



Comparison of Tourism Attractiveness and Buying Behaviors According to Tourist Typology

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Abstract

This study aimed to compare the attractiveness of tourism and the buying behaviors of touristic products according to the tourist typologies that are influential in the destination choice. The questionnaire, which served as the data collection technique in the study, was applied to the sample group of 578 foreign tourists. The data obtained were analyzed using statistical techniques such as percentages, frequencies, independent sample t-test, and one-factor analysis of variance. The conclusion of the research was that foreign tourists visiting Turkey exhibit a more rationalist tourist typology, that the most influential factor affecting buying behavior is economic factors, and that recreation factors are influential in terms of attractiveness in destination choice. It was determined that tourists belonging to the study's all typologies are affected by buying behaviors, but those belonging to the hedonic tourist typology are affected more. While tourists with rationalist, habitual, and restricted typologies are primarily influenced by historical factors, tourists with habitual, opportunistic, and restricted typologies are primarily influenced by the recreation factor.

Keywords: Tourism Attractiveness, Buying Behaviors, Tourist Typology, Foreign Tourist

1. Introduction

Tourism, one of the fastest-growing sectors in the world in recent years, has captured the attention of almost all countries who are at different development levels on economic, social, cultural, political, and psychological factors despite some experienced crises. Developing countries with high tourism expectations, bolstering their touristic attraction power through highly competitive touristic products while also accurately analyzing the buying decision processes of tourists with varying tourist typologies will provide a significant advantage in the differentiation in the tourism sector (Usta, 2009).

Even if tourism businesses believe they are following the proper marketing strategy, numerous ever-changing factors influence the tourists who make the final purchasing decision. Among

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these factors, travel budgets, economic, political, and environmental crises that may occur in countries, increasing competition in the international tourism market, and changing consumer buying behaviors and tendencies due to the developments in transportation and communication will lead to changes in decision-making processes. For this reason, domestic and international tourism factors affecting marketing plans and strategies in destination marketing will need to be constantly monitored (Aktaş, 2015:138).

This study aims to compare tourist attractions and purchasing behaviors, which play a key role in destination preference, based on tourist typologies. Thus, it aims to make some suggestions to decision makers and practitioners to analyze the purchasing decision process of various tourist typologies and to develop calibrated marketing strategies for specific tourist typologies. This study is important because the correct interpretation of tourist typologies, the creation of market segments in tourism marketing, the development of marketing strategies, the product preference of different tourist types, the efficient use of resources, the adaptation of the services to be offered according to the needs and wishes of the tourists will provide a great advantage in the differentiation of tourism services.

Reviewing the related literature, no study could be identified that analyzed tourism attractions, purchasing behaviors, and tourist typologies together. Therefore, this study aimed to develop an up-to-date data compilation tool to compare tourism attractions and purchasing behaviors with tourist typology. This tool is expected to help identify the variables that can be used in determining the characteristics of consumers, their tourism-related purchasing actions, and which needs drive their actions in the tourism sector, where there is a complex structure formed by tourists from different countries, with different characteristics, and different purchasing behaviors and attitudes.

2. Conceptual Framework

In this part of the study, tourist attractions, purchasing behaviors and tourist typology are discussed, respectively.

2.1. Tourism Attractiveness

Tourism attractions, which reflect the characteristics of any tourist destination, are the core components that make a city or region compete easier with others (Neto et al. 2019:2). These characteristics include historical and natural beauties, flora and fauna structure, socio-cultural structure, urban architectural texture, accommodation and transportation facilities, religious or ethnic structure, local people's lifestyles, and folkloric values. Therefore, these attractiveness factors can be effective in tourists' vacation purchasing decision process and location preference (Demir, 2010: 1042).

Kusen (2010: 418) categorizes tourism attractiveness into the following categories: underground and above-ground features, climate, water, flora and fauna, natural heritage under preservation, preserved cultural heritage, life and working culture, famous people and historical events, cultural and religious institutions, natural life, recreational activities, tourism itinerary, and must-see places. Gunn (1999: 57) classified tourism attractiveness into two categories: environmental tours and those that offer long-term stays. The first type of attractiveness is one that generates tour demand but is never reused. The second category of attractiveness is defined as "campgrounds, festivals and celebrations, sports fields, and amusement parks," which are likely to be visited by the same visitors multiple times.

Tourist attractions in the study site were evaluated in terms of environment-typology and marketing interaction. It is of great importance to determine the factors that affect the formation, development, size, distribution, types and spatial effects of attractions that are valuable for tourism and to understand how these factors affect the consumer. Therefore, evaluating,

interpreting and revealing the effects of the subject from the perspective of tourist typology will make a unique contribution to tourism research.

In a study conducted by Sangpikul (2008) on tourists visiting Thailand, four factors were identified to be important in destination preference: "cultural and historical attractions", "activities", "shopping" and "safety and hygiene". They revealed that the most important factors for tourists to choose Thailand were "information seeking" and "cultural and historical attractions". In a study by Yousefi and Marzuki (2012) on tourists visiting the Penang region of Malaysia, the attractive factors were found to be "environment and safety", "cultural and historical attractions" and "tourism opportunities". Klenosky (2002) revealed that different destinations have different types of attractiveness. Yoon and Uysal (2005) determined ten attractiveness factors in a study they conducted on tourists who visited Northern Cyprus, which are "modern atmosphere", "activities", "favorable weather conditions", "natural scenery", "different cultures", "hygiene conditions", "nightlife", "interesting cities", and "water activities". Correia, Valle, and Moço (2007:77) found that the tourism attractions that affect the destination choice of people who have decided to go on vacation were opportunities, main attractions, and landscape features. Evren and Kozak (2012) investigated the factors that make Eskişehir attractive as a touristic destination and they found that these factors included "natural, historical and cultural values", entertainment, education and shopping, "parks and sightseeing areas", "accommodation, transportation and others", "local government and Büyükerşen (the mayor)", and "sports, TV series and movies". These studies indicate a potential relationship between tourism attractions and tourist typology. Based on this, the first hypothesis of the study was determined as follows: Hypothesis 1: The tourist attractions affecting the destination preference vary significantly by tourist typology.

2.2. Buying Behavior

Consumer buying behavior is also regarded as the study of the processes by which individuals evaluate, select, and utilize products or services that meet their needs (Wells and Prensky, 1996:5). Consumer buying behavior emerged with the interaction of factors such as cultural (culture, subculture, and social class), social factors (reference, family, roles and status), age (age and life period, economic status, lifestyle, profession, personality), psychology (motivation, perception, learning, belief, and attitude) (Kotler et al., 2006: 181).

Cultural factors are the primary determinants of consumer purchasing behavior in the broadest and most comprehensive sense. In this context, culture is the sum of society's learned beliefs, values, attitudes, habits, and behaviors that are passed down from generation to generation and society's value judgments. (Rızaoğlu, 2012:97). Another factor influencing consumer buying behavior is social factors. Social factors are defined as the influence of other people on buying behavior. Social factors can be categorized into three groups: family, reference groups, roles, and status. Any group of people that influences the consumer's attitudes, ideas, and value judgments is referred to as a reference group (Mucuk 2001:7; Bearden and Etzel 1982: 184). Status is an indicator of authorities and tasks in the behavioral pattern. On the other hand, the role is a concept that refers to the social behaviors that an individual exhibits in accordance with his or her rights and obligations within a particular group (İslamoğlu and Altunışık, 2017: 202). We can classify the personal factors that influence a consumer's buying decisions into two categories. The first of these factors are individual characteristics such as demographic factors (age, gender, marital status, education, and occupation). Second, situational factors encompass all factors that have a visible and systematic effect on existing behavior in a given period and place (Odabaşı and Barış, 2017: 334). Another factor affecting buying behavior is psychological factors. The perceptions, motivations, learning, personalities, emotions, and attitudes of individuals all significantly impact their tourism behavior. (Rızaoğlu, 2012: 52).

Knowing the factors affecting the purchasing behavior of tourists, analyzing them, and adapting the offered product and service to the tourist knowledge typologies has a positive effect on tourist satisfaction. Thus, tourist typologies help tourism stakeholders in the creation of effective tourism marketing strategies.

There are many studies in the marketing literature on touristic product purchasing behaviors. Mayo and Jarvis (1981) found that psychological and social factors affect the purchasing behavior of individual travelers. Kozak, et al., (2003) revealed that tourists from different cultures have different travel characteristics and behaviors. Dmitrovic, et al., (2009) revealed that the important factors affecting the purchasing behavior of consumers are the nationalities and ethnicities of the consumers. Kim and Gupta (2009) determined that there are many factors that affect the purchasing decisions of consumers, but economic factors are the most important. Aracioglu and Tatlidil (2009) revealed that environmental awareness affects the purchasing behavior of touristic consumers. İlban et al., (2011) determined that the factors affecting the purchasing behavior of touristic consumers for thermal tourism are marketing efforts, economic, social, psychological and personal and cultural factors. As can be seen, there may be a relationship between touristic product purchasing behavior and tourist typology. Based on this conclusion, the second hypothesis of the study was determined as follows: Hypothesis 2: Touristic product purchasing behaviors vary significantly by tourist typology.

2.3. Tourist Typologies

The concept of typology is a classification scheme to “simplify complex phenomena for teaching, organizational and communication purposes” (Hambrick, 1984). Typologies often include categorical variables (Collier et al., 2012). McKercher and du Cros (2003) argued that the typology of different variables in the field of tourism, which is widely used, provides a better understanding of the behavior of different types of tourists.

When the concept of typology is considered in the tourism context, it is handled in two dimensions, as relational-interactional and cognitive-normative types of tourists. The relational-interactional dimension examines the relationship between tourist attractions and the quality of the relationships that occur within the tourist environments. The cognitive-normative dimension, however, examines the motivations behind traveling, the reasons for traveling, as well as tourists' perception and reactions to the conditions in the destinations where they spend their vacations (Avçıkurt, 2003: 11).

There are various definitions and classifications of tourist typology in the tourism literature. Cohen (1972) defined tourist typologies as “roles, causes and sought-after experiences”, “personal characteristics” Plog (1974), and Smith (1989) defined them as “Motives and lifestyles, personal values” Bronner and De Hoog (1985) as “Decision styles” (socio-demography, holiday ideas and choice characteristics), Woodside, Cook and Mindak (1987) as “Travel frequency”, Woodside and Jacobs (1985) as Shoemaker (1994) “Benefits sought”, Reid and Crompton (1993) as “The ability to distinguish between participation level and characteristics”, Cha et al. (1995) as “push factors”, Hsieh et al. (1997) as “Philosophies of travel”, Fodness and Murray (1997) as “Information seeking strategies”, Arnberger & Brandenburg (2001) as “Demographical features”, Sterl et al. (2006) as “visit motivations,” and Decrop and Snelders (2005) defined various tourist typologies based on “decision-making style”. The literature review shows that many researchers have defined tourist typologies by using different variables.

The studies examining consumer typologies and purchasing behaviors have focused on the effects of consumers' personalities on impulsive buying behaviors or tendencies (Marwijk ve Taczanowska, 2006; Bratko, Butkovic, & Bosnjak, 2013; Otero-López, & Villardefrancos, 2013; Shahjehan, Qureshi, Zeb & Saifullah, 2012; Thompson & Prendergast, 2015; Türkyilmaz, Erdem

& Uslu, 2015). Bronner and De Hoog (1985) determined socio-demographic tourist typologies based on decision-making style as "Nature seekers, sun and beach seekers, and culture seekers".

Examining tourist attractions and typologies by destination preference, McKercher and DuCros (2003) classified tourist typologies into five groups as purposeful-deep-experienced, mobile-surface-experienced, ordinary-surface-experienced, accidental-surface-experienced and random-deep-experienced. They observed that for the tourists with the random-deep experienced tourist typology, the tourist attractions consist of recreation and entertainment, relaxation and being with family/friends. Altunel and Kahraman (2012) tried to determine the typologies of cultural tourists visiting the Sultanahmet District of Istanbul and found some differences based on the typologies of the tourists, the demographic characteristics of the destination preference, activities and travel motives.

In the current study, six tourist-tourist typologies based on the decision-making style suggested by Decrop and Snelders (2005) were adopted and the data analysis was performed by drawing on these typologies. Tourist attractions are thought to affect destination preference and tourist typologies are thought to affect touristic product purchasing behaviors. Thus, determining the cultural, social and psychological characteristics of tourists' purchasing behavior will help businesses in different tourism market segments to decide what they should pay attention to in creating and developing marketing strategies.

3. Method

Knowing the factors that affect tourists' holiday purchasing decisions offers many advantages for tourism stakeholders and employees in terms of product diversification and service by addressing the specific characteristics of the market. Thus, it was deemed appropriate to use the tourist typology by Decrop and Snelders (2005) based on decision-making variables and processes to help purchasing, market targeting and positioning strategies and to divide tourist typologies into homogeneous subgroups in parallel with the aim of "comparing touristic product purchasing behaviors by tourist typology".

In the research design, tourist attractions and purchasing behaviors were the dependent variables, and tourist typologies were the independent variables. The universe of the study is the foreign tourists visiting Turkey between August and October 2019 and departing from Istanbul Airport. Foreign tourists were selected to identify the factors that affect the holiday purchasing decisions of foreign tourists coming to Turkey. The scope is limited to foreign tourists visiting Istanbul due to financial limitations and time constraints. Furthermore, the research was limited to the time period between August and October 2019.

The size of the universe formed by the tourists to be included in the research or the number of tourists in the universe is greater than 10,000. Therefore, from the sample size calculation formula ($n = S^2 Z^2 \alpha / d$) suggested by some researchers (Özdamar, 2001; Sekaran, 2003; Ural & Kılıç, 2011) for unlimited universes ($n > 10.000$) in quantitative research was used. The questionnaires used as a data collection method were translated into English, German, French and Russian languages, taking into account the tourists visiting Turkey in the highest number by nationality. Professional academic translation service was provided for the translation of the questionnaires into other languages. The questionnaire used as the data collection tool was given to 625 tourists, and only 578 questionnaires were included in the analysis after discarding incomplete, incorrect and non-returned questionnaires. The data were collected at Taksim and Kadıköy Havaş airport transportation stations by using the convenience sampling method by the interviewers.

The questionnaire used in the research basically consists of four parts. The first part comprises questions aiming to determine the individual and travel characteristics of the tourists who make

up the sample group. In the second part of the questionnaire, "tourist typology based on decision-making style variables" inventory developed by Decrop and Snelders (2005) was used to determine tourist typologies. The third part includes the purchasing behavior scale of the consumers in tourism. A questionnaire containing 17 statements was used to determine the factors that "affect consumers' purchasing behavior", developed by İlban et al., (2011) and Özdiçner et al., (2010). The last part of the questionnaire has 16 questions prepared by drawing on the previous studies on the subject (Gearing et al., 1974; Gunn 1999; Hu and Ritchie, 1993; Murphy, 1985; Murhpy, et al., 2000; Smith, 1994; Yoon, et al., 2001), to determine the tourist attractions affecting the destination preference of the participants. The appropriateness of the questionnaire items in terms of both content and comprehensibility was ensured by consulting expert opinions.

Each item constituting the aforementioned scales used in the research was designed in line with a 5-point Likert scale, and the agreement levels of the tourists in the sample group regarding the typology items were rated as "1= Strongly Disagree", "2= Slightly Agree", "3= Moderately Agree", "4= Strongly Agree", and "5= Completely Agree". The effect levels of the factors related to the purchasing behaviors and holiday destination preferences were evaluated by scoring them as "1= Not at all Effective", "2= Slightly Effective", "3 = Moderately Effective", "4=Very Effective", "5= Completely Effective". The demographic and travel characteristics of the participants in the study are presented by frequency and percentage. Each item in the scale is described with frequency and percentage distribution, as well as arithmetic mean and standard deviation values. The data on the impact of tourism attractions, tourist typologies, and purchasing behaviors were examined by Shapiro -Wilks and Kolmogorov-Smirnov and the skewness coefficients and normality test was performed. In order to test the normal and closeness of the distribution to normal, comments on normality can be made by examining the skewness and kurtosis coefficients of the dataset. Tabachnick and Fidell (2013) state that kurtosis and skewness values should be between -1.5 and +1.5, and George and Mallery (2010) state that these values should be between -2 and +2 so that the data can be seen as normally dispersed and parametric tests can be used. As such, independent sample t test was used to compare the two groups, and one-way ANOVA was used to compare more than two groups. Cronbach's Alpha coefficients were calculated to test the reliability of the scale. SPSS 21.0 Windows package program was used in the analysis of the obtained data.

4. Findings

Table 1 shows the distribution of foreign tourists in the study's sample group by their demographic and travel characteristics.

Table 1. Distribution of the participants by demographic and travel characteristics

Variables	Groups	f	%	Variables	Groups	f	%
Gender	Female	282	48,8	Marital status	Married	276	47,8
	Male	269	51,2		Single	302	52.2
Age	15-24	132	22,8	Nationality	Russia	69	11,9
	25-34	135	23,4		Germany	52	9,0
	35-44	103	17,8		England	33	5,7
	45-54	97	16,8		France	22	3,8
	55-64	83	14,4		Ukraine	20	3,5
	65+	28	4,9		Other	376	66,1
Education	Primary education	2	0,3	Income status	Low	40	6.9
	Secondary education	207	35,8		Average	314	54.3
	Higher education	369	63,8		High	224	38.8
The situation of coming to Turkey before	Yes	342	59,2	Arrange your vacations	Individually	399	69,0
	No	246	40,8		Tour	179	31,0
Destination of holiday in Turkey	İstanbul	316	54,7	Preferred type of vacation	Beach	156	27.0
	Antalya	78	13,5		Camping	15	2.6
	İzmir	31	5,4		Rural	30	5.2
	Fethiye	27	4,7		Culture	337	65.2
	Other	12	21,7				
	Total		578		100	Total	

Examining the individual characteristics of the participants, the percentage distribution of gender and marital status were observed to be evenly distributed. The ratio of participants in the middle- and upper-income groups was found to be higher than the lower income group. Further, 99.6% of the participants had secondary and higher education education. The foreign visitors visiting Turkey were found to mainly consist of young and middle-aged participants with high education and income level. It was also observed that 59.2% of the participants are tourists who have come to Turkey before. While 69% of the participants travel abroad individually, 31% of them prefer tours when traveling abroad. When the findings about the "preferred holiday type" of the participants were examined, 65.2% of them were observed to be tourists coming for cultural purposes. Analyzing the proportion of the foreign tourists who visited Turkey, it was found that 11.9% were Russian citizens, 9% were German citizens, 5.7% were British citizens, and 3.8% were French citizens. When the data of the "Istanbul tourism tourist profile and behavior research" conducted by the Istanbul Culture and Tourism Directorate (2016) were examined, it was observed that the majority of the tourists coming to our country came from the Russian Fed., Germany and the UK, which is similar to the results of the current study. The cities where the participants visited the most in Turkey were Istanbul (54.7%), Antalya (13.5%), İzmir (5.4%), and Fethiye (4.7%), respectively.

Table 2 contains the variance analysis results on comparing buying behaviors according to tourist typology. When Table 6 is examined, economic, social, psychological, cultural, and personal

factors that affect buying behavior display a statistically significant difference according to tourist typologies ($p < 0.05$).

Table 2. Contains the variance analysis results on comparing buying behaviors according to tourist typology

Purchasing Behaviors	Tourist Typologies	\bar{X}	SS	F	P
Ekonomic	Habitual	3,70 b	0,62	2,816	0,016*
	Rational	3,68 b	0,61		
	Hedonic	3,67 b	0,62		
	Opportunistic	3,92 a	0,60		
	Constrained	3,79 b	0,57		
	Adaptable	3,71 b	0,67		
Social	Habitual	3,04 a	1,03	2,873	0,014*
	Rational	2,96 a	1,02		
	Hedonic	3,28 a	1,04		
	Opportunistic	2,73 b	1,08		
	Constrained	2,85 b	1,18		
	Adaptable	2,55 c	1,28		
Psychological	Habitual	3,20 b	0,62	4,473	0,001*
	Rational	3,51 a	0,70		
	Hedonic	3,26 b	0,71		
	Opportunistic	3,25 b	0,54		
	Constrained	3,16 b	0,52		
	Adaptable	3,41 a	0,75		
Personal and Cultural	Habitual	2,39 c	0,88	2,598	0,025*
	Rational	2,59 a	1,04		
	Hedonic	2,29 d	0,97		
	Opportunistic	2,15 e	0,81		
	Constrained	2,35 c	0,85		
	Adaptable	2,48b	1,07		
Purchasing	Habitual	3,21 b	0,43	3,107	0,009*
	Rational	3,20 b	0,43		
	Hedonic	3,31 a	0,45		
	Opportunistic	3,15 b	0,35		
	Constrained	3,18 b	0,36		
	Adaptable	3,19 b	0,50		

*: $p < 0.05$, a; b; c; there is a significant difference between groups containing different letters.

According to the buying behaviors, it was determined that the tourist type most affected by economic factors was the opportunistic ($\bar{X} = 3.92$), the tourist type most affected by social factors was the hedonic ($\bar{X} = 3.28$), and the tourist type most affected by psychological factors was determined to be the rationalist ($\bar{X} = 3.51$). Although the tourist typology most affected by personal and cultural factors is rationalist ($\bar{X} = 2.59$), when the mean of the cultural factors' effect on tourists' buying behavior is considered, it has been observed to have less effect compared to other factors. It has been observed that all tourist typologies within the scope of the study are affected by buying behavior, but those with hedonic ($\bar{X} = 3.31$) tourist typology are more influenced.

Table 3 contains the variance analysis results comparing the effect of tourism attractiveness on destination preference by tourist typology. According to Table 3, the effect of natural, social, and infrastructural tourism attractiveness on destination preference does not differ significantly by tourist typology ($p > 0.05$).

Table 3. Contains the variance analysis results comparing the effect of tourism attractiveness on destination preference by tourist typology.

Tourist Attractions	Tourist Typologies	\bar{X}	SS	F	P
Natural	Habitual	4,52	0,47	0,319	0,901
	Rational	4,50	0,58		
	Hedonic	4,45	0,64		
	Opportunistic	4,45	0,57		
	Constrained	4,45	0,49		
	Adaptable	4,45	0,56		
Social	Habitual	3,88	0,59	1,138	0,339
	Rational	3,79	0,59		
	Hedonic	3,75	0,71		
	Opportunistic	3,79	0,63		
	Constrained	3,74	0,58		
	Adaptable	3,65	0,75		
Historical	Habitual	4,00 a	0,46	2,308	0,043*
	Rational	4,02 a	0,51		
	Hedonic	3,88 b	0,66		
	Opportunistic	3,83 b	0,66		
	Constrained	4,01 a	0,55		
	Adaptable	3,82 b	0,70		
Recreation	Habitual	3,55 a	0,58	3,260	0,007*
	Rational	3,24 c	0,68		
	Hedonic	3,29 c	0,73		
	Opportunistic	3,39 b	0,71		
	Constrained	3,45 b	0,61		
	Adaptable	3,20 c	0,76		
Infrastructure	Habitual	4,02	0,74	1,467	0,199
	Rational	3,92	0,73		
	Hedonic	3,84	0,89		
	Opportunistic	3,71	0,92		
	Constrained	3,79	0,82		
	Adaptable	3,80	0,98		

*: $p < 0.05$, a; b; c; there is a significant difference between groups containing different letters

According to tourist typologies, there is a statistically significant difference in the effect of historical and recreational tourism attractiveness on destination preference ($p < 0.05$). When arithmetic means are examined, it has been determined that historical factors are more influential in the destination preferences of tourists with rationalist ($\bar{X} = 4.02$), habitual ($\bar{X} = 4.00$), restricted ($\bar{X} = 4.01$) typologies. Moreover, it was determined that recreational factors are more influential in the destination preferences of tourists with habitual ($\bar{X} = 3.55$), opportunistic ($\bar{X} = 3.39$), restricted ($\bar{X} = 3.45$) typologies.

Conclusion and Suggestions

The results obtained from this study, which was conducted to compare tourist attractions and purchasing behaviors that influenced destination preference, by tourist typologies are presented below.

Similar the 2016 data of the Istanbul Culture and Tourism Directorate, the results of the current study indicate that Istanbul, Antalya, Izmir, Nevşehir, Bursa and Trabzon are the most visited provinces in Turkey by foreign tourists. The most preferred holiday types by the participants coming to Turkey are sea, sand and sun and cultural tourism.

Regarding purchasing behaviors, the type of tourist most affected by economic factors is the opportunistic tourist. It was determined that the purchasing behavior of tourists with opportunistic typology is shaped by economic status, budget and the price of the service or product they have received. The person who decides to go on vacation acts in accordance with their economic status in choosing a destination as the holiday budget depends on the relationship between income and holiday spending (Eugenio-Martin 2003; İlban et al.2011; Correia and Pimpao 2008; Alegre and Juaneda 2006; Demir and Kozak; 2011). Therefore, businesses need to develop price and brand policies specific to the economic status of foreign tourists visiting Turkey. It was also found that the tourist type most affected by social factors is the hedonic tourist. The reference group and the circle of friends play a key role in the holiday expenditures of the tourists with hedonic typology. The experiences of the group or individual who gained the appreciation of the relatives, friends and the person are the most important source of information in purchasing behavior (Fodness and Murray 1997; Pan and Fesenmair, 2006; Hyde, 2009). Although the tourist typology affected by personal and cultural factors is rational, the effect of personal and cultural factors on the purchasing behavior of tourists was found to be less than other factors when the averages were considered. All tourist typologies are affected by purchasing behavior, but those with hedonic tourist typologies are more affected by this behavior.

Comparing the effect of tourism attractions in destination preference by tourist typology, historical factors were found to be more effective in the destination preference of rational, conventional and limited typologies. It was observed that tourists attach importance to historical and religious artifacts and historical ruins. Yeşiltaş and Öztürk (1997) observed that the historical and cultural values, natural beauties, and architectural structures of countries and cities are among the important attractive factors that motivate tourists to visit them. Recreational factors are more effective in the destination preference of tourists with habitual, opportunistic and limited typologies. It was also determined that tourists with habitual, opportunistic and limited typologies prefer "cultural activities, health and recreation opportunities, night recreation and sportive entertainment". Thus, historical and recreational factors stand out among the destination attractions in Turkey considering that it has been home to different civilizations throughout history, combined with geographical and seasonal diversity. Many studies have found "natural beauties" as the most important destination attraction (Klenosky, 2002; Kim et al., 2003).

Based on the findings obtained from the study, various suggestions can be made to contribute to the practices of tourism stakeholders and to the future studies on the subject. The first of these suggestions is the correct determination of tourist typologies coming to Turkey. Developing a marketing strategy in accordance with the determined tourist typologies will provide significant gains for the stakeholders in the tourism sector. A significant relationship was identified between the holiday tourists plan to take and their income, as the economic status affects their decision of what kind of holiday to buy in the purchasing behavior. Therefore, businesses need to develop price and brand policies specific to the economic status of foreign tourists coming to Turkey. All sectors related to tourism should share the information they collect, evaluations should be made with sector representatives, and a strategic plan should be created in which the whole sector can act jointly by examining the rival Mediterranean countries and evaluating what can be done to bring more tourists with high income levels to Turkey. The correct market segmentation for foreign tourists should be determined with psychographic segmentation by using the data about "their interests and motives, purchasing behavior, physical and emotional needs, self-images, values, personality abilities, attitudes, thoughts of current and potential tourists" (Rızaoğlu, 2012:198), creating alternative tourism opportunities in line with the demands of foreign tourists coming to Turkey, and withdrawing the low-efficiency tourism services from the market.

In an effort to save time and costs, the scope of the study was limited to foreign tourists visiting Turkey and departing from Istanbul Airport. Repeating the research on a larger sample will complement and support our findings by making them more generalizable. Thus, the better the expectations, attitudes and behaviors of the potential tourist are understood and analyzed, the more accurately all kinds of services, products, promotions, approaches and relevance will be tailored for him/her.

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