

The Impact of Service Performance in Package Tours to Slow Cities on Tourists' Satisfaction and Behavioral Intention: The Gökçeada Case

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Abstract

The performance impact of services on the package tours offered by tour operators and travel agencies on the development of tourism cannot be ignored. The positive performance of the services offered in package tours can contribute to the national and international marketing and promotions of the destinations. Gökçeada became a member of the Cittaslow International in June 2011. Thanks to organic farming activities carried out on the island since 2002 and agricultural and gastronomic tourism practices carried out since 2008 in particular, Gökçeada offers its guests a unique natural environment. This research aims to investigate the impact of service performance of the trips to Gökçeada on the satisfaction and behavioral intentions of tourists. A survey was conducted to collect data and 770 valid surveys were evaluated. During the data analysis phase of the survey, the frequency and percentages of the demographic information of the tourists were examined. Structural Equation Model was used to test the research hypotheses. The research has shown that tourists are satisfied with the service performances of accommodation, catering, transportation, shopping, leisure activities and tour guides. The high level of satisfaction that tourists experienced from the performance of accommodation, catering and transportation services has had a positive effect on their behavioral intentions.

Keywords: Package Tour, Behavioral Intention, Cittaslow, Gökçeada.

Yavaş Şehirlere Düzenlenen Paket Turlardaki Hizmet Performansının Turistlerin Memnuniyeti ve Davranışsal Niyeti Üzerine Etkisi: Gökçeada Örneği

Özet

Turizmin gelişiminde tur operatörlerinin ve seyahat acentelerinin sattıkları paket turlarda sundukları hizmetlerin performans etkisi yadsınamaz bir gerçektir. Paket turlarda sunulan hizmetlerin olumlu performansı, destinasyonların ulusal ve uluslararası pazarlama ve tanıtım faaliyetlerine katkı sağlayabilir. Gökçeada, 2011 yılı Haziran ayında Cittaslow Birliği'nin üyesi olmuştur. 2002 yılından itibaren ada içerisinde gerçekleştirilen organik tarım faaliyetleri ile özellikle 2008 yılında gerçekleştirilen tarım ve gastronomi turizm uygulamaları sayesinde misafirlerine eşsiz bir doğal ortam sunmaktadır. Bu araştırmanın amacı, Gökçeada'ya düzenlenen gezilerdeki hizmet

performansının turistlerin memnuniyeti ve davranışsal niyeti üzerindeki etkisinin araştırılmasıdır. Veri toplamak için anket uygulanmış ve 770 geçerli anket değerlendirmeye alınmıştır. Araştırmanın veri analizi aşamasında turistlerin demografik bilgilerinin frekansı ve yüzdeleri incelenmiştir. Araştırma hipotezlerinin test edilmesinde Yapısal Eşitlik Modeli kullanılmıştır. Araştırma sonucunda turistlerin sırayla, konaklama, yiyecek-içecek, ulaşım, alışveriş, boş zaman etkinlikleri ve tur rehberlerinin hizmet performanslarından memnun kaldıkları ortaya çıkmıştır. Turistlerin konaklama, yiyecek-içecek ve ulaşım hizmetlerinin performansından duydukları yüksek düzeyde memnuniyet, davranışsal niyetleri üzerinde olumlu etki bırakmıştır.

Anahtar kelimeler: Paket Tur, Davranışsal Niyet, Yavaş Şehir, Gökçeada.

Introduction

Apart from individual travels, package tours are preferred by tourists both nationally and internationally in the tourism industry. Package tour consists of a combination of tourist products and is offered as a single product. To ensure customer satisfaction and to positively influence their behavioral intentions it is very important to keep the details in mind during the preparation of the package tour. Package tours, organised by tour operators and travel agencies, are labour-intensive products that consist of a combination of concrete and abstract service elements. The customer who purchases a package tour desires to enjoy an overall satisfaction from his or her travel experience. For this reason, poor performance of any service in the package tour can lead to customer's dissatisfaction.

The high performance of services offered in package tours does not depend on the performance of a single service provider. Many service providers such as airline companies, bus companies, accommodation businesses and restaurants, which differ from each other in terms of their purposes and goals and which have no direct control over one other, need to work in coordination with each other (Güven, 2018, p. 657).

In the hedonist dimension of tourist behaviors, feelings, fantasies and emotional elements indicate the direction of consumption. Design, sound, light, decoration etc. are all parts of tourist products. Care must be taken to include these features during the package tour preparation phase. The use of indigenous and unique pieces in authentic destinations will differentiate touristic products, thus making package tours more attractive (Farhadi Andarabi and Tunç Hassan, 2018, p. 1611).

Slow cities can offer authentic products/services to tourists looking for new experiences through options such as nature, history and cultural structures, authentic traditions and catering. Under the Slow City criteria, sustainable development policies are not designed for the income-generating nature of tourism activities. Slow city philosophy is not directly carried out in the context of sustainable tourism, but at the same time it is closely related to sustainable development and development criteria. The development phase of tourism includes the preservation and development of local businesses, the maintenance and development of local handicrafts and products, the maintenance and reflection of traditions and customs. To put it shortly, the Slow City model is based on the idea of sustainable development and preservation of the quality of life.

This study examines the opinions of domestic tourists visiting the Slow City Gökçeada on package tours about the performance of the services offered. The study focuses on the relationship between the performance level perceived by the domestic tourists from the services offered on the package tours to the Slow City Gökçeada and their satisfaction levels. Supporting the relationship between the performance level of the services the tourists receive on the package tours to Gökçeada and their

satisfaction and behavioral intentions with statistical data will be useful for suggestions for the development of sustainable tourism in Gökçeada.

Related Literature

Cittaslow

Paolo Saturnini and the mayors of four small Italian cities (Orvieto, Greve, Positano and Bra) met in Orvieto in 1999 to discuss the Cittaslow Model to ensure sustainable development of cities. According to this model, cities with a population of less than 50,000 and with indigenous products, culture and lifestyles can apply to the Cittaslow Association to achieve sustainable development. Following the Slow Food Movement in Cuneo in Italy's Langhe Region put forward in 1986 by Carlo Petrini, Cittaslow Foundation Philosophy was brought to the agenda (Semmens and Freeman, 2012, p. 358).

The manifesto of the Cittaslow Association aimed to provide a sustainable tourism strategy in which the local people would benefit from tourism by using their own resources and without losing their values in the region. Accordingly, if the local people are aware of the effects of tourism and the development of tourist activities is controlled by them, then local resources will be used without any damage and in the most efficient way (Su et al., p. 277).

The membership criteria specified on the website of the Cittaslow Association include the policies under the seven main headings and the requirements for the implementation of the criteria including a total of 72 items. These seven core policies (URL-1, 2018) include environment, infrastructure, quality of urban life, agriculture, tourism, artisans, craftsmen, hospitality, awareness and education, social cohesion and partnerships. The criteria required to become a member of the Cittaslow Association can provide significant support for the local governments of the cities that want to be a member in ensuring environmental, social and economic sustainability. The 72-member membership criterion, prepared by the Cittaslow Association Committee, includes the criteria of necessity and perspective.

The Cittaslow movement, which started in Italy with four cities in 1999, has transformed into an international structure with 236 cities in 30 countries after 18 years. One of the first countries in Europe to join the Cittaslow Association started in Italy was Spain. Later, Poland joined Europe's Cittaslow network. Poland was also one of the countries that implemented the criteria most seriously in the process of joining. Poland is currently the country with the largest number of settlements in the Cittaslow network after Italy, with a total of 27 cities (Zawadzka, 2017, p. 98).

Ten years after the establishment of the Cittaslow Association in Italy, Seferihisar Mayor Tunç Soyer moved Cittaslow concept to Turkey for the first time. The fact that Seferihisar is a Slow City contributed to the popularity of this concept among the local governments in Turkey (Üstündağlı et al., 2015, p.133). As of 2018, the number of Cittaslow cities in Turkey has increased to 15, and it is estimated that this increase will continue (URL-2, 2018).

Cittaslow in Gökçeada

Gökçeada is the largest island of Turkey and a district of Çanakkale. Gökçeada is 32 miles to Çanakkale, 14 miles to Kabatepe and 16 miles to the island of Limni, and 14 miles to the island of Samotrake, two Greek islands. Gökçeada, formerly known as İmroz and frequently mentioned in mythology, is a northern Aegean island which hosted different cultures and religions and the most ancient of the world's civilizations. There are nine villages in Gökçeada along with the village with

the name Gökçeada. These villages are Bademli, Yenibademli, Uğurlu, Dereköy, Zeytinliköy, Kaleköy, Tepeköy, Şirinköy and Eşelek. The oldest settlements in Gökçeada are located in the inner and northern parts of the island, i.e. in Gökçeada, Dereköy, Tepeköy, Zeytinliköy, Bademli, and Kaleköy. The finds from the tumulus excavations near the YeniBademli village date the settlement in the island to 3000 BC (Yaşar, 2006, p.2).

The rock tombs in Aydıncık, the remains of a castle from the Genoese in Kaleköy, a military base used by the English during the Gallipoli Wars in Güzelceköy, a dam lake and the wrecks in the sea around the island are important historical sources. There is also an Ottoman mosque (Central Mosque) dating 1813 in the island. Examples of civil architecture in Zeytinliköy, Tepeköy, Dereköy and EskiBademli villages are important touristic attractions. There were 1950 houses in Dereköy in the 1950s; today, this number has fallen to 50. Yet, examples of rich civil architecture in the region are among the main attractions and places to be seen (URL- 3, 2018).

Gökçeada is an island with a high tourism potential. Coastal tourism, water sports, etc. can be given as an example within the scope of sea tourism in Gökçeada. One of the attraction centers that will create a significant attraction effect based on scientific researches in Gökçeada is the underwater park. This underwater park with the biological richness of a maritime museum is one of the still unspoiled and uncontaminated coasts. This is especially important for environmental education (URL- 4, 2018).

In Gökçeada, which is a candidate for becoming a major center of Turkey with its organic agriculture, almost all of the agricultural activities in the island are carried out through organic farming. Farmers in Gökçeada have not yet been able to profit from such eco-organic farming practices and activities, within the scope of tourism-related activities, which are specific to the island. Moreover, no alternative sources of income could be generated. We can group organic farming activities under four main headings: livestock, apiculture, olive growing, viniculture and wine (URL- 5, 2018).

Gökçeada carries the same properties as other Aegean islands: it is small and remote from the mainland. These two properties have an impact on the gastronomic culture of Gökçeada. Because the island is small, it has a natural environment that provides limited supplies to the island's cuisine. The island also learned to be self-sufficient because it is far from the mainland. This is the difference that distinguishes Gökçeada gastronomy from others; limited ingredients and flavors that do not mix into each other. Every meal served in Gökçeada preserves its own flavor and taste. No ingredient distorts the taste of the other. A self-sufficient balance is reflected on every plate. (URL- 6, 2018). Therefore, we can say that Gökçeada is one of the destinations most inclined to gastronomic tourism.

The cultural and art festivals organized in August every year by the Gökçeada Municipality and the Virgin Mary Festival held on August 15 constitute significant tourism potential within the scope of festival tourism for the island (Baler, 2018, p. 5). All the villages in Gökçeada are active in tourism activities with their production and also with their guest houses serving tourists. In short, Gökçeada is a destination with high tourism potential.

Gökçeada has a farmer's market where the farmers sell the products they produce. Local food and products can be purchased from this farmer's market (URL- 6, 2018). In 2006, Mr. Carlo Petrini, the founder of Slow Food, visited Gökçeada, with the aim to transform the island into a slow

destination according to the principles of Slow Food: good-clean-fair (Yurtseven and Karakaş, 2013, p. 93).

Tour operators and agencies that organize tours to cities with Cittaslow brand can prepare package tours taking into account the unique attractions of this market. Thus, they can increase their competitive capacity by offering differentiated tourist products/services to their customers. Tour operators and agencies should not be contented with the satisfaction of tourists with their positive experiences in package tours to these cities. Giving importance to the performance of the services offered on the package tours to these cities can also increase the possibility that tourists will get positive experiences from these destinations. Tour operators and agencies should pay attention to the performance of the services offered in the package tours to the cities with the Cittaslow brand, which can also help raise the quality of life of the local people in these cities. Tour operators and agencies should be aware of the purpose of the founding philosophy of Cittaslow when preparing package tours and presenting them to customers, which can make a significant contribution to the sustainable development of these cities and the local people.

Service concept

The service sector is a multidimensional sector with abstract output and it is seen in a large number of areas. Also, it is open to development and competition is intense. Surveys on services reveal that this concept does not have a generally accepted common definition and that the service is defined in different ways according to the sectors. The scope and definition of the service concept varies depending on the researcher's point of view, the structure of the sector and the field of operation of the business (Can, 2016, p. 64).

In the Glossary of Economic Terms, the concept of service is defined as any activity that meets the requirements and has the characteristics of being consumed as soon as produced (URL- 7, 2018). The concept of service in the Encyclopaedia Britannica is defined as the sector in which all kinds of useful work and activities are produced in the economy, except for tangible financial products (URL- 8, 2018). This glossary also describes the concept of service as a single, offered activity, benefit or satisfaction (Tek, 1999, p. 10). Kotler explains the concept of service as an abstract activity or act that does not require the property that one party offers to the other (Kotler, 2003, p. 6).

The American Marketing Association defines service as actions, benefits, or satisfaction that are offered for sale or sold with the sale of goods (Brown et al., 1993, p. 128). This definition is incomplete in that it cannot adequately separate physical goods and services. Since physical goods are also produced and sold to provide benefits or satisfaction (Ersöz et al., 2009, p. 20). According to the definition made in the following years, the concept of service, regardless of the sale of any goods, is an independently identifiable action that provides desire and need satisfaction when marketed to final customers and businesses (Filiz et al., 2010, p. 62).

One of the main problems in service marketing is to differentiate the service from that of competitors, which is quite difficult to achieve. Yet, it can be achieved by adding innovation to the service (Mucuk, 1998, p. 74).

Tour services

Package tours are organised by tour intermediaries called tour operators. Tour operators prepare tour packages by signing contracts with accommodation, transportation, catering and other hospitality establishments. They then sell the package tours they have developed over travel agents or their own sales units at a single price. Package tours have an important role in the development of tourism movements after World War II. Package tours give customers a sense of security. It is also more cost-effective than individual travelling. Package tours are preferred by tourists for reasons such as alternative options and time savings (Ceylan and Güven, 2017, p. 516).

There are basically two types of package tours; simple package tours and all inclusive package tours. Simple package tours usually include transportation and accommodation services (Armstrong and Mok, 1995, p. 99). In all-inclusive package tours, tour operators or agencies also offer core services at a single price, along with transportation and accommodation, catering, sightseeing services and guiding services (Sheldon and Mak, 1987, p. 13).

Packet tours consist of five main components: the attractions that make up the destination, the products and services offered to tourists in the destination, the accessibility of the destination, the image of the destination and the prices of the products and services in the destination (Karamustafa and Erbaş, 2011, p. 106).

Customer satisfaction

There are already studies in the literature that measure service performance of package tours and investigate the effects of package tours on customer satisfaction. Some studies have focused on determining the performance of the services that guides offer in the package tours (Heung, 2008; Huang et al., 2010). In addition, the relationship between package and normal tours and customer attributes and the qualities of the tour has often been explored by researchers (He and Song, 2009; Xu and Chan 2010, Güven, 2018).

Whipple and Thach (1988, p. 16), who segmented a trip to Niagara Falls in the United States (US) into tourism services and attractions, carried out one of the earliest studies that evaluated tour service performance. The researchers identified two tourism services factors and one attraction factor as the determinants of customer satisfaction and revisit intention: tour guide service and convenience of departure points and the quality of sightseeing. In their study on destination, Murphy et al., (2000, p. 43) partitioned visitors' perceptions of quality into two components as environment and infrastructure. Weiermair and Fuchs (1999, p. 1004), on the other hand, separated the service quality of ski resorts into eight components: catering and accommodation, sports activities, animation and culture, transportation, skiing, nature, landscape, and shopping. Likewise, in another study, Wang et al., (2000, p. 177) divided package tours from Taiwan into eight successive elements: pre-tour briefing, airports, hotels, restaurants, coach services, scenic spots, shopping, and optional tours. Researchers usually do not agree on how to best partition tour services. However, they usually agree that tour services can be divided into different components and evaluated individually. Parasuraman et al., (1985, p. 41) developed an approach, which is commonly employed, to measure service performance in the tourism industry. Accordingly, service is evaluated according to five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Gronroos (1984, p. 36) also offered a simpler classification by identifying technical and functional quality as the two fundamental sets of quality dimensions. Technical quality includes what customers get from the service while functional quality refers to how the service is delivered.

Behavioral intentions

The theories of behavioral intention are mostly based on psychology; however, they have also been considered as an important factor in the description of customer behavior in recent times. According to the “Logical Action Theory” developed by Fishbein and Ajzen (1975, p. 18), behavior is based on certain causes. People think about the consequences of their behaviour before they implement their decisions. The strongest determinant of the behavior exhibited by the individual is his/her intention.

Behavioral intention includes attitudes of the customer towards his/her feedback for the product or for the business which intermediates the delivery of the product to the end user. The happiness and pleasure experienced by the customer due to high performance services he/she has received is reflected in the behavior of the customer. Satisfaction of the customer triggers his/her behavioral intention in the positive direction (Güven and Sarıışık, 2014, p. 29).

He and Song (2008, p. 317) examined the impact of tourists’ satisfaction with the performance of the services offered to them on their intention to repurchase the package. The researchers have found that the high service performance that tourists perceive from their package tours is reflected on their satisfaction. They also revealed that high level of satisfaction affected tourists’ intentions to repurchase package tours to the same destination in the future.

Xu and Chan (2010, p. 177) examined the relationship between service experiences and satisfaction levels of tourists travelling from China to the US on package tours. These four dimensions are identified as Recognition and escapism, Peace of mind and relaxation, Hedonics, Involvement. Furthermore, the relationship between participants’ satisfaction levels and their behavioral intentions was also explored. The participants stated that they were satisfied with the performance of the services offered in four dimensions. It has also been found that the high level of satisfaction felt by the participants has a direct and positive impact on their intention to revisit the destination.

Räikkönen and Honkanen (2013, p.108) examined the impact of package tours on a successful destination experience in Finland. They found that the participants were satisfied with the performance of the tour guides and the services the accommodation businesses offered to them. Participants’ satisfaction at the destination experience was attributed to the high performance of the services offered in these two dimensions.

Mautinho et al., (2015, p. 626) examined the performances of the basic services offered in package tours. They also investigated the effect of service performance in these dimensions on the satisfaction levels of the participants. The data obtained from Russian tourists visiting Antalya were tested with a neural network model. The research examined airline, transportation, hotel guide, consulting and hotel services as the dimensions of the package tour performance. The participants stated that they are satisfied with the performance of the hotel, pre-tour information and consultancy, transportation, guidance and airline services. The participants also expressed that they were more satisfied with the performance of the services provided in the transportation means.

In a survey on Chinese tourists in Hong Kong, Chan et al., (2015, p. 18) classified the package tour services as core services (transportation, accommodation, catering), guidance services and supportive services. The high performances in these service dimensions positively affected participants’ satisfaction and intentions to revisit. The researchers revealed that participants were satisfied with the performance of the guidance and supportive services. This also had a positive

impact on participants' intentions to revisit. The high performance of the guides on these package tours had a direct and positive impact on participants' intentions to revisit.

In a survey conducted on Turkish tourists who buy package tours abroad, Ceylan and Güven (2017, p. 515) stated that participants were most satisfied with the performance of the services offered by the guides.

In this research, we have created a theoretical model based on the conceptual framework mentioned above and similar works in the literature. Based on this model, six hypotheses have been proposed. The search model presented in Figure 1 includes six tour services: Leisure Activities, shopping, tour guides, catering, transportation, and accommodation.

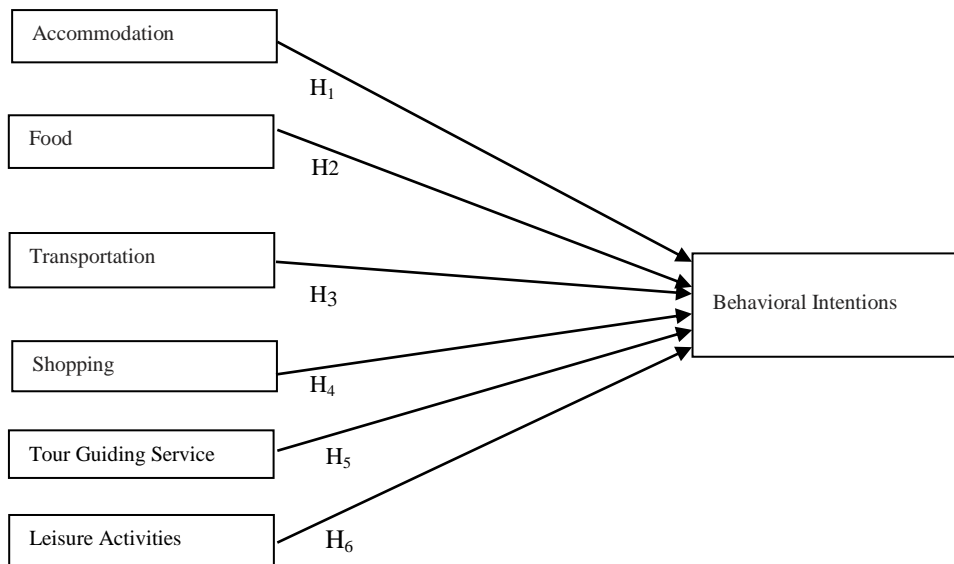


Figure 1. The hypotheses to be tested in the research

The hypotheses to be tested in the research depending on the model are as follows:

H1: The level of satisfaction that tourists experience in service performance in the accommodation dimension of package tours has a direct and positive influence on their behavioral intentions.

H2: The level of satisfaction that tourists experience in service performance in the catering dimension of package tours has a direct and positive influence on their behavioral intentions.

H3: The level of satisfaction that tourists experience in service performance in the transportation dimension of package tours has a direct and positive influence on their behavioral intentions.

H4: The level of satisfaction that tourists experience in service performance in the shopping dimension of package tours has a direct and positive influence on their behavioral intentions.

H5: The level of satisfaction that tourists experience in service performance in the guiding dimension of package tours has a direct and positive influence on their behavioral intentions

H6: The level of satisfaction that tourists experience in service performance in the leisure activities dimension of package tours has a direct and positive influence on their behavioral intentions

Research Method

Quantitative research method has been preferred to reach more participants and numerical data in this research. Survey technique was employed to collect primary data. The surveys were conducted by Turkish tourists who visited Gökçeada by package tour through 6 Group A travel agencies in Ankara, Istanbul and Bursa. To determine the most suitable place to survey the Turkish tourists visiting Gökçeada with package tours from Ankara, Istanbul and Bursa, telephone calls were made with the managers of 6 Group A travel agencies and 6 guides. It was determined that the tourists had an idle time during the travel from the Kuzu harbor to Kabatepe by GESTAŞ ship during the return trip from Gökçeada.

To give information about the survey, telephone calls were made with the tour guides of these agencies before the application of the survey. The tour guides of the 6 Group A agencies applied the surveys to volunteering tour participants as they left Gökçeada Kuzu harbor in GESTAŞ ships. In order to avoid time-related problems, the Kabatepe harbor was determined as the place where the survey forms would be handed over.

According to the data of 6 Group A agencies in Ankara, Istanbul, and Bursa, a total of 9557 people participated in Gökçeada tours organized by these agencies in 2017. Among the tourists in the tours to Gökçeada organized by these 6 Group A agencies, those who stayed in Gökçeada for at least two nights were included in the universe of this research. In accordance with the results obtained from the literature review, it has been calculated that the sample size should be 370 with an error margin of 0.05 in the universe which is below ten thousand (Sekaran, 2000, p. 255). The survey was first pre-applied on 50 people.

Given the universe, the number of participants is sufficient in terms of being generalized to the universe according to the sampling formula assumptions (Özdamar, 2001, p. 257). However, we thought that the size of sample should be increased to strengthen the validity of the study. To this end, the sample size was determined as 1200. A total of 1200 surveys were applied and 770 valid surveys were evaluated.

The first 5 questions of the survey aimed at finding the demographic characteristics of the participants. The second part contains 33 statements regarding the performance of the services provided in the package tours to Gökçeada purchased by the participants. The statements in this section of the survey were taken from the scales used by Gronroos (1984, p. 42) and Chan et al. (2015, p. 26). These 33 statements aimed to determine the service performance of accommodation, catering, transportation, shopping, leisure activities and tour guides. The third part of the survey was related to the extent of the participants' satisfaction with their tour experiences. This part of the survey contains 10 statements taken from the scales used by Ross and Iso-Ahola (1991, p. 232) and Chan et al. (2015, p. 27). 5-point likert scale (1: Strongly Disagree, 5: Strongly Agree) was used to measure the extent to which the participants agreed/ disagreed with the statements. 6 statements in the fourth section of the survey was taken from the scales used by Zeithaml et al. (1996, p. 38) and

Chan et al. (2015, p. 27) to examine participants' behavioral intentions. 5-point scale was used; representing 1 "very unlikely" and 5 "very likely".

A two-step approach was used to analyze the data obtained in the study. Confirmatory factor analysis was conducted to test the measurement model and the reliability and validity of the measurement model were tested. Then the proposed model was tested by using the structural equation model. The χ^2/sd ratio, CFI, GFI, AGFI, NFI, RMSEA and RMR indices were used to determine the structural validity of the structural equation model. Frequency and percentages were employed to evaluate demographic variables. In the analysis of the data, SPSS package program was employed for descriptive statistics and AMOS program for confirmatory factor analysis and structural model.

Findings and Discussion

This section includes an analysis of the data gathered through the scales from the tourists visiting Gökçeada on package tours. Table 1 shows the frequency and percentage distributions of the demographics (gender, age, educational status, total monthly income, frequency of visiting Gökçeada on package tour) of the respondent tourists.

Table 1. Demographic characteristics of participants

Variables	Group	Frequency	Percentage (%)
Gender	Female	445	57.8
	Male	325	42.2
Age	19 and below	21	2.8
	20-29	55	7.1
	30-39	143	18.5
	40-49	179	23.2
	50-59	217	28.3
	60 and over	155	20.1
Educational status	Primary education	83	9.3
	High school	220	22.4
	University	394	51.1
	Master's degree	73	12.0
	Doctorate	48	5.2
Total monthly income (TL)	1000 TL and less	28	3.6
	2001- 3000 TL	408	53.2
	3001- 4000 TL	297	38.5
	4001- 5000 TL	23	2.9
	5001 and above	14	1.8
Frequency of visiting Gökçeada on package tour	Once	416	54
	Twice	237	31
	Three times or more	117	15

Table 1 indicates that the number of women participating in the survey is slightly higher than that of men. People who do not like to take risks usually prefer package tours (Alvarez and Asugman, 2005, p. 336). Considering the age distribution; approximately 70% of the respondents are in the middle age group (30-59). The rate of participants under 19 is only 2.8%. When the educational status of the participants is examined, about 68.3% of those surveyed are university or higher graduates. According to these results, there is a right ratio between the preference of Gökçeada as a

cultural destination and higher education levels. 96.4% of those who participated in the research have an income of 2000 TL or more. The frequency of visiting Gökçeada on a yearly basis was measured and it was seen that 54% of the participants traveled to Gökçeada on package tours once a year. Buhalis (2000, p. 144) summarizes the characteristics of touristic attractions under six headings; attractions (natural beauties or buildings, etc.), structures and transportation system, accommodation, catering, shopping facilities and package tour facilities.

For confirmatory factor analysis, χ^2/sd , RMSEA, GFI, AGFI, CFI, NFI, and RMR compliance indices, which are used in the literature and which show the suitability of the model for the current model, have been evaluated. Estimation method: The goodness of fit values of the measurement model obtained as a result of the Confirmatory Factor Analysis using the Maximum Likelihood Method (ML) are shown in Table 2.

Table 2. Measurement model goodness of fit indexes results

Analyses	Measurement model evaluation	Recommended value
χ^2/df	1,425	≤ 5
RMSEA	0,023	$\leq 0,08$
GFI	0,958	$\geq 0,9$
AGFI	0,964	$\geq 0,9$
CFI	0,978	$\geq 0,9$
NFI	0,965	$\geq 0,9$
RMR	0,036	≤ 0.1
$\chi^2:238,918, df:162, p:0,01$		

Chi-Square(χ^2), Degrees of Freedom (df), Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Comparative Fit Index (CFI), Normed Fit Index (NFI), Root Mean Square Residual (RMR).

To be able to use the ML method, observations should be independent of each other; the observed variables should be measured at the least level of interval and the assumption of multivariate normality should be met (Bayram, 2010, p. 49). Because the observations in the study are independent of each other and the scale used is an intermittent scale, these two assumptions are met. For the assumption of multivariate normality, the skewness and kurtosis values of the observed variables were examined. Tabachnick and Fidell (2013, p. 512) argues that when the values of skewness and kurtosis are between +1.5 and -1.5, the distribution is normal distribution. It was observed that the skewness values of the observed variables in the scale are between -0.62 and -1.238 and the kurtosis values are between -0.33 and 1.236 and therefore the scale also met the multivariate normality assumption.

The standardized parameter values (factor loads) between observed and latent variables in the measurement model vary between 0.712 and 0.883. KMO value of the sample is thought to be sufficient for factor analysis. Factor structure was established through "Varimax method" in factor analysis. Factors greater than the eigen value of 1 account for 82.672% of the total variance and the result of the Bartlett test is significant (sig 0.000).

Table 3. The results of the measurement model

Factors	Eigenvalue	Variance rate	Factor loads
Factor 1: Service performance of accommodation businesses $\alpha = 0.834$	15,806	21,213	
Efficiency of accommodation services			,830
Comfort of accommodation			,825
Accommodation staff service attitude			,809
Hygiene			,785
Aesthetic value			,883
Politeness			,832
Factor 2: Service performance of catering businesses $\alpha = 0.820$	14,752	19,104	
Efficiency of catering and dining services			,845
Quality of food			,870
Catering and dining staff service attitude			,712
Hygiene			,853
Aesthetic value			,831
Politeness			,738
Factor 3: performance of transportation services, $\alpha = 0.802$	11,986	14,290	
Efficiency of transportation			,791
Comfort of transportation			,819
Transportation staff service attitude			,812
Hygiene			,765
Aesthetic value			,845
Politeness			,805
Factor 4: Service performance of Gift and Local Products Shops $\alpha = 0.811$	11,043	10,036	
Time arrangements for shopping			,763
Value for money of products			,880
Shop staff service attitude			,802
Hygiene			,714
Aesthetic value			,822
Politeness			,835
Factor 5: Leisure Activities, $\alpha = 0.824$	4,062	8,695	
Variety of attractions			,821
Variety of recreation and entertainment activities			,789
Recreation and entertainment activities			,832
Factor 6: Tour guiding service, $\alpha = 0.806$	3,829	9,334	
Efficiency of guiding service			,766
Tour guide communication skills			,789
Tour guide service attitude			,813
Outer view			,787
Politeness			,746
Knowledge level			,797

Table 3 indicates that the service performance of the accommodation enterprises accounts for 21.213% of the total variance, the service performance of catering businesses accounts for 19.104% of the total variance, the performance of transportation services accounts for 14.290% of the total variance, the performance of shopping services accounts for 10.036% of the total variance, leisure activities account for 8.695% of the total variance and the service performance of tour guides accounts for 9.334% of the total variance. According to statistical results, tourists visiting Gökçeada on package tours are most pleased with accommodation, catering and transportation services, relatively.

Table 3 shows the data that determines the performance of accommodation, catering, transportation and shopping services. We also obtained data on the leisure activities of tourists visiting Gökçeada on package tours and the performance of services offered by tour guides. The reliability coefficient (Cronbach's Alpha) for each scale indicates that service performance of accommodation enterprises ($\alpha = 0.834$), service performance of catering businesses ($\alpha = 0.820$), service performance of transportation ($\alpha = 0.802$), service performance of shopping ($\alpha = 0.811$), service performance of leisure activities ($\alpha = 0.824$) and service performance of tour guides ($\alpha = 0.806$) are highly reliable.

Structural Equation Modeling (SEM) is a statistical method that analyzes the relationships between variables to test hypotheses in scientific research. SEM is used to test the causal relationships between latent variables and observed variables through models (Akış, 2016, p. 107). SEM analysis was conducted in this part of the study to find out the relationship between satisfaction of tourists visiting Gökçeada on package tours and the services provided. The goodness of fit values of the SEM analysis conducted using the Analysis of Moment Structures (AMOS) program are presented in Table 4.

Table 4. Goodness of fit values of structural model

Analyses	Structural model values	Recommended values
χ^2/df	1.527	≤ 5
RMSEA	0.030	≤ 0.08
GFI	0.975	≥ 0.9
AGFI	0.973	≥ 0.9
CFI	0.985	≥ 0.9
NFI	0.958	≥ 0.9
RMR	0.033	≤ 0.1
$\chi^2 : 159,643, df:97, p:0,01$		

When the structural model is examined as a whole, it seems that it has fairly good goodness of fit values. χ^2 / df , RMSEA and RMR values are below the recommended values; GFI, AGFI, CFI and NFI values are above the recommended values.

The t values and the R² values of the standardized parameter estimates (regression coefficients) showing the relationships between the variables are given in Table 5.

Table 5. Testing the hypotheses and results

Hypotheses	Parameter Estimates	t values (p<0,001)	Hypothesis Results
Accommodation → Behavioral Intention	0.485	10.416	supported
Catering → Behavioral Intention	0.436	9.638	supported
Transportation → Behavioral Intention	0.427	9.540	supported
R ² :0.637, p:0.01			

According to the SEM results, the package tour components that are most effective on the participants' intentions are accommodation, catering and transportation services. These three components cover 63% of the participants' behavioral intentions. These results show that the hypotheses H1, H2, H3 suggested in the research model are supported.

It was found that the satisfaction with the performance of the accommodation service is the most effective component on the participants' behavioral intentions. The path coefficient between high satisfaction with the performance of the accommodation services and the participants' behavioral intentions was found to be 0.485. The second component that positively affects behavioral intention after accommodation services is the satisfaction with the high performance of catering. The path coefficient between participants' high satisfaction with catering services and behavioral intentions was found to be 0.436. High satisfaction with the transportation services offered within the package tours has a significant positive impact (with a path coefficient of 0.427) on the participants' behavioral intentions.

This research package is limited to Turkish tourists visiting Gökçeada on package tours. Research in other slow cities of Turkey may reveal different results. The evaluation of the opinions of the tourists staying in Gökçeada for only 2 days is within the limitations of the research.

Conclusion and Recommendations

Cities that are members of the Cittaslow Association are striving to create a different image compared to other cities while pursuing sustainable development policies. These cities are preferred more by tourists due to the many attractive factors such as unique cultural and historical possibilities, unique natural beauties, original local products etc. in these cities. Visitors can travel individually or on package tours to these cities. One of the points that tour operators and agencies should pay attention to is to offer package tours to the customers in accordance with the theme and philosophy of slow cities. We believe that satisfying the tourists visiting Slow Cities on package tours in all service dimensions and motivating them to revisit these cities can support the sustainability of these cities in economic, social and environmental dimensions. Therefore, it is important to determine the satisfaction that tourists feel with the performance of the services within the package tour.

The demographics of the tourists has been examined in the first phase of this research. It has been found out that female tourists participate in tours more. Another important result in terms of the demographics of the respondents is that most of them were university or higher graduates. According to Maattanen (2017, p. 5), education plays an important role in the perceptions of tourists

about the performance of the services offered. We think that the higher education level of the participants in this study strengthened their perceptions of the performance of the services offered.

Within the framework of effective marketing strategies, tourist enterprises should motivate the tourists to take decisions to revisit the destination. Tourists who get fed up with routine travels and want to get away from the monotony of everyday life should be directed to products/services offered by indigenous cultures in the slow cities where they will satisfy their fantasies and dreams and will have lots of fun. According to Panait (2013, p. 84), meaningful awareness for a city develops as a result of the experiences and memories of the inhabitants of the city. Such a relationship creates a viable and sustainable awareness towards the preservation of local identities and traditions. Tour operators may try to prepare concepts specific to Gökçeada in order to increase the satisfaction of tourists in service dimensions.

The high performance offered in the accommodation services has been found to have the greatest impact on participants' behavioral intentions. This result overlaps with the results of other studies (Räikkönen and Honkanen, 2013, p. 108) in the literature. However, there may be differences in the expectations of the tourists from the accommodation services offered within the package tour. These differences may be due to participants' demographic characteristics such as age or their reasons for travelling. Therefore, tour operators should pay attention to including various options when preparing package tours to slower cities.

Another result obtained in the research is that the high satisfaction with the catering services performance had a positive impact on participants' behavioral intentions. According to Chan et al. (2015, p. 28), accommodation, transportation and catering services are, rather than being elements that directly create satisfaction, the defensive elements in a package tour that prevent customers' dissatisfaction.

Satisfaction with the performance of the transportation service offered within the package tour has had a positive impact on the participants' behavioral intentions. The results obtained by Moutinho et al. (2015, p. 624) are also supported by the findings in this research. It is important to choose transportation means with high standard in terms of technical equipment and physical properties in both transfers and optional tours. In addition, the personnel using the transportation means must have sufficient technical knowledge. The high performance of transportation service personnel in matters such as communication and politeness both provide satisfaction of tourists and also positively affect their behavioral intentions.

The results of the research also revealed that the participants were not much satisfied with the service performance of the tour guides. It is important that the guides have knowledge at a high level about the unique touristic products such as local culture, history, natural beauties etc especially in tours to slow cities. With its natural, historical and cultural richness, unique local people and unique traditions, Gökçeada also represents a heritage culture. We can say that Gökçeada is an island that houses the majority of the elements of an ecomuseum (Doğan, 2010, p. 119). Therefore, tour guides guiding the tourists in Gökçeada should have a sufficient knowledge and experience of the elements that make Gökçeada an ecomuseum.

The literature that examines the service performance of the package tours in slow cities is quite new. Offering values that include different sensory experiences to tourists in slower cities will contribute to sustainable tourism planned in these cities.

With the data obtained from domestic and foreign tourists visiting slow cities; each destination can be defined in the context of experiential value. Similar destinations can be clustered. When preparing tour packages, experiential tour programs can be created that include one or more than one destination and country based on the experience demanded by tourists. We recommend future studies to change the destination or tourism market where this research was applied, to compare the results, to examine in depth the performance of the services offered in package tours and therefore to enrich the literature.

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