

Identification of Factors Affecting the Level of Consumer Satisfaction in Thermal Tourism Business: An Application on Kırşehir

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Extensive Summary

Introduction

Turkey where tourism activities 1980s then accelerated has got many alternative tourism opportunities. Thermal tourism application is among these one of the most common. Although Turkey a rich country in terms of geothermal resources, thermal and spa facilities, it can usually provide services to domestic tourists because of the lack of international promotion. It is also observed that there is an insufficient investment professional in these areas.

In the thermal plant management, taking into there may be long-term accommodation for treatment; it is to predicted to be useful to touristic consumers who have come to the facility satisfaction with the implementation of activities. For this purpose, first, it is thought to be important that the right to be identified as the factors affecting the level of consumer satisfaction, then, planning in facility the applications involving influential factors. This reason, it has been try to determine introducing the general structure of the thermal plant and industries, to identify factors affecting the satisfaction of the tourist consumers in this sector and determined whether if they show changes according to demographic characteristics in this study. Whereby, it is thought that will guide the thermal plant manager both in Turkey and in Kırşehir.

Methods

The study populations are customers of thermal tourism in Kırşehir, the sample of this research was formed, it has generated randomly selected from consumers tourist staying in thermal plants in Kırşehir, between 1 December 2014 and January 31, 2015. Survey methods were utilized as data collection techniques, the surveys were carried out three professional services facility in Kırşehir. It is given to place that demographic variables and Likert scale questions, 5 questions regarding the evaluation of thermal tourism opportunities in Kırşehir, 2 questions for identify where tourists often came in this region and detected that they had how many days in survey form. Reliability rate of

the survey (Cronbach's Alfa) is 0,951. Factor analysis was implemented under the four factors, MANOVA analysis was implemented to detect the differences between demographic variables and determined factors, frequency analysis was implement to demographic variable and referred to 7 questions.

Hypothesis of this study;

H1: There is the influence of process management to satisfaction level.

H2: There is the influence of the characteristics of the thermal plant staff tourist consumer's satisfaction level.

H3: There is the influence of characteristics of the facility.

H4: There is the influence of characteristics of repurchase and recommend behaviors.

H5: These factors affecting satisfied with the thermal tourism business vary according to their demographic characteristics. It is determined in this way

Findings and Comments

It was determined %53,2 of participants were male, %52,9 of participants were 36-55 age group, %33,2 of participants were high school graduate, %33,2 of participants were primary school graduate, %29,8 of participants were 3001-4000TL income level and %20 of participants were self-employment in this study. Thereby, it could be said the target audience consists of intensive tourist that consumers have these features, it is necessary arrangements may satisfy consumers while planning both of product development, pricing and promotion. It will be useful especially taking into account the recommendations of this group for making the necessary work to taking tourist consumers into area.

According to results, it has appeared as the impact of factors "process management", "qualifications of the facility employees", "qualifications of the facility" and "repurchase and recommend behaviors" on satisfaction of the consumer and these factors vary according to their demographic characteristics. Businesses should consider variables consumer different age and gender groups with different level education, profession and income the satisfaction of the plant are affected by variable. In this context, while messages are created about thermal plant's promotion activities, businesses will be effective to use these messages which are at the forefront of work, "factors affecting their dissatisfaction".

When is classed according to severity information sources that consumers affected about how to choose plants, it was observed that 60 percent of participants, "friend pal advice" was evaluated in first, 59,3 percent of participants "internet" was evaluated in second, 64,4 percent of participants, "travel agents" was evaluated in third. When these results are considered, it is understood the tourists leave satisfied from plant was very important. It was attention internet is one of the most common media in nowadays. It would increase the rate to reach the target population the execution of advertising activities via the Internet. Travel agencies operating in Kırşehir considering these results in planning their work would increase the effectiveness. Kırşehir is one of the appropriate cities for thermal tourism activities owing to 12 geothermal wells and water containing valuable minerals. In addition to the thermal source, Kırşehir has historical, cultural and natural values, also. It will be useful, the local authorities and the thermal plant operations should give importance to promotion activities, should be in

cooperation with travel agents, tour operators and other tourism agents for the introduction of these values.

When is examined consumers staying in thermal plants why prefer plant, it was observed that 93,9 percent of participants, “reasonable price” was evaluated in first, 93,6 percent of participants “quality” was evaluated in second, 64,1 percent of participants, “medical treatment” was evaluated in third. While thermal plant managers plan to price levels of the tourism product, it would be effective to prefer if the quality of service at an affordable price.

When is examined the matter whether if consumers staying in thermal plants (now and before) were satisfied, it was observed 64,1 percent of participants selected the option of “I was pleased with some”. The destination please all guests who prefer are important for success of the destination. It affects the number of potential consumers the tourists repeated the preferences and recommended peripherals.

When is examined guests responses to “areas where the facility is inadequate question”, it was observed 64,1 percent of participants selected the option of “staff were not courteous enough were not willing to work”. These results demonstrated the necessity both of prefer to candidates educated and willing to work in employee selection and at present employees spend in-service training.

It was observed 47,8 percent of participants have been thinking to necessity improvement of existing facilities and improving quality. It is believed to be useful examined in detail this view of the consumer.

The results of the analysis where did thermal plant customers come from to destination were examined, it was observed 50,2 percent of participants had come from overseas and 16,7 percent of participants had come within the city. According to this result, It is possible to say most of the customers were comprised the expatriates. It was determined 60 percent of tourists coming to business stayed in the hotel 2-3 days and 39,7 percent of tourists stayed in the hotel 4-7 days. It seems to be too short average residence time in Kırşehir than other regions so residence time is more than 2 weeks. It is believed to be effective in extending the duration, giving place to practice consumers spend great time with their families and close during treatment, facility managers were trips to natural and cultural sites in the city and organized fun activities for children.

Considering said these results; it will be possible businesses can maintain their place in the market, improvement and compete, if business assessment themselves continuous, improvement weaknesses, considering customer feedback and suggestions.