Tourism Marketing in a Developing Economy: Frequent and Infrequent Visitors Contrasted

by

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This empirical study investigates the travel-related behaviour of frequent and infrequent travellers to the Cappadocia region of Turkey. The results of the survey are used in preparing strategic marketing plans for a resource-bound service industry – tourism. The study of customer-related variables of tourism and travel is considered to be a useful marketing tool for the tourist industry as well as for tourism policy-makers in government. Information obtained by these parties may be used to target their marketing strategies more precisely. It is concluded that the local tourism industry, especially, may find the research results useful in planning and organising holiday 'packages' to attract more foreign visitors.

INTRODUCTION

Few industries have as much impact on the economy of a nation, region or area as the tourist industry. This becomes more critical in less developed countries (LDCs) where performance of the developing country's economic system, along with its political system, determines in large measure the role of the tourist industry as a leading growth service sector. As a result, we see governments at all levels in these countries making strong efforts to expand their tourist industries.

Tourism is an integrated economic activity which necessitates a closer co-ordination of the various sectors of a developing economy. To this end, the vital responsibility of the tourist business is to organise transport, board and accommodation in an optimal manner as to provide the required services to the visitors. Herman Kahn of the famous Hudson Institute predicts that by the year 2000 tourism may be the world's single most important economic activity not only in the developed but also in the developing countries [Kaynak and Macaulay, 1984]. According to recent estimates of the World Tourism Organization, total expenditures on domestic and international travel for 1981 stood at approximately US$919 billion, an increase of almost 400 per cent since 1975; $106 billion of the 1981 total was accounted for by international travel [Pape 1983:65]

Mediterranean tourism as an important part of world tourism is expected to rise an average six per cent a year during the 1980s. In Turkey, as part of the Mediterranean region, tourism plays an increasingly important role. Turkey should be able to increase its share of Mediterranean tourism from 1.2 to 1.6 per cent during the 1980s provided that appropriate policies are followed [Demirgil 1984:57].

Tourism accounts for little more than six per cent of merchandise exports of goods and services in Turkey. This figure indicates that Turkey has a relatively low ratio of international tourist receipts to merchandise exports and to the GNP. In 1982, these were six per cent and 0.8 per cent respectively. This compares very unfavourably with 21.4 per cent and 4.2 per cent respectively for Greece; 38.4 per cent and 3.7 per cent for Spain; 26.9 per cent and 5.9 per cent for Morocco; 35.6 per cent and 6.6 per cent for Tunisia; 29.4 per cent and 2.3 per cent for Egypt.

In 1982, Turkey, with 548 touristic facilities and a capacity of 30,722 rooms with 59,476 beds, attracted 1.4 million tourists and a corresponding income of $370 million in foreign exchange. On average 1.5 million tourists visit Turkey every year. This figure was 1,523,700 in 1979; 1,288,100 in 1980; and 1,405,300 in 1981. Net tourism income by years was $185.7 in 1979; $211.9 in 1980 and $278 million in 1981 (see Table 1).

A further look at the structure of tourism in Turkey reveals that German, French, Greek and American visitors make up the bulk of tourists coming to the country. For instance, there were 155,000 Germans in 1981 and 169,000 in 1982; 120,000 Greeks in 1981 and 134,000 in 1982; 103,000 Americans in 1981 and 104,000 in 1982 and finally 96,000 [Alkin 1984:45]. When we look at tourists' mode of travel we see that a large number of tourists arrive overland. According to 1982 statistics, of the 1,391,700 tourists some 578,000 arived by road, 395,000 by air, 365,000 by sea and only 52,700 by rail. It is observed that in recent years there has been a marked increase in preferences for the roads and airways. Sea arrivals fell from 29 to 26 per cent of the total, rail arrivals from six per cent to 3.6 per cent, while air arrivals increased from 26 to 28.4 per cent and overland entry from 39 to 46.1 per cent [Ministry of Culture and Tourism, 1984]. Statistics also show that the months of June–September show the highest tourist traffic in a year, with August as the most popular month. Table 2 shows tourist entry according to the different months of a year.

BACKGROUND OF THE STUDY

In recent years we have witnessed a rapid and accelerated growth in travel destinations as well as tourism and hospitality-related products and services such as recreational vehicles, yacht tours, self-catering holidays and share-in apartments which have given consumers all over the world many alternatives for their holidays [Burnett and Etzel, 1982]. Increased competition, the introduction of advanced technology into the tourism service field and the changing socio-economic structure of travellers,

TABLE I

BALANCE OF TOURISM RECEIPTS, EXPENDITURES AND THE AVERAGE EXPENDITURE PER PERSON 1963–1982

Years	Receipts (X $ 1000)	Number of Foreigners Arriving	Average Expenditure Per Foreigner ($)	Expenditures (X $ 1000)	Number of Citizens Travelling Abroad	Average Expenditure per Citizen ($)	Balance (X $ 1000)
1963	7.659	198.841	38.5	20.511	41.433	490.3	12.852
1964	8.318	229.347	36.3	21.807	113.083	192.8	13.489
1965	13.758	361.758	38.0	24.310	186.520	130.3	10.552
1966	12.134	440.534	27.5	26.329	155.293	169.5	14.195
1967	13.219	574.055	23.0	26.813	130.140	206.0	13.594
1968	24.082	602.996	39.9	33.409	186.440	179.2	9.327
1969	36.573	694.229	52.7	42.231	270.417	156.2	5.658
1970	51.597	724.784	71.2	47.738	515.992	92.5	3.859
1971	62.857	926.019	67.9	42.192	719.668	58.6	20.665
1972	103.731	1.034.955	100.2	59.320	904.605	65.6	44.411
1973	171.477	1.341.527	127.8	93.013	1.004.821	92.6	78.464
1974	193.684	1.110.298	174.4	151.797	1.186.228	128.0	41.387
1975	200.861	1.540.904	130.4	154.954	1.397.425	110.9	45.907
1976	180.456	1.675.846	107.7	207.893	1.412.391	147.2	27.437
1977	204.877	1.661.416	123.3	268.528	1.545.801	173.7	63.651
1978	230.398	1.664.177	140.1	102.476	1.498.345	68.4	127.922
1979	280.727	1.523.658	184.2	95.070	1.534.872	61.9	185.657
1980	326.654	1.288.060	253.6	114.738	1.794.808	63.9	211.916
1981	381.268	1.405.311	271.3	103.313	1.783.891	57.9	277.955
1982	370.320	1.391.717	266.1	108.919	1.899.377	57.3	261.401

Source: Tourism 1984, *Journal of the Istanbul Chamber of Commerce*, Vol. 3, Nos. 8–9, 1984, 54.

TABLE 2
DISTRIBUTION OF FOREIGN TOURISTS ACCORDING
TO DIFFERENT MONTHS OF A YEAR

Months	Years				% Change
	1982	%	1983	%	1982-1983
January	53,597	3.9	55,837	3.4	4.2
February	55,371	4.0	51,867	3.2	-6.3
March	67,566	4.9	84,942	5.2	25.7
April	111,290	8.0	113,066	7.0	1.6
May	122,811	8.8	163,439	10.1	33.1
June	137,152	9.9	141,621	8.7	3.3
July	182,980	13.1	227,185	14.0	24.2
August	216,185	15.5	227,958	14.1	5.5
September	160,297	11.5	204,837	12.6	27.8
October	135,973	9.8	158,282	9.7	16.4
November	75,649	5.4	106,227	6.5	40.4
December	72,846	5.2	89,838	5.5	23.3
Total:	1,391,717	100.0	1,625,099	100.0	16.8

Source: Directorate of Internal Security, Passport and Immigration Department, Ankara 1984.

however, have forced tourism marketing planners to turn to strategic marketing planning. Strategic planning becomes especially more essential in developing countries, where tourism is of paramount importance as it contributes to strengthening the political efficiency and promotes a positive image.

It is generally contended that tourism firms, like most other service firms, are less marketing-oriented than firms that are marketing manufactured goods [George and Barksdale, 1974:65; Bessom and Jackson, 1975:84]. The reason may be attributed to the fact that marketing has not yet become an important function for most service institutions operating in the developing countries of the world. It is expected, however, that such firms, including tourism firms, will become more and more marketing-conscious and consumer-oriented under the prevailing competitive environment in the decade ahead. A good deal of the present problems of the LDC tourism industry and the companies therein may be caused by lack of planning of its own accord for service marketing. To increase their competitiveness tourism firms in developing countries need to prepare strategic marketing plans to be able to attract more customers and hence realise higher sales. A strategic marketing planning process for tourism involves two distinct steps: the first is an analysis of target markets, and the second is the development of a marketing mix to be used when approaching and serving the selected markets. The most severe problems of tourism firms in developing countries are to be found in connection with planning the marketing mix. Generally, this part of marketing planning is a victim of the goods-orientation in marketing research.

So far, marketing scholars have been very little interested in focusing on the problems of firms in the service industries of developing countries. The redefining of the product concept seems to be the only radical development of service marketing in these countries. Products have become goods and services indicating that services are by no means without interest [Rathmell, 1966: 33-34]. Strategic marketing focusing on the problems of LDC firms producing tangible goods have been developed to a high degree of sophistication, and marketers seems to have believed that this would gain service firms as well. It is the contention of the authors that as tourism services marketing must differ from goods marketing, so would the marketing planning used thereof. But, up until now, no radical effort seems to have been made to develop a strategic marketing planning for tourism firms seeking to solve their operational problems.

STRATEGIC MARKETING PLANNING IN TOURISM

In planning a tourism marketing mix, one has to start with creating a core which is equivalent to the tangible product in goods marketing. As there is no physical core, the process differs. There is, for example, no package in the normal sense. Packages are, among other things, used to make a firm's offer concrete, if the physical core itself is so homogeneous that it cannot be distinguished from that of a competitor. It is a form of product differentiation, and as such another type of intangibility problem than in service marketing.

In strategic tourism marketing planning, there is the same problem of creating a concrete offer. The intangible service, the core of the service offer, must be transformed into a concrete offer with a tangible difference compared with competing offers. The process is, however, different from the development of such differences for goods because of the inherent characteristics of services.

The strategic planning for tourism firms in developing countries and the necessary activities takes place within a highly dynamic environment, and the tactical policies which contribute to the total marketing planning strategy should be taken into consideration. The interweaving of shorter-term policies within the fabric of the total marketing planning strategy calls for extreme skill, care, sensitivity to the strengths and weaknesses of the tourism firm, the threats and opportunities present within the environment, and a flow of recent, accurate and detailed information.

Precisely which strategy or combination of strategies will be adopted depends upon the specific circumstances of the service company and its resources, as well as the corporate and marketing objectives. In order to decide which marketing activities are appropriate to the strategies adopted in the strategic planning process, a further group of seven factors besides those of segmentation, marketing and service mix require detailed consideration. These factors are:

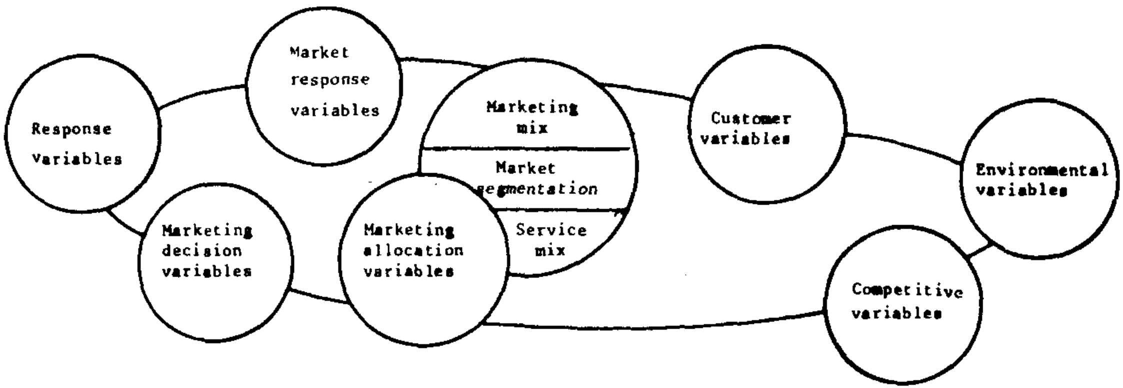
- Customer variables: the number of tourists in the market; their purchases, motives, needs, attitudes, socio-economic characteristics and purchasing habits.
- Environmental variables: economic activity, social trends and government activities.
- Competitive variables: policies of other tourism firms offering similar and substitute services.
- Marketing decision variables: any factor under the control of the tourism firms which can be used to stimulate the firm's sales. These could include the mix of services offered and the communication mix.
- Marketing allocation variables: division of the tourism firm's marketing efforts among its services, customers, segments and sales areas.
- Market response variables: behaviour of sales in response to alternative levels, allocations and mixes of marketing effort.
- Resources variables: availability of resources – personnel, finance, equipment and facilities.

The interrelationship between the variables and the major strategies is a complex one and it is constantly changing. It might perhaps best be compared with a solar system, with the major strategies forming a sun which carries with it seven planets represented by the variables. These variables, like planets, move in highly eccentric ellipses, and their relationship with the sun is far from constant [Wilson, 1972: 87–89]. The analogy can go no further, however, since unlike the solar system the paths of the various bodies cannot be predicted with accuracy. This position is illustrated in Figure I.

The adoption of a strategic marketing planning strategy requires the co-ordination of all the marketing activities with a common objective: the needs and wants of the tourist customer. Nevertheless, the direction of a company's activities to the satisfaction of these needs must be compatible with its resources and objectives, and it is this restraint which significantly alters the marketing approach of tourism firms offering similar services in identical markets.

One important aspect of strategic marketing planning which has received very little attention in the marketing literature so far has been the effect of customer-related variables. In particular, consumer attitudes towards leisure travel and their destination choice behaviour in developing countries is an under-researched marketing topic. By relating travel patterns to attitude and specifically to the benefits sought in a trip, one can identify distinct tourist market segments for cultivation.

FIGURE 1
STRATEGIC MARKETING PLANNING IN TOURISH
IN DEVELOPING COUNTRIES



Source: Adapted from Aubrey Wilson, *The Marketing of Professional Services*, London: McGraw Hill, 1972, p.88.

STUDY PROCEDURE

Recent research on travel behaviour has indicated that frequent and infrequent travellers to a holiday destination show distinctly different socio-economic, demographic, psychographic, behavioural and travel-related characteristics [Woodside and Etzel, 1980; Etzel and Woodside, 1982]. In another study, it was shown that travellers generally follow their friends' recommendations in the selection of a holiday centre [Kaynak and Yavas, 1981]. Hagemann [1981] stated that income and education have significantly positive effects on travel while the presence of children younger than six years old and older than 18 years of age has a greater negative effect. In an empirical study conducted in Vermont, USA, it was found that the in-state travellers are younger, and earn less, than the out-of-state travellers [Yucelt, 1983].

Holiday destinations are consumer goods. They are perceived by prospective travellers as satisfying their vacation needs. In most cases, a unique set of utility parameters determine final destination of travellers [Mayo and Jarvis, 1981]. There are also apparent demographic, attitudinal and behavioural differences between frequent and infrequent travellers (first time versus multiple time travellers) to a particular holiday destination. These two different traveller groups may have different inventory of activity packages during their vacations [Graham and Wall, 1978].

Most of the studies undertaken so far have dealt with developed country practices. The purpose of the present study is to examine attitudinal, demographic and behavioural characteristics of frequent and infrequent travellers to a well-known tourist region of Turkey – Cappadocia. This study, in particular, empirically determines:

- the importance attached to selected factors in choosing a holiday area;
- the importance placed on selected sources in providing information about the destination;
- selected dimensions of travel to the Cappadocia region of Turkey;
- attitudes towards Cappadocia.

A classification scheme developed in Table 3 was used for data variables of the empirical study conducted among 141 travellers who have visited Cappadocia region of Turkey at least once during the last three years.

METHOD

The sample of this study consisted of foreign travellers visiting the Cappadocia region which is considered as the third most famous tourist spot in Turkey after Istanbul and Ephesus [Barchard, 1984: 9]. Goreme and Urgup are the major historical places in this region. This is an area where the well-known Cappadocia Cave dwellings are located. This is also an area known as the Valley of Fairy Chimneys and of Rock Churches and is full of rock pillars and cones produced as a result of erosion.

TABLE 3
A CLASSIFICATION SCHEME FOR CAPPADOCIA REGION
DATA VARIABLES

	Travel Characteristics	
	General	Situation Specific
Objective Measures	1. Demographic, Geographic and Socio-economic factors	2. Previous Travel Patterns • Location • Time of the year • Mode of Transportation • Length of Stay • Expenditures • Etc.
Inferred Measures	Characteristics of Frequent and Infrequent Traveller Market Segments	3. • Likelihood of Future Cappadocia region travel • Attitudes toward Cappadocia region • Recreational Preferences • Location Preferences (e.g. sight seeing, countryside, resorts, farming, etc.) • Other Preferences

Source: Adapted from Erdener Kaynak, 'Developing Marketing Strategy for a Resource-Based Industry, *International Journal of Tourism Management,* Vol. 12, No. 3, September 1985.

Cappadocia is more than an area of dramatic natural beauty; it represents a symbiosis of man and nature. The architecture is totally incorporated into the landscape and the rich, ochre-toned Byzantine paintings seem to reflect the colour of the surrounding landscape. The area is also a zone of fusion between Eastern and Western cultures [*Middle East Review*, 1981: 26].

Respondents were contacted in the open restaurants, cafés, hotel waiting rooms and tourist information centres between 15 August and 30 November 1984. Foreign visitors in these places were approached by student interviewers who had taken a marketing research course at undergraduate level. Respondents were requested to complete an eight-sided questionnaire. The self-administered questionnaire used in this study was pre-tested and refined before being administered on a full scale.

The questionnaire included four sections. The first section was composed of 11 questions relating to information about the most recent pleasure trip: primary destination, major purpose of trip, number of nights away from home etc. The second section covered four questions which were concerned with travel-related behaviour of the respondents. Examples are 'How many vacation or pleasure trips of two or more nights away from home did you take during 1983–84?'. 'Which credit card do you have?' etc. The third section consisted of a battery of 39 psychographic statements related to experiences and benefits resulting from their most recent pleasure or vacation trip. Respondents selected one of five possible answers (strongly disagree = 1, to strongly agree = 5). These statements were generated from a survey of the tourism literature and previous research. The psychographic statements were constructed for the purpose of describing the traveller's perceptions of experiences and benefits received from the trip. The last section covered socio-economic and demographic characteristics and included 12 items. A major part of the empirical analysis will dwell upon the psychographic study.

After the 30 November cut-off date, a total of 153 tourists had agreed to complete the questionnaire resulting in 141 usable completed questionnaires. This represents a 92 per cent usable response rates of tourists initially contacted.

There were several difficulties in conducting this research in a developing country such as Turkey, principally, the lack of research money and of trained and experienced interviewers. Another obstacle was the use of only English for the questionnaire. Foreign tourists whose native language was not English had indicated that they had a hard time to understand and complete some of the words and questions. These travellers were assisted by interviewers who could speak both English and the interviewee's language.

The data were analysed by the application of Chi-square and Kruskall-Wallis one-way ANOVA tests [Siegel, 1959: 116–126; Aaker and Day, 1980: 367–372].

STUDY FINDINGS

Studies indicate that types of travellers differ according to their expectations and, to a certain extent, on how much they are willing and able to spend. A number of holiday traveller taxonomies have been suggested. Some are based on the travellers' interests (ethnic, cultural, historical, environmental, recreational), others on the frequency and style of travel; yet others have tried to separate holiday traveller types according to a blend of their socio-economic backgrounds and holiday preferences. All typologies suffer from one or more of the failings of being tentative in nature, overlapping or non-discrete [Cleverdon, 1979:70]. In this study, travellers are differentiated on the basis of the frequency of travel to a particular destination.

Respondent Profiles

The sample consisted of 105 (74 per cent) infrequent and 36 (26 per cent) frequent travellers. The demographic characteristics of travellers indicated that the majority of the respondents were under 35 years of age, single and had a college/university level education.

With regard to the months of travel to Turkey, 19.9 per cent came in July, 67.4 per cent in August and 7.1 per cent in September. This indicates that Turkey is considered as a summer holiday destination, as only 9.9 per cent of the total travellers visited Turkey during autumn and winter months. The major purpose for the trip to Cappadocia region was to visit historical sites and man-made amusement facilities by 62.4 per cent; relaxation and outdoor recreation by 22 per cent; cultural, anthropological and landscape by 8.5 per cent and finally geographical and geological sightseeing by 7.1 per cent. The study findings also indicated that foreign travellers to the region preferred to spend a longer period. This is supported by the fact that only 22.7 per cent of tourists spent less than 16 nights and the majority spent more than 16 nights at the destination. This means that travellers to the region are deliberate tourists with certain plans and possibly with a 'shopping list' of places to visit and activities to enjoy.

With the exception of age there are no statistically significant differences between frequent and infrequent travellers. Infrequent travellers tended to be younger than frequent travellers. Most of the travellers were students, professionals, technical and service workers. Most of the respondents had a total family income of less than $24,000. In confirmity with the general population most of the (frequent as well as infrequent) travellers to Cappadocia came from the OECD countries, with West Germany (19.9 per cent), United Kingdom (16.3 per cent), France (16.3 per cent), Austria (9.2 per cent) and USA (7.8 per cent) taking the lead (see Table 4).

Selected Dimensions of Travel to Cappadocia Region

Behavioural characteristics of frequent and infrequent travellers indicated that on average they watch three to five hours television per week and listen to five to seven hours of radio a week. Of the total respondents 37 per cent read *Time* magazine, 25.5 per cent *Newsweek*, 20.6 per cent *Der Spiegel*, 15.6 per cent *Der Stern*, 14.2 per cent *Le Nouvel Observateur*, 14.2 per cent *National Geographic*, 12.1 per cent *Cosmopolitan*, 7.8 per cent *Playboy*, 7.8 per cent *Le Point*, and finally 7.1 per cent *Reader's Digest*.

Regarding credit card ownership, 25.5 per cent of the total respondents possess Eurocard, 22 per cent Visa, 15.6 per cent American Express and 9.9 per cent Access. The total cost of the holiday including transport, accommodation, meals, admissions and gifts was $700 or less for 73 per cent of the respondents, $701–$1500 for 17 per cent and over $1500 for 9.9 per cent. In dollar terms, 12.8 per cent of the respondents considered the trip very inexpensive, 48.2 per cent inexpensive, 33.3 per cent neither inexpensive nor expensive and only 5.7 per cent found it expensive or very expensive. This indicates that Turkey offers an affordable holiday to foreign travellers. No statistically significant differences were found between frequent and infrequent travellers regarding the total cost of travel and travellers' perception of the cost of a holiday in Cappadocia region (see Table 5). Bus was the primary mode of transport for the traveller to Cappadocia (74.5 per cent), followed by air (38.3 per cent),

TABLE 4
PROFILE OF TRAVELLERS TO CAPPADOCIA

Characteristics[a]	Travel Intensity: Infrequent Traveller (%)	Travel Intensity: Frequent Traveller (%)
Age[b]		
Less than 35	87.6	72.2
More than 35	12.4	27.8
Total	100.0	100.0
Marital Status[d]		
Married	32.4	38.9
Single	64.8	58.3
Other	2.8	2.8
Total	100.0	100.0
Education[d]		
Elementary	1.9	5.6
High School	5.8	11.2
College/University	92.3	83.2
Total	100.0	100.0
Occupation[c,d]		
Student	27.6	19.4
Sales/Clerical	3.8	8.3
Managerial	4.8	—
Service Worker	13.3	11.1
Technical	18.1	5.6
Professional	21.9	30.6
Craft Worker/Foreman	6.7	16.7
Unemployed	1.9	2.8
Other	1.9	2.8
No Answer	—	2.8
Total	100.0	100.0
Income[d]		
Less than $6,000	12.4	16.7
$6,000 -12,000	29.5	27.8
$12,001-18,000	25.7	19.4
$18,001-24,000	18.1	16.7
$24,001-30,000	4.8	8.3
$30,001-36,000	2.9	2.8
$36,001-42,000	1.0	2.8
Over $42,000	2.9	5.6
No Answer	2.9	—
Total	100.0	100.0
Television Viewing[d] (Hours per week)		
1-2	30.5	41.7
3-5	35.2	25.0
6-10	21.0	16.7
11-15	9.5	8.3
16-20	—	2.8
Don't Watch	2.9	2.8
No Answer	—	2.8
Total	100.0	100.0

Characteristics[a]	Travel Intensity Infrequent Traveller (%)	Frequent Traveller (%)
Place of Residence[d]		
U.S.A.	10.5	—
Austria	8.6	11.1
United Kingdom	14.3	22.2
West Germany	14.3	36.1
Holland	4.8	8.3
Italy	7.6	2.8
France	18.1	11.1
Ireland	1.0	—
Belgium	4.8	5.6
Australia	6.7	—
Canada	1.9	2.8
New Zealand	2.9	2.8
Switzerland	1.0	—
Sweden	2.9	—
Yugoslavia	1.0	—
Total	100.0	100.0

a Comparisons are based on Chi-square tests
b $p < .05$
c *Different occupational categories include the following job titles:* Sales-clerical (salesmen, secretary, commercial clerk, postal worker); managerial (personnel manager, housing administrator, bank manager, financial analyst); service worker (librarian, *nurse, civil servant, travel agent*); *technical* (*architect, engineer, physicist*, computer programmer, geologist, technician, biologist); professional (teacher, professor, psychologist, accountant, lawyer); craff worker/foreman (construction foreman, airline staff, *decorator, offset printer, painter*); *other* (*artist, army personnel*).

car (28.4 per cent), train (15.6 per cent), boat (8.5 per cent) and other means of transport (2.1 per cent).

Although a majority of the respondents were first-time travellers to the region some 22.7 per cent of them said they would return within the next two years with a one to 25 per cent probability; 23.4 per cent with a 26 to 50 per cent probability; 16.3 per cent with a 51 to 99 per cent probability and 8.5 per cent would definitely return to the same region (100 per cent certainty). Some 27 per cent of the respondents indicated that they would not come back again. From a public policy standpoint it is imperative to find out why this group of travellers do not wish to return to the region. Their probable sources of dissatisfaction and the ways to overcome them need to be found out for orderly tourism service planning purposes.

Table 5 also points out interesting patterns concerning the relative usefulness of selected information sources. Only 7.1 per cent of the total respondents always use a travel agent in arranging either business or pleasure trips, whereas 33.3 per cent use one occasionally and a large percentage (59.6 per cent) never uses a travel agent. Furthermore, only 24.1 per cent of the total respondents wrote to a private or government agency requesting travel or tourism-related information about their trips. Those travellers who did write contacted the Turkish Tourism Office and

Embassy, automobile association (ADAC) and tourism associations and tourist boards in their respective countries. No statistically significant differences were found between frequent and infrequent travellers in the way of using private and/or government agency as well as in intensity of use (see Table 5).

TABLE 5
SOME DIMENSIONS OF TRAVEL TO CAPPADOCIA

Selected Dimensions[a]	Travel Intensity: Infrequent Traveller (%)	Frequent Traveller (%)
Total Cost of Travel[b]		
Up to $700	75.2	55.6
$701 to $1500	15.3	22.2
$1501 and over	9.5	22.2
Total	100.0	100.0
Tourist Perception of the Cost of Holiday in Cappadocia Region[c]		
Very Inexpensive	13.3	11.1
Inexpensive	48.6	47.2
Neither expensive nor inexpensive	32.4	36.1
Expensive	5.7	2.8
Very expensive	—	2.8
Total	100.0	100.0
Use of Travel Agent[c]		
Always	6.7	2.8
Occasionally	35.2	27.8
Never	58.1	69.4
Total	100.0	100.0
Use of Private or Government Agency[c]		
Yes	25.7	19.4
No	74.3	80.6
Total	100.0	100.0

a Comparisons are based on chi-square tests
b $p<.05$
c Not significant

Attitudinal Orientations

We now turn our attention to a detailed explanation of the travel decision-making process itself. This should help clarify how attitudes affect the decisions that travellers make. By examining the relationship between attitudes and travel decisions, one is in a better position to understand how an attitude change can be encouraged and thereby lead to a change in behaviour. This is of great interest to those parties who market and sell travel service [Mayo and Jarvis, 1981:189].

Interesting response patterns are presented in Table 6 which indicates frequent and infrequent travellers' answers to a series of 39 attitude statements. It became evident that for the most part, the two groups are homogeneous in terms of their attitudinal orientations. In other words, they agree or disagree with the statements. The only exceptions to this general pattern of behavioural homogeneity are statements 1, 3, 6 and 33.

While frequent travellers feel that this vacation was very restful for them, infrequent travellers do not share this view. The reason for this trend perhaps is due to the infrequent traveller (first-time visitors) spending most of his/her time in visiting historical places and sightseeing. Only those visitors who have visited the region more than once engage in rest and relaxation and outdoor recreation predominantly.

The vacation was more interesting and exciting for infrequent travellers as the region offered them a host of different benefits. Because of the differences in the physical as well as in the social environment, infrequent travellers benefited more from this holiday. Because they were visiting new places, historical sites and staying in a different type of physical environment among people from a different culture with a different socio-economic background, this vacation was a unique experience for infrequent travellers. As they had had the same experience on a number of previous occasions, frequent travellers did not agree with this view.

There are differences between frequent and infrequent travellers in the way of asking the advice of friends. The frequent travellers relied more on marketer-dominated sources as well as private and government agencies.

Respondents on the average have quite a favourable perception of the Cappadocia region of Turkey as a holiday destination, of its people and what it has to offer. For instance, both frequent and infrequent travellers found the activities available at the Cappadocia region exciting and they felt physically as well as emotionally refreshed following this holiday. Travellers also found it 'different', being intellectually enriching and stimulating. The particular destination for this holiday was chosen by the respondents themselves. The holiday was a tremendous learning experience for the whole family as it helped children's intellectual development, and the activities they engaged in on this holdiay built up self-confidence in respondents. They had lots of adventure during their vacation in the Cappadocia region as they met many new people and increased their knowledge of different places (Table 6).

MARKETING STRATEGY IMPLICATIONS

This empirical research study investigated the behavioural, socio-economic and attitudinal characteristics of frequent and infrequent travellers to the Cappadocia region of Turkey. Customer-related variables can be used in preparing strategic marketing plans in a more effective way. In most developing countries, and Turkey is no exception, service marketing plans are supply-oriented and important consumer- or demand-related issues are ignored or not taken into consideration.

Once segments are identified along different dimensions, foreign travellers can be profiled according to demographic or socio-economic

TABLE 6
ATTITUDINAL ORIENTATIONS OF TRAVELLERS TO CAPPADOCIA REGIONS OF TURKEY

	Statements Related to Most Recent Vacation Trip[a,b]	*Infrequent Traveller*	*Frequent Traveller*	*T Value*	*2-Tail Prob.*
1	This vacation was very restful for me	2.87	3.33	−2.36	.01[e]
2	I found the activities on this vacation exciting without being dangerous	3.68	3.63	.23	.82
3	The best part of this vacation was getting away from the monotony of everyday life	3.69	3.22	2.04	.04[f]
4	I felt physically refreshed following this vacation	3.12	3.38	−1.25	.21
5	I felt emotionally refreshed following this vacation	3.72	3.83	−.58	.56
6	This vacation was a unique experience for me	3.91	3.30	2.49	.01[e]
7	I forgot all about my day-to-day problems while on this vacation	3.60	3.36	1.04	.30
8	Most people would describe this vacation as 'different'	3.91	3.91	−.01	.99
9	I chose the particular destination for this vacation myself	4.16	4.36	.94	.35
10	On this vacation I got close to nature	3.58	3.88	−1.47	.14
11	On this vacation I fulfilled my responsibilities to my family	3.50	3.63	−.42	.67
12	This vacation was intellectually enriching and stimulating	3.87	3.97	−.49	.62
13	I 'owed' this vacation to my family	3.37	3.36	.03	.97
14	I 'owed' this vacation to myself	3.91	4.02	−.47	.63
15	This vacation was a tremendous learning experience for me	3.84	3.69	.77	.44
16	This vacation had a lot of cultural value attached to it	3.91	4.13	−1.11	.26
17	This was the kind of vacation you only take once	2.24	1.94	1.26	.21
18	This vacation was valuable for my child's (or children's) intellectual development	4.27	4.02	.93	.35
19	The activities on this vacation built self-confidence in me	3.06	3.19	−.61	.54
20	The vacation was just for fun	2.78	2.72	.25	.80
21	I was more active than usual on this vacation	3.01	2.91	.44	.65
22	The activities on this vacation were completely different from those I usually engage in	3.26	3.19	.28	.77
23	Many of my friends have taken this type of vacation	2.70	3.02	−1.26	.21
24	This place was recommended to me as a vacation site	3.09	2.86	.96	.34
25	I viewed this vacation as an adventure	3.58	3.33	1.07	.28
26	On this vacation I did new and unfamiliar things	3.72	3.55	.86	.39

	Statements Related to Most Recent Vacation Trip[a,b]	*Infrequent Traveller*	*Frequent Traveller*	*T Value*	*2-Tail Prob.*
27	This vacation was a nice change of pace	3.74	3.50	1.18	.24
28	The site of this vacation was not nearly as important as just getting away for a while	2.37	2.11	1.13	.26
29	Rather than carefully planning this vacation, I just let things happen	3.39	3.11	1.14	.25
30	I met many new people on this vacation	3.93	3.94	−.05	.96
31	This vacation was more exciting than relaxing	3.73	3.63	.48	.63
32	I engaged in sports activities (golf, tennis, swimming, running, etc.) on vacation	2.18	2.00	.70	.48
33	Before this trip, I asked the advice of friends regarding this vacation destination	2.98	2.13	3.05	.003[d]
34	On this vacation I increased my knowledge of different places	4.29	4.16	.70	.48
35	I did lots of reading on this vacation	2.84	2.91	−.26	.79
36	A large part of this vacation was spent visiting historic places	3.65	3.72	−.30	.76
37	My friends were impressed when they heard about this vacation	3.55	3.50	.24	.81
38	I thoroughly enjoyed this vacation	4.21	4.22	−.02	.98
39	Given the chance, I would take the same kind of vacation again	4.16	4.33	−.91	.36

a Comparisons are made by using t-test where pooled variance estimates are used

b The response to each statement was obtained on a five-point scale, where 5=strongly agree with the statement; 4=agree with the statement; 3=neutral; 2=disagree with the statement; 1=strongly disagree with the statement

c Although the statements used here do not generate interval scale data, the mean scores are presented to provide the general tendency exhibited by the respondents

d $p<.00$

e $p<.01$

f $p<.05$

characteristics, trip demographics, sources of information used in selecting a holiday destination, attitudinal orientations and likes/dislikes of the offerings of the destination visited. Such a wealth of information can be used by hotel/motel operators, tourism agencies and policy-planners in preparing strategic marketing plans for the tourism sector.

Information obtained from this survey may be used by interested parties in Turkey to target their marketing stategies more precisely. In particular, the local tourism industry may find the research results useful in planning and organising holiday 'packages' to attract more foreign travellers. As well, by appropriate target marketing strategies and promotional policies infrequent travellers could be converted into frequent travellers to the same destination. In developing and marketing holiday destinations preference among would-be foreign travellers should be given to low-cost package holidays, holidays taking more than 16 days, country environment providing rest and relaxation, and historical and man-made amusement offering intellectual enrichment to the whole family. A holiday package containing these benefits would be a very successful product. Finally, to stimulate repeat purchase, destination loyalty and holiday-site insistence, a major part of the promotional budget needs to be used to promote the destination (Cappadocia region) and providing the experiences and benefits sought by the region's present as well as would-be market segments.

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