



## **The Relationship Among Memorable Tourism Experience, Customer Satisfaction, Revisit and Recommend Intention: A Research on Tourists Visiting Cappadocia Region**

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### **Extensive Summary**

#### **Introduction**

Tourism is a collection of activities in which people consciously and willingly carry out various experiences (Aho, 2001). The activities of the tourists during their travels in the tourism region constitute the tourist experiences (Larsen, 2007). Experiences throughout the travel process have some impacts on tourists. The value that tourists perceive from their travels is one of these effects (Petrick, 2003; Duman & Matilla, 2005).

There are various groups that experience the destination in tourist activities. The harmony of these different tourist groups in the destination with each other is important in the tourist experience. The photos of the tourists with the groups they have spent time with during the travel, the interesting events they have experienced and the memories create an memorable tourism experience for the tourists. memorable tourism experiences help tourists to remember these experiences as a different time period besides being a holiday period (Torres, 2016). These positive experiences are reflected in the satisfaction of the guests, allowing the area to be revisited and recommended to others.

#### **Methodology**

Tourist activities, which are very important for people to evaluate their leisure time, are also necessary in terms of psychological relief. People may feel satisfied or dissatisfied with their experiences during their holidays. If they leave satisfied with their holiday experience, the satisfaction they experienced in later periods can remain in their minds as a positive

memorable experience and they can be happy when they think about it. Therefore, a positive memorable tourism experience can have a significant impact on satisfaction. Tourists who are satisfied with their touristic visits may also want to have this experience again and also recommend it to others. This literature-supported study was designed to measure the relationships between tourism experience, satisfaction, repurchase and intention to recommend.

### **Findings and Conclusion**

When the findings obtained in the research are examined, it is observed that there are moderate and positive relations among the variables and that the highest correlation is between satisfaction and the intention to revisit and recommend. These findings show that there is a positive correlation between an memorable holiday experience and the satisfaction and the intention to revisit and to recommend, as well as the positive correlation between satisfaction and the intention to revisit and recommend.

Depending on the findings obtained in the analysis of the hypotheses, it can be mentioned that the dimensions of renewal, hedonism, innovation and significance, which are the dimensions of unforgettable tourism experience, positively and significantly affect customer satisfaction. It can also be mentioned that customer satisfaction has a positive and meaningful impact on the intention of revisiting and recommending. Another result obtained from analysis is that although there is a positive correlation between participation, local culture, knowledge and satisfaction, it is not significant.

The results obtained from this study, which is based on the memorable tourism experience of the guests visiting the Cappadocia region, revealed that the memorable tourism experience was effective on the satisfaction, and this satisfaction positively affected the guests to visit the region again and recommend the region to others.

Tourists visiting the Cappadocia region were asked about the attractive sides of their visits to the region. According to the results, it is seen that the three main elements that are attractive and unforgettable to the visitors during their visits are the activities carried out in the region, nature-history-architecture and food-drink.

Tourists who came to visit Cappadocia region were asked what kind of activities they wanted to have in the region. According to the results, more affordable activities in the region, more emphasis on local tastes in food and beverage, better transportation opportunities, more

frequent events such as festivals and concerts, and promotion of the activities were among the expectations of tourists visiting Cappadocia. Based on the experiences of the tourists visiting Cappadocia region, 5 of the 8 hypotheses identified in this study are accepted and it is concluded that there are meaningful relationships between satisfaction and hedonism, innovation and meaningfulness, which are the dimensions of the unforgettable tourism experience, and the intention to visit and recommend again.

For this reason, increasing the number of food and beverage businesses that bring local elements and local food to the fore in the region, improving the image of gastronomy and attracting more gastronomic tourists can contribute to the region. Another factor that needs improvement in the region is about transportation. Ways of access to the most visited places of the region should be improved. In addition, another topic addressed by the participants is promotion and advertisements. Therefore, the importance of the promotion and advertising activities of the region should be emphasized. Another expectation mentioned is that there should be more qualified staff in accommodation and food and beverage businesses. The people working in these businesses should be given trainings on customer relations and quality service delivery. In this way, tourists visiting the region can experience memorable tourism in a positive way.