ABSTRACT

This empirical study aims to investigate the effect of cognitive image of 3S tourism on attitude of tourist to 3S tourism activities. This research also examines the impact of attitude to 3S tourism of visit intention and word of mouth as two behavioral outcomes. Data were collected from tourists who travelled to North Cyprus in the summer 2015. The results revealed that image of 3S tourism had a positive relevance to tourist attitude. Visit intention and word of mouth are enhanced by improving visitors' attitude toward 3S tourism. There is a managerial implication with regard to the promotion of cognitive image in North Cyprus beaches, which results in positive outputs. Restrictions and prospective directions for future studies are discussed.

Keywords: 3S Tourism, Cognitive Image, Attitude, Visit Intention, Word of Mouth, North Cyprus.

ÖZ

Bu çalışmanın ana amacı zihinsel görüntünün etkilerini araştırarak 3 S Turizm faaliyetlerinde turistlerin davranışlarına göre 3 S turizm aktivitelerine yansımasını bulmak. Bu çalışma 3 S Turizminde davranışların etkisinin ziyaret niyeti üzerinde ve ağızdan ağıza iki davranış olarak çıktılarını incelemek. 2015 yılında yaz aylarında Kuzey kıbrıs'ı ziyaret eden turistler ile ilgili veri toplamak.Bu sonuçlar göstermiştir ki 3 S Turizminin imajı pozitif olarak turist davranışları ile ilişkilidir. Ziyaret beklentisi ve ağızdan konuşmaların yapılması ziyaretçi sayısını artırarak 3 S turizimine yönelik bir tutum sağlamıştır. Kuzey Kıbrıs sahillerinin bilişsel imajını teşvik konusunda yönetsel bir içerik vardır. Bunun sonucunda da pozitif çıkışlarla sonuçlanır. Gelecekteki çalışmalarda sınırlamalar ve yön tartışılmıştır.

Anahtar Kelimeler: 3S Turizimi, Bilşsel Görüntü, Davraniş, Ziyaret Beklentisi, Ağizdan Konuşma, Kuzey Kibris.

DEDICATION

I would like to express my immense gratitude to my family, Without their constant

encouragement and support, this could not have been achieved.

To My Family

ACKNOWLEDGEMENT

I am heartily thankful to my supervisor, Prof.Dr. Habib Alipour, whose encouragement, supervision and support form the preliminary to the concluding level enable me to develop an understanding of the subject.

TABEL OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

Chapter 1

INTRODUCTION

1.1 Conceptualization

People have moved from one place to another during different periods of their lives to see the natural beauty, discover economic opportunities, better utilize biological resources, get knowledge from tribal differences, visit relatives and acquaintances, and finally visit cultural and historical sites, encountering many problems for this cause. Therefore, we can say that tourism is as old as human history showing the historical importance of this industry.

Economically, tourism is very important in the global economy and is one of the main sources of the foreign exchange - in both developed and developing countries. Tourism industry, by itself, produces more than 8.7 % of GDP (Üstün & Öztay, 2014). On the other hand, the growth of the tourism industry in domestic and international dimensions depends on many factors such as the following: an increase in living standards, clean air and water, the development of transportation, revenue growth, industrialization of tourism, tourism market specialization required to identify and better meet the needs, desires and interests of tourists, as well as the introduction of the best tourism destinations to potential tourists.

The image of destination has an important role and influence on not only the decision-making process, but also selecting the destinations and tourist behavior. The

image perceived of the destination by tourists plays an important role in deciding the best place as destination, evaluation of trip, the future behavior of visitors concerning the tourist destination.

The image of destination has positive effect on the satisfaction of tourists in the tourist's destination, and as a result, it can lead to visiting the same tourist destination again and consequently the visitors would recommend it to their friends and acquaintances. Although many scholars and experts have work on the notion regarding the image of destination and its importance, most of them avoid providing a comprehensive definition of this term. According to Pearce (1998), Hunt (1998), and a number of other researchers, image is one of the notions that implies an unclear and variable meaning and cannot present a clear and final definition consequently (Gallarza, 2002).

As Beerli and Martin (2004) indicate, the destination properties creating the image of destination include natural resources, public infrastructure, tourism infrastructure, tourism, leisure facilities, social and political factors, culture, history, natural and the social environment, space and place. On the other hand, regarding a study carried out on the beach quality, the coastal areas need consideration in relation to cleanliness, quality of facilities and management, peaceful atmosphere, scenery, etc. These features can play an important role in decision-making process, as well as recommending it to others or re-visit intention.

In general, tourists need reliable and authoritative information to select a tourism destination. They can collect information required in a variety of ways including mass media such as television, radio, satellite, internet, books and magazines,

tourism agency, World Tourism Organization, as well as the tourists who have visited tourism attractions and have an actual experience of traveling to these places (Ranjbarian, 2011).

Although each of these resources provides valuable information to tourists, they prefer to receive a considerable part of the information required from their relatives, friends and people who trust them and are experienced in this field. In fact, since these people have traveled to the destinations desired, or have a lot of information about the destinations and above all, they are not paid for providing or giving this information, they are of special attention to tourists.

1.2 Purpose of the study

The aim of this study is to investigate the relationship between image of 3S tourism and attitude to 3S tourism. This study also examines the impacts of attitude to 3S tourism on visit intention and word of mouth. Image concerning 3S tourism in this research area, where the beach activities are one of the main tourism resources is very important. This happens because image of tourist concerning 3S tourism influence both their attitude on visit intention as well as word of mouth.

1.3 Methodology

A questionnaire survey was conducted to obtain data from beach visitors in North Cyprus. A two-step Structural Equation Modeling (SEM) was performed to test measurement and conceptual model. In addition to checking reliability, means, and standard deviations, the correlations were also calculated. Results and interpretations are provided.

1.4 Thesis Organization

This dissertation includes seven chapters. First chapter presents a short introduction regarding the purpose of the study and methodological approach. The second chapter is dedicated to explanation of tourism, etymology of tourism, history of tourism, and type of tourism. The literatures relevant to this dissertation reviews as well as theoretical framework for supporting the research model proposed have been provided in chapter 3. The case of North Cyprus has been introduced and explained in chapter 4. A detailed information concerning data and procedure, measurement, and analysis of data are presented in chapter 5. The two last chapters are specified for interpretation of the study results, discussion and conclusion.

Chapter 2

TOURISM

2.1 Concept of tourism

Second millennium has witnessed a continuous growth concerning people's interest on how they spend their spare time, practically in non-working or leisure time. Several analysts have proposed that spare time is a part of our lives, during which we should concentrate on non-work activities. These suggestions reflect an increasing interest on how individuals spend their time in the non-working hours. Such an increase besides their concern has become an international phenomenon, which is later known as "tourism". Tourism refers to some leisure time dedicated to visit places, various destinations and sites (Page, 2012).

There are different definitions the concept of tourism. The League of Nations (1936) defines a tourist as "someone who travels abroad for at least one day (24 hours)". Since 1945, this definition has been reformed to cover a maximum stay of 180 days (6 months) (Theobald, 1998). In the year 1976, British Tourism Society provided a definition, according to which tourism is a non-permanent, short-term movement to certain destinations, which are outside the locations tourists typically live and work (Beaver, 2002).

The International Association of Scientific Expert (1981) defines tourism as a special form of traveling and activities taking place outside one's hometown (IASET, 2008).

United Nations World Tourism Organization (UNWTO), defines tourism as free leisure activities of individuals who move and travel to other places and stay with a certain purpose like pleasure or business, which lasts for a year or less (World Tourism Organization, 2010) .

"Tourism and travel" or (TT), are of course two terms which are occasionally applied interchangeably. In spite of the fact that tourism is analogous with travel, it is indicative of a more determined journey. The terms tourism and tourist are usually used to imply an interest concerning the destination features (Edensor, 1998).

2.1.1 Etymology of Tourism

Nowadays, there are three schools, which discuss the etymology of the term 'tourism'. First, there is The French School, which argues that the term 'tourism' originated from the old Aramaic Tour, which was originally used for the discovery and movement of people in the Bible. This term was used for the first time when Moses the prophet began his journeys to the lands of Canaan. The second school is the Onomastic School, which assumes that the origin of the notion is not based on the linguistic perspective but rather is akin to the Della Tour (the last name of the French aristocrat).

 Based on this school, after Carlos V signed an agreement with England in 1516, the would-be king gave all exclusive rights of commercial transport and relevant businesses to the Della Tour family. The third school concentrates on the Anglo-Saxon world. Researchers have found some evidence indicating that the term was originated in the 12th century by some tribes who traveled with an intention of returning to their homeland (Korstanje, 2007).

2.1.2 History of Tourism

Since the early 21st century, international tourism has become one of the most important economic activities; therefore, tourism history is so important. The history of tourism dates back to the time of the coinage. In the old West, in ancient Greece and Rome, there were some organized trips with a unique infrastructure, which were looking for settlements; both of whom claiming that this term was the original and primary root of both beach resorts and tourism heritage.

Pilgrimage tourist comes from Eastern civilization more than 2,000 years ago, and it originally refers to Buddha. Similarly, even in the 21st century, it can be seen that the pilgrimage to Mecca is still being performed. Here, we witness that tourists undertake the hardship of the trips in the wilderness for religious purposes. Thermal Spa has also been very considerable as a significant tourist destination since the 6th century. People travel to these areas to use hot water for treatment, resting and relaxation. Medicinal Spa had been very popular among propertied classes in some regions in Roman Republic like Baiae (Walton, 2015).

Modern tourism can be depicted to what is known as the Grand tour, which was a traditional journey around Europe. The Grand tour was a symbol people of upper class status in the 18th to 19th centuries. The main value of the Grand tour was based on the cultural heritage of the classical era and renaissance as well as the aristocratic society in European countries. Actually, there are main reasons for developing this industry during these years, which could be referred to special and cultural development, urbanization, an increase in income levels, free time, technological enhancement, etc... (Jayapalan, 2001).

2.1.3 Types of Tourism

There are different types of tourism activities, the classification of which is based on various factors. According to tourism statistics, there are three major forms of tourism (World Tourism Organization, 2010):

- Domestic Tourism: citizens of a given country traveling merely inside the country.

- Inbound Tourism: Non-citizens traveling in a given country.

- Outbound Tourism: citizens of a given country traveling to another country or countries.

Based on the visit priorities, tourism is classified as the following categories (Ghaedi, 2014) :

- Leisure Tourism: traveling for a purpose of leisure and recreations.

- Business Tourism: is a more confined and centered subdivision of regular tourism. During this kind of tourism, tourists are still acting as a worker and being paid, but they do these activities far from their workplace and house as well (Garrod, 2012).

- Medical Tourism: Medical or health tourism is a journey of individuals to other places like another country for the purpose of getting and using medical treatment in destination (Horowitz et al., 2007).

- Adventure Tourism: this involves exploration or trip with perceived risk, with the purpose of requiring professional skills and physical ability (Buckley, 2012).

- Wellness Tourism: is traveling for the purpose of health improvement and wellbeing through the fulfillment of behavioral, spiritual physical and psychological activities (Dimon, 2013) .

- Eco Tourism: involves a visit to the pleasant, untouched, and undisturbed natural regions (Honey, 2008).

- Sport Tourism: is defined as a trip, which involves both observation and participation in a sport event performed farther than participants' usual location (Gammon & Robinson, 2003).

- Religious Tourism: Religious or faith tourism is a form of traveling where people move individually or in groups for pilgrimage purposes (Timothy & Olsen, 2006) .

- Wildlife Tourism: It can be animal-friendly and eco-friendly tourism, in which tourists usually visit animals and/or plants in their natural habitat (Newsome et al, 2005).

- Mass Tourism: refers to a large number of tourists in a short time where they can go to different places of leisure interest, thus in this way, greater numbers of visitors could begin to enjoy their leisure time (Lew, 2008).

- Alternative Tourism: is combination of tourist production or individual traveling services, through using supply, organization and the human resource (Butler, 1990).

Based on tourism activity in coastal zones, the categories of tourism are as follows (ECLAC, 2003):

- Coastal tourism: refers to the unique resource composition at the border of land and sea areas: sun, water, beaches, prominent picturesque scenery, wealthy biological diversity, marine food, etc.

- Cultural tourism: is the subdivision or branch of tourism concerning the lifestyle of residents, their history, art and architecture, religion(s), and other factors that have an effect on shaping their way of life (Kung, 2006).

- Marine tourism: those leisure activities which involve traveling from one place to another having the marine environment features (marine environment: waters which are saline and tide-affected) (Orams, 2002).

- Cruise tourism: Tourist cruise is a relatively modern activity in the cruise line by passenger ship, cargo ship, boat, etc. (WTO, 2010)

- Winter tourism: is related to the winter activities like skiing.

- Business tourism: was mentioned above.

- Family tourism: refers to a trip with family or a trip to visit family (Schanzel et al, 2012).

According to the nature- based issue, tourism activities include (Sharma, 2005):

- 3S Tourism: Sea, Sand and Sun (which include all activities related to the sea and coastal) area (Stupart & Shipley, 2012)

- Adventures Tourism: was mentioned above.

- Eco Tourism: was mentioned above.

- Health Tourism: was mentioned above.

2.2 3S Tourism

Sun, sea and sand (3S) tourism is the greatest, most conventional and in some cases it is the most controversial manifestation of nature tourism. 3S tourism involves

having a very close relation leading to the emergence of leisure, which is dominant in Mediterranean, southeastern Asia, Caribbean, Jamaica, etc. (Weaver, 1998). 3S tourism is considered as a very famous vacation option, as well as the pleasure periphery in the universe's subtropical, and hot & mild coastal areas (Sharma, 2005). 3S tourism, specially, in places of outstanding nature, has been valued for its main destination feature, as it has many eye-catching attractions for long destination journeys. For long-destination tourists, sun, sea and sand locations are unique in nature and therefore they are commonly visited even once in a life span of an individual (Hudman & Jackson, 2003).

The Sun has a very significant role in choosing destination. Uyarra et al. (2005) have shown that warm temperatures is the most significant characteristic which has an influence on selecting holiday destination for visitors in Barbados and Bonaire (two main islands of Caribbean) (Becken, 2010). Furthermore, researches have shown that the sun and warm weather have important roles to tourist satisfaction. Bechen and Hay (2007) claimed that sunshine has an impact on tourists concerning pleasure and fun. In a study carried out by KILIÇ and SOP (2012) in Bodrum (a very famous tourism destination in Turkey) it was found that among fifteen factors, the sun-sea and sand after nightlife, peace, dynamism and natural beauty were discovered as the first image in the participants' mind. The results also showed that the typical visitors of a given place were strongly engaged with sea, sun and sand factors.

In addition, 3S tourism has a potential for promoting wellness holidays. People have become more and more interested to take "wellness breaks" in order to have rest, relaxation, body health and most importantly mental health so that they would be able to deal with a large number of stress resulting from modern life. Therefore, the

best place recommended would be one, which includes sea-sun and sand. Working in South Africa as a 3S tourism destination has shown that such locations are very common among visitors for receiving medical care.

According to what was mentioned above, we can claim that 3S tourism is one of the important and most popular kinds of tourism, which attracts many tourists annually. We can hypothesize that location with featured sea, sun and sand can create a positive image among visitors, and on the other hand, it can have strong effect on visit intention and word of mouth as well. Then, in the present study we have decided to examine the mediating role of 3S tourism on the relationship existing between overall image with visit intention and word of mouth.

Chapter 3

LITERATURE REVIEW

3.1. Image

Determining a precise meaning of the term `image' is difficult. Image is a term which has been using different in a large number of texts, fields and disciplines, therefore creating several meanings. Pearce (1998) asserted image is one of those terms with uncertain and shifting meanings. In Oxford dictionary image is defined as "a representation of the external form of a person or things".

In psychology science, `image' tends to note to a seeable and visual representation, whilst in behavioral geography science the notion of `image' is more holistic and consist of all of the related feelings, knowledge, sense, perceive, values ,beliefs and opinions. A definition from business and marketing, in fact, refers to the attributes, quality and quantity which underlie image and related image to consumer behavior.

3.1.1 Primary against Secondary Image

There is a different between primary and secondary image. Primary image is made based on personal experience or visit destination directly. It is different with secondary image, which fundamentally realized before experience a destination personally (Figure 1).

The secondary image is formed via indirectly sources like advertising independent sources, word of mouth and visual media (Sonnleitner, 2011). Beerli and Martin

(2004) believed that the image that created from primary directly visit is more realistic and complicated than the image formed via secondary information. Echtner et al. (1993) have mentioned individuals who are more intimate with a special place or tourism destination catch a more overall image rather than lesser familiar. Though, not only familiar, but as well as the visit's number and intensity of visit intention can has an effect on overall image of a destination.
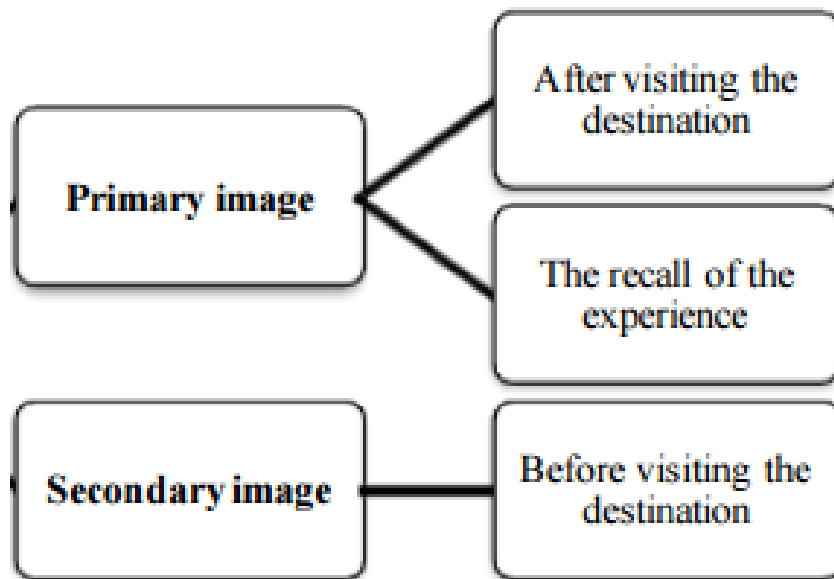
Figure 1. Primary and secondary image

3.1.2 Pre-Visit against Post-Visit Image

Based on destination image studies, another item that make the source for creating image is pre and post visit. This point of view supposes that visitor's image perception varies over time Frías et al. (2008). Gallaz and Gill (2002) explain that the conception, asserting that image of destination is not static and it changes based on the space of variables and time.

Perceived image of a certain destination among different people is different and also this perception change over time. It means that the perceived image in one time

maybe different in another time in people Seongseop Kim et al. (2009). Gallarza et al. (2002) believe that the best way for evaluation the impact of time on image creation is understanding of longitudinal researches, however such this analysis be difficult in tourism field.

3.1.3 Cognitive Against Affective Image

Common agreement among researchers is that they believe that overall image is the combination of cognitive and affective commitment. They assert that when an image is formed which be based on customer or visitors respond and as well as emotional imagine. Whiles cognitive assessment can be noted to opinion, knowledge and ideas regarding to the special destination, affective assessment noted to the feeling and attachment to the place. Thus through cognitive assessment the basic of image is made and through affective assessment emotional function based on cognitive evaluation will be created. Thereupon, combination of these evaluation will forme an overall image Elbe et al. (2009). This mixed image shows the overall positive and negative assessment of the special place or production in question (Molina et al., 2010).

3.1.4 Overall Destination Image

Because of the importance of understanding about the overall image several researchers have worked on this concept. they have concentrated to the finding the factors and forces which have effect on customers and visitors' overall image and also have examined the relation between overall image and buying behaviors or visit intention (Ruy et al., 2007; Chen & Tsai, 2007). Evidences have shown that image of destination effect on visitor's destination selection(Lin et al., 2007; Pike, 2006), visit intention (Chen et al., 2013; Hung et al., 2011) actual tourism behavior (Chen & Hsu, 2000), future behavior like WOM and willing to recommend (Park & Njite,

2010). Also related studies show that the starting of searching in this field goes back to the early 1970s with Gunn's study regarding to the image and measuring the destination image (Sonnleitner, 2011). Pik (2002) have done a analysis of 142 articles which published between 1973 to 2000 and have focused on destination image subject.

Although authors have offered a variety of definitions of this important concept, unfortunately, to date there is no specific definition of overall image. But generally there are three main stresses between different researches about the image concept. First image is the result of the collection of people' idea and feelings regarding to the destination. Second, using of attitudinal components (cognitive & affective) to describe the image, and the third way to explain image is consider it as a overall visual or mental imagine of a production, destination or experience (Rezende-Parker et al., 2003).

Kolter et al. (1993) defined overall image as the series of vision, thoughts, opinions, sense and beliefs which people may have about a place. Bloemer and Ruyter (1998) described overall image as the set of visitors' total apperception of the prominent features of a location. They believed overall image to be a more appraising concept about the functions of features. According to the related literature about attraction and attributes, Beerli and Martin (2004) have categorized all factors which impact overall image and image assessments.

These nine factors are: natural resources; generic infrastructure; tourism infrastructure; tourism leisure, entertainment and recreation; art and science; economic, social, cultural, historical and political factors; environment; social

environment, and the overall destination atmosphere. Echtner and Ritchie (2003) have proposed a conceptual framework for the all certain components of destination image including: a) image should be visualized as having two original factors: attribute-based & holistic- based; b) either one the factors contains functional (tangible), as well as psychological features; and c) images of destinations could have "joint" functional and psychological characteristics or more distinguishing or even exceptional traits and feelings.

Some researchers believe that overall image is the product of the merger of the two components. These two components are cognitive and affective image (Baloglu & Love, 2005; Pike & Ryan2004; Beerli & Martin, 2004). Based on the theoretical point of view, there is a general consensus which claims that the combination of affective (evaluative) and cognitive (perceptual) image create a compound or overall image regarding to the negative or positive assessment of the destination for visitors Kokkali et al. (2009).

Cognitive image refers is described as set of beliefs, opinion and knowledge that visitors have based on physical specifications and properties of a tourism destination (Govers et al., 2007; Boo & Busser, 2006) because of directly visible, illustrative and measurable which result of cognitive image its became one of the important component of overall image in tourism research (Banki et al., 2014).on the other side affective image as a second component of overall image defined as a visitors' feelings and sensations regarding to a destination, its characteristics and surrounding environment (Hosany et al., 2006).

The empirical studies on image theory proposed that people's behavior is based on a psychological representation of objective facts which exists in the individual's mind. Scilicet, individual's behaviors are likely to be specified by an image more than via an objective fact (Myers, 1968). Likewise, in consumer behavior studies, has found that consumers mostly extend a view point or attitudes according to pervious or present information of a product without any real consumption experience. Such these clients usually increase their biases for the provider according to its image in the marketplace. These attitudes, generated via the cognitive processes, help to the building of the consumer intentions (Han et al., 2009).

There is no doubt that Echtner et al. (1991) work is one of the important and valuable searches regarding to the promotion and development of overall image framework. they through study titled" the meaning and measurement of destination image" have shown that overall image of destination include functional, tangible and intangible and psychological features. They believe that the individual decision making procedure for buying or visit intention depend on both individual adjective and comprehensive image.

Functional propertises as an image component is directly visible and quantifiable, such as price. But on the other hand psychological features easily cannot be calculated. Ultimately they have asserted that overall destination image described and measured along these three dimensions (Figure 2):

- Attributes - holistic
- Functional - psychological
- Common - unique
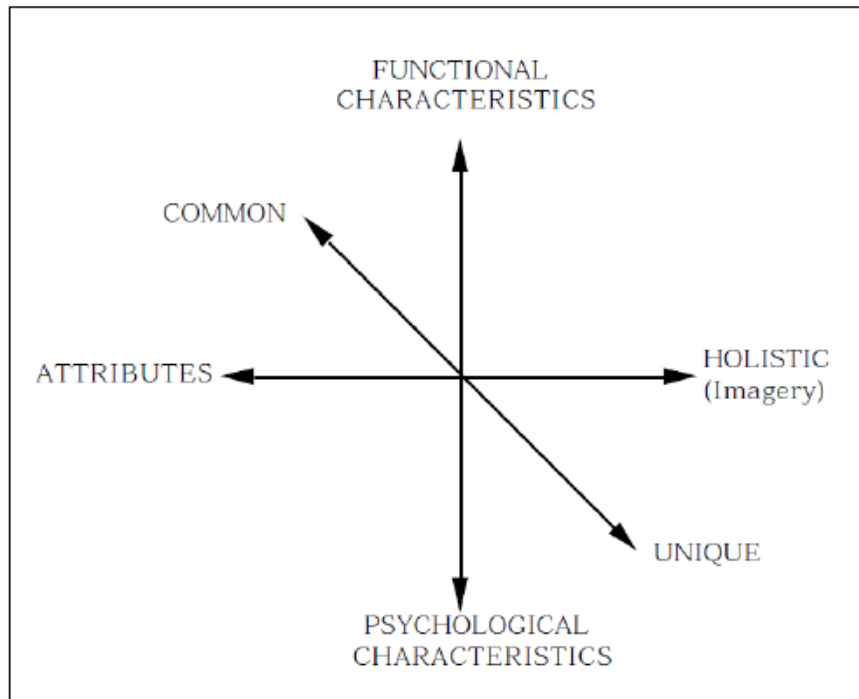
Figure 2. The destination image's components (Echtner & Ritchie, 1991)

3.2 Image Formation

Overall image formation of a destination generally obtains from two information resources, which are one hand destination and the other hand receiver. Mackay and Fesenmaier (2000) defined the formation of destination image as "a compost of individual inputs and seller or marketer inputs". Therefore, the image formation includes two main components: supply – side and demand – side. Stabler (1998) has determined the demand and supply factors which are important to image formation (Figure 3).
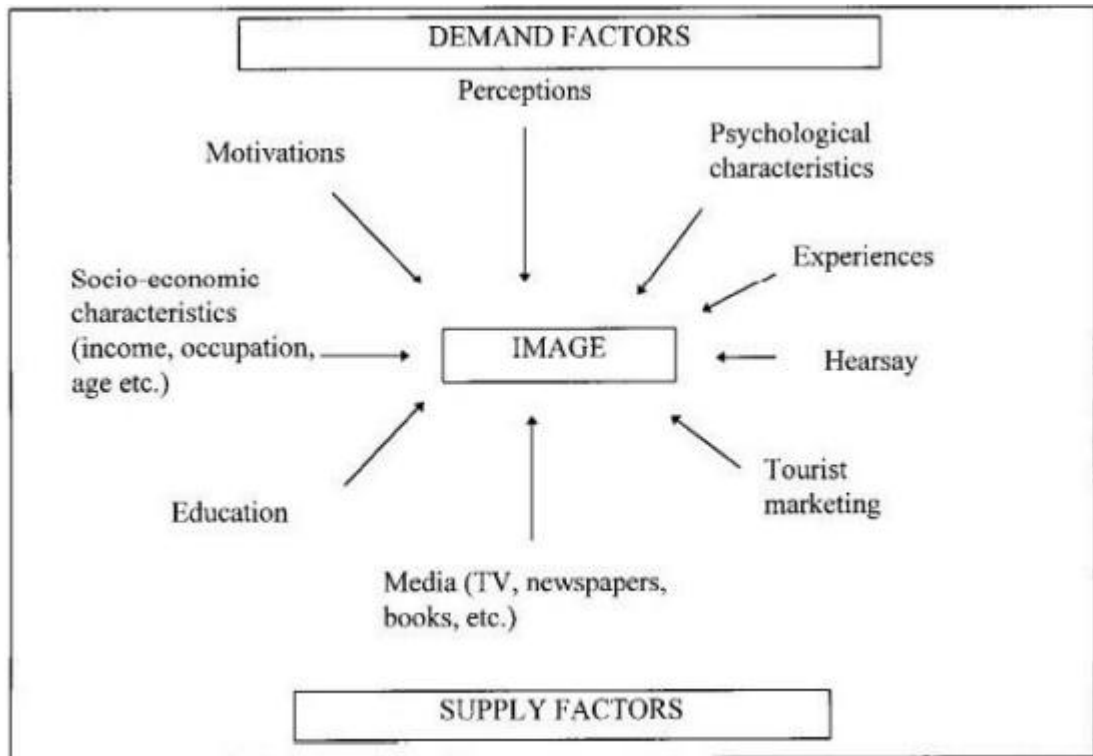
Figure 3. Supply and demand factors (Stabler, 1988)

Gunn (1988) in line of formation overall image proposed a model known as a seven-stage theory. He has believed that an overall image formed through seven stages. Respectively, accumulation, modification, decision, travel, participation, returns travel, new accumulation. Jenkins (1999) prepared a very understandable and comprehensive summary based on Gunn's image stage theory. As can be seen in Figure 4, in stage 1 and 2, destination image is formed in terms on secondary and indirect information sources, whiles in the later stages direct or first-hand experience and information shape the image.

```
1. accumulation of mental          organic image
   images of a place
                │
                ▼
2. modification of images through  induced image
   researching prior to the decision
   to travel
                │
                ▼
3. the decision to travel based on
   image efficiency and anticipated
   experience but kept within time,
   money and other constraints
                │
                ▼
4. travel to attraction may condition
   the image (for example road signs,
   landscape, guides)
                │
                ▼
5. participation or experience at the   modified-induced image
   destination, the activities,
   accommodation and other services
   all influence the image
                │
                ▼
6. return travel allows reflection and
   evaluation, including discussing
   experiences with fellow travelers
                │
                ▼
7. new accumulation occurs after the
   visit because the process is circular, the
   end image may be the same or different
   to the original one
```

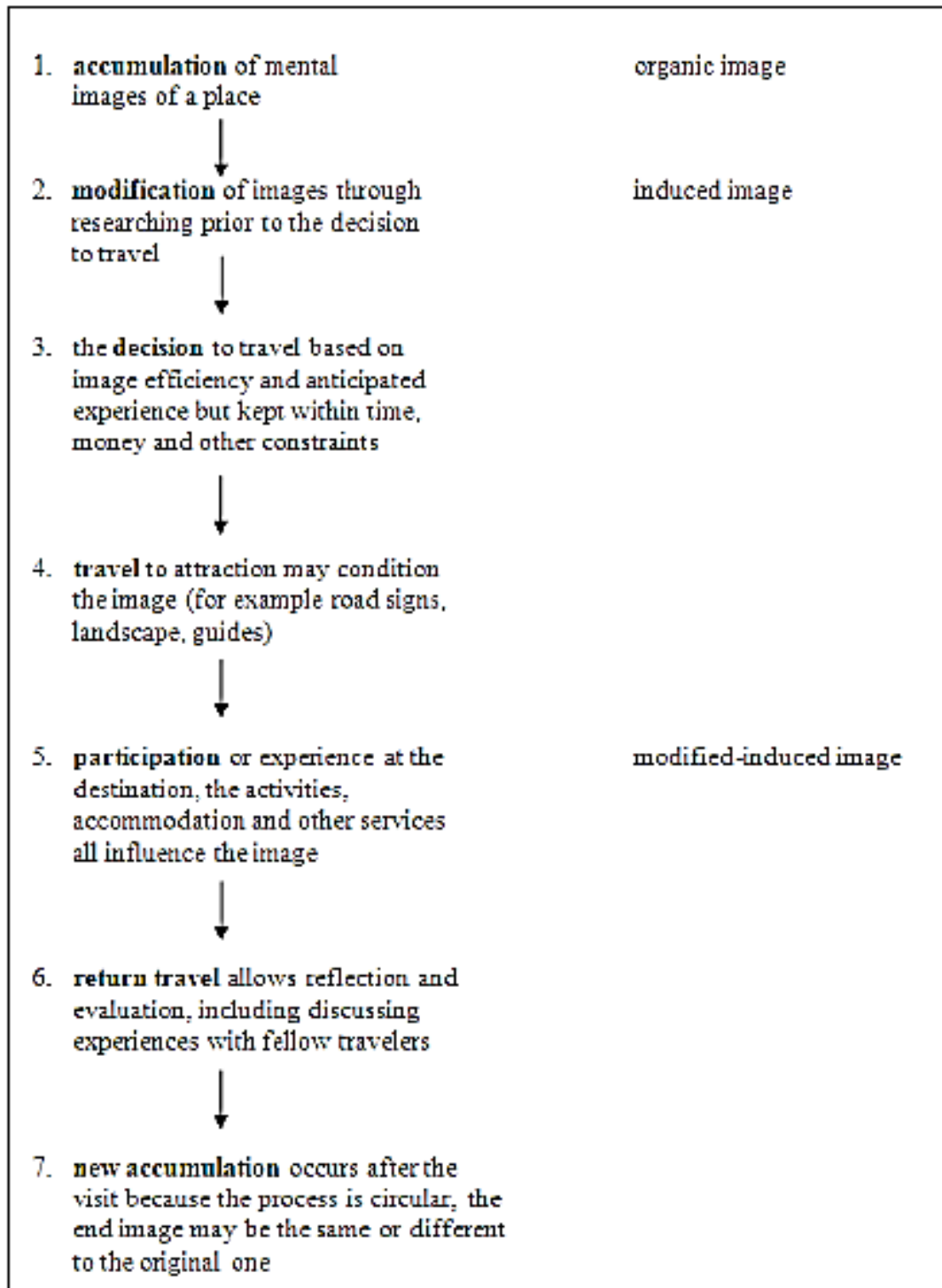Figure 4. Stage-theory of destination image formation Source: (Jenkins, 1999)

3.3 Image of 3S Tourism

3S tourism image has been one of the main important and famous subjects in the

tourism and travel literature (Tasci & Gartner, 2007). The features of a 3S tourism

reflect the first image and feelings of the visitors regarding to the perceived advantages and capability to meet their needs (Vengesayi, 2003). Both in terms of academic and industrial, image plays an important role in individuals decision making for visiting intention of beaches (Han et al. 2009).

The main reason for the popularity and researchers' eager to study more about 3S tourism image refers to the strong impact of this variable on travel behavior and as well as decision making, especially in coastal destinations (Hughes, 2013 ; Li et al., 2009; Gallarza et al., 2002). Gallarza et al., (2002) argued that destination image is very prominent factor since these images impact on decision making behavior, as well as the different levels of consent concerning to the tourists experience.

Mayo (1975) expressed perceived 3S tourism image is a very critical and important factor in individuals visit intention and choice process. Marketers in this area are interested in the sense of destination image mostly, since the main influence of this phenomenon on the decision making to visit and revisit a beach and also sale the tourist production and services (Sonnleitner, 2011).

The main products in 3S tourism are sun, sand and see. Sun that refers to suitability of the weather, become an timely topic in recent years. Olya and Alipour (2015a) devised a new tourism climate index, called fuzzy-based tourism climate index that calculate favarobaility of the weather for 3S tourism activities. It would be helpful approach in prmoting tourism marketing in beach destination.

In another study, precipitation has been considered as risky factor tword 3S tourism activities in North Cyprus (Olya & Alipour, 2015b). Olya and Alipour (2015c)

developed a climate-based recreation management system in North Cyprus that minize risk of the climate and maximize climate potential. They proposed an calendar that functions based on suitabity of climate during the year. It is noted that issue of the outcomes of their research (e.g. maps) improve 3S image of North Cyprus. Because North Cyprus can offer ideal weather to the beach users in most of the time.

Beach tourism is considered as one of the main attractions in sustainable tourism advancement in many coastal countries all over the world. Beaches can provide exciting experience that might be lead to repeated visitation. Actually, the quality of beaches is very important to maintain tourists or their decision making for re- visit (Botero et al., 2014). Beaches offer many opportunities for tourists and visitors including sunbathing, surfing, jet skiing, relaxing, fishing and swimming. As well as we cannot ignore the prominent role of beaches in the economics (Vaz et al., 2009). Statistical reports show that the tourist arrivals to beaches as tourist destination are more than other destinations (Fuller et al., 2007). In recent dedicates, because of significant role of beach tourism in economy and also in social and eco tourism, workings and studies regarding to the beaches have been rising (Hyman, 2013).

Many researchers have done about the beaches and the beach quality in different places and related issues. Overall these researches have concentrated on three main topics (beach tourist trends, beach tourism values and beach impact and sustainability). Firstly, studies which related to the beach tourism, beach tourist and visitors behaviors regarding to the beaches. The natural scenery and properties also good weather of beaches are the main reason of visit (Fuller et al., 2007). These studies have shown that the quality of beach has a effect on people visitation.

Secondly, studies have focused on the valuing the resources and attraction of beaches. The scales for valuing the beaches were economics, social & cultural, as well as multi – modal methods. The results showed that beach attraction, crowding, social values and natural setting (Voyer et al., 2015) have most important effect and value in beach selection as a destination (Roca et al., 2009; Maguire et al., 2011).

Third refers to that researches which have concentrated on the beach management, beach sustainability and host community (Olawale et al., 2012). These consist of blue flag impacts on the coastal development, beach characteristics and attraction, climate changing as well as competitive advantages of beach position.

3.4 Visit Intention

The issues of choosing a destination for travel and visit intention from tourists always has been one of the main worry and topic for both tourism destinations marketing and researches in this field (Chi & Qu, 2008). From past to date the fact of figuring out the factors which have influence on decision making for visit a destination or visit intention has been challenging (Vassiliadis et al., 2013). Tourists' behaviors consist of the selecting of destination to visit and following assessment and future visit intention. These assessments include the experiences during the travel or perceived quality of travel, overall satisfaction and ultimately the overall image of the destination (Chen & Tsai, 2007).

Mayos (1973)' study about the relation between image and travel behavior is one of the empirical search in this area. Related literatures have demonstrated some variables which influence on visit intention. Image of destination and formation process image effect on tourism satisfaction, visit intention and travel behavior (Taci et al., 2007; Gallarza et al., 2002). Murphy et al., (2007) in their research have

followed the main role of destination image and the role of information sources like WOM in behavioral and visit intention and travel choices. The result of another study has shown that there is positive relation between overall image of destination and travel intention. Also the result showed that cultural proximity has positive effect on visit intention (Huang et al., 2013).

Chang et al.'s (2015) research has focused on the examining the visitors' pre and post visit intention and behaviors. The results have revealed that the pre-visit intention has important role on post visit intention directly and indirectly via decision making. Leisen (2001) has claim that the image of tourism destination has a significant role to help tourists to evaluate decision making and visit intention. The results of Chen and Teci's (2007) study have demonstrated that image of destination have both direct and indirect impact on behavioral intention like visit intention.

Pervious evidence refers to the positive impact of different level of visitors' satisfaction on their visit intention (Assake et al., 2013). Other research has derived that the positive apperception and image of destination rise the revisit intention in brief and long time (Assake et al., 2013). Hallman et al., (2015) have done a research on winter sports visitors in Germany. Their purpose was to develop a destination image model. They show that overall image how effect on visit intention. For overall image of destination they have measured some components which divide into cognitive and affective indicators. Cognitive items include cost, event facilities, tourist management, physiological issues and hospitality. As well as affective items include restful, enjoyable, exiting and cheerful (Hallmann et al., 2015).

In another study researches have focused on cultural distance and how this factor effects on tourist visit intention. The result showed that cultural distance negatively related to visit intention among Australian visitors (Ng et al., 2007). In line with this study, there are other studies on the role of cultural distance as component of destination image which impact on the visit intention (Basala et al. 2001; Henderson, 2003). On the other hand, some conditions also have negative impact on visit intention like geographic destination (Harrison-Hill, 2001).it has proposed that maybe has a effect on creating time, cost or psychological barriers (Ng et al., 2007).

3.5 Word Of Mouth

Word of mouth (WOM) is considered as informal way of communication among people concerning production and services (Vogt & Kaplanidou, 2003). WOM refers to the one kind of communication which let the customer to share their experience, information and comments that move purchasers towards or away from special production or services (Hawkins et al., 2004). Marketing studies in the field of WOM went back to around half a century ago (1960s), and during these years WOM concept has evolved. The early definition of WOM is the face-to-face meeting and communication regarding to productions and different kinds of services (Carl, 2006). Westbrook (1987) has presented a broader definition that WOM is all unofficial communications which lead other customers and buyers regarding to the possession, utilization, and features of specific goods or services. In spite of Westbrook (1987) in his definition didn't present a clear definition of unofficial communication, but his description clearly showed that these communications are between interpersonal relation, that is opposite to mass-media channels (Litvina et al., 2008). Lately Buttle (1998) has claimed that electronic explained that it might be all covering. The reasoning was that more and more organizations and companies pursued boundary

betwixt business & commercial messages and WOM (Lindgreen, 2005). So, the key point of WOM' characteristic is the independent perception of the message source.

There are several main reasons which make WOM as a potent source of information. Some of them are:

1- WOM is an autonomous and sincere source of information (when information receives from family or friends, these data is more valid since there is no any connection between these people and a company or an organization.

2- WOM is a very strong tool since it gives the indirect experience regarding to the destination, special products or services via the experiences of families or friends. For example, if S.O wants to choose a destination first he/she ask of their friends about the place before investing their time or currency. They collect information from them to get the realistic vision.

3- WOM is inseparable with a people who are interested in it. People will not join a discussion unless they are interested in the subject.

4- WOM is not restricted by currency or other limitations such as time, social, physical, etc..

5- Social networks like networks in internet reduce the limitation of communication among people (Vogt & Kaplanidou, 2003).

3.5.1 WOM in Tourism Industry

Interpersonal communication to information exchange has been known as a powerful tool in the tourism and hospitality industry. Indeed, some travel and tourism theories are according to the observations of innovative and errant visitors. These theories explain that these kind of tourists detects destinations or tourism new productions and then act as opinion guide, share the experiences with others (family &friends).

Cohen's (1972) tourist role typology, allocentricity and psycho centricity model of Plog (1974) and Butler (1980) life cycle theory are some example in this category. There are some studies in travel and tourism field which shown the role of WOM to visit intention or buy tourism product in two ways negative and positive.

Voght and Kaplanidou (2003) has examined the role of WOM as a competitive strategy for a destination .Stephen et management. Aboubakara & Mavondob (2014) have worked on a positive role of WOM of visitor destinations. The results showed that tourist emotions have a strong relation with positive word of mouth. LTIFI (2014) in his study has concentrated the role of positive WOM in tourism section in Tunisia. Jalilvand and Samiei (2012) have studied about the effect of electronic WOM on a destination choice. The results show that online WOM has a very important effect on subjective norms, travel intention and subject norms.

Such as these studies show the important role of WOM in the tourism industry. SO in this study also we have worked on WOM but, we have considered and worked on WOM as independent variable. We want to examine the role of overall image on WOM and as well as the important part of our working is regarding to the focusing on the role of 3S tourism as a mediator between overall image and WOM.
There are some studies which focused on the different variables that mediate WOM. In continuing have mentioned to them.

The result of a search has shown that the relation between electronic WOM and travel intention could be mediated via visiting attitude, perceived behavioral control and subjective norms (Jalilvand & Samiei, 2012). Customer commitment works as mediator between the quality of service in hotels and WOM (LTIFI, 2014).

Teng & Shen (2014) have shown that satisfaction fully mediate the relation between WOM and four predictor variables: non-monetary, social values, economic expenditure and service expenditure system. Satisfaction partially mediate the relation between WOM and emotional values and activities (Teng & Shen, 2014). There is an evidence regarding to the fully mediating role of destination image between WOM and satisfaction& loyalty (Setiawan, 2014).

3.6 Theoretical framework

3.6.1 Seven - Stage Theory

This theory contains a fixed building and modification of image, that is conceived as being made up of organic or non- tourist information regarding to the destination (e.g. from television programs, books, stories of friends' experiences), promoted or induced data and information (e.g. travel booklets, publicity and promotions) and modified induced image, which is arising from individual experience of a particular destination. Stage theory states that the image created by potential tourists, non-tourists and returned tourists is different (Gunn, 1972). Related literature support this theory and show that the images which created by returned visitors tend to be more real, complex and distinct (Chon, 1992).

3.6.2 Self-Congruity Theory

This is a theory that proposes an effective foundation regarding to the destination image researches. Self-congruity theory believes that a product and its related images activate a self-schema, that is linked to the self-concept (Sirgy, 1982), which lead to the costomers prefererences of brands or productions which have similar images to their own self-image. in a field of tourism , self-congruity referring to the extent to which a tourist's self-image matches the destination image, or the fit betwixt how a

visitor see himself regarding to the image of visitors that see that destination (Sirgy & Su, 2000).

Destination self-congruity has used of effective dimensions and personality features in order to investigate self-image (Kastenholz, 2004), and some researchers have concentrated on individuals features to evaluate self-congruity based on tourism destination (Beerli et al. 2007; Murphy et al. 2007). Researchers have used of self-congruity theory in assessing pre-trip visitation interest (Goh & Litvin, 2000), satisfaction (Jamal & Goode, 2001), cultural diversities in self-congruity (Quester, 2000), destination loyalty (Bosnjak et al. 2011).

3.6.3 Reasoned Action Theory

 The theory of reasoned action is a viewpoint for the forecast of behavioral intention, spanning forecast of attitude and prophecy of behavior. The subsequent separation of behavioral intention from behavior allows for description of limiting elements attitudinal penetration. These theory based on three components: attitude, behavioral intention, and subjective norm (Ajzen et al., 2007). Later, Miller (2005) has defined these three components of the theory as follows:

Attitudes: the sum of opinion, information and beliefs regarding to a special behavior weighted by assessment of these beliefs. Subjective norms: looks at the influence and impact of individuals' opinion in one's social environment on their behavioral intentions. Behavioral intention: described as a function of both attitudes into a behavior and subjective norms into that behavior, which has been discovered to forecast real behavior (Miller, 2005).

3.6.4 Planned Behavior Theory

In psychology, the model or theory of planned behavior (TPB) links with beliefs and behavior. It is one of the most forecasting encouragement theories. It has been applying to researches regarding to the relations among opinion, beliefs, attitudes, tendency and behavioral intentions. The theory express that attitude into behavior, subjective norms, and perceived behavioral, together can form an individual's behavioral intentions like visit intention about a destination.

Based on this theory individuals behavior is formed through three factors, "behavioral, normative and control beliefs. "Behavioral beliefs" generate a favorable or unfavorable "view into the behavior"; "normative beliefs" generates "subjective norm"; and "control beliefs" increase "perceived behavioral control." via combination of these three outcomes a "behavioral intention" will be formed (Ajzen, 2002).
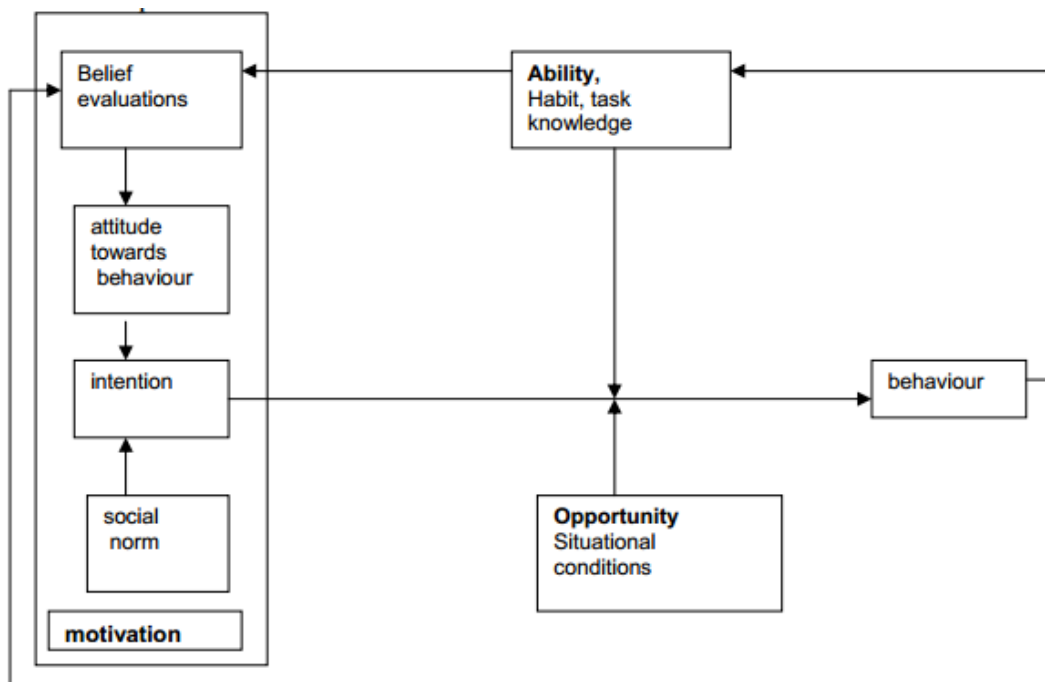
Figure 5. Motivation- Opportunity- Ability Mode (Olander & Thogersen, 1995)

3.6.5 The Motivation-Opportunity-Abilities (MOA)

MOA is the result of the prominent attempt to construct a coherent framework for consumer behavior. Ölander and Thøgersen (1995) proposed to the progres in predictive power achievable via incorporating an 'ability' notion and a notion of facilitating situations or 'opportunity' to carry out the behavior into the model. The components of motivation, ability and opportunity are recognizable in Figure 5 and also you can see the   simplified version of the TPB (third component) (Hughes, 2013).

Chapter 4

THE CASE OF TRNC

4.1 Geography of North Cyprus

North Cyprus is the Turkish section of the Cyprus Mediterranean Island. After the divisions of Cyprus Island in 1974, the northern part was given to the Turkish Cypriots and in the south part, Greek Cypriot lives. North Cyprus covering nearly 1/3 of the island has a whole area of 3,515sq km and at its farthest limits; it is approximately 242km wide and 64km deep. One of the greatest outstanding geographical features is a mountain range, which is called the Kyrenia mountain Range and it is also known as the Beshparmak Mountains. Chiefly the impacts of side pressures have formed Cyprus current shape along various geological periods.

There are two capes in North Cyprus, Zafer at the end of the Karpaz peninsula and Korucam in the west. In addition, there are two gulfs existing at Guzelyurt and Famagusta. The north coastline among the mountains and the sea east of Kyrenia is usually an agricultural area used to plant fruits and vegetables, wheat, barley along with housing development. Cyprus is located on the warmest region of the Mediterranean Sea. Because of lack of rain in the summer, (only from December to April) North Cyprus suffers from water shortage. The winter is mild and rainy with coldest months: January and February with 15-16 ° C. July and August are two hottest months in North Cyprus (Hüssein, 2007).

4.2 Economy and Tourism

The development, growth and management of tourism in North Cyprus are widely reflected in related literature (Sharpley & Forster, 2003). The Turkish Republic of Northern Cyprus (TRNC) is a small island with limited economic sources, domestic market and limited natural resources. Despite these limitations, Northern Cyprus has an outstanding growth rate. The service sectors dominates the economy with 72.3 percent in 2014. These services consist of Higher Education, Trade, Tourism, Transportation, Accommodation, Financial Institutions, Food, Business Services, General and Private Services, etc. Gross National Product (GNP) is calculated as 4 million US $ and GNP for per capita was $16,113 in 2014. Tourism industry and higher education continue to be highest priority sectors and two original engines of economic development and progress in TRNC.

The tourism market is the largest economic sector in North Cyprus. It has experienced significant growth and development over the last five years. Based on 2014 statistical reports, tourism had around 8.7% contribution to GDP with an occupation rate of 31% until August 2014 and higher education had 5.6% contribution to GDP at the same date.

Except tourists from Turkey and the United Kingdom, which have the largest share, there is a noticeable increase in the number of visitors from the European and Eastern countries in the past few years. In addition to a broad accommodations ranging from 5 star luxury hotels to beautiful villages, TRNC offers many specific tourism activities consisting of , historical , natural , trekking and cycling, eco and agro-tourism and also traditional festivals (Üstün & Öztay, 2014).

4.3 Key Tourist Areas in North Cyprus

Turkish Republic of Northern Cyprus (TRNC) is located on the north side of Cyprus Island. Cyprus Island is one of the biggest and wildest islands, which is located in Mediterranean Sea. This area includes five regions: Girne, Gazimagusta, Guzelyurt, Iskele and Lefkosa (Figure 6).

Figure 6. TRNC geographical map

4.3 TRNC Tourism Destinations

4.3.1 Lefkoşa

Lefkosa, the capital of North Cyprus and the main trading and business center, contains the world's popular archaeological museum, traditional avenues and historical monuments. Some buildings and historic sites in Lefkosa include Mevlevi Tekke, Barbarism, and National Struggle Museum, Bedesten (Covered bazaar), Arab Ahmet Mosque, Selimiye Mosque, The Grand Inn and Kyrenia gate.

4.3.2 Girne (Kyrenia)

Kyrenia is a port city established in 10th century BC. The old port of the city is made by the British. The most significant features of Lefkosa are the elegant boat docking, many cafes and restaurants along the shore and historical places, which attract a large number of tourists from different places from all over the world. Besides, we can refer to Kyrenia and Saint Hilarion Castle, folk arts museum, Bellapais Monestry and Peace and Freedom Museum.

4.3.3 Gazimağusa

This area contains Ayia Napa, the southeast coastline of Cyprus and Protaras, and the littoral zone of Paralimni. Famagusta has a wider range of beaches among other regions and cities. This city mainly attracts students, couples, families and young people. Eastern Mediterranean University is located in Famagusta. Ayia Napa is one of the reputable party towns and prime sites for nightlife. Among other touristic places, the Salamis Ruins, St. Barnabas Museum, Lala Mustafa Pasha Mosque and Othello Castle can be noted.

4.3.4 Güzelyurt (Morphou)

Morphou is a market town located in the northwest section of North Cyprus. This city was established by the Spartans, who have brought with them the Aphrodite worship. This city is famous because it is the agricultural center, especially for the citrus (orange, grapefruit and lemon) as well as beans, tomatoes and strawberries. Guzelyurt is also famous for the Orange Festival, which takes place every June. It also hosts a culture and arts festival every year in May. The St. Mamas Icon Museum, Pigades Temple, Soli Ruins, and Güzelyurt Museum are some tourist attractions in this region.

4.3.5 İskele

Located between Famagusta and Karpaz, İskele is one of the main touristic and coastline places in northern Cyprus. There are many hotels and villas, restaurants, cafe and seashore resorts along the tidewater of Iskele and entertainment center. Other tourist attractions in this area are Kantara Castle, Apostolos Andreas Monastery and Bafra beach.

4.4 3 S Tourism in North Cyprus

The crystal, clean and clear sea, colored (silver & golden) sands and unique sun have changed TRNC to a very popular destination in the world. Sunbathing in safe, peaceful and pristine shores of North Cyprus with the roaring of cicadas, relaxing and the use of the one part of the clearest and cleanest water of the Mediterranean are the most important wealth of this region.

Since tourism and environment of destination are inseparable components, there is no doubt that the unique features and quality of place have a very significant impact on the attractiveness of a tourism destination. Based on the pervious literature, also the main factor, which stimulates tourist to choose and visit TRNC for leisure activities, is the popular sun light and the beautiful sea. Although TRNC is rich for different kind of tourism (cultural, health, conference, events, etc.) it is mostly famous as a 3S tourism destination (Sahin, 2010).

Therefore, in this study, the researchers have decided to examine the role of 3S tourism in TRNC as a mediator associated with the overall image and word of mouth and visit intention.

Chapter 5

METHODOLOGY

5.1. Research Method

Generally, quantitative and qualitative are two common research methods in tourism studies. Quantitative is a popular approach in tourism marketing research. In this method, which is based on inductive approach, depending on relevant literature and current theories, a conceptual model is proposed to be tested using statistical analyses. Despite the qualitative method, a large sample of data is required to assure reliability, validity, and creditability of the measurement. These issues are examined based on sophisticated statistical methods that are needed for generalization of findings in other cases. As aforementioned, this study is proposed based on current literature and theory of planned behavior (Ajzen, 1991) and it uses a research model using quantitative methods.

5.2. Model and Hypotheses

A conceptual model is developed by association of four variables, namely, Cognitive Image of 3S Tourism, Attitude to 3S Tourism, Visit Intention, and Word of Mouth (Figure 7). Three hypotheses are proposed based on the theory of planned behavior, which are listed as follows:

Hypothesis 1: cognitive image of 3S tourism significantly and positively related attitude to 3S tourism.

Hypothesis 2: Attitude to 3S tourism significantly and positively related visit intention.

Hypothesis 3: Attitude to 3S tourism significantly and positively related word of mount.
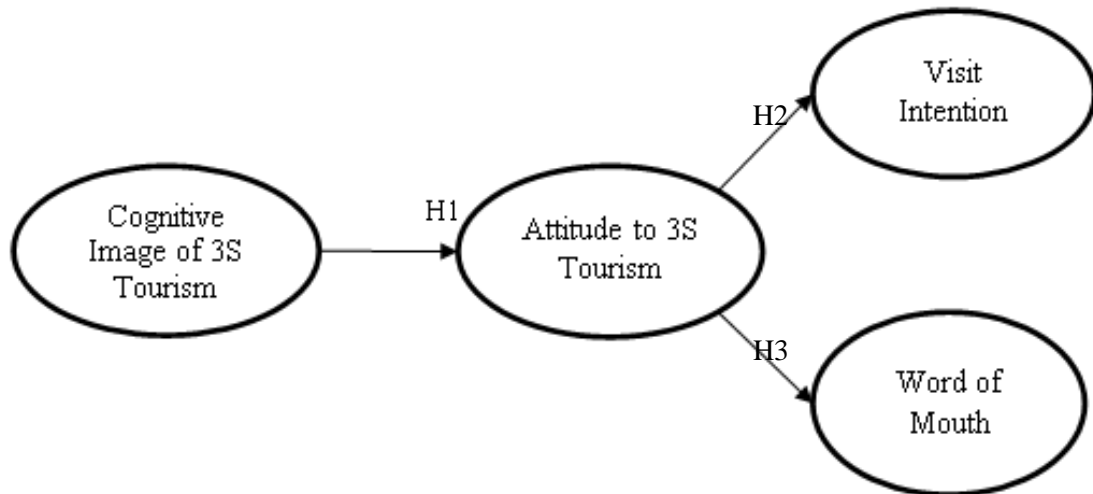

Figure 7. Conceptual Model

5.3 Data and Procedure

Before filed administration section, a pilot study was conducted to check scale items were suffering from ambiguity with 15 samples. The results, item of questionnaires, were understandable and clear for all respondents. In order to reduce common method bias, counterbalancing the questionnaire items and different scale anchor have been implemented (Podsakoff et al., 2003).

Questionnaire consists of two sections. The first part is allocated to measuring the study variables, namely, the cognitive image of 3S tourism, and attitude to 3S tourism as well as visit intention, and word of mouth. The second section is for obtaining demographic information of the respondents.

Since this study focuses on the 3S tourism activities, the samples must be selected from population of beach users who travel to North Cyprus. 500 visitors were invited

to participate in the survey in which 440 tourists were accepted to fill the questionnaire. A survey was conducted during two weeks, from 30 June to 13 July 2015. After screening the questionnaires filled out, 410 cases were extracted as valid and completed versions used for data analysis. The response rate is then 82%, meaning that there is no serious problem regarding non-response bias.

Table 1. Demographic information about beach users

Variable	N	%	Variable	N	%
Age			*Educational Level*		
18-27years	117	28.5	Primary school	3	.7
28-37 years	106	25.9	Middle school	16	3.9
38-47 years	86	21.0	High school	55	13.4
48-57 years	59	14.4	College	79	19.3
>58	42	10.2	University	257	62.7
Total	410	100.0	Total	410	100.0
Gender			*Marital Status*		
Male	210	51.2	Single	180	43.9
Female	200	48.8	Married	230	56.1
	410	100.0		410	100.0
How often have you been traveling?			*Travel Purpose*		
Monthly	27	6.6	Business	38	9.3
Seasonally	121	29.5	Leisure	262	63.9
Yearly	262	63.9	Other (family/friend visit, etc.)	110	26.8
Total	410	100.0	Total	410	100.0
Birth Place			*Salary (Per month/in Dollars)*		
Asia	81	19.8	0 up to 1000$	77	18.8
Asia Pacific	8	2.0	1000 up to 2000$	114	27.8
Europe	238	58.0	2000 up to 3000$	118	28.8
Africa	13	3.2	up to 3000	101	24.6
Middle East	67	16.3	Total	410	100.0
America	3	0.7			
Total	410	100.0			

Note: N is frequency.

As table 1 demonstrates more than 50 percent of beach users aged between 18 and 37 years old followed by 38-47 years old (21%), 48-57 years old (14.4%) and older than 58-year-old people (10.2 %). The majority of respondents were male (51.2%) and more than 50% of respondents were married. About 64% and 29% of respondents had been traveling once a year and a season, respectively. In addition, people who have been travelling per month consisted only 6.6% of respondents. Nearly 60% of beach users were European, about 20% Asian, and around 16% from the Middle East. Only about 6% were from Africa, Asia Pacific and America.

The majority of respondents had university education (62.7%). Educational level of about 32% of them was college (19%) and high school (13%) who were followed by primary school and middle school, respectively (7% and 3.9%). Approximately 64% of travelers had travelled to Cyprus for leisure purpose. The rest of them had business (9.3%) and other purposes (26.8%). More than 55% of respondents' salaries were between 1000, 3000 US dollars, about 25% of them earned more than 3000 US dollars, and only 18.8% earned less than 1000 US dollars.

5.4 Measurements

Scale items were extracted from past studies in the field of the destination image and marketing. Seventeen items adapted works of Alcaniz et al. (2009), Baloglu and McCleary (1999), and Beerli and Martín, (2004). Different items regarding quality of beach that influence 3S tourism activities as well as the formation of a cognitive image have been considered. Perception of visitors regarding scenery/natural attractions, cleanliness and hygiene, accessibility, environmental quality, quality of facilities, safety and security, sports, facilities and activities, climate, calm atmosphere, signage, design of facilities, crowdedness, buildings/structures fit the

beach environment (quality of fit). And coastal management, quality of service, performance of the host community's culture in quality of the beach, appropriateness of land use in and around the beaches have been questioned using 5-point scale, ranging from 1 (very poor) to 5 (excellent).

Four questions were used from Pratt and Sparks's (2014) study. In this variable, feeling of the tourists regarding 3S tourism has been measured. Four items for the measurement of visit intention and two questions for word of mouth have been extracted from Han et al. (2009) research. A sample of items for visit intention was "Going to the beach is one of my priorities when in North Cyprus" and a sample of word of mouth was "I will say positive things about beach tourism in North Cyprus". These six questions were measured by 5-point Likert scales that rated from one (strongly disagree) to five (strongly agree).

5.5 Analysis of Data

A two-step Structural Equation Modeling (SEM) approach was performed (Anderson & Gerbing, 1988). The first step is a measurement test that uses Confirmatory Factor Analysis (CFA) and the second step is a model testing using patch analysis. Fitness of both measurement and research model with data was checked using several fit indices such as X^2/DF, CFI, GFI, NFI, PNFI, IFI, and RMSEA (Bagozzi & Yi, 1988; Bentler, 1990). These analyses were performed using AMOS.

Reliability of the measurements was tested using Chrobach alpha (Cortina, 1993). Means, standard deviation and correlation have been calculated using SPSS.

Chapter 6

RESULTS

6.1 Results of Reliability and Validity

Results from Chronbach alpha for checking the reliability of each variable showed that all alpha coefficients were more than 7 (Cortina, 1993). As shown in Table 2, Alpha for the 3S tourism image, attitude to 3S tourismis, visit intention, and word of mouth is 92, 90, 85, and 89, respectively (Table 2).

CFA is performed to check the construct validity. In this approach, items of each variable must be significantly loaded on the relevant dimension at a significant level. Furthermore, the magnitude of the factor loading should be more than.4. As shown in Figure 8, value of all items were more than .4 and were significant at the level .01 . Results from model fit statistics were satisfactory (X^2: 1319.897; df: 318; x^2/df: 4.151; GFI: .781; CFI: .846; NFI: .807; IFI: .847; PNFI: .732; RMSEA: .088.) (Bentler, 1990).
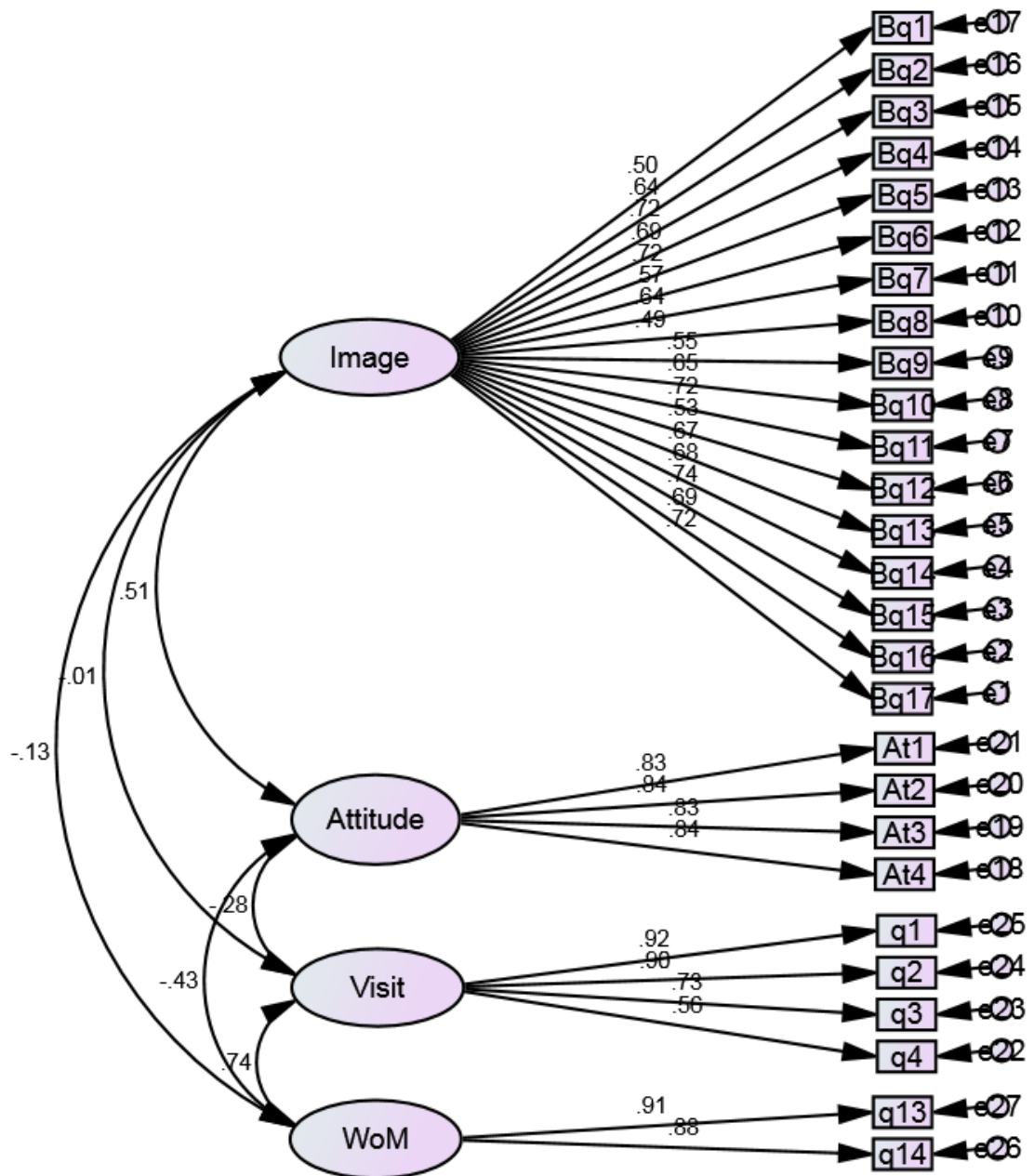
Note: X^2: 1319.897; df: 318; x^2/df: 4.151; GFI: .781; CFI: .846; NFI: .807; IFI: .847; PNFI: .732; RMSEA: .088. Image stand for the cognitive image of 3S tourism; attitude is the attitude to 3S tourism; the visit is visit intention, and WOM is word of mouth

Figure 8. Results of Confirmatory Factor analysis

Results of descriptive statistics (means and standard deviations) and correlation of

the study variables are presented in Table 2.

Table 2. Results of means, standard deviations, correlation, and Cronbach alpha

Variable	Mean	SD	α	1	2	3	4
1. Cognitive image 3S tourism	3.220	.695	923	1			
2. Attitude to 3S tourism	3.690	.882	.901	.478[**]	1		
3. Visit intention	3.923	.925	.851	.015	.251[**]	1	
4. Word of mouth	3.824	.991	.892	.128[**]	.387[**]	.689[**]	1

Note: **. Correlation is significant at the 0.01 level (2-tailed). α is Cronbach alpha for reliability check. SD is standard deviation.

According to regression results, cognitive image 3S tourism significant correlated with attitude to 3S tourism (r=.47, P<.01) and word of mouth (r=.12, P< .01). As presented in table 2. There is no significant correlation between cognitive image 3S tourism and visit intention (Table 2). Results revealed that the attitude to 3S tourism significantly and positively correlated with visit intention (r=.25, P<.01) and word of mouth (r=.68, P<.01).

6.2 Results of Hypothesis Testing

The second step of SEM is model testing. Results from hypothesis testing are illustrated in Figure 9. According to the results, cognitive image 3S tourism significantly and positively related to attitude to 3S tourism ($β$<. 50, P<. 001). It means, if the tourist has positive cognitive image towards 3S tourism, he/she exposes more positive attitude relating to 3S tourism. Thus, Hypothesis 1 is supported. R^2 value for this link is .25, which means, 25 percentage of change of attitude to 3S tourism is explained by the cognitive image of 3S tourism.

As depicted in Figure 9, regression coefficient for the effect of attitude to 3S tourism on visit intention is significant and positive ($β$<. 50, P<. 001). Those visitors who have high intention to visit North Cyprus beach have reported a high level of positive

attitude to 3S tourism. Therefore, Hypothesis 2 is supported. Despite significant effect of attitude to 3S tourism on visit intention, little amount of visit intention is explained by the respondent's attitude to 3S tourism (R^2=. 09).
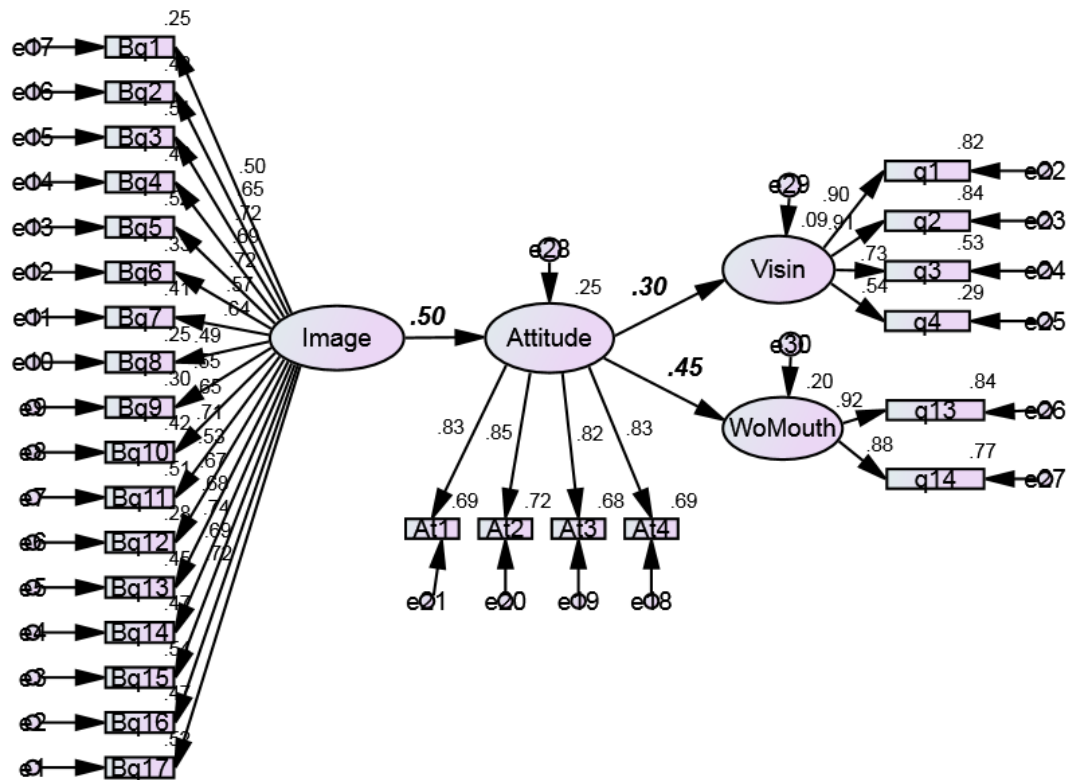
Note: X^2: 1536.316; df: 321; x^2/df: 4.786; GFI: .767; CFI: .812; NFI: .775; IFI: .813; PNFI: .709; RMSEA: .096.

Figure 9. Results of model testing

Results for testing the third hypothesis indicated that attitude to 3S tourism significantly and positively related to word of mouth (*β*<.45, *P*<.001). Similar to visit intention, tourists with high level of positive attitude to 3S tourism have more tendency to recommend 3S tourism activities in North Cyprus to their friends, family, and relatives. Thus, Hypothesis 3 is supported. The amount of R^2 is .20; meaning 20 percent of word of much variation is explained by the attitude to 3S tourism (Figure 9).

Results from fit statistics revealed that the model proposed has adequate fitness with empirical data (X^2: 1536.316; df: 321; x^2/df: 4.786; GFI: .767; CFI: .812; NFI: .775; IFI: .813; PNFI: .709; RMSEA: .096.).

To sum up, all three hypotheses proposed were supported. In the next chapter, discussion, conclusion, policy implications, and suggestion for further studies would be presented.

Chapter 7

DISCUSSION AND CONCLUSION

7.1 Discussion and Conclusion

The significance of 'image' has been researched and discussed widely which established an acknowledgement of tourists' subjective perception and finally attitude towards products as well as destinations. This process eventually influences the visitor's choice of what product to purchase or what destination to visit (Gallarza et al, 2002; Cohen, 1992). However, when it comes to tourism destinations, the product and provision of the product is not as precise as non- tourism products within the marketing spectrum. Tourism destination image (TDI) poses a formidable challenge to tourism planners, marketers, and destination managers. This is because TDI is complex and multidimensional that requires a multidisciplinary approach to tis understandings.

By focusing on '3S' tourism image, a significant attribute has been researched which is justified as multi-attribute models are dominant theoretical instruments in image studies (Pike, 2002). The attribute of '3S' tourism plays a determining factor in the context of TDI as it is one of the major factor to attract tourists and in the case of TRNC this is highly recognized. The climatic (Olya, 2015) characteristics of TRNC have rendered quality '3S' tourism resources , especially, for the European market with short summers and long winters. Therefore, an investigation into the image of

the tourists in regard to '3S' tourism, needs to be reckoned with and this study is a step in the right direction towards this end.

The results of this study revealed that the image of 3S tourism has a positive association with tourist's choices of selecting a destination with '3S' tourism products that includes beach and coastal attributes- landscape wise, safety wise, calmness of the sea and comfortable climate for outdoor activities. This result is consonant with statements of Baloglu and McCleary (1999), Del Bosque and San Martin (2008). This has obvious implications for TRNC as it is highly dependent on '3S' tourism in terms of valuation of this resource and the monument of its products.

According the results of this empirical study, positive attitude to 3S tourism significantly and directly affect behavioral intention of the tourists. If visitors have a positive attitude regarding 3S tourism in North Cyprus, their intention for visit of this destination will increase. Similarly, tourists recommend North Cyprus as a wonderful destination of 3S tourism activities when they experience a positive feeling and attitude. Such results are in line with findings of Chi and Qu (2008), Hui et al. (2007).

This study concludes that destination loyalty (e.g. Visit intention and word of mouth) is triggered by cognitive image and attitude to 3S tourism. Past studies regarding destination image focused on the destination as a whole and there is a paucity of the empirical research that targets a destination with specific tourism activities such as 3S tourism. It is important for North Cyprus, where 3S tourism is the main activity of tourism and most of tourists travel to this Mediterranean island. Then, more efforts are required to improve cognitive image of 3S tourism in North Cyprus. Overall, this

study is one more proof that destinations with '3S' tourism will become highly competitive if they understand the relationships between motivation and image. As Beerly and Martin (2004: 677) noted: 'therefore, it is essential for destinations in a similar position to be directed towards those market segments whose motivations are linked to the utilitarian function of rest, relaxation, stress relief, and escape from daily routine'.

Because the formation of good image regarding 3S tourism destinations, improve tourist attitude, which results in rising visit intention and word of mouth. In this study 17 items of cognitive image of 3S tourism in North Cyprus were developed that can be used as a helpful guideline for improving tourism marketing in North Cyprus.

7.2 Implications

This study provides a practical knowledge and understanding of tourist's image of '3S' tourism and the significance of such image towards marketing and attracting tourists. Destination managers can benefit from the findings of this study to incorporate a practical approach to upholding the value of '3S' tourism where destination is highly dependent upon such resource. If this study is one more proof that TDI plays a significant role in tourists' motivation to visit and revisit a destination, and then managers and planners must take note and restructure their approaches towards upholding the findings of not only this research, but also others before this.

7.3 Limitations and Suggestion for Future Studies

This study has some limitations such as collecting data at one point in time, which is known as cross-sectional study (summer, 2015). A longitudinal study might reveal

an in depth insight into this topic. As another limitations to this study, it wand be highly valuable if more than one or two sites targeted for data collection. It is suggested to test the proposed model with data that obtained from surveys throughout all seasons, and compare them with other 3S tourism destinations in the Mediterranean regions. The main focus of this study was the effect of image and attitude toward 3S tourism on visit intention as well as word of mouth. Researchers can investigate expectation-disconfirmations model in assessing the tourist loyalty to 3S tourism in North Cyprus.

REFERENCES

Ajzen, I. (2002). Perceived Behavioral Control, Self-Efficacy, Locus of Control, and the Theory of Planned Behavior. *Journal of Applied Social Psychology*, 32, 665-683.

Ajzen, I., Albarracín, D., & Hornik, R. (2007). *Prediction and change of health behavior: Applying the theory of reasoned action approach.* . Mahwah, NJ: Lawrence Erlbaum.

Alcaniz, E. B., García, I. S., & Blas, S. S. (2009). The functional-psychological continuum in the cognitive image of a destination: A confirmatory analysis. *Tourism management*, *30*(5), 715-723.

Assake, Guy, & Hallak, R. (2013). Moderating Effects of Tourists' Novelty-Seeking Tendencies on Destination Image,Visitor Satisfaction, and Short- and Long-Term Revisit Intentions. *Journal of Travel Research*, 0047287513478497, first published on March 4, 2013. doi:10.1177/0047287513478497.

Assaker, Guy, Vinzi, V. E., & O'Connor, P. (2011). Examining the Effect of Novelty Seeking, Satisfaction, and Destination Image on Tourists' Return Pattern: A Two Factor, Non-linear Latent Growth Model. *Tourism Management*, 32 (4): 709-962.

Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of tourism research*, *26*(4), 868-897.

Basala, S., & Klenosky, D. (2001). Travel style preferences for visiting a novel destination: A conjoint investigation across the noveltyfamiliarity continuum. *Journal of Travel Research*, 40(2), 172–183.

Beaver, A. (2002). *A Dictionary of Travel and Tourism Terminology*. Wallingford: CAB International., p. 313. ISBN 0-85199-582-9. OCLC 301675778.

Becken, S. (2010). *The Importance Of Climate And Weather For Tourism*. New Zealand: Land environment & people.

Beerli, A., & Martin, J. (2004). Tourists characteristics and the perceived image of tourist destinations; a qualitative analysis- a case study of Lanzarote, Spain. *Tourism Management*, pp.623-636. .

Beerli, A., & Martín, J. (2004). A model of destination image formation. *Annals of Tourism Research*, 31 (3), 657-681.

Beerli, A., & Martín, J. D. (2004). Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis—a case study of Lanzarote, Spain. *Tourism management*, *25*(5), 623-636.

Beerli, A., Meneses, G. D., & Gil, S. M. (2007). Self-congruity and destination choice. *Annals of Tourism Research*, 34(3), 571–587. doi:10.1016/j.annals.2007.01.005.

Bosnjak, M., Sirgy, M. J., Hellriegel, S., & Maurer, O. (2011). Postvisit destination loyalty judgments:Developing and testing a comprehensive congruity model. . *Journal of Travel Research*, 50(5), 496–508.doi:10.1177/0047287510379159.

Botero, C., Pereira, C., Anfuso, A., Cerrantes, O., Williams, A., Pranzini, E., & Silva, C. (2014). Recreational parameters as an assessment tool for beach in: Green, A.N. and Cooper, J.A.C., Proceedings 13th international coastal symposium (Durban, South Africa). *Journal of coastal research*,70, 556-562.

Buckley, R. (2012). Rush as a key motivation in skilled adventure tourism: Resolving the risk recreation paradox. *Tourism Management* , 33 (4): 961–970.

Butler, R. W. (1990). Alternative tourism: pious hope or Trojan horse?. *Journal of Travel Research*, 28(3), 40-45.

Carl, W. J. (2006). What's all the buzz about? Everyday communication and the relational basis of word-of-mouth and buzz marketing practices. *Management Communication Quarterly*, 19(4), 601–634.

Chang, L., Stylos, N., Yeh, S., & Tung, Y. (2015). How do Motivation, Pre-Visit Information Search and Destination Image affect Post-Visit Behavioural Intention? The case of an island destination. *European Journal of Tourism Research* , 9, 8-23.

Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioural intentions?. *Tourism management*, 28(4), 1115-1122.

Chen, C.-C., Lin, Y.-H., & Petrick, J. (2013). Social biases of destination perceptions. *Journal of Travel Research*, 52(2), 240–252.

Chen, J., & Hsu, C. (2000). Measurement of Korean tourists' perceived images of overseas destinations. *Journal of Travel Research*, 38(4), 411–416.

Chi, C. G., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management,* 29(4), 624-636.

Chon, K. S. (1992). The role of destination image in tourism: an extension. *The Tourist Review*. 2, 2-7.

Dimon, A. (2013, October 24). *WELLNESS TRAVEL: 10 TRENDS FOR 2014 AND BEYOND.* Retrieved from Travel Market: http://www.travelmarketreport.com/

Echtner, C., & Ritchie, J. (1993). The Measurement of Destination Image: An Empirical Assessment. *Journal of Travel Research*, 31, 3-13.

Echtner, C., & Ritchie, J. R. (1991). The Meaning and Measurement of Destination Image. *Journal of Travel Studies*, 2 (2), 2-12.

Edensor, T. (1998). *Tourists at the Taj*. London: Routledge.

Elbe, J., Hallén, L., & Axelsson, B. (2009). The Destinaion-management Organisation and the Integrative Destination-marketing Process. *International Journal of Tourism Research* , 11 , 283-296.

Frías, D., Rodríguez, M., & Castañeda, J. (2008). Internet vs. travel agencies on pre-visit destination image formation: An information processing view. *Tourism Management* , 29 (2008), 163-179.

Fuller, D., Wilde, S., Hanlan, J., Mason, S., & Armstrong, B. (2007). *Destination choice-visitor behaviors in a coastal tourism destination australia's East Coast*,. 2nd international conference on destination branding and marketing.

Gallarza, M., Gil, I. S., & Calderon, H. (2002). Destination image towards a conceptual framework. *Annals of Tourism research*, 29 (1), 56-78.

Gallarza, M., Saura, I., & García, H. (2002). Destinationimage: Towards a conceptual framework. *AnnalsofTourismResearch*, 29(1),56–78.

Gammon, S., & Robinson, T. (2003). Sport and Tourism: A Conceptual Framework . *Journal of Sport Tourism* , 8 (1): 21–26.

Garrod, B. (2012). *Business tourism*. In Peter Robinson. Tourism: The Key Concepts. Routledge, pp. 18–22. ISBN 978-0-415-67792-9.

Ghaedi, A. (2014). *Tourism Destination Branding as a Marketing Factor: The Case og TRNC*. Master Thisis. Famagusta: Eastern Mediterranean University.Northern Cyprus.

Goh, H. K., & Litvin, S. (2000). *Destination preference and self-congruity*. Paper presented at the Travel and Tourism Research Association Annual Conference Proceedings, (June 11–14). San Fernando Valley: CA.

Gunn, C. (1972). Vacationscape-Designing Tourist Regions. Austin, Texas: University of Texas.

Gunn, C. A. (1988). Vacationscape: Designing tourist regions. Chicago: Van Nostrand .

Hallmann, K., Zehrer, A., & Müller, S. (2015). Perceived Destination Image: An Image Model for a Winter Sports Destination and Its Effect on Intention to Revisit. *Journal of Travel Research*, *54*(1) 94–106.

Han, H., Hsu, L., & Lee, J. (2009). Empirical investigation of the roles of attitudes toward green behaviors, overallimage, gender, and age in hotel customers' eco-friendly decision-making process. *International Journal of Hospitality Management*, 519–528.

Harrison-Hill, T. (2001). How far is a long way? Contrasting two cultures'perspectives of travel distance. *Journal of Marketing Logistic*, *13*(3), 3–17.

Hawkins, D. I., Best, R., & Coney, K. A. (2004). *Consumer behavior: Building marketing strategy* (9th ed). Boston: McGraw-Hill.

Henderson, J. C. (2003). Managing tourism and Islam in Peninsular Malaysia. *Tourism Management*, 24, 447–456.

Honey, M. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? (Second ed.). . Washington, DC: Island Press. p. 33.

Horowitz, M. D., Rosensweig, J. A., & Jones, C. A. (2007, November 13). *Medical Tourism: Globalization of the Healthcare Market place.* Medscape General Medicine, 9(4), 33. Retrieved from US National Library of Medicine, National Institutes of Health: http://www.ncbi.nlm.nih.gov/

Hosany, S., Ekinci, Y., & Uysal, M. (2006). Destination image and destination personality: an application of branding theories to tourism places. *Journal of Business Research*, *59* (5) 638-642.

Huang, W.-J., Chen, C.-C., & Lin, Y.-H. (2013). Cultural proximity and intention to visit : Destination image of Taiwan as perceived by Main land Chinese visitors. *Journal of Destination Marketing & Management*, 176–184.

Hudman, L. E., & Jackson, R. H. (2003). *Geography of Travel and Tourism*. Boston: Cengage Learning.0766832562, 9780766832565.

Hughes, J. (2013). *The Ability-Motivation-Opportunity Framework for Behavior Research in IS*. 46th Hawaii International Conference on System Sciences. (pp. 250 - 250). Hawaii: IEEE Computer Society, 2007.

Hui, T. K., Wan, D., & Ho, A. (2007). Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism management*, *28*(4), 965-975.

Hung, K., & Petrick, J. (2011). Why do you cruise? Exploring the motivations for taking cruise holidays, and the construction of acruising motivation scale. *Tourism Management, 32*(2), 386–393.

Hüssein, S. (2007). *Yesterday and Today: Turkish Cypriots of Australia*. Serkan Hussein.

Hyman, T. (2013). Assessing the vulnerability of beach tourism and nonbeach tourism to climate change: a case study from Jamaica. *Journal Of Sustainable Tourism*, 1-19.

Jalilvand, M., & Samiei, N. (2012). *The impact of electronic word of mouth on a tourism destination choice.Testing the theory of planned behavior (TPB)*. Internet Research, Vol. 22 No. 5. pp. 591-612.

Jamal, A., & Goode, M. M. (2001). Consumers and brands: A study of the impact of self-image congruence on brand preference and satisfaction. *Marketing Intelligence & Planning, 19*(7), 482–492.

Jayapalan, N. (2001). *Introduction To Tourism*. atlantic: Atlantic Publisher& Dict.

Jenkins, O. (1999). Understanding and measuring tourist destination images. *International Journal of Travel Research*, *1*,1-15.

Kastenholz, E. (2004). Assessment and role of destination self-congruity. *Annals of Tourism Research*, 31(3),719–723. doi:10.1016/j.annals.2003.11.003.

Kokkali, P., Koutsouris, A., & Chrysochou, P. (2009). Cognitive Components Of Rural Tourism Destination Images: The Case Of Lake Plastiras, Greece. Tourismos: An International Multidisciplinary Journal Of Tourism, 4 (4), Spring 2009, pp. 273-291.

Korstanje, M. (2007). The Origin and meaning of Tourism: Etymological study. *Review of Tourism Research*, *5* (5): 100-108.

Kung, H. (2006). *Tracing the Way: Spiritual Dimensions of the World Religions*,. Continuum International Publishing Group, 248.

Kunte, A., Hamilton, K., Dixon, J., & Clemens, M. (1998). *Estimating National Wealth:Methodology and Results*, Environment Paper No.57, World Bank, Washington DC.

Leisen, B. (2001). Image segmentation: The case of a tourism destination. *Journal of Services Marketing*, 15(1), 49-66.

Lew, A. A. (2008). Long Tail Tourism: New geographies for marketing niche tourism products . *Journal of Travel & Tourism Marketing*, *25* (3-4): 409–419.

Li, X., Pan, B., Zhang, L., & Smith, W. (2009). Theeffectofonlineinformationsearchonimage development:Insightsfromamixed-methodsstudy. *Journal of Travel Research*, *48*(1), 45–57.

Lin, C., Morais, D., Kerstetter, D., & Hou, J. (2007). Examining the role of cognitive and affective image in predicting choice a crossnatural, developed,and theme-parkdestinations. *Journal of Travel Research*, *46*(2), 183–194.

Lindgreen, A. &. (2005). Viral marketing: The use of surprise. In I. Clarke, & T. B. Flaherty (Eds.), Advances in electronic marketing. Hershey, PA: Idea Group Publishing.

Litvina, S., Goldsmithb, R., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management* , 29, 458–468.

LTIFI, M. (2014). Determinants of positive word of mouth in the Tunisian tourism sector. *Management Dynamics In The Knowledge Economy*, 2 (1). 107-122.

MacKay, K., & Fesenmaier, D. (2000). An Exploration of Cross-Cultural Destination Image Assessment. *Journal of Travel Research*, 38, 417 - 423.

Maguire, G., Miller, K., Michael, A., Weston, M., & Young, K. (2011). Being beside the seaside : beach use and preferences among coastal residents of south-eastern Australia, *Ocean and Costal management*. 54: 781- 788.

Mayo, E. (1973). Re*gionalimagesandregionaltravelbehaviour*. SunValley, Idaho: The Travel Research Association Fourth Annual Conference Proceedings.

Mayo, E. (1975). Tourism and National Parks: A psychographic and attitudinal study. *Journal of Travel Research*, 14, 14-18.

Miller, K. (2005). *Communications theories: perspectives, processes, and contexts*. New York: McGraw-Hill.

Molina, A., Gómez, M., & Martín-Consuegra, D. (2010). Tourism marketing information and destination image management. *African Journal of Business Management*, 4 (5), 722-728.

Murphy, L., Benckendorff, P., & Moscardo, G. (2007). Linking travel motivation, tourist self-image and destination brand personality. *Journal of Travel & Tourism Marketing, 22*(2), 45–59. doi:10.1300/J073v22n02_04.

Murphy, L., Mascardo, G., & Benckendorff, P. (2007). Exploring word-of-mouth influences on travel decisions:friends and relatives vs. other travellers. *International Journal of Consumer Studies*, 1470-6423.

Myers, J. (1968). *Consumer Image and Attitude*. University of California, Berkeley, CA.: Institute of Business and Economic Research.

Newsome, D., Dowling, R. K., & Moore, S. A. (2005). Wildlife Tourism (1st ed. ed.). Clevedon ; Toronto: Channel View Publications.

Ng, S., Lee, J. A., & Soutar, G. (2007). Tourists' intention to visit a country: The impact of cultural distance. Tourism Management , 28. 1497–1506.

Olander, F., & Thogersen, J. (1995). Understanding of consumer behavior as a prerequisite for environmental protection. *The Journal Of Consumer Policy*, 18, 317-357.

Olawale, T., Uch- beabuchi, C., & Donald, Y. (2012). Socio - Economic Benefits of La Campagne Tropicana beach resort to the host community. *Journal of Tourism, hospitality* , 4(2).

Olya, H. G. T., & Alipour, H., (2015a). Modelling Tourism Climate Indices through Fuzzy Logic. *Climate Research.* doi: 10.3354/cr01327.

Olya, H. G. T., & Alipour, H. (2015b). Risk assessment of precipitation and Turism Climate Index. *Tourism Management*, doi: 10.1016/j.tourman.2015.01.010.

Olya, H. G. T., & Alipour, H., (2015c). Developing a Climate-based Recreation Management System for a Mediterranean Island, *Fresenius Environmental Bulletin, 24(12),* 1-33.

Orams, M. (2002). *Marine Tourism: Development, Impacts and Management*. Oxon: Routledge,1134771088, 9781134771080.

Page, S. (2012). *Tourism Management*. London: Routledge.

Park, Y., & Njite, D. (2010). Relationship between destination image and tourists' future behavior : Observations from Jeju island, Korea. *Asia Pacific Journal of Tourism Research, 15*(1),1–20.

Pearce, D. (1998). *Cost-Benefit Analysis and Environmental Policy*. Oxford Review of Economic Policy, 14: 84–100.

Pike, S. (2002). Destination image measurement – a review of 142 papers from 1973 to 2000. *Tourism Management*, 23, 541-549.

Pike, S. (2006). Destination decisionsets: Alongitud in alcomparison of stated destination preferences and actua ltravel. *Journal of Vacation Marketing*, *12*(4), 319-328.

Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of applied psychology*, *88*(5), 879.

Pratt, M. A., & Sparks, B. (2014). Predicting Wine Tourism Intention: Destination Image and Self-congruity. *Journal of Travel & Tourism Marketing*, *31*(4), 443-460.

Quester, P. G. (2000). Self - congruity and product evaluation: A cross cultural study. *Journal of Consumer Marketing, 17*(6), 525–535. doi:10.1108/07363760010349939.

Ranjbarian, B. G. (2011). Typology of Inbound Tourists Who Visited Isfahan, . *Australian Journal of Basic and Applied Sciences, 5* (11), 1404-1408.

Rezende-Parker, A., Morrison, A. M., & Ismail, J. A. (2003). Dazed and confused? An exploratory study of the image of Brazil as a travel destination. *Journal of Vacation Marketing, 9* (3), 243-259.

Roca, E., Mliriam, V., & Ortego, M. (2009). Assessing public perceptions on beach quality according to beach user's profile: a case study in the costa Brava (Spain). *Tourism Management*, 30: 598- 607.

Sahin, K. (2010). The impact of climatic on 3S tourism in Samsun, Turkey: The summer 2008 experience,. International Journal of Human Sciences [Online], 7:1. Available: http://www.insanbilimleri.com/en.

Schanzel, H., Schänzel, H., Yeoman, I., & Backer, E. (2012). *Family Tourism: Multidisciplinary Perspectives*. Bristol: Channel View Publications.

Seongseop Kim, S., McKercher, B., & Lee, H. (2009). Tracking tourism destination image perception. Research Note. *Annals of Tourism Research, 36* (4), 715- 718.

Setiawan, P. (2014). The Effect of e-WOM on Destination Image, Satisfaction and Loyalty Satisfaction and Loyalty. *International Journal of Business and Management* Invention, *3* (1), 2014..22-29.

Sharma, K. (2005). *Tourism and Development*. New Delhi: Sarup & Son.8176255548, 9788176255547.

Sharpley, R., & Forster, G. (2003). Tje implications of hotel employee attitudes for the development of quality tourism: the case of Cyprus. *Tourism Management*, 24, 687-697.

Sirgy, M. J. (1982). Self-concept in consumer behavior: A critical review. *Journal of Consumer Research, 9*(3),287–300.

Sirgy, M. J.; Su, C. (2000). Destination image selfcongruity and travel behavior: Toward an integrative model. *Journal of Travel Research, 38*(4), 340–352. doi:10.1177/004728750003800402.

Sonnleitner, K. (2011). *Destination image and its effects on marketing and branding a tourist destination : A case study about the Austrian National Tourist Office - with a focus on the market Sweden*. Sweden: Sodertorn university.

Stabler, M. (1988). The image of destination regions: theoretical and empirical aspects. In B. Goodall, G. Ashworth (Eds.), *Marketing in the Tourism Industry: The promotion of destination regions*. Great Britain: Routledge.

Stolk, M. (2009, May 19). *Medical Tourism To South Africa*. ph.D. Thesis, pp. 1-139.

Stupart, C. A., & Shipley, R. (2012). Jamaica's Tourism: sun, sea and sand to cultural heritage. *Journal of Tourism Insights*, 3(1) 4.

Tasci, A., & Gartner, W. (2007). Destination image and its functional relationships. . *Journal of Travel Research, 45*(4), 413–425.

Teng, K., & Shen, H. (2014). Empirical Research on the Information Spreading Model through Word-of-mouth for Event Destinations. *Tourism, Leisure and Global Change,* 1. CUHK-81.

Theobald, W. F. (1998). *Global Tourism* (2nd ed.). Oxford [England]:Butterworth– Heinemann.: pp. 6–7. ISBN 0-7506-4022-7. OCLC 40330075.

Timothy, D., & Olsen, D. (2006). *Tourism, religion and spiritual journeys*. London: Routledge.

Üstün, H., & Öztay, B. (2014). *The Trnc Factbook*. Lefkosa: Bolan Dijital Baskı Ltd.

Vassiliadis, C. A., Priporas, C. V., & Andronikidis, A. (2013). An analysis of visitor behaviour using time blocks: A study of ski destinations in Greece. *Tourism Management* , 34, 61-70.

Vaz, B., Williams, A., Silva, C., & Philips, M. (2009). The importance of user's perceptions for beach management. *International Journal Of Coastal Research*, 54: 1164-1168.

Vengesayi, S. (2003). *A Conceptual Model Of Tourism Destination Competitiveness And Attractiveness.* Anzmac 2003 Conference Proceedings Adelaide (pp. 637-647). Adelaide: ANZMAC.

Vogt, C., & Kaplanidou, K. (2003). The role of word-of-mouth and how it can be used to develop a competitive advantage for a destination. Travel Michigan and MSU Department of Park, *Recreation and Tourism Resources*., 1-6.

Voyer, M., Gollan, N., Barclay, K., & Gladstone, W. (2015). Its part of me underestanding the value, images and principles of coastal users and their influence on the social acceptability of MPAs. *Marine Policy*, 52: 93- 102.

Walton, J. (2015). TOURISM. Retrieved from ENCYCLOPAEDIA BRITANNICA: WWW.britannica.com/Topic/Tourism. Available at 2015, 3 20.

Weaver, D. (1998). *Ecotourism in the Less Developed World.* Willingford, UK: CAB International.

World Tourism Organization. (2010). *Recommendations on Tourism Statistics*. Statistical Papers. M (New York: United Nations), (83):5.

WTO. (2010). *Cruise Tourism – Current Situation and Trends*. Madrid, Spain: World Tourism Organization.

Zangane, Y., & Shamsollahzadeh, Y. (2012). The survey and analysis of destination image in tourism industry, case study: Tabriz. *Journal of Geography and Planning*, 153-168.

APPENDIX

Appendix A: Questionnaire

Survey on Image of 3S (sun, sand, sea) tourism

Dear Respondent
    As part of my M.S. thesis at the Eastern Mediterranean University, faculty of tourism in North Cyprus, I am conducting a survey to explore the tourists' perception regarding the image of 3S (beach tourism) in North Cyprus. Your kind participation is highly appreciated. Any information obtained in connection with this study will remain confidential. No need to reveal your name. If you have any query, please contact me.
    Thank you very much for your kind cooperation.

    Pegah Maleki - Telephone No: Email:

Part I.
    For each of the statements below, please indicate the extent of your agreement or disagreement by placing a tick in the appropriate box.
    The response scale is as follows:

1. Strongly agree
2. Agree
3. Undecided or Neutral
4. Disagree
5. Strongly disagree

o.	Item					
	Going to the beach is one of my priorities when in north Cyprus					
	I am planning to spend time at the beach as much as possible when in north Cyprus.					
	Availability of beaches in north Cyprus played a significant role to decide to travel to North Cyprus.					
	For the purpose of beach tourism, I travel at least once a year.					
	For me, the image of beach tourism depends on different factors.					
6	When I travel to the Mediterranean destination as north Cyprus, the beaches are always in my mind.					
	If I spend time on the beach, it will give me a personal satisfactory and good feeling.					
	The image of a beautiful beach to me is the beach profile with natural elements.					
	I worry about the destructive impacts of climate change on the attractiveness of the beach and coast.					
0	I worry about the interruption and the encroachment of urban development of the beaches in north Cyprus.					
1	I find tranquility and re-creativity after experiencing beach tourism.					
	I am willing to spend extra money if the beach is up to my					

71

12	expectations.					
3	I will encourage my friends and relatives to go to the beaches when traveling to North Cyprus.					
4	I will say positive things about beach tourism in North Cyprus.					

Part 2: Below is a list of scales that can be used to describe your feelings towards beach tourism. Evaluate Northern Cyprus as a tourist destination on each word set by checking the appropriate box.

Really dislike						Really like
Very unfavorable						Very favorable
Very bad						Very good
Very unappealing						Very appealing

Part 3- Listed below are some attributes that determine the quality of beaches in North Cyprus. Please rate these attributes for North Cyprus by circling the appropriate number.

o.	Item	oor (1)	air (2)	ood (3)	Very Good (4)	Excellent (5)
	Scenery/natural attractions					
	Cleanliness and hygiene					
	Accessibility					
	Environmental quality					
	Quality of facilities					
	Safety and security					
	Sports Facilities and activities					
	Climate					
	Calm Atmosphere					
0	Signage					
1	Design of facilities					
2	Crowdedness					
3	Buildings/structures fit the beach environment (quality of fit)					
4	Coastal management					
5	Quality of service					
6	Performance of the host community's culture in quality of the beach.					
7	Appropriateness of land use in and around the beaches.					

Part 4.

Age	*Educational Level*	*Gender*
18-27 ()	Primary school ()	Male ()
28-37 ()	Middle school ()	Female ()
38-47 ()	High school ()	
48-57 ()	College ()	
58-67 ()	University ()	

Marital Status
Single ()
Married ()

How often have you been traveling?	*Travel Purpose*
Monthly ( )	Business ( )
Seasonally ( )	Leisure ( )
Yearly ( )	Other (family/friend visit, etc.) ( )

Birth Place
Asia ( )   Asia Pacific ( )   Europe ( )   Africa ( )   Middle East ( )   Australia ( )
America ( )

Your average salary (Per month/in Dollars):
0 up to 1000$ ()   1000 up to 2000$ ()   2000 up to 3000$ ()   up to 3000 ()

Thank You for your Valuable Contribution