



Expectations of Domestic Tourists Before Destination Selection and Their Post-Purchase Evaluations: Igneada Case

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Abstract

In this study, it is intended to measure the pre-purchase expectations and post-purchase evaluations of domestic tourists who visited Igneada. For this purpose, a total of 250 questionnaires were delivered to the domestic tourists who were spending their holidays in the destination. The relevant destination was evaluated in terms of accommodation and food services, transportation services, general preservation and cleanliness, tourist activities and attractions, hospitality level and general tourist price level. As a result of the analyzes, it was determined that satisfaction evaluations were realized below the expectation levels in all the destination evaluation dimensions of the tourists visiting Igneada. In addition, it was found that the levels of overall satisfaction (48%) and intention to revisit the destination (43.6%) of the tourists were low.

Keywords: Tourism Marketing, Destination Marketing, Service Quality, Tourist Satisfaction, Igneada.