

**IBN HALDUN UNIVERSITY  
SCHOOL OF GRADUATE STUDIES  
DEPARTMENT OF AIR TRANSPORT MANAGEMENT**

**MASTER THESIS**

**HOW DOES AIRPORT BRANDING CONTRIBUTE  
TO CITY IMAGE:  
THE CASE OF ISTANBUL AIRPORT**

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**THESIS SUPERVISOR  
PROF. EKREM TATOGLU**

**ISTANBUL, 2022**

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**by**

**MARIYA OZAY**

**A thesis submitted to the School of Graduate Studies in partial  
fulfillment of the requirements for the degree of Master of Arts in  
Air Transport Management**

**THESIS SUPERVISOR  
PROF. EKREM TATOGLU**

**ISTANBUL, 2022**

APPROVAL PAGE

This is to certify that we have read this thesis and that in our opinion it is fully adequate, in scope and quality, as a thesis for the degree of Master of Science in Air Transport Management.

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This is to confirm that this thesis complies with all the standards set by the School of Graduate Studies of Ibn Haldun University.

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## ACADEMIC HONESTY ATTESTATION

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

Name and Surname:

Signature:

## ÖZ

### HAVALİMANI MARKALAŞMASI ŞEHİR İMAJINA NASIL KATKI SAĞLAR: İSTANBUL HAVALİMANI ÖRNEĞİ

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Bu araştırma, Nisan 2019’da açılan İstanbul Havalimanı örneğinden hareketle, turistlerin bir havalimanına yönelik marka algısı ile bir ziyaret sonrasında oluşturdukları şehir imajı arasında herhangi bir bağlantı olup olmadığını ortaya çıkarmak amacıyla yapılmıştır. Araştırma örneklemini İstanbul Havalimanı’nı ziyaret eden Rusya Federasyonu’ndan gelen turistlerden alınmıştır. Anketi toplam 106 kişi yanıtlamıştır.

Rusya Federasyonu’ndan gelen turistlerin İstanbul şehri ile ilgili imajını ve onlar için özellikle önemli olan şehrin ve havalimanının markalaşmasının temel özelliklerini ölçmek için bir anket yapılmıştır. Son olarak, havalimanı markalaşmasının kalitesi ile şehrin algılanan imajı arasındaki bağımlılık değerlendirilmiştir.

Veriler, IBM SPSS programı tarafından tanımlayıcı istatistikler, bağımsız ve çift örneklem t-testleri, faktör analizi, korelasyon matrisi ve regresyon analizi ile analiz edilmiştir.

Araştırma, İstanbul’un Rus turistler arasında çok güçlü bir olumlu imaja sahip olduğunu ortaya koymuştur. Faktör analizi, hem İstanbul şehrinin hem de İstanbul Havalimanı’nın nitelikleri için anlamlı grupları ortaya çıkarmıştır. Regresyon

modelleri, Őehir algısı ve havaalanı algısının anlamlı bağımlılıđını ortaya koymuŐtur. Bu durum, havalimanının markaŐlama özelliklerinin Őehrin imajı üzerinde önemli bir etkiye sahip olduđunu ifade etmemizi sađlamıŐtır.

**Anahtar Kelimeler:** Havalimanı MarkaŐlaması, İstanbul, İstanbul Havalimanı, Őehir İmajı.

## ABSTRACT

### HOW DOES AIRPORT BRANDING CONTRIBUTE TO CITY IMAGE: THE CASE OF ISTANBUL AIRPORT

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The present research was conducted to find out if there is any connection between tourists' branding perception of an airport and the image formed of the associated city after a visit, based on the case of Istanbul Airport, which opened in April 2019. The research sample was drawn from tourists from the Russian Federation who visited Istanbul Airport. A total of 106 respondents answered the questionnaire.

A survey was conducted to measure the image of Istanbul held by tourists from the Russian Federation and the main attributes of the city's and airport's branding that are particularly important for them. Finally, the dependence between the quality of the airport branding and the perceived image of the city was evaluated.

The data were analyzed by the IBM SPSS program through descriptive statistics, Independent and pair sample t-tests, factor analysis, correlation matrix, and Regression analysis.

The research established that Istanbul has a very strong positive image among Russian tourists. The factor analysis revealed the significant groups for the attributes of both Istanbul city and Istanbul Airport. Regression models showed the meaningful dependence of city perception and airport perception. This allows us to state that the branding attributes of the airport have a significant influence on the image of the city.

**Keywords:** Airport Branding, City Image, Istanbul, Istanbul Airport.

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Mariya Ozay

İSTANBUL, 2023

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## LIST OF SYMBOLS AND ABBREVIATIONS

|        |   |
|--------|---|
| ATM    | Automated teller machine                  |
| cont.  | Continued                                 |
| e.g.   | For example                               |
| et al. | And others                                |
| etc.   | Et cetera                                 |
| IBM    | International Business Machines           |
| MBA    | Master of Business Administration         |
| N      | Number                                    |
| Ph.D.  | Doctor of Philosophy                      |
| Sig.   | Significance                              |
| SPSS   | Statistical Package for Social Sciences   |
| Std.   | Standart                                  |
| UNWTO  | United Nations World Tourism Organization |
| Vol.   | Volume                                    |

# CHAPTER I

## INTRODUCTION

Tourism is growing rapidly from year to year. According to the World Tourism Organization (UNWTO), international tourist arrivals (overnight visitors) worldwide grew 4% in 2019, totalling 1.5 billion, based on data reported from destinations around the world. 2019 was another year of strong growth, although slower compared to the exceptional rates of 2017 (+6%) and 2018 (+6%). Demand was slower mainly in advanced economies and particularly in Europe.

All regions have shown an increase in arrivals. The Middle East (+8%) led growth, followed by Asia and the Pacific (+5%). International arrivals in Europe have increased by 4% as well as Africa, while the Americas saw growth of 2%. [<https://www.unwto.org/world-tourism-barometer-n18-january-2020>]. 2020, forecast as the year of growth by UNWTO, did not show any positive dynamic due to the COVID-19 pandemic.

The competition between countries, cities and regions for incoming tourists continues to grow and this is, even more, the case as destinations join the post-pandemic battle for incoming travelers. In order to be an attractive destination, it is no longer enough simply to provide good service. Tourists are seeking new emotions and experiences - something different. With new technologies and ways of traveling, the variety of places which are visited has greatly expanded. Now people can reach more places from year to year. The destinations, therefore, have a lot of work to do. Places need special marketing, branding and strategy to create and develop the image they would like to have in the eyes of travelers.

Creating an image for a place is far from easy. To begin with, there will be no image of the place. The city takes form, content and meaning in peoples' minds. People

“meet” and understand cities by accepting their perceptions and processing those perceptions into their understandable image of the city.

While international tourism has been increasing significantly every year, building a differentiated destination image has become crucial for cities. To become a preferred destination, a city should differentiate its image from competitor destinations. The first step in this process is to understand the current image that visitors have of it.

Transportation plays a crucial role in relation to the importance of tourism and a place’s branding. According to Lamb and Davidson (1996), transportation is one of the three fundamental components of tourism. Without good transportation facilities, it is almost impossible to talk about a place having an excellent image.

Many countries look towards tourism as a key source of income generation, particularly international visitors who bring foreign exchange to the region. Thus, adequate transport infrastructure is a prerequisite for receiving, accommodating, and processing those visitors and a well-designed infrastructure can be the basis for the development of a tourism destination. In this regard, airports and their quality become very important in tourism development and the image of the destination.

Istanbul Airport and the city of Istanbul constitute the focus of our study. Istanbul Airport is a new modern hub that was built to replace the former Ataturk Airport and take over the main part of all flight operations to Istanbul. It has become the new gateway to Turkey: the country’s representative and visiting card. As airports are the first and last impression which tourists visiting the country receive (Martin-Cejas, 2006), the importance of the image and passengers’ perception of the new hub is very considerable. In order for an airport to be successful, it is now not enough for an airport simply to be well situated.

As an extremely new, modern and large hub, open for operations in April 2019, Istanbul Airport is an appropriate setting for research, as there is a paucity of research regarding the airport and its impact on city branding.

In order to manage the destination image of a city such as Istanbul, it is necessary, to begin with, to clarify the city's perceived image. This will enable the opportunities and threats for the city's destination image to be clarified. Describing the perceived image allows the destination to set the perceived image alongside the ideal image and progress in terms of building and improving the destination's desired image. The process of managing and differentiating the destination image will thus be properly established. This is why this study focuses on gaining an understanding of the perceptions around Istanbul's destination image and the connection between the image and the features of the airport. It is intended that the study will provide useful data for further research and also contribute to further strategic work in relation to Istanbul's destination image. Although there are several studies on the branding of Istanbul as a city, there is no research on the correlation between the airport and the city, given that nowadays the airport has become the most important aspect of transportation marketing in Turkey.

Tourists from Russian Federation were chosen as the sample for the study. On January 31, 2020, the Turkish Statistical Institute (TUIK) published data showing that Turkey received 51.9 million visitors in 2019, 13.7 percent more than the year before. 86.2 percent of the visitors were foreigners from a number of different countries and the remaining 13.8 percent were Turkish citizens living overseas. Istanbul, the city most visited in the country and a famous tourist center, was the most popular destination, with nearly 15 million tourists.

As regards the nationalities of the foreign visitors during the above period, the newspaper 'Hurriyet' reported that Russia had the largest share, with 15.6 percent - some 7 million visitors – during the year in question, followed by Germany (11.2 percent or 5 million) and Bulgaria (6 percent or 2.7 million). Russia remains one of the main incoming markets for the Turkish Republic and at the same time, Turkey is the first outgoing destination for Russian tourists.

Relying on the perceptions of tourists from the Russian Federation, one of the biggest markets for the Turkish tourism industry, the present study seeks to answer the following questions:

- a) How do Russian visitors perceive Istanbul Airport?

- b) What image does the city of Istanbul have among Russian tourists?
- c) Do frequent visitors have a better perception of the city of Istanbul than infrequent ones?
- d) How do various airport-branding attributes contribute to Russian tourists' perceived brand image of the city of Istanbul?

## **CHAPTER II**

# **LITERATURE REVIEW AND RESEARCH FRAMEWORK**

### **2.1. Prior Research on City Branding**

In recent times, global economic development and fast urbanization have led to more serious competition between countries and cities keen to attract public resources, a talented workforce, policy support, and private investment. This phenomenon has contributed to and stimulated the development of the new approach of ‘city branding’ or ‘place branding’. Place branding and its meaning have developed, in terms of definition and breadth, over the last 40 years.

At the present time, many cities brand themselves with attractive labels, such as eco-city, smart city, science city, and so forth. Some of them use brands simply to try to add something new to their image rather than change. Others simply use advertising and events to promote their name, focusing on city marketing rather than engaging in the development and implementation of potentially disruptive and far-reaching policies following the goals of city branding.

Many studies have attempted to conceptualize the construct of a city image among tourists and residents through the development of a scale. Gilboa et al. (2015), in their study of city images, analyze the image components and develop a common measurement scale by examining the examples of Rome, Jerusalem, and Trieste. In their paper, Green et al. (2016) reviewed studies of city branding and summarized the main findings. They also viewed and highlighted the waves that historically have taken place in researching this topic. Zenker and Braun (2017) raised the question of the equity of the city-branding model for different target groups and cities. They paid a large amount of attention to brand communication and proposed that the place or city brand can be seen as a system of several sub-brands for each target group.

Zavattaro (2012), studying city branding and place marketing, outlined four phases of city image and set out proposals on how to develop it in terms of communications and final results. Han, et al. (2018) dedicated their study to the branding of China's Northeastern region cities. They analyzed the connection between economic and environmental factors taking place in the region in relation to city branding. Kavaratzis (2008) devoted his Ph.D. to the topic of the correlation between city branding and city image. He investigated and analyzed the most valuable aspects of city branding and the gaps therein by looking at three cities: Amsterdam, Budapest, and Athens.

### **2.1.1. Definition of City Branding**

Vanolo (2008) has defined city branding as a complete set of activities aimed at establishing and maintaining a positive city image and conveying this information to different target groups via materials and events of varying sizes. Blain et al. (2005: 331) built on the definition developed by Ritchie and Ritchie (1998) and defined destination branding as the marketing activities (1) that support the creation of a name, symbol, logo, word mark, or other graphic that both identifies and differentiates a destination; (2) that convey the promise of a memorable travel experience that is uniquely associated with the destination; and (3) that serve to consolidate and reinforce the recollection of pleasurable memories of the destination experience, all with the purpose of creating an image that influences consumers' decisions to visit the destination in question, as opposed to an alternative one.

Cities aim to increase their positive visibility, image and visitors' loyalty. They create and apply relevant city-branding attributes to reach the desired effect. They do this by highlighting their attractive features and strong sides, associating themselves with remarkable terminology, and using images and logos that stay in the memory. They have also increased their range of strategies in this area by using a great variety of attractive city labels, such as eco-cities, cities, smart cities, low carbon, science cities, and others.

City branding, which is a case of place branding, is more complex and wide than product branding due to the specificity of the cities as multi-dimensional objects

evoking a great range of impressions and perceptions depending on people, time and other conditions.

### 2.1.2. The Components of City Branding

The components of city branding can differ a lot from study to study as there is no strict determination of the number and names of the constructs. Each researcher adds his view and uses his logic.

S. Gilboa et al. (2015) examined thirty-nine academic studies published from 2001 to 2013 in the area of city branding and made a summary of the components and their cited frequency. In the table below the frequency of the usage of items is shown. The most popular are history and heritage (53% of usage), culture, economy, entertainment, and nightlife (47% of usage). They are followed by infrastructure, shopping centers, the environment, recreational activities, and housing.

Green et al. (2016) have dedicated their efforts to summarizing the components of city branding used in different works during recent years. They underline also that the choice of the actual components depends on the purpose of the study. The wide overview of the components of a city brand identified in previous studies can be seen in the table below.

**Table 2.1. City Branding Components in Previous Studies**

| Source           | Dimensions of city branding   |
|------------------|---|
| Hankinson (2004) | Activities and facilities, Business tourism, History, Heritage and culture, Ambience, Main economic activity<br>External profile, Accessibility, People characteristics, International reputation, Economic development, Industrial environment |
| Laaksonen (2006) | Observation level, Evaluation level, Atmosphere level   |
| Anholt (2006)    | Presence, Place, Pulse, People, Potential, Prerequisites  |

**Table 2.1 (cont.)**

|                      |  |
|----------------------|--|
| Sahin (2008)         | Attractions, Appealing tourist amenities, Tourist friendliness, Local fest and getting around, Quality of physical environment, The ease of local transportation |
| Kavaratzis (2008)    | Landscape Strategies, Behavior, Organizational Structure, Infrastructure   |
| Zenker et al. (2009) | Urbanity and diversity, Nature and recreation, Job chances, Cost efficiency  |
| Zenker (2011)        | Characteristics, Inhabitants, Business, Quality, Familiarity, History  |
| Lucarelli (2012)     | Events and activities, History and heritage, Process and institution, Artefacts and spatial planning, Graphics and symbols                                       |
| Maden et al. (2012)  | Quality of experience, Attractions, Value/Environment, Feelings generated by the beauty of historic-cultural heritage, The atmosphere or mood expected           |

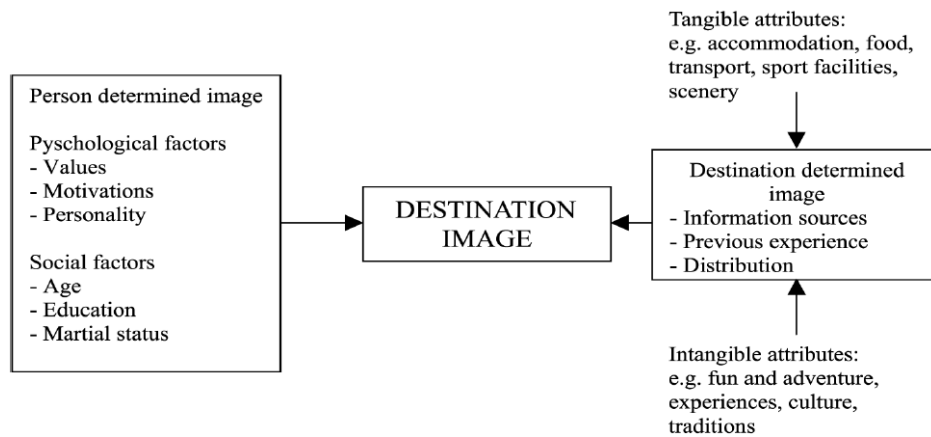
### **2.1.3. Research on City Image**

City brand image is built by everything the person learns about the city. This includes the city's prototypical products, its salient communication (whether it is managed or not), and finally the people we meet.

Destination image was defined very accurately by Lawson and Baud-Bovy (1977): "the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place". The city takes its form, content, and meaning in peoples' minds. People "meet" and understand cities by accepting their perceptions and processing those perceptions into their understandable image of the city.

Place image is formed finally from both the attributes of the city's brand and the individual perception of a person. In general, city branding, as applied in practice, is focused on the creation of a favorable image or the change of a negative or

indifferent image of the city. Baloglu (1999), who researched Istanbul, considered that a destination image is a summary of the Destination determining image and Person determined image. In the same way, the Destination determined image is a summary of the tangible attributes and intangible attributes as stated by Maden et al. (2012).



**Figure 2.1. The Formation of Destination Image**

Source: Maden et al. (2012)

The same approach is taken by Kapferer (2011). He assumed that a brand is made up of two aspects: a tangible and an intangible part, both being of course tied together intimately into a value proposition. The scheme set out by Maden et al. (2012) and described above was chosen as a reference point to create the model for the present study.

#### **2.1.4. Research on the Image of Istanbul**

Istanbul is a very large, cosmopolitan city that attracts thousands of tourists every year and is increasingly often the subject of research. In the last twenty years, many studies have been carried out into the image of Istanbul.

Maden et al. (2012) surveyed foreign visitors to Istanbul and drew conclusions regarding tourists' perception of the city's image and the factors that most influenced their view of Istanbul. Safak (2008) measured the brand personality and destination image of Istanbul. He conducted a survey of a sample of 334 tourists visiting Istanbul and compared the perceived image and personality factors across different

nationalities. Baloglu (2001) studied the relationship between the image of Turkey and the familiarity of visitors as among non-visitors, first-time visitors, and repeat visitors. Safak and Baloglu (2011) focused on the same topic using both qualitative and quantitative methods. The study showed that first-time visitors from different geographic and cultural backgrounds have different perceptions of the brand personality and image of Istanbul. The researchers proposed a customized approach which would enable cities to manage their brand image differently for different countries. Uner et al. (2006) aimed to determine the image created in the foreigners' view of the city of Istanbul. They found that there is a positive correlation between the willingness to participate in cultural events and willingness to go to Istanbul. These visitors were also inclined to visit alternative destinations. Secilmis and Unluonen (2009) proposed that one of the most important things for tourists while traveling is safety. They wanted to draw attention to safety in tourism by determining whether Istanbul is perceived as safe by tourists and suggested further planning on the topic. As an example, they paid attention to the importance of education on tourism safety; increasing the number of information points for tourists, and collaboration with other countries which have an outgoing tourism flow to Turkey.

## **2.2. Prior Research on Airport Branding**

Apart from the cities, airports work in a very competitive environment. Airport branding has become an essential feature of a successful airport. Airport enterprises create their style, logo, and service standards to form the right image in the eyes of the customers.

Martin-Cejas (2005) conducted research on service-quality in Gran Canaria airport, underlining that the first and last perception of quality in a tourist destination takes place at the airport. This essential service has to be provided at a reasonable standard; otherwise, its poor quality will detract from the overall experience. Nghiem-Phua and Suterb (2017) researched McCarran airport in Las Vegas. Through examining a sample of 427 passengers' online reviews, they tried to identify the attributes of an airport brand and the feelings it provides for users. They also drew conclusions about the correlation between the attributes of an airport and the city's brand name. They found attributes that correlate more with city names mentioned in the reviews.

Kefallonitis and Kalligiannis (2019) in their research tried to answer the question of what are the unique characteristics of an airport's brand-specific role. They identified a variety of roles of airport branding and specified some important features, especially for millennials, such as an airport having an active social-media account; having specific art zones, and having unique objects. Bogicevica et al. (2017) examined the availability of airport technologies used by passengers during their airport stay and explored how passengers' evaluations of airport technologies indirectly affect their overall satisfaction with the airport. They confirmed that the adequate application of the technology would contribute greatly to overall passenger satisfaction with their airport stays. Figueiredo and Castro (2018) conducted research on RIOgaleao airport in Brazil. Their paper aimed to analyze the impact of the airport's branding strategies on the passenger experience, recognizing that the airport is an important part of the overall tourist experience. They used the branding structure of Tse (2009) from one of the previous research papers.

### **2.2.1. The Concept of Airport Branding**

An airport is an infrastructure object providing entry and departure for air traffic. Its key role is to sell aeronautical services and facilities to airlines, passengers, residents, and other customers (e.g., terminals, catering, runways, parking, and shopping) (Kasarda, 2008). Alternatively, according to Freathy and O'Connell (1999), especially in recent times, airports are leisure attractions and destinations in their own right. From this perspective, an airport is also a place for entertainment and shopping (Adey, 2007). Many airports can be considered works of art in and of themselves, such as Incheon International Airport and Raleigh-Durham International Airport (Fentress, 2010). Additionally, airports can be regarded as a type of large shopping center, where fashionable and tax-free products are available (Crawford and Melewar, 2003). From a tourism perspective, airports are the first and last point of visitors' contact with a destination.

The importance of airport branding itself has become very important nowadays. Airports have to be logical, comfortable, modern, easy and have good infrastructure. Airport branding can influence not only the traveler's perception of an airport but also the perception of the destination itself. Certain airports in the world have

managed to create rather strong brands in the air-transport industry. They have achieved it by making a structured plan of forming the desired image in collaboration with local authorities, government and national institutions and local carriers.

Airport branding helps in creating a sense of place and increases loyalty among passengers, making them choose the airport for their journey. Airport brands often become synonymous with quality of service, choice of retail stores, access to premium passenger lounges, choice of food and beverages and other benefits that an airport may offer. Finally, loyalty to the brand transforms into passenger willingness to spend more time at the selected airport. The more time passengers spend at an airport, the higher their likelihood of an emotional affinity with an airport, building a stronger association with an airport brand and increasing revenue from airport services and stores.

Airport branding often incorporates certain cultural, historical, architectural, and artistic features of the local city. In this way, the arrival and departure point of a city (in this case an airport) becomes an ambassador and enhances the passenger experience.

### **2.2.2. The Components of Airport Branding**

The components of airport branding differ in studies as well according to the purpose of the research and the author’s point of view. A summary of some previous research has been conducted and the results are collected in the table below.

**Table 2.2. Airport Branding Components in Previous Studies**

| Source       | The components of airport branding   |
|--------------|--|
| Lemer (1992) | Comfort and divergent (activities, crowding, sound and noise, temperature and humidity, visual characters), Compactness (curb-to-gate distance/time, level changes), Cost (connection fee, departure fee, food and drinks), Delay (service time, waiting time), Service reasonableness (service justice, signage, spatial logic), Service reliability (connecting time, flight alternatives, required time before departure) |

**Table 2.2. (cont.)**

|                           |  |
|---------------------------|--|
| Rhoades et al. (2000)     | Baggage delivery, Connecting flights, Efficiency/speed of check-in, Food/beverage, Frequency/availability of flights and destinations, Ground transportation, Parking, Passport/customs, Shopping/retail service, Special services, Waiting for areas  |
| Yeh and Kuo (2003)        | Comfort ( ambience, cleanliness, congestion, lighting), Convenience (cash machines, money exchange, luggage carts, rental facilities, restaurants, shops, washrooms), Information visibility (clearness, frequency), Processing time (customs, immigration, luggage claim), Staff (courtesy, friendliness, helpfulness)  |
| Tam and Lam (2004)        | Primary facilities (boarding gate, check-in counters, entrance, immigrant), Secondary facilities (automated mover, auto teller machine or ATM, bank, cafeteria/bar, children play area, drinking fountain, duty-free shop, information board, information counter, Internet, lift, lost and found, lounge, money exchange outlet, non-duty-free shop, photo kiosk, prayer room, public telephone, restaurant, seats in a public area, seats in a restricted area, television, toilet, trolley) |
| Fodness and Murray (2007) | Diversion (decor, maintenance, productivity), Function (effectiveness, efficiency), Interaction  |
| Goh et al (2007)          | Airport amenities (bar/lounge, food court, retail/gift shop), Airport facilities and services (baggage claim, experience with terminal, parking, parking to terminal, shuttle service), Attractions and entertainment (attractions, dining, hotel, shopping)   |
| Correia et al. (2008)     | Check-in, Circulation, Concession, Curbside, Lounge, Orientation, Security environment, Security screening, Total time, Walking distance   |
| Liou et al. (2011)        | Comfort (cleanliness, congestion, lighting, walking distance), Convenience (cart, cash machines, money exchange, restaurant, shop, telephone and Internet, washroom), Courtesy of staff (friendliness, helpfulness), ICQ (baggage claim, customs and quarantine, immigration), Information visibility  |

**Table 2.2. (cont.)**

|                              |   |
|------------------------------|---|
|                              | (flight displays, guidance/sign/direction), Price (shops and restaurants), Security (courtesy, efficiency), Transportation (ground transportation, parking, rental facilities)  |
| Chou (2012)                  | Check-in, Customs inspection, Immigration process, Overall (e.g., art and exhibitions, cleanliness and lighting, information display, lifts/escalators/ moving walkways/conveyors/stairs, signpost)   |
| Jeon and Kim (2012)          | Ambient (circulation, humidity, light, noise, scent, temperature), Aesthetic (accessories, architecture, color, decoration, materials), Functional (arrangement, comfort, layout, signage, size, traffic flow), Safety (antiskid tool, fire equipment, hazard detector, safety sign), Social (other customers, service personnel: appearance, behavior, number) |
| Jiang and Zhang (2016)       | Essential airport items (carts/trolleys, parking, surface transport), Service items for comfort, convenience and enjoyment (baggage delivery, children's playing area, escalators/walkways), Services related to business travel and baby changing facilities (bank/ATM, baby changing facilities, business lounge)   |
| Figueiredo and Castro (2019) | Retail pricing strategies, selection of retail outlets, choice of food and beverage outlets, architectural layout and design, artwork, services and entertainment, service staff, logos and slogans.  |

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For the purposes of the present research, the reference model chosen is the model describing the components of airport branding as defined by the researchers who examined the case of RIOgaleo airport, Figueiredo and Castro (2019), which in turn followed the model conceived by Tse (2009). According to the latter, airport branding strategies must include the following elements: 1) the selection of food and beverage providers; 2) the selection of retail stores; 3) pricing strategies; 4) the architectural design and layout; 5) airport artwork; 6) services, entertainment, and amenities; 7) service staff; and 8) logos and slogans. This model can be seen in the following figure:



**Figure 2.2. Key Components of Airport Branding**

Source: Figueiredo and Castro (2019)

### 2.2.3. Istanbul Airport as a City and Country Gateway

Palhares (2002) states that a positive initial impression and good service are the beginning of an excellent tourist experience. A destination’s competitiveness and a tourist’s level of satisfaction depend on the set of attributes making up the product offered to the tourist. These are the elements that will shape the tourist's experience of the quality of the product. Airports have a gateway role and are thus extremely important and have a marked influence in terms of the experience of the tourist, including because of the fact that they attract new tourists to that destination.

According to Castro and Lohmann (2014), in the 91 airport vision statements worldwide analysed by them, tourism or a link with the airport’s local place or region was mentioned by the small number of 15 airports (16.5%). Considering that airports provide the first point of contact with a destination for a great proportion of travelers and will give the first impression of the anticipated quality of the stay in that area, this finding may seem unexpected (Martin-Cejas, 2006).

Work in the area of airport branding can help places/destinations to promote themselves from the very first point of contact, that is the gateway airports, with the

assistance of airport authorities. The Istanbul airport project had from the beginning a very strong orientation toward tourism.

- Global Hub Concept.

Airports' orientation towards tourism should be very clear. If not, airports may not position themselves as a gateway to a country or city. Istanbul Airport's official webpage shows that the airport positions itself as a global hub between Asia, Africa, and Europe. In addition, as a part of its branding strategy, the airport calls itself the "Meeting Point of the World". This is widely used in all communication channels. The Turkish Republic Ministry of Transportation published the Turkish Transportation and Communication Strategies, the "Turkey 2023" report, and this report emphasizes an "open aviation policy", a term that stipulates that airline transportation will be a key component of public transportation and that idle airports will be activated to create momentum in the aviation industry.

- Contribution to the culture of Turkey.

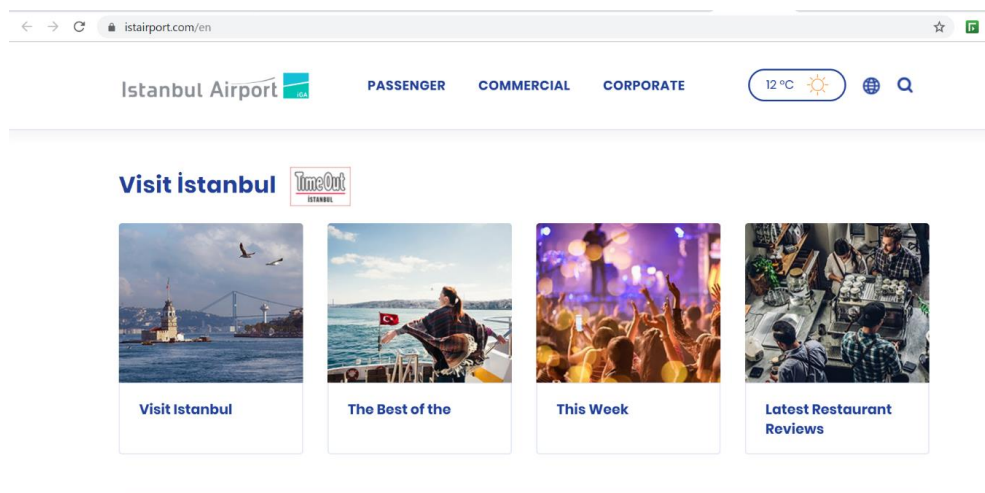
From the beginning, Istanbul airport was constructed with the idea of representing the culture of Turkey. Drawing its design inspiration from the Bosphorus and featuring a mix of distinguished brands as well as a modern retail concept, the Duty-Free area offers a pleasant shopping experience to travelers, both before and after their flights. The same approach has been taken with the new airport terminal in Abu Dhabi. It was inspired and designed according to the characteristics of the city's/emirate's natural landscape, including the terminal's rooftop – a wave-like roof giving the impression of rolling desert dunes, with the four themed areas (piers) representing the ocean, city, oasis, and desert.

Istanbul Airport takes travel comfort to the next level with a varied selection of services, while its cafes and restaurants offer a selection of tastes from Turkish and world cuisine. As Ahmad Azmi M. Ariffin and Mohd Fahmi Yahaya (2012) have observed, passengers are more impressed with an airport if the airport is physically and operationally designed based on national characteristics, identities, icons, or symbols. Since experiencing unique local cultures has been widely cited as the main

motivator for visiting a foreign country, passengers are more likely to be delighted with their trip if the airport is designed using the country's local characteristics.

According to the official Brand Strategy of Istanbul Airport, a major priority of the airport design is to contribute to the wider brand of the city and Turkey as a whole. Turkey has a rich history as an intersection of civilizations. This is evident in almost every aspect of the design. The airport is the place where the nation's values meet; and in turn where visitors from across the globe can meet. The airport design is intended to make a contribution to the brand improvement of Turkey by promoting its 81 cities and its capital.

The airport represents and promotes the city of Istanbul. The information about the destination can be found on the official web page of the airport.



**Figure 2.3. Istanbul Airport Web Page**

Source: [www.istairport.com](http://www.istairport.com)

Transportation is one of the most significant dynamics that affect the urban sprawl and image of Istanbul. From a perspective that focuses on the transformation of the transportation phenomenon in Istanbul, it is possible to interpret the formal change and sprawl of the city.

One of the reasons for a strong country promotion focus is the image of the country. According to Maden et al. (2012), Turkey is affected by negative stereotypes and

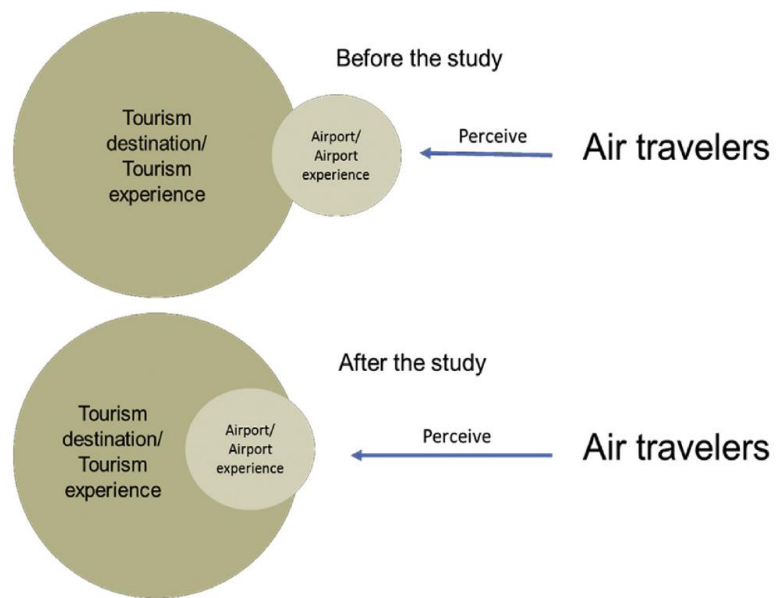
word of mouth. There are many factors that influenced the image of the country in this way. The main reasons are historical, religious, and geographical, with media also playing a big role. Negative perceptions can also come from identifying Turkish communities with the Ottomans and the wars that Turkey had in the past which created a particular image of Turks, associating Turkey with Islam, and assimilating it with other Muslim countries. According to Alvarez (2010), stories in the international media about Turkey often portray a negative point of view, mainly covering economic issues, Armenian, Cyprus, and Kurdish problems. Turkey is thus facing many problems with its international image and these also affect Istanbul.

### **2.3. Prior Research on Linking City and Airport Image**

Several researchers have focused in their studies on the connection between airports and tourism destinations themselves. They examine the influence that the quality of transport infrastructure can have on the image of a place.

Lohmann et al. (2008) have highlighted the importance of good infrastructure for a region's tourism development. To be successful with visitors, places need more than just a good location. They need, for example, well-designed and well-implemented air-transport policies and strategies to develop tourism. In relation to Singapore and Dubai, their study demonstrates how appropriate government investment and complex network infrastructure have changed hubs into destinations. An article by Castro and Lohmann (2014) investigated the presence of business and tourism-related elements in airport vision statements in relation to tourism. Research regarding the vision statements of 91 airports was conducted and content analysis was carried out to find evidence regarding the relationship between airport-branding strategies and the presence of tourism elements in their vision statements. Qualitative content analysis was used as the methodological tool. Wattanacharoensil et al. (2017) examined the question of how air travelers view their airport experience (AE) in relation to a tourist destination. They concluded that previous research had not paid much attention to the connection between airport experience and overall destination experience. A content analysis of passenger feedback from Skytrax data for 15 international airports was conducted. The authors underlined the importance of the airport experience in the overall perception of the destination.

Wattanacharoensil et al. (2017) note in their research the importance of passengers viewing their experience at the airport as a part of the whole journey. The figure below illustrates the shifting positions of airports from the perspectives of air travelers. The view of the passengers on the role of airports shows that they connect is strong with the destination and perceive an airport as an ambassador or representative of a place. In general, airports form the first and last impressions of a destination for local hosts and visitors.



**Figure 2.4. Perception of the Travelers on the Role of an Airport**

Source: Wattanacharoensil et al (2017)

Airport managers should give prior attention to service and quality to create a positive perception. Air travelers will compare airport performance with the destination slogan or image. Passengers can in fact see airports and tourism destinations as one thing, thus showing that airports are an integral part of the tourism mechanism.

It is thus desirable that joint work between tourism-marketing organizations and airport management should go further than the normal approach of setting up booths and exhibitions in airports. Destination marketing materials and in particular slogans should be well thought out and delivered. This will have more of an influence on air travelers than objects and displays.

The process of a city creating positive feelings for visitors must be based on positive imagery in the airport itself. This means effective joint working between the airport authority and the body controlling tourism for the city. It is possible for airports to play a bigger part in the promotion and delivery of tourist-related services in their related cities. Sponsorship or consultancy for activities in the airport may be provided by the city's tourism body. In this way, both side profit, in particular in relation to marketing and branding work.

#### **2.4. Research Questions**

The literature review and previous studies showed a lack of analysis of Istanbul Airport, especially from the point of view of image and marketing. There is also a lack of studies regarding the tourist's impression of the city of Istanbul and Istanbul Airport. Some studies looked at the tourist's evaluation of the city but there were no studies about Russian visitors, although this is one of the most important incoming markets for Turkey. Based on these reasons and taking into account the fact that the researcher could relatively easily make contact with Russian tourists, the following four main research questions were formulated in order to guide the study:

RQ1: Does Istanbul Airport have a positive image among Russian visitors?

RQ2: Does the city of Istanbul have a positive image among Russian visitors?

RQ3: Do frequent travelers have a better perception than infrequent travelers of the city of Istanbul?

RQ4: To what extent does the perception of the branding attributes of Istanbul Airport by Russian tourists contribute to their perception of the city of Istanbul?

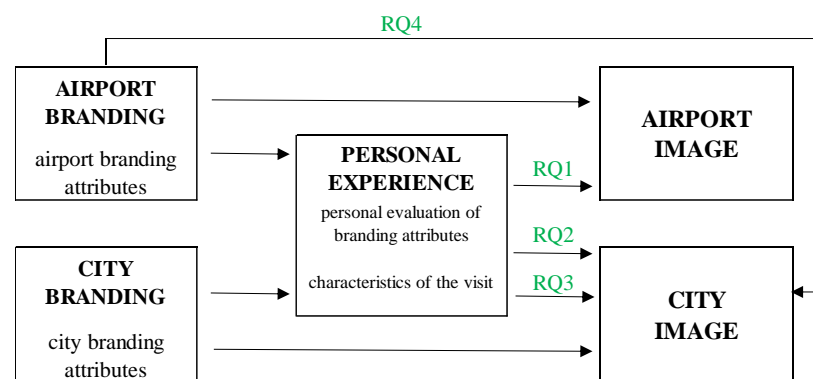
#### **2.5. Research Model**

After identifying the main research questions, the research framework was defined. The research model was adapted partly from the model of the Formation of Destination Image by Maden et al. (2012). The other ideas were taken from the work of Nghiem-Phea and Suterb (2018), who studied McCarran Airport and grouped the attributes into two categories: cognitive image (visible functional attributes,

psychological attributes, and mixed ones); and affective image (feelings). Based on the propositions above, the study model was created.

The attributes of city and airport branding consist of different aspects that influence the customers' perception. The perception directly forms the image of the city or airport. In total, 25 attributes of city branding and 23 attributes of airport branding were included in the analysis. Personal experience can be explained widely and includes pre- and post-travel perception, prior visit experience, and person-determined factors like demographic features. For the current study, the personal evaluation of branding attributes and characteristics of the visit were taken for detailed analysis.

The most interesting aspect of the study is the examination of the connection between the airport-branding attributes and the city image and the way one contributes to the other. One of the aims of this study is to find the answer to that question. The research model created by the researcher for the current study can be seen below.



**Figure 2.5. Research Model**

## **CHAPTER III**

### **METHODOLOGY**

#### **3.1. Research Instrument**

Due to the COVID-19 pandemic, an electronic questionnaire was chosen as the most relevant method of research. Restrictions on flights and contacts between people made it almost impossible to conduct face-to-face surveys. The final questionnaire was distributed online to the respondents as well as placed on the internet for visitors who wished to give their opinion on the topic and participate in the research survey. In total, 145 questionnaires were sent out and 106 respondents participated. It is important to mention that only those who had already visited the new Istanbul Airport by the time of the survey could participate. This limitation reduced the sample size.

A three-part questionnaire was created using previous research experience in the area of city and airport branding. Questions about Istanbul city formed the first part, including practical information about the trip made; sources of information used by travelers; expected and port-travel experience; and rating of main tourist destination quality characteristics. The second part was dedicated to Istanbul Airport and included an analysis of information sources used by visitors; overall impression; and rating of the main airport quality characteristics applying to Istanbul Airport. The third part included demographical questions for understanding the survey sample.

#### **3.2. Data Sources**

The collection of data is one of the key requirements for every piece of research carried out. Data is secondary when the information is taken from existing sources for analyses, and primary when an original questionnaire is developed and results obtained. A primary data source was selected to be used in the present research to

measure Russian tourists' perception of the image of Istanbul and Istanbul Airport. The electronic questionnaire was prepared and distributed. An example can be found in the Appendices.

As a visit to both Istanbul Airport and Istanbul city was the key criteria for the sample selection, the respondents were chosen individually. Tour companies that send tourists to Istanbul helped to find individuals who would respond to the survey. Specialized social-media groups were also used in the sample selection. The sample was determined and the questionnaire was sent individually to those who fulfilled the above criteria.

### 3.3. Sample and Data Collection

In total, 106 individuals participated in the survey and formed the sample.

No account was taken of where the respondents lived in Russia. The demographic profile of the respondents is presented in table 2. More females participated in the survey: 78.3% (83 individuals) as compared with males who comprised 21.7% (23 individuals) of the sample. Only five respondents had been educated to high-school level or below; 55.7% had bachelor's degrees, and 39.6% had postgraduate qualifications. The majority of the sample were individuals aged 25 – 49, forming 83.9% of the total. Almost half of the sample were married (55.7%), and the rest indicated single and other options. 83% of the sample were in full-time occupations.

**Table 3.1. Demographic Characteristics of the Sample of the Study**

|                        |                         | N = 106 | %    |
|------------------------|-------------------------|---------|------|
| <i>Gender</i>          | Male                    | 23      | 21.7 |
|                        | Female                  | 83      | 78.3 |
| <i>Education level</i> | High school or below    | 5       | 4.7  |
|                        | Bachelor's              | 59      | 55.7 |
|                        | Postgraduate (master's, | 42      | 39.6 |
|                        | Ph.D.)                  |         |      |

**Table 3.1. (cont.)**

|                               |                          |    |      |
|-------------------------------|--------------------------|----|------|
| <i>Age</i>                    | Equal to or less than 25 | 4  | 3.8  |
|                               | 25 – 34 years            | 40 | 37.7 |
|                               | 35 – 49 years            | 49 | 46.2 |
|                               | 50 – 65 years            | 11 | 10.4 |
|                               | Over 65 years            | 2  | 1.9  |
| <i>Marital status</i>         | Married                  | 59 | 55.7 |
|                               | Single                   | 42 | 39.6 |
|                               | Other                    | 5  | 4.7  |
| <i>Occupation</i>             | Unemployed               | 3  | 2.8  |
|                               | Part-time employed       | 2  | 1.9  |
|                               | Full-time employed       | 88 | 83.0 |
|                               | Self-employed            | 13 | 12.3 |
| <i>Income (rub per month)</i> | 30 000 or less           | 9  | 8.5  |
|                               | 31 000 – 50 000          | 13 | 12.3 |
|                               | 51 000 – 100 000         | 52 | 49.1 |
|                               | 101 000 – 300 000        | 26 | 24.5 |
|                               | Over 300 000             | 6  | 5.7  |

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The other part of the sample characteristic is data regarding previous visits to Istanbul. The respondents were divided into four categories (for some analytics, two large categories) as follows: visited Istanbul once; 2-3 times; 4-5 times; and more than 5. 21.7% of the responders had visited the city only once; 28.3% had visited 2-3 times; 13.2% had visited 4-5 times, and 36.8% more than 5.

The second important dimension is the duration of the trip. This can greatly influence the level of satisfaction and impression of the city. The responses were given as a few hours (13.2% - 14 individuals); 1-3 days (54.7% - 58 individuals); a week (23.6% - 25 individuals); and more than a week (8.5% - 9 individuals). The

accommodation was divided into those who had stayed in 3-4\* hotels (52 individuals and 49.1%); 5\* (33 individuals and 31.1%); apartments or houses (19 individuals and 17.9%); and hostels (2 individuals and 1.9%). In terms of companions during the trip, most gave family and relatives (34% of the sample), followed by friends (23.6%), and finally tour group and business colleagues. For the main purpose of the visit to Istanbul, most respondents chose relaxation and a new experience (in total, 75 individuals from 106). This reflects how they perceive the city according to how they intend to spend time there. Only 2.8% thought about Istanbul as a place of fun and 16% visited for business purposes. The results of tour-package usage also reconfirm the assumption of the small role of travel companies in visits to Istanbul by Russian tourists. In response to the question asking if they traveled in an organized group, only 13.2% answered YES and 73% mentioned that they were self-organized.

**Table 3.2. Key Characteristics of Tourist Visit to Istanbul**

|                                   |                   | N = 106 | %    |
|-----------------------------------|-------------------|---------|------|
| <i>Visit frequency</i>            | Once              | 23      | 21.7 |
|                                   | 2-3 times         | 30      | 28.3 |
|                                   | 4-5 times         | 14      | 13.2 |
|                                   | More than 5 times | 39      | 36.8 |
| <i>Visit Duration</i>             | Some hours        | 14      | 13.2 |
|                                   | 1-3 days          | 58      | 54.7 |
|                                   | A week            | 25      | 23.6 |
|                                   | More than a week  | 9       | 8.5  |
| <i>Type of accommodation used</i> | Hotel 5*          | 33      | 31.1 |
|                                   | Hotel 3-4*        | 52      | 49.1 |
|                                   | Apartments/house  | 19      | 17.9 |
|                                   | Hostel            | 2       | 1.9  |
| <i>Main purpose of the visit</i>  | Business          | 17      | 16.0 |
|                                   | Relaxation        | 36      | 34.0 |
|                                   | Fun               | 3       | 2.8  |

**Table 3.2. (cont.)**

|                                     |                            |    |      |
|-------------------------------------|----------------------------|----|------|
|                                     | New experience             | 39 | 36.8 |
|                                     | Other                      | 11 | 10.4 |
| <i>Travel companion on the trip</i> | Friends                    | 25 | 23.6 |
|                                     | Business Colleague         | 9  | 8.5  |
|                                     | Tour group                 | 13 | 12.3 |
|                                     | Family/relatives           | 36 | 34.0 |
|                                     | Alone                      | 23 | 21.7 |
| <i>Package tour usage</i>           | Yes                        | 14 | 13.2 |
|                                     | No, traveled alone         | 73 | 68.9 |
|                                     | Other                      | 19 | 17.9 |
| <i>Visit preparation assistance</i> | Travel agent/tour operator | 12 | 11.3 |
|                                     | Friends/family members     | 17 | 16.0 |
|                                     | Myself                     | 77 | 72.6 |

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In order to be able to give recommendations regarding the promotion of Istanbul, we tried to find out how people decided and planned to go to the city; who helped them to make the decision; and what was the role of the travel agencies. 72.6% of the sample answered that they had organized and planned the trip on their own; only 11.3% said that the travel agents had helped them; and 16% that were supported by friends and relatives.

Regarding the sources of the information that they had used before the trip and which had influenced their decision to visit, the respondents mentioned friends/family members as the most valuable factor that had made them travel. To the question of what extent the mentioned source influenced your decision, the respondents gave an average mark of 3.28 to factor number 4. We can also notice the very small role of travel agents and operators in the decision process (only 1.79) while the rest of the

sources, such as brochures/travel guides, tourism advertising campaigns, books/movies, and articles/news, showed more or less the same level of importance.

The same picture is seen when respondents were asked what influenced their perception of Istanbul before the visit and what has formed the vision of the city. Again friends/family members' opinion was the most important factor, with a mean score of 3.29, followed by two other significant factors: prior visit (3.18) and articles/news/internet (3.11).

**Table 3.3. Influence on the Pre-travel Perception of the City**

|  |                              | Mean |
|--|------------------------------|------|
| <i>To what extent the following sources have influenced on your the decision to visit Istanbul</i> | Friends / Family members     | 3.28 |
|  | Books / Movies               | 2.67 |
|  | Articles / News              | 2.55 |
|  | Brochures/travel guides      | 2.36 |
|  | Tourism advertising campaign | 2.20 |
| <i>To what extent the following sources have influenced your perception of the city</i>            | Travel agents/tour operators | 1.79 |
|  | Friends / Family members     | 3.29 |
|  | Prior visit                  | 3.18 |
|  | Articles / News / Internet   | 3.11 |
|  | Books / Movies               | 2.90 |
|  | Brochures / Travel guides    | 2.60 |
|  | Turkish acquaintances        | 2.58 |
| Travel agents/tour operators   | 1.87                         |      |
|  | Knowledge from school        | 1.83 |

*Notes:*

The mean is the average on a scale of 1 (= not at all) to 5 (= a lot)

N = 106

## CHAPTER IV

### RESULTS

#### 4.1. The Image of Istanbul Airport

The research question seeks to measure the image of Istanbul Airport among Russian tourists. As a first step, respondents were asked to give an overall mark on Istanbul Airport's image according to their opinion and personal experience. It may be seen from the table below that the majority of answers tended towards the positive, with a Mean of more than 9 (on a scale of 1 to 10). As answers, 5-7 are considered neutral and 8-10 are considered positive, it may be concluded that the sample had an overall positive perception of the image of Istanbul.

**Table 4.1. Perception of the Overall Image of Istanbul Airport**

|                                  | N   | Mean | Std. Deviation |
|----------------------------------|-----|------|----------------|
| <i>Image of Istanbul Airport</i> | 106 | 9.03 | 1.48           |

The assumption of the positive image of the Istanbul Airport is also supported by the readiness to recommend it as a transit point or point of arrival for the friends and relatives. A traveler who has had a good experience would normally like to repeat it on the next trip. 65.1% of the sample were extremely likely to choose Istanbul Airport again as a transit or arrival points and 73.6% extremely likely to recommend it. The average value of the readiness to use again was 4.56 as a choice for the next trip and 4.63 as a choice to recommend it.

**Table 4.2. Willingness to Reuse and Recommend Istanbul Airport**

|   | N   | Mean | Std. Deviation |
|---|-----|------|----------------|
| <i>Would you choose Istanbul Airport in the next trip</i>                       | 106 | 4.56 | 0.70           |
| <i>Would you recommend to choose Istanbul Airport to your friends/relatives</i> | 106 | 4.63 | 0.72           |

*Notes:*

The mean is the average on a scale of 1 (= not at all likely) to 5 (= extremely likely)

## **4.2. The Image of the City of Istanbul**

### **4.2.1. Perception of the Overall Image**

According to the research results, the overall image of the city of Istanbul was marked as 9.17 (on a scale from 1 to 10) among the responders answering question 17 of the questionnaire. As answers 5-7 are considered neutral and 8-10 are considered positive, it may be concluded that the sample had an overall positive perception of the image of the city of Istanbul.

It is also interesting to compare this result with the overall image of Turkey as a country. According to the responses, Istanbul creates a more positive impression and has a better image perception (mean 9.16) in the eyes of the sample than the country in general, which has a total mark (mean) of 8.92.

**Table 4.3. Perception of the Image (Istanbul, Turkey)**

|                              | N   | Mean | Std. Deviation |
|------------------------------|-----|------|----------------|
| <i>The image of Istanbul</i> | 106 | 9.16 | 1.30           |
| <i>The image of Turkey</i>   | 106 | 8.92 | 1.33           |

The positive image of the city in a traveler’s eyes makes the latter return and recommend it to other people for a visit. A negative experience means that people do not want to repeat it and have no intention of recommending it to their friends. The results of the question as to whether they would repeat their visit and recommend it to those close to them reconfirm the positive perception they had about the city. Readiness to visit Istanbul again showed a mean of 4.51 on a scale from 1 to 10 and readiness to recommend was 4.80.

**Table 4.4. Willingness to Revisit and Recommend Visiting Istanbul**

|  | N   | Mean | Std. Deviation |
|--|-----|------|----------------|
| <i>Would you visit Istanbul again in the next 2 years</i>                                  | 106 | 4.51 | 0.75           |
| <i>Would you recommend visiting Istanbul in the next 2 years to your friends/relatives</i> | 106 | 4.80 | 0.51           |

*Notes:*

The mean is the average on a scale of 1 (= not at all likely) to 5 (= extremely likely)

#### **4.2.2. Perception of City Branding Attributes**

The image of the city of Istanbul cannot be measured by a single definition in terms of an overall mark. According to the research model, it is necessary to determine the image of Istanbul by the perception of the features of city branding as well as personal experience. The survey questions regarding the perception of the attributes of the city branding are the key to understanding if the marks are positive. Respondents were asked to indicate on a 5-point Likert-type scale, ranging from “very poor” through “poor” to “good” or “excellent”, how they have found Istanbul’s main city-branding attributes.

As a result, the features were in general rated very high by the sample, as can be seen in the table below. The overall mean of all samples and all attributes is 4.30, which is

considered positive (bearing in mind that 1-2 is negative, 3 is neutral, and 4-5 is positive).

**Table 4.5. Perception of Istanbul Branding Attributes**

|  | Mean    |
|--|---------|
|  | N = 106 |
| Historical and cultural value                      | 4.78    |
| Climate of the place                               | 4.58    |
| Visa procedures and other governmental formalities | 4.58    |
| City atmosphere in general                         | 4.58    |
| Choice of food and beverage facilities             | 4.57    |
| Quality of local cuisine                           | 4.57    |
| Natural attraction                                 | 4.51    |
| Ease of pay in the city                            | 4.47    |
| Range of shopping facilities                       | 4.46    |
| Value for money spent                              | 4.44    |
| Number and quality of museums                      | 4.42    |
| Range of accommodation facilities                  | 4.41    |
| Hospitality of local residents                     | 4.41    |
| Friendliness of local residents                    | 4.35    |
| Quality of accommodation facilities                | 4.29    |
| Transport facilities                               | 4.25    |
| Price of goods                                     | 4.24    |
| Local tours/excursions                             | 4.17    |
| Availability of local festivals                    | 4.17    |
| Availability of walking zones                      | 4.06    |
| Availability of tourist information centers        | 3.98    |
| Ease of communication                              | 3.95    |
| Level of security in the city                      | 3.91    |
| Cleanliness of the city                            | 3.68    |
| Wireless internet in the city                      | 3.62    |

*Notes:*

The mean is the average on a scale of 1 (= very poor) to 5 (= excellent)

### 4.2.3. Influence of Personal Experience on Perception of Istanbul

A paired t-test was conducted in order to analyze pre and post-travel perception of the mood of Istanbul. The responders were asked to value the descriptive features which reflect the atmosphere of Istanbul in terms of their feelings before and after their visit. Most of the positive features scored higher following the visit. At the same time, features such as Conservative, Awful, Boring, Crowded, and Oriental scored lower. The most significant difference between the pre- and post-visit impression is the positive score for the descriptions Modern, Charming, Cosmopolitan, Cool, Lively, Beautiful, Huge, and Friendly.

**Table 4.6. Pre and Post-travel Perception of the Atmosphere of the City**

|                     | Difference<br>Mean | t     | Sig.<br>(2-tailed) |
|---------------------|--------------------|-------|--------------------|
| Traditional         | .066               | .55   | .59                |
| Chaotic             | -.13               | -1.07 | .29                |
| <b>Modern</b>       | -.70               | -5.26 | <b>.00</b>         |
| <b>Conservative</b> | .38                | 3.40  | <b>.00</b>         |
| <b>Lively</b>       | -.43               | -3.61 | <b>.00</b>         |
| <b>Huge</b>         | -.39               | -3.33 | <b>.00</b>         |
| <b>Beautiful</b>    | -.25               | -2.98 | <b>.00</b>         |
| Awful               | -.013              | -.19  | .85                |
| Strange             | -.14               | -1.44 | .15                |
| <b>Oriental</b>     | .33                | 3.09  | <b>.00</b>         |
| <b>Friendly</b>     | -.34               | -3.36 | <b>.00</b>         |
| <b>Charming</b>     | -.41               | -4.18 | <b>.00</b>         |
| Polluted            | -.11               | -.93  | .35                |
| <b>Exciting</b>     | -.39               | -3.51 | <b>.00</b>         |
| <b>Cosmopolitan</b> | -.49               | -4.14 | <b>.00</b>         |
| <b>Boring</b>       | .20                | 2.20  | <b>.03</b>         |
| Noisy               | -.11               | -.68  | .50                |
| <b>Cool</b>         | -.39               | -4.59 | <b>.00</b>         |
| Crowded             | -.05               | -.44  | .66                |
| <b>Fantastic</b>    | -.36               | -3.74 | <b>.00</b>         |

The results allow us to conclude that personal experience produces a positive effect on Russian visitors to Istanbul. After visiting, they gave much more positive marks for their evaluations of the descriptions of the city.

Taking into account the overall image, personal perception of city branding, and personal experience of the impression of the city, we can say that Istanbul has a rather positive image among Russian visitors. All three dimensions gave positive results. The overall image is 9.16 out of 10; the average mark for the attributes of city branding is 4.30, and the personal impression of the city is significantly positive.

### **4.3. Perception of Istanbul by Frequency of Visit**

It was pre-supposed that frequent visitors have a better perception of Istanbul than those who have visited it one, two, or three times. To find out if this assumption is correct, the sample was divided into two groups: those who have visited Istanbul 1-3 times (53 responders); and those who have visited Istanbul more than four times (53 responders). The SPSS Statistics program was then used to carry out an independent sample T-test.

Looking at the variables in the table, the higher marks in the overall image of Istanbul were given by more frequent visitors (9.34). It is important to identify whether the difference between the means of the two groups is significant. The level of the p-value (Sig.) is 0.34, which means that the difference is not significant in this case. In other words, it can be said that respondents gave a positive value to the overall image of Istanbul without significant difference whether they had visited it once or many times.

**Table 4.7. The Overall Image of Istanbul by Visit Frequency**

|                                | N  | Mean | Std. Deviation | Std. Error Mean | t     | Sig. |
|--------------------------------|----|------|----------------|-----------------|-------|------|
| Infrequent visitors            | 53 | 8.98 | 1.28           | .18             |       |      |
| Frequent visitors              | 53 | 9.34 | 1.30           | .18             |       |      |
| <i>Equal variances assumed</i> |    |      |                |                 | -1.43 | .34  |

*Notes:*

Infrequent visitors: visited 1-3 times, frequent visitors: visited 4 and more times

Moreover, if we analyze the scores for branding attributes from the respondents of the two groups, we see that those who had visited Istanbul more had put higher marks for most of the items.

**Table 4.8. Perception of City Branding Features by Visit Frequency**

|   | Infrequent visitors | Frequent visitors | t      | Sig. (2-tailed) |
|---|---------------------|-------------------|--------|-----------------|
| Range of accommodation facilities             | 4.30                | 4.51              | -1.673 | .097            |
| Quality of accommodation facilities           | 4.23                | 4.36              | -1.077 | .284            |
| <b>Choice of food and beverage facilities</b> | 4.40                | 4.74              | -2.856 | <b>.005</b>     |
| Quality of local cuisine                      | 4.47                | 4.66              | -1.475 | .143            |
| Transport facilities                          | 4.21                | 4.30              | -.701  | .485            |
| Local tours/excursions                        | 4.11                | 4.23              | -.835  | .405            |
| <b>Range of shopping facilities</b>           | 4.26                | 4.66              | -3.281 | <b>.001</b>     |
| <b>Price of goods</b>                         | 4.06                | 4.42              | -2.914 | <b>.004</b>     |
| Number and quality of museums                 | 4.42                | 4.42              | .000   | 1.000           |
| Ease of pay in the city                       | 4.47                | 4.47              | .000   | 1.000           |
| Historical and cultural value                 | 4.74                | 4.83              | -1.016 | .312            |
| <b>Natural attraction</b>                     | 4.32                | 4.70              | -2.585 | <b>.011</b>     |
| Climate of the place                          | 4.47                | 4.68              | -1.797 | .075            |

**Table 4.8. (cont.)**

|  |      |      |        |       |
|--|------|------|--------|-------|
| Level of security in the city                      | 3.92 | 3.89 | .232   | .817  |
| Hospitality of local residents                     | 4.34 | 4.47 | -.952  | .344  |
| Cleanliness of the city                            | 3.77 | 3.58 | 1.106  | .271  |
| Ease of communication                              | 4.06 | 3.85 | 1.164  | .247  |
| Friendliness of local residents                    | 4.28 | 4.42 | -.947  | .346  |
| Visa procedures and other governmental formalities | 4.64 | 4.51 | 1.007  | .316  |
| City atmosphere in general                         | 4.55 | 4.60 | -.460  | .647  |
| Value for money spent                              | 4.49 | 4.40 | .765   | .446  |
| Availability of local festivals                    | 4.06 | 4.28 | -1.405 | .163  |
| Availability of tourist information centers        | 3.98 | 3.98 | .000   | 1.000 |
| Availability of walking zones                      | 4.15 | 3.96 | .959   | .340  |
| Wireless internet in the city                      | 3.75 | 3.49 | 1.211  | .229  |

*Notes:*

Infrequent visitors: visited 1-3 times, frequent visitors: visited 4 and more times

#### **4.4. Investigating the Effect of Istanbul Airport Perception on the Perception of the City of Istanbul**

To understand the general perception of respondents regarding the influence of the quality of the airport on their impression of the city, the question was asked: How did your Istanbul airport perception contribute to your overall perception of the city of Istanbul? Answers were given on a scale of 1 to 10 and the average score was 8.57. The individuals in the sample by themselves supposed that the quality of the airport branding does have an influence on their perception of the city. Although the view of the respondents is very positive, we analyzed the answers to other survey questions to find out the reply by data analysis.

As has been explained, the variables of city branding are very different and can be grouped by some common features. Factor analysis was implemented to group the

attributes of the airport and city into factors and find out if they have any dependence and significant interaction.

#### **4.4.1. Exploratory Factor Analysis: Istanbul and Istanbul Airport**

25 The attributes of Istanbul city were selected and included in the research at the beginning of the present study. Using the SPSS Statistic program, factor analysis was performed to extract the main factors and group the variables. The KMO test of the analysis gave a result of 0.871 (more than 0.5) and showed that there were enough participants. Barlett's Test of Sphericity significance equaled 0.000 (less than 0.01). The eigenvalues above 1.0 showed that the dimensions were strong. After the factor analysis, five factors were left which are aimed at measuring the aspects of a visit:

*Value for tourism visit* (FACT\_CITY\_1) brings together the variables that contain the perception of the general impression of the city as a tourism destination (e.g. historical and cultural value, climate, value for money spent).

*Personal comfort* (FACT\_CITY\_2) explains the comfort of a visitor's stay in terms of safety, cleanliness, and communication with locals.

*Quality of tourism infrastructure* (FACT\_CITY\_3) gathers the attributes of range and quality of accommodation, transport, museums, and excursions - all that form the city's tourism infrastructure.

*Entertainment availability* (FACT\_CITY\_4) measures the presence and quality of recreation possibilities, such as festivals, walking zones, and wireless internet.

*Shopping quality* (FACT\_CITY\_5) shows the comfort of making shopping in terms of the range of products, their price, and ease of payment.

**Table 4.9. Exploratory Factor Analysis: Istanbul**

|  | Factor Loading | Eigenvalues | Explained Variance (%) |
|--|----------------|-------------|------------------------|
| <b><i>FACT_CITY_1: Value for tourism visit</i></b>           |                | 9.988       | 39.951                 |
| Historical and cultural value                                | .850           |             |                        |
| The climate of the place                                     | .728           |             |                        |
| City atmosphere in general                                   | .660           |             |                        |
| Natural attraction   | .714           |             |                        |
| Quality of local cuisine                                     | .518           |             |                        |
| Value for money spent  | .481           |             |                        |
| Choice of food and beverage facilities                       | .475           |             |                        |
| Visa procedures and other governmental formalities           | .660           |             |                        |
| <b><i>FACT_CITY_2: Personal comfort</i></b>                  |                | 2.149       | 8.595                  |
| Cleanliness of the city                                      | .784           |             |                        |
| Level of security in the city                                | .745           |             |                        |
| Ease of communication  | .687           |             |                        |
| Friendliness of local residents                              | .644           |             |                        |
| The hospitality of local residents                           | .556           |             |                        |
| <b><i>FACT_CITY_3: Quality of tourism infrastructure</i></b> |                | 1.586       | 6.344                  |
| Range of accommodation facilities                            | .727           |             |                        |
| Quality of accommodation facilities                          | .695           |             |                        |
| Transport facilities   | .456           |             |                        |
| Local tours/excursions                                       | .505           |             |                        |
| Number and quality of museums                                | .339           |             |                        |
| <b><i>FACT_CITY_4: Entertainment availability</i></b>        |                | 1.501       | 6.006                  |
| Availability of local festivals                              | .792           |             |                        |
| Availability of tourist information centers                  | .889           |             |                        |
| Availability of walking zones                                | .603           |             |                        |
| Wireless internet in the city                                | .511           |             |                        |
| <b><i>FACT_CITY_5: Shopping Quality</i></b>                  |                | 1.061       | 4.244                  |
| Range of shopping facilities                                 | .836           |             |                        |
| Price of goods   | .806           |             |                        |
| Ease of pay in the city                                      | .458           |             |                        |

*Notes:*

Principal component analysis with Oblimin with Kaiser normalization rotation

K-M-O Measure of Sampling Adequacy = 0.871

Barlett test of Sphericity = 0.000

The same approach was used for the analysis of the attributes of branding for Istanbul Airport. 23 items were selected for evaluation by the respondents. Significance by Barlett's test equaled 0.000 (less than 0.5) and was significant. Testing the factor analysis by KMO equaled 0.894 (more than 0.5). The cumulative summary percentage of the variance was 68.757, which can be considered a strong factor solution. The factor analysis helped to detect four factors:

*Quality of airport organization* (FACT\_APT\_1) helps to measure how smoothly the airport is organized in the opinion of the respondents. The attributes included are speed of passing formalities, ease of moving around the airport, and terminal construction usability.

*Quality of additional services* (FACT\_APT\_2) measures the quality and variety of additional services and zones at the airport such as children's rooms, smoking zones, power outlets, etc.

*Eating and shopping quality* (FACT\_APT\_3) provides an understanding of the perception of the variety, quality, and affordability of food and goods at the airport.

*Personal comfort* (FACT\_APT\_4) explains the convenience and simplicity of getting to the airport and communication while there.

**Table 4.10. Exploratory Factor Analysis: Istanbul Airport**

|   | Factor<br>Loading | Eigen<br>values | Explained<br>Variance<br>(%) |
|---|-------------------|-----------------|------------------------------|
| <b><i>FACT_APT_1: Quality of airport organization</i></b>                 |                   | 10.345          | 44.978                       |
| Ease of passing formality procedures                                      | .800              |                 |                              |
| Speed of formality of airport procedures                                  | .788              |                 |                              |
| Cleanliness of restrooms  | .726              |                 |                              |
| Ease of moving around the airport   | .694              |                 |                              |
| Cleanliness of the airport zones  | .608              |                 |                              |
| Number of rest zones  | .502              |                 |                              |
| Architectural layout and design   | .456              |                 |                              |
| <b><i>FACT_APT_2: Quality of additional services</i></b>                  |                   | 2.360           | 10.259                       |
| Adequacy of services and zones for children                               | -.951             |                 |                              |
| Variety of additional services (e.g. massage, hairdressing, exhibitions ) | -.949             |                 |                              |
| Availability of smoking zones   | -.804             |                 |                              |
| Number and quality of lounges   | -.735             |                 |                              |
| Adequacy of power outlets   | -.659             |                 |                              |
| Quality of advertisements promoting Turkey and Istanbul                   | -.578             |                 |                              |
| Artwork zones promoting country   | -.580             |                 |                              |
| Availability of practical travel information about Istanbul               | -.482             |                 |                              |
| Wireless internet connection  | -.518             |                 |                              |
| <b><i>FACT_APT_3: Eating and shopping quality</i></b>                     |                   | 1.886           | 8.199                        |
| Prices of goods   | .782              |                 |                              |

**Table 4.10 (cont.)**

|   |      |       |       |
|---|------|-------|-------|
| Quality and variety of food and beverages     | .687 |       |       |
| Selection of retail outlets                   | .608 |       |       |
| Variety and quality of eating/drinking places | .676 |       |       |
| <b><i>FACT_APT_4: Personal comfort</i></b>    |      | 1.224 | 5.320 |
| Ease of access to the city                    | .821 |       |       |
| Service staff hospitality and friendliness    | .706 |       |       |
| Ease of communication in different languages  | .638 |       |       |

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*Notes:*

Principal component analysis with Oblimin with Kaiser normalization rotation

K-M-O Measure of Sampling Adequacy = 0.894

Barlett test of Sphericity = 0.000

After extracting the main factors, the research is continued by regression model construction to find out if there is any dependence between them.

#### **4.4.2. Regression Analysis**

Table 13 shows the correlation coefficients for the independent variables in the study. The pairwise correlations do not seem to present serious multicollinearity problems for the multivariate analysis, as none of the variables have correlation coefficients above 0.50 (Hair, Black, Bain, Anderson and Tatham 2006).

**Table 4.11. Correlation Coefficients of Variables**

|             | OVERALL_IST     | FACT_CITY_1   | FACT_CITY_2  | FACT_CITY_3   | FACT_CITY_4  | FACT_CITY_5  | FACT_APT_1   | FACT_APT_2   | FACT_APT_3   | FACT_APT_4   |               |
|-------------|-----------------|---------------|--------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| OVERALL_IS  | P. Correlation  | 1             | <b>.221*</b> | <b>.353**</b> | <b>.201*</b> | 0.163        | <b>.196*</b> | -0.018       | -0.008       | 0.172        | .272**        |
|             | Sig. (2-tailed) |               | 0.023        | 0             | 0.039        | 0.095        | 0.044        | 0.856        | 0.935        | 0.078        | 0.005         |
|             | N               | 106           | 106          | 106           | 106          | 106          | 106          | 106          | 106          | 106          | 106           |
| FACT_CITY_1 | P. Correlation  | <b>.221*</b>  | 1            | 0             | 0            | 0            | 0            | <b>.212*</b> | <b>.216*</b> | 0.022        | 0.023         |
|             | Sig. (2-tailed) | 0.023         |              | 1             | 1            | 1            | 1            | 0.029        | 0.026        | 0.82         | 0.813         |
|             | N               | 106           | 106          | 106           | 106          | 106          | 106          | 106          | 106          | 106          | 106           |
| FACT_CITY_2 | P. Correlation  | <b>.353**</b> | 0            | 1             | 0            | 0            | 0            | 0.137        | 0.082        | 0.017        | <b>.285**</b> |
|             | Sig. (2-tailed) | 0             | 1            |               | 1            | 1            | 1            | 0.163        | 0.403        | 0.859        | 0.003         |
|             | N               | 106           | 106          | 106           | 106          | 106          | 106          | 106          | 106          | 106          | 106           |
| FACT_CITY_3 | P. Correlation  | <b>.201*</b>  | 0            | 0             | 1            | 0            | 0            | 0.07         | 0.125        | <b>.232*</b> | 0.008         |
|             | Sig. (2-tailed) | 0.039         | 1            | 1             |              | 1            | 1            | 0.479        | 0.201        | 0.017        | 0.934         |
|             | N               | 106           | 106          | 106           | 106          | 106          | 106          | 106          | 106          | 106          | 106           |
| FACT_CITY_4 | P. Correlation  | 0.163         | 0            | 0             | 0            | 1            | 0            | <b>.236*</b> | -0.011       | 0.079        | <b>.242*</b>  |
|             | Sig. (2-tailed) | 0.095         | 1            | 1             | 1            |              | 1            | 0.015        | 0.907        | 0.422        | 0.012         |
|             | N               | 106           | 106          | 106           | 106          | 106          | 106          | 106          | 106          | 106          | 106           |
| FACT_CITY_5 | P. Correlation  | <b>.196*</b>  | 0            | 0             | 0            | 0            | 1            | 0.066        | <b>.228*</b> | 0.098        | 0.01          |
|             | Sig. (2-tailed) | 0.044         | 1            | 1             | 1            | 1            |              | 0.502        | 0.019        | 0.32         | 0.921         |
|             | N               | 106           | 106          | 106           | 106          | 106          | 106          | 106          | 106          | 106          | 106           |
| FACT_APT_1  | P. Correlation  | -0.018        | <b>.212*</b> | 0.137         | 0.07         | <b>.236*</b> | 0.066        | 1            | 0            | 0            | 0             |
|             | Sig. (2-tailed) | 0.856         | 0.029        | 0.163         | 0.479        | 0.015        | 0.502        |              | 1            | 1            | 1             |
|             | N               | 106           | 106          | 106           | 106          | 106          | 106          | 106          | 106          | 106          | 106           |
| FACT_APT_2  | P. Correlation  | -0.008        | <b>.216*</b> | 0.082         | 0.125        | -0.011       | <b>.228*</b> | 0            | 1            | 0            | 0             |
|             | Sig. (2-tailed) | 0.935         | 0.026        | 0.403         | 0.201        | 0.907        | 0.019        |              | 1            | 1            | 1             |
|             | N               | 106           | 106          | 106           | 106          | 106          | 106          | 106          | 106          | 106          | 106           |

**Table 4.11 (cont.)**

|            |                    |               |       |               |       |              |       |     |     |     |     |
|------------|--------------------|---------------|-------|---------------|-------|--------------|-------|-----|-----|-----|-----|
| FACT_APT_3 | P. Correlation     | 0.172         | 0.022 | 0.017         | .232* | 0.079        | 0.098 | 0   | 0   | 1   | 0   |
|            | Sig.<br>(2-tailed) | 0.078         | 0.82  | 0.859         | 0.017 | 0.422        | 0.32  | 1   | 1   |     | 1   |
|            | N                  | 106           | 106   | 106           | 106   | 106          | 106   | 106 | 106 | 106 | 106 |
| FACT_APT_4 | P. Correlation     | <b>.272**</b> | 0.023 | <b>.285**</b> | 0.008 | <b>.242*</b> | 0.01  | 0   | 0   | 0   | 1   |
|            | Sig.<br>(2-tailed) | 0.005         | 0.813 | 0.003         | 0.934 | 0.012        | 0.921 | 1   | 1   | 1   |     |
|            | N                  | 106           | 106   | 106           | 106   | 106          | 106   | 106 | 106 | 106 | 106 |

\* Correlation is significant at the 0.05 level (2-tailed)

\*\* Correlation significant at the 0.01 level (2-tailed)

In order to investigate what dependence exists between the factors, a series of regression models using the SPSS Statistics program were estimated with the dependent variable being the quality of each of the city branding attributes: value for tourism visit (FACT\_CITY\_1), personal comfort (FACT\_CITY\_2), quality of tourism infrastructure (FACT\_CITY\_3), entertainment availability (FACT\_CITY\_4), shopping quality (FACT\_CITY\_5), and the variable of the overall image of Istanbul (OVERALL\_IST). A set of six models was tested for each dependent variable. Airport branding attributes factors (FACT\_APT\_1, FACT\_APT\_2, FACT\_APT\_3, FACT\_APT\_4) formed the set of independent variables.

The F statistics indicate that all models are significant and hence are useful for explanatory purposes. The effects of the independent variables on each of the dependent variables are shown in Table 4.12.

**Table 4.12. Regression Models by Factors**

| MODEL 1                      |                                 |      |              |             |
|------------------------------|---------------------------------|------|--------------|-------------|
| <i>Dependent variable</i>    |                                 |      |              |             |
| FACT_CITY_1                  | <i>Value for tourism visit</i>  | Beta | t            | Sig.        |
| <i>Independent variables</i> |                                 |      |              |             |
| FACT_APT_1                   | Quality of airport organization | .212 | 2.241        | <b>.027</b> |
| FACT_APT_2                   | Quality of additional services  | .216 | 2.275        | <b>.025</b> |
| FACT_APT_3                   | Eating and shopping quality     | .022 | .235         | .814        |
| FACT_APT_4                   | Personal comfort                | .023 | .246         | .806        |
| R-square                     | .093                            |      |              |             |
| Ajusted R-square             | .057                            |      |              |             |
| F statistics                 | 2.579                           |      |              |             |
| MODEL 2                      |                                 |      |              |             |
| <i>Dependent variable</i>    |                                 |      |              |             |
| FACT_CITY_2                  | <i>Personal comfort</i>         | Beta | t            | Sig.        |
| <i>Independent variables</i> |                                 |      |              |             |
| FACT_APT_1                   | Quality of airport organization | .137 | 1.453        | .149        |
| FACT_APT_2                   | Quality of additional services  | .082 | .873         | .385        |
| FACT_APT_3                   | Eating and shopping quality     | .017 | .185         | .853        |
| FACT_APT_4                   | Personal comfort                | .285 | <b>3.031</b> | <b>.003</b> |
| R-square                     | .107                            |      |              |             |
| Ajusted R-square             | .072                            |      |              |             |
| F statistics                 | 3.024                           |      |              |             |

**Table 4.12 (cont.)**

| MODEL 3                      |  |       |              |             |
|------------------------------|--|-------|--------------|-------------|
| <i>Dependent variable</i>    |  |       |              |             |
| FACT_CITY_3                  | <i>Quality of tourism infrastructure</i> | Beta  | t            | Sig.        |
| <i>Independent variables</i> |  |       |              |             |
| FACT_APT_1                   | Quality of airport organization          | .070  | .726         | .469        |
| FACT_APT_2                   | Quality of additional services           | .125  | 1.309        | .194        |
| FACT_APT_3                   | Eating and shopping quality              | .232  | <b>2.421</b> | <b>.017</b> |
| FACT_APT_4                   | Personal comfort                         | .008  | .085         | .932        |
| R-square                     | .074                                     |       |              |             |
| Ajusted R-square             | .038                                     |       |              |             |
| F statistics                 | 2.027                                    |       |              |             |
| MODEL 4                      |  |       |              |             |
| <i>Dependent variable</i>    |  |       |              |             |
| FACT_CITY_4                  | <i>Entertainment availability</i>        | Beta  | t            | Sig.        |
| <i>Independent variables</i> |  |       |              |             |
| FACT_APT_1                   | Quality of airport organization          | .236  | <b>2.525</b> | <b>.013</b> |
| FACT_APT_2                   | Quality of additional services           | -.011 | -.123        | .902        |
| FACT_APT_3                   | Eating and shopping quality              | .079  | .845         | .400        |
| FACT_APT_4                   | Personal comfort                         | .242  | <b>2.599</b> | <b>.011</b> |
| R-square                     | 0.121                                    |       |              |             |
| Ajusted R-square             | .086                                     |       |              |             |
| F statistics                 | 3.465                                    |       |              |             |

**Table 4.12 (cont.)**

MODEL 5

| <i>Dependent variable</i>    |                                 |      |              |             |
|------------------------------|---------------------------------|------|--------------|-------------|
| FACT_CITY_5                  | <i>Shopping quality</i>         | Beta | t            | Sig.        |
| <i>Independent variables</i> |                                 |      |              |             |
| FACT_APT_1                   | Quality of airport organization | .066 | .686         | .494        |
| FACT_APT_2                   | Quality of additional services  | .228 | <b>2.374</b> | <b>.020</b> |
| FACT_APT_3                   | Eating and shopping quality     | .098 | 1.014        | .313        |
| FACT_APT_4                   | Personal comfort                | .010 | .102         | .919        |
| R-square                     | .066                            |      |              |             |
| Ajusted R-square             | .029                            |      |              |             |
| F statistics                 | 1.786                           |      |              |             |

MODEL 6

| <i>Dependent variable</i>    |                                      |       |              |             |
|------------------------------|--------------------------------------|-------|--------------|-------------|
| OVERALL_IST                  | <i>The Overall image of Istanbul</i> | Beta  | t            | Sig.        |
| <i>Independent variables</i> |                                      |       |              |             |
| FACT_APT_1                   | Quality of airport organization      | -.018 | -.189        | .850        |
| FACT_APT_2                   | Quality of additional services       | -.008 | -.085        | .933        |
| FACT_APT_3                   | Eating and shopping quality          | .172  | 1.828        | .071        |
| FACT_APT_4                   | Personal comfort                     | .272  | <b>2.888</b> | <b>.005</b> |
| R-square                     | .104                                 |       |              |             |
| Ajusted R-square             | .069                                 |       |              |             |
| F statistics                 | 2.931                                |       |              |             |

Overlooking the models and results obtained, we can draw conclusions about significant dependence. Every model showed some significant results.

For the Value of tourism visits (FACT\_CITY\_1), the significant factors (Sig. < 0.05) of the perception of airport attributes were the quality of airport organization and additional services provided including special zones, lounges, wireless connection, etc. Tourists arriving in Istanbul thus pay attention to the quality of the airport and this feeds into the perception of the destination. Finally, their impression of the airport influences the value of the destination in their mind and helps to form the image of the city.

Personal comfort (FACT\_CITY\_2) is supported by personal comfort in the airport. This factor includes the level of simplicity of communication and the feeling of safety and cleanliness. It can be seen that the personal comfort the respondents valued at the airport impacted their perception of the same attributes in the city.

The third model showed the dependence of the quality of tourism infrastructure (FACT\_CITY\_3) and eating and shopping quality at the airport. It may be supposed that specifically, the food and shopping facilities across the whole infrastructure of the airport form the key impression of tourism at the airport, as they represent the city itself, local brands, and cuisine. Thus tourists tend to connect their quality to the tourism infrastructure of the destination in general.

Entertainment availability (FACT\_CITY\_4) was supported by the quality of airport organization and personal comfort. The respondents associated the availability and quality of local festivals, events, and rest zones in the city with smooth airport organization and personal comfort. We may suppose that the ability of the government of the city to create a well-organized and structured airport with a good level of safety, cleanliness, and communication also brings with it the ability to organize entertainment very well.

Shopping quality (FACT\_CITY\_5) as measured by Model 5 is significantly connected with the quality of the additional services at the airport.

Finally, the overall image of Istanbul (OVERALL\_IST) is mostly influenced by the factor of personal comfort. Thus, ease of access to the city, friendliness, and easy communication at the airport are all attributes that impact on the perception of the city. This point has to be taken into account in any work stakeholders do in the area of the city's image.

## CHAPTER V

### DISCUSSION AND CONCLUSION

#### 5.1. Summary of Findings

The purpose of the study was to evaluate Istanbul's image as seen by tourists from the Russian Federation; how they value the touristic attributes; and what features of their personal experience influence their perception of the city. This study has focused on actual visitors to Istanbul and Istanbul Airport. This is very important, as only a tourist who had visited both could give the most appropriate answers to the questions posed.

The sample selected for this research gave a very positive mark to the image of the city of Istanbul. This was reconfirmed by the scores for the overall perception of the image; the willingness of those questioned to revisit and recommend; and the impression gained from personal experience before and after the visit. Moreover, those tourists who had visited the city more than three times and can be considered frequent tourists had an even better impression and valued the city's attributes even more highly than those who had visited 1-3 times.

As regards Istanbul Airport, it is clear that the airport has a positive image among Russian tourists as measured by the overall score as well as the willingness on the part of the research sample to reuse and the general evaluation of attributes.

The key research was conducted on the question of the dependence of the city image on the perception of the branding attributes of the airport. It was found that there is a rather significant influence between the perception of the airport and the city. The tourists who visited Istanbul Airport and valued a particular group of attributes more gave higher marks to the selected city-attribute groups.

## **5.2. Managerial Implications**

The results of this study may well be helpful to marketing specialists who work on the promotion of cities; tourism authorities; and city information offices. It shows the sources that visitors from Russia use before the visit to find information; the way in which a decision to travel is made; and the typical length and type of stay on the part of Russian tourists. Although the research was conducted in relation to visiting Istanbul, features relating to this visit can be identified which apply equally to other destinations. One of the most valuable findings of the study is the evaluation of the quality attributes of a tourism destination: looking at which are more and less important; to what extent this influences visitors' perception of a city; and how it differs by frequency of visit. The information regarding the sources of the information used by tourists can be extremely important for travel agencies and tour operators seeking to make a proper approach to customers through commonly-used sources.

The attributes of airport quality valued by the respondents represent the knowledge about tourists' satisfaction and general perception of Istanbul Airport. This study has identified the fields to be improved by the management (those that were marked very low) and the ones that left the passengers satisfied. This information can be successfully used to improve the service and organization of Istanbul Airport but can also be useful at the time of construction, promoting or improving any airport to give better and appropriate service.

## **5.3. Limitations and Future Research**

As a very new modern and large hub that fully opened for operations only in April 2019, Istanbul Airport was an appropriate survey setting, as there is a paucity of research on it and its impact on city branding. The number of articles dedicated to Turkey's new airport is still very limited. There were thus not many possibilities for analysing previous studies for the purposes of comparative research.

The present study also faced the problem of sample selection, as only individuals who had visited both the city and the new airport could be included in the sample.

The difficulties in this area were increased by the pandemic (the survey was made during April – May 2020). The period of the pandemic and the implementation of limitations for air operations in many countries and traveling, in general, made the delivery of the survey to passengers almost impossible. The survey was conducted online in an effort to involve as many respondents as possible but the sample was still not very large.

Control variables utilization was one more limitation of the present study. Control variables help ensure that the experiment results are fair, unskewed, and not caused by experimental manipulation. It is important to use control variables in further research of the topic to get more evidence for the results.

Taking the above into consideration, the work can be seen as an exploratory study, and in the future deeper analytics with a wider sample will be required. Based on the results of the present work, research involving tourists from different nations could be conducted and potentially deliver interesting results. As we have seen in the studies of other researchers such as Maden et al. (2012), there is a difference in the perception of the city due to nationality and experience.

The issue of airport branding and the link with city image that was the key research question of the study may also bring different results when respondents from other countries are included. It will be very interesting to compare the results of such future research with the present study.

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# APPENDIXES

## APPENDIX A

### A Survey on City/Airport Branding of Istanbul

#### A SURVEY ON CITY/AIRPORT BRANDING

Dear Ms/Mr

We would like to invite you to participate in a confidential anonym survey undertaken by Ibn Haldun University (Istanbul, Turkey) and Turkish Airlines as a part of a Master's Thesis in the Air Transportation Management program. The purpose of this research is to obtain knowledge about the perception of Istanbul city and Istanbul airport by Russian visitors.

Your cooperation will greatly assist this survey. We would be grateful if you could complete the enclosed questionnaire. In appreciation of your participation, we will send you a **summary report** of the research findings when the study is completed.

Answering the questionnaire will take about **5 minutes**, and you will make a valuable contribution to our research project. We assure you that your individual responses will be analyzed *anonymously* and they will be held in *strict confidence*.

Mariya Ozay,

MSc in Air Transport Management,  
Regional Marketing Representative, Turkish Airlines,  
St. Petersburg

#### PART I. ISTANBUL CITY

|   |
|---|
| <b>1. How many times have you been to Istanbul?</b>   |
| <input checked="" type="checkbox"/> once <input type="checkbox"/> 2-3 times <input type="checkbox"/> 4-5 times <input type="checkbox"/> more than 5 |

|  |
|--|
| <b>2. How many days did you spend in Istanbul last time?</b>   |
| <input checked="" type="checkbox"/> a few hours <input type="checkbox"/> 1-3 days <input type="checkbox"/> a week <input type="checkbox"/> more than a week <input type="checkbox"/> other |

|   |
|---|
| <b>3. What type of accommodation did you use?</b>   |
| <input checked="" type="checkbox"/> apartment or home <input type="checkbox"/> hostel <input type="checkbox"/> 3-4* hotel <input type="checkbox"/> 5* hotel |

|   |
|---|
| <b>4. To what extent the following sources influenced your decision to choose Istanbul as a travel destination?</b> |
|---|

|                              | 1 = Not at all      ....      5 = A lot |   |   |   |   |
|------------------------------|---|---|---|---|---|
| Travel agents/tour operators | 1                                       | 2 | 3 | 4 | 5 |
| Brochures/travel guides      | 1                                       | 2 | 3 | 4 | 5 |
| Tourism advertising campaign | 1                                       | 2 | 3 | 4 | 5 |
| Friends / Family members     | 1                                       | 2 | 3 | 4 | 5 |
| Books / Movies               | 1                                       | 2 | 3 | 4 | 5 |
| Articles / News              | 1                                       | 2 | 3 | 4 | 5 |

**5. Have you ever interacted with (had an opportunity to get to know) a Turkish person before?**

NO

YES. What kind of impressions did this interaction leave on you?

\_\_\_\_\_

**6. To what extent the following sources have influenced your perception of Istanbul BEFORE the visit?**

|                              | 1 = Not at all      ....      5 = A lot |   |   |   |   |
|------------------------------|---|---|---|---|---|
| Prior visit                  | 1                                       | 2 | 3 | 4 | 5 |
| Knowledge from school        | 1                                       | 2 | 3 | 4 | 5 |
| Travel agents/tour operators | 1                                       | 2 | 3 | 4 | 5 |
| Friends / Family members     | 1                                       | 2 | 3 | 4 | 5 |
| Books / Movies               | 1                                       | 2 | 3 | 4 | 5 |
| Articles / News / Internet   | 1                                       | 2 | 3 | 4 | 5 |
| Brochures / Travel guides    | 1                                       | 2 | 3 | 4 | 5 |
| Turkish acquaintances        | 1                                       | 2 | 3 | 4 | 5 |

**7. While making travel plans, who helped you most?**

travel agent/tour operator       myself       friends/family members

**8. Did you go on a package tour?**

YES       NO, I traveled on my own       other

**9. Who was your travel companion during the trip?**

alone       family/relatives       friends       tour group       business colleague

**10. What kind of excursion tours did you take? (you can pick more than one)**  
1- yes, 0 - no

|                         |                          |
|-------------------------|--------------------------|
| Historical and cultural | <input type="checkbox"/> |
| Religious               | <input type="checkbox"/> |
| Gastronomic             | <input type="checkbox"/> |
| Traditional show        | <input type="checkbox"/> |
| Boat trip               | <input type="checkbox"/> |
| Other                   | <input type="checkbox"/> |
| Didn't take any         | <input type="checkbox"/> |

**11. What was the main purpose of your visit? (Please pick only one!)**

relaxation     fun     business     experience new     other

**12. How likely would you visit Istanbul again over the next 2 years?**

extremely likely     very likely     somewhat likely     not so likely  
 not at all likely

**13. How likely would you advise your friends to visit Istanbul?**

extremely likely     very likely     somewhat likely     not so likely  
 not at all likely

**14. Please identify your feelings about the city of Istanbul BEFORE your visit on a scale from 1= strongly disagree to 5= strongly agree.**

**1 = Strongly disagree    2 = Mostly Disagree    3 = Neither Agree or Disagree    4 = Mostly Agree    5 = Strongly Agree**

|              |   |   |   |   |   |
|--------------|---|---|---|---|---|
| Traditional  | 1 | 2 | 3 | 4 | 5 |
| Chaotic      | 1 | 2 | 3 | 4 | 5 |
| Modern       | 1 | 2 | 3 | 4 | 5 |
| Conservative | 1 | 2 | 3 | 4 | 5 |
| Lively       | 1 | 2 | 3 | 4 | 5 |
| Huge         | 1 | 2 | 3 | 4 | 5 |
| Beautiful    | 1 | 2 | 3 | 4 | 5 |
| Awful        | 1 | 2 | 3 | 4 | 5 |
| Strange      | 1 | 2 | 3 | 4 | 5 |
| Oriental     | 1 | 2 | 3 | 4 | 5 |
| Friendly     | 1 | 2 | 3 | 4 | 5 |
| Charming     | 1 | 2 | 3 | 4 | 5 |
| Polluted     | 1 | 2 | 3 | 4 | 5 |
| Exciting     | 1 | 2 | 3 | 4 | 5 |
| Cosmopolitan | 1 | 2 | 3 | 4 | 5 |
| Boring       | 1 | 2 | 3 | 4 | 5 |
| Noisy        | 1 | 2 | 3 | 4 | 5 |
| Cool         | 1 | 2 | 3 | 4 | 5 |
| Crowded      | 1 | 2 | 3 | 4 | 5 |
| Fantastic    | 1 | 2 | 3 | 4 | 5 |

**15. Please identify your feelings about the city of Istanbul AFTER your visit on a scale from 1= strongly disagree to 5= strongly agree.**

**1 = Strongly disagree    2 = Mostly Disagree    3 = Neither Agree or Disagree    4 = Mostly Agree    5 = Strongly Agree**

|              |   |   |   |   |   |
|--------------|---|---|---|---|---|
| Traditional  | 1 | 2 | 3 | 4 | 5 |
| Chaotic      | 1 | 2 | 3 | 4 | 5 |
| Modern       | 1 | 2 | 3 | 4 | 5 |
| Conservative | 1 | 2 | 3 | 4 | 5 |
| Lively       | 1 | 2 | 3 | 4 | 5 |
| Huge         | 1 | 2 | 3 | 4 | 5 |

|              |   |   |   |   |   |
|--------------|---|---|---|---|---|
| Beautiful    | 1 | 2 | 3 | 4 | 5 |
| Awful        | 1 | 2 | 3 | 4 | 5 |
| Strange      | 1 | 2 | 3 | 4 | 5 |
| Oriental     | 1 | 2 | 3 | 4 | 5 |
| Friendly     | 1 | 2 | 3 | 4 | 5 |
| Charming     | 1 | 2 | 3 | 4 | 5 |
| Polluted     | 1 | 2 | 3 | 4 | 5 |
| Exciting     | 1 | 2 | 3 | 4 | 5 |
| Cosmopolitan | 1 | 2 | 3 | 4 | 5 |
| Boring       | 1 | 2 | 3 | 4 | 5 |
| Noisy        | 1 | 2 | 3 | 4 | 5 |
| Cool         | 1 | 2 | 3 | 4 | 5 |
| Crowded      | 1 | 2 | 3 | 4 | 5 |
| Fantastic    | 1 | 2 | 3 | 4 | 5 |

**16. How would you categorize Istanbul on a scale from 1= strongly disagree to 5= strongly agree?**

**1 = Strongly disagree    2 = Mostly Disagree    3 = Neither Agree or Disagree    4 = Mostly Agree    5 = Strongly Agree**

|                                 |   |   |   |   |   |
|---------------------------------|---|---|---|---|---|
| Middle Eastern city             | 1 | 2 | 3 | 4 | 5 |
| European city                   | 1 | 2 | 3 | 4 | 5 |
| Historical and cultural capital | 1 | 2 | 3 | 4 | 5 |
| Meeting point of West and East  | 1 | 2 | 3 | 4 | 5 |
| Modern capital                  | 1 | 2 | 3 | 4 | 5 |
| The city for total relaxation   | 1 | 2 | 3 | 4 | 5 |
| Best city for a weekend visit   | 1 | 2 | 3 | 4 | 5 |

**17. Please rate your overall image of ISTANBUL as a tourism destination on a scale from 1 to 10.**

**1 = Very negative    .....    5 = Very positive**

|          |   |   |   |   |   |   |   |   |   |    |
|----------|---|---|---|---|---|---|---|---|---|----|
| ISTANBUL | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|----------|---|---|---|---|---|---|---|---|---|----|

**18. Please rate your overall image of TURKEY as a tourism destination on a scale from 1 to 10.**

**1 = Very negative    .....    5 = Very positive**

|        |   |   |   |   |   |   |   |   |   |    |
|--------|---|---|---|---|---|---|---|---|---|----|
| TURKEY | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|--------|---|---|---|---|---|---|---|---|---|----|

**19. Listed below are some attributes that determine the quality of a tourist destination. Using the scale below, please rate these attributes for Istanbul by marking the appropriate number.**

**1 = Very Poor    2 = Poor    3 = Fair    4 = Good    5 = Excellent**

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| Range of accommodation facilities      | 1 | 2 | 3 | 4 | 5 |
| Quality of accommodation facilities    | 1 | 2 | 3 | 4 | 5 |
| Choice of food and beverage facilities | 1 | 2 | 3 | 4 | 5 |
| Quality of local cuisine               | 1 | 2 | 3 | 4 | 5 |
| Transport facilities                   | 1 | 2 | 3 | 4 | 5 |
| Local tours/excursions                 | 1 | 2 | 3 | 4 | 5 |
| Range of shopping facilities           | 1 | 2 | 3 | 4 | 5 |
| Price of goods                         | 1 | 2 | 3 | 4 | 5 |

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| Number and quality of museums                      | 1 | 2 | 3 | 4 | 5 |
| Ease of pay in the city                            | 1 | 2 | 3 | 4 | 5 |
| Historical and cultural value                      | 1 | 2 | 3 | 4 | 5 |
| Natural attraction                                 | 1 | 2 | 3 | 4 | 5 |
| The climate of the place                           | 1 | 2 | 3 | 4 | 5 |
| Level of security in the city                      | 1 | 2 | 3 | 4 | 5 |
| The hospitality of local residents                 | 1 | 2 | 3 | 4 | 5 |
| Cleanliness of the city                            | 1 | 2 | 3 | 4 | 5 |
| Ease of communication                              | 1 | 2 | 3 | 4 | 5 |
| Friendliness of local residents                    | 1 | 2 | 3 | 4 | 5 |
| Visa procedures and other governmental formalities | 1 | 2 | 3 | 4 | 5 |
| City atmosphere in general                         | 1 | 2 | 3 | 4 | 5 |
| Value for money spent                              | 1 | 2 | 3 | 4 | 5 |
| Availability of local festivals                    | 1 | 2 | 3 | 4 | 5 |
| Availability of tourist information centers        | 1 | 2 | 3 | 4 | 5 |
| Availability of walking zones                      | 1 | 2 | 3 | 4 | 5 |
| Wireless internet in the city                      | 1 | 2 | 3 | 4 | 5 |

## PART II. ISTANBUL AIRPORT

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| <b>20. To what extent did the following sources help you to receive information about Istanbul Airport BEFORE your visit?</b> |   |   |   |   |   |
| <b>1 = Not at all      ....      5 = A lot</b>  |   |   |   |   |   |
| Prior visit   | 1 | 2 | 3 | 4 | 5 |
| Travel agents/tour operators  | 1 | 2 | 3 | 4 | 5 |
| Friends / Family members  | 1 | 2 | 3 | 4 | 5 |
| Articles / News / Internet  | 1 | 2 | 3 | 4 | 5 |
| Brochures / Travel guides   | 1 | 2 | 3 | 4 | 5 |
| Turkish acquaintances   | 1 | 2 | 3 | 4 | 5 |

|   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|----|
| <b>21. Please rate your overall image of ISTANBUL AIRPORT as an airport on a scale from 1 to 10</b> |   |   |   |   |   |   |   |   |   |    |
| <b>1 = Very negative      ... 5 – Neutral      ...      10 = Very positive</b>                      |   |   |   |   |   |   |   |   |   |    |
| Istanbul airport  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

|  |   |   |   |   |   |   |   |   |   |    |
|--|---|---|---|---|---|---|---|---|---|----|
| <b>22. How did your Istanbul airport perception contribute to your overall perception of the city of Istanbul?</b> |   |   |   |   |   |   |   |   |   |    |
| <b>1 = Very negative      ... 5 – Neutral      ..      10 = Very positive</b>                                      |   |   |   |   |   |   |   |   |   |    |
| Istanbul airport perception  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| <b>23. To what extent did the following sources at Istanbul Airport help you to receive information about the city of Istanbul?</b> |   |   |   |   |   |
| <b>1 = Not at all      ....      5 = A lot</b>  |   |   |   |   |   |
| Information desk  | 1 | 2 | 3 | 4 | 5 |
| Travel agents/tour operators counters   | 1 | 2 | 3 | 4 | 5 |
| Brochures/maps  | 1 | 2 | 3 | 4 | 5 |

|                            |   |   |   |   |   |
|----------------------------|---|---|---|---|---|
| Posters/banners/table      | 1 | 2 | 3 | 4 | 5 |
| Other staff of the airport | 1 | 2 | 3 | 4 | 5 |

|  |                   |                          |             |                          |                 |                          |               |
|--|-------------------|--------------------------|-------------|--------------------------|-----------------|--------------------------|---------------|
| <b>24. How likely would you choose Istanbul Airport as a transit/ arrival point on your next trip?</b> |                   |                          |             |                          |                 |                          |               |
| <input checked="" type="checkbox"/>  | extremely likely  | <input type="checkbox"/> | very likely | <input type="checkbox"/> | somewhat likely | <input type="checkbox"/> | not so likely |
| <input type="checkbox"/>   | not at all likely |                          |             |                          |                 |                          |               |

|   |                   |                          |             |                          |                 |                          |               |
|---|-------------------|--------------------------|-------------|--------------------------|-----------------|--------------------------|---------------|
| <b>25. How likely would you recommend Istanbul Airport as a transit/arrival point for your friends/relatives?</b> |                   |                          |             |                          |                 |                          |               |
| <input checked="" type="checkbox"/>   | extremely likely  | <input type="checkbox"/> | very likely | <input type="checkbox"/> | somewhat likely | <input type="checkbox"/> | not so likely |
| <input type="checkbox"/>  | not at all likely |                          |             |                          |                 |                          |               |

|   |                 |                 |                 |                      |                      |
|---|-----------------|-----------------|-----------------|----------------------|----------------------|
| <b>26. Listed below are some attributes that determine the quality of an airport. Using the scale below, please rate these attributes for Istanbul Airport by marking the appropriate number.</b> |                 |                 |                 |                      |                      |
|   | <b>1 = Poor</b> | <b>2 = Fair</b> | <b>3 = Good</b> | <b>4 = Very Good</b> | <b>5 = Excellent</b> |
| Selection of retail outlets   | 1               | 2               | 3               | 4                    | 5                    |
| Prices of goods   | 1               | 2               | 3               | 4                    | 5                    |
| Variety and quality of eating/drinking places   | 1               | 2               | 3               | 4                    | 5                    |
| Quality and variety of food and beverages   | 1               | 2               | 3               | 4                    | 5                    |
| Ease of passing formality procedures  | 1               | 2               | 3               | 4                    | 5                    |
| Speed of formality of airport procedures  | 1               | 2               | 3               | 4                    | 5                    |
| Cleanliness of restrooms  | 1               | 2               | 3               | 4                    | 5                    |
| Number of rest zones  | 1               | 2               | 3               | 4                    | 5                    |
| Artwork zones promoting country   | 1               | 2               | 3               | 4                    | 5                    |
| Quality of advertisements promoting Turkey and Istanbul   | 1               | 2               | 3               | 4                    | 5                    |
| Availability of practical travel information about Istanbul   | 1               | 2               | 3               | 4                    | 5                    |
| Architectural layout and design   | 1               | 2               | 3               | 4                    | 5                    |
| Ease of access to the city  | 1               | 2               | 3               | 4                    | 5                    |
| Service staff hospitality and friendliness  | 1               | 2               | 3               | 4                    | 5                    |
| Cleanliness of the airport zones  | 1               | 2               | 3               | 4                    | 5                    |
| Ease of communication in different languages  | 1               | 2               | 3               | 4                    | 5                    |
| Ease of moving around the airport   | 1               | 2               | 3               | 4                    | 5                    |
| Number and quality of lounges   | 1               | 2               | 3               | 4                    | 5                    |
| Wireless internet connection  | 1               | 2               | 3               | 4                    | 5                    |
| Availability of smoking zones   | 1               | 2               | 3               | 4                    | 5                    |
| Adequacy of services and zones for children   | 1               | 2               | 3               | 4                    | 5                    |
| Variety of additional services (e.g. massage, hairdressing, exhibitions )   | 1               | 2               | 3               | 4                    | 5                    |
| Adequacy of power outlets   | 1               | 2               | 3               | 4                    | 5                    |

### PART III. DEMOGRAPHIC QUESTIONS

|  |
|--|
| <b>27. How old are you?</b>  |
| <input checked="" type="checkbox"/> less than 25 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 49 <input type="checkbox"/> 50 - 65 <input type="checkbox"/> over 65                                   |
| <b>28. What is your gender?</b>  |
| <input checked="" type="checkbox"/> male <input type="checkbox"/> female   |
| <b>29. What is your level of education?</b>  |
| <input checked="" type="checkbox"/> less than high school <input type="checkbox"/> bachelor's <input type="checkbox"/> postgraduate (masters/PhD)  |
| <b>30. What is your occupation type?</b>   |
| <input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time <input type="checkbox"/> self-employed <input type="checkbox"/> unemployed  |
| <b>31. What is your marital status?</b>  |
| <input checked="" type="checkbox"/> single <input type="checkbox"/> married <input type="checkbox"/> other   |
| <b>32. What is your average monthly income approximately (in Rub)?</b>   |
| <input checked="" type="checkbox"/> 30,000 or less <input type="checkbox"/> 31,000 – 50,000 <input type="checkbox"/> 51,000 – 100,000 <input type="checkbox"/> 101,000 – 300,000 <input type="checkbox"/> over 300,000 |

Thank you very much for your participation.

If you are interested in the results of the survey, please indicate your e-mail:

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APPENDIX B

**Table B.1. Survey Answers on Airport and City Attributes of Istanbul**

| <b>Attributes that determine the quality of a tourist destination of Istanbul.<br/>Survey response distribution.</b> |                     |     |                     |      |                     |      |                              |      |                          |      |
|--|---------------------|-----|---------------------|------|---------------------|------|------------------------------|------|--------------------------|------|
|  | <b>1 =<br/>Poor</b> |     | <b>2 =<br/>Fair</b> |      | <b>3 =<br/>Good</b> |      | <b>4 =<br/>Very<br/>Good</b> |      | <b>5 =<br/>Excellent</b> |      |
|  | N                   | %   | N                   | %    | N                   | %    | N                            | %    | N                        | %    |
| Range of accommodation facilities  | 0                   | 0   | 0                   | 0    | 9                   | 8,5  | 45                           | 42,5 | 52                       | 49,1 |
| Quality of accommodation facilities  | 0                   | 0   | 0                   | 0    | 10                  | 9,4  | 55                           | 51,9 | 41                       | 38,7 |
| Choice of food and beverage facilities   | 0                   | 0   | 1                   | 0,9  | 5                   | 4,7  | 33                           | 31,1 | 67                       | 63,2 |
| Quality of local cuisine   | 0                   | 0   | 2                   | 1,9  | 4                   | 3,8  | 32                           | 30,2 | 68                       | 64,2 |
| Transport facilities   | 0                   | 0   | 1                   | 0,9  | 12                  | 11,3 | 52                           | 49,1 | 41                       | 38,7 |
| Local tours/excursions   | 0                   | 0   | 1                   | 0,9  | 15                  | 14,2 | 55                           | 51,9 | 35                       | 33,0 |
| Range of shopping facilities   | 0                   | 0   | 0                   | 0    | 9                   | 8,5  | 39                           | 36,8 | 58                       | 54,7 |
| Price of goods   | 0                   | 0   | 1                   | 0,9  | 10                  | 9,4  | 58                           | 54,7 | 37                       | 34,9 |
| Number and quality of museums  | 0                   | 0   | 2                   | 1,9  | 10                  | 9,4  | 36                           | 34,0 | 58                       | 54,7 |
| Ease of pay in the city  | 0                   | 0   | 0                   | 0    | 11                  | 10,4 | 34                           | 32,1 | 61                       | 57,5 |
| Historical and cultural value  | 0                   | 0   | 0                   | 0    | 3                   | 2,8  | 17                           | 16,0 | 86                       | 81,1 |
| Natural attraction   | 0                   | 0   | 3                   | 2,8  | 9                   | 8,5  | 25                           | 23,6 | 69                       | 65,1 |
| The climate of the place   | 0                   | 0   | 1                   | 0,9  | 3                   | 2,8  | 36                           | 34,0 | 66                       | 62,3 |
| Level of security in the city  | 0                   | 0   | 7                   | 6,6  | 21                  | 19,8 | 53                           | 50,0 | 25                       | 23,6 |
| The hospitality of local residents   | 0                   | 0   | 2                   | 1,9  | 8                   | 7,5  | 41                           | 38,7 | 55                       | 51,9 |
| Cleanliness of the city  | 1                   | 0,9 | 8                   | 7,5  | 33                  | 31,1 | 46                           | 43,4 | 18                       | 17,0 |
| Ease of communication  | 2                   | 1,9 | 5                   | 4,7  | 20                  | 18,9 | 48                           | 45,3 | 31                       | 29,2 |
| Friendliness of local residents  | 0                   | 0   | 2                   | 1,9  | 9                   | 8,5  | 45                           | 42,5 | 50                       | 47,2 |
| Visa procedures and other governmental formalities   | 1                   | 0,9 | 0                   | 0    | 5                   | 4,7  | 31                           | 29,2 | 69                       | 65,1 |
| City atmosphere in general   | 0                   | 0   | 1                   | 0,9  | 5                   | 4,7  | 32                           | 30,2 | 68                       | 64,2 |
| Value for money spent  | 0                   | 0   | 0                   | 0    | 8                   | 7,5  | 43                           | 40,6 | 55                       | 51,9 |
| Availability of local festivals  | 1                   | 0,9 | 4                   | 3,8  | 11                  | 10,4 | 50                           | 47,2 | 40                       | 37,7 |
| Availability of tourist information centers  | 1                   | 0,9 | 6                   | 5,7  | 18                  | 17,0 | 50                           | 47,2 | 31                       | 29,2 |
| Availability of walking zones  | 1                   | 0,9 | 10                  | 9,4  | 15                  | 14,2 | 36                           | 34,0 | 44                       | 41,5 |
| Wireless internet in the city  | 5                   | 4,7 | 12                  | 11,3 | 28                  | 26,4 | 34                           | 32,1 | 27                       | 25,5 |

**Table B.1. (cont.)**

| <b>Attributes that determine the quality of the airport of Istanbul.<br/>Survey response distribution.</b> |                  |     |             |      |             |      |             |      |                  |      |
|--|------------------|-----|-------------|------|-------------|------|-------------|------|------------------|------|
|  | <b>1 =</b>       |     | <b>2 =</b>  |      | <b>3 =</b>  |      | <b>4 =</b>  |      | <b>5 =</b>       |      |
|  | <b>Very Poor</b> |     | <b>Poor</b> |      | <b>Fair</b> |      | <b>Good</b> |      | <b>Excellent</b> |      |
|  | N                | %   | N           | %    | N           | %    | N           | %    | N                | %    |
| Selection of retail outlets  | 0                | 0   | 1           | 0,9  | 17          | 16,0 | 44          | 41,5 | 44               | 41,5 |
| Prices of goods  | 2                | 1,9 | 5           | 4,7  | 45          | 42,5 | 41          | 38,7 | 13               | 12,3 |
| Variety and quality of eating/drinking places  | 0                | 0   | 2           | 1,9  | 18          | 17,0 | 50          | 47,2 | 36               | 34,0 |
| Quality and variety of food and beverages  | 0                | 0   | 2           | 1,9  | 18          | 17,0 | 49          | 46,2 | 37               | 34,9 |
| Ease of passing formality procedures   | 2                | 1,9 | 1           | 0,9  | 11          | 10,4 | 35          | 33,0 | 57               | 53,8 |
| Speed of formality of airport procedures   | 2                | 1,9 | 4           | 3,8  | 11          | 10,4 | 36          | 34,0 | 53               | 50,0 |
| Cleanliness of restrooms   | 0                | 0   | 0           | 0    | 7           | 6,6  | 40          | 37,7 | 59               | 55,7 |
| Number of rest zones   | 2                | 1,9 | 1           | 0,9  | 6           | 5,7  | 45          | 42,5 | 52               | 49,1 |
| Artwork zones promoting country  | 3                | 2,8 | 1           | 0,9  | 26          | 24,5 | 42          | 39,6 | 34               | 32,1 |
| Quality of advertisements promoting Turkey and Istanbul  | 1                | 0,9 | 6           | 5,7  | 16          | 15,1 | 48          | 45,3 | 35               | 33,0 |
| Availability of practical travel information about Istanbul  | 3                | 2,8 | 4           | 3,8  | 22          | 20,8 | 41          | 38,7 | 36               | 34,0 |
| Architectural layout and design  | 1                | 0,9 | 0           | 0    | 7           | 6,6  | 36          | 34,0 | 62               | 58,5 |
| Ease of access to the city   | 8                | 7,5 | 11          | 10,4 | 24          | 22,6 | 35          | 33,0 | 28               | 26,4 |
| Service staff hospitality and friendliness   | 2                | 1,9 | 1           | 0,9  | 16          | 15,1 | 38          | 35,8 | 49               | 46,2 |
| Cleanliness of the airport zones   | 0                | 0   | 1           | 0,9  | 7           | 6,6  | 41          | 38,7 | 57               | 53,8 |
| Ease of communication in different languages   | 3                | 2,8 | 2           | 1,9  | 8           | 7,5  | 48          | 45,3 | 45               | 42,5 |
| Ease of moving around the airport  | 4                | 3,8 | 2           | 1,9  | 13          | 12,3 | 33          | 31,1 | 54               | 50,9 |
| Number and quality of lounges  | 5                | 4,7 | 3           | 2,8  | 18          | 17,0 | 32          | 30,2 | 48               | 45,3 |
| Wireless internet connection   | 10               | 9,4 | 11          | 10,4 | 15          | 14,2 | 31          | 29,2 | 39               | 36,8 |
| Availability of smoking zones  | 7                | 6,6 | 9           | 8,5  | 26          | 24,5 | 31          | 29,2 | 33               | 31,1 |
| Adequacy of services and zones for children  | 8                | 7,5 | 7           | 6,6  | 25          | 23,6 | 42          | 39,6 | 24               | 22,6 |
| Variety of additional services (e.g. massage, hairdressing, exhibitions )                                  | 7                | 6,6 | 8           | 7,5  | 28          | 26,4 | 44          | 41,5 | 19               | 17,9 |
| Adequacy of power outlets  | 4                | 3,8 | 0           | 0    | 18          | 17,0 | 44          | 41,5 | 40               | 37,7 |

## CURRICULUM VITAE

### Personal Information:

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### Education:

1998-2003 BA in Tourism Management, University of Trade Unions, Russia

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### Experience:

2000 – 2004 Neva Travel Company

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