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THE ASSESSMENT OF ATTITUDES OF TOURISTS TOWARDS CITTASLOW APPLICATION IN TERMS OF DEMOGRAPHIC CHARACTERISTICS AND THE EFFECT ON REVISIT INTENTIONS

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EXTENSIVE SUMMARY

Cittaslow movement started in 1989 in Italy as a extension of slowfood. It was built by Carlopetrini. Cittaslow refers to protect local culture elements from homogeneous effect of globalization and industrialization.

In this research data was collected from Perşembe city's 216 visitors. Twenty four survey forms weren't filled. So all our sample is a 192 participants group. According to analyzing data while H₄ and H₅, H₆ were accepted, H₁, H₂, H₃ were refused. Thus, attitude of tourists visiting Perşembe have a positive effect on revisit intention. Besides education and incomes of tourists visiting Perşembe have a positive effect on attitude. Furthermore marital status, gender and age of tourists visiting Perşembe have not any effect on attitude.

This result revealed that the criteria of cittaslow in Perşembe effects more visit intention beside this it has been seen significant for sustainability of Perşembe's tourism activities. Beside of these, proposed model explains %39,6 of revisit intention of tourists visiting Perşembe.