

Evaluation of the Perception of Foreign Tourists About the Service Quality of the Accommodation Establishments in Turkey

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Extensive Summary

One of the best and the most important ways of increasing tourism income of our country is to supply guest satisfaction by maintaining service quality always high thereby cause the guests to visit our country again and also cause them to recommend Turkey to their friends and relatives. Tourism income is one of the most important revenue items of Turkey. When it is considered as business oriented, every tourist that left tourist facility in satisfaction means potentially new guests and a new means of marketing. In today's world, both positive and negative remarks about tourist facility on internet affect guest decisions of buying a holiday. Possibilities of revealing those remarks freely make guest satisfaction more and more important. While satisfied guests' remarks affect the image of tourist facility in positive ways, unsatisfied guests' negative remarks would affect the image of the facility negatively. Service quality as the most important side of guest satisfaction is vital for tourist facilities and tourism income of the country.

Service quality can be defined as the difference between the expectations of the quest before he or she comes to the facility and the perception he or she has after accommodations. The difference or similarity between the expectations and the perceptions determine the satisfaction of the guest and so the level of the service quality. No or less difference between that expectation and perception can be evaluated as much satisfaction. Evaluation of the service quality in tourism sector is an important matter. To detect the imperfections and develop themselves tourist facilities should firstly determine their present situation. After determining the present situation, improvements for better service quality will be planned well.

Determining the service quality in tourist facilities of Turkey will help to improve service quality, detect the imperfections and provide a competitive advantage. But that raw information would be meaningless alone. After determining the level of service quality, to determine the factors which affect the improvement of that level has an importance too. This is possible by examining guest profiles taking into consideration their expectations and perceptions.

This study focuses on determining the service quality of the tourist facilities in Turkey. It also aims to determine the level of the service quality according to the expectations and perceptions of the foreign guests that visit Turkey. Thus, in this study, most of the subjects that give data for this study are foreign guests. In addition, in this study more than one tourist destination such as Aegean, Mediterranean and Marmara regions that foreign tourists mostly visit are in the focus of this study.

In this study, it is tried to determine the difference between the expectation and the perception of the foreign tourists that accommodated in tourist facilities in Turkey. To evaluate the difference between their expectation and perception, Servqual service quality scale, which was developed by Parasuraman, Zeithaml and Berry and which receive wide acceptance, was used. On the other hand, whether there is difference in service quality according to demographic variables and nationalities were examined too.

Questionnaire form has two parts. First part consists of a Servqual Scale that includes 22 expressions. In second part of the questionnaire, there is definitive information such as age, gender, education, marital status, job, frequency of accommodation in hotels, type of the hotel accommodated and the country that the guest came from.

Questionnaires were applied in two stages. Firstly the questionnaire forms were handed in to tourists while they were going to the hotel by shuttle service and seen their expectations about the facility. Then the forms were numbered and the same forms were handed in again while they were going back to their countries and their perceptions about the facility were surveyed.

Because of the wide range of tourist destinations in Turkey, the study was limited geographically. So the survey was applied to tourists who accommodate in İstanbul, Antalya, Aydın and Muğla region tourist facilities. Those regions were chosen because 93% of foreign tourist accommodations in 2015 were in those destinations.

This survey which aims to assess the service quality perception of the foreign tourists was applied to 462 foreign tourists who accommodated in hotels in Antalya, Muğla, İstanbul and Aydın regions that foreign tourists mostly prefer to accommodate in Turkey. The difference between the expectations of the tourists before the accommodation and their perception after the accommodation were evaluated. The data were gotten only from 462 of the foreign tourists that visited Turkey. Sample group consist of German, British, Russian and Dutch tourists that constitute 42% of all foreign tourists of Turkey and comes within the first four. The data that obtained from the survey were transferred to the computer and various statistical analyses were applied to that data bank.

When the expectation and perception arithmetic average is evaluated, it is seen that highest arithmetic average of expectation is among Dutch tourists and lowest is among German tourists while the highest arithmetic average of perception is among Russian tourists and lowest among British tourists. On the other hand, when the difference between arithmetic average of expectation and arithmetic average of perception is taken in the consideration, it is seen that the lowest difference is among German tourists and the highest difference is among Dutch tourists. Within the light of those results it can be seen that there is a meaningful difference between the expected

service quality and perceived service quality of the tourists according to their nationality.