

A MARKET SEGMENTATION STUDY OF VISITORS TO NORTH CYPRUS
THROUGH IMPORTANCE-PERFORMANCE ANALYSIS
OF DESTINATION ATTRIBUTES

BY

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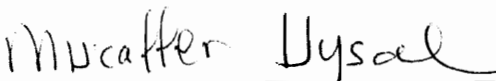
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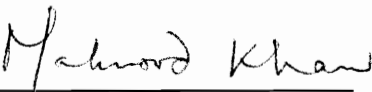
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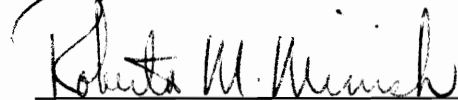
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(ABSTRACT)

Tourism in North Cyprus provides recreation opportunities for visitors and creates employment and income. Even though there has been a substantial growth in tourism during the last three years, there has been, if any, limited amount of research that has examined and evaluated the nature of tourism offerings as destination attributes and their associated marketing and management concerns with respect to satisfaction and performance levels of such attributes in North Cyprus. The objective of this study is to examine if there are travel behavior differences in the importance and performance levels of destination attributes by different age groups and origin (nationality) of visitors in North Cyprus. More specifically, the study examined the following two propositions: (1) perceived importance and performance of destination attributes will vary by origin of visitors, and (2) perceived importance and performance of destination attributes will vary by age of visitors. First,

the study developed an instrument, which was then used to evaluate visitors' perceptions of preselected destination attributes associated with North Cyprus. By using this instrument, this study delineated the perceived level of importance of each destination attribute together with how well the destination provided and met such attributes and activities.

Importance-Performance Analysis (I/P) is utilized for this study. This is an evaluative technique which involves four major steps. First is the development of an attribute list, second is to develop a questionnaire from these attributes, third is to ask the respondents to rate these attributes according to importance and satisfaction levels, and the final step is done by analyzing the results and displaying them on an action grid.

The results revealed differences in the importance mean scores of destination attributes and their perceived performance among the three identified age groups. The findings of the study also indicated that ratings of destination attributes and activities show some variations by origin (nationality) of visitors. The study concludes with marketing and management implications as suggested by study findings.

DEDICATION

Affectionately dedicated to my parents Mrs. Cihan and Mr. Dogan Yavuz, who helped me in printing, distributing, and collecting the surveys with patience, love, and support.

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CHAPTER I
INTRODUCTION

Cyprus has a number of features within a compact area which makes the island a holiday site worth discovering. Cyprus is a divided island at present. This study addresses the Northern sector which endows archeological and historical sites as well as natural beauty. For centuries, Cyprus has been a choice of major powers dominating in the eastern Mediterranean which has resulted in many cultural influences.

Problem Statement

Tourism in North Cyprus provides recreation opportunities for visitors and creates employment and income. The economic contribution of the tourism industry is felt throughout the region. Even though there has been a substantial growth in tourism during the last three years, there has been, if any, limited amount of research that has examined and evaluated the nature of tourism offerings as destination attributes and their associated marketing and management concerns with respect to satisfaction and performance levels of such attributes in North Cyprus. The objective of this study is to examine if there are travel behavior differences in the importance and performance

levels of destination attributes by different age groups and origin of visitors in North Cyprus.

Importance

Service quality has been increasingly identified as a key factor in differentiating tourism destinations and building competitive advantage. N. Cyprus, as one of the major tourism destinations in the Mediterranean basin, is determined to increase its international tourism market share in the region. In order to develop effective marketing strategies and understand the travel behavior of visitors, accurate travel and tourism information needs to be generated.

The importance of this study is twofold: (1) it is the first comprehensive travel study that examines visitor characteristics and trip behavior in North Cyprus, and (2) it is hoped that the findings of this study would be of help in evaluating and possibly redirecting the activities of today's destination managers and tourism promoters. Such information will enable tourism professionals to re-evaluate perception of destination attributes, and develop appropriate and effective management and marketing plans and strategies.

Objective of the Study

The objective of this study is to examine and investigate if perceived importance and performance of destination attributes will vary by age and origin of visitors. In order to meet the study objective, first, the study developed an instrument which was then used to evaluate visitors' perceptions of preselected destination attributes associated with North Cyprus. By using this instrument, this study delineated the perceived level of importance of each destination attribute together with how well the destination provided and met such attributes and activities.

Guiding Premise of the Study

The guiding premise of this study is based on the consumer behavior model which postulates that consumer satisfaction is a function of both expectations related to certain attributes and the judgments of the performance regarding these attributes (Myers and Alpers, 1986, Swan and Coombs 1976). When examining products, there are typically clearly defined performance specifications against which the quality of the product may be judged. One of the most commonly adopted and used approaches to examining the relationship between expectations of attributes and performance is the confirmation/disconfirmation paradigm

(Oliver, 1980; Churchill and Surprenant, 1983). This paradigm hypothesis that the comparison between expectations from, and levels of importance attached to certain attributes and performance of those attributes may result in confirmation (when the service meets expectation and or expected level of performance), or disconfirmation (when the service does not meet the expected level of performance) (Ennew, Reed and Binks, 1991).

This study uses an Importance-Performance (I-P) Analysis consistent with the above mentioned conceptual framework to examine perceived importance and performance variations in destination attributes by age and nationality. This evaluative technic, originally used in marketing, also spread to other fields such as leisure, recreation and tourism.

Although the use of this technic has been around since the late 1970s, its variations with respect visitor and trip variables have received limited research attention from scholars in tourism and hospitality management.

Importance and performance (I-P) analysis of an attribute requires two pieces of information. The first is the importance of certain benefits of product/service and the second is the perception of the visitors about the performance level of these attributes. This is done by asking how satisfied the visitors are with these particular

predetermined attributes. Therefore this evaluative technique called, Importance-Performance (I-P) Analysis, is a useful tool to provide information regarding consumers' perceptions of both importance and performance of given attributes.

Definitions of Terms

Destination Attribute: A list that accurately represents the characteristics of the destination area in question. The attribute list in the study has twenty-eight features. These attributes are also referred as pull factors of motivations. Pull factors are destination attributes that respond to and reinforce push factors of motivations. The pull factors are motives aroused by the destination rather than emerging exclusively from within the traveler itself. Push motives have been traditionally thought useful in explaining the desire to go on a vacation while pull motives have been thought useful in explaining the choice of destination (Crompton 1979).

The examination of tourist motivations based on the concepts of push and pull factors (Dann 1977; Crompton 1979; Epperson 1983; Pearce and Caltabiano 1983; Brayley 1990) has been generally accepted. Push factors are considered to be socio-psychological motives which are internal to an individual, that predispose the individual to travel, while

pull factors as aroused as a result of attractions at a destination are the ones that attract the visitor to a destination area once the decision has been made.

Relaxation, getting away from a busy job are the examples of push factors, while climate, beaches, mountains are examples of pull factors.

Importance-Performance: Importance-Performance Analysis was first introduced in marketing literature by Martilla and James (1977) and later introduced in tourism literature by several researchers (Burns 1988; Uysal, Gordon and Jamrozy, 1991). I-P Analysis measures importance of certain tourism attributes of a destination and also the performance of the attributes as perceived by the respondent.

Action Grid: The data generated from an Importance - Performance Analysis can be presented in a grid form where each attribute (variable) can be plotted according to its perceived importance and performance.

Age: This variable in the study represents three distinct age groups of travelers. Group one includes those travelers who are under 26 years of age. Group two includes the 26-45 range, and the last group includes visitors who are over 45.

Nationality (origin) of visitors: Almost ninety percent of N. Cyprus's international market comes from the following three tourist generating places: Turkey, United Kingdom and Europe (Germany, France, Italy and Austria). These visitor

generating places are used to represent the variable of nationality (origin of visitors).

Limitations of the Study

One of the limitation to this study includes the time frame of the survey. Even though the survey has been collected during the two months of the peak season, there can be some variations of importance levels placed on the attributes by season. Further research can be conducted by using a different set of attributes (pull factors) that are relevant to a specific season. Benefits sought can vary by season as travelers may look for different attributes on vacation during winter and summer.

A second limitation is that, the survey instrument has not been distributed to every accommodation. The study included well known lodging types. Therefore, it is assumed that the travel behavior distribution of visitors of selected hotels represent the traveling population to North Cyprus.

CHAPTER II

LITERATURE REVIEW

Market Segmentation

The growth in competition is the single most important factor influencing marketing success in today's international travel and tourism market. Tourism is no longer a movement confined to one privileged class. It has become a classless movement in which almost everyone in nearly all economic levels, is able to participate (Uysal, 1986).

The increasing competition between various destinations and tourist-package organizers, makes it less likely that continued, exclusive reliance on generic, non-targeted promotion in international tourism will be effective in increasing or maintaining tourist demand.

An international destination such as N. Cyprus in the Mediterranean region with an established tourism industry will also need to generate travel specific information and be on top of market trends. All this requires a full-fledged need for a through knowledge of the perception of destination attributes as products, and a need for identifying the visitor and his/her travel behavior.

Market segmentation has become one of the most valuable concepts and marketing tools in generating information and

identifying segments. The concept involves dividing the markets, or potential markets, into their segments which are based on identifiable attributes. Since not all markets can benefit from segmentation, the strategy is often based on four assumptions with regard to the market.

1. The market is composed of different consumers with specific needs, preferences, and responses to marketing.
2. It is possible to identify and group these different clients into a number of relatively homogeneous and distinct market segments.
3. A single service or market approach will not equally satisfy all groups since each segment has distinct needs and preferences.
4. Most importantly, organizations can increase the effectiveness and efficiency if their marketing by creating services and products that appeal to market segment (Stynes, 1983:43)

The number of possible variables on which to segment is unlimited. For example, tourism segmentation studies have used such variables as trip behavior (Graham and Wall 1978), benefits sought (Woodside, Moore and Etzel 1980; Calantone, Schewe and Allen 1980; Goodrich 1980), personal demographics (Woodside and Pitts 1976), vacation attributes (Scott, Schewe, and Frederick 1987), psychographic and lifestyle (Schewe and Calantone 1978), geographic location and origin of visitors (Calantone and Johar 1984), trip index (Uysal and McDonald, 1989), seasonality, (Bonn, Furr and Uysal, 1990), recreation preferences (Jurowski, Uysal and Noe,

1993), and purpose of trip (Kaynak and Yavas 1981). Yet, a variable which is significant in one market may not be significant in another. Therefore, segmentation variables need to be tested in each individual market and product context to determine the superior correlate of buyer behavior. In addition, the significance of variables can depend on the nature of the individual who is segmenting the market. For instance, while a destination promotion organization of a country would be more concerned with the variables of "first time visitors", and "origin of visitors", the supplier of the destination might find the perception of the destination by repeat visitors a sufficient basis on which to segment.

Although no systematic and exhaustive evaluation of which variables are significant for which product markets has been undertaken, consensus has emerged that some indicators as variables are "better" than others as segmentation bases. Wind (1978) suggested the following:

- * For general understanding of a market: benefit sought, and product purchase and usage patterns

- * For advertising decisions: benefits sought, media usage, and lifestyle and psychographics.

The application and use of segmentation approaches also show variations. Market segmentation can be either "a

priori segmentation" or "a posteriori segmentation". The latter is when the researcher has no priori knowledge about possible splits in the market, the former one is the approach in which the researcher selects the basis for segmenting the market, implying that the researcher has prior knowledge about the nature and composition of the existing and potential market(s) (eg. first-time vs repeat-visitors, American vs Japanese international travelers).

A posteriori segmentation employs attitudinal or benefit segmentation which empirically puts individuals into groups that seek similar benefits in choosing a particular destination. However, most of the market segmentation studies usually employ combination of the two. Thus, these two approaches to segmenting markets should not be mutually exclusive, but rather complementary in nature.

Kotler (1980) stated that market segments should exhibit the degree to which size and purchasing power of the resulting segments can be measured (measurability), the degree to which the resulting segments can be effectively reached (accessibility), and the degree to which the resulting segments are profitable enough to be worth considering for classified attention for marketing (substantiability).

Market segmentation has become one of the significant factors in developing promotional strategies that can help

reach the market in a refined way (Rovelstad and Blazer 1983; Stynes 1983; Crompton 1983; Woodside et al. 1987). Market segmentation literature review indicates that considerable research have been conducted to find the "best ways" to segment the tourism market(s). However, the findings of these studies are place dependent with little generalizability to other destinations. Increasing competition among tourism destinations suggests the use of alternative segmentation indicators to better understand and identify the travel behavior of visitors be employed. The study presented here contributes to the literature by extending the study done by Kim, Chon, and Weaver (1990). Their study attempted to identify the attributes which visitors consider important in traveling to an area, visitors' perceptions regarding the performance of those attributes, and lastly the respondents' socio-demographic characteristics.

Socioeconomic and Demographic Segmentation

Socioeconomic and demographic segmentation are commonly used in tourism marketing research to profile travelers by age, gender, income, marital status, occupation, education, or ethnic background. These indicators are easy to identify and use in marketing decisions.

Previous studies in marketing and tourism research

indicate that sociodemographic variables may not be discriminating, at least, at the international level, and thus have not been considered as the most important segmentation variables in the consumer behavior literature.

However, a study done by Gitelson and Kerstetter (1990) indicated a significant relationship between some of the sociodemographic variables and benefits sought. This study also looked at some of the sociodemographic variables in search of determining how the benefits sought are affected.

A sociodemographic segmentation can allow different promotional strategies to be developed. More reliable and valid descriptions of the target markets can be profiled. Sociodemographic profile of visitors, however, needs to be augmented with behavioral variables in order to develop more effective and profitable marketing strategies.

Along with the apparent usefulness of socioeconomic and demographic variables is that of geographic variables as well. The most common use of geographic segmentation in the tourism industry has been defining tourist generating market areas (countries, regions, states), and creating and developing market strategies for serving them. The importance of distance, location, and spatial relationships between tourist origins (generating places) and destinations (receiving places) substantiates that the applications of geographic segmentation in tourism could be more widespread

(Stynes, 1983; Yoder, 1986). The application and choice of variables change, in turn, with needs of the destination promoter, marketer and researcher. Yet, origin of visitors as segmentation variable in the context of international tourism marketing has consistently remained useful in marketing international travelers with distinct tastes and expectations.

Benefit Segmentation

The focus of benefit segmentation is on the product attributes which consumers perceive to have goal-satisfying capabilities (Mazanec, 1984; Moisey and McCool 1990). Benefit segmentation uses a set of relevant attributes and respondent inputs. Consumers belonging to different segments seek different benefits from using a product. Travel research studies (Schul and Crompton 1983; Scott, Schewe Frederick 1978; Crompton 1977; Woodside and Pitts 1976) have shown that benefits related to traveling affect vacation travel behavior variables, namely the motivation for traveling, choice of destinations and length of travel planning time.

Benefit segmentation is primarily based on cluster analytic methods and involves a general approach of two major modules -- segment creation (a posteriori segmentation) and segment testing (Calantone, et al. 1980).

The first step, segment creation, entails developing a set of attributes which exhaustively describes the range available in the product class. The set of attributes is usually created from previous studies, from executive judgment, and/or from perception-testing of the sample through focus groups. The next step is to elicit the subjects' attitudes towards the relative importance of each of the attributes. As a result, an importance vector is created for each individual. Cluster analysis can then be utilized in delineating groups of individuals with similar importance vectors. The second module, segment testing, profiles the market structure as delineated by step one. First, each identified segment is described with regard to the unique differential benefits sought by the members. Segments are compared on the basis of lifestyle and personality traits, as well demographic and socioeconomic indicators. The underlying assumption here is that people choose products that most closely fit their "ideal" with regard to benefits desired.

Consumer behaviorists agree that people place great importance on benefits they derive from an activity. Researchers have attempted to describe benefits visitors derive from the travel experience (Woodside and Jacobs, 1985; Calantone and Sawyer, 1987). Some have argued that individuals seem to travel primarily to escape society

(Bello and Etzel 1985; Cohen 1972, Dann 1977; Snepenger 1986). Relaxation, status and prestige, and social interaction also appear to be important to travelers. Education, climatic or scenic or historical attractions can also represent benefits sought by tourists.

Implementation of benefit segmentation marketing strategies, however, can be very costly, especially when a destination chooses to target more than one segment (Goodrich, 1980).

Tourist perceptions of destination attributes and benefits sought, and their variation across countries should be understood by tourism planners to be able to target countries for tourism promotion and improving the position of the destination to increase visitation from these countries (Calantone, Benedetto, Hakam, and Bojanic 1985).

Destination attributes that are expected to build a competitive advantage, can be used in advertising (Calantone and Mazanec 1991).

It is important to note that one of the reasons people travel to destinations that are different from their home environment is that the destination area offers something that they cannot obtain from their home environment. The overall travel experience involves the relationship between the attributes that the traveler desires and attributes that the destination area actually offers or provides (Uysal and

Hagan, 1993). Evidence suggests that the choice of a vacation destination is the result of comparing the attributes of the destination area with the individual's set of preferred attributes.

Even though there has been a substantial growth in tourism during the last three years in N. Cyprus, there has been, if any, limited amount of research that has examined and evaluated the nature of tourism offerings as destination attributes and their associated marketing and management concerns with respect to satisfaction and performance levels of such attributes. It is apparent that a need exists for marketing research that can potentially provide a specialized tourism information data base in N. Cyprus.

CHAPTER III

METHODOLOGY

Study Site

"In Cyprus are combined a number of features within a compact area which makes the island worth including on a short list of holiday venues" (Schmidt, Rainer, Worley, 1993). Cyprus, located in the Mediterranean Sea, is a divided island. The northern sector is endowed with archeological and historical sites in addition to its natural beauty with warm and sandy beaches. For centuries Cyprus has been a choice of major powers prevailing in the Eastern Mediterranean, which caused the rich cultural influences adding color to Cypriot tradition today. The population in North is around 200,000. The island's population as a whole does not even add up to a million, because of its small size. This gives wide and open spaces, especially to North part to be enjoyed by the visitors who enjoy places which are not crowded.

Sample

The findings reported and analyzed throughout this study are based upon responses to a questionnaire. The questionnaire was printed in two languages; English (Appendix A), and Turkish (Appendix B). The survey was

personally conducted and distributed to the tourists staying in most well known hotels in North Cyprus during the peak season months of July and August 1993. Five hundred surveys were distributed to the front desks, to be given out to visitors when they checked in. Very few responses were received this way, which led to a personal distribution process at the beaches of these hotels. The tourists approached were mostly the visitors from Turkey and Germany. Next were British, French, Australian, Austrian, and Italian. If the visitors wished to fill out the survey at their own convenience, the completed survey instrument was to be returned to the front desk. The response rate was higher with this distribution method and eighty five usable surveys were either personally collected at the spot or from the receptionists. Rest of the responses were mailed, out of which sixty three more usable surveys were coded.

Sections of the Survey Instrument

There are four sections in the survey: section one consists of general travel questions such as the number of vacations visitors take in a given year; if this was their first trip to N.Cyprus, with whom they traveled, where and how far in advance they booked their flight. Section two is where the I-P analysis take part which asks the visitors to rate the importance of some activities in choosing a

destination for an overseas vacation trip (motivation-push factor) and then to rate how satisfied they were particularly in N.Cyprus with these activities. In this section is also asked the importance of the basis (reasons) when they were planning their trip to North Cyprus. Section three embodies the future intentions to travel such as; how they would rate this area, if their visit was worth the time and effort, and how likely was it for them to take another trip to this area in the future.

Finally, section four consists of self questions to segment the groups according to demographics. These included their age, education, marital status, nationality, and the size and nature of the particular area they live in. This type of questioning can be used to support decisions as to how to develop destinations and services along with positioning target segments, advertising and promoting the area and the services (Plog 1991). Do people from different origins differ in their perceptions of destinations and what they look for (expectation) in choosing a destination.

Importance - Performance (I-P) Analysis

The procedure used to meet the objectives of this study is known as Importance-Performance (I-P) Analysis, sometimes referred as "perceptual mapping" (Mill, 1989).

This procedure shows the relative importance of various

attributes and performances of the main hotels under study (in N. Cyprus) in providing these attributes according to visitors' ratings of these destination features (Guadagnolo 1985; Mengak 1986).

An Importance-Performance Analysis of a product or service requires information about the importance of certain benefits of attributes and the perception of the performance level of those attributes.

Steps of I-P Analysis

The first step involves developing a list which appropriately describe the area being studied and those attributes of importance to participants. It is necessary to create a list that accurately represents the characteristics of the destination area. In this study, the attribute list has twenty-eight features. Participants' responses to the perceived importance and satisfaction of the twenty-eight destination features were rated. The ratings are done on a four-point scale that resembles the "Likert-type scale"; one being very important/very satisfied, two being somewhat important/ somewhat satisfied, three being not very important/not very satisfied, and four being not at all important/not at all satisfied. The scale, therefore, did not have a point that would generate a "neutral response category". The reasoning was that the

study was intended to measure different levels of performance and satisfaction for every given attribute without losing information.

Second, a survey instrument in the form of a questionnaire was developed using the attribute list as its foundation which was being conducted to assess the reasons for motivations and activities of the visitors. In this part, the participants were asked to rate the importance of attributes to them in an ideal situation and then rate the satisfaction of the same attribute in relation to their actual experience in N.Cyprus.

The third step was to estimate the perceived importance and satisfaction (performance of the area) of each attribute through the calculation of the mean score values of both importance and performance. Satisfaction mean score of a particular attribute can be subtracted from the importance mean score value of the same attribute to show the extent to which the respondent (visitor) is satisfied or dissatisfied.

In the final step the results of the study were graphically displayed on a two-dimensional action grid that delineates weaknesses and strengths of the study area as destination. On the action grid the intersection of importance and performance mean scores values were plotted for each attribute (Martilla and James 1977).

CHAPTER IV
RESULTS AND DATA ANALYSIS

Chapter IV presents the findings of the study. The first part of this chapter focuses on visitors and travel behavior characteristics, including push factors for choosing N. Cyprus as a vacation destination. This portion is rather descriptive in nature. Second part of this chapter gives the results of I-P analysis with respect to general visitor population, different age groups and origin of visitors.

Sociodemographic and Travel Characteristics of Visitors

Table 1 presents the sociodemographic characteristics of visitors to N.Cyprus. The frequency distribution of age variable has led to three segments. The first group contains the ones who are less than twenty six years old, the second group are the ones between the age of twenty six and forty-five, and lastly over forty-five. The first group (less than 26) makes up the largest number of visitors to N.Cyprus (39.9%) and the least are the ones who are over forty-five (25.7%). The percentage of male visitors (60.1%) to N.Cyprus exceeds the percentage of female visitors (39.9%). College graduates also make up the majority of visitors (41.2%). Fifty-eight percent of the

visitors have the same salary compared to others from the same country, whereas 42% earn higher. Marital status is nearly equally distributed with 50.7% single and 49.3% married. Visitors from Turkey make up the highest percentage of the total international tourism to N.Cyprus (47.3%), followed by the British (30.4%) and the Europeans (22.3%). Most of the international travelers to N. Cyprus come from large cities (62.2%) in originating places.

Table 2 shows the travel characteristics of visitors to N.Cyprus including the number of vacations the visitors take in a year, number of nights spent in North Cyprus (about 18 nights was the average in this study), information used in planning the trip, accommodations used and the like. Most people coming to Cyprus usually take two vacations in a given year. First time visitors were the majority (62.2%). Out of 148 visitors, over 41% were traveling with their family. Travel agents accounted for 82.3% as the visitors' travel source of information, and 68.2% of the respondents indicated that they booked their flight and 66.9% booked their accommodation through a travel agent. Most of the visitors stayed at hotels (49.3%), followed by bungalows with 34.5%. The major purpose of the trip was to get away from the job (37.7%), followed by a close second; relaxing at the beach (34.2%).

Table 1**Socio-demographic Characteristics of Visitors to North Cyprus**

Variable	N	%
AGE		
Less than 26	59	39.9
Between 26-45	51	34.5
46 and over	38	25.7
GENDER		
Male	89	60.1
Female	59	39.9
EDUCATION		
High school graduate	51	34.5
Some college	36	24.3
College graduate	61	41.2
SALARY		
Same	80	58.0
Higher	58	42.0
MARITAL STATUS		
Single	75	50.7
Married	73	49.3
NATIONALITY		
Europe	33	22.3
Turkey	70	47.3
United Kingdom	45	30.4
VISITOR RESIDENCE		
Town	17	11.5
City	39	26.4
Large city	92	62.2

Table 2**Travel Characteristics of Visitors to North Cyprus**

Travel Variable	N	%
Number of vacations		
One	21	14.2
Two	87	58.8
Three or more	40	27.0
First vs. repeat visit		
First	92	62.2
Repeat	56	37.8
Nights spent		
Mean = 18.49		
Kinship in N.Cyprus		
Yes	47	31.8
Travel group		
Alone	18	12.2
With family	61	41.2
With friend(s)	31	20.9
With a group	17	11.5
Business associates	2	1.4
Significant other	19	12.8
People in travel group		
Mean (adults) 3.71		
Mean (children) 3.92		
Planning of trip		
Less than 2 weeks	30	20.3
Between 2-4 weeks	32	21.6
Between 1-3 months	30	20.3
3-4 months	8	5.4
Over 4 months	48	32.4
Information sources		
Agents	65	82.3
Newspaper	5	6.3
Friend(s)	6	7.6
Other	3	3.8
Information used in planning		
Agents	38	33.0
Newspaper	13	11.3
Magazine	2	1.7
Friend(s)	62	53.9
Flight booked		
Agent	101	68.2
Direct airline	30	20.3
Tour operator	13	8.8
Holiday company	4	2.7

Table 2 (Continued)

	<u>N</u>	<u>%</u>
Accommodation booked		
Through agent	99	66.9
Direct hotel	18	12.2
Not in advance	5	3.4
Tour operator	5	3.4
Stayed with friend(s)	21	14.2
Accommodation used		
Hotel	73	49.3
Bungalow	51	34.5
Stayed w/friends	21	16.2
Dining places		
Hotel's restaurant	50	13.8
Fish restaurants	6	4.1
Local food places	41	27.7
Kebab houses	2	1.4
Fast food	5	3.4
Harbor area	12	8.1
Different food	6	4.1
Other	26	17.6
Purpose of trip		
Visiting friends	15	10.3
Getting away from job	55	37.7
Relaxing at the beach	50	34.2
Time w/family	21	14.4
Visiting a new country	5	3.4

Table 3 presents the types of activities participated while in N.Cyprus. The activities participated by most were going to a beach (95.9%), and visiting historical places (95.9%) followed by sunbathing (90.5%). Dining out (75%) and sampling local food (79.7%) were also among the popular activities that travelers participated. The activities that people participated the least were gambling (20.3%), fishing (6.8%), and horse riding (6.1%).

Table 4 presents the types of activities/places that need improvement. The descriptive analysis of the study revealed that information on the area needed the highest improvement (65.1%), followed by beaches (52.1%), restrooms (39.0%), visitor center (38.2%).

Table 5 refers to the push factor, of travel motivations. This table reveals the perceived importance of push factors that played an important role in taking a vacation trip. The mean scores indicate for example that "getting away from demands of home" was the most important push factor in deciding to travel. Whereas "visiting places my family came from" was the least important push motivation. The top five push motivation factors of visitors to N. Cyprus included the following: Getting away from demands, Being free to act the way I feel, Getting a change from a busy job, Traveling places safe and secure, and Being entertained and having fun.

Table 3
Types of Activities Participated While in N.Cyprus

Activity	N	%
Visiting a beach	142	95.9
Visiting historic places	142	95.9
Playing tennis	38	25.7
Fishing	10	6.8
Visiting a scenic area	106	71.6
Motor boating	41	27.7
Attending a cultural event	37	25.0
Attending a day cruise	36	24.3
Getting to know the locals	108	73.0
Dining out	111	75.0
Sampling local foods	118	79.7
Going on short guided tours	57	38.5
Horse-riding	9	6.1
Sunbathing	134	90.5
Water sports	38	25.7
Taking pictures/filming	122	82.4
Visiting friends/relatives	38	25.7
Going to night club	89	60.1
Visiting archeological sites	84	56.8
Visiting mountain areas/forest	89	60.1
Gambling	30	20.3

Note: Multiple response was given to this question

Table 4
Types of Activities/Places that Need Improvement

Activity/Place	N	%
Picnic sites	20	13.7
Camp-sites	16	11.0
Satellite	50	34.2
Restrooms	57	39.0
Water fountains	44	31.5
Beaches	76	52.1
Information on the area	95	65.1
Visitor center	55	38.2

Table 5
Travel Motivations of Push Factors

Motivation	Importance	Rank
1. Getting away from demands of home	1.41	1
2. Reliving past good times	2.27	17
3. New/different life-style	1.94	6
4. Trying different food	2.32	18
5. Visiting historical places	1.97	7
6. Being free to act the way I feel	1.48	2
7. Finding thrills and excitement	2.13	11
8. Experiencing a simpler life	2.17	12
9. Being together as a family	2.26	15
10. Meeting new people	2.03	9
11. Feeling at home away from home	2.19	13
12. Going to places friends have not	2.73	21
13. Talking about the trip	2.41	19
14. Traveling to places safe and secure	1.54	4
15. Being entertained, having fun	1.64	5
16. Seeing as much as possible	2.01	8
17. Rediscovering myself	2.26	16
18. Visiting friends/relatives	3.12	23
19. Visiting places my family came from	3.24	24
20. Being physically active	2.06	10
21. Getting a change from a busy job	1.54	3
22. Doing nothing at all	2.25	14
23. Taking advantage of reduced fares	2.62	19
24. Meeting people of the opposite sex	2.95	22

Table 6 indicates what the major purpose of the visitors' trip to N. Cyprus. Out of hundred and forty eight respondents, 37.7% indicated that getting away from a busy job was the major reason for the trip, followed by relaxing at the beach (34.2%), spending more time with family was also given as one of the major reasons by 14.4% of the visitors. Visiting friends and relatives was the next reason (10.3%). Over 3% cited visiting a new country as a reason to travel.

Table 7 presents future travel behavior of visitors to N.Cyprus. Out of 148 respondents, almost 44% indicated that it is very likely they would visit N.Cyprus again. The majority of the respondents said that they would suggest N.Cyprus as a vacation destination to others. Overall satisfaction level was "somewhat satisfied" with 54.7%, and very satisfied with 37.2%.

Importance - Performance Analysis of Destination Attributes

Table 8 provides a summary of the mean scores of importance-performance analysis of the destination attributes with the associated quadrants. This analysis represents the entire study population and their perception of destination attribute importance and satisfaction in N. Cyprus.

Among the most important destination (pull factor)

attributes are: standard of cleanliness, seaside, quality beaches, reliance/privacy, friendly locals, and reliable weather. Satisfaction mean scores of these attributes (performance) were also high except for the standard of cleanliness and reliance/privacy. Standard of cleanliness ranked as the most important destination attribute for the visitors (1.24). The mean score value for the cleanliness performance is 2.17, and for reliance/privacy 2.10, which falls in the middle of somewhat satisfied and not very satisfied range. The need to improve these two areas is one of the conclusions that could be drawn from grid action study.

Understanding the four quadrants as shown in Figure 1, Importance-Performance Analysis Action Grid, and described below can lead to a better management of resources by the managers of hotels and also by marketers of North Cyprus.

Quadrant I: This quadrant contains attributes of high importance but low satisfaction. Thus this section named "Concentrate Here" is the most important quadrant, since it tells the managers that the visitors were dissatisfied with the attributes which were very important to them.

Quadrant II: This quadrant contains attributes which are low in importance and also in performance. Managers should

not allocate many resources on these attributes falling within this quadrant which is called "Low Priority" quadrant.

Quadrant III: This quadrant contains attributes which are low in importance whereas the performance of these attributes are high. The level of performance is considered to be satisfactory by the visitors, but they do not attach a great deal of importance to the attributes which fall in this quadrant. The third quadrant is named as "Possible Overkill" and allocation of resources should be considered in other areas instead of these.

Quadrant IV: The last quadrant contains the attributes which are both important to visitors and have high performance levels. Therefore it is named as "Keep up the good".

Figure 2 shows the four quadrants of Importance-Performance Analysis of Destination Attributes. The X-axis represents the importance of the twenty-eight attributes, whereas the Y-axis represents the satisfaction of the visitors with these items. Satisfaction here really measures the performance level of N.Cyprus related to these attributes. The values "two" (somewhat important/ somewhat

satisfied) for importance and satisfaction were selected for this study's action grid as crosshairs. A movement in crosshairs down to one or one and a half instead of two on the scale would reflect a standard that is set higher and thus expected higher satisfaction.

According to the action grid, a total of seven attributes (25%) fell into Quadrant I- "Concentrate Here" area of the action grid (Table 9). This represents high importance but low satisfaction. Fifteen attributes, (53.6%) fell within the Quadrant II- "Low Priority", which shows that visitors were satisfied with these attributes which they consider to be of high importance. One of the attributes (3.6%) fell under Quadrant III- "Possible Overkill", representing attributes with high satisfaction, but with little importance attached to them. Quadrant IV - "Keep up the good work" had five attributes, 17.8%, representing high importance and also high satisfaction.

Table 6
Major Purpose of Trip to N.Cyprus

Purpose	N	%
1. Getting away from a busy job	55	37.7
2. Relaxing at the beach	50	34.2
3. Spending more time with family	21	14.4
4. Visiting a new country	5	3.4
5. Visiting friends/relatives	15	10.3

Table 7
Future Travel Behavior of Visitors to N.Cyprus

Travel Behavior	N	%
Likely to visit again		
Very likely	65	43.9
Somewhat likely	50	33.8
Somewhat unlikely	17	11.5
Not likely at all	16	10.8
Suggesting N.Cyprus to others		
Definitely	80	54.1
Probably	54	36.5
Not likely	14	9.5
Overall satisfaction level		
Very satisfied	55	37.2
Somewhat satisfied	81	54.7
Not very satisfied	10	6.8
Not at all satisfied	2	1.4

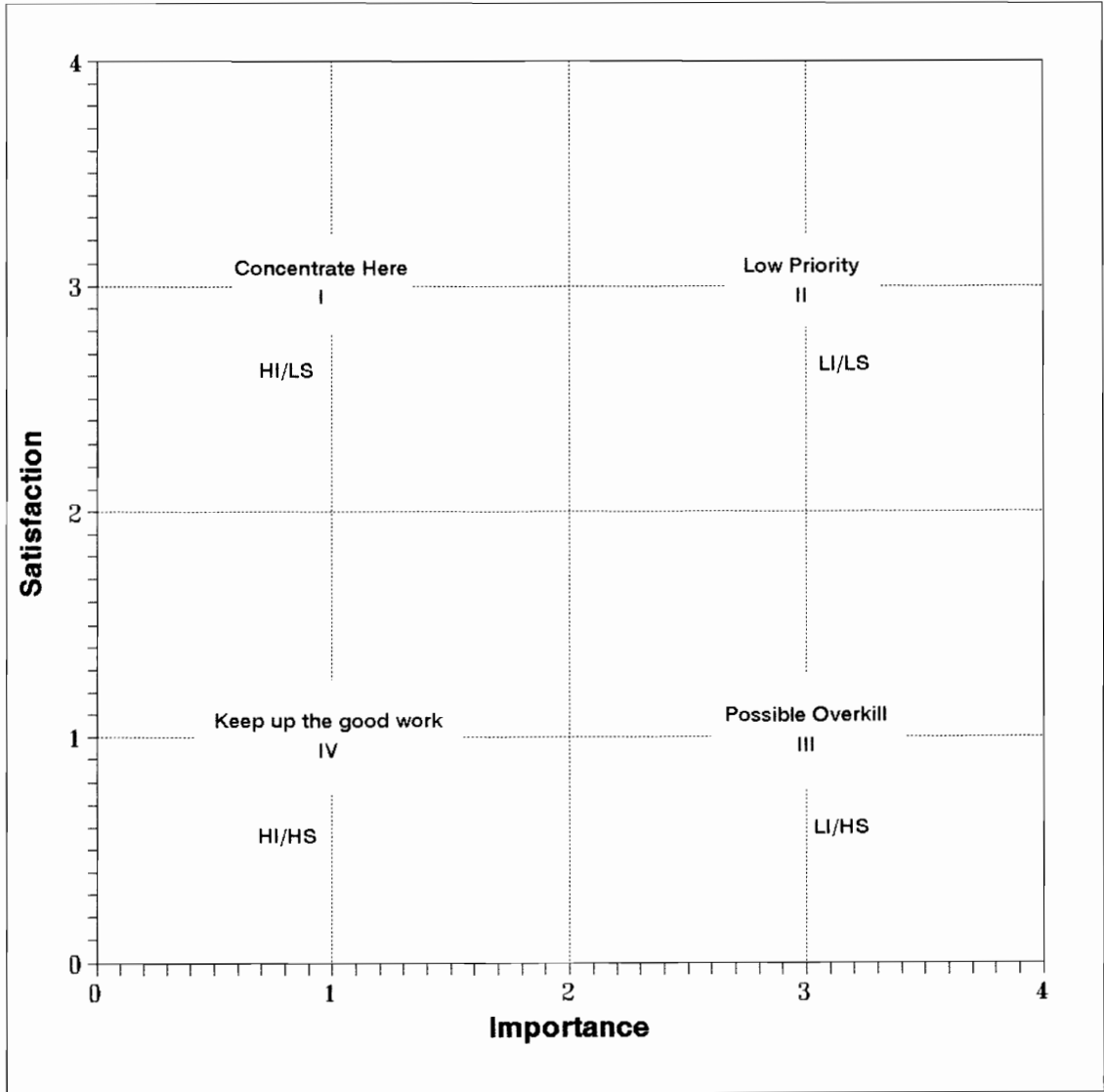


Figure 1
 Importance-Performance Analysis Action Grid

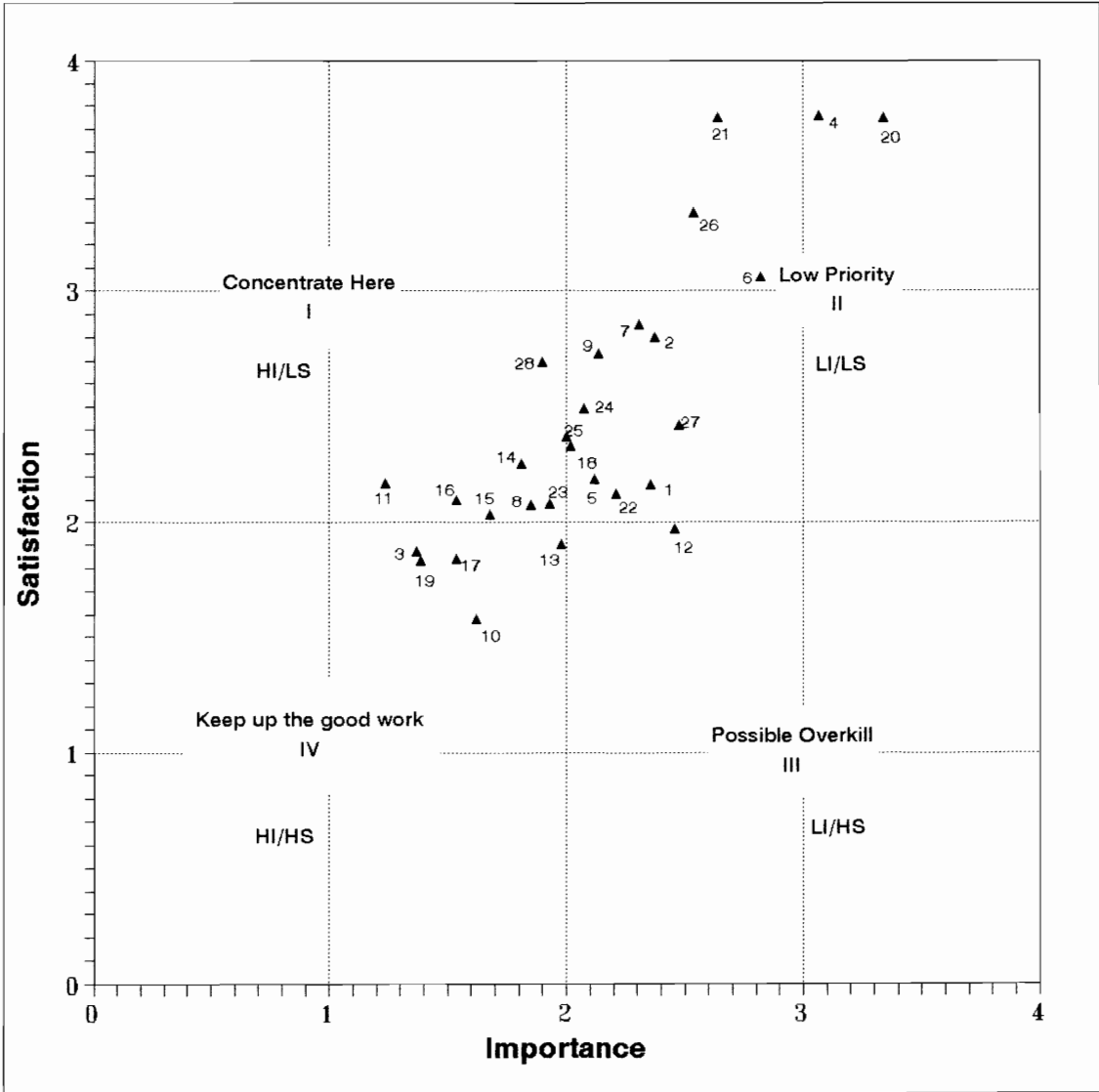


Figure 2

Four Quadrants of Importance-Performance Analysis of Destination Attributes

Quadrant I in Table 9 shows that: Reliance/Privacy, standard of cleanliness, inexpensive restaurants, variety of activities, outstanding scenery, safety, and exotic atmosphere, were under "Concentrate Here". This quadrant's attributes should receive high priority of management attention. Quadrant II: Budget accommodation, nightlife and entertainment, theater/concert, first class hotels, different culture, high quality restaurants, tennis, modern cities, old cities, shopping, casinos, water sports, small size, wide space, and town/villages, fell under the "Low Priority" area. The attributes of this area must enable the management to realize that they need to redirect resources and allocate them more effectively. Quadrant III, "Possible Overkill" quadrant's attributes should be re-examined if resources are not used to the best benefit of management. These attributes included only the mountainous area. Quadrant IV, "Keep Up the Good Work" attributes such as reliable weather, local cuisine, friendly locals, quality beaches, and seaside have high importance and satisfaction, therefore the managers should work to maintain the same standard.

Table 10 represents destination attribute variations by age group. It gives the importance and satisfaction level of visitors in three different groups (Less than 26, Between 26-45, and over 45).

Table 9

Four Quadrants with Destination Attributes: Total Population

Quadrant I (Concentrate Here) Reliance/privacy Standard of cleanliness Inexpensive restaurants Variety of activities Outstanding scenery Safety Exotic atmosphere Number=6 (25%)	Quadrant III (Possible Overkill) Mountainous area N=1 (3.6%)
Quadrant II (Low Priority) Budget accommodation Nightlife and entertainment Theater/concert Wide space First class hotels Different culture High quality restaurants Town/villages	Quadrant IV (Keep up the Good Work) Reliable weather Local cuisine Friendly locals Quality beaches Seaside N=5 (17.8%)
	Tennis Old cities Modern cities Shopping Casinos Water sports Small size N=15 (53.6%)

Table 10
I-P Destination Attribute Variation by Three Age Groups

	Less than 26	Between 26-45	Over 45
IMP 1	2.49	2.39	2.13
SAT 1	2.15	2.31	1.94
IMP 2	2.23	2.35	2.81
SAT 2	2.72	2.39	3.47
IMP 3	1.30	1.41	1.42
SAT 3	1.74	2.09	1.78
IMP 4	2.93	2.82	3.63
SAT 4	3.35	4.00	4.00
IMP 5	1.83	2.27	2.39
SAT 5	2.20	2.25	2.07
IMP 6	2.20	2.94	3.63
SAT 6	2.59	3.19	3.60
IMP 7	1.69	2.45	3.10
IMP 7	2.44	2.86	3.50
IMP 8	1.96	1.92	1.57
SAT 8	1.98	2.47	1.68
IMP 9	1.88	2.11	2.57
SAT 9	3.00	2.49	2.63
IMP10	1.86	1.60	1.28
SAT10	1.83	1.58	1.21
IMP11	1.16	1.25	1.34
SAT11	2.03	2.56	1.86
IMP12	2.37	2.70	2.28
SAT12	1.81	2.47	1.53
IMP13	2.11	1.94	1.81
SAT13	1.74	2.09	1.89
IMP14	1.76	1.82	1.89
SAT14	1.96	2.64	2.15
IMP15	1.57	1.80	1.71
SAT15	1.93	2.13	2.05
IMP16	1.54	1.66	1.36
SAT16	2.25	2.02	2.00
IMP17	1.52	1.66	1.39
SAT17	1.89	2.11	1.39
IMP18	2.15	2.03	1.78
SAT18	2.33	2.54	2.02
IMP19	1.30	1.66	1.15
SAT19	1.79	2.05	1.57
IMP20	3.15	3.29	3.71
SAT20	3.32	4.00	4.00
IMP21	1.96	2.98	3.23
SAT21	3.35	3.82	4.26
IMP22	2.33	2.47	1.68
SAT22	2.10	2.74	1.31
IMP23	1.54	2.23	2.13

Table 10 (Continued)

	Less than 26	Between 26-45	Over 45
SAT23	1.84	2.21	2.26
IMP24	1.78	2.31	2.26
SAT24	2.22	2.92	3.34
IMP25	1.71	2.33	2.00
SAT25	2.06	2.60	2.52
IMP26	2.16	2.51	3.18
SAT26	2.84	3.54	3.84
IMP27	2.27	2.68	2.52
SAT27	2.52	2.23	2.52
IMP28	1.67	2.09	2.00
SAT28	2.78	2.66	2.57

Table 11 indicates that age group 1 (Less than 26) and age group 2 (Between 26-45) are more similar in their level of importance of quadrants I and II; concentrate here and low priority. Whereas the concentration area substantially changes from age group 1 to age group 3 (over 45), meaning that what age group 1 values high importance on the destination is not rated as high by older age group 3. Nightlife and entertainment for example was more important for age group 1, less for age group 2 and lowest in age group 3. Friendly locals were most important to age group 3, less to age group 1 and even less for age group 2. Shopping ranked higher in age group 1, than it did in age groups 2 and 3. Quality beaches were most important to age group 3, then 2 and 3 consequently.

Table 12 presents destination attribute variations by nationality, which states levels of importance-performance (satisfaction) in regards to three different nationalities (Turkish, European, and British). The descriptive analysis of the I-P destination attributes based on the mean scores revealed that visitors from the United Kingdom placed significantly more importance (1.44) on scenery than did visitors from Turkey (1.77), whereas for Europeans this ranked as somewhat important with a mean score of 2.69. Satisfaction level is also an important aspect to consider here to match it with the importance level. Turkish

visitors also ranked the importance of first class hotels higher (1.71) than did visitors from the United Kingdom (2.04) and Europe (2.93). When marketing in Turkey, it may be more advantageous and effective to stress first class hotels within N.Cyprus. Mountainous and natural beauty is ranked by visitors from the United Kingdom highest with a mean score of 1.97, followed by Turkish (2.67) and European (2.69) visitors.

Table 13 presents the distribution of attributes in each quadrant by nationality, which indicates variations in number and percentage among three different nations with destination attributes falling in each quarter.

Table 11
Distribution of Attributes in Each Quadrant by Age Groups
 (n = 148)

	Less than 26 n=9 32.1%	Between 26-45 n = 9 32.1%	Over 45 n = 4 14.3%
QUADRANT I	<ul style="list-style-type: none"> Old cities Night-life Shopping Cleanliness Reliance/privacy Theater/concert First class hotels Different culture Variety of activities 	<ul style="list-style-type: none"> Seaside Scenery Cleanliness Local cuisine Inexp. restaurants Safety Reliance/privacy Friendly locals Quality beaches 	<ul style="list-style-type: none"> Inexpensive restaurants Safety Reliance/privacy Town/villages
QUADRANT II	<ul style="list-style-type: none"> n = 9 32.1% High quality restaurants Budget accommodation Tennis Modern cities Town/villages Casinos Wide space Water sports Small size 	<ul style="list-style-type: none"> n = 18 64.3% High quality restaurants Budget accommodation Tennis Old cities Modern cities Night-life Shopping Mountainous area Town/villages Casinos Theater/concert Wide space Exotic atmosphere First class hotels Different culture Water sports Small size Variety of activities n = 0 0.0% 	<ul style="list-style-type: none"> n = 13 46.4% Budget accommodation Tennis Old cities Modern cities Night-life Shopping Casinos Theater/concert Exotic atmosphere First class hotels Water sports Variety of activities Small size
QUADRANT III	<ul style="list-style-type: none"> n = 2 7.0% Mountainous area Local cuisine 	<ul style="list-style-type: none"> n = 2 7.1% High quality restaurants Mountainous areas 	<ul style="list-style-type: none"> n = 2 7.1% High quality restaurants Mountainous areas
QUADRANT IV	<ul style="list-style-type: none"> n = 8 28.8% Seaside Scenery Weather Inexpensive restaurants Reliance/privacy Friendly locals Quality beaches Exotic atmosphere 	<ul style="list-style-type: none"> n = 1 3.6% Weather 	<ul style="list-style-type: none"> n = 9 28.6% Seaside Scenery Weather Cleanliness Local cuisine Friendly locals Quality beaches Wide space Different Culture

Table 12**I-P Destination Attribute Variation by Nationality**

IMP&SAT	Turkish	European	British
IMP 1	2.60	2.39	1.97
SAT 1	2.57	2.15	1.53
IMP 2	2.08	2.12	3.04
SAT 2	2.85	2.36	3.04
IMP 3	1.37	1.21	1.48
SAT 3	1.94	1.66	1.93
IMP 4	2.82	3.00	3.51
SAT 4	3.95	3.27	3.82
IMP 5	2.07	2.09	2.24
SAT 5	2.24	2.39	1.97
IMP 6	2.31	3.36	3.22
SAT 6	2.80	3.27	3.31
IMP 7	1.87	3.09	2.44
SAT 7	2.91	3.06	2.62
IMP 8	1.71	2.69	1.44
SAT 8	1.97	3.33	1.31
IMP 9	1.91	2.21	2.42
SAT 9	2.98	2.87	2.22
IMP10	1.54	2.36	1.22
SAT10	1.61	2.27	1.04
IMP11	1.15	1.18	1.42
SAT11	2.55	2.06	1.66
IMP12	2.67	2.69	1.97
SAT12	2.25	2.03	1.48
IMP13	2.02	2.57	1.46
SAT13	1.85	2.42	1.60
IMP14	1.62	2.27	1.77
SAT14	2.55	2.24	1.77
IMP15	1.77	1.54	1.66
SAT15	2.38	1.78	1.66
IMP16	1.42	1.97	1.40
SAT16	2.37	2.39	1.48
IMP17	1.64	1.63	1.31
SAT17	2.28	1.81	1.17
IMP18	2.31	1.97	1.60
SAT18	3.00	2.06	1.48
IMP19	1.52	1.21	1.31
SAT19	1.88	2.24	1.44
IMP20	3.08	3.69	3.48
SAT20	3.55	4.00	3.48
IMP21	2.15	3.00	3.13
SAT21	3.77	4.00	3.53
IMP22	2.05	2.75	2.06
SAT22	2.27	2.54	1.57

Table 12 (Continued)

IMP&SAT	Turkish	European	British
IMP23	1.80	2.33	1.84
SAT23	2.01	2.48	1.88
IMP24	1.71	2.93	2.04
SAT24	2.68	2.87	1.91
IMP25	1.12	2.42	1.48
SAT25	2.95	2.39	1.44
IMP26	2.37	2.36	2.95
SAT26	3.42	3.21	3.31
IMP27	2.55	2.45	2.37
SAT27	2.10	3.06	2.46
IMP28	1.65	2.15	2.11
SAT28	3.04	2.69	2.11

Table 13
Distribution of Attributes in Each Quadrant by Nationality
(n=148)

	Turkish	European	British
QUADRANT I	<p>n = 11 39.3%</p> <ul style="list-style-type: none"> Night-life Shopping Cleanliness Inexp. restaurants Safety Reliance/privacy Friendly locals Exotic atmosphere First class hotels Different culture Variety of activities 	<p>n = 4 14.3%</p> <ul style="list-style-type: none"> Cleanliness Reliance/privacy Town/villages Quality beaches 	<p>n = 0 0.0%</p>
QUADRANT II	<p>n = 12 42.9%</p> <ul style="list-style-type: none"> High quality rest. Budget accommodation Tennis Old cities Modern cities Mountainous Town/villages Casinos Theater/concert Wide space Water sports Small size 	<p>n = 21 75.0%</p> <ul style="list-style-type: none"> High quality restaurants Budget accommodation Tennis Old cities Modern cities Night-life Scenery Shopping Weather Mountainous Local cuisine Inexpensive restaurants Casinos Theater/concert Wide space Exotic atmosphere First class hotels Different culture Water sports Small size Variety of activities 	<p>n = 10 35.7%</p> <ul style="list-style-type: none"> Budget accommodation Tennis Modern cities Night-life Shopping Casinos Theater/concert Water sports Small size Variety of activities
QUADRANT III	<p>n = 1 3.5%</p> <ul style="list-style-type: none"> Local cuisine 	<p>n = 0 0.0%</p>	<p>n = 3 10.7%</p> <ul style="list-style-type: none"> Old cities Wide space First class hotels
QUADRANT IV	<p>n = 4 14.3%</p> <ul style="list-style-type: none"> Seaside Scenery Weather Quality beaches 	<p>n = 3 1.7%</p> <ul style="list-style-type: none"> Seaside Safety Friendly locals 	<p>n = 15 53.6%</p> <ul style="list-style-type: none"> Local cuisine Inexp. restaurants Safety Reliance/privacy Friendly locals Quality beaches Exotic Atmosphere Different culture Mountainous Town/villages

CHAPTER V
IMPLICATIONS AND CONCLUSION

Management and Marketing Implications

The use of Importance/Performance Analysis has important marketing and management implications for decision makers in the hospitality industry, and tourism managers.

The findings of this study from I-P Analysis can be used by hotel managers and destination promoters to develop potential management and marketing strategies. The technique can also provide an effective means of evaluating the current conditions of this destination as perceived by tourists. This procedure also has potential as a periodic monitoring device for detecting any shift in activity satisfaction. Managers who possess an effective monitoring device can correct attributes that may have fallen into the "Concentrate Here" area for example. Appropriate management action is critical and can lead to a higher performance ratings in the future years. Results of the action grid can be used to point out the destination's strengths and weaknesses. Depending on management's orientation, appropriate strategies can be developed by making adjustments of the I-P Analysis action grid. One of the management implications of this technique is that it enables

management to redirect its resources and allocate them effectively as suggested by the action grid. For example, attributes that fall in the "Possible Overkill" quadrant should be re-examined if resources are not used to the best benefit of management.

Results of this study also will provide information that can be used by other institutions (transportation company) or resort areas (entertainment /clubs) in the region.

Benefit segmentation is one of the most used methods in tourism. Understanding customer perceptions and wants is useful in also knowing what services to include and what to build in the area. To develop a tourist attraction which will meet the needs and wants of the customers, to understand how the existing customers perceive the certain destination should be the primary goal of the tourism marketers. Benefit or psychographic segmentation can perform even better when combined with demographic information. Since benefit segments were proven to change by season (Calanton and Sawyer, 1987), advertising and promotion plans should be periodically reviewed.

Determining segments that would support a service in a category, how they differ in their way of responding to different offerings, and how they differ in their expectations is very significant in marketing tourism. This

information can be used in advertising and also in developing promotional programs.

Through this study, strategies are conceptualized to broaden visitation and to determine ways of better satisfying visitors by taking into consideration age and nationality differences. Major implications are made in this way for destination planning and segmenting the market to serve different needs of differing groups. This study leads the way to tourism organizations and directs them with a criterion of segmentation approach by age and nation groups that will lead to development of better marketing strategies.

This study supports the propositions that significant differences exist among age groups and the origin (nationality of the visitors) with respect to perception of destination importance and performance. The purpose of this study was to document that (1) there is particular utility in approaching market segmentation by different age groups and origin (2) and understanding of these differences greatly enhances efforts towards the development of marketing plan for the destination area which is vital to success in attracting these groups to the area by fulfilling their differing levels of attributes. Therefore, information regarding specific target markets that define

specific needs can prove to be useful in promoting the area. An understanding of differences among visitors and the importance they place upon attributes in deciding whether or not to visit a resort area has been found to be paramount for future marketing efforts involving destination resort visitors.

The findings of this study indicate that three distinct groups of visitor markets exist in N.Cyprus. Therefore a tourism marketing strategy designed for one single market, by assuming a homogenous group, is not feasible. A certain attribute by one age group or nation is perceived differently by other groups. Different market strategies should be applied to each of these three subgroups in order to maximize the effectiveness of marketing activities. For example, a promotional material advertised through travel agents may highlight comfortable, relaxing accommodation facilities on the beach that would serve those who travel with families from Turkey. Special brochures should be designed, for example, that would emphasize mountains and scenery more than any other features for attracting visitors from the United Kingdom.

Recommendations for Further Research

Further research could involve other tourist generating countries whether the similarities and differences found

among these three nations hold true across other tourist generating countries. While this study has suggested implications based on age and culturally defined tourist motivations with respect to destination attributes and their perceived importance, when marketing to these regions, it is also important to know types of information sources that can be used to reach these market areas at the origin of visitors. Further research is needed to find out about the media behavior of actual and potential visitors to N. Cyprus.

Since this study was a descriptive and exploratory research in its orientation, an extension of this study would be to empirically cluster visitors based types of activities they participated. This may be of help in developing on-site tourism packages and programs that can help extend length of stay in the country

It is also important to examine the influence of possible travel barriers on visitation that may exist for N. Cyprus in potential and major tourist generating countries. Such information can also be augmented with image specific research.

After the implementation, research is also needed to determine whether using separate marketing strategies for these countries will indeed be more profitable. This also brings the question of to what extend can additional

segmenting of distinct groups within particular countries be done to be profitable.

Knowing what these factors are and their level of importance among the different countries will enable those responsible with marketing destination planning to develop programs that are sensitive and responsive to these culturally defined differences. This in turn will lead to more effective and efficient marketing programs that may result in increased visitation.

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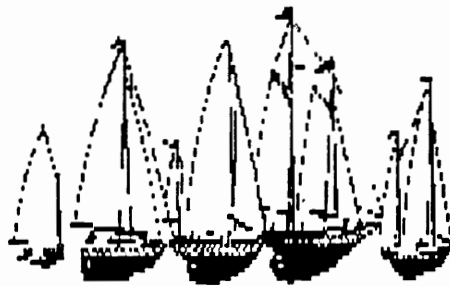
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APPENDIX A
Survey Instrument - In English

**N. CYPRUS
1993 VISITOR SURVEY**



Dear Traveler:

Thank you for participating in our visitor survey. This project is being conducted to better understand the reasons of motivations and activities for your vacation. Filling out this survey will help improve the understanding of traveler and expand visitor services to serve you better.

SECTION I- GENERAL TRAVEL QUESTIONS

1. In general, how many vacations do you take in a given year?
 - a. one
 - b. one or two
 - c. two
 - d. three
 - e. more than three

2. Is this your first trip to N. Cyprus?
 - a. Yes
 - b. No, this is my time

3. How long did (will) you stay in N. Cyprus on this trip ?
..... Nights

4. Do you have any close friends/relatives living in N.Cyprus at the present time?
..... Yes No.....

5. With whom did you travel? (Circle as many as apply)
 - a. alone
 - b. family (spouse and other family members)
 - c. friend(s)
 - d. organized group
 - e. business associates/colleagues
 - f. boyfriend/girlfriend
 - g. other
(Please describe)

6. Including yourself, how many people are there in your travel party?
..... adults and children (under 18)

7. How far in advance did you begin to plan this trip?
- a. less than two weeks
 - b. between two and four weeks
 - c. between one and three months
 - d. between three and four months
 - e. over four months
8. Please circle all of the following sources of information that you used in planning this trip
- a. travel agents
 - b. state travel office
 - c. newspaper
 - d. magazines
 - e. relatives/friends
 - f. other
- (please specify)
9. Where did you book your flight to and from your destination?
- a. travel agent
 - b. directly with airline
 - c. tour operator
 - d. holiday company
 - e. other
- (please specify)
10. Where did you book your accommodation?
- a. travel agent
 - b. directly with hotel
 - c. did not book in advance
 - d. stayed with friends/relatives
 - e. other
- (please describe)

11. What was the major purpose of this trip? (Please circle only one)

- a. visiting friends/relatives
- b. getting away from my busy job
- c. relaxing at the beach
- d. spending more time with my husband/wife
(girlfriend/boyfriend)
- e. other
(please describe)

12. In what type of lodging did you stay?

- a. hotel
- b. motel
- c. campground
- d. with friends/relatives
- e. bungalows
- f. other
(please describe)

13. When you stayed at a lodging facility while traveling in N.Cyprus, where did you prefer to eat?

- a. In the hotel's restaurant
- c. Outside the hotel's restaurant
- d. Fish restaurants
- e. Local food restaurants
- f. Kebab place
- g. Quick service (fast-food)
- h. Harbor area
- i. Different places (Italian, Chinese...)
- j. Other
(please describe)

SECTION II- MOTIVATIONS/ACTIVITIES

1. When choosing a destination for an overseas vacation trip, please rate the importance and then how satisfied you were with the following items:

	<i>Importance</i>				<i>Satisfaction</i>				
	1- Very important	2- Somewhat important	3- Not very important	4- Not at all important	1- Very satisfied	2- Somewhat Satisfied	3- Not very Satisfied	4- Not at all Satisfied	DK - Don't Know
High quality restaurants	1	2	3	4	1	2	3	4	DK
Budget accommodation	1	2	3	4	1	2	3	4	DK
Seaside	1	2	3	4	1	2	3	4	DK
Tennis	1	2	3	4	1	2	3	4	DK
Historic old cities	1	2	3	4	1	2	3	4	DK
Modern cities	1	2	3	4	1	2	3	4	DK
Nightlife and entertainment	1	2	3	4	1	2	3	4	DK
Outstanding scenery	1	2	3	4	1	2	3	4	DK
Shopping	1	2	3	4	1	2	3	4	DK
Reliable weather	1	2	3	4	1	2	3	4	DK
Standard of cleanliness	1	2	3	4	1	2	3	4	DK
Mountainous area	1	2	3	4	1	2	3	4	DK
Local cuisine	1	2	3	4	1	2	3	4	DK
Inexpensive restaurants	1	2	3	4	1	2	3	4	DK
Personal safety, even when travelling alone	1	2	3	4	1	2	3	4	DK
Reliance/Privacy	1	2	3	4	1	2	3	4	DK
Interesting and friendly local people	1	2	3	4	1	2	3	4	DK
Interesting small towns villages	1	2	3	4	1	2	3	4	DK
Quality of beaches for swimming/tanning	1	2	3	4	1	2	3	4	DK
Casinos and gambling	1	2	3	4	1	2	3	4	DK
Live theaters and concerts	1	2	3	4	1	2	3	4	DK
Wide open spaces to get away from crowds	1	2	3	4	1	2	3	4	DK
Exotic atmosphere	1	2	3	4	1	2	3	4	DK
First class hotels	1	2	3	4	1	2	3	4	DK
Culture different from my own	1	2	3	4	1	2	3	4	DK
Water sports	1	2	3	4	1	2	3	4	DK
Manageable size, so I can see everything I want to see	1	2	3	4	1	2	3	4	DK
Variety of activities	1	2	3	4	1	2	3	4	DK

2. Please list two most important destination attributes you consider in selecting a place to spend your vacation:

.....

3. Please name at least three of the places you did (will) visit while in N.Cyprus:

- | | |
|---------|---------|
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |

4. Please check each activity you did (will) participate in:

- visiting a beach
- visiting a historical sight
- playing tennis
- fishing
- visiting a scenic area
- motor boating (no fishing)
- attending a cultural event/concert
- attending a day cruise
- getting to know the local inhabitants
- dining out in restaurants
- sampling local foods
- going on short guided tours
- horse-riding
- sunbathing or other activities
- water sports (surfing, water skiing, sailing...)
- taking pictures/filming
- visiting friends/relatives
- visiting night clubs/discos, dancing...)
- visiting places of archeological interest
- visiting mountain areas/forests
- visiting casinos/gambling
- other

5. What additional facilities are needed or should be improved in the places you visited on this trip:

- picnic sites
- campsites
- satellite (TV)
- restrooms
- water fountains
- beaches
- information on the area
- visitor center
- other

6. For each statement listed below, circle the letter that best describes how important that reason was to you when you were planning your trip to N.Cyprus

VI Very Important
 SI Somewhat Important
 NVI Not Very Important
 NAI Not At All Important

Getting away from the demands at home	VI	SI	NVI	NAI
Reliving past good times	VI	SI	NVI	NAI
Experiencing new and different lifestyles	VI	SI	NVI	NAI
Trying new foods	VI	SI	NVI	NAI
Visiting places that are important in history	VI	SI	NVI	NAI
Being free to act the way I feel	VI	SI	NVI	NAI
Finding thrills and excitement	VI	SI	NVI	NAI
Experiencing a simpler lifestyle	VI	SI	NVI	NAI
Being together as a family	VI	SI	NVI	NAI
Meeting new people	VI	SI	NVI	NAI
Feeling at home away from home	VI	SI	NVI	NAI
Going places my friends have not been	VI	SI	NVI	NAI
Talking about the trip after I return home	VI	SI	NVI	NAI
Traveling to places where I feel safe and secure	VI	SI	NVI	NAI
Being entertained, and having fun	VI	SI	NVI	NAI
Seeing as much as possible in the time available	VI	SI	NVI	NAI
Rediscovering myself	VI	SI	NVI	NAI
Visiting friends and relatives	VI	SI	NVI	NAI
Visiting places my family came from	VI	SI	NVI	NAI
Being physically active	VI	SI	NVI	NAI
Getting a change from a busy job	VI	SI	NVI	NAI
Doing nothing and all	VI	SI	NVI	NAI
Taking advantage of reduced fares	VI	SI	NVI	NAI
Meeting people of the opposite sex	VI	SI	NVI	NAI

SECTION III- FUTURE INTENTIONS TO TRAVEL

1. In the next two years, how likely is it that you will take another vacation to N.Cyprus?
 - a. very likely
 - b. somewhat likely
 - c. somewhat unlikely
 - d. not likely at all
2. Will you suggest N.Cyprus to your friends/relatives as a vacation destination to visit?
 - a. definitely
 - b. probably
 - c. not likely
3. Do you think the hotel rates in N.Cyprus (compared to other countries you have been to) are:
 - a. much lower
 - b. lower
 - c. about the same
 - d. higher
 - e. much higher
4. How does N.Cyprus, in general, rate compared to what you expected?
 - a. much worse than I expected
 - b. somewhat worse than I expected
 - c. about what I expected
 - d. somewhat better than I expected
 - e. much better than I expected
5. Was this visit worth your time and effort?
 - a. definitely not worth
 - b. not quite worth
 - c. just worth
 - d. worth somewhat more
 - e. definitely well worth
6. Overall, how satisfied were you with your holiday in N.Cyprus? Would you say you were
 - a. very satisfied
 - b. somewhat satisfied
 - c. not very satisfied
 - d. not at all satisfied

7. Please rate on the scale below how each of the following sets of statements describes your overall feelings about your visit?

This visit was so good,	1	2	3	This visit was very poor;
I will come again				I will not come again
One of the best times ever	1	2	3	A very bad time

8. How would you rate N.Cyprus as a vacation destination compared to other similar places (islands/countries) that you may have visited?

- a. much better
- b. slightly better
- c. same
- d. slightly worse
- e. much worse
- f. have not visited a similar recreation site

9. Compared to your country, how do you rate the below:

	less expensive	same	more expensive
Restaurants
Hotel accommodations
Rental auto expenses
Cost of entertainment
Fees of attractions (historic sites...)
Retail purchases (personal items, souvenirs, film...)
Food and beverage

SECTION IV- DEMOGRAPHIC (SELE) QUESTIONS

Now, please tell us more about yourself

1. Your age is
2. What is your gender?
 - a. Male
 - b. Female
3. What was the last year of school you completed?
 - a. grade school
 - b. some high school
 - c. high school graduate
 - d. technical school
 - e. some college
 - f. college degree
 - g. some graduate school
 - h. graduate degree
 - i. professional degree
4. Which of the following best describes your household?
 - a. Single adult
 - b. Married couple without children
 - c. Family with children
 - d. Middle-aged parents (prior to retirement, but all children have grown up and left home)
 - e. Retired family members (at least one spouse retired)
 - f. Other (please describe)
5. What is your approximate annual total household income?
.....
6. Compared to other households in your country is your salary:
 - a. lower
 - b. about the same
 - c. higher
7. What is your current marital status?
 - a. Never married
 - b. Married
 - c. Separated/divorced
 - d. Widowed

8. What is your nationality?

- a. German
- b. French
- c. Turkish
- d. Italian
- e. British
- f. American
- g. Other

9. Where do you live in your country of origin?

- a. farm
- b. rural small town
- c. town (1,000-5,000 population)
- d. small city (5,000-50,000 population)
- e. medium city (50,000-1mil. population)
- f. major city or metropolitan area (over 1 mil. people)

10. In the space below, please write any of your ideas or suggestions about ways to improve vacationing in North Cyprus

.....

.....

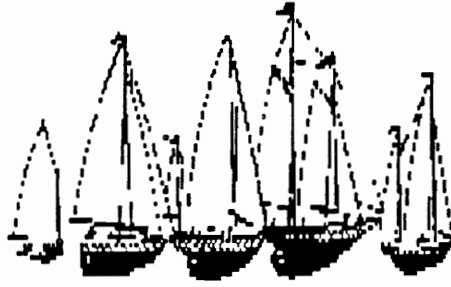
.....

.....

.....

APPENDIX B
Survey Instrument - In Turkish

KUZEY KIBRIS 1993 ZİYARETÇİ ARAŞTIRMASI



Sayın Ziyaretçi:

Araştırmamıza katıldığınız için teşekkür ederiz. Bu proje, tatilinize ilgili motivasyon ve faaliyetlerinizin anlaşılması için yürütülmektedir. Bu araştırmaya katılmakla, ziyaretçi anlayışının gelişmesi yanında verilen hizmetlerin yaygınlaşmasına yardımcı olacaksınız.

BÖLÜM I- GENEL SEYAHAT SORULARI

1. Genelde bir yılda kaç yolculuk yaparsınız?
 - a. bir
 - b. bir veya iki
 - c. iki
 - d. üç
 - e. üçten fazla
2. Kuzey Kıbrıs'a ilk ziyaretiniz mi?
 - a. Evet
 - b. Hayır, daha önce kez geldim
3. Ziyaretiniz boyunca Kıbrıs'ta ne kadar kalmayı düşünüyorsunuz?
..... Gece
4. Şu anda Kıbrıs'ta yaşayan arkadaş veya akrabanız var mı?
..... Evet Hayır
5. Kimin eşliğinde geldiniz? (Uygun olanları işaretleyiniz)
 - a. yalnız geldim
 - b. ailemle (eşim ve diğer aile bireyleri)
 - c. arkadaş(lar)
 - d. organize tur
 - e. iş arkadaşları
 - f. kız/erkek arkadaş
 - g. diğer(lütfen belirtiniz)
6. Siz de dahil, grubunuzda kaç kişi var?
..... büyük ve çocuk (18 yaşından küçük)

7. Bu seyahatinizi ne kadar önceden planladınız?

- a. iki haftadan az
- b. iki-dört hafta önceden
- c. bir-üç ay arası
- d. üç-dört ay önceden
- e. dört aydan fazla

8. Bu seyahatinizi planlamada yararlandığınız kaynakları lütfen işaretleyiniz

- a. seyahat acentesi
 - b. devlet seyahat acentesi
 - c. gazete
 - d. dergi
 - e. akraba/arkadaş
 - f. diğer
- (lütfen belirtiniz)

9. Buraya geliş ve gidiş biletinizi nereden aldınız?

- a. seyahat acentesi
 - b. doğrudan hava yolları
 - c. tur operatörü
 - d. tatil şirketi
 - e. diğer
- (lütfen belirtiniz)

10. Otel rezervasyonunuzu nerede yaptınız?

- a. seyahat acentesi
 - b. doğrudan otel
 - c. önceden yer ayırtmadım
 - d. akraba/arkadaş ile kaldım
 - e. diğer
- (lütfen belirtiniz)

11. Bu yolculuğun en önemli nedeni ne idi? (Lütfen sadece bir tane işaretleyiniz)

- a. akraba/arkadaş ziyareti
 - b. yoğun çalışmalarından uzaklaşmak
 - c. plajda dinlenmek
 - d. eşim (kız/erkek arkadaşım) ile daha fazla vakit geçirebilmek
 - e. diğer
- (lütfen belirtiniz)

12. Nerede kaldınız?

- a. otel
 - b. motel
 - c. kamp
 - d. arkadaş/akrabalar ile
 - e. bungalow'da
 - f. diğer
- (lütfen belirtiniz)

13. Genelde nerede yemek yemeği tercih ettiniz?

- a. Otelin restoranında
 - c. Otel restoranı dışında
 - d. Balık restoranında
 - e. Yerli yemek restoranlarında
 - f. Kebab yerlerinde
 - g. Hamburger, pizza türü yerlerde
 - h. Limandaki restoranlarda
 - i. Değişik yemek yerlerinde (İtalyan, Çin...)
 - j. Diğer
- (lütfen belirtiniz)

2. Tatil için gidilecek yeri seçmenizde etken olan en önemli iki faktörü lütfen yazınız:

.....

3. Kuzey Kıbrıs'ta olduğunuz sürece ziyaret ettiğiniz/edeceğiniz en az üç yeri yazınız:

1.
2.
3.
4.
5.
6.

4. Hangi faaliyetlerde bulunduğunuzu/bulunacağınızı lütfen işaretleyiniz:

- plaja gitmek
- tarihi yerleri ziyaret etmek
- tenis oynamak
- balık avlamak
- manzarasıyla ünlü yerleri ziyaret etmek
- bot veya sürat teknesiyle gezmek
- kültürel etkinlik/konsere gitmek
- organize gemi turuna katılmak
- yerli halkı tanımak
- restoranlarda yemek
- yerli yemekleri tatmak
- organize kısa gezilere katılmak
- atla dolaşmak
- güneşlenme veya diğer etkinlikler
- su sporları (sörf, su kayağı, yelkenli...)
- fotoğraf, film çekmek
- arkadaş/akraba ziyaretleri
- gece eğlencelerine katılma (disko, dans,...)
- arkeoloji yönünden enteresan yerleri ziyaret
- dağlık ve ormanlık yerleri ziyaret
- gazino'da kumar oynamak
- diğer

5. Kıbrıs'ta ziyaret ettiğiniz yerlerde ne gibi eksiklikler gördünüz? Daha fazla görmek istediklerinizi lütfen işaretleyiniz:

- piknik alanları
- kamp alanları
- uydu televizyon yayınları
- tuvaletler
- çeşmeler
- plajlar
- bölge ile ilgili daha fazla bilgi
- turizm bilgi merkezi
- diğer

6. Bir tatil yerine gidişinizi planlamanızda etken olan faktörlerin sizin için ne kadar önemli olduğunu aşağıdaki listede lütfen işaretleyiniz

	ÇÖ	Ö	ÖD	HÖD
	Çok önemli idi	Önemli idi	Önemli değildi	Hiç önemli değildi
Ülkemdeki iş ve isteklerden uzaklaşma	ÇÖ	Ö	ÖD	HÖD
Eski güzel zamanları yeniden canlandırma	ÇÖ	Ö	ÖD	HÖD
Değişik ve yeni yaşam şeklini tatma	ÇÖ	Ö	ÖD	HÖD
Değişik yemekleri tatma	ÇÖ	Ö	ÖD	HÖD
Önemi tarihi yerleri ziyaret etme	ÇÖ	Ö	ÖD	HÖD
Özgürce, istediğim gibi davranma	ÇÖ	Ö	ÖD	HÖD
Heyecanlı bir ortam	ÇÖ	Ö	ÖD	HÖD
Daha sade bir hayatı deneme	ÇÖ	Ö	ÖD	HÖD
Ailece birlikte olma	ÇÖ	Ö	ÖD	HÖD
Yeni kişilerle tanışma	ÇÖ	Ö	ÖD	HÖD
Ülkemden uzak da olsa, kendimi evimde gibi hissetme	ÇÖ	Ö	ÖD	HÖD
Arkadaş/tanıdıkların daha önce gitmediği bir yer	ÇÖ	Ö	ÖD	HÖD
Geri ülkeme dönünce tatilimden bahsedebilme	ÇÖ	Ö	ÖD	HÖD
Rahat/huzurlu, güvenilir bir yer	ÇÖ	Ö	ÖD	HÖD
Eğlendirilmek ve eğlenme	ÇÖ	Ö	ÖD	HÖD
Az zamanda bir çok yer görebilme	ÇÖ	Ö	ÖD	HÖD
Kendimi bulma	ÇÖ	Ö	ÖD	HÖD
Akraba ve arkadaş ziyareti	ÇÖ	Ö	ÖD	HÖD
Ailemin geldiği yerleri ziyaret etme	ÇÖ	Ö	ÖD	HÖD
Fiziksel olarak aktif olma	ÇÖ	Ö	ÖD	HÖD
Çok yoğun olan işimden uzaklaşma	ÇÖ	Ö	ÖD	HÖD
Serbest olup birşeyle uğraşmama	ÇÖ	Ö	ÖD	HÖD
Düşürülmüş uçak/otel fiyatlarından yararlanma	ÇÖ	Ö	ÖD	HÖD
Karşı cinsten insanlarla tanışma	ÇÖ	Ö	ÖD	HÖD

BÖLÜM III- GELECEK İÇİN PLANLARINIZ

1. Gelecek iki yıl içinde Kuzey Kıbrıs'ı ziyaret etmek ister misiniz?
 - a. muhakkak
 - b. belki
 - c. sanmıyorum
 - d. hiç sanmıyorum
2. Kuzey Kıbrıs'ı bir tatil yeri olarak ziyaret etmelerini akraba veya arkadaşlarınıza tavsiye edecek misiniz?
 - a. muhakkak
 - b. belki
 - c. küçük bir ihtimal
3. Diğer bulunduğu ülkelerle karşılaştırınca, Kıbrıs'daki otel ücretleri nasıldır?
 - a. çok daha ucuz
 - b. daha ucuz
 - c. hemen hemen aynı
 - d. daha pahalı
 - e. çok daha pahalı
4. Genelde Kuzey Kıbrıs beklediğinizden:
 - a. çok daha kötüydü
 - b. biraz daha kötüydü
 - c. farklı değildi
 - d. biraz daha iyiydi
 - e. çok daha iyiydi
5. Bu ziyaret/tatil zaman ve çabanıza değdi mi?
 - a. kesinlikle değmedi
 - b. değmedi
 - c. tam değdi
 - d. daha fazla değdi
 - e. kesinlikle değdi
6. Tümüyle, Kuzey Kıbrıs'taki tatilinizden memnun kaldınız mı?
 - a. çok memnun kaldım
 - b. memnun kaldım
 - c. memnun kalmadım
 - d. hiç memnun kalmadım

7. Aşağıdakileri lütfen değerlendiriniz

Bu ziyareti çok beğendim	1	2	3	Bu ziyaretimden memnun kalmadım;
Yine geleceğim				Bir daha gelmiyeceğim
Geçirdiğim en güzel tatillerdendi	1	2	3	Çok kötü bir tatil geçirdim

8. Ziyaret ettiğiniz benzeri ada ve ülkelerle karşılaştırdığınız zaman Kuzey Kıbrıs sizce:

- çok daha iyi
- biraz daha iyi
- aynı
- biraz daha kötü
- çok daha kötü
- benzeri bir tatil yerinde bulunmadım

9. Kendi ülkenizle karşılaştırıp aşağıdakileri değerlendirin. Sizce Kuzey Kıbrıs'ın daha mı pahalı, aynı mi, daha mı ucuz olduğunu işaretleyin:

	daha ucuz	aynı	daha pahalı
Restoranlar
Otel
Araba kiralama
Eğlence masrafı
Gezi yerleri (tarihi yerleri gezme...)
Alış-veriş
Yiyecek ve içecekler

BÖLÜM IV- SİZİNLE İLGİLİ SORULARIMIZ

Lütfen bize kendinizi tanıtır:

1. Yaşınız.
2. Cinsiyetiniz:
 - a. Kadın
 - b. Erkek
3. Tahsil seviyeniz?
 - a. ilkokul
 - b. biraz lise
 - c. lise mezunu
 - d. teknik okul
 - e. biraz üniversite
 - f. üniversite mezunu
 - g. master
 - h. doktora
4. Aşağıdakilerden hangisi size uygundur?
 - a. Bekar
 - b. Evli, çocuksuz
 - c. Evli, çocuklu
 - d. Orta yaşlı aile (çocuklar evden ayrıldı)
 - e. Kadın veya adam emekli olmuş aile
 - f. Diğer (lütfen yazınız)
5. Bir yılda yaklaşık olarak toplam geliriniz nedir?
.....
6. Ülkenizdeki diğer ailelere nazaran geliriniz:
 - a. daha düşük
 - b. hemen hemen aynı
 - c. daha yüksek
7. Medeni haliniz nedir?
 - a. Bekar
 - b. Evli
 - c. Ayrılmış
 - d. Dul

8. Hangi ülkedensiniz?

- a. Almanya
- b. Fransa
- c. Türkiye
- d. İtalya
- e. İngiltere
- f. Amerika
- g. Diğer

9. Yaşadığınız ülkenin hangi bölgesindensiniz?

- a. taşra
- b. küçük kasaba
- c. kasaba (1,000-5,000 nüfuslu)
- d. küçük şehir (5,000-50,000 nüfuslu)
- e. orta büyüklükte şehir (50,000 - 1 milyon nüfuslu)
- f. büyük şehir (1 milyon üzeri nüfus)

10. Kuzey Kıbrıs'ta tatil yapmanın hangi yollarla geliştirilebileceği konusunda görüş ve önerileriniz varsa lütfen aşağıya yazınız.

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VITA

Nurdan F. Yavuz, was born in Cyprus on June 19, 1970. Her educational background includes a B.A. in Speech Communication in 1992 from Macalester College, St. Paul, Minnesota. Presently she is completing the requirements for the M.S. degree in Hospitality and Tourism Management at Virginia Polytechnic Institute and State University.