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Tourists' Perception and Satisfaction of Shopping in Alanya Region: A Comparative Analysis of Different Nationalities

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Abstract

Alanya is one of the most popular holiday destinations and famous seaside resorts in southern Turkey; on account of this, about 6,5% of all tourists from different countries are on vacation in 2008 (Directorate of Antalya Culture and Tourism, 2009). Acquiring and retaining tourist necessitates providing complete tourist satisfaction from travelling to hotels' service quality. Tourist shopping has played one of the critical roles for improving satisfaction in any touristy destinations. Thus, the primary purposes of this study and analysis are to (1) understand how well touristic stores in the Alanya destination respond to the needs of their tourists, (2) reveal tourists' perception towards shopping in Alanya, (3) compare the German, Russian, Dutch, Swedish, Turkish, Norwegian, British, Ukrain, Danish, Polish, Austrain and others tourists' perception and satisfaction level of shopping tested by the one way ANOVA, (4) recognize which elements of touristic stores' offer need enhancement, and finally (5) define strategies to improve overall tourist satisfaction. According to survey results and analysis conclude that although tourist are satisfied from shopping stores, there are statistically significant differences tourist satisfaction and perception of shopping in Alanya by nations of tourists. The differences in tourist satisfaction and perception of the different nations are interesting. The conclusions from this anaysis help decision takers to increase tourist and shopping satisfaction by revising and developing education programs for seller, store managers and store owners in Alanya.

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1. Introduction

With growing competition in the global tourism industry, from hotel managers to government official are now searching for new strategies for the growing both their domestic and international tourists. In the global tourism industry, increased competition for tourists has spurred many countries, cities and organizations to specialize in developments that will give them an edge over their competitors. One way to achieve this is to embark on a marketing image that depicts a destination as unique and distinctive (Pawitra and Tan, 2003).

One of the key measures of whether companies are fulfilling their customer needs or not is the level of customer satisfaction. The valuation of customer perceptions relating to tourist shopping allows

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management to modify strategies and increase shopping satisfaction, which influences the choice of destination and the decision to return. Thus, tourist satisfaction is assumed as one of the crucial elements for a superior advantage or a distinctive image, as it influences the choice of destination and the decision to return (Ellis and Marino, 1992; Yoon and Uysal, 2005). Thus, enhancing customer satisfaction should be one of all destinations' primary functions and a prerequisite for the development of a strategy leading to a destination's enhanced attractiveness and its competitive positioning (Dmitrovic et al, 2009; Pearce, 1997). The purposes of this study are to expose tourists' perception towards shopping in Alanya, compare the different nationalities and offer restructuring strategies to improve overall tourist satisfaction. Thus, the concepts of customer satisfaction, tourist satisfaction in the tourism industry, tourism potential in Alanya destination are explained. The survey results conducted on tourists to measure their satisfaction level from shopping in Alanya are presented, and what are the differences among tourist satisfaction in terms of their nationalities are compared.

2. Customer Satisfaction

From both the theoretical and the empirical perspectives, customer satisfaction is the key to companies' competitiveness and can be considered the essence of success in today's highly competitive world of business (Bitner and Hubbert, 1994). Most of the managers have been placing significant attention on customer satisfaction to increase their profitability and market share (Bhote, 1996). However, customer satisfaction is the key factor for companies to retain their customers, build customer loyalty and gain more profits (Reichheld, 1996) and battle for competitive differentiation (Su, 2004).

In the literature, satisfaction is simply defined as the global evaluation that the consumer makes after a purchase (Campo and Yagüe, 2009). Churchill and Surprenant (1982) defined satisfaction as an outcome of purchase and use resulting from the buyer's comparison of the rewards and costs of purchase in relation to the anticipated consequences. Maybe, "an evaluation of an emotion" is the shortest definition by Hunt (1977). Although different ones may be added to these definitions, consensus is sufficient regarding the key role of satisfaction for all industries from patient satisfactions in health industry to customer satisfaction in electronic retailing (e-tailing) industry and decision-makers as it leads to intention to (re)purchase, to willingness to pay more, and willingness to recommend goods/services to others (Yi and La, 2003; Yu and Dean, 2001; Barutçu, 2010; Garbarino and Johnson, 1999; Soderlund, 1998; Fornell et al., 1996; Anderson et al., 1994; Fornell, 1992; Johnson and Fornell, 1991). Otherwise, dissatisfaction may occur and lead to negative behavior, such as customer complaining behavior which ultimately affects retention rates (Campo and Yagüe, 2009).

Customer satisfaction is often defined as the customers' post-purchase comparison between pre-purchase expectation and performance received (Oliver, 1980). According to Zeithaml et al. (1990), customer satisfaction is based on the balance between customers' expectations and customers' experiences with the products and services. They also indicated when a company was able to lift a customer's experience to a level that exceeds that customer's expectations, then that customer would be satisfied. Oliver (1999) defined customer satisfaction as an evaluation of the perceived discrepancy between prior expectations and the actual performance of the products or services. Pizam and Ellis (1999) defined consumer satisfaction as a psychological state that involves the feeling of well-being and pleasure that results when obtaining what was expected from a product or a service. Kotler (2000) defined customer satisfaction as a customer's feelings of pleasure or disappointment resulting from comparing the product's perceived performance in relation to customers' expectations. Kim et al. (2003) emphasized that customer satisfaction was a post-purchase attitude formed through a mental comparison of the product and service quality that a customer expected to receive from an exchange. Customer satisfaction is also important in the tourism industry.

3. Tourist Satisfaction in the Tourism Industry

The tourism industry consists of a number of different industries including the travel, hospitality, entertainment and shopping etc. Tourist satisfaction is a vital issue to provide managerial guidance for

tourism industry (Dmitrovic et al., 2009). Moreover, tourist satisfaction is not only an essential element for maintaining long-term relationships with tourists but also affects intentions to return, reputation (Ryan et al., 1999) and trust (Selnes, 1998). Enhanced tourist satisfaction may lead to increased revenues and profits for service providers. Thus, recognizing and understanding the cognitive and behavioral consequences of satisfaction has important implications for destination management (Dmitrovic et al., 2009). In other words, tourist satisfaction has an important role in planning marketable tourism products and services for destinations and its assessment must be a basic parameter used to evaluate the performance of destination products and services (Yoon and Uysal, 2005). For almost all destinations, tourist satisfaction is considered as one of the most important sources of competitive advantage (Fuchs and Weiermair, 2004; Buhalis, 2000). Therefore, tourist satisfaction monitoring may also help managers; to identify strategic objectives at the destination level, to prepare tactical and operational plans, and to increase the competitiveness of a given destination (Dmitrovic et al., 2009; Lee et al., 2008; LeHew and Wesley, 2007; Turner and Reisinger, 2001; Heung and Cheng, 2000; Soderlund, 1998; Lee et al., 2008; Hui et al., 2007; Pawitra and Tan, 2003; Huang and Xiao, 2000; Heung, 2000; Pizam et al., 1978). Furthermore, improvements in tourist satisfaction have come about better management for tourists, regarding better reservations, better signage, new customer care courses, and the installation of other information provision (Augustyn and Knowles, 2000).

By reason of the key role of tourist satisfaction in sustainable competitive advantage of any destinations, it is not so difficult to see numerous researches aimed to measure tourist satisfaction and its antecedents in the tourism literature (Dogan et al. 2010; Serroto et al., 2009; Lee et al., 2008; Hui et al., 2007; Pawira and Tan, 2003; Kozak 2001a; Kozak, 2001b; Reisinger and Turner, 200; Huang and Xiao, 2000; Baker and Crompton, 2000; Heung, 2000; Soderlund, 1998; Tribe and Snaith, 1998; Pizam and Jeong, 1996; Hallowell, 1996). For example, Dogan et al. (2010) stated that Russian tourists are more satisfied than German tourists with Alanya's recreation facilities, cleanliness and modernity; however, German tourists are more satisfied than Russian tourists with the cheapness of the city. Serrato et al. (2009) stated about 12 potential variables that may influence the global satisfaction of tourists; hospitality and friendliness of people, quality of lodging facilities, environmental and cultural preservation, quality of the gastronomy, availability of fun and leisure activities, tourist information, public security, urban cleanliness, noise in tourism areas, signs for tourism sites and services, infrastructure developed for tourism, and fair prices. Their regression analysis results for 1986 surveys indicated that the most important variable influencing global satisfaction of tourist was the hospitality and friendliness of people followed by fair prices. Gastronomy, the quality of lodging, and fun and leisure activities also showed some influence on global satisfaction, but a lower level. On the other hand, Cracolici and Nijkamp (2008) indicated two types of factors due to the results of their study for tourists' evaluation of the quality of tourist facilities and attributes in a destination. Aktas et al., (2009) carried out in 2007 for satisfaction of tourist visiting Alanya, variables influencing tourists' overall satisfaction with their holiday were grouped under three titles: destination facilities, accommodation services, and incoming travel agency services. Their research findings indicated that the model accounted for 22% of the variance in German tourists' satisfaction whereas dimension of accommodation services was the strongest predictor, followed by incoming travel agency services, and destination facilities. Thus, measuring tourist satisfaction is one of the most critical analysis used to band together information regarding tourists' feelings of a destination. In sum up, one of the crucial elements of successful tourism marketing is tourist satisfaction. In order to improve tourist satisfaction, shopping satisfaction plays very important role.

4. Tourism Potential in Alanya Destination

Alanya is a resort in Antalya, and it's situated in the 135 km east coast of Antalya Gulf on the Anatolian Peninsula. Apart from the beach and the sea of course there are a number of caves of interest to visitors. Following the arrivals of Germans in the late 1950s, Alanya met with tourism (Aktas et al., 2007). Today, Alanya has become one of the most important tourism destinations of Turkey with its 6.5%

share in total, approximately 150.000 beds in 668 hotels and annual tourism receipts exceeding \$1 billion in 2009. Moreover, there is a steady increase in tourist number of Alanya, Antalya and Turkey, except 2006 and 2009. Due to global crisis, Antalya met with a decrease of 3,55% in tourist numbers.

At present, Germans, Russians, Dutch, Swedish and Ukrainian are some of the largest groups visited Antalya and Alanya. Contrary to Germans, there is a steady increase in the number of Russians visiting Antalya and Alanya for last five years (Doğan et al., 2010; Directorate of Antalya Culture and Tourism, 2009; Economics Report of Alanya Chamber of Commerce and Industry, 2008). Moreover, some tourists from different countries have bought real estate, after that, get residence permits in the Alanya. Therefore, Alanya is one of the famous destinations in the European tourists.

5. Research Methodology

Tourists' observations, criticisms and recommendations are a respected source of ideas for service quality improvements and innovations in any destination. The purpose of this survey is to develop a framework for determining the drivers of tourist satisfaction and measuring their satisfaction level from touristic stores in Alanya-Turkey. This information could be used to define problems of touristic shopping in Alanya destination. Therefore, a questionnaire survey was designed so as to test the following alternative hypotheses:

H₁: Tourists are satisfied with shopping in Alanya.

H₂: Tourists have positive perceptions towards shopping in Alanya.

H₃: There are differences between tourists' nationalities and satisfaction level from shopping in Alanya.

H₄: There are differences between tourists' nationalities and perceptions towards shopping in Alanya.

The data were collected through a questionnaire designed by the authors (Pawitra and Tan, 2003; Kozak, 2001; Echtner and Ritchie, 1991; Fuchs and Weiermair, 2003) and 1937 questionnaires were answered in the face to face survey in all shopping areas from clothing to souvenirs shops. The data analysis utilizes the 1910 usable surveys from the study. Demographic survey part of the questionnaire is composed of 7 variables. On the second part of the questionnaire, there are 15 variables to measure the degree of tourist satisfaction. In this study, tourist satisfaction of tourism shopping is just analyzed. The instrument consisted of the perceptions of tourism shopping questions answered on a 1-5 likert scales labeled "strongly disagree" (1) and "strongly agree" (5), and responses for tourist satisfaction questions were made on 1-5 likert scales labeled "exactly dissatisfied" (1) and "exactly satisfied" (5) at each extreme. SPSS 16.0 was used for statistical analysis. One way ANOVA analyze and assess the differences among tourists in terms of their nationalities. In the ANOVA, Tukey's test for post hoc comparisons was also chosen because all couples of means are being compared.

5.1. Research Findings

1910 questionnaires were analyzed with using SPSS program. Table 1 presents characteristics of the sample. Among the 1910 respondents, 33,8% were German, 17,6% were Russian, 8,2% were Dutch, 9,1% were Turkish, and 6,2% were Swedish. Thus, German tourists are approximately one-third of the sample, Russian tourists are approximately one-sixth of the sample and Dutch tourists are approximately one-eighth of the sample.

Table 1: The respondents' nationalities

Nationalities	Frequency	Percent (%)
German	646	33,8
British	65	3,4
Ukrain	33	1,7
Dutch	156	8,2
Russian	336	17,6
Norwegian	70	3,7
Danish	61	3,2
Polish	51	2,7
Austrian	15	,8
Swedish	119	6,2
Turkish	174	9,1
Other	184	9,6
Total	1910	100,0

As seen in Table 2, eight relevant attributes categories through which drivers from touristic shopping store attempt to satisfy tourist are identified as from trustworthy of sellers to seller behaviours to customers. In hypotheses H_{1x} , tourist satisfaction levels from each driver were respectively analyzed by using one-sample T-test. According to the test results, tourists are satisfied transportation to shopping areas ($t=11,376$, $p<0,05$), payment varieties of shops ($t=6,869$, $p<0,05$), knowledge of sellers about product and service ($t=4,714$, $p<0,05$) and product scale of shops ($t=4,195$, $p<0,05$).

Table 2: Tourist satisfaction from shopping

Drivers of tourist satisfaction from shopping*	Test Value = 3,50			
	Mean	Std. Deviation	t	Sig. (2-tailed)**
	a. Trustworthy of sellers	2,95	1,197	-18,406
b. Clean and tidy shops	3,48	1,057	-,921	,357
c. Transportation to shopping	3,80	1,051	11,376	,000**
d. Knowledge of sellers about product and service	3,63	1,152	4,714	,000**
e. Product scale of shops	3,61	1,077	4,195	,000**
f. Payment variety of shops	3,70	1,135	6,869	,000**
g. Knowledge of foreign language of sellers	3,37	1,123	-4,582	-
h. Seller behaviours to customers	3,33	1,275	-5,461	-

* Scale: (1) exactly dissatisfied, (5) exactly satisfied

** $p < 0,05$

In contrast, tourists are not satisfied with knowledge of sellers' foreign language ($t=-4,582$, $p>0,05$), seller behaviours to customers ($t=-5,461$, $p>0,05$) and trustworthy of sellers ($t=-18,406$, $p>0,05$) as much as the other variables. Apart from cleanness of shops ($t=-,921$, $p>0,05$), most of tourists are not satisfied with sellers' behaviours. They indicated that their product information, behaviours and reliabilities were dissatisfactory. Thus, results revealed that, on the one hand, a large majority of tourists are satisfied with shopping in Alanya, on the other hand, a large majority of tourists are dissatisfied with sales person behaviours (Table 4). As a result, In terms of transportation to shopping, knowledge of sellers about product and service, product scale of shops and payment variety of shops, the alternative hypotheses such as H_{1c} , H_{1d} , H_{1e} and H_{1f} " H_1 : Tourists are satisfied with shopping in Alanya" are accepted.

Respondents were asked to state their perceptions on 15 items representing shopping in Alanya region. The hypotheses H_{2x} are also separately tested. According to the fifteen statements for perception of shopping in Alanya, the tourists have seven positive statements of fifteen. According to one sample T-test, tourists are content of shopping that they did ($t=26,703$, $p<0,05$), they thought that sales person is kind ($t=12,775$, $p<0,05$), they are content of the quality of goods ($t=15,299$, $p<0,05$), they go to different stores so as to compare the prices ($t=17,424$, $p<0,05$), they prefer the shops that local people shop ($t=8,886$, $p<0,05$), they rather local shops to shopping centers ($t=5,590$, $p<0,05$), they like the way of welcoming customers ($t=9,505$, $p<0,05$). Therefore, most of the tourists have positive perceptions towards shopping in Alanya, and some alternative hypotheses such as H_{2a} , H_{2b} , H_{2e} , H_{2f} , H_{2g} , H_{2h} , H_{2i} , and H_{2n} “ H_2 : Tourists have positive perceptions towards shopping in Alanya” are accepted.

Table 3: Perceptions of shopping in Alanya

Perceptions' statements of shopping in Alanya*	Test Value = 3,15			
	Mean	Std. Deviation	t	Sig. (2-tailed)**
a. I am content of shopping that I did	3,86	1,095	26,703	,000**
b. Sales person is kind	3,52	1,169	12,775	,000**
c. My confidence to sellers is improved after shopping	3,17	1,146	,635	,526
d. Every product has price labels	2,24	1,324	-27,678	-
e. The information about shopping chances is sufficient	3,18	1,161	1,102	,271
f. I am content of the quality of goods	3,50	1,063	13,376	,000**
g. I go to different stores to compare the prices	3,71	1,236	18,175	,000**
h. I prefer the shops that local people shop	3,31	1,212	5,202	,000**
i. I rather local shops to shopping centers	3,24	1,221	2,929	,003**
j. I care the advices of travel agencies	3,02	1,358	-3,702	-
k. I hesitate to do shopping from local shops	2,75	1,234	-12,645	-
l. I shop from good brands	2,99	1,374	-4,390	-
m. I have difficulties using Turkish Lira	2,18	1,462	-23,973	-
n. I like the way of welcoming customers	3,35	1,342	5,900	,000**
o. There are sex discriminations by sellers	2,99	1,459	-4,444	-

* Scale: (1) strongly disagree, (5) strongly agree

** $p<0,05$

In contrast, their confidence to sellers are not improved after shopping ($t=,635$, $p>0,05$), they think that every product had no price labels ($t=-18,703$, $p>0,05$), the information about shopping chances are insufficient ($t=1,102$, $p>0,05$), they do not care the advices of travel agencies ($t=-3,702$, $p>0,05$), they hesitate to do shopping from local shops ($t=-12,645$, $p>0,05$), they have difficulties using Turkish Lira ($t=-18,731$, $p>0,05$), they do not want to shop from good brands ($t=-4,390$, $p>0,05$), and they think that sellers make sex discrimination for tourists ($t=-,292$, $p>0,05$). Thus, some of the tourists have negative perceptions towards shopping in Alanya, and some alternative hypotheses such as H_{2c} , H_{2d} , H_{2e} , H_{2j} , H_{2k} , H_{2l} , H_{2m} and H_{2o} “ H_2 : Tourists have positive perceptions towards shopping in Alanya” in terms of confidence to sellers, price labels, shopping chances, the advices of travel agencies, shopping from local shops, difficulties using Turkish Lira and sellers' sex discrimination are rejected (Table 3). Although, apart from some sellers' behaviours, tourists are satisfied with shopping in Alanya, it is also important to compare the differences between tourists' nationalities and satisfaction level from shopping. Therefore, the hypotheses H_{3x} are separately tested. According to one-way ANOVA testing, there are some significant differences among tourists' nationalities and satisfaction level from shopping. The results of the descriptives and Tukey's helped to see exactly which were significantly different as following.

As seen in Table 2, although tourists generally are not satisfied with knowledge of sellers’ foreign language, seller behaviours to customers’ trustworthy of sellers and cleanness of shops as much as the other variables, there are some significant differences in all drivers of tourist satisfaction from shopping (Table 4). For example, Ukrainian, Swede and Turkish tourists have the least trust towards sellers; however, Russian, German and Danish tourists have confidence in sellers. In terms of the cleanness of shops, Ukrainian, Russian and Polish tourists find the shops clean. In contrast, Turkish, Dutch and Austrian tourists do not find the shops clean in Alanya. In terms of the availability transportation to shopping areas, British, German and Russian tourists are more satisfied than Norwegian, Austrian, Turkish and Ukrainian tourists. In terms of sellers’ knowledge of products and services, Swedish, Dutch and German tourists are less satisfied than Russian and Ukrainian tourists.

Swedish, Turkish and British tourists think that the product scales of shops are very low. In contrast, Polish, Ukrainian and German tourists do not. In terms of the payment varieties of shops, Russian and Ukrainian tourists are more satisfied than Swedish, Turkish, Dutch and Danish tourists. The sellers’ knowledge of foreign language is more satisfactory for Russian and Polish than for Austrian, Dutch and Danish tourists. In terms of sellers’ behaviours, Russian, Ukrainian, Danish and German tourists are more satisfied than Swedish, Dutch and Turkish tourists. Thus, the results reveal that the satisfaction levels from shopping in all drivers are changeable in terms of respondents’ nations, thereby confirming all H_{3x} hypotheses “ H_3 : There are differences between tourists’ nationalities and satisfaction level from shopping in Alanya” (Table 4).

Table 4: Comparison of tourist satisfaction with Alanya by nationalities

Drivers of tourist satisfaction from shopping *	F	Sig.
a. Trustworthy of sellers	5,586	,000**
b. Clean and tidy shops	5,200	,000**
c. Transportation to shopping	3,757	,000**
d. Knowledge of sellers about product and service	11,887	,000**
e. Product scale of shops	3,348	,000**
f. Payment variety of shops	10,459	,000**
g. Knowledge of foreign language of sellers	2,758	,002**
h. Seller behaviours to customers	8,218	,000**

* Scale: (1) exactly dissatisfied, (5) exactly satisfied

** $p < 0,05$

As seen in Table 3, although tourists have positive and negative perceptions of shopping in Alanya, there are some significant differences in all positive and negative perceptions of shopping (Table 5). In relation to one-way ANOVA, Descriptives and Tukey’s testing, there are some significant differences all perceptions except for the way of welcoming customers for shopping. The results showed no significant differences between tourists’ nationalities and perceptions towards the way of welcoming customers for shopping. All tourists from different nations have similar perceptions, and they do not like the way of welcoming customers ($p > 0.05$), thereby rejecting hypotheses H_{4n} .

Table 5: Comparison of perceptions of shopping in Alanya by nationalities

Perceptions' statements of shopping in Alanya*	F	Sig.
a. I am content of shopping that I did	7,054	,000**
b. Sales person is kind	8,098	,000**
c. My confidence to sellers is improved after shopping	4,627	,000**
d. Every product has price labels	3,119	,000**
e. The information about shopping chances is sufficient	2,577	,003**
f. I am content of the quality of goods	8,383	,000**
g. I go to different stores to compare the prices	3,217	,000**
h. I prefer the shops that local people shop	2,905	,001**
i. I rather local shops to shopping centers	4,864	,000**
j. I care the advices of travel agencies	6,073	,000**
k. I hesitate to do shopping from local shops	5,682	,000**
l. I shop from good brands	11,697	,000**
m. I have difficulties using Turkish Lira	4,532	,000**
n. I like the way of welcoming customers	1,620	,087
o. There are sex discriminations by sellers	6,132	,000**

* Scale: (1) strongly disagree, (5) strongly agree

** $p < 0,05$

Conversely, there are significant differences in positive and negative perceptions of shopping. For example, Russian, Ukrainian and German tourists are more content of shopping that they did than Turkish, Norwegian and Swedish tourists. Russian, Ukrainian, Danish and German tourists think that sales persons are more helpful. In contrast, Turkish, Swedish and Dutch tourists think that sales persons are less helpful, and they have more negative perceptions towards sales assistance. On the one hand, British, Russian and Austrian tourists' confidence to sellers are improved after shopping; on the other hand, Turkish, Polish and Ukrainian tourists' confidence to sellers are decreased. Swedish and Ukrainian tourists do not sight price labels for every product. Polish, British and German tourists sight them. According to Norwegian, Turkish and Austrian tourists, the information about shopping chances is not sufficient. In contrast, German, Russian and Ukrainian tourists think the information about shopping chances is sufficient. Swedish, Turkish, Norwegian and Danish tourists are not satisfied of the quality of goods. Contrariwise, Russian, Ukrainian and German tourists are not satisfied of the quality of goods. British, German and Danish tourists want to visit different stores so as to compare the prices. To visit different stores so as to compare the prices are less preferred by Ukrainian, Norwegian and Russian tourists. British, Turkish and Polish tourists preferred the shops (Bazaar) that local people do shopping than Austrian, Russian and Ukrainian tourists. British, Turkish and Polish tourists prefer local shops to shopping centers. As comparing Russian Ukrainian and Turkish tourists, Polish, Austrian and British tourists are more sensitive the advices of travel agencies. Polish, Dutch and Danish respondents hesitate to do shopping from local shops. Turkish, Russian and Ukrainian respondents prefer to shop from good brands. British, German, Austrian and Polish respondents have more difficulties using Turkish Lira than Ukrainian and Russian. British, Ukrainian, Russian and Danish respondents think that sellers make more sex discrimination among tourists. Consequently, as the statistics make clear that apart from H_{4n} hypotheses, other H_{4x} hypotheses " H_4 : There are differences between tourists' nationalities and perceptions towards shopping in Alanya" are accepted (Tablo 5).

6. Conclusion

Understanding and measuring tourist satisfaction is one of the greatest importances for the tourism industry because satisfied tourists tend to transfer their positive experience to other potential tourists and want to visit same region or otel repeatedly. Besides, assessment of tourist satisfaction relating to such shopping attributes allows decision takers to modify strategies and increase shopping satisfaction (Ellis and Marino, 1992). Thus, developing successful destination marketing, management strategies and quality improvements programs requires measuring their tourist satisfaction, identifying the problems and focusing on the right solution methods. In this research, Descriptives Analysis, Independent-samples T-test and one-way ANOVA are used to determine tourists' shopping satisfaction and perception, and significance differences are found on the perception of shopping based on the tourist nationalities.

Tourism shopping is a preferred activity for tourists and the shopping stores responds tourists' needs and wants. According to survey results, touristic stores in the Alanya do not respond to the needs of their tourists largely. On one hand, respondents' tourists are satisfied transportation to shopping areas, payment varieties of shops, knowledge of sellers about product and service and product scale of shops. On the other hand, they are dissatisfied with sales person behaviours. Moreover, respondents' tourist have negative perceptions about the confidence to sellers, price labels, shopping chances, the advices of travel agencies, shopping from local shops, difficulties using Turkish Lira and sellers' sex discrimination. According to one-way ANOVA, there are some significant differences among tourists' nationalities and satisfaction level from shopping. Generally, Russian, Ukrainian and German tourists presented higher satisfaction, and their satisfaction level were more than Austrian, Dutch, British, Swedish and Turkish tourists' satisfaction. Thus, Russian, Ukrainian and German tourists' perceptions of shopping environments are higher than Norwegian, Swedish, Danish, Turkish and Dutch tourists.

This information about differences among tourists' nationalities and satisfaction level from shopping is very important for developing an education program for store owners, managers and sellers. Thus, they need a special education program about customer relationship, consumer behavior, life time customer value, the importance of tourist satisfaction and the improvement of shopping quality etc. This education plan should be offered to all touristic stores. Moreover, this education program should be also customized with the result of the one-way ANOVA. Sellers and owners of stores should attend this education programs and get the certificate of trustworthy sellers. Without this certificate, they should not work in any touristic stores. Likewise, Alanya Governor, Alanya Municipality and Alanya Chamber of Commerce and Industry should develop and apply shopping quality and satisfaction improvements plans. In the further researches, (1) the relationship between shopping satisfaction and revisit intentions to Alanya region should be explored, (2) the differences between tourists' shopping satisfaction level and the types of stores like clothing, souvenirs, food, etc, where they are shopping should be examined, (3) the differences between the tourists' shopping satisfaction and their demographic variables should be analyzed, (4) shopping satisfaction and shopping quality improvements plans in Alanya destination should be discussed, and (5) similar researches should be implemented periodically to determine overall tourists' satisfaction level to create a sustainable competitive advantage in Alanya destination.

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