Tourism and Recreation

A research on determining the destination quality perceptions and intentions to revisit of bleisure tourists: İstanbul case*

Bleisure turistlerin destinasyon kalite algılarının ve tekrar ziyaret niyetlerinin belirlenmesine yönelik bir araştırma: İstanbul örneği

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ABSTRACT

This research aimed to determine the perceptions of destination service quality and the intentions to revisit the destination of the participants who visited İstanbul within the scope of "bleisure" tourism, that is an innovative tourism type. İstanbul is one of the most demanded destinations in Turkey's domestic and foreign tourism markets especially by the visitors who travel for the purpose of business, conventions, meetings and so on. 460 questionnaire forms prepared within this context were delivered to the participants who visited the destination between the period of 1 September 2018 and 30 January 2019, by face-to-face communication. As a result of the analyzes (SPSS); it was determined that the bleisure tourists evaluated the destination service quality under the dimensions of destination accommodation and food services, transportation services, general protection and cleanliness, tourist activities and attractions, level of hospitality and general tourist price and that all of the related dimensions affected tourists' intentions to revisit the destination. In addition, it was determined that the bleisure tourists visiting İstanbul were generally satisfied with the destination (90%) and that they intended to revisit the destination (86%).

ÖZET

Çalışmada Türkiye'nin iç ve dış turizm pazarlarında özellikle iş, kongre, toplantı vb. amaçlı ziyaretçiler tarafından en çok talep gören destinasyonlarından İstanbul'u yenilikçi bir turizm türü olan "bleisure" kapsamında ziyaret eden katılımcıların destinasyon hizmet kalitesi algılarının ve destinasyonu tekrar ziyaret niyetlerinin belirlenmesi amaçlanmıştır. Bu kapsamda hazırlanan 460 anket formu destinasyonu 1 Eylül 2018- 30 Ocak 2019 döneminde ziyaret eden katılımcılara yüz yüze iletişim kurularak ulaştırılmıştır. Yapılan analizler sonucunda (SPSS); bleisure turistlerin destinasyon hizmet kalitesini destinasyon konaklama ve yiyecek hizmetleri, ulaşım hizmetleri, genel korunmuşluk ve temizlik, turistik aktiviteler ve çekicilikler, misafirperverlik düzeyi ve genel turistik fiyat düzeyi boyutlarıyla değerlendirdikleri ve ilgili boyutların tümünün turistlerin destinasyonu tekrar ziyaret niyetlerine etki ettikleri belirlenmiştir. Ayrıca İstanbul destinasyonunu ziyaret eden bleisure turistlerin destinasyondan genel olarak memnun ayrıldıkları (%90) ve destinasyonu tekrar ziyaret etme niyetinde oldukları da (%86) tespit edilmiştir.

1. Introduction

Developments in the field of informatics and communication, changes in cultural, economic, political and social environment transform both touristic travels and business trips in terms of frequency and content. Business people whose trips are mostly based on their work, just like tourists traveling for holiday purposes, take into account the quality of all other touristic services, especially local culture, recreational facilities, shopping opportunities, accommodation and transportation. Business people seeking information before their trips make evaluations that show their satisfaction, dissatisfaction and intention to visit the destination again in line with their experiences at the end of their travels. The primary goals of people traveling for business purposes during their travels are to have meetings and business negotiations without any problems. In addition, during their stay in the destination, in their spare time apart from their business-related duties and

responsibilities, business people are just like a leisure tourist in the sense that they explore places to visit in the destinations, taste local delicacies, visit entertainment venues, shop from gift shops, and experience the activities of recreation businesses, tending to meet tourist demands and needs. In this context, the concept of bleisure tourism has emerged, combining the needs, desires and experiences of people traveling for business purposes with "business" (Singh & Parkash, 2016; Kasalak et al., 2019).

It is necessary to accurately analyze the factors that come to the prominent factors in the demands, expectations and preferences of bleisure tourists, who make business trips and leisure activities a part of their travels, as well as tourists who participate in leisure trips in tourism markets. With the provision of tourist services that exceed their expectations, bleisure tourists will be satisfied with their destination experiences and make positive evaluations about their travels, especially the destination. First of all, if bleisure tourists, who travel because of their job responsibilities, include leisure and leisure activities in their travels, and seek a short (1-2 days or more) holiday experience by extending their stay at the destination, will have a satisfying experience, which will have a positive effect on their intention to visit the destination again. The results of many studies on tourist behavior support this prediction (Petrick et al., 2001; Yu et al., 2005; Oliver, 2010; Law, 2012; Başanbaş, 2013; Güven & Sarıışık, 2014; Huamin & Xuejing, 2019).

In the study of bleisure tourists visiting Istanbul, one of Turkey's most important tourism and business destinations, it has been aimed to determine the destination service quality perceptions and opinions regarding the intention to re-visit destination. In terms of the subject and scale of the study, it is anticipated that it will make significant contributions in terms of eliminating the lack of results regarding the theoretical framework and practice seen in the relevant literature. The fact that researchers in the scope of the study have not come across a study focusing on Istanbul, one of the destinations in Turkey where the most business-related visits and organizations take place, has led to the emergence of the present study. Although the scale used in the research has been previously tested within the scope of different topics of tourism (Kozak & Rimmington, 2000; Kozak, 2001; Öztürk, 2004), it is used for the first time in the evaluation of bleisure tourists. The results of the study are thought to be important in determining and evaluating the destination service quality perceptions of business people with high income and spending capacity and their intention to visit the destination again.

2. Literature Review

2.1. Bleisure Travels and Bleisure Tourists

It is possible to evaluate bleisure travel as a new type of tourism activity (Leiper, Witsel & Hobson, 2008), a new trend (Tala et al., 2011) and a new niche market. In the tourism literature, the recreational leisure time that business travelers can use during their travels is called "leisure", and the adaptation of this time by business people to their travels is called "bleisure". Studies conducted in the relevant literature often overlook tourists whose motivations for tourism are initiated by business travels, but also have leisure time activities other

than work, turn business trips into short holidays from time to time, or blur the boundaries between business and leisure activities (Lichy & McLeay, 2018). People participate in trips for many reasons that may be related to traveling, sight-seeing, having fun, getting to know different cultures, health, beliefs or jobs. Business trips are travels away from home and usually away from family, where it is expected to exhibit behaviors required by business life, which are expected to exhibit the behaviors required by the business life, and are fundamentally conducted with the purpose of business (Marin-Pantelescu, 2011). Business trips include business negotiations, agreements, product launches, conferences, exhibitions, training courses and encouraging professional activities (Swarbrooke & Horner, 2001). The World Tourism Organization also accepts people traveling for business or professional purposes as tourists (UNWTO, 2013). The main motivation of people participating in business trips, in other words, tourists traveling for business purposes, is focused on performing the activities and jobs expected from them. The budget for travel expenses in business trips and travel expenses are paid by the workplace of the person participating in the trip or, if there is an organization, by the hosting person, institution or organization.

In developed and developing societies, consumption of leisure products and services continues to increase with each passing year. Leisure trips are characterized by staying in beautiful hotels or destinations, relaxing on the beach or in the accommodation's room, going on guided tours, and experiencing local attractions, where people approach vacation with the primary motivation of getting away from everyday life. Business and tourism are perceived as two different aspects or even contradictory areas of life (Unger et al., 2016) and leisure travel is generally seen as the opposite of business travel (McGuigan, 2018).

Based on the differences between business travel and leisure travel, there is an opportunity to determine the boundaries and scope of bleisure travel. Leiper et al. (2008) emphasized the difference between business and leisure travel with the following ten basic questions.

1. What are the main differences between leisure and work?

2. What kinds of experiences arise?

3. What are the focal points of experiences?

4. How does the mental process that connects the traveler and destinations work?

5. What is the underlying motivation for travel?

6. Whose interests does it serve?

7. Who covers the costs? Are there tax consequences?

8. What is the duration of the trips?

9. What is the travel frequency? and

10. Who manages the travels?

It is thought that although bleisure travels are a hybrid travel where business and leisure travels are integrated, they have similar and different aspects to leisure travel and business travel, and for these reasons, it is thought that the characteristics of bleisure travel can be revealed by making comparisons. From

this point of view, explanations and comparisons based on the characteristics of business leisure travels are as follows: While business travels contain almost no free time for the people involved, and entail work-related processes that must be done, leisure travel includes processes related to vacation. Business travel can be considered as boring trips that are it in a way compulsory for the participants, require work, entail usually staying away from the family for a certain period of time and where the choices of transportation, accommodation, etc. are outside their own initiative. Leisure travel, on the other hand, is vacation-oriented travels focusing on resting, relaxation and entertainment, and details such as where to go, how long to stay, what activities will be attended, which means of transportation will be used and which accommodation will be picked, etc. are completely shaped by the participants' own initiative.

Bleisure tourists combine business travels with leisure activities, which have a large place in tourism literature. While fulfilling their job-related responsibilities, they can participate in many activities such as traveling around, getting to know different cultures and tasting new tastes with the additional stay they arrange from time to time, so they show mastery in combining business and entertainment (Lichy & McLeay, 2018). Bleisure tourists, who experience both experiences together, carry out activities such as transportation, accommodation and eating and drinking in the businesses where the reservations are made on their behalf during the business process, and except for the time they spend for work, they can exhibit typical tourist behaviors and participate in exploring, entertainment, recreation or various sports activities.

It is known that family members also participate in business trips from time to time, although people participate in business trips alone more often. Bleisure tourists can also include their families in their travels depending on factors such as the availability of family members, the attractiveness of the destination, and a relatively long stay. During their travels, Bleisure tourists are in contact with other business related employees (bosses, managers, business people, colleagues, etc.). On the one hand, and on the other hand, they can interact with local residents, tourism professionals, other tourists and therefore different cultures during their leisure activities at the destination, and thus bleisure tourists who travel alone doesn't need to be lonely. Tourists participating in Bleisure travels both gain business experience and enrich their touristic experience as leisure tourists. With experiential learning, bleisure tourists, who can be inspired by learning from travel and exploration, can turn their travels, where they see the opportunity to learn something by contemplating their experiences, into an enjoyable touristic trip (Stone & Petrick, 2013).

Academic interest in bleisure and bleisure travel, a new concept in the tourism literature, is increasing. The concept of bleisure, first expressed by British Jacob Strand (2009), has been used more frequently in recent studies (Faridi, 2020). Bleisure was explained by the concept of "holidaymakers" which is when in the 2000s, business travels in America would be extended and leisure activities be combed with business travel (Chang & Chung, 2018, cited.; Alp & Yazıcı Ayyıldız, 2020). With regard to Bleisure; *"Bleisure as a new trend in tourism"* (Tala et al., 2011); *"turning business travelers into vacationers "* (Kerr et al.,

2012); *"Business and leisure aspects of business travel (bleisure trend)"* Kachniewska (2015); *"Motivation and typologies in bleisure"* (Lichy & McLeay, 2018); *"VIP experiences in wellness tourism destinations for bleisure tourists"* (Keadplang, 2018); *"premises and consequences of bleisure in organizations "* (Adhiatma et al., 2019), *"bleisure "with tourist guidance"* (Kasalak et al., 2019), *"The effect of bleisure tourism on employee motivation and quality of life "* (Sardést & Ivanauskas, 2019); *"typebleisure as an opportunity in the ism market "* (Alp & Yazıcı Ayyıldız, 2020); *"bleisure tourism experience chain "* (Chung et al., 2020) are the limited number of studies that have been done and were accessed.

2.2. Destination Service Quality and Intention to Visit Again

For the countries that want to gain competitive advantage in the tourism sector, the quality of the services offered, being differentiated from the competitors, getting more shares from the tourism market, and the destinations and the touristic businesses that make up the tourism supply are decisive in their realization of their goals. Quality in tourism takes place in the service delivery processes. The differences between the expectations of tourists and the performances they encounter, the processes they experience and the general judgments and attitudes about the services (products) they obtain are conceptualized as "service quality" (Parasuraman et al., 1985), and are created by hospitality, courtesy, efficiency and service outputs and service delivery processes. Service quality that affects the satisfaction and satisfaction of tourists refers to the sum of perceptions including of the service delivery process and its outcome, or general judgments about the superiority or excellence of a service (Zeithaml et al., 1988). Destination service quality undoubtedly plays a key role in analyzing the current status of destinations, anticipating their future status and achieving their goals in destination marketing. In this context, the way effective tourists who visit the destination and experience touristic products perceive and evaluate the quality of destination service is considered as a vital issue (European Communities, 2003).

Destination service quality from the tourist perspective is viewed as the degree of meeting the expectations in the services experienced by the tourists in the destination, and from the destination perspective, as the whole of the qualities of all the products and services in the destination and the ability to meet the expectations of the tourists (Güneş, 2018). The service quality of tourists is the performance they expect, the flawless service they receive, their requests that are met, satisfaction from the service, satisfaction they have and the values created for them. Service quality is a process that begins with the determination of the needs and wishes of the tourists, and should be continued with the intentions towards their satisfaction and positive service quality perceptions, attitudes and behaviors.

Destination service quality is evaluated by the tourists by considering the difference between the expectations about the touristic product and the results obtained by experience. The expected service quality is the set of values that the tourist wants to find in the product he purchases for the holiday experience, that he imagines, and that will meet his needs and requests. The perceived service quality shows how much of the needs and requests are answered after the touristic product

is experienced, and explains how it has an impact on the tourist (Ünlüönen & Çimen, 2011). Perception is conceptually the process of transforming the stimuli that an individual receives from the environment with his five sense organs into a personalized experience by passing them through mental processes. The characteristics of touristic products such as abstraction (performance open to evaluation), inseparability (simultaneous realization of production and consumption), openness to subjective evaluation, and variability require focus and analysis on the perception of service quality (Parasuraman et al., 1985). When the tourist returns home; the evaluates the holiday experience with a holistic approach, and influences the people around it by communicating the touristic experiences in their daily social relations and interactions (European Communities, 2003).

Tourist destinations consist of a combination of many different products and services. Providing tourist satisfaction on the basis of destination depends on ensuring the satisfaction of tourists in all services that make up the destination. Tourists, who do not only use accommodation businesses during their holidays, communicate with local people and tradesmen for purposes such as having fun, shopping, seeing historical and cultural places, and there is a constant interaction between the parties. Tourists reach a general satisfaction judgment after experiencing their holiday experiences by evaluating the quality of all these elements they benefit from or experience one by one (Duman & Öztürk, 2005). Although the concepts of satisfaction and quality are often used in the same sense, the two concepts differ in terms of their scope and measure. Service quality is related to the dimensions of the service provided, but consumer satisfaction is a more comprehensive concept. In other words, service quality is a component of consumer satisfaction (Dökmen, 2003). Studies show that quality and satisfaction develop at a common point. Both concepts emerge as a result of comparing consumers' expectations from businesses with their perceived experiences from businesses. Consumers' expectations are accepted as a standard for their perceived service performance. According to service quality researches, service quality increases as consumers' perceptions meet their expectations. If the perceived service quality increases as expectations increase, consumer satisfaction occurs (Oh, 2000). The satisfaction level of tourists is an important indicator in terms of evaluating the performance of products and services at destinations. Ensuring the satisfaction of the tourists is important for the successful marketing of the destination. It is extremely important to ensure tourist satisfaction in tourists' destination choices, product and service preferences, recommendations for destinations and tourism businesses, building loyalty among tourists, making predictions about the future, and the decisions about visiting the destination again (Oh, 2000; Kozak & Rimmington, 2000; Yoon & Uysal, 2005).

Among the components that make up the quality of tourism destinations, almost everything that is in a destination, specially the physical, social, cultural and environmental characteristics of the destination, that is of interest to the tourist, that is the subject of a tourist view, can be included. In the management of service quality, service accessibility, inspiring trust in the tourist, finding the information that provides a clear understanding of the needs of the tourist and the service, being reliable-consistent and appropriate

service, and creating a perception as a low-risk and non-dangerous service show the quality of the service provided. The competence of tourism employees (having knowledge and professional skills), how effective the service is explained in communication with tourists, the courtesy shown in social and cultural relations with tourists, the enthusiasm of tourism employees in offering the touristic product and the physical evidence that makes the touristic product visible make up the quality of the service delivery process (Koban & Eker İşcioglu, 2019). Parasuraman et al. (1985) analyzed the components of service quality under ten sections as reliability, competence, enthusiasm, security, physical elements, accessibility, courtesy, credibility, communication and understanding the customer. Within the scope of the study, the components affecting the destination service quality are examined under the sections of accommodation and food and beverage services, transportation services, general preservertation and cleanliness, touristic activities and attractions, hospitality level and general touristic price level.

Accommodation and food and beverage services: These are the services provided by accommodation and food and beverage businesses to meet the basic needs and demands of tourists visiting the destination such as overnight accommodation and eating and drinking. Among the factors that determine the quality of accommodation and food and beverage services are general service quality, clean-hygienic, room security, waiting time / speed in check-in and check-out processes, adequacy of electricity-water resources, presence of direction signs within the establishment, activities organized, accessibility to services, and the variety of food and beverages served, their hygiene and quality (Kozak & Rimmington, 2000).

Transport services: These are the services that provide the dynamism of the tourist during his arrival at the destination, during his stay at the destination and when he returns home, and affect the tourist flow rate. The easy access of the tourist to the destination, the comfort of the means of transportation, the frequency of the services provided, the scope of local transportation, the attitudes and behaviors of the staff providing transportation services determine the quality level of the transportation services. Transportation services consist of the infrastructure for transportation (roads, parking areas, terminals, etc.) operational factors such as the technical characteristics of transportation vehicles (speed, seat distance, etc.), service frequency, prices, and government regulations (Ababneh, 2013).

General preservation and cleanliness: It consists of such factors as the attractiveness of the destination (natural, historical, architectural, etc.) is not deformed, it does not contain visual pollution, all areas of the destination are clean, including its historical and touristic places, in short in all places where there are touristic attractions, tourism employees have a pleasant appearance, and are well-groomed and clean.

Tourist activities and attractions: They are attractive factors that affect the tourist flow to the destination. The local culture in the destination, recreation areas, climatic conditions, spectacular views, entertainment and nightlife, gastronomic values, culture and art activities, shopping opportunities, touristic images and recognizability, which are the subject of many tourists' interests, affect the perception of destination

service quality and come to the fore as an important components, with the support of guides who meet the expectations of the tourists and who know foreign languages.

Hospitality level: The host-guest approach in tourism, which is also referred to as the hospitality industry, is an approach that cares about welcoming the tourists at their destination and making them feel at home. Among the determining factors of the destination service quality are the welcoming of the tourist by the local people, feeling safe and peaceful in the destination as if they are at home, the interests, positive behaviors and attitudes of the local people, tourism workers and local tradesmen, an attractive touristic environment created in the destination and the knowledge of the language of the tourist take an important place.

General touristic price level: It is known that the price level generally has an important effect on the vacation decision of the tourist. The general touristic price level affects the perception of destination service quality in the expenditures made by the tourist for accommodation, entertainment, transportation, food and beverage, recreational activities, souvenirs and souvenirs.

2.3. Related Research

The realization of the expectations of the tourists regarding the destination service quality makes it possible for them to revisit and recommend the destination. Destinations primarily try to learn about the service quality perceptions of the visitors in order to increase the number of visitors, to be effective in the formation of the intention to visit again, to strengthen their destination image and to maintain their competitive position in the market. One of the most effective ways to build loyalty and loyalty towards the destination is to alter the visitors' perceptions of destination service quality in a positive direction (Schneider et al., 1998). In this context, examples of basic and up-to-date studies conducted to determine the dimensions of destination service quality and to reveal the relationship between destination service quality and repeat visit intention are summarized below.

In the study by Kozak & Rimmington (2000), it was concluded that destination attractiveness (quality standards of accommodation establishments, level of accommodation services, feeling safe of touristic consumers, attitude of personnel, natural environment, value of money, general atmosphere of the destination, variety and quality of food, willingness to solve complaints of tourists, cleanliness of beaches, hygiene and sanitation), activities and services (access to sporting events, availability of entertainment and nightlife, variety of attractions, services for children, availability of services on beaches, shopping opportunities, availability of daily tours to other destinations, presence of historical sites and museums) and destination airline services (airport cleaning, airports speed of check-in / check-out, services offered by airlines, the distance between the destination and the airport, and the comfort of travel between the destination and the airport) are very important in ensuring overall touristic satisfaction.

In the study by Öztürk (2004), it was concluded that the perceived satisfaction with the accommodation, food and beverage services and hospitality dimensions also increase

the overall satisfaction and affect the tourists' tendency to revisit the destination. However, it has been concluded that the matters of transportation, general hygiene and cleanliness, activities and services, and price levels are not very effective on the overall satisfaction level of tourists with the destination. Seebaluck et al. (2015) concluded that unattractive and attractive factors are influential in the choice of destinations of tourists and that related factors affect the perception of destination image and satisfaction.

In their study, Wang et al. (2016) concluded that favorable tourist prices and transportation network facilities positively affect tourists' destination satisfaction and repeat visit intentions. In the studies of Ramseook-Munhurrun et al. (2016), the effect of destination service quality on tourist satisfaction and loyalty was examined. Researchers concluded that matters of people and hospitality, accommodation and food, and tourist satisfaction affect target tourist loyalty, and that tourist satisfaction has a positive effect on tourist loyalty.

Koç (2017) concluded in his study that the attractions of the destination increase tourist satisfaction and destination performance. In his study, Tiusanen (2017) concluded that all types of visual information sources related to destinations are determinant in the destination choice of tourists. In the work of Bintarti & Kurniawan (2017) it was concluded that experiential quality positively affects experiential satisfaction and image, the intention of repeat visit is affected by experiential satisfaction, and the effect of the destination image on the intention of re-visit cannot be proved statistically.

Çavuşoglu & Bilginer (2018) concluded in their study that tourist experiences with their sensory, emotional, behavioral and relational dimensions affect the intention of tourists to revisit the destination. In the study by Güneş (2018), among the destination quality dimensions transportation, security and information were grouped as those that should be focused on, sea-sand-sun, resources and food and beverage facilities as those that should be protected, price and society as low priority, and activities and accommodation opportunities as possible excesses. Öztürk & Şahbaz (2018) concluded in their study that there is a positive relationship between the destination service quality level perceived by tourists and their intention to revisit and recommend the destination.

3. Methodology

3.1. Objective and Scope of the Research

The main objective of this study is determining the destination service quality perceptions and the intention of re-visiting the destination of the participants, who visit one of the most demanded destinations, Istanbul, within the scope of bleisure, an innovative tourism type, in Turkey's domestic and foreign tourism markets, especially in business, congresses, fairs, meetings, etc.

3.2. Data Collection Method of the Research

In the data collection process of the research survey technique was used. In this study the survey that consists of two parts, and was tested in the Kozak & Rimmington, 2000, Kozak, 2001 and Öztürk, 2004 studies. The first part of the research survey consists of eight questions for determining the demographic

characteristics of the tourists and the expressions that the respondent can choose regarding these questions, and the second part of the survey consists of 47 expressions and a five-point scale (strongly agree-strongly disagree) for the evaluation of destination service quality of tourists, and again a five-point scale for determining repeat visit intentions. type (strongly agree - strongly disagree) consisting of three statements. In this study, experts were consulted on the content validity of the survey, translation and linguistics.

3.3. Field Selection Process of the Research

In the selection of Istanbul destination as a research area its 8,500-year history and cultural values, world-famous natural beauties, gastronomic richness and local culture due to being the cradle of different civilizations for centuries, the destination's hosting of many buildings and artifacts that have been accepted as UNESCO World Heritage List, national and international much due to host various organizations recognition and awareness, being the most popular tourist destination in Turkey with 16 million tourists having visited as of the end of 2019 (Istanbul Provincial Directorate of Culture and Tourism, 2020), being one of the most sought after destinations in Turkey for organizations such business meetings, conferences, fairs, etc., and the absence of studies related to previously covered topics were effective.

3.4. The Population and the Sample of the Research

The population of the research consists of the whole of local tourists visiting Istanbul for business purposes. The research sample consists of domestic tourists who visit the relevant business destination, receive accommodation services and can be reached within the data collection period. However, during the data collection process of this research (September 1, 2018-January 30, 2019), it was not determined exactly how many people visited the relevant destination in line with the research purpose. For this reason, because the number of individuals in the target audience is not known, in order to calculate the research sample, "n=t²pq/d² formula" was used (Yazıcıoğlu & Erdoğan, 2007, 70). When the relevant values are substituted values within the framework of the formula, the number of research samples was determined as n=(1.96)²(0.5)x(0.5)/(0.05)²; n=0.9535/0.0025, n=384. In the process of determining the research participants to reach the calculated sample size, one of the non-probabilistic sampling methods, deliberate (decisional-purposeful) sampling method, was used. In this sampling method, the researcher selects the people he believes will find an answer to his problem (Altunışık et al., 2007). In order to obtain data for the research, 460 questionnaires were delivered by contacting local tourists face to face. However, 26 of the returned surveys were excluded from the evaluation because the same answer option was marked for each question and 22 were excluded because more than 50% of the questions were left unanswered. 390 surveys were included in the evaluation process of the study and the return rate was 90%.

3.5. Analysis of the Research

The relevant data set obtained from the surveys at the end of the research was analyzed in the SPSS statistical data program. The data on the demographic characteristics of the local community obtained from the survey in the study were analyzed with percentage and frequency values. After the frequency analysis, the reliability of the scale type expressions

in the scale was analyzed. Cronbach's Alpha coefficient was used in the reliability analysis of the variables. After the reliability analysis, normality test was applied to test the construct validity of the scale. According to the results of the normality test applied, the Skewness (skewness) value ranges between -0.411 and 0.387 and the Kurtosis (kurtosis) value ranges between 0.678 and -0.396. According to Tabachnick & Fidell (2013), the scale can be said to have a normal distribution since the relevant values are between -1.5 and +1.5. Explanatory factor analysis was applied after the normal distribution test, since the results pointed to the normal distribution. In the research, related research dimensions were also included in the regression analysis.

4. Results

According to the results of the frequency analysis made on the sample characteristics of the study (Table 1), it was determined that most of the tourists were men (55.1%), 25-60 years old (56.3%), had received undergraduate education (55.2%), are private sector employees and managers (51.7%), had a monthly income of 3,001 TRY-6,000 TRY (47.4%) and were staying in five star hotels (57.3%). It was also determined that the majority of the tourists left the destination satisfied (90.1%) and would like to revisit the destination (86.1%).

Table 1. Distribution of tourists by demographic characteristics (n=426)

Demographic Characteristics	Number (n)	Percentage (%)
Gender		
Female	191	44.9
Male	235	55.1
Age		
15-24	76	17.9
25-60	240	56.3
61 and Above	110	25.8
Level of Education		
High School	24	5.6
Associate Degree	42	9.9
Bachelor's Degree	235	55.2
Postgraduate Degree	125	29.3
Occupation		
Business Owner/Self-Employed	124	29.1
Private Sector Employee	220	51.7
Public Sector Employee	82	19.2
Monthly Income		
3,000 TRY and Less	68	15.9
Between 3,001 TRY-6,000 TRY	202	47.4
6,001 TRY and Above	186	43.7
Accommodation Type		
5-star hotel	224	57.3
4-star	182	42.7
Intention to Revisit		
No	59	13.9
Yes	367	86.1
Overall Satisfaction Level		
No	42	9.9
Yes	384	90.1
Total	**426**	**100**

As a result of the reliability analysis, the Cronbach Alpha coefficient of the scale used in the research was found as 873. The coefficient ratio obtained indicates that the scales are reliable. As a result of the explanatory factor analysis used in the study (Table 2), the KMO value was found to be 0.898 (p=0.000). This value is considered to be excellent within the framework of value ranges accepted in the literature (Durmuş et al., 2010). Furthermore, the result of the Barlett's Test of Sphericity was found to be 4528.675. The level of this ratio also indicates that the sample size is sufficient and suitable for factor analysis. In the study, it was aimed to increase the validity of the explanatory factor analysis by excluding the propositions with both factor loadings below 0.30 and communalities values below 0.50 (Altunışık et al., 2007). As a result of these two

Table 2. Study scale factor analysis results (n=426)

Propositions	TAA	HL	AFBS	GTPL	GCC	TS
Local cultural features	.781					
Diversity of food and beverage culture	.766					
Entertainment and sightseeing opportunities	.763					
Historical sights and attractions	.754					
Tourist information services	.749					
Climatic features	.732					
Beautiful landscapes	.716					
Nightlife attractions	.701					
Outdoor touristic activities	.698					
Touristic image and recognizibilifty	.691					
Presence of guides speaking foreign languages	.686					
Shopping opportunities	.677					
Feeling peaceful		.798				
Local people's attitude towards tourists		.782				
Feeling safe		.760				
Attitude of officials towards female tourists		.749				
Foreign language speaking level of local people		.743				
Tradesmen's behavior in tourist areas		.728				
General touristic atmosphere		.713				
General service quality of accommodation facilities			.706			
Cleanliness of accommodation facilities			.698			
Check in/out time in accommodation facilities			.801			
Activities in accommodation facilities			.788			
Food and beverage hygiene in accommodation facilities			.772			
Food and beverage quality in accommodation facilities			.766			
The variety of food and beverage in accommodation facilities			.748			
Accessibility of accommodation facilities			.725			
Security of accommodation facilities			.708			
Prices of destination entertainment facilities				.721		
Prices of souvenirs at the destination				.707		
Prices of transportation facilities at the destination				.691		
Destination food and beverage prices				.673		
Cleanliness of historical and touristic areas					.708	
Cleanliness and appearance of the natural environment					.695	
Cleanliness and appearance of touristic staff					.679	
Cleanliness and appearance of the destination					.657	
Ease of access to the destination						.698
Comfort of the local transport network						.675
Scope of the local transport network						.659
Attitude of the employees providing local transport						.632
Eigenvalues	*3.467*	*3.128*	*2.656*	*2.865*	*1.834*	*1.345*
Arithmetic Average of Dimensions	*4.61*	*4.58*	*4.56*	*4.02*	*4.11*	*3.95*
Cronbach Alpha Values	*.898*	*.856*	*.814*	*.785*	*.848*	*.782*
Explained Variance (%)	*19.126*	*13.108*	*9.298*	*11.321*	*8.456*	*9.687*
Total Explained Variation (%)			*70.996*			
KMO Qualification			*.834*			
Value of Barlett's Test of Sphericity			*2987.145*			
Probability Value			*.000*			

operations, seven of the 47 expressions in the scale (the ease of access to historical and touristic areas, general accommodation prices in the destination, natural beauties and attractions, indoor touristic activities at the destination, adventure tours and sports opportunities, diversity of activities and services for children and the adequacy of health services) were excluded from the scale. As a result of the explanatory factor analysis applied for the second time with the remaining 40 statements, it was determined that the statements were gathered under six sections. Relevant section by which tourists evaluate the destination service quality are named as Tourist Activities and Attractions (TAA), Hospitality Level (HL), Accommodation and Food and Beverage Services (AFBS), General Touristic Price Level (GTPL), General Cleanliness and Conservation (GCC) and Transportation Services (TS). The evaluation of tourist activities and attractions of the destination (4.61), the hospitality level of the destination (4.58) and their participation in the accommodation and food and beverage services of the destination are quite high and positive; general cleanliness and preservation of the destination (4.11) and evaluations of the general touristic price level of the destination (4.02) were medium and positive; however, the evaluation of destination transportation facilities was low and negative.

According to the results of the frequency analysis conducted to measure the repeat visit intentions of bleisure tourists visiting Istanbul destination (Table 3), it is possible to say that participants' intention to visit the destination again and their destination recommendation decisions are positive and high.

According to the results of the regression analysis (Table 4) conducted to determine the effect levels of the destination service quality assessment dimensions on the repeat visit intentions of the tourists, it is seen that the scale is significant as a whole (F=8.989; p<0.05). According to the analysis results, from the destination evaluation dimensions, AFBS determined 21% of the repeat visit intention of the tourists, TS determined 18%; TAA 14%, CRO size 10%, HL size 11% and GTPL determined 12%. When the significance levels of beta values are examined, it is seen that all evaluation dimensions have an effect on tourists' intention to visit the destination again.

5. Conclusion & Discussion

As a result of the research, the tourist activities and attractions of the destinations, the hospitality level of the destinations, the accommodation facilities and food and beverage services of the destinations, the general touristic prices in the destinations, the general cleanliness and protection of the destinations and the transportation possibilities of the destinations were determined as the main determinants in the assessment of destination service quality. This result shows similarities with previous studies on the subject (Kozak & Rimmington, 2000; Kozak, 2001; Öztürk, 2004; Paunavic, 2014). It was determined that bleisure tourists who visited Istanbul, where the study was conducted, were generally satisfied with the relevant aspects, but made a low and negative assessment of the transportation facilities of the destination. Considering that all research dimensions have an effect on tourists' intention to re-visit the destination, the studies to be carried out to improve the positive and high participation dimensions and services, especially the dimensions and services where negative perceptions and evaluations are in question, gain importance (Chon & Olsen, 1991; Danaher & Arweiler, 1996; Tribe & Snaith, 1998; Khan, 2003; Frimpong Owusu et al., 2013). It was determined that the majority of the tourists visiting the destination consisted of participants who have undergraduate and graduate education, have high income levels and prefer five-star accommodation establishments. Considering the positive contributions educated and high-income tourists make to the destination culturally, economically, socially, etc., it becomes even more important to provide high quality services to the relevant tourists, to ensure their satisfaction and repeat visit intentions. The correlation between the general satisfaction levels perceived by the tourists from the destinations and the tourists' intention to visit the destinations obtained in this and previous studies points to this situation (Yoon & Uysal, 2005; Ünlüönen & Tokmak, 2010; Seçilmis, 2012; Vetitnev et al., 2014).

It is thought that this study will contribute to the existing knowledge and future studies in order to evaluate the

Table 3. Distribution of participants regarding the intention to visit the destination again (n=426)

Intention to Revisit	Number (n)	Mean	St. Deviation	Alpha
I will visit Istanbul destination again.		4.62	1.24	
Istanbul destination is a place worth revisiting.	**426**	4.58	1.19	0.896
I will advise my social circle to go to Istanbul destination.		4.48	1.07	

Table 4. Research dimensions-repeat visit intention regression analysis

	Dimensions	Beta	t	p	r²	F	VIF
RI	**AFBS**	.311	.298	.000	.214	9.002	1.885
	TS	.287	.224	.000	.185	6.145	1.641
	GCC	.265	.118	.000	.144	5.235	1.468
	TAA	.198	.167	.000	.108	6.187	1.012
	HL	.176	.156	.000	.113	7.326	1.345
	GTPL	.201	.287	.000	.125	6.105	1.188

destination service quality of bleisure tourists and to determine their intention to visit the destination again, as there is little theoretical knowledge in the domestic and foreign literature, and no research in the Turkish literature. However, due to the limited financial resources and time, the study could not be applied to a large sample size, although it was within the limits accepted in the literature. For this reason, increasing the variety of nations and the scope of the sampling of the tourists to be included in the research in future studies will provide positive contributions in terms of generalizing the research results.

The scale applied in the research is quite comprehensive in terms of measuring the destination service quality evaluations of tourists. However, with the changes to be made in demographic variables, it will be possible to determine the level of evaluation of the destinations of tourists in terms of different variables. In addition, the scale will benefit researchers in comparing similar or completely different types of tourism in their developed destinations.

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